



Beyond the T-Shirt How-to Training

Presented by Josh Ellsworth



Today's Mission

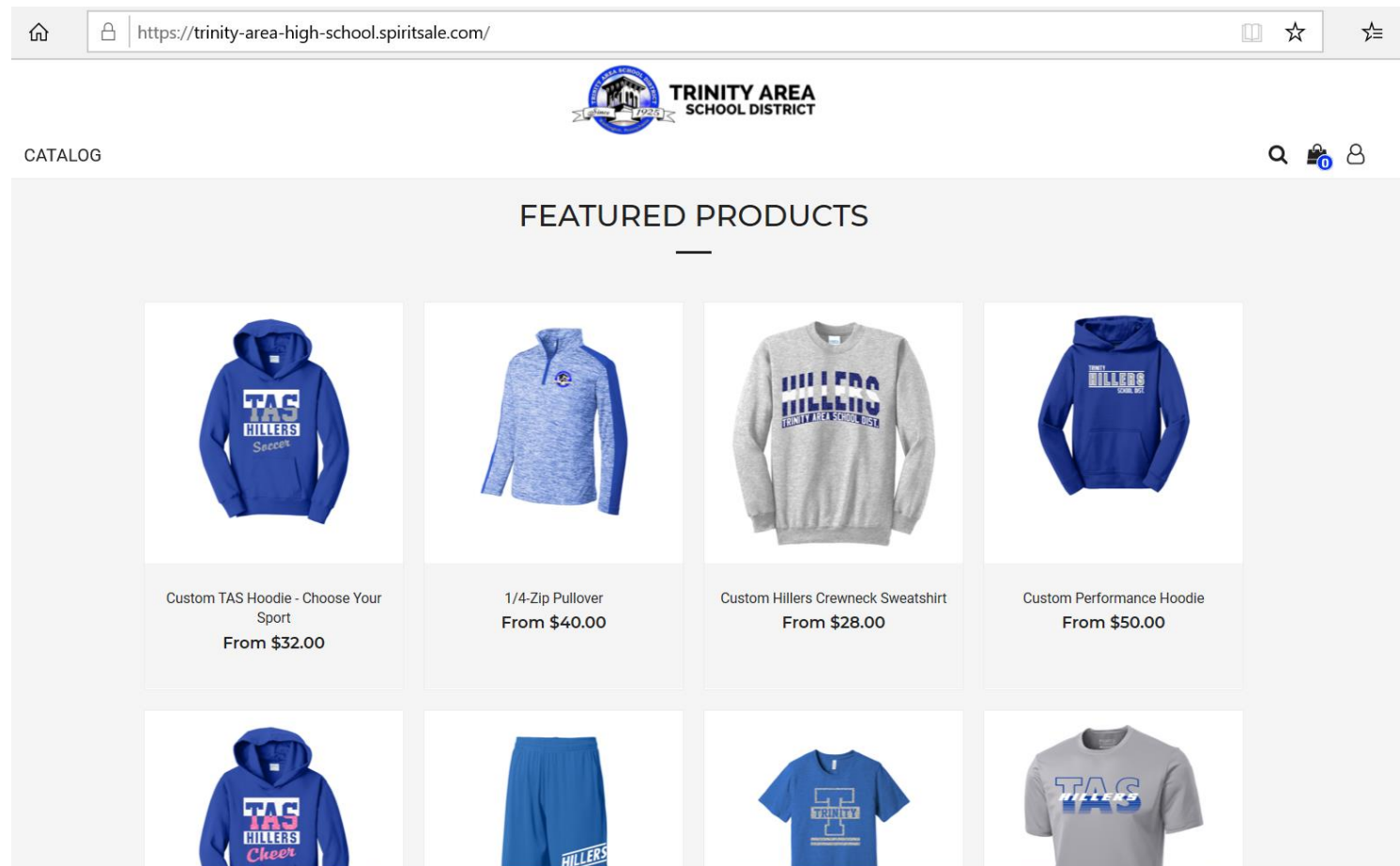
To help you become a capable, confident decorator that is in control of your business goals.

Ask Questions, Share Feedback, Take Notes

THE SALES GROWTH EQUATION

(RELEVANT + UNIQUE OFFER) x TARGET CUSTOMER = MAX PROFIT

Schools
Businesses
Causes
Events
Dance Studios
Clothing Brands
Teams
Municipalities



WHAT IS YOUR TARGET CUSTOMER WEARING, CARRYING OR BUYING?

KPI'S

Revenue/Profit

- Per Item**
- Per Order**
- Per Customer**

1

Beyond the T-Shirt with Goof Proof

2

Beyond the T-Shirt with Elasti Prints

3

Beyond the T-Shirt With Aqua Tru

4

Beyond the T-Shirt with Stretch Litho Matte

Questions & Answers

