

Printable Business Starter Checklist



For a Digital Adult & Children's Coloring Book Business

This checklist walks through the actual tools, software, and systems needed to design, produce, and sell digital coloring books without wasting money or building an overly complicated tech stack.

The goal is simple: **create high-quality coloring pages, package them into printable products, and sell them efficiently**



Creative Design & Illustration Tools

These are the core tools used to create the actual coloring pages. Without one of these, you don't have a product.

Primary Illustration Software

Purpose: Create clean line-art coloring pages.

Beginner Friendly

Canva Pro – Simple drag-and-drop design platform. Great for beginners creating coloring pages using shapes, graphics, and simple drawing tools.



Professional / Long-Term

- Adobe Illustrator – Industry standard for vector line art and scalable illustrations.
- Affinity Designer – One-time purchase alternative to Illustrator.

AI-Assisted Creation Tools (Optional but Powerful)

- Midjourney
- Ideogram
- DALL-E
- Stable Diffusion

Purpose: Generate base artwork or concepts that can be converted into line art.

⚠ Important: AI artwork should almost always be cleaned or traced to create proper coloring-page outlines.

Line Art Cleanup & Conversion Tools

Most coloring pages require clean black outlines with no shading or messy artifacts.

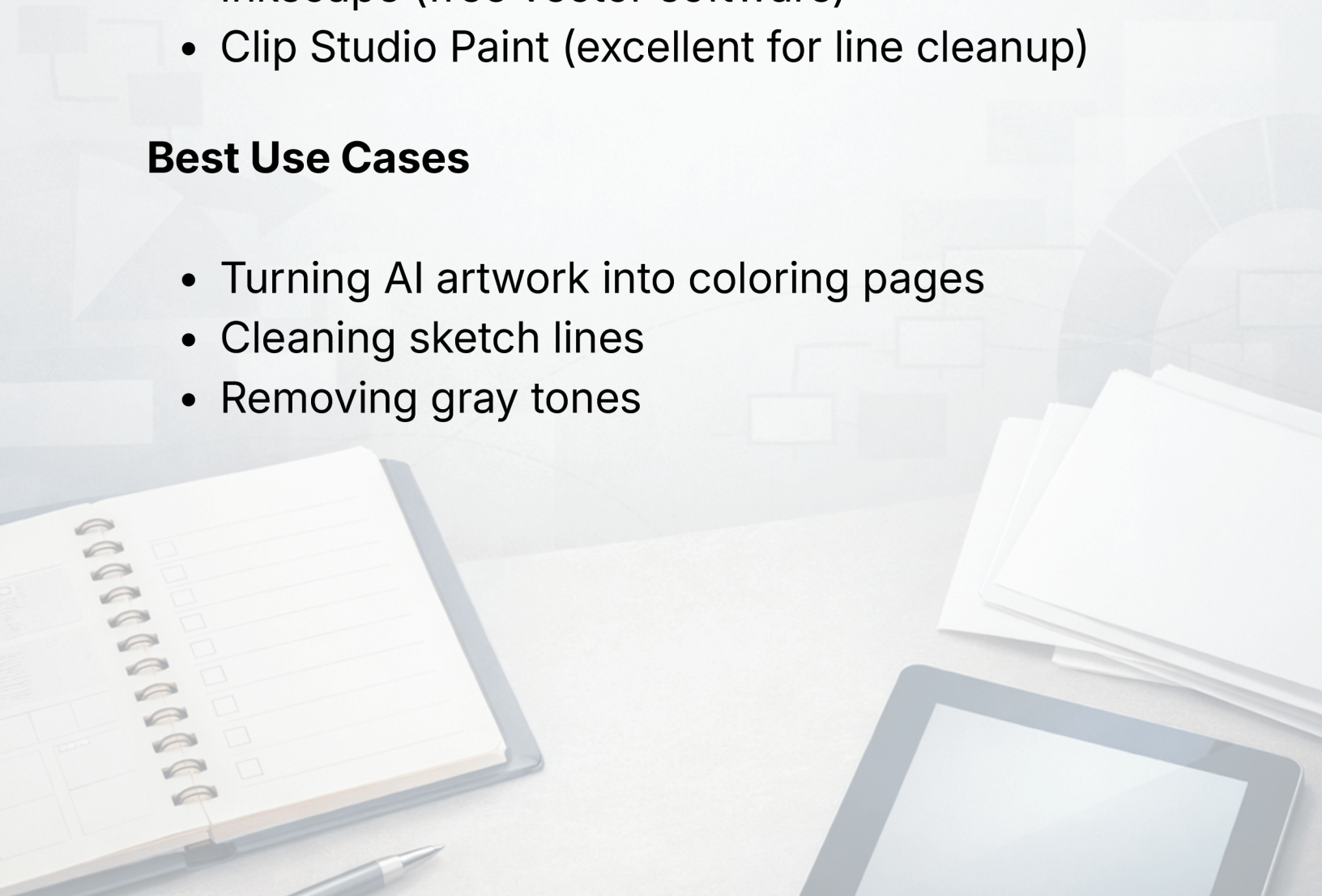
Purpose: Convert or refine artwork into printable line art.

