

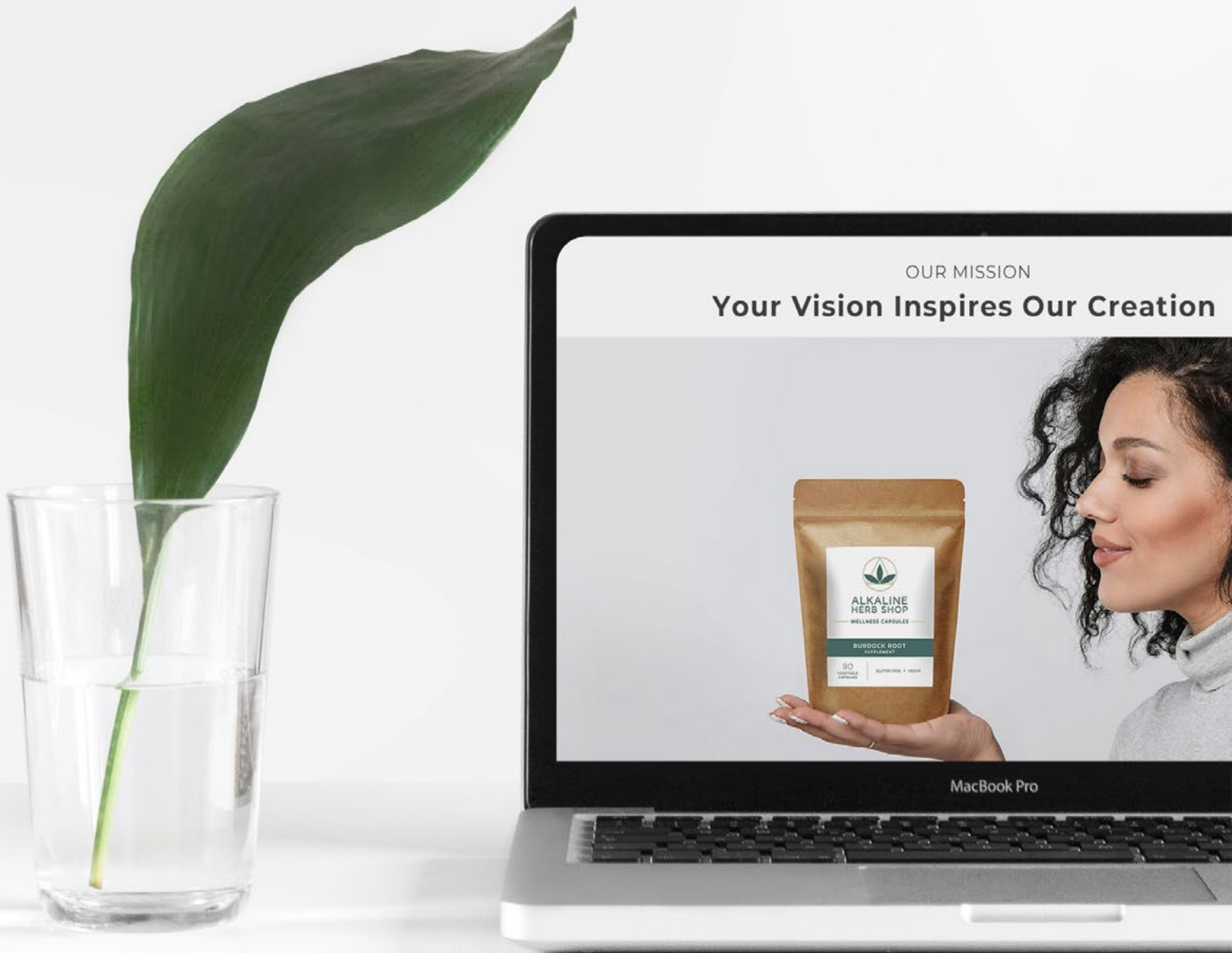
# Start My Product Line!

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## THE ULTIMATE GUIDE

Beauty & Cosmetics | Food & Beverage | Wine & Spirits  
Herbs & Supplements | Cannabis & CBD

[cremedemint.com](https://cremedemint.com)



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- ▶ [Printer Recommendations](#)
- ▶ [Primary Packaging Resource List](#)
- ▶ [How to Trademark Your Name](#)
- ▶ [Lawyer & Legal Assistance Directory](#)

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## TEMPLATES

- ▶ [Template for Website Privacy Policies](#)
- ▶ [Template for Website Terms & Conditions](#)
- ▶ [Template for Website ADA compliance](#)
- ▶ [Shopify Policy Templates](#)

You are free to adapt these templates for your company. We recommend having your legal team review policies before publishing online.

