

Checklist For Starting a Journal Business

Market Research

- Identify target market
- Analyze competitors
- Survey potential customers
- Identify trends

Business Planning

- Define business mission
- Set financial goals
- Outline business structure
- Plan marketing strategy

Product Development

- Design journal layouts
- Choose materials
- Create prototypes
- Plan production process

Brand Creation

- Design a logo
- Choose business name
- Develop brand voice
- Secure domain name

Legal and Administrative

- Register the business
- Obtain necessary licenses
- Set up tax IDs
- Draft terms of service

Production and Supply Chain

- Select suppliers
- Negotiate contracts
- Organize logistics
- Establish quality controls

Marketing and Sales

- Develop a website
- Plan social media campaigns
- Set up online store
- Launch initial promotions

Go-to Resources for Starting a Journal Business

Design and Layout

- [Adobe InDesign](#)
- [Canva](#)
- [Sketch](#)

E-Commerce Platforms

- [Shopify](#)
- [WooCommerce](#)
- [BigCommerce](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [Domain Name Search Tool](#)

*All of the resources are clickable links