



Starting Your Own T-Shirt Line



What We Will Cover

- How to print your T-shirts
- How to create or submit your art
- How to price
- Where to sell your shirts



Make It Legal

- You are starting a business be sure you have the proper licensing - retail tax id or sellers license
- Easy to obtain, small fee , \$25 in Ohio, typically given the same day online through your state
- This will allow you to buy wholesale and sell retail - the key to success!

OHIO DEPARTMENT OF TAXATION
P.O. Box 182215 • Columbus, OH 43218-2215
tax.ohio.gov • Fax: (614) 387-1455

FOR STATE USE ONLY
Account Number Assigned _____
Effective Date _____ Filing Frequency _____
Check Digit

ST-17
Rev. 4/06

Application for Transient Vendor's License

Please print. Federal employer identification no. _____ Social security no. _____ Ohio corporate charter no. _____

If you are a foreign corporation, give Ohio certificate number. _____

1. Check type of ownership: (10) Sole owner (20) Partnership (30) Corporation (40) Association
(50) LLC (60) Fiduciary (70) LLP (80) LTD (100) Business trust

2. When did you or will you begin making taxable sales in Ohio? (mm/dd/yy) _____

3. Are you obtaining this license to make sales at a temporary place of business in a county in which you have no fixed place of business? Yes No

4. Provide NAICS code and state nature of business activity. _____ (For most current NAICS listing, visit us at tax.ohio.gov)

5. Legal name _____
(Corporation, sole owner, partnership)

6. Trade name or DBA _____

7. Primary address _____
Home/office address of corporation, sole owner or partnership City State ZIP
(Home/office phone no.) _____ (Home/office fax no.) _____ (Business phone no.) _____

8. Mailing address _____
(If different from above) City State ZIP

9. How much sales tax do you expect to collect each month? (06) Less than \$200 (01) \$200 or greater

10. If this application is for a new registration due to change in ownership, please list the old account number. _____

11. If you operate as a corporation or partnership, list appropriate names, addresses and social security numbers below.

Position	Name	Street	City	State	ZIP	Social security no.
President/Partner	_____	_____	_____	_____	_____	_____
Vice Pres/Partner	_____	_____	_____	_____	_____	_____
Secy/Treas/Partner	_____	_____	_____	_____	_____	_____

I hereby declare the above to be true and correct to the best of my knowledge and belief.

Date _____ Signature of owner or officer of company _____

Fee for this license - \$25 (made payable to Ohio Treasurer of State). Send the original application and \$25 fee to: Ohio Department of Taxation, Registration Unit, P.O. Box 182215, Columbus, OH 43218-2215. Retain a copy for your records.



Printing Choices

Screen Print Your Own



Advantage: Complete control

Disadvantage: Messy, space, high start up cost \$10,000, high learning curve



Printing Choices Direct To Garment

Epson® SureColor® F2000 Direct-to-Garment Printers

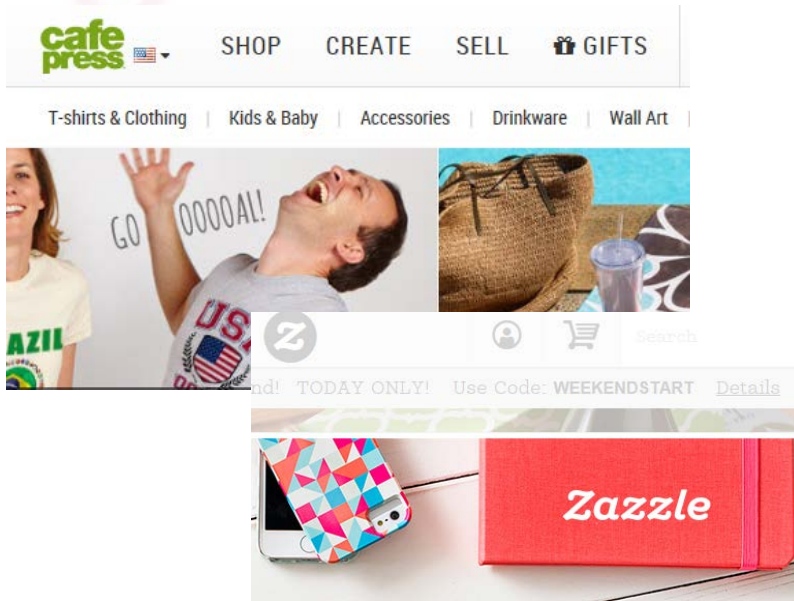


Advantage: Can print one at a time,
complete control

Disadvantage: High start up cost
\$25,000, high learning curve



Printing Choices Fulfillment Center



Advantage: No start up cost, can sell one at a time

Disadvantage: No control over quality (you don't even see the finished shirt before it is sent on your behalf)

