



HOW TO START A T-SHIRT BUSINESS

[WEBINAR]



Today's Agenda



- A few legal details
- Your one financial investment
- What you need once you made the sale
- Marketing plan
- Pricing

The Legal Details

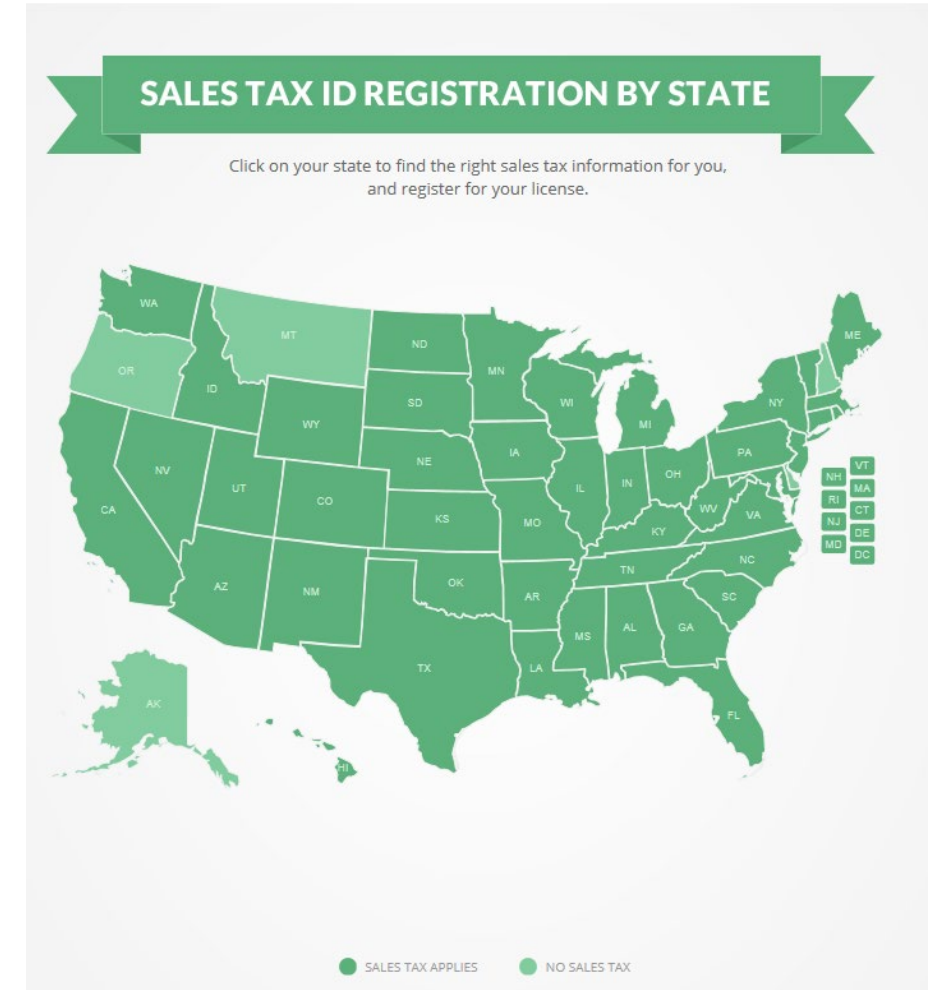
Obtain a resellers license (business license)

Reseller's license allows you to buy wholesale without paying tax; ie you don't pay taxes on your qualified purchases

To get started, you need to find your state tax department. For example, someone based in New York would go to the New York State Department of Taxation and Finance (either online, by phone or in person) and fill in the appropriate form.

Great information with links to who to contact in each state

<https://www.salehoo.com/blog/how-to-get-a-reseller-license-sales-tax-id>



The Legal Details

Obtain a Tax ID

You will need to collect tax from your customers

Federal Tax ID

An Employer Identification Number (EIN) is also known as a Federal Tax Identification Number and is used to identify a business entity. It costs nothing to apply for an EIN, it can be registered online, and most vendors will require a tax ID before conducting business with a retailer.