Recommended Tools

- Vectorizer.ai – Converts raster images to clean vector outlines.
- Adobe Illustrator Image Trace
- Inkscape (free vector software)
- Clip Studio Paint (excellent for line cleanup)

Best Use Cases

- Turning AI artwork into coloring pages
- Cleaning sketch lines
- Removing gray tones



Page Layout & Book Assembly Tools

Once pages are created, they must be organized into a book format.

Purpose: Arrange pages, add title pages, test pages, and bonus content.

Recommended Tools

Beginner Friendly

- Canva
- PowerPoint / Google Slides

Professional

- Adobe InDesign
- Affinity Publisher

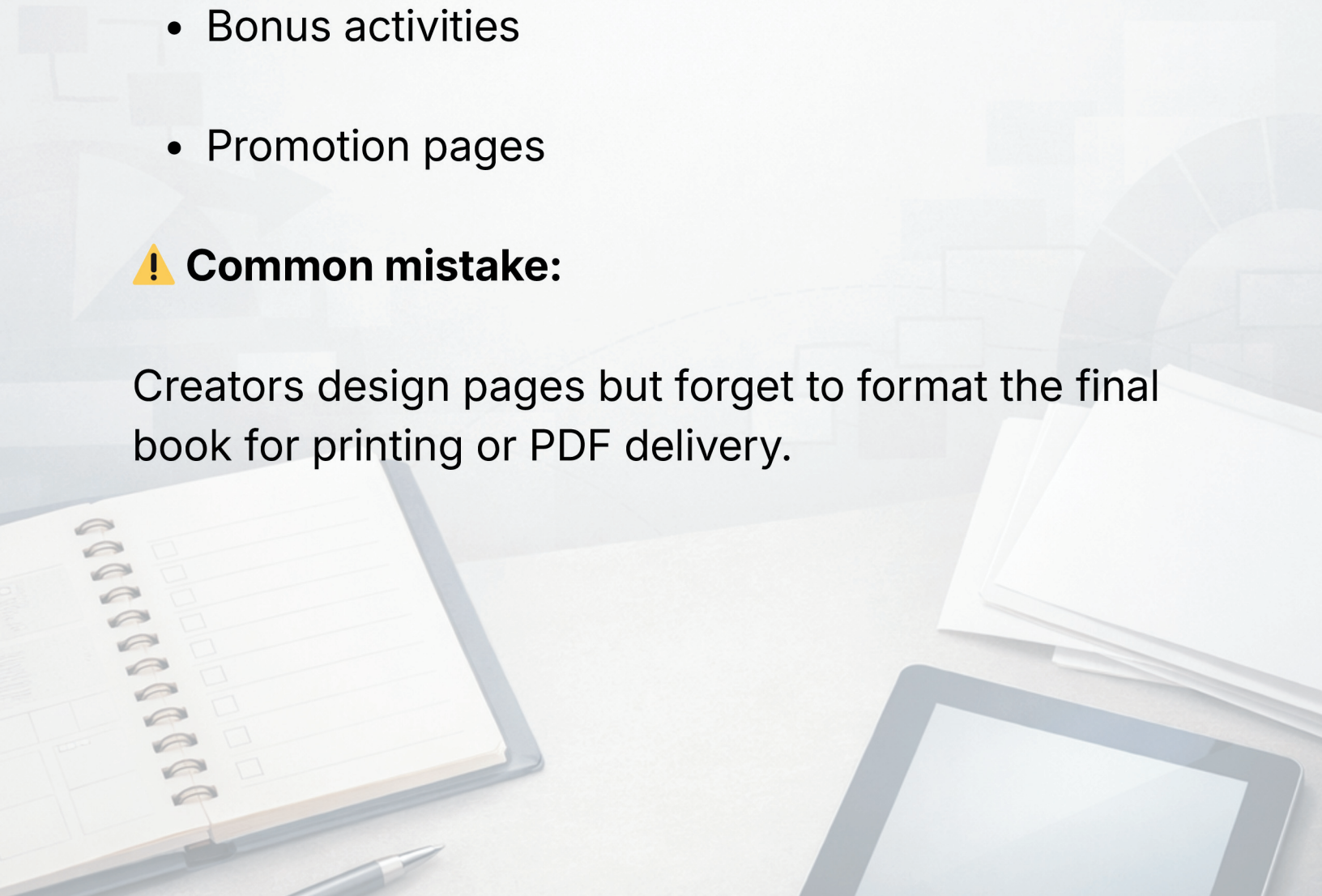


Typical Coloring Book Page Types

- Title page
- Copyright page
- Color test page
- Coloring pages
- Bonus activities
- Promotion pages

⚠ Common mistake:

Creators design pages but forget to format the final book for printing or PDF delivery.



Fonts & Typography Resources

Coloring books often include:

- Titles
- Quotes
- Affirmations
- Activity instructions

Purpose: Provide clean, readable, and printable typography.

Recommended Sources

Free

- Google Fonts
- DaFont

Premium

- Creative Market
- Font Bundles

Tip

Look for colorable fonts with thicker outlines when designing affirmation pages.

Graphics & Asset Libraries

Sometimes illustrations include small decorative elements.

Purpose: Provide extra design elements such as frames, borders, or background objects.

Recommended Sources

Free

- Pixabay
- Freepik
- OpenClipart

Premium

- Creative Fabrica
- Design Bundles

⚠ Always check **commercial licenses** for digital products.



Mockup Creation Tools

Mockups make your product look professional when selling online.

Purpose: Show the coloring book as a realistic product.