# ARE YOU **READY** TO START A BUSINESS?

Starting a business isn't for everyone. It's exciting and appealing, but it's also a process with a lot of moving parts. It requires in-depth planning, tenacity, and the willingness to pivot when things aren't working.

One of the most important pieces that determines your success is a business plan. A good business plan serves as a roadmap for your business journey.

We've created The Ultimate Guide to walk you through each step of crafting your business plan, including links to helpful articles and downloadable worksheets.



## Tools to Help You Get Started:

- ▶ [Choosing the Right Legal Structure](#)
- ▶ [Tips to Set Up Your Dream Team](#)
- ▶ [Startup Costs: Downloadable Worksheet](#)
- ▶ [Funding Resource Guide](#)
- ▶ [How to Get Funding For a Product](#)
- ▶ [Plan Ahead by Creating an Exit Plan](#)



## Two important first steps on your business journey:

### #1 **Decide if you want a co-founder**

One of the most important decisions you'll make when starting your business is whether to share it with one or more co-founders. Having a partner means you'll have more support and resources, but you won't have the same autonomy and you'll be sharing your profits.

If you do choose to work with a co-founder, it's essential that you choose well and that you make an agreement before you start which sets boundaries and anticipates potential conflicts.

Read our blog post to [explore this question in depth](#).

### #2 **Trademark your business name**

When you are creating a product line, you are going to be selling nationally and you will need a name that you can use in all 50 states. That means you need to **trademark your brand name** BEFORE you do any branding work.

The ideal time to hire a branding and package design agency is after you have secured your trademark (unless you need naming services for your brand), and after you have chosen your manufacturer and finalized your formulation or product.

Check out the [Trademark Tools on page 8!](#)

# MANUFACTURE YOUR PRODUCTS

Here are 4 tips to help you find **the right manufacturer** for your product:

1. Seek a manufacturer who specializes in your industry and its FDA compliance requirements.
2. Get clear on your needs and wants before you **contact potential manufacturers**.
3. Your manufacturing budget will be your final retail price minus your wholesale discount and profit margin.
4. Keep your prices within the same range as your competitors. Profit margins vary by industry.

Beauty industry example:

Retail Price/2.5 = Wholesale Price

Wholesale Price/2.5 = Unit Manufacturing Budget

## Decide on your product mix

Your anchor product should be unique enough to bring new customers to your brand. Add 2-3 complementary products that work well with your anchor product.

Starting small will help you launch at a lower cost and test your market to see what works and what doesn't.

## Tools to Help You Find a Manufacturer:

- ▶ Plan Your Product Mix (beauty example)
- ▶ Manufacturer Research Template
- ▶ Beauty Product Manufacturer Directory
- ▶ Supplement Manufacturer Directory
- ▶ Food & Beverage Co-packer Directory
- ▶ Alcohol Private Label Directory



## Should I create a custom formula or sell private label?

Private labeling is often faster and less expensive than starting from scratch. A manufacturer's stock products have already passed the required tests, such as purity and stability.

Custom formulation takes longer, but you will have more control over ingredients and end up with a unique product.

## Beauty & Cosmetics

When choosing a **beauty product manufacturer**, consider the pros and cons of **private label vs. custom formulation**.

## Supplements & CBD

When **building a supplement line**, make sure you choose a manufacturer who is GMP certified (meaning they have proven they are up to date on the FDA's good manufacturing practices). Ask about their qualifications, certifications, and experience.

## Food & Beverage

Whether **starting your own juice business** or other specialty food, you'll most likely need to work with a co-packer—a facility that will manufacture and package your food. You might also need to consult with a food scientist or testing facility.

## Wine & Spirits

Before **starting your own wine label** or **liquor brand**, it is important to research your state's legal requirements.

# PREPARE TO SELL YOUR PRODUCTS

Consumers have a never-ending amount of choices right at their fingertips. Standing out as a brand and gaining customer loyalty is more important than ever.

The buyer journey comes down to three stages—awareness, consideration, and decision making. Before making a purchase, consumers first have to know who you are, then they have to consider why they should buy from you.



**Once your product is made, how will you reach your customers?**



Thanks to a direct relationship with our customers, we have access to endless inspiration for new products, experiences, and ways of building an enduring business.

