



# Start a Sticker Business!

Tiny art. Big money. Design stickers people stick on everything — laptops, water bottles, notebooks, phones, and their hearts.

**Ages 8 - 14**

Best for: **THE MAKER** entrepreneur type

## Small Product. Massive Market. ★

Stickers are one of the most underestimated products in the entire kid entrepreneur world. They're tiny, they cost almost nothing to make, and people are OBSESSED with them. Water bottle stickers alone are a multi-billion dollar industry. Kids collect them. Teens customize everything with them. Adults buy them for laptops and planners. There is no age limit on the sticker market — and that means your customer base is basically everyone.

And the best part? You can start a sticker business two completely different ways — drawing them by hand for a homemade feel, OR designing them digitally and printing at home or through a service. Both work. Both are profitable. Pick the path that matches your skills.

**\$5-15**

Startup cost

**\$0.10-30**

Cost per sticker

**\$1-4**

Selling price each

### Two Paths to Sticker Profits

#### Hand-Drawn Path

Startup: \$5-\$10

Draw designs on sticker paper with markers. One-of-a-kind, artsy, personal. Print on any printer or hand-draw directly.

#### Digital Design Path

Startup: \$0-\$15

Design in Canva (free), print on sticker paper at home or order through StickerMule/Redbubble. Scalable and professional.

### Why Stickers Are a Dream Business for Kids

- ✓ Insane markup — a sticker that costs \$0.10-\$0.30 to make sells for \$1-\$4. That's up to a 40x return.
- ✓ Lightweight and flat — fits in an envelope. Shipping costs are almost nothing (\$0.50-\$1 per order).
- ✓ Endlessly creative — animals, quotes, characters, food, nature, memes, custom names. The ideas never end.
- ✓ Sell ANYWHERE — school, craft fairs, Etsy, social media, your website, or by text to friends
- ✓ Sticker sheets and packs multiply your revenue — one sheet with 10 designs sells for \$5-\$8
- ✓ Perfect for Etsy — stickers are one of the top-selling categories. Etsy buyers actively search for unique stickers.
- ✓ Low risk — if a design doesn't sell, you've lost \$0.30. Not \$30. Experiment freely.
- ✓ Collectible — people don't buy ONE sticker. They buy 5, 10, 20. Repeat customers are the norm.

#### 👁️ Sneak Peek: From the Full Guide

"The 'Sticker Pack' strategy is where the real money lives. A single sticker sells for \$1-\$2. But a THEMED PACK of 5-8 stickers (like 'Plant Mom,' 'Bookworm Vibes,' 'Sports Life,' or 'Galaxy Collection') sells for \$5-\$8. Your cost per pack is about \$0.80-\$1.50. That's a \$4-\$7 profit PER PACK. And packs feel like a better deal to the customer — everyone loves a bundle. Design 4-5 themed packs and you have a complete sticker SHOP."

### The Full Startup Guide Covers:

- ✓ Step-by-step for both paths: hand-drawn stickers AND digital design with Canva
- ✓ Best sticker paper and where to buy it (\$8-\$12 for 100+ stickers worth of sheets)
- ✓ The "Sticker Pack" bundling strategy that 5x's your revenue per sale
- ✓ 10 trending sticker themes that sell the best right now
- ✓ How to set up an Etsy sticker shop (with parent help) step by step
- ✓ Photography and listing tips specifically for stickers
- ✓ Pricing: individual stickers vs. sheets vs. packs vs. custom orders
- ✓ The print-on-demand option: \$0 inventory, designs printed and shipped by Redbubble
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

## Ready to Stick It to the Competition? ✨

Tiny stickers. Massive profits. Your designs deserve to be on every water bottle in school.

NEXT STEP

### Sticker Business Complete Startup Guide

8 pages covering both creation methods, sticker paper sourcing, the Pack strategy, 10 trending themes, Etsy shop setup, print-on-demand, pricing, and your first-week plan with printable worksheets.

**\$5.99** instant download

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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

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**Parents:** Sticker businesses are one of the safest and most age-appropriate businesses for kids. Hand-drawn stickers require only markers and sticker paper. Digital stickers use Canva (free, no account needed for basic use) and a home printer. Etsy shop setup requires a parent's account for sellers under 18. Print-on-demand through Redbubble requires a parent's account and handles all printing and shipping. No safety concerns with materials or processes.