**Clothing**

* **Plan everything**
* **Know your competition**
* **Know the finances**
* **Set business goals**
* **Don’t quit if first drop doesn’t go well**
* **Make it fun**

**Promotion**

* **Have a positive focus**
* **Start with local online presence**
* **Promo stickers x400**
* **Find promoters**
* **Instagram promotion**
* **Local blogs and newspapers**
* **Rotate releases on Instagram every 2 days**

**Roles**

* **Clothing**
* **Marketing**
* **Music**
* **Videos / Editing  
  - Skate Clips (Street)  
  - Music Video Snippets  
  - B-Roll with Music Overlay**

**$witch Mob**

**Isaiah – Organize a shoot / Clothes design / Logo**

**Cody – Street Line / Insta Clip**

**Aidan – Design Launch Stickers / Logo**

**Anthony – Set more jobs / Shop part of site / Organise Scrum / Logo +**