

# SELLING YOUR T-SHIRTS ON ETSY

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# AGENDA

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- ETSY Basics
- Impulse Buys and Whys
- Stack the Deck
- Product and Profit
- On Demand



## ETSY MARKETPLACE BASICS



# ETSY MARKETPLACE BASICS

## Top selling products

- Custom printed apparel
- Children's apparel
- Personalized accessories

The screenshot shows the Etsy marketplace homepage. At the top, there is a search bar with the text "Search for anything" and a magnifying glass icon. To the right of the search bar are links for "Sign in" and a shopping cart icon. Below the search bar is a navigation menu with categories: Valentine's Day Shop, Jewelry & Accessories, Clothing & Shoes, Home & Living, Wedding & Party, Toys & Entertainment, Art & Collectibles, Craft Supplies, and Gifts & Gift Cards. The main heading is "Find something you love". Below this are two buttons: "Estimated Arrival Any time" and "All Filters". To the right is a "Sort by: Relevancy" dropdown menu. The main content area displays four product listings:

- Product 1:** "Ew People t-shirt tee // hipster t-shirts / hipster...". Price: \$21.80 (10% off from \$24.22). Rating: 4.5/5 stars (4,567 reviews). Seller: GeekDownApparel. Shipping: FREE shipping.
- Product 2:** "Hearts in Heart Sweatshirt, Toddler and Youth...". Price: \$24.20 (25% off from \$32.27). Rating: 4.8/5 stars (10,032 reviews). Seller: SpunkyPineappleCo (Star Seller). Shipping: FREE shipping. A "SHIPS NEXT DAY" badge is present.
- Product 3:** "Retired Long Sleeve Shirt, Retirement Gift, Fun...". Price: \$14.00 (30% off from \$20.00). Rating: 4.9/5 stars (712 reviews). Seller: craftgatedesign.
- Product 4:** "Bridesmaid Clutch | Bridesmaid Proposal Gifts...". Price: \$14.49 (50% off from \$28.99). Rating: 4.9/5 stars (5,961 reviews). Seller: Etsy seller.

# ETSY MARKETPLACE BASICS

- Identify your audience
- Find your niche
- Kick start your sales
- Merchandising
- Set realistic goals

Estimated Arrival Any time ▾ All Filters

27,344 results, with Ads ⓘ (heart icon) Sort by: Relevancy ▾

60 & fabulous shirt, 60 party crew shirt, 60 Bir...  
 ★★★★★ (3,911)  
 \$10.50 ~~\$14.00~~ (25% off)  
 Ad by Etsy seller  
 More like this →

Hello Sixty Shirt, Birthday Group Shirts, BIRTH...  
 ★★★★★ (1,932)  
 \$10.34 ~~\$12.99~~ (20% off)  
 Ad by Etsy seller  
 More like this →

60 & Fabulous Shirt, 60 And Fabulous Shirt, 6...  
 ★★★★★ (2,947)  
 \$12.59 ~~\$17.99~~ (30% off)  
 Ad by Etsy seller  
 More like this →

60th Birthday Shirt,Vintage 1961Shirt,60th Birt...  
 ★★★★★ (961)  
 \$11.55 ~~\$16.50~~ (30% off)  
 Ad by Etsy seller  
 More like this →

Hello Sixty Shirt, Birthday Group Shirts, BIRTH...  
 ★★★★★ (1,932)  
 \$10.34 ~~\$12.99~~ (20% off)  
 2Btrend  
 More like this →

60th Birthday Shirt,Vintage 1961Shirt,60th Birt...  
 ★★★★★ (961)  
 \$11.55 ~~\$16.50~~ (30% off)  
 EliteDesignTees  
 More like this →

It's My 60th Birthday Shirt, 60 years old 1962 B...  
 ★★★★★ (39)  
 \$11.99 ~~\$16.99~~ (25% off)  
 LDOnlineGallery  
 More like this →

