



Layout QAL-15

Welcome



Layout QRT-18

Starting Your Home T-Shirt Business



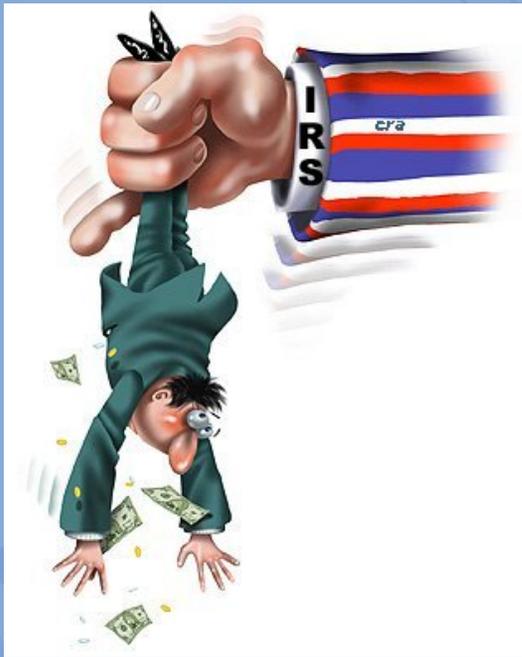
Presented by:



STAHL'S
TRANSFER EXPRESS[®]



Where to Begin



Get an Employee Identification Number (EIN)

- Purpose: Employer Identification Numbers are issued for the purpose of tax administration and are not intended for participation in any other activities
- Taxes need to be paid anyway, can be benefit as it allows tax deductions for business related expenses

Visit www.irs.gov and search EIN



Where to Begin

Location Considerations

- Need 3 feet of space and an outlet
- Will I want to bring customers into the area
- Do I need a “showroom” with a display



Where to Begin

Choose A Name

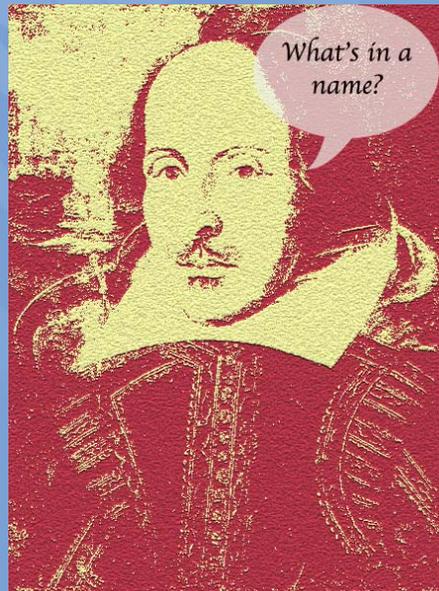
It should be easy to remember

Is web domain available? You will at least want an information page online (Approx. \$10/year)

Check to see if it is trademarked?

(US Patent and Trademark Office has a search tool

<http://tess2.uspto.gov/bin/gate.exe?f=searchss&state=4810:z5evu2.1.1>



Stories Behind the Name

Everything we do is with our Kidz in our mind - With Kidz In Mind.

I was doing desktop publishing; one day several clients came in and said "that looks good!", so I registered as "Looks Good", I have used several tag lines over the years to further define what I do

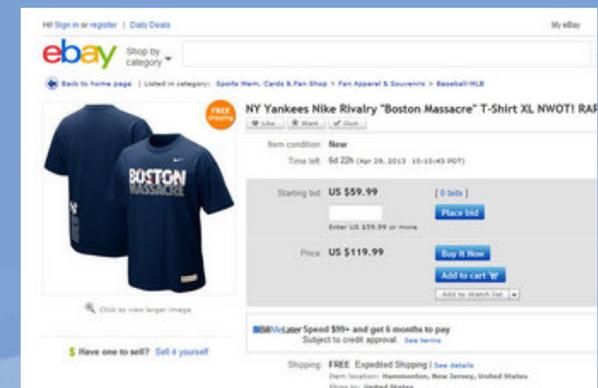
Started out as McCullough and Company, LLC. A common nickname for McCullough is "Mac". When we went to a "S" corp, we used the McCullough and Company initials of MAC and added Tees....



