



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 dropshipping service

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 the 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