



Start a Craft Business *checklist*

Dreaming of a craft business can be overwhelming.

This checklist will get you started today. It's not everything you need, but it's what you need to start.

- **Decide what to sell** (wreaths, home decor, graphic tees, tumblers...)

What do you want to sell to start: _____

What do you want to sell as you grow: _____

- **Decide who to sell your products to:** Moms, teachers, businesses (you can sell to many types of customers, but your business will grow faster if you pick one group to focus on at the beginning). _____

- **Pick a name for your business.** Make sure this fits **your customer**, not only what makes you feel good. Will your customers know what you do from the name? Find more info on naming your business [here](#). _____

- **Decide where to sell your products:** Etsy, Facebook, Website, Instagram. If you want a list of places to sell and 9 other worksheets to help you get started [click here](#).

a goal is just a wish without a plan

