

CALLIGRAPHY BUSINESS

CREATING

OUT  
OF

THE BOX

~BY SHAGUN JOHRII



# About the Business

I sold 50+ calligraphy kits in 8 months

Sold 2 varieties of kits: Basic and  
Advanced

Also offered 5 day Advanced  
calligraphy courses

Did marketing solely through  
Instagram and word of mouth

Check it out on Instagram:

@creating\_out\_of\_the\_box

# Contents

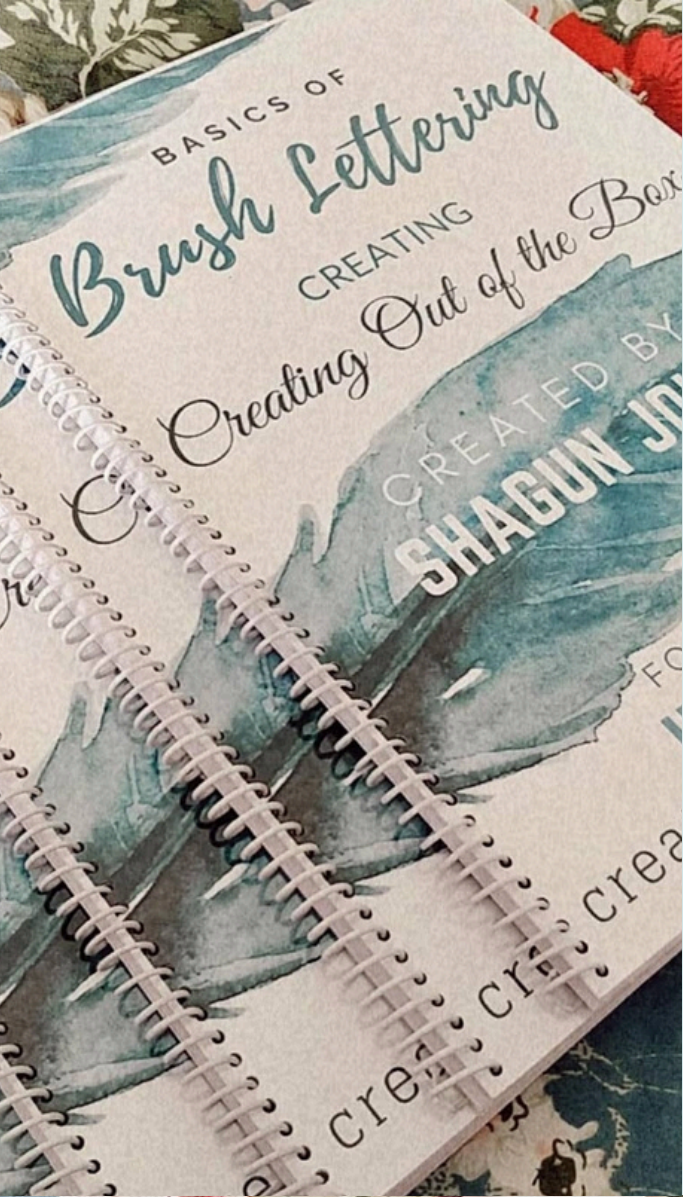
## Basic kit

- Self-curated tracing booklets for beginners
- Set of DOMS brush pens
- 4 Basic calligraphy samples
- Set of 10 grid sheets

