



STAHL'S
TRANSFER EXPRESS®

The Custom Transfer People

Growing Your Hobby Into A T-Shirt Business



What We Will Cover



- Where You Are Now
- How Much Will It Cost To Start My Business
- Places To Sell Custom Apparel- Website, Etsy, Craft Fairs
- Pricing
- Collecting the Money - Square and Paypal



Where You Are Now



Thinking of
Starting A Business



Doing craft projects
for friends & family



How Much Will It Cost To Start



Are You Ready? Total Investment Under \$1000



How Much Will It Cost To Start



Department of
Taxation

ohio.gov | State Agencies | Online Services

Search...

Home File Forms Individual Business Professional Government Researcher Contact

Sales & Use Tax

Business Links

- [Ohio Business Gateway](#)
- [File Other Business Taxes](#)
- [Information Releases](#)
- [Vendors License](#)
- [Register for Taxes](#)
- [Sales and Use](#)
- [Additional Business Resources](#)
- [Commercial Activity Tax \(CAT\)](#)
- [OBG Self Help eLibrary](#)

Register for a Vendor's License

Ohio law requires any person or business making retail sales of tangible personal property or taxable services to register for the sales tax by obtaining a vendor's license. Ohio offers [several different types of vendor's licenses](#), depending on the kind of business, and at least two ways to obtain a license.

- [Ohio Business Gateway](#) — Prospective retailers may obtain a vendor's license immediately through the Ohio Business Gateway (OBG). Note: Businesses must first establish an account with OBG before using it to request a vendor's license.
- [County auditors](#) — Businesses may also apply for a vendor's license with their county auditor. Choose this option for a for a complete list of county auditors, as compiled by the County Auditors Association of Ohio.

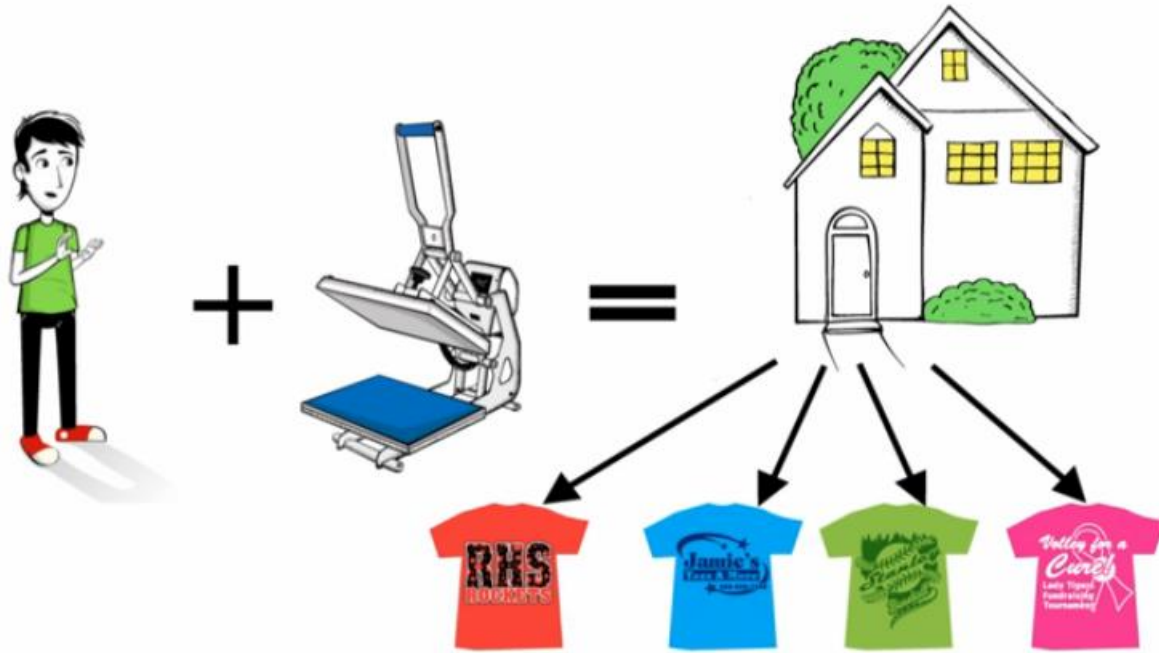
When completing a vendor's license registration form, business owners will need to know where their company falls within the North American Industry Classification System (NAICS). [Click here](#) for a partial list of NAICS codes. For more information on NAICS, [visit the U.S. Census Bureau](#).

You will need a resellers license

- Inexpensive \$25 in Ohio
- Number is given immediately
- Now you can buy wholesale



How Much Will It Cost To Start



All You Need Is a Heat Press



How Much Will It Cost To Start



Do Not Buy a \$300 Heat Press

- A heat press is your ONE investment
- Needs to be reliable
- Needs to have accurate time, temperature and pressure
- You can not have cold spots created from shortcut construction
- You need tech support IF there ever is a problem, you won't reach help from the China manufacturer
- One ruined order damages credibility and eats up the cost savings between a professional press and a craft press



Let's Start Selling

ARE YOU
READY?
READY?