Packaging advertises the service instead of your company

High cost, low profit



Printing Choices Contract Printer



Advantage: No investment

Disadvantage: Less profits, turnaround and cost based on who you hire, can be slow and expensive, you need to have a set amount pre-printed before you know if it sells



Printing Choice Heat Print



Advantage:

- Low start up cost – all you need is a heat press
- Print on demand in 4 seconds
- Control inventory
- Can print whatever is ordered - tote bag, sweatshirt, T-shirt as needed (try same art on different items)
- Fast delivery, high profits
- Use sheets to print several designs at once

Disadvantage: Minimum order 5-10



Heat Printing What You Can Print



What you can heat print: T-shirts, sweatshirts, sweatpants, lounge pants, koozies, towels, flags, shoes, caps, tote bags, cinch sacks, mouse pads, shoes, pillows, director's chairs. Whatever can lay flat in a press can be heat printed!

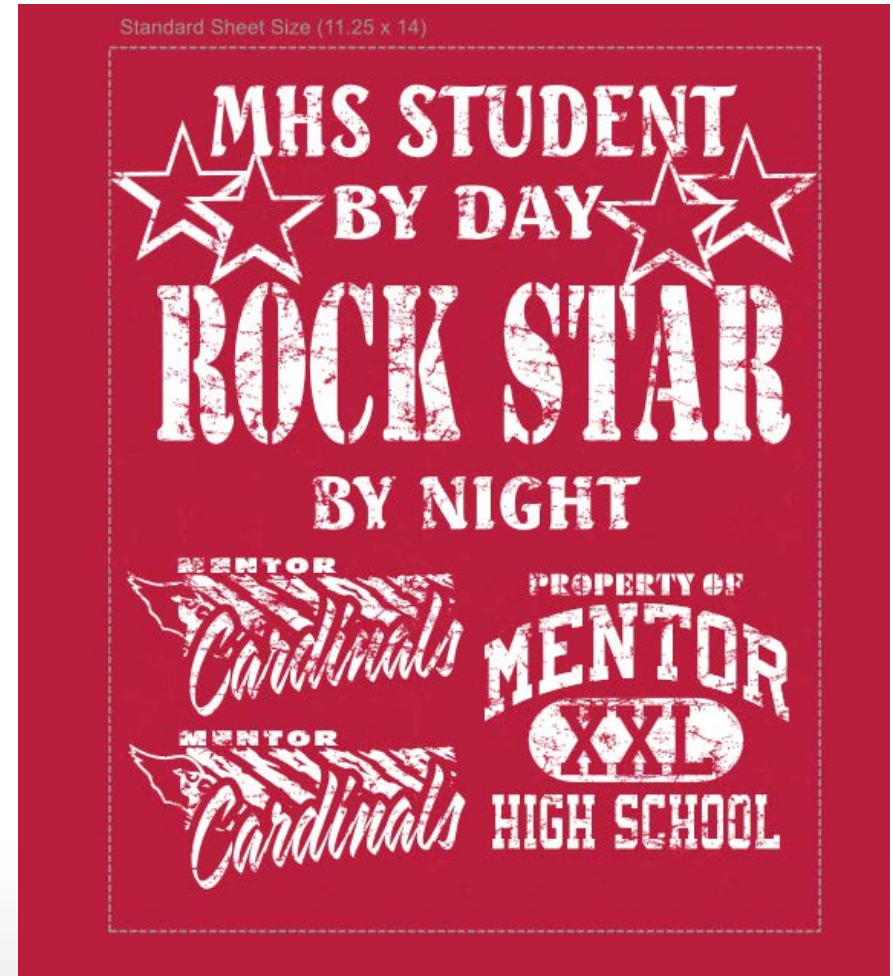


Heat Printing

What Are Sheets?