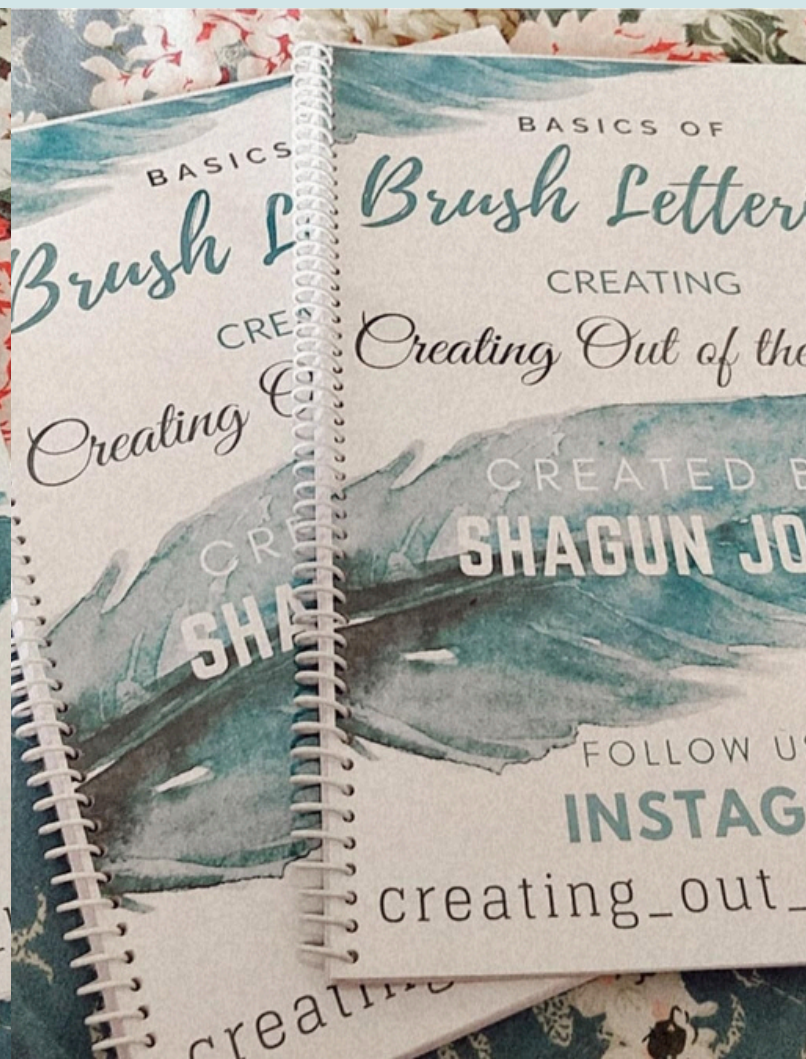
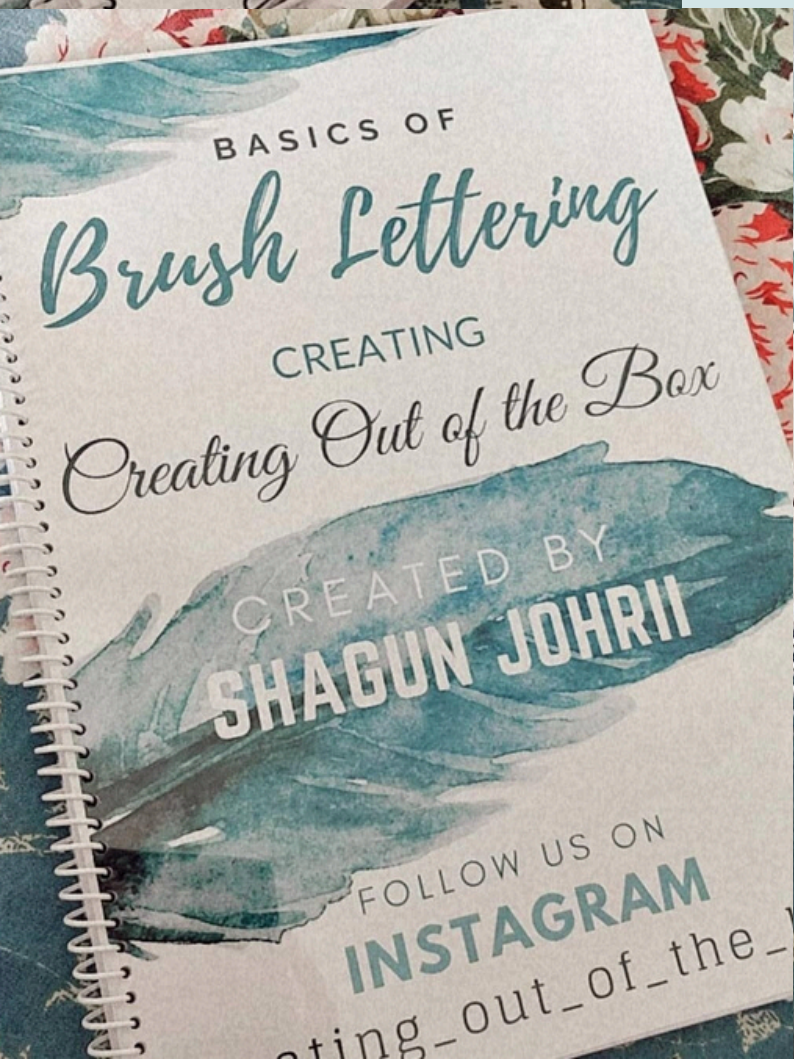
## Advanced kit

