



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. Find out who your customers are.
 - iii. Decide what kind of brand personality you want to have.