Whatever will fit on the paper (11.25 x 14) in the same color or colors, is the same price!

From this sheet you can print 4 items!





The Art

If you have the art:

Can be submitted online for easy ordering

Consider protecting your ideas and art with copyright and trademarks, legalzoom.com is a great resource

Cost is about \$600 so when starting you need to invest in protection or the brand itself



A few successful clothing lines



The Art Easy View - A Free Design Tool

The screenshot displays the Transfer Express design tool interface. At the top left is the logo for **TRANSFER EXPRESS**, "The Custom Transfer Source". Navigation links include "Start a New Job" and "Open from My Library". A top utility bar contains "LEARN", "DESIGN MODE", "MY ACCOUNT", and "CART" (showing 0 items). The phone number 1-800-622-2280 and a "Feedback" link are also present.

The main workspace is a dark blue canvas with a red top bar containing "Undo (Ctrl + Z)", "Redo", "Object", "Zoom", "Art Board", and "Delete" options. The canvas shows a "Standard Sheet Size (11.25 x 14)" with a dashed white border. The design on the canvas is pink text on a dark blue background: "It's A SUSAN Thang You Wouldn't Understand".

On the left sidebar, there are sections for "Customize Layout" (ADD TEXT, ADD CLIP ART, ADD LAYOUT), "Edit All" (Color, Rotation), and "Special Effects" (Effects, Distress, Patterns). A "SAVE JOB" button is at the bottom left.

On the right sidebar, the "Order Summary" section includes: Print Method: Screen Print; Transfer Type: Goof Proof; Fabric: 100% Cotton; Cut Apart: No; Transfer Size: 11.81 W 9.55 H; Number of Colors: 1; Background Color: (i.e. Fabric Color); Image Qty: 1; Color Changes: 0 (with an Edit link); Total Image Qty: 0. Below this is the "Order Price" section, which shows a yellow warning: "Quantity must be greater than zero" and "N/A per Image" (with a question mark icon). Total Price is N/A and Ship Date is blank. At the bottom right are "Order Notes", "Preview & Share", and "Review Order and Add To Cart" buttons.



The Art Easy View - A Free Design Tool

Standard Sheet Size (11.25 x 14)