Where to Begin

Creating a Web Site

- Create at least 1 information page
- Include company name
- Contact number
- What you offer
- Photos of what you have done



One Investment Needed *Your Heat Press*



- If done right, will last years
- Not all heat presses are the same

Some Considerations:

- Budget
- Space (clam vs. draw vs. swinger)
- Temperature accuracy
- Pressure setting
- Programming
- Interchangeable platens
- Help beyond the sale
- Volume



Adding A Transfer



MAS-104

Screen Printed Transfers

Ink printed on a release paper that is then partially cured, and the curing process completed with your heat press. Each color is printed with its own screen so the number of colors effects cost.



Adding A Transfer

Digital Transfers

Full color printing onto a printable heat transfer material that is contour cut for heat application. The number of colors does not effect cost.



3D-147



Adding A Transfer



QCU-18

We Will Help You Choose!

- Send us your artwork for both quotes and orders
- Free product samples
- Choice will be based on art, number of colors, size and quantity needed



QFD-26



Adding A Transfer

No Artwork - No Problem

STEP

1

Choose It!



Layout: QBA 233

STEP

2

Change It!



You can change:

- Colors
- Fonts
- Text
- Clip Art

STEP

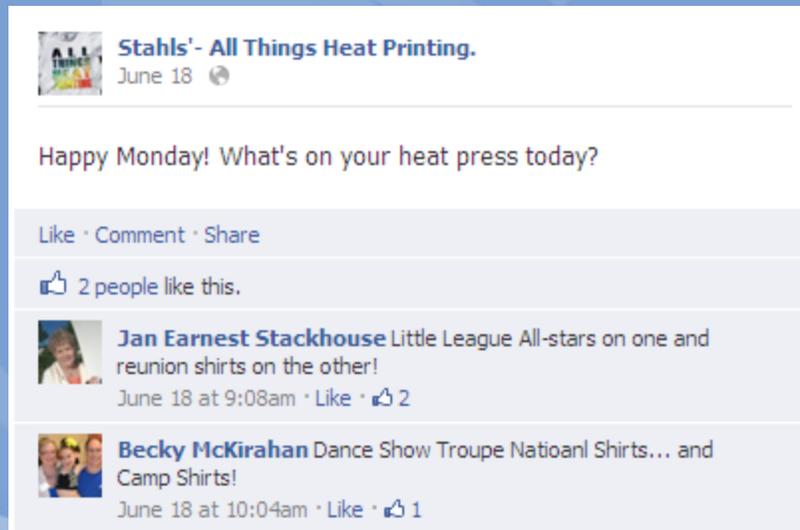
3

Wear It!



Finding Customers

- Sports, schools, and businesses are the big three who use custom printed apparel
- Facebook — look for ideas on our Facebook page, duplicate the effort in your area



Stahls' All Things Heat Printing.
June 18

Happy Monday! What's on your heat press today?

Like · Comment · Share

2 people like this.

Jan Earnest Stackhouse Little League All-stars on one and reunion shirts on the other!
June 18 at 9:08am · Like · 2

Becky McKirahan Dance Show Troupe National Shirts... and Camp Shirts!
June 18 at 10:04am · Like · 1



Finding Customers

- Blogs/Newsletter - we try to share other customer's successes with you.

Let's Get Started – 5 first orders for under \$25

With any new venture the hardest thing to do is to get started. Who can I sell to, how much should I charge, will I make any money? Here are five low cost, easy to get started first orders to get you on your way to a profitable business.

1. [Transfer Extreme™](#) pack of 10 transfers for \$24, apply to 10 shirts that cost you \$3 each and sell for \$10 each to your local [4th of July](#) committee.

Total Profit = \$46

2. [Numbers](#) to put class years on a high school groups' shirts such as 13, 14, 15 and 16. Order a pack of 3, 4, 5 and 6, and 2 packs of 1. Number cost 6 packs @ \$1.65/pack=\$13.20, apply to blank jerseys \$8 each, sell for \$15 each.

Total Profit = \$56.80



Finding Customers

Destinations



Layout QCO-24



Layout QSW-2



Layout QHL-39



Finding Customers

Decorating Calendar

APPAREL SALES WILL EXPLODE IN JULY



Ideas to Generate Sales

The month kicks off with **4th of July** celebrations. **Picnics, parades, and backyard get-togethers** are all sources of potential sales. Tank tops, tee shirts, beverage koozies, beach totes, and shorts are just a few of the items you can print. If your customer orders a shirt, gang the design with a smaller print that can be applied to a koozie for a perfect add on sale. Want to wow them with color? Try our **full color patriotic stock transfers**, Transfer Extreme™, and personalize with a name drop for the event.