The Legal Details

Choose your Business Name

If you use any name for your retail business other than your own personal name, you'll need to file the appropriate paperwork. Some business licenses include a business name registration; others require a separate registration or a DBA (doing business as) certificate.



The Legal Details

Choose your Business Name

Thought Starters

Important places or people in your life

Favorite colors

What you want to sell

Hobbies

Places you have lived

Mantras or quotes you live by

Dates or numbers with personal significance

Search for your potential name at the US Patent and Trademark Office

Use namechk.com to see if domain and social media sites available



The 1 Investment



Things to Consider

- Budget - if done right, a lifetime investment. Get the best your budget will allow. \$100 Amazon presses are inaccurate and will be unreliable
- Space - clam vs swing options
- Use - will it stay in store or will you take to events
- You need temperature, pressure, and time readouts



Choose Your Market

- (1.) Businesses (promotional, tourist souvenir, retail fashion)
- (2.) Schools (band and sports boosters, cheer and dance)
- (3.) Organizations (civic groups, clubs, special interests)
- (4.) Athletic (teams, leagues, tournaments)
- (5.) Government services (EMT, fire dept., police, army etc.)
- (6.) Events (concerts, festivals, reunions, other)



Marketing Your Business

Some Tips:

Use social media

Consider onsite printing

Deliver with reorder forms

Print custom shirt tags

Give the group organizer a 'thank you' gift



Tip: Watch our webinar on Marketing Your Business – [TransferExpress.com/webinars](https://www.TransferExpress.com/webinars)

Marketing Your Business



- Online ordering for established groups
- Easy to set up
- Connects to Transfer Express and Stahls fulfillment
- Annual fee, unlimited stores



FEATURED PRODUCTS



ER NURSE Sport-Tek® Sport-Wick®
Stretch Contrast Full-Zip Jacket.
Black/Royal
From \$46.00



SOLID VERSION-Port & Company® -
Core Fleece Full-Zip Hooded Sweatshirt
Black
From \$35.00



ER TECH Sport-Tek® Ladies Sport-
Wick® Stretch Contrast Full-Zip Jacket.
Black/Gray
From \$46.00



GLITTER VERSION LADIES-Sport-Tek®
Ladies Sport-Wick® Stretch Contrast
Full-Zip Jacket Black
From \$47.00

Pricing

How do I get a selling price?

Based on cost

Starting point equation – will vary by market/product

(Cost of shirt) x 2 = selling price

Brand popularity or capacity of shop

Cost + % desired margin = selling price



- Shirt - \$2.14
- Transfer - \$1.99
- Shipping - \$0.80
- Labor - \$0.17
- Overhead (15%) - \$0.77
- Total cost - \$5.87

Ordering Transfers/Apparel

EASY PRINTS® PRICING

	5-9	10-14	15-19	20-24	25-34	35-49	50-74	75-99	100-149	150-199	200-249	250-374	375-499
1 COLOR	\$7.19	\$4.41	\$3.90	\$3.20	\$2.78	\$2.34	\$2.03	\$1.73	\$1.58	\$1.44	\$1.25	\$1.06	\$0.94
2 COLOR	\$13.35	\$8.14	\$7.12	\$5.77	\$4.97	\$4.12	\$3.52	\$2.96	\$2.67	\$2.39	\$2.08	\$1.78	\$1.55
3 COLOR	\$19.51	\$11.83	\$10.30	\$8.32	\$7.13	\$5.89	\$4.99	\$4.16	\$3.74	\$3.33	\$2.90	\$2.48	\$2.16
4 COLOR	\$25.68	\$15.53	\$13.48	\$10.86	\$9.29	\$7.65	\$6.47	\$5.37	\$4.82	\$4.27	\$3.73	\$3.18	\$2.77

*Easy Prints vs Plus Pricing:
You save about \$25 on each
order by using Easy Prints*

YOUR ARTWORK - EASY PRINTS® PLUS PRICING