Vintage 60th Birthday T-shirt For Him - Aged T...  
 ★★★★★ (1,542)  
 \$15.12  
 AgedToPerfectionTees  
 Bestseller  
 More like this →



# ETSY MARKETPLACE BASICS

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- Identify your audience
  - Who is buying?
  - Age
  - Sex
  - Gender
  - Locations
  - Interests
  - Budgets



# ETSY MARKETPLACE BASICS

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- Find Your Niche
  - Seasonal
  - Events (weddings)
  - Holidays
  - Hobbies
  - Personas
  - Interests
  - TV/Movies
  - Sports





# ETSY MARKETPLACE BASICS

- Kick start your sales
  - Product keywords
  - Full, detailed descriptions
  - (fit, finish, decoration, feel, fabric, etc)
- Product photos of all options
- Targeted advertising/brand
  - Awareness/Social
  - Content (Instagram, TikTok, etc)

← Back to search results



6,059 reviews ★★★★★

👤 Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.

BlueOceanApparel

31,000 sales | ★★★★★

Bachelorette Party Shirt, Team Bride Shirts, Bridesmaid Party Group Shirt

Bestseller

\$8.57+ ~~€17.15+~~

You save \$8.58 (50%)

✓ In stock

SHIRT SIZE

Select an option

SHIRT COLOR

Select an option

Add your personalization

Please write which text you want?

256

Quantity

1

Add to cart



Other people want this. Over 20 people have this in their carts right now.



Arrives by Feb 26-Mar 4 if you order today.

Nice choice! Enjoy free shipping to the US when you spend \$35+ at this shop.



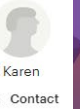
# ETSY MARKETPLACE BASICS

## Merchandising

- Think of your store as a retail space
- Cohesive branding & aesthetics
- Reinforcing brand after purchase (review cards, social share or connect)
- Encourage organic sharing
- Encourage on-Etsy sales



Buyers are raving! This shop got multiple 5-star reviews in the past 7 days.



### Items

Search items

All	390
On sale	390
Valentines Day	4
M O M Shirt	64
F A M I L Y	31
Couple Hubby Wifey Shirt	3

### Featured items



# ETSY MARKETPLACE BASICS

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## Set realistic goals

- Goals you control, new products, processing time, # of social posts, new descriptions, planning styles and collections
- Sales goals are great but can be discouraging



Top Crate Clothing Wholesale tagged a product from their shop.

February 4 at 8:39 PM · 🌐



🐰🍷 We are gearing up for Easter and Spring "renewal"! Take a peek at some of our NEW Easter and Inspirational Designs getting ready to launch. 👁️ Stay tuned for more "sneak peeks"!



Spring Has  
Sprung  
[almost]

Take a "sneak peek"  
at some of our  
2022 designs



 Click to View Product

# IMPULSE BUYS AND WHY'S

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## Dictionary

Search for a word



im·pulse buy·ing

*noun*

the buying of goods without planning to do so in advance, as a result of a sudden whim or impulse.

Definitions from Oxford Languages

[Feedback](#)



# IMPULSE BUYS AND WHY'S

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- Emotion
  - It makes us happy/feels good
- Winning
  - It was too good of deal to pass up
- Self control
  - Desire > self control
- Novelty
  - It's unique, original and relatable
- FOMO
  - Limited time/edition/low quantity



# STACK THE DECK

The screenshot shows an Etsy product listing for 'KIDS - Charleston T Shirt from Carolina Forever' by 'TheCarolinaForever'. The main image (1) shows a stack of four folded t-shirts in pink, teal, purple, and blue. A vertical gallery of color options is on the left (2). The product title (3) is 'KIDS - Charleston T Shirt from Carolina Forever' with a price of '\$22.50' and 'In stock' status. The 'Add to cart' button (4) is prominent. Below it, a shipping notice states 'Arrives by Jan 22-26 if you order today.' The 'Highlights' section (5) includes 'Handmade'. The 'Description' (5) describes the t-shirt as featuring Charleston landmarks. The 'Shipping and return policies' (6) section shows an 'Estimated arrival' of 'Jan 22-26' and a delivery timeline from 'Order placed' to 'Delivered!'. A review (6) from 'lucalocasia' dated 'Aug 21, 2021' with a 5-star rating is shown, including a photo of children on a beach. The 'Purchased item' section at the bottom identifies the product as 'KIDS - Charleston T Shirt from Carolina Forever'.