- Self-curated tracing booklets for experienced calligraphers
- Set of DOMS brush pens
- 5 Advanced calligraphy samples
- Set of 10 grid sheets





# Basic Brush Lettering Kit





# Advanced Brush Lettering kits



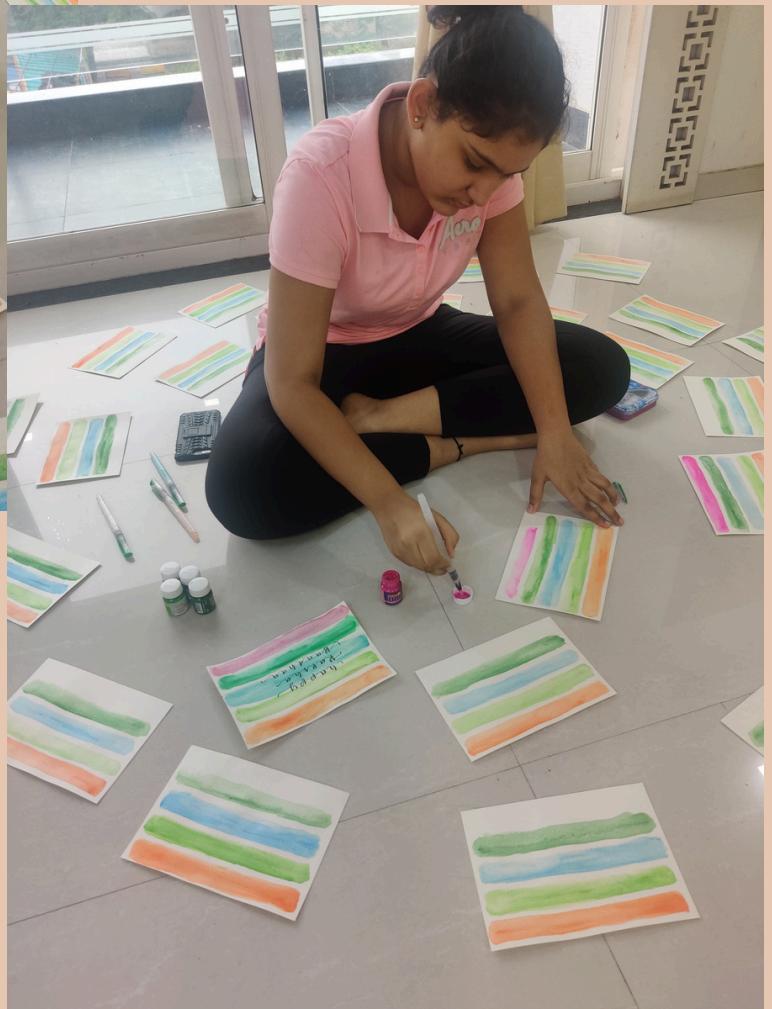


# Personalised kits!





# A Glimpse of the making





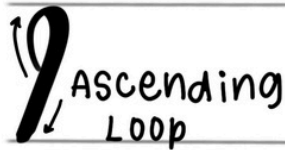
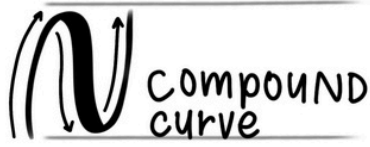


