

# HOW TO START AN ONLINE BOUTIQUE

Well that seems to be the question of the hour, and in this guide you'll find that question answered and, learn step-by step, exactly what you need to do so you can turn your dream of running a buzzing online store into a reality.



- ☐ GET YOUR LEGAL DUCKS IN A ROW – IT'S WAS THE PROS DO!
- ☐ GET A BUSINESS PLAN – 'COS FAILING TO PLAN IS PLANNING TO FAIL
- ☐ CHOOSE A NAME FOR YOUR BUSINESS – KEEP IT SIMPLE
- ☐ GET A LOGO, AND GET ON WITH IT
- ☐ DECIDE YOUR BRAND PHILOSOPHY
- ☐ MAKE THE VISION PLAIN BY CREATING A MOOD BOARD
- ☐ ALL HOSTING COMPANIES ARE NOT CREATED EQUAL
- ☐ CHOOSE AN ECOMMERCE PLATFORM THAT FITS YOUR BUDGET AND GROWTH GOALS
- ☐ COLLECT THE MONEY, HONEY! WHICH PAYMENT PROCESSOR WILL YOU GO WITH?