# STACK THE DECK

## OPTIMIZED PRODUCTS

- Options & colorways
- Plus: photos of those options
- Keywords in title & description

California youth t-shirt

Think how you would search for it?

- Price

Keep low/\$20 range

Bonus: include shipping in product price



42,635 reviews ★★★★★

321,940 sales | ★★★★★

Someone In California Loves Me Shirt - California Kids Shirt - Loved Toddler Shirt - Long Distance Kids Tee - State Raglan

**\$9.99+** ~~\$19.99+~~

You save \$9.99 (50%)

Sale ends in 8 hours

✓ In stock

Size

Select an option

Style

Select a style

Quantity

1

Add to cart

Other people want this. 4 people have this in their carts right now.

Arrives by Feb 26-Mar 3 if you order today. Nice choice! Enjoy free shipping to the US when you spend \$35+ at this shop.



## CHILDREN'S APPAREL



Wild Child Shirt / Wild Child Toddler Shirt / Toddler Tshirt / Toddler Shirt / Toddler Girl...

★★★★★ (374) [Star Seller](#)

\$16.50

909Apparel

[More like this](#) →



Custom Toddler Name Tee - Monogram Kids Shirt - Personalized Modern Apparel

★★★★★ (3,530)

\$18.00 [FREE shipping](#)

claireANDbellaCO

[More like this](#) →



Matching Valentines Day Shirts | Family Valentines Shirts | Sibling Valentine Shirts |...

★★★★★ (404)

\$14.00

ByeFeliciaDesignz

[Popular now](#)

[More like this](#) →



Rock & Roll shirt - Leopard print - Rock shirt - Bleached toddler shirt - Bleached kids shirt

★★★★★ (1,828)

\$17.99

MadiAndMae

[Popular now](#)

[More like this](#) →



ABCD Softest Toddler Shirt

★★★★★ (56)

\$15.00 [FREE shipping](#)

LoveandFamilyDesign

[More like this](#) →



Rainbow Birthday Shirt | Any Age Birthday Shirt | Girls Birthday T-Shirt | Cute Birthday Shirt |...

★★★★★ (9,431)

\$10.79 ~~\$11.99~~ (10% off)

MadiMooshBoutique



Farm Name Shirt // Farm Animal Shirt // Girl Shirts // Baby Girl Outfit // Baby Girl Shirt |...

★★★★★ (4,714) [Star Seller](#)

\$16.65 ~~\$18.50~~ (10% off)

BabyBumbleTees



Love Bug Toddler Shirt for Valentine's Day

★★★★★ (55)

\$22.99 [FREE shipping](#)

heyjuneonetay

[Popular now](#)

# STACK THE DECK

## Targeted advertising

- Goal: pay to show only to people who will actually buy your products
- Etsy / Google ads - cost per click
- Social ads: per impression
- Relevant traffic: this is their interest/views vs clicks

Find something you love

Estimated Arrival Any time ▾

All Filters

Sort by: Relevancy ▾



Cute Heart T-Shirt, Gift For Valentine's Day, Birt...

★★★★ (250)

\$11.24 ~~\$14.99~~ (25% off)

Ad by AstakozTshirt



Women Chicken Shirt, Tshirt woman Chicken S...

★★★★ (1,403)

\$11.99 ~~\$14.99~~ (20% off)

Ad by LovesUSA



My Wife Made Me Fat No Body Else Would Wan...

★★★★ (24)

\$10.49 ~~\$13.99~~ (25% off)

Ad by StrickiesCreationsCo

FREE shipping



Funny Dash Icons T Shirt, Car Warning Lights S...

