



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.
- 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.