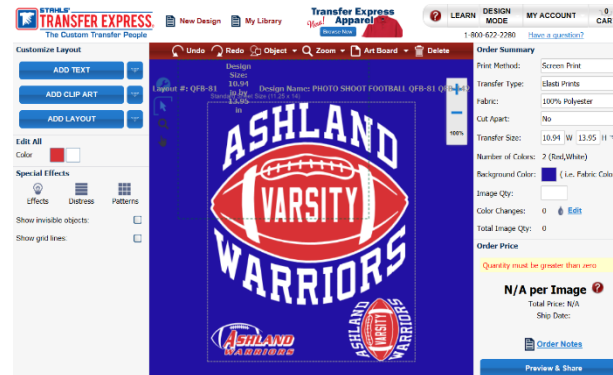




Where To Sell

Knock on Doors

- Schools
- Teams
- Companies
- Friends and Family





Where To Sell



Set up A Booth

- Team registration events
- Open house
- Sport events
- Craft fairs
- First day of school welcome
- School carnival
- Church festival



Where To Sell

A top-down view of a bright orange desk with various tools and supplies, including a keyboard, a ruler, a pencil, a paint palette, and a hammer. The text is overlaid on this image.

Millions of shoppers can't wait to see what you have in store

Open your Etsy shop

Fees Tools Support Stories Selling FAQ

ETSY



Where To Sell Etsy

Pros

- It's easy to set up
- It's reputable
- It has a large, proven community
- It's interactive with social media
- It is less expensive than your own site
- Affordable and easy advertising

Cons

- You can get lost in the crowd
- More sellers than buyers
- Fees (20 cents per listing plus 3.5% of the selling price)
- Not much customization to your shop

The screenshot shows the Etsy shop page for 'HalfPintCuties'. The shop is categorized under 'Custom Apparel, Accessories and Home Decor'. It has 428 likes and 11 followers. The shop's production time is listed as 5-7 business days (Monday to Friday). A search bar is present at the bottom of the shop header, and the items are sorted by 'Custom'. The featured items include:

- Toddler Semper Fi Chattanooga: \$13.50 USD
- Mommy's Kisses Onesie: \$16.00 USD
- I Woke Up Like This #Flawless: \$16.00 USD



Where To Sell Similar to Etsy

- Artfire
- Ebay
- Zibbet
- Folksy

The screenshot shows the ArtFire marketplace interface. At the top, there is a search bar with the text "Search for items or shops on ArtFire" and a magnifying glass icon. To the right of the search bar is a "Register" link. Below the search bar is a navigation menu with categories: Handmade, Design, Indie Supplies, Media, Vintage, Fine Art, and Commercial. The main content area is titled "Design" and shows a grid of product listings. On the left side of the grid, there is a sidebar with a list of sub-categories and their respective item counts:

- Design (439)
 - Digital Art (210)
 - Clothing (145)
 - Children's (73)
 - Patterns (4)
 - How-To (4)
 - Novelty (2)
 - Seasonal (1)
- Commercial (14452)
- Handmade (4025)
- Indie Supplies (124)
- Vintage (15)

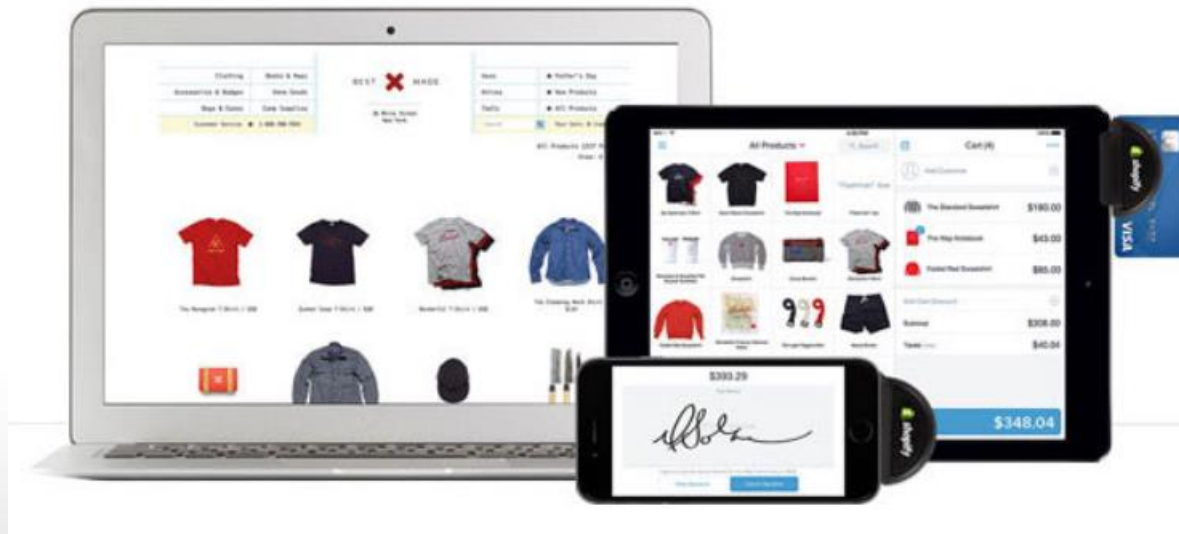
The main grid displays several product listings:

- A light blue t-shirt with the text "I can't help it, I'm a Ladies Man" priced at \$9.99, by Teesbytni.
- A personalized Hannuk... priced at \$18.00, by CutiePatooti...
- A Christmas Owl TShirt... priced at \$18.00, by CutiePatooti...
- A black and white polka dot Christmas tree.
- A zebra print owl.
- A red and white striped number 1 with a Santa hat.
- A red and white polka dot number 1 with a pumpkin.



Where To Sell Pinterest/Facebook

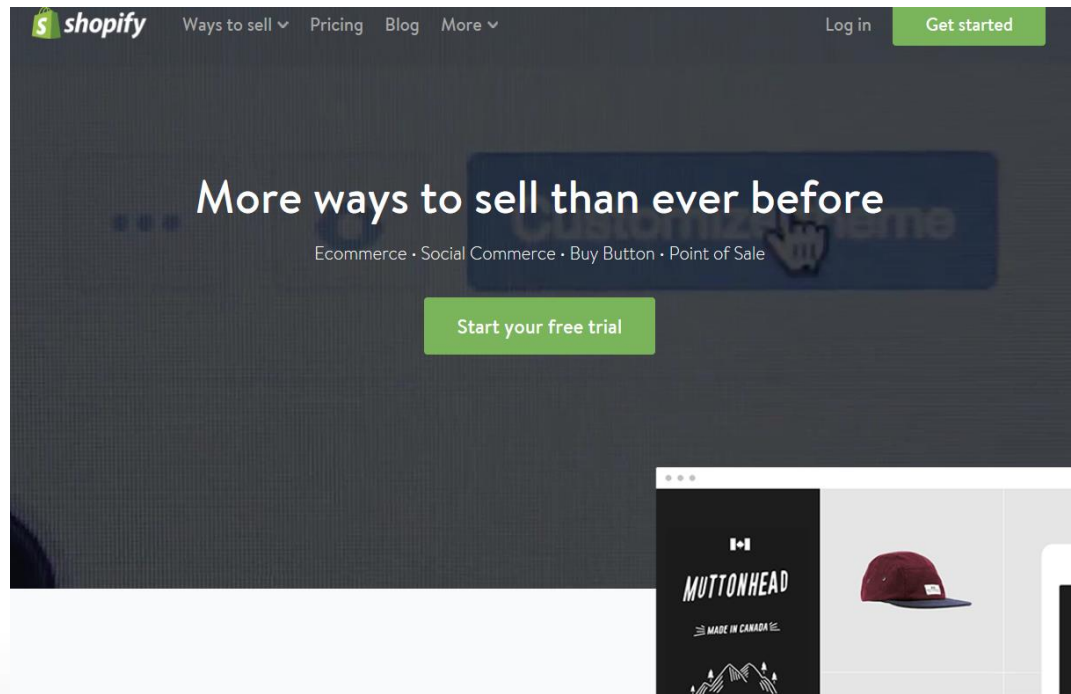
- Easy to target - for example, if you are selling for a local high school you would target the age and location
- Building your own community
- Pinterest Buyable Pins are just starting





Where To Sell Your Own Website

Drag and Drop Website Builders - Wix, Squarepace, Shopify, Weebly





Collecting The Payment PayPal/Square

- Allows you to accept credit cards
- Attach to your smart phone

Features	PayPal Here	Square
Free App	Yes	Yes
Free Card Reader	Yes	Yes
Authorize Multiple Users	Yes	Yes
Compatible with Receipt Printers	Yes	Yes
Accept Checks via Phone's Camera	Yes	No
Accept Cards via Photos	Yes	No
Manual Entry for Payments	Yes	Yes
Invoicing Supported	Yes	Yes

Source Merchant Maverick



We Want To Help Grow Your Business



- Trained Dealer Service staff
- Educational and inspirational videos
- Easy View® for your art
- Facebook, Pinterest, Twitter, YouTube, Instagram, LinkedIn and Google+
- Web chat, info@TransferExpress.com



Conclusion

Go to www.TransferExpress.com/Webinars for a copy of today's webinar slides.

Do you have more questions??

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

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 Transfer Express Webinar

- Introducing the Newest Transfer Technology - Stretch Litho™
- Thursday, December 10
- 2:00 PM

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

Email them to: info@transferexpress.com



www.TransferExpress.com

1-800-622-2280