★★★★ (478)

\$9.50 ~~\$13.57~~ (30% off)

Ad by FashionxTee



## TIPS: NOT IMPULSE BUYS

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- Your brand's logo/name printed
- Expensive items (\$50+)
- Pre-orders
- Custom orders





# PRODUCTS & PROFIT

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How to produce

- Screen printed transfers
- Digital transfers

Managing cost vs profit



# PRODUCTS & PROFIT

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Screen printed transfer gang sheets

One transfer sheet

White/black color change

4 Different styles/unlimited colors

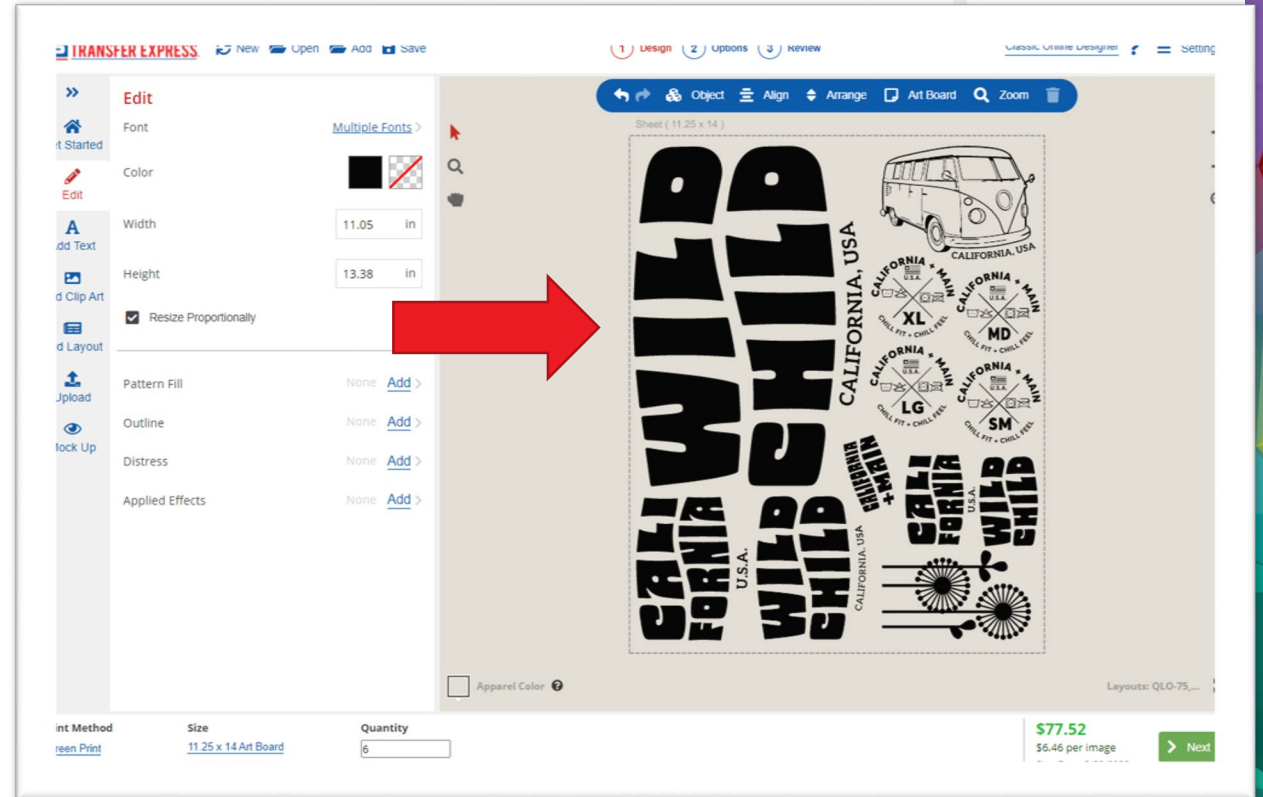
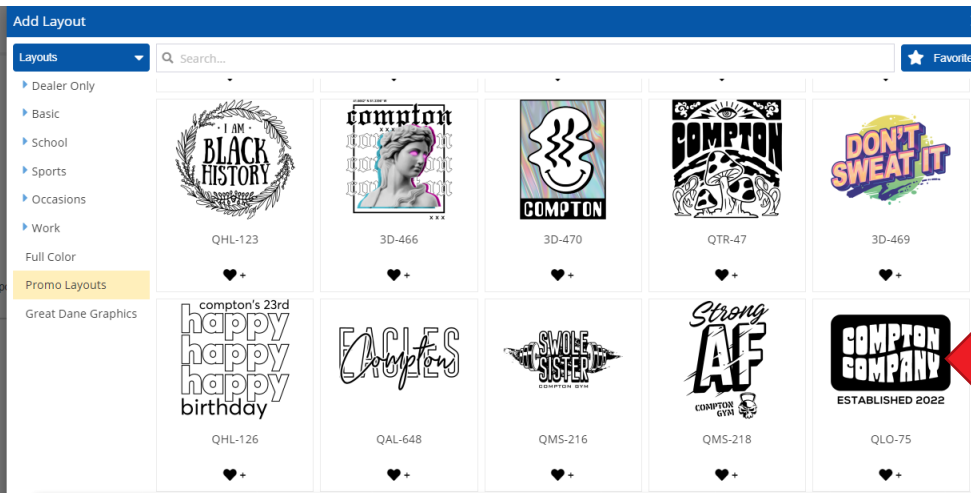
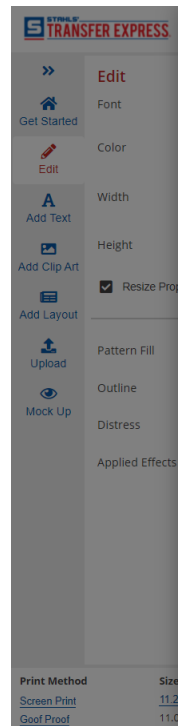
1 Low print cost



