

Sublimation Business Starter Checklist

Use this printable checklist to track your progress as you turn your sublimation hobby into a business.

Planning

- Choose your niche
- Define your target customer
- Set a startup budget
- Choose a business name

Equipment

- Buy a sublimation printer
- Buy a heat press
- Purchase sublimation ink
- Purchase sublimation paper
- Order blank products
- Buy heat-resistant tape and butcher paper

Setup

- Install sublimation ink
- Print a nozzle check
- Create your first color test
- Learn heat press settings

Branding & Online Presence

- Create a logo
- Create an Etsy or Shopify store
- Create a Facebook page
- Create an Instagram account
- Create a Google Business Profile (optional)

Products

- Make 5–10 sample products
- Take high-quality product photos
- Write product descriptions
- Calculate your pricing

Launch

- Publish your first listings
- Tell friends and family
- Share products on social media
- Offer a launch promotion
- Ask your first customers for reviews

Growth

- Track profits each month
- Reinvest profits into new equipment
- Expand your product range
- Keep learning and improving

Pro Tip: Start with a few popular products such as tumblers, mugs, and T-shirts. Focus on quality, customer service, and consistent pricing before expanding.