Self curated  
Tracing  
Booklets at a  
Glance



# Strokes

## STROKES



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## oval



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## descending loop



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## compound curve



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# Letter and word formation

## Alphabet practice

a a g g  
b b i i  
c c j j  
d d k k  
e e l l  
f f m m

thankful

1. thankful  
2. thankful  
3. thankful

## Alphabets

abcdefghijklmnop  
qrstuvwxyz

## Days of the week

monday monday  
tuesday tuesday  
wednesday wednesday  
thursday thursday  
friday friday  
saturday saturday  
sunday sunday



# Advance

breeze

breeze

breeze

breeze

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grateful

grateful

grateful

grateful

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basic

January

basic

Thursday

bouncy

january

bouncy

Thursday

expanded

january

expanded

thursday

capital

JANUARY

capital

THURSDAY

flourish

January

flourish

Thursday

@creating-out-of-the-box

@creating-out-of-the-box

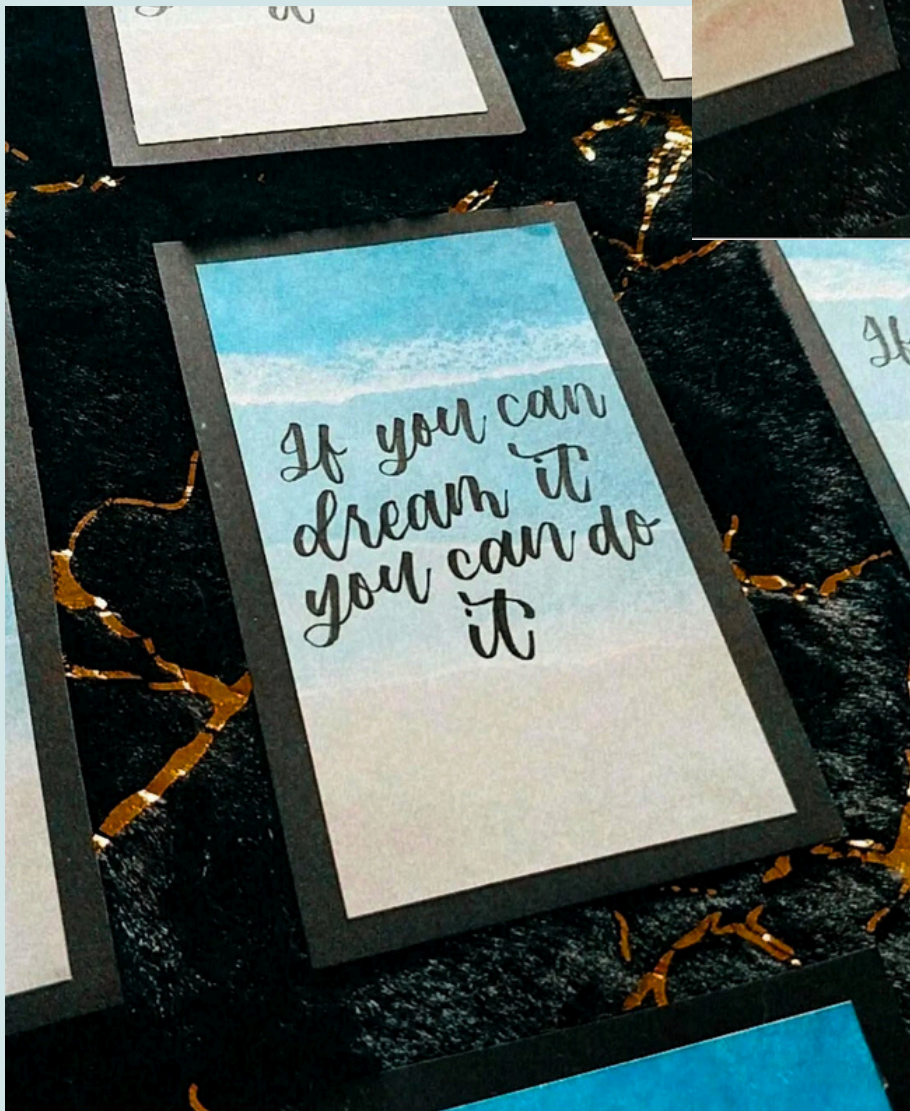
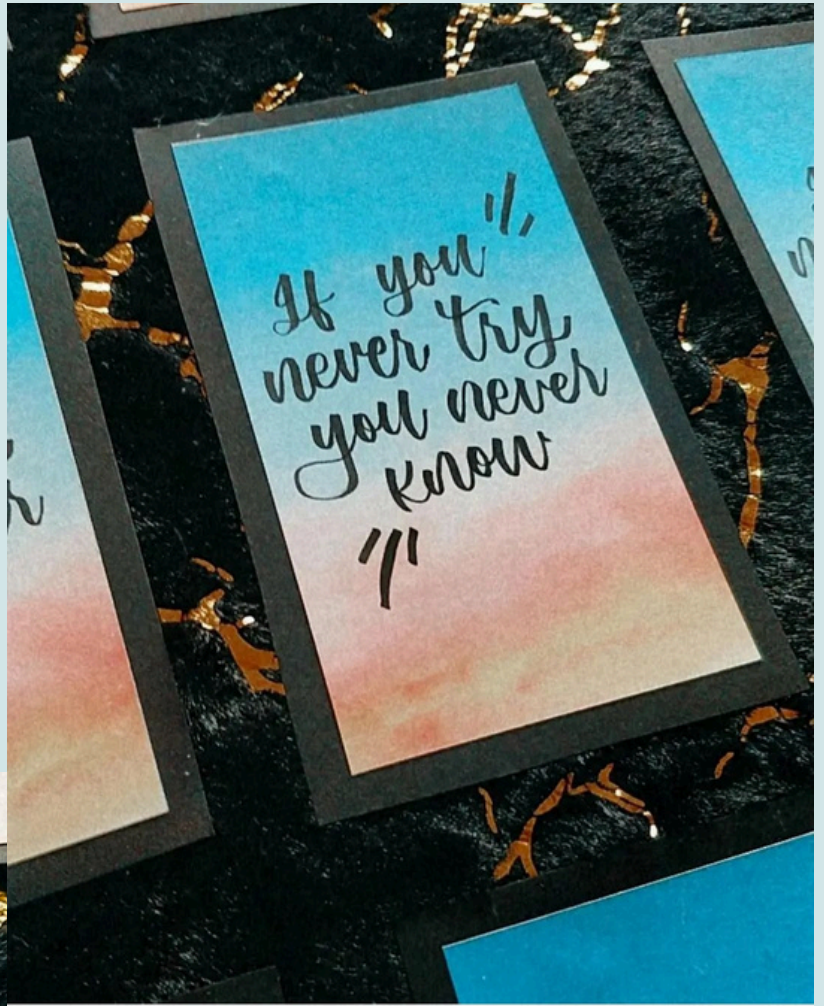


# Advanced Calligraphy Samples











through you  
could know how  
incredible  
you are

through you  
our eyes you  
would know how  
incredible  
you are

If you could see  
yourself through  
our eyes, you  
would know how  
incredible  
you are

could see  
if through  
& you