# DESIGN ONLINE

## Your free online designer

- 7,000+ customizable layouts
- 10,000+ clip art library
- Over 250 fonts
- Super easy to use
- Preview your design on apparel
- Download Mock-ups share on Etsy or social media
- Easy to set up your transfer sheet and see what fits
- Free for all active customers
- **No subscription costs or fees**





# PRODUCT PHOTOS + MOCK UPS

Upload your own photos or  
branded mock ups to  
Easy View Online Designer

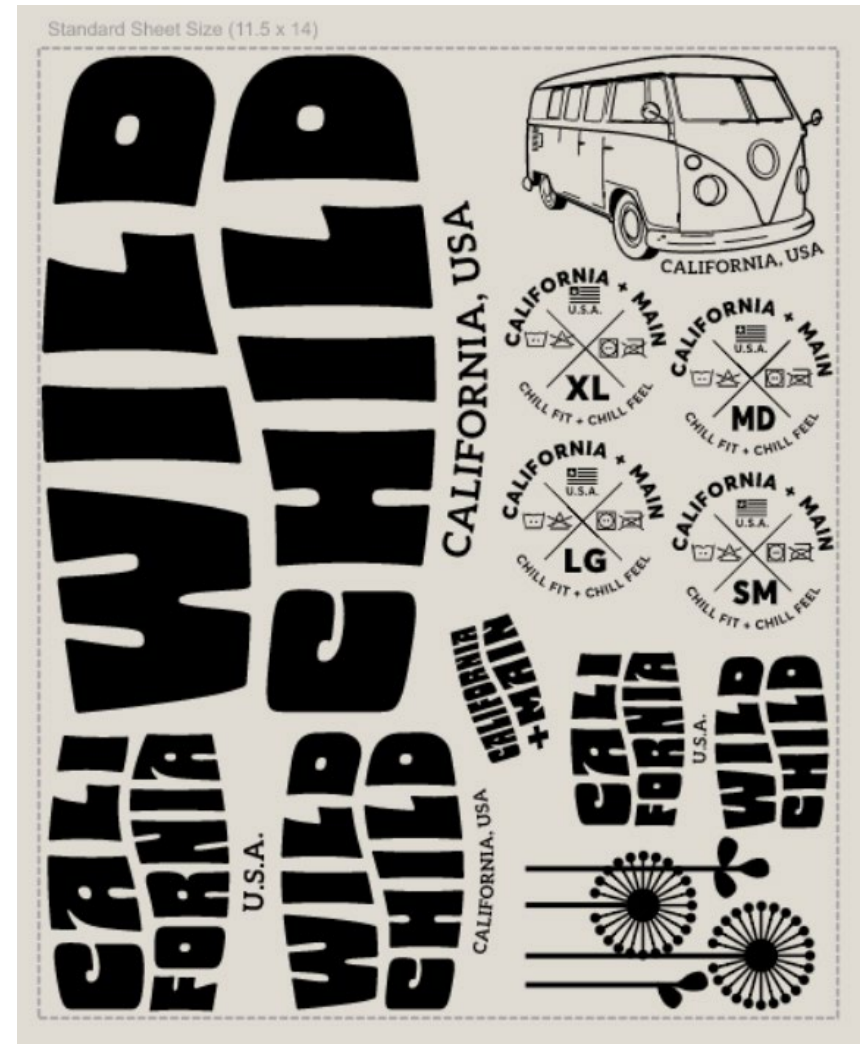
Great for product photos  
& social media

The screenshot shows the STAHL'S TRANSFER EXPRESS online designer interface. At the top, there are navigation tabs for 'Design', 'Options', and 'Review'. The main design area is titled 'Mock Up for Sharing' and includes a 'Back to Design' link. Below this, there are options to 'Choose Design Elements to Mock Up' (Entire Design or Selection Only) and 'Add Background' (Upload My Own, Use Apparel, Browse Stock). There are also options for 'Use Your Color Changes' (Base design, Background Color, Colors, Color Change 1, Background Color, Colors). A 'Download' button is visible at the bottom of the design area. The main image shows a grey tank top with the text 'WILD CHILD CALIFORNIA, USA' printed on it, set against a wooden background with sunglasses and a succulent. The bottom section of the interface includes 'Print Method' (Screen Print, Goof Proof), 'Size' (11.25 x 14 Art Board, 11.05 x 13.38 Design), 'Quantity' (6, 1 Color Change), and a price of '\$77.52' (\$6.46 per image) with a 'Next' button.

# LOW COST & HIGH PROFIT

Build value/charge more  
Additional print locations  
Inside tag placement  
Hang tagging/poly bagging

8 images + tags  
\$3.27 per sheet /8 images  
**ONLY \$0.41 each**





# LOW COST & HIGH PROFIT





# PRINT ON DEMAND

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## Storing blanks & transfers

- Start small
- Plan drops & order transfers/apparel in advance
- Gather data on what your audience buys
- Size/colors/styles

## Produce after you have the sale

- No bulk inventory liability
- Transfers store well
- Can produce from desk sized workspace
- Quick to print (4 seconds)



TWO PINES CREATIVE | Meg Tetrault

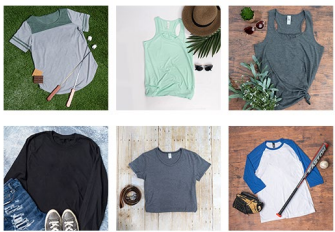
# MARKETING KIT

## Design & Print Custom T-Shirts

Your personalized Marketing Kit will inspire new designs and equip you with 20+ full size display transfers.

Webinar Special:  
Only \$35 – Save \$14!

(Normally \$49)



**PLUS** 6 Free Digital  
Apparel Backgrounds  
(Order by end of day 2/24)



# Thank you for attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
- Call us – 1-800-622-2280
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