



Selling Custom Apparel To Niche Markets





What Is Niche Marketing

Concentrating all marketing efforts on a small but specific well defined segment.

Niches do not “exist” but are “created” by identifying needs, wants and requirements that are being addressed poorly or not at all and developing and delivering services to satisfy them. *BusinessDictionary.com*





What is Niche Marketing

Be the big fish in a small pond, instead of a small fish in a big pond!





Advantages of Selling to Niche Markets

- Less competition
- Higher Profits
(perceived value of exclusive items)
- You become the “expert”
- Easier to reach your target market



Niche Market Ideas

Personalized Shirts - Add A Name



Combines a custom transfer you can stock with Express names (individual)



Niche Market Ideas

Showers/Bachelorette/Weddings

Wedding Customizable T-shirt Designs



QEV-131



QEV-136



QHL-2



Custom Transfer



Niche Market Ideas

Camps



QYT-188



QMU-160



QFB-185



Niche Market Ideas

Math/Science

QAL-42



QAL-415



TEXT





Niche Market Ideas Drama/Theater



Make it personal -
include a cast list!

Niche Market Ideas Vacations





Niche Market Ideas

Family Reunions



QRN-131



QRN-120



QRN-91



Niche Market Ideas On-Site Tournaments



QBA-250



QLS-138



Niche Market Ideas

Martial Arts



MAS-14



QSL-189



QAL-164



Niche Market Ideas

Police/Fire

QAL-15



REF-4



REF-1



Niche Market Ideas

Travel Team Fan Wear

Lehigh Valley Fan Wear



T-shirt \$12.00



Hoodie \$25.00



Cap \$10.00

Lehigh Fan Wear

Checks payable to ABC Sporting Goods

T-Shirts Qty _____ x \$12.00 = _____ Sizes: _____

Hoodie Qty _____ x \$25.00 = _____ Sizes: _____

Caps Qty _____ x \$10.00 = _____ Flexfit, 1 size fits all



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Edit All



Special Effects

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Standard Sheet Size (11.25 x 14)



Order Summary

- Print Method:
- Transfer Type:
- Fabric:
- Cut Apart:
- Transfer Size: W H
- Number of Colors:
- Background Color: (i.e. Fabric Color)
- Image Qty:
- Color Changes: [Edit](#)
- Total Image Qty:

Order Price

Quantity must be greater than zero

N/A per Image

Total Price: N/A

Ship Date:

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Conclusion

Email us for a copy of the slides

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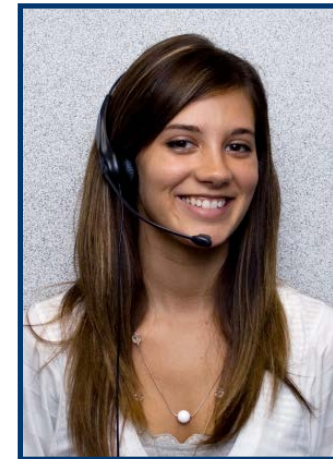
Phone: 1-800-622-2280

Fax: 1-800-833-3877

Email: info@transferexpress.com

Web: TransferExpress.com

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Thank You for Attending

Next Transfer Express Webinar

- **Starting Your Own T-Shirt Line**
- **Thursday, July 10, 2014**
- **2:00 PM - 3:00 PM**

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

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