

# START MY **PRODUCT BUSINESS!**

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## STEP 1 SET UP YOUR BUSINESS

- Create your legal structure
- Create a budget
- Research funding sources
- Build your team
- Trademark your name

## STEP 2 MANUFACTURE YOUR PRODUCTS

- Plan your product mix
- Choose a manufacturer

## STEP 3 PREPARE FOR SALES

- Choose a distribution channel
- Make a plan to reach your audience

## STEP 4 DEFINE YOUR NICHE

- Define your niche & value proposition
- Create customer personas
- Research your competitors

## STEP 5 CRAFT YOUR BRAND

- Write your brand story
- Develop your brand language and colors
- Create a mood board
- Write a tagline for your business

## STEP 6 CREATE A LOGO

- Create the perfect brand name
- Confirm your brand's trademark
- Design a unique logo

## STEP 7 DESIGN YOUR PACKAGING

- Explore your options
- Choose the right designer

## STEP 8 BUILD YOUR WEBSITE

- Acquire product photos
- Build your website

## STEP 9 PREPARE FOR LAUNCH!

- Plan your editorial calendar
- Build your social media presence
- Get press coverage

Looking for a step-by-step guide to starting your product business? You can download the Ultimate Guide from our [online store](#). The Ultimate Guide is a 13-page booklet full of advice and resources, including directories for manufacturers, lawyers, packaging suppliers, and more!