

CREATIVE START-UP CHECKLIST

It can be overwhelming starting your creative business, often advice will be just to start. But where and how when you've never seen it done can be enough to stop your idea dead in it's tracks.

We've put together a list below of all the things you might need to start a creative business.

This isn't exhaustive, but is a great place to start.

Good luck, and let us know what you think!
contactus@craftanddesign.com

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- Make inventory and check stock levels
 - Create pricing structure, accounting for: Labour, Costs, Material and Market
 - Do the maths! How much money do you need to be sustainable?
 - Create a business plan, including market research
 - Register your business with HMRC
 - Create business bank account
 - Get a card reader/ ipad/ phone (a way of taking card payments if applicable)
 - Get a business float (for in person sales if applicable)

- Track your expenditure and sales from the very beginning. Could you do it with an app?
- Product Photography
- Create a logo/ banner (don't spend a lot of money)
- Create social media accounts, choose the right one for you
- Create website/ e-commerce page
- Begin mailing list for newsletter/ e-commerce page
- Make sure all communication with your customer clearly shows how to buy
- Create a brand identity (tell a story)
- Visual merchandising for photography and visual spaces
- Packaging, have you thought about sustainability?
- Social media and newsletter campaign around the launch

YOU'RE READY TO LAUNCH

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