



Cheat Sheet: 9 Steps to Launching a Fashion Business in the Next 12 Months

1. Make Room in Your Life

- Understand WHY you want to start a business. What do you love? What do you hate?
- Practice saying no, block your time and protect it

2. Clear Concept

- Do REAL research! Don't just ask your friends and family
- Interview experts and buyers, get out of your comfort zone

3. Start Building Your Audience

- Gather like-minded people together
- Start building your list NOW, before you can sell. Start attracting people & collecting emails

4. Business Foundation

- Know what business licenses you need and how to get them
- The 4 C's – customer, competition, culture, creative idea

5. Money

- Use a GOOD costing sheet, understand startup expenses and review case studies
- What are "typical" margins for fashion startups

6. Fabrics and Suppliers

- Where to get fabrics at good prices? What shows are good for startups?
- Should be wholesale pricing – try aboutsources.com

7. Get Your Samples Made

- Where to find a sample maker and contractor, what questions to ask before you use them
- Start here: makersrow.com, aboutsources.com, humanb.com

8. Before You Can Sell

- Line sheets, photo shoot, lookbook, terms, minimum orders, deliveries
- If you want to sell wholesale, understand the fashion calendar and seasonality of the biz
- High quality photos are a must

9. Getting Sales

- Attract customers, don't shout at them
- Choose your platform(s) and go deep with them rather than broad with lots of platforms
- Launch event, how you will accept payment, shipping costs and procedures (test it!)
- Are your margins appropriate? Deliver what you promised