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**How to Start a T-Shirt Business (Checklist)**

**1. Do Market Research ☐**

a. Survey consumers ☐

b. Study competitors ☐

c. Analyze the demographics of your target market ☐

d. Seek advice from other business owners and family/friends ☐

**2. Create a Business Plan ☐**

a. Executive summary ☐

b. Business description ☐

c. Market analysis ☐

d. SWOT analysis ☐

e. Organization management ☐

f. Sales strategy ☐

g. Funding needs ☐

h. Financial projections ☐

**3. Choose a Printing Technique ☐**

a. Research the different printing techniques ☐

b. Choose one based on niche and affordability ☐

c. Price your T-shirts ☐

d. Set up an e-commerce store ☐

e. Determine if you’re going to use a dropshipping service ☐

**4. Secure Financing ☐**

a. Self-funding ☐

i. Secure a private loan from friends or family ☐

ii. Utilize funds that you have saved up ☐

iii. Raise funds through crowdfunding ☐

b. Apply for a loan ☐

i. Meet with a lender ☐

ii. Fill out the application form ☐

iii. Provide collateral and your credit history ☐

iv. Sign a loan agreement after approval ☐

**5. Create a Legal Entity ☐**

a. Choose your legal structure ☐

b. Register with your State ☐

c. Get an Employer Identification Number (EIN) ☐

**6. Find Office/Retail Space ☐**

a. Determine if you really need a space ☐

b. Calculate costs ☐

i. Find out what’s in your budget ☐

ii. Total utilities ☐

iii. Total technology costs ☐

iv. Total rent and maintenance ☐

c. Shop around ☐

**7. Purchase Insurance ☐**

a. Find out what type of insurance your business needs ☐

b. Find a provider or agent ☐

c. Purchase a policy ☐

**8. Purchase Equipment ☐**

a. Purchase a T-shirt printer, ink, design software, etc ☐

b. Design your own artwork or purchase designs ☐

**9. Hire Employees ☐**

a. Write a job description ☐

b. Post on a job board ☐

c. Review applications and resumes ☐

d. Interview candidates ☐

e. Check references ☐

f. Send a job offer ☐

g. Fill out the mandatory IRS forms ☐

**10.Develop Business Relationships ☐**

a. Attend networking events ☐

b. Ask for meetings with suppliers ☐

**11.Brand and Advertise ☐**

a. Craft your brand ☐

i. Write an elevator pitch ☐

ii. Find out who your customers are ☐

iii. Decide what kind of brand personality you want to have ☐

iv. Determine what you want people to associate your brand with ☐

b. Connect with customers through advertising ☐

i. Create a website ☐

ii. Set up email marketing software ☐

iii. Create social media accounts for your business ☐