**JOHNNY
CLEVELAND**





Selling Your Shirts

Who Is Your Market

Event Shirts

Best marketing tool is a portable booth at the event

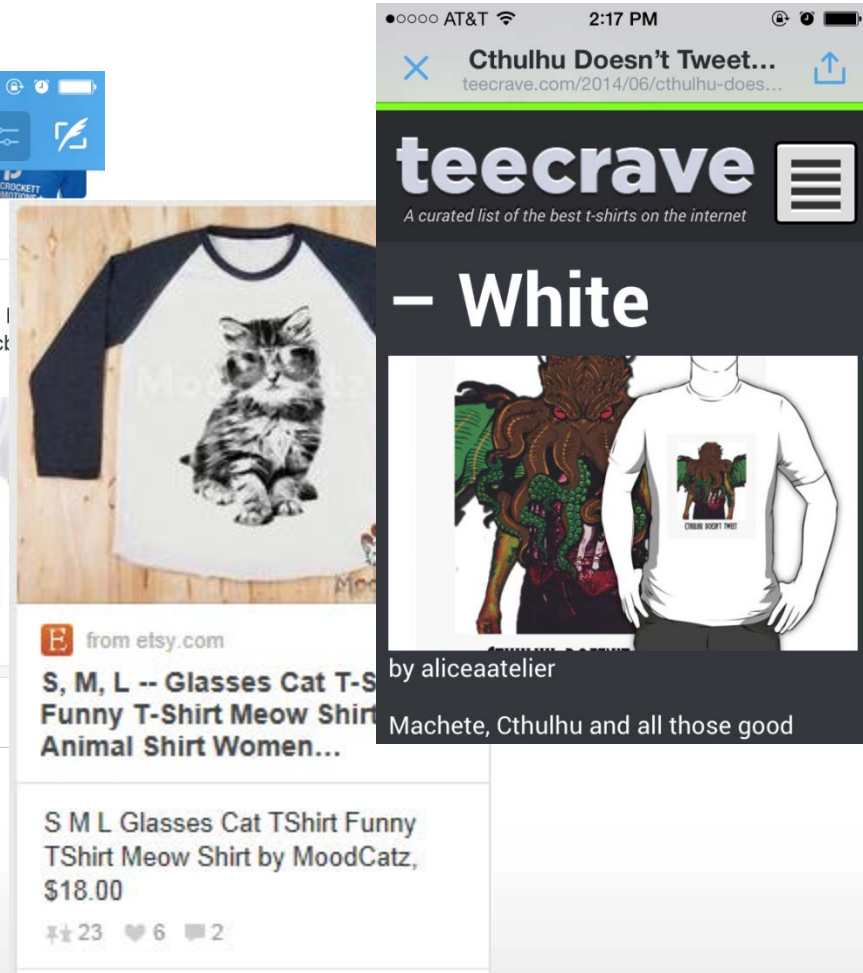
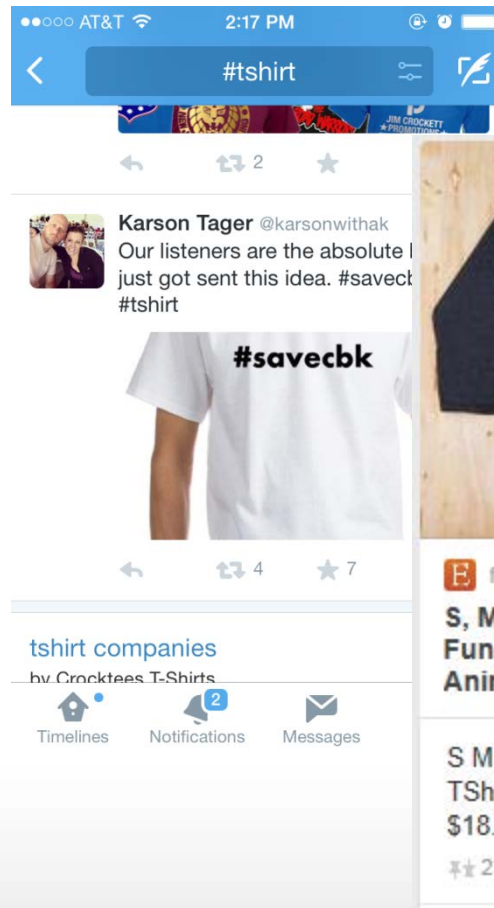




Selling Your Shirts Who Is Your Market

Social Media

Use Facebook, Pinterest,
Twitter and Instagram





Selling Your Shirts Who Is Your Market

Purchase space on website or print of target. For example, if you created a running design you would look for running sites and magazines and purchase a small ad space





Selling Your Shirts

Who Is Your Market

Start Ebay Store or create your own site



New Fashion Mens's Stylish Casual Slim Fit Short Sleeve T-shirts Tee Shirt

Item condition: **New with tags**

Color: **- Select -**

Size (Men's): **- Select -**

Quantity: More than 10 available / 8 sold

Price: **US \$12.89**

Buy It Now

Add to cart

14 watchers

[Add to watch list](#)

[Add to collection](#)

Free
Shipping

New
Condition

Bill Me Later New customers get \$10 back on 1st purchase
Subject to credit approval. [See terms](#)

Shipping: **FREE** ePacket delivery from China | [See details](#)
See details about international shipping here.
Item location: China, China
Ships to: Worldwide [See exclusions](#)

Delivery: **Estimated between Mon, Jul. 7 and Mon, Jul. 21**
 Please note the delivery estimate is **greater than 8 business days**.