Recommended Tools

Beginner Friendly

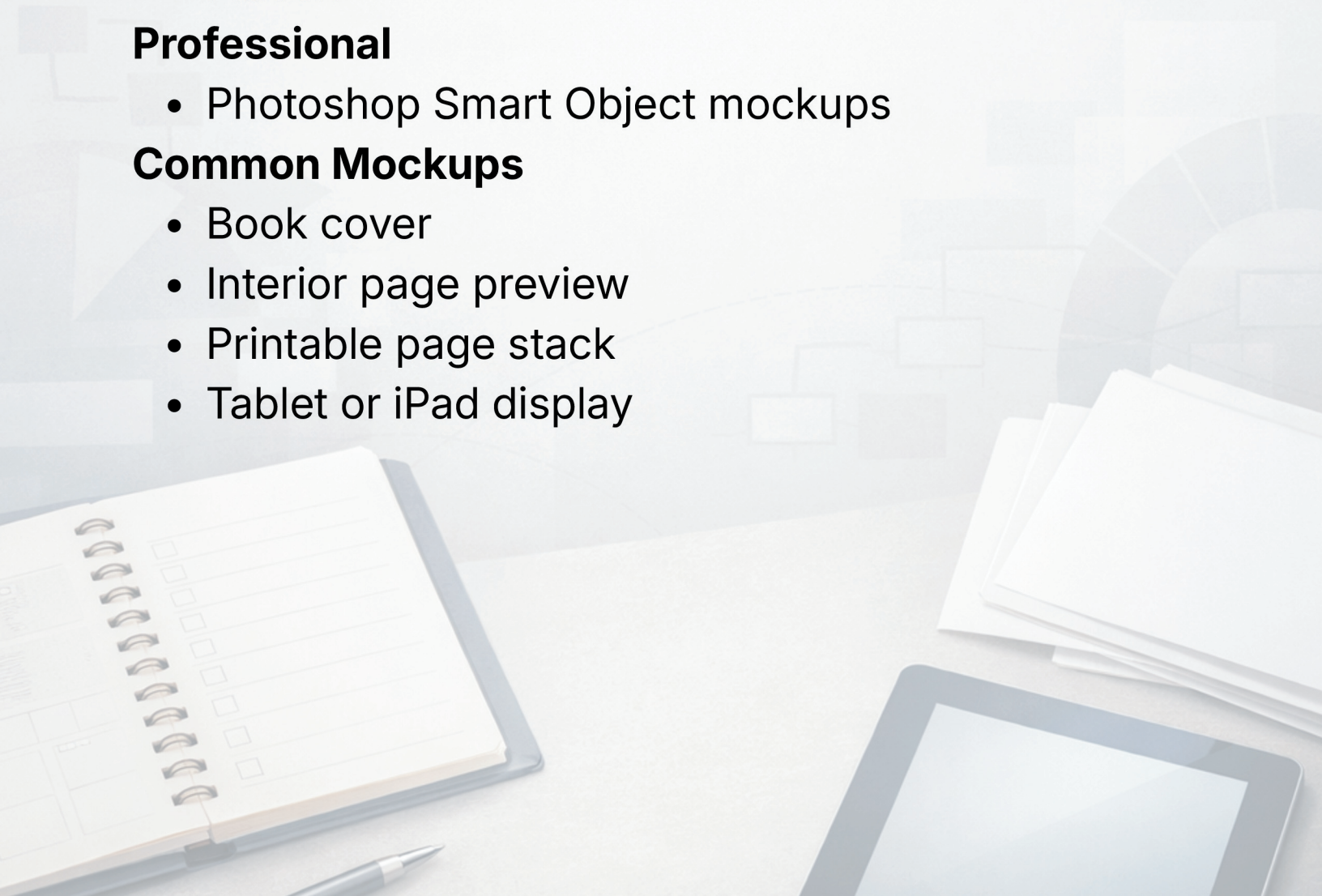
- Canva mockups
- Placeit

Professional

- Photoshop Smart Object mockups

Common Mockups

- Book cover
- Interior page preview
- Printable page stack
- Tablet or iPad display



PDF Creation & File Export Tools

Digital printables must be delivered as **clean, high-resolution PDFs**.

Purpose: Export and compress printable files.

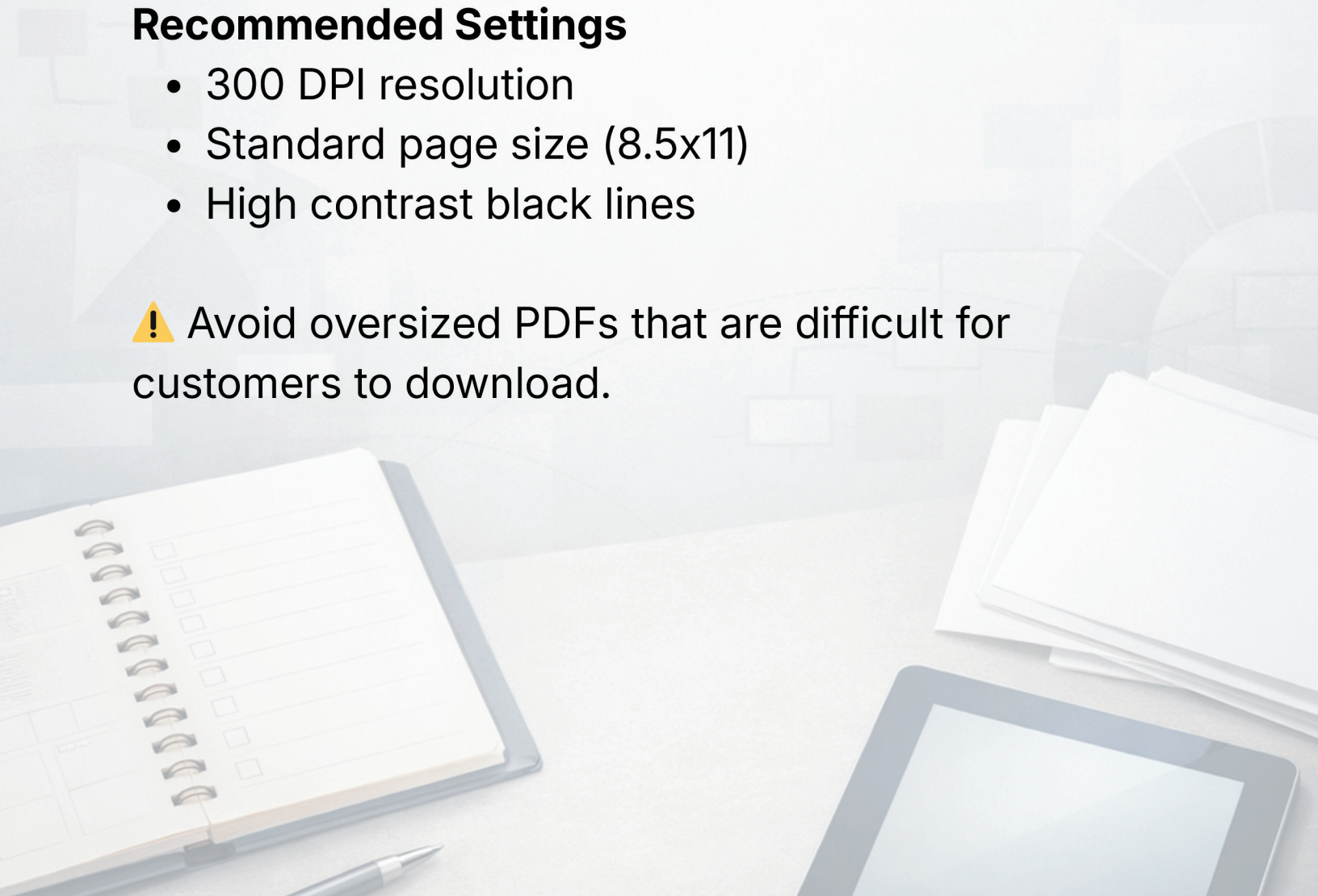
Recommended Tools

- Adobe Acrobat
- Canva PDF export
- PDF24 Tools (free)

Recommended Settings

- 300 DPI resolution
- Standard page size (8.5x11)
- High contrast black lines

⚠ Avoid oversized PDFs that are difficult for customers to download.



File Storage & Organization

As the business grows, files multiply quickly.

Purpose: Keep artwork, books, and assets organized.

Recommended Tools

- Google Drive
- Dropbox
- OneDrive

Folder Structure Example

Coloring Business

- |-- Projects
- |-- Finished Books
- |-- Mockups
- |-- Assets
- |-- Fonts



Product Sales Platforms

These platforms sell and deliver the digital coloring books.

Purpose: Process payments and deliver downloads automatically.

Recommended Platforms

Beginner Friendly

- Etsy
- **Gumroad**

Advanced

- Shopify
- Systeme.io
- WooCommerce

⚠ New creators should avoid building complex websites too early.

Start where **traffic already exists.**

Marketing & Traffic Tools

Even great coloring books won't sell without visibility.

Purpose: Drive traffic to your products.

Recommended Channels

Pinterest

Instagram

Facebook Groups

TikTok

Blogging

Helpful Tools

- Canva (marketing graphics)
- Tailwind (Pinterest scheduling)
- CapCut (short videos)
- ChatGPT (marketing content)



Email List & Customer Capture

Owning your audience is critical.

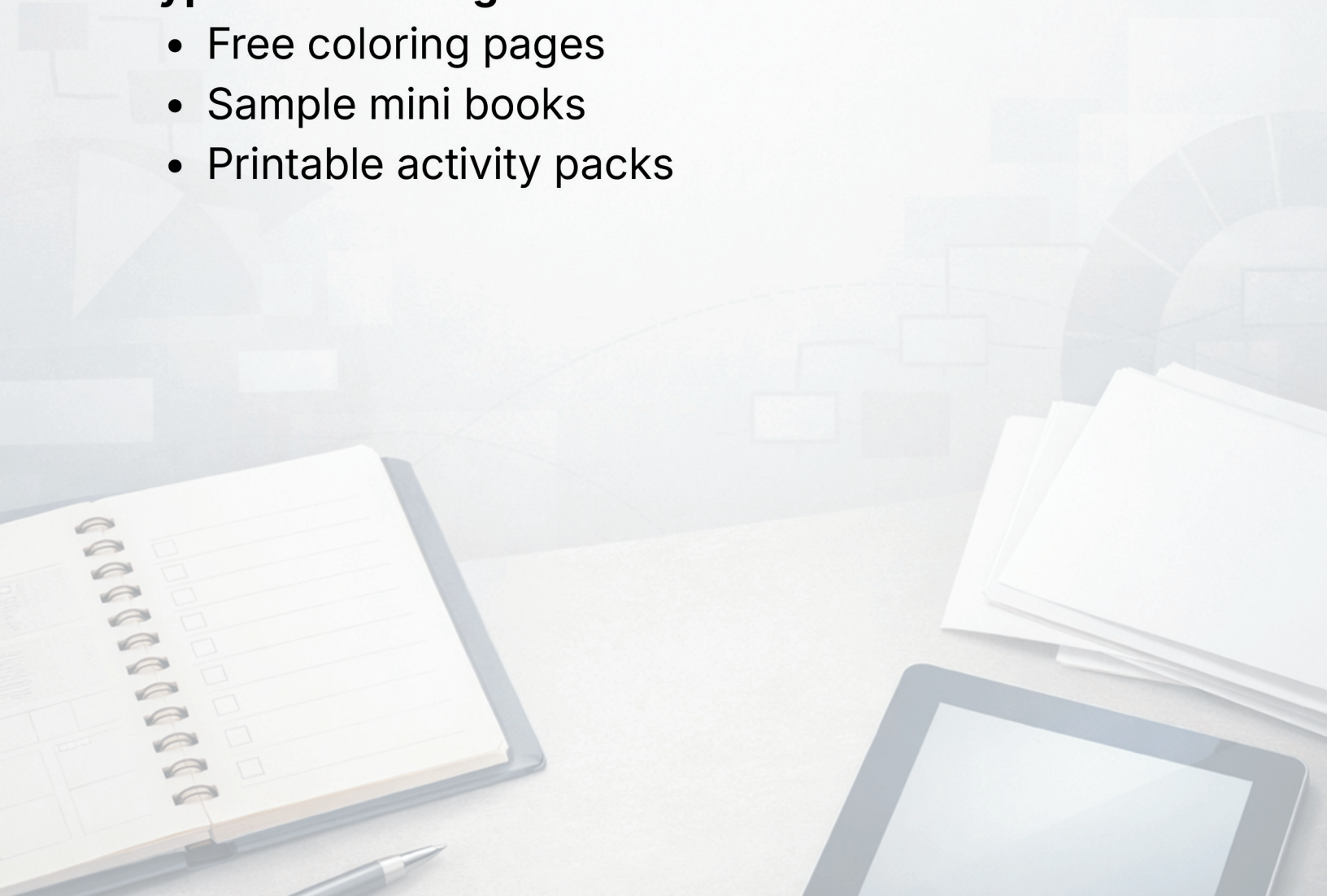
Purpose: Build a long-term customer base.

Recommended Tools

- MailerLite
- ConvertKit
- Systeme.io

Typical Lead Magnets

- Free coloring pages
- Sample mini books
- Printable activity packs



Business Operations Tools

These keep the business running smoothly.

Recommended Tools

Organization

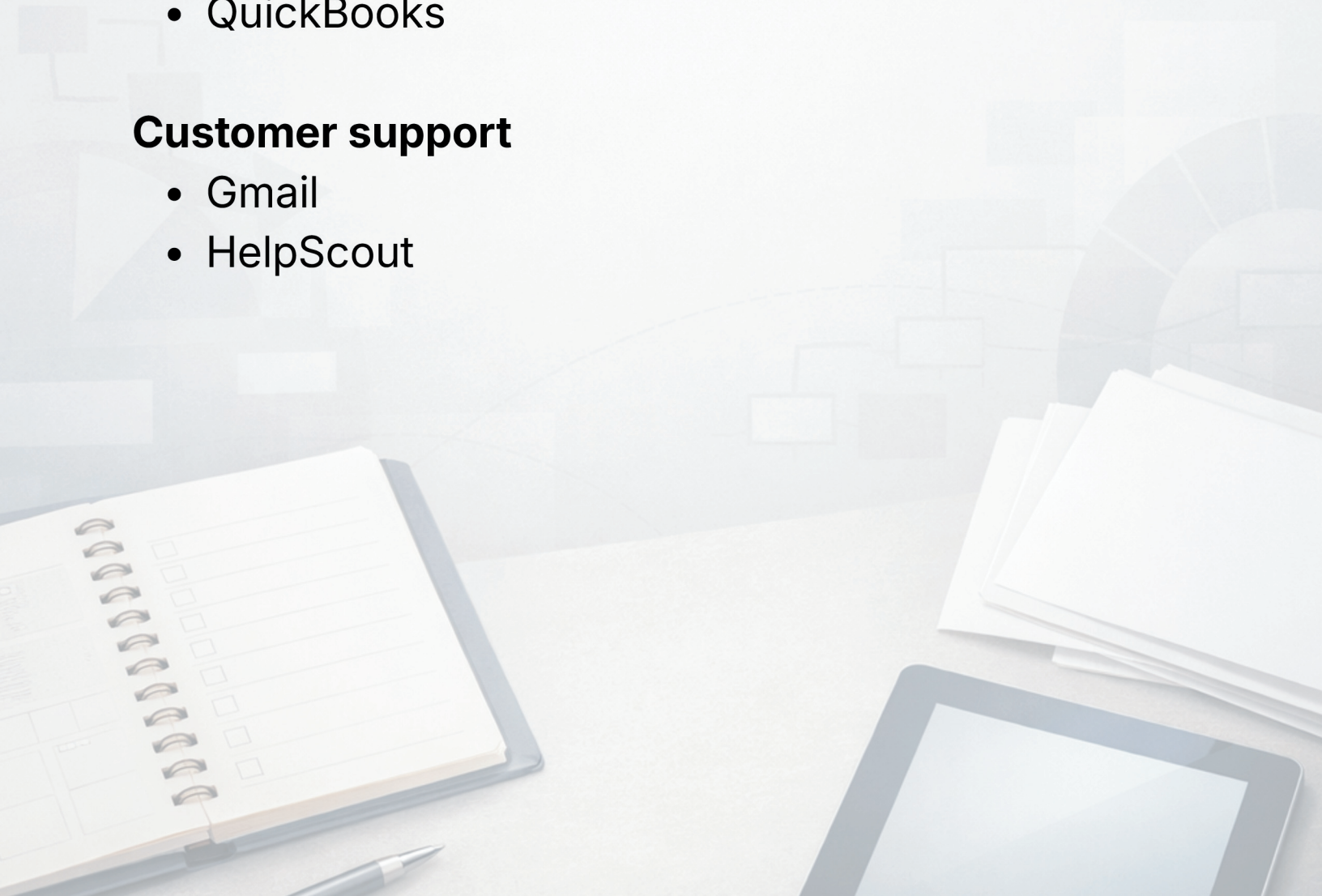
- Notion
- Trello

Bookkeeping

- Wave Accounting
- QuickBooks

Customer support

- Gmail
- HelpScout



Essential Starter Equipment

These are optional but helpful.