- EMILY WEISS, FOUNDER AND CEO OF GLOSSIER

If you plan to sell through multiple online marketplaces (Amazon, Shopify, eBay, etc.), **Fulfillment by Amazon (FBA)** can save you a lot of time and hassle. A third party integration tool will give you one dashboard to manage all of your orders. **Learn more about FBA.** Plan to start the 6-8 week brand registry and FBA setup process as soon as your brand trademark is under consideration and your packaging and product are on order.

## Tools to Help You Make a Sales Plan:

- ▶ **How to Sell to Retailers**
- ▶ **Find a B2B Wholesale Marketplace**
- ▶ **10 Effective Strategies to Sell Your Product**
- ▶ **How to Acquire and Convert Leads**

## Should I hire a sales team?

Working with sales representatives can be a great decision for your product business. They will sell your product for you in exchange for a commission.

Read our blog post for **tips on finding reliable sales representatives** for your business.

## Which distribution channel is right for my business?

Choosing the right distribution channel impacts your ability to reach your target market. Should you go with retail, direct to consumer through internet sales, wholesale, or another avenue?

Consider the different **distribution options** and if **wholesale** makes sense for your business.

# STAY FOCUSED BY DEFINING YOUR COMPETITIVE NICHE

When you launch a business, it can be tempting to not choose a niche. You might think you don't want to limit yourself, opting instead to appeal to as many people as possible.

The truth is that a niche gives you focus and direction. Being highly focused is one of the best things you can do for your brand. How do you find your competitive niche?



**A niche helps you develop effective marketing and sales strategies**

## ASK YOURSELF

Who am I selling to and how am I solving their problem in a way that my competitors aren't?

If you can offer a group of people a unique solution to their most pressing problem, your brand will be far more likely to succeed.

Your niche should align with you, your skills, and your values. It's also important to remember that in order for your business to thrive, your niche must be profitable.

### Tools to Help You Define Your Niche:

- ▶ [Create Your Value Proposition Canvas](#)
- ▶ [7 Questions to Help You Define What Makes You Unique](#)
- ▶ [Brand Identity Questionnaire](#)
- ▶ [Competitor Research Worksheet](#)

### Who is my target audience?

When visualizing your target market, you need to be clear on who they are and what they want. The best way to do this is by **creating customer personas**. A persona is a fictional character that serves as the avatar for who you want to target, including their demographics, values, interests, and personality traits.

### What makes my business unique?

A clearly defined brand will help set you apart from your competitors. When analyzing your competitors, look for gaps in the market and think about your own positioning. How does it compare to your competitors? Read our blog to learn how to **define your brand** and **analyze your competitors**.

# CRAFT A BRAND TO CONNECT + ENGAGE

A brand is more than just a logo or a tagline. Your brand isn't just one element. It's the way customers feel when they think about your company. It's your reputation. It's your story.

Not all stories resonate with all people. How do you create a compelling story that leads to trust, loyalty, and memorability? An impactful brand story strikes an emotional chord, is relatable to your target audience, and follows a story arc.

No matter what product you sell or how you started, if you can tell a great brand story, you can build better relationships with customers and become a more memorable brand.



## Tools for the Branding Process:

- ▶ Developing Your Brand Language
- ▶ Understanding Branding Worksheet
- ▶ Write a Tagline Worksheet
- ▶ 7 Steps to Choosing Your Brand's Color Palette
- ▶ Tips for Crafting Engaging Packaging Copy



Here are two questions to help you get started.

## #1 What story do I want to tell?

Your brand has a story, whether you write it or other people do. Every review and social media comment shapes that story. By crafting your own story, you can guide the thoughts and feelings customers have about your brand.

**A compelling brand story** can inspire trust and loyalty by giving customers a reason to care about your business.

## #2 How will I tell my story visually?

First, create a mood board. This is a collage that's centered around your brand. It's composed of images, colors, designs, and fonts – anything that communicates your brand to someone in visual terms.

This process will set the direction for your brand's visual identity.

Read this blog post for tips on **creating a mood board** for your brand.

# CREATE A LOGO THAT LEAVES A LASTING IMPRESSION

A well designed logo comes from a strong brand, which is the backbone of a thriving business. Your logo should convey the concepts and feelings associated with your brand story.

Focusing on your story will help you choose the fonts, colors and other design elements that will resonate with your customers.



To make an original logo, you must go further than using the traditional shapes, pictures, and symbols associated with your niche or product.

- LAUREN CASGREN-TINDALL, PRINCIPAL OF CRÈME DE MINT

Choosing the right colors for your brand is essential. Research has shown that up to 84.7 percent of customers cite color as the primary reason they make buying decisions.

