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Checklist summary: Come back to this page each time you complete a step!

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- BRAND DISCOVERY & MARKET RESEARCH
- DEVELOP A UNIQUE BRAND PROPOSITION (UBP):
- DECIDE YOUR BRAND NAME
- CREATE A BUSINESS PLAN [OVERVIEW, PRICING, ETC.]
- LEGALIZE YOUR BUSINESS
- CREATE CONTRACTS AND POLICIES
- GET BUSINESS BANK ACCOUNT
- FUND YOUR BUSINESS (GRANTS, LOANS, CROWDFUNDING)
- BUILD YOUR BRAND’S VISUAL IDENTITY
- ORDER SAMPLES/DEVELOP PORTFOLIO
- BOOK A BRAND PHOTOSHOOT
- CONTENT & MARKETING STRATEGY
- SECURE ACCOUNTING
- PURCHASE DOMAIN NAME
- BUILD PROFESSIONAL WEBSITE OR ORDERING SYSTEM
- ESTABLISH AN ONLINE PRESENCE
- STAY CONSISTENT AND SOAR!

**YAY! YOU’RE ON THE RIGHT PATH, AND AHEAD OF THE GAME WITH THIS GUIDED CHECKLIST. READ AHEAD AND WORK THROUGH EACH STEP, WHICH ALSO HAS IT’S OWN SET OF STEPS. WHATEVER YOU DO, DON’T RUSH YOUR JOURNEY!**