



**NameSnack**

#1 Business Name Generator

# How to Start a Subscription Box Business (Checklist)

1. **Do market research.** 
  - a. Survey consumers.
  - b. Research economic studies.
  - c. Study competitors.
  - d. Analyze the demographics of your target market.
  
2. **Create a Business Plan.** 
  - a. Executive summary.
  - b. Business description.
  - c. Market analysis.
  - d. Organization management.
  - e. Sales strategy.
  - f. Funding needs.
  - g. Financial projections.
  
3. **Secure Financing.** 
  - a. Attract investors. 
    - i. Sell equity in your business.
    - ii. Secure a private loan from friends and family.
  - b. Apply for a loan. 
    - i. Meet with a lender.
  
4. **Create a Legal Entity.** 
  - a. Choose your legal structure.
  - b. Register with your State.
  - c. Get an Employer Identification Number (EIN).
  
5. **Hire employees.** 
  - a. Write a job description.
  - b. Post on a job board.



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- c. Review applications and resumes.
- d. Interview candidates.
- e. Check references.
- f. Send a job offer.
- g. Fill out mandatory IRS forms.

**6. Create a Website.**

- a. Register a domain name.
- b. Design your website.
- c. Install payment facilities.

**7. Develop Business Relationships.**

- a. Join a chamber of commerce or business association.
- b. Attend networking events.
- c. Ask for meetings with suppliers.

**8. 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. Set up email marketing software.
  - ii. Set up SMS marketing software.
  - iii. Create social media accounts for your business.