Read the Crème de Mint blog to discover 7 steps for **choosing effective brand colors**.

## Tools to Help You Design Your Logo:

- ▶ Logo Types Reference Guide
- ▶ 10 Beginner Mistakes to Avoid
- ▶ Competitor Research to Do Before You Start
- ▶ Tips for Hiring a Designer
- ▶ How to Choose the Right Font for Your Logo

## TRADEMARK TOOLS

- ▶ Fool-Proof Process for Naming Your Business
- ▶ How to Trademark Your Business Name
- ▶ Trademarks, Patents, and Copyrights
- ▶ Trademarking Resource List
- ▶ Lawyers & Legal Services Resource List



# DESIGN PACKAGING THAT SELLS

Your product will sit on the shelf next to dozens of similar products. If it doesn't stand out, it's not going to sell. Good packaging serves as a mini-ad for your product, drawing in consumers, making them interested in the product, and convincing them to buy it.

Creating a design and package for your product is a complex process, full of choices. Anything that goes on the package, as well as the structure of the package itself, is all part of packaging design.



## Tools for Packaging Design:

- ▶ [Beauty/Skincare Packaging Guidelines](#)
- ▶ [Food, Beverage & Supplement Regulations](#)
- ▶ [Guidance for Dietary Supplement Claims](#)
- ▶ [Alcohol Labeling Requirements](#)
- ▶ [FDA-Compliant Food Labeling Service](#)
- ▶ [7 Packaging Mistakes to Avoid](#)
- ▶ [Guide to Packaging Symbols](#)

Packaging easily makes the difference between a product's success or failure. It's important to hire a professional with experience creating successful packaging who can guide you through the process.

## #1 What is Primary Packaging?

Your primary component is the layer of packaging that touches your product, like a tube or bottle. The shape and material should be functional, easy to use, and keep your product in prime condition for as long as possible.

- ▶ [Primary Packaging Resource List](#)
- ▶ [Sustainable Primary Packaging Resource List](#)

## #2 What is Secondary Packaging?

Secondary packaging refers to the outer box or bag that holds the primary component. The main function of secondary packaging is to appeal to your customers through branding.

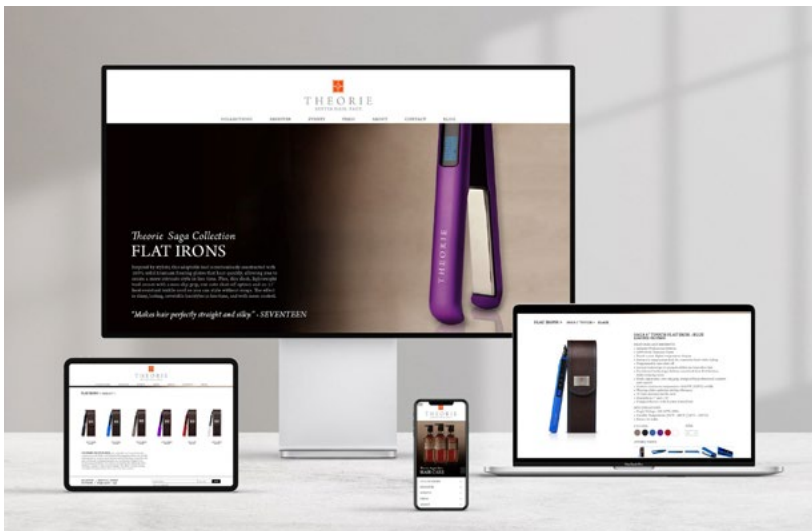
- ▶ [Secondary Packaging Resource List](#)
- ▶ [Sustainable Secondary Packaging Resource List](#)
- ▶ [Certifications Resources](#)
- ▶ [Barcode Resource List](#)

# BUILD A WEBSITE & REACH CUSTOMERS

When you're ready to launch your product business, you'll need to set up a website. Even if you run a brick-and-mortar business, embracing the e-commerce world will help you expand your reach and make sales.

