

# Checklist For Starting a Paint and Sip Business

## Concept and Research

- Conduct market research
- Define your target audience
- Decide on a business model
- Analyze competitor offerings

## Business Setup

- Create a business plan
- Choose a business name
- Register the business
- Obtain an alcohol license

## Location and Space Design

- Select a suitable location
- Design a welcoming studio space
- Purchase furniture and decor
- Set up a bar area

## Supplies and Equipment

- Acquire painting supplies
- Buy easels and aprons
- Stock up on canvases and paints
- Obtain glassware for beverages

## Licensing and Compliance

- Secure liability insurance
- Comply with local alcohol laws
- Get health and safety certifications
- Register for taxes

## Marketing and Promotion

- Develop a branding strategy
- Build a professional website
- Utilize social media marketing
- Offer opening promotions

## Operations and Staffing

- Hire artistic instructors
- Train staff in customer service
- Implement booking and pay systems
- Create event schedules

## Go-to Resources for Starting a Paint and Sip Business

### Marketing

- [Canva](#)
- [Hootsuite](#)
- [Buffer](#)

### Scheduling Tools

- [Booker](#)
- [Acuity Scheduling](#)
- [Vagaro](#)

### Business & Accounting

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

### Useful Tools

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

\*All of the resources are clickable links