small business checklist

- [ ] Hone your craft and get comfortable with the candle making process
- [ ] Develop a “pitch” for your business
- [ ] Define your target market: Mass market, mid-market, or high-end
- [ ] Find your niche: What makes your candles unique
- [ ] Create a clever brand name and identity
- [ ] Set a basic startup budget
- [ ] Develop an initial product line and prices
- [ ] Decide where to sell
- [ ] Incorporate, get insurance, and explore permits and licensure

notes: