



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

# Start a Calligraphy & Hand Lettering Business!

Beautiful writing is an art form — and people will pay good money for words that look as special as they sound.

Ages 10 - 14

Best for: THE MAKER entrepreneur type

## Beautiful Writing Never Goes Out of Style 🖋️

In a world of texts and emails, beautiful handwriting feels like magic. Wedding invitations, place cards, event signage, custom quotes, personalized gifts — all of these need someone who can make words look gorgeous. Professional calligraphers charge \$2-5 PER ENVELOPE for wedding invitations. Even basic hand lettering on a chalkboard sign earns \$15-30. The demand is enormous, especially around wedding season, holidays, and events. And here's the great news: hand lettering is a skill you can learn from YouTube tutorials in a single weekend.

< \$10

STARTUP COST

\$5-30

PER PROJECT

\$2-5

PER ENVELOPE

### 🧐 The Skill That Looks Harder Than It Is

People assume calligraphy takes years to learn. **The truth? You can learn impressive hand lettering in a weekend.** Modern calligraphy (the flowing, Instagram-worthy style) is much more forgiving than traditional calligraphy. You don't need perfect technique — you need consistent practice with a few key strokes. The guide teaches the exact strokes and letter forms that look professional, and most kids produce beautiful work within their first week of practice.

### ✅ Why This Business Works

- ✓ Supplies cost under \$10 — brush pens, cardstock, and practice paper
- ✓ Learn impressive lettering in a weekend with free YouTube tutorials
- ✓ Wedding season creates huge demand (envelopes, place cards, signage)
- ✓ Holiday season: gift tags, custom cards, and personalized ornaments
- ✓ Quote art on nice paper sells for \$10-20 as home decor
- ✓ Chalkboard signs for businesses and events earn \$15-30 each

### 👁️ Sneak Peek: From the Full Guide

"The 'Wedding Envelope' pipeline is your highest-volume, highest-paying opportunity. Wedding couples need 50-200 envelopes addressed in beautiful calligraphy. At \$2-3 per envelope, a single wedding order = \$100-600. To get these orders, visit 3-4 local wedding venues or florists and leave a sample card showing your lettering styles with your contact info. One venue that recommends you can send 5-10 wedding clients per year. The guide includes sample cards, pricing tiers by envelope count, and a timeline showing how to efficiently letter 100 envelopes in a weekend."

### The Full Startup Guide Covers:

- ✓ Modern calligraphy basics: the 7 fundamental strokes
- ✓ Best brush pens and supplies for beginners (affordable picks)
- ✓ The "Wedding Envelope" pipeline for high-volume orders
- ✓ Creating quote art for home decor and gifts
- ✓ Chalkboard lettering for businesses and events
- ✓ Building a lettering portfolio that attracts clients
- ✓ Pricing: per-piece, per-envelope, per-sign
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

## Ready to Letter Your Way to Success? 🖋️

Every word you write beautifully is a word someone will pay for. Pick up the pen.

NEXT STEP

### Calligraphy & Hand Lettering Complete Startup Guide

8 pages covering fundamental strokes, supplies, the Wedding Envelope pipeline, quote art, chalkboard lettering, portfolio building, pricing, and your first-week plan.

\$7.99

instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

### Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99

on Amazon

[Get the Book on Amazon →](#)

**Parents:** Calligraphy and hand lettering use only standard art supplies — brush pens, markers, and paper. There are no safety concerns with this business. For wedding-related orders, parents should handle client communication and contracts for kids under 14, as these involve deadlines and expectations. For Etsy digital downloads, an adult account holder is required. This business develops fine motor skills, artistic ability, patience, and professional client management — and calligraphy is a lifelong skill that always impresses.