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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 drop shipping service.
  - f. Sales strategy.

**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 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.