

Checklist For Starting a Magazine

Define Your Niche

- Identify target audience
- Research market demand
- Choose a unique angle

Develop Your Business Plan

- Outline business model
- Set goals and objectives
- Plan financials

Establish Your Brand

- Create a catchy name
- Design logo and theme
- Develop brand voice

Gather Content

- Hire writers and editors
- Curate articles and features
- Plan issue themes

Design and Layout

- Choose design software
- Layout each issue
- Integrate graphics and photos

Printing and Distribution

- Select a printer
- Decide on distribution channels
- Manage subscriptions and sales

Marketing and Promotion

- Develop a marketing strategy
- Utilize social media
- Plan launch event

Go-to Resources for Starting a Magazine

Content Management

- [Google Docs](#)
- [Microsoft Word](#)
- [Notion](#)

Design and Publishing

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

Business & Accounting

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

Useful Tools

- [Logo Generator](#)
- [QR Code Generator](#)

*All of the resources are clickable links