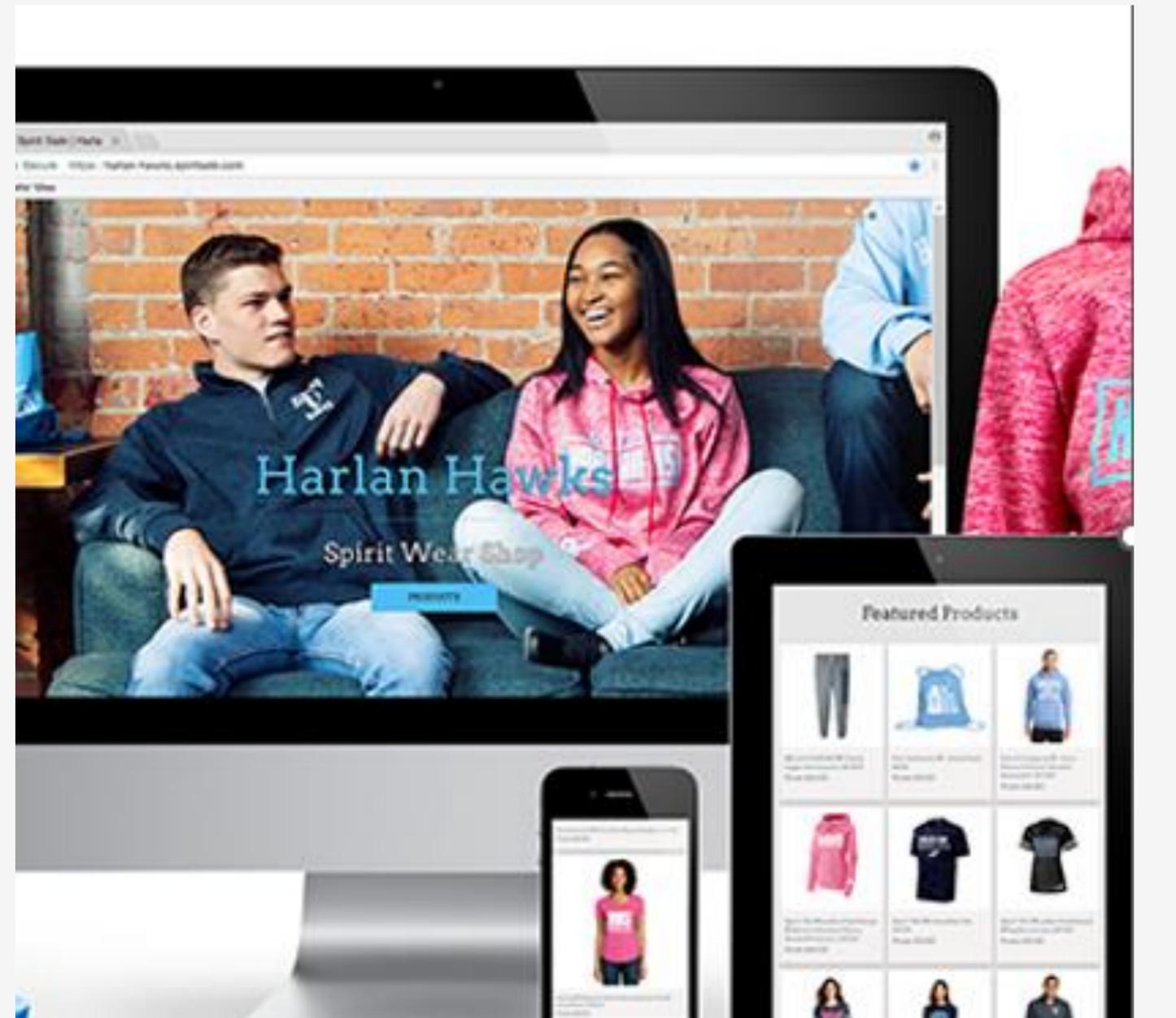


STARTING YOUR T-SHIRT BUSINESS IN 8 STEPS



AGENDA



Choose A Niche

Research the Market

Create A Brand

Apparel and Application Choices

Equipment Needs

Designing and Printing Your Shirts

Marketing Your Shirts

Today's Agenda

Simple Apparel Printing **BUSINESS PLAN**



Answer in one or two sentences

1 THE PROBLEM
What problem will your business solve?

2 THE SOLUTION
How will your business solve the above?

3 BUSINESS MODEL
How will your business make money?

4 TARGET AUDIENCE
Who will be purchasing your products?

5 PROMOTION
How will that audience learn about you?

6 YOUR ADVANTAGE
What will you do better than your competition?

7 FINANCIAL PLANNING
Estimated revenue & operating costs

8 IMMEDIATE NEEDS
Do you need Equipment / Start-up funds?

Sticking To A Plan

- Having a plan is important to reaching success
- Set realistic goals you are in control of
- Set realistic goals you are in control of