The weather stays hot all month, so keep your sales hot, too! **Company picnics, county fairs, church festivals, and city home days** are other July events that could lead to sales.

Find out where a local company is having its picnic and use **Easy View™** to create a couple of ideas with the company name and the event's location. Will it be at an amusement park? We have merry-go-rounds and Ferris wheels that would be the perfect clip art to add to the design. Don't forget the staff that works at these events - they most likely will wear matching shirts, creating another potential sale. Suggest the customer adds a specialty item like a beach tote as a thank-you gift for the **volunteer staff**. The same print used on their shirts can be put on the bag, keeping costs down.

 Rollover to zoom



Finding Customers

Look online and in the newspaper for upcoming events/festivals

Featured Story

100 Super Summer things to do in Northeast Ohio: Check off your list!



By [Laura DeMarco, The Plain Dealer](#)

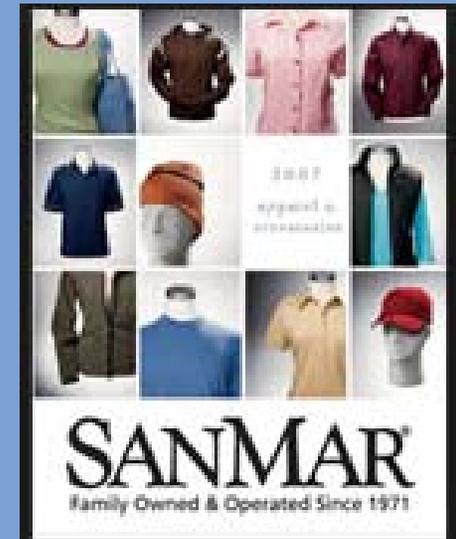
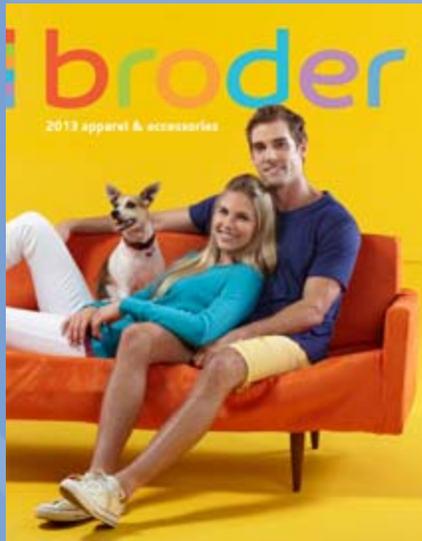
June 01, 2012, 6:00AM

How many things can you take in from our 100-item list of possibilities for summer in Northeast Ohio this year? For fun and bragging right, you can keep the checklist right here. [Full story »](#)

 Comment 



The Apparel: *Find a Wholesaler*



How to Price: *A Simple Formula*

(Apparel Cost + Transfer Cost) x 2 = Retail Price

Example:

T-Shirt: \$3

Transfers: \$1.78

$\$3 + \$1.78 = \$4.78 \times 2 = \9.56

This formula will allow you to profit, pay for shipping , labor and overhead



Get Started!



QPR-15



Conclusion

- PDF of slides will be on Great Garment Graphics

Do you have more questions??

- Email us – info@transferexpress.com
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows

Contact us:

Phone: 1-800-622-2280

Fax: 1-800-833-3877

Email: info@transferexpress.com

Web: TransferExpress.com

Our Blog: <http://blog.transferexpress.com/>



Thank You for Attending

Next GGG Webinar

- **CoreIDRAW® – Session Five – Give Your Design Flair!**
- **Thursday August 15, 2013**
- **2:00 PM – 3:00 PM**
- **Sponsor: Imprintables Warehouse**

Next Transfer Express GGG Webinar

- **Let Us Be Your Artist**
- **Thursday September 12, 2013**
- **2:00 PM - 3:00 PM**

What topics you would like to see covered in a Transfer Express webinar?

Email them to: info@transferexpress.com

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