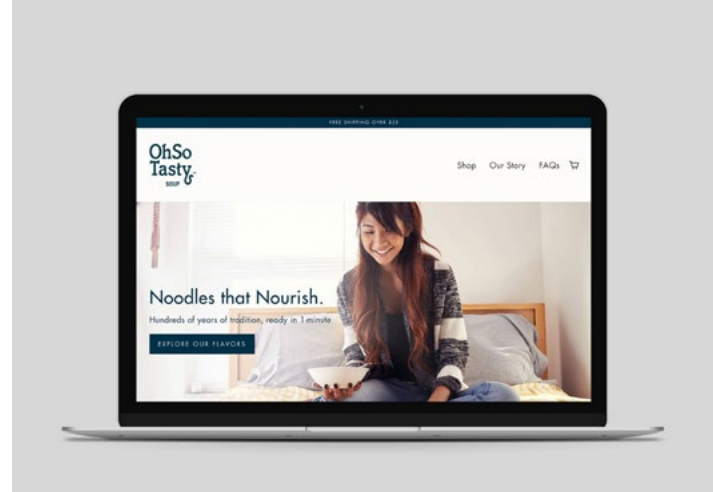
A great website is simple, visually appealing, and functional. You will benefit from an easy-to-navigate site that features high-quality product photos, compelling descriptions, and an easy check out process.

If you are new to building websites, hiring a professional can save you time and the headache of figuring out the small details of online sales.



## Tools for building your website:

- ▶ Implement Best Practices for SEO
- ▶ Is Your Website ADA Compliant?
- ▶ Questions to Ask When Hiring a Web Designer
- ▶ How to Find Free Stock Photography



Here are two questions to help you get started.

## #1 How can I create a “wow” website?

A professional-looking, easy-to-navigate website is essential to build trust with new customers. Start with our [5 tips for building an impressive website](#).

## #2 How do I figure out where to start?

Will a [custom build or website template](#) best fit your needs? There are so many tools out there to help you build a beautiful website. Check out our [guide to website platforms](#).

## QUICK LINKS

- ▶ [Template for Website Privacy Policies](#)
- ▶ [Template for Website Terms & Conditions](#)
- ▶ [Template for Website ADA compliance](#)
- ▶ [Shopify Policy Templates](#)
- ▶ [Lawyer for Website Policies](#)

# PREPARE FOR AN EXCITING LAUNCH!

You've chosen your business name, set up your business legally, selected a manufacturer, and planned out your design and copy—now it's time for the launch! Launching your product business is very exciting. But it's important that you launch your business strategically.

Your goals for your launch are to build your email list, get people excited about your products, and create buzz around your business. This is also an opportunity to learn about your customers, discover what marketing activities you like and don't like, and create marketing materials for your business.



## Tools for your launch:

- ▶ 10 Steps for a Successful Launch
- ▶ Editorial Calendar Template
- ▶ How to Craft the Perfect PR Pitch
- ▶ How to Collect Customer Reviews



## 2 Ways to build buzz so you can launch with a bang:

### #1 Social Media and Email Marketing

For product businesses, social media and email marketing are key. They allow you to develop a following, attract new leads, and build relationships with customers and influencers.

Develop a **marketing strategy** to connect with your target audience and **create engaging content** to build relationships, not just sell products. Nurture leads with **automated email flows** as part of your email marketing strategy.

### #2 Throw Pre-Launch and Launch Parties!

A pre-launch party helps generate buzz. Throw a launch party once your website is live. The purpose of a launch party is to let everyone know that they can now buy your products online, as well as giving you another opportunity to get to know your customers.

Pay attention to how people respond to your products, your brand, and your marketing. It should be fun and memorable for them and a learning experience for you.

## QUICK LINKS

- ▶ [Grow Your Email List](#)
- ▶ [TikTok Tips](#)
- ▶ [Common Instagram Mistakes](#)
- ▶ [Evaluate Your Email Marketing](#)

# TRACK YOUR PROGRESS

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## STEP 1: SET UP YOUR BUSINESS

- Create your legal structure
- Create a budget
- Research funding sources
- Trademark your brand name
- Define your exit strategy

## 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

What does success mean to you? Is your goal to obtain a certain income level? Are you looking for professional accolades or a flexible work schedule? Keep your personal vision of success in mind throughout this process.



*thank you*

We hope this guide has  
been an essential tool in  
your business journey!

## NEXT STEP: GROW!

Crème de Mint crafts specialty food, beauty, and supplement brands from start to finish, with award-winning packaging design, strategic branding, and cohesive online presence and marketing.

Are you ready to grow your business?

**Schedule a free 30-minute call** to ask us questions and discuss your needs.



I'm Lauren, the founder of Crème de Mint.

We love to help businesses grow and thrive. Keep an eye on your inbox for future newsletters from us with more helpful tips for growing your business!

### Feeling overwhelmed?

Building a thriving business can be a lot of work for one person. Consider hiring a business or project manager to help you keep all the balls in the air.

#### ► Virtual Assistant Services

### Looking for legal advice or help with accounting?

#### ► Lawyer & Legal Assistance Directory

#### ► Accounting Services