- Creating a road map to help guide you





Choose A Niche

- A niche is a specialized market segment
- Identify your own passions or interests
- Establish yourself as a market expert
- Research market demand & size



Top T-Shirt Niches



- Geographic Pride (city, state, patriotic)
- Religion (Faith, Positivity, Biblical Quotes)
- Occupation (Nursing, Real Estate, Teaching)
- Hobby (Reading, Fishing, Hunting, Crafts)
- Music Merch
- Sports
- Holidays (seasonal)
- Fitness
- Family Shirts (Vacation, Reunions, Matching)
- Pets
- Inspiration / Motivational
- Cause Awareness (Breast Cancer, Autism)

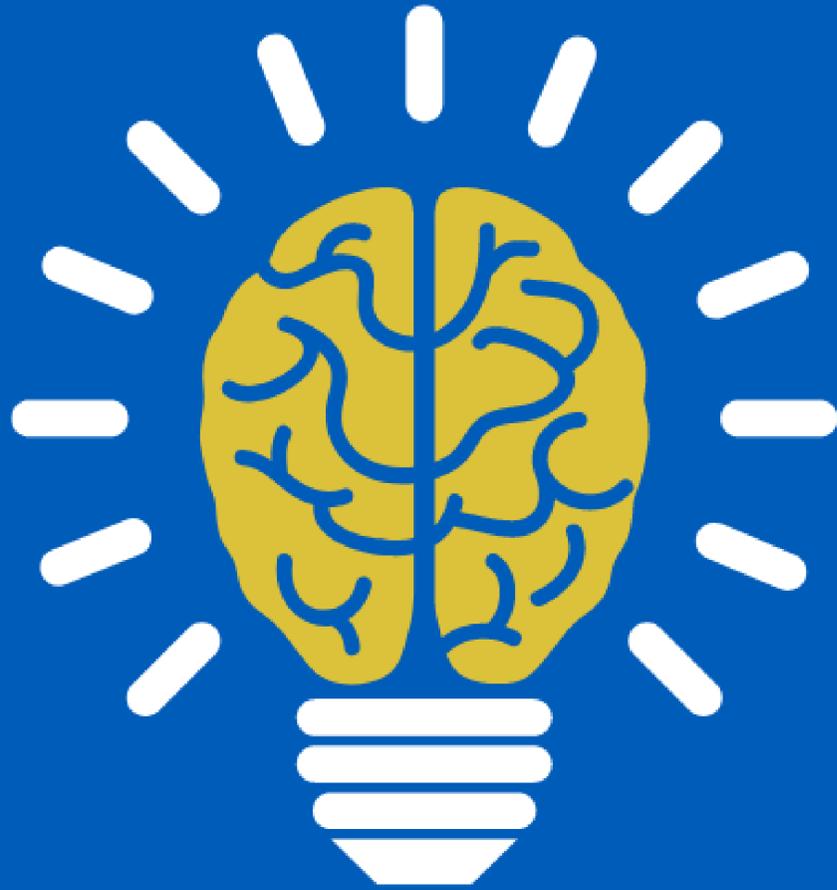


Market Research

- Google Search-what else is out there? Look at related search categories
- Look around to your surroundings—use your experience
- Use Google suggestions
- Do Etsy search and other shirt sellers
- Look for passionate audiences-are there groups with same interest?
- Evaluate your ideas



Market Research



Evaluate your Ideas

- Build Your Audience-people like you
- Create a design mock-up and post (test before you invest)
- Dig Deeper into Your Niche-blogs, product reviews sites, other sellers





Create A Brand

Your brand should represent your values and styles while appealing to your target audience

Branding Includes:

- Company Name
- Company Logo
- Tagline

Clothes Captioning: Legal Labels

- Business Name (RN#)
- Fabric Content
- Country of Origin
- Care Instruction

Not Required: Size & Website

**BLVD
PRINT CO.**

LG 100% COTTON
MADE IN HONDURAS

BLVD-MOTORCYCLES.COM





Find Your Suppliers

- Wholesale Apparel
 - Transfer Express Apparel

- With Business License
 - SanMar
 - S&S Wholesale
 - AlphaBroder



The Heat Transfer Guide: **WHAT TO USE WHEN**

APPAREL QUANTITY
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



Find Your Suppliers

- Custom Transfers



Equipment Needs



- Heat Press Equipment-invest in the best your budget allows. This is really your only start up investment so make it a good one!

- Mouse Pad/Silicone Pad/Print Perfect Pads for hoodies, v-necks, button or zipper workaround.





Create Your Art

- Free Online Designer Easy View
Customizable Layouts
10,000 Clip Art
100+ Fonts
- Easy to Use—no art skills needed
- Training Series at www.TransferExpress.com/YouTube



| Application is this easy



<https://www.youtube.com/watch?v=9Zpo87xjtv0>

Marketing your Business



Social Media

- Choose your channel and post consistently
- Create engaging, social content
 - Photos of your work
 - Reviews or testimonials
- Engage with your audience
 - Timely Responses



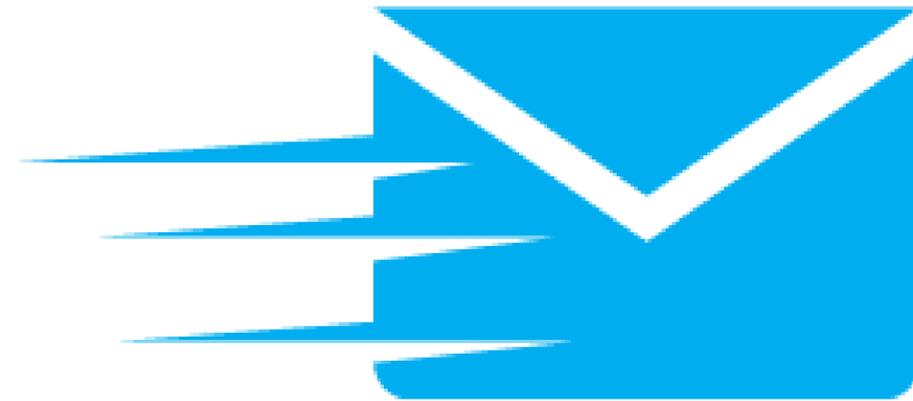
Marketing Your Business

Email Marketing

- Build Your List
- Offer Giveaways/Contests enter with your email

Digital Advertising (PAID)

- Google Ads (PPC)
- Social Ads (PPM)
- Etsy Ads (PPC)



Marketing Your Business

Spirit Sale

- Unlimited Stores
- Easy To Set up
- Annual Cost with no extra fees

Other Site Options

- Shopify
- Wix
- WooCommerce





Marketing Your Business

Onsite Events

- Build Community Relationships
- Display What You Offer
- Expanding your audience
 - In-Niche
 - Other Niches



THANK YOU.

Any Questions?



Q&A

STAY IN TOUCH

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