Drawing Tablet

- Wacom
- Huion
- XP-Pen

Printer (for test prints)

iPad + Apple Pencil (optional digital drawing setup)



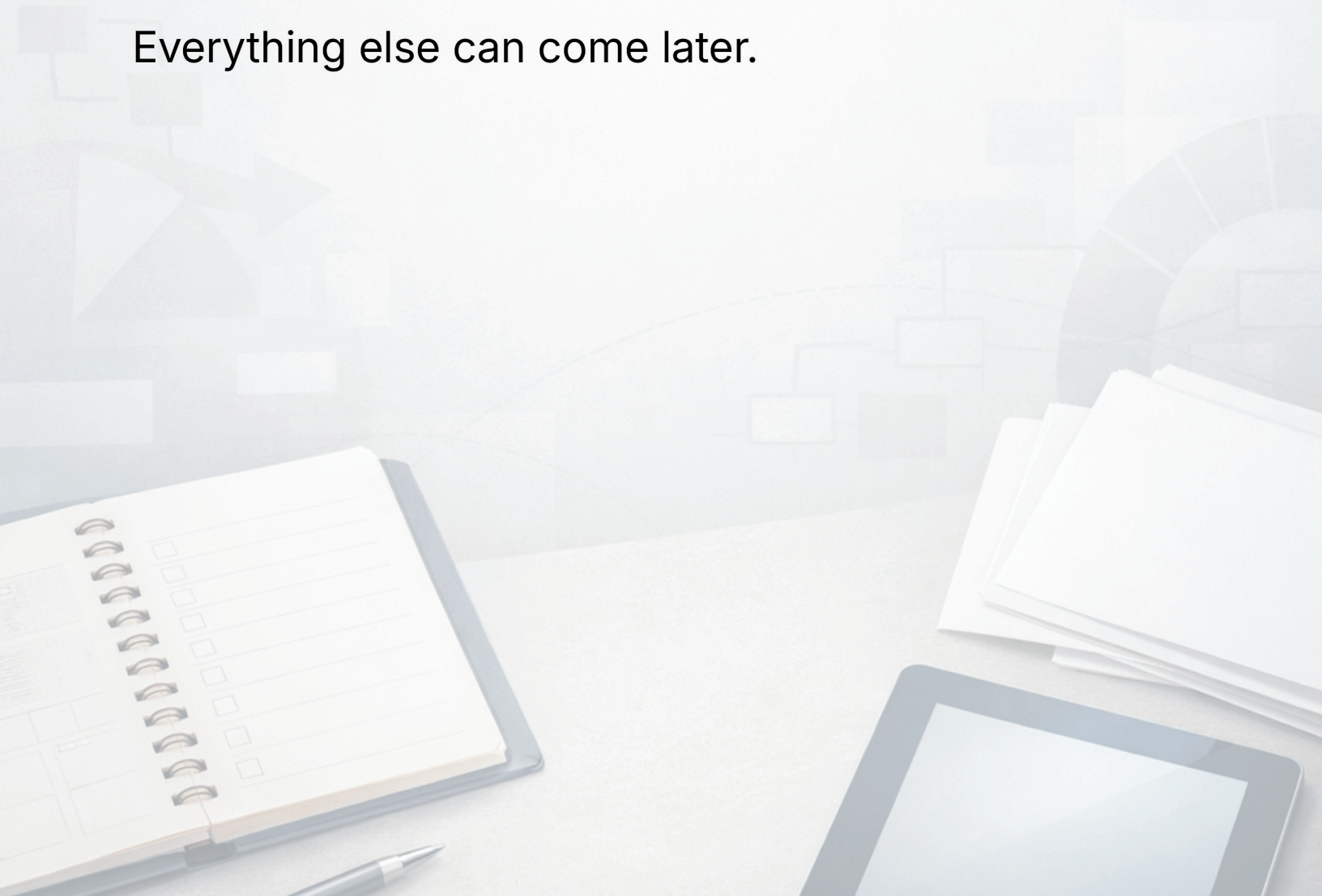
Beginner Setup Order (Important)

Do **NOT** try to build everything at once.

Start with:

1. Illustration tool
2. Page layout tool
3. PDF export
4. Marketplace (Etsy or Gumroad)
5. Mockups
6. Basic marketing

Everything else can come later.



Common Beginner Mistakes

Avoid these early pitfalls.

Overspending on tools

Buying dozens of design subscriptions

Building a complicated website too early

Ignoring marketing

Creating huge PDFs customers can't download

Using copyrighted graphics without licenses



Final Reality Check

You only truly need **five things to start**:

1. One design tool
2. A way to create clean line art
3. A layout tool to assemble the book
4. A platform to sell the PDF
5. A way to promote the product

Everything else simply **makes the process faster or more scalable.**

