



The SMB Guide

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 or 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 the 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