Payments: **PayPal**, Bill Me Later | [See details](#)

Returns: **14 days money back**, buyer pays return shipping | [See details](#)

| [Add to v](#)

Seller information

cddongck (61)

92.9% Positive feedback

[+ Follow this seller](#)

[See other items](#)

Visit store: [cddongck](#)



Selling Your Shirts Who Is Your Market

List on T-shirt sites

T-Shirtcountdown.com

T-shirtlinks.com

Shopping Cart (0 Articles : \$ 0.00) [Help?](#)

Apoc-Apparel
T-shirts, Hoodies, Ladies' Tees, and more for the Apocalyptic Age

[Purchase](#) [Help ?](#) powered by spreadshirt

1 Products 1 to 8 of 8

Survivor T	VALUE Survivor	Women's T
Men's T-Shirt	Men's T-Shirt	Women's T-Shirt
Size ... \$ 16.59	Size ... \$ 16.59	Size ... \$ 16.59

Ranking	T-Shirt	Description
★ ↑	 MONEY TALKS! ...mine JUST says GOODBYE	Money Talks! T-Shirt Stats For those special occasions -such as, like, all the time- when you need a t-shirt design that comments on the tragedy of personal wealth. What the hell, there's nothing else you can do about it anyway. 5 Votes In: 1051 Hits Out: 4031
★ ↓	 3 Reasons You Can't Stop Me THE TWO WILL NEVER MISC	3 Reasons You Can't Stop Me T-Shirt Stats 1ballsports is your source for funny sports t-shirts. All original designs and graphics. Makes a great unique gift for the hard to please sports fan in your life... 4 Votes In: 509 Hits Out: 4594
★ -	 IT'S NOT A PARTY... UNTIL THE KIELBASA COMES OUT	It's Not A Party Until The Kielbasa Comes Out T-Shirt Stats Funny Polish and International Shirts and Gifts. Everyone will laugh at this "It's Not A Party Until The Kielbasa Comes Out!" tee shirt! 4 Votes In: 350 Hits Out: 2760

Cast Your Vote

BUY THIS T-SHIRT

VOTE FOR THIS T-SHIRT

T-SHIRT INFO

BUY THIS T-SHIRT

VOTE FOR THIS T-SHIRT

T-SHIRT INFO

BUY THIS T-SHIRT

VOTE FOR THIS T-SHIRT

T-SHIRT INFO



Selling Your Shirts Who Is Your Market

Don't forget offline outlets

Flyers

Business Cards

Press Release

Humane Society

SUPPORT
THE HSPS
ANIMAL SHELTER

Humane Society

BUY A \$12 T-SHIRT

PROCEEDS FROM T-SHIRT SALES SUPPORT OUR SHELTER DOGS AND CATS

hrpsports.com

T-Shirts
BACK 2 SCHOOL
SWAG

Retail \$19.99

Available in packs

www.hrpsports.com

Call to order:
1-800-352-5525



Selling Your Shirts Packaging

- Helps you stand out from the competition
- Can help generate reorders, additional purchases
- Include hang tags or custom label
- Purchase low cost custom stickers to put on your box



Great example of good packaging - company name is Johnny Cupcake and shirts are shipped in cake box!



Example of a custom label - use extra space on your sheet to print these for free!



Pricing

Basic Formula

Shirt Cost + Print Cost x 2=Retail Price

Other Factors affecting cost:

- Uniqueness of your design
- Timing of your event (example: on Draft Day, “Johnny Cleveland” shirts could easily sell for \$25 each!)
- Captive audience (example: Concert shirts sell for \$25-\$35 each)
- Competition



Conclusion

Do you have more questions??

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

Contact us:

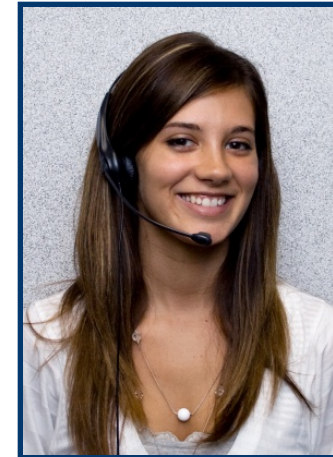
Phone: 1-800-622-2280

Fax: 1-800-833-3877

Email: info@transferexpress.com

Web: TransferExpress.com

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





Thank You for Attending

Next Transfer Express Webinar

- **Back to School, Back to Custom Printing Profits**
- **Thursday, August 14**
- **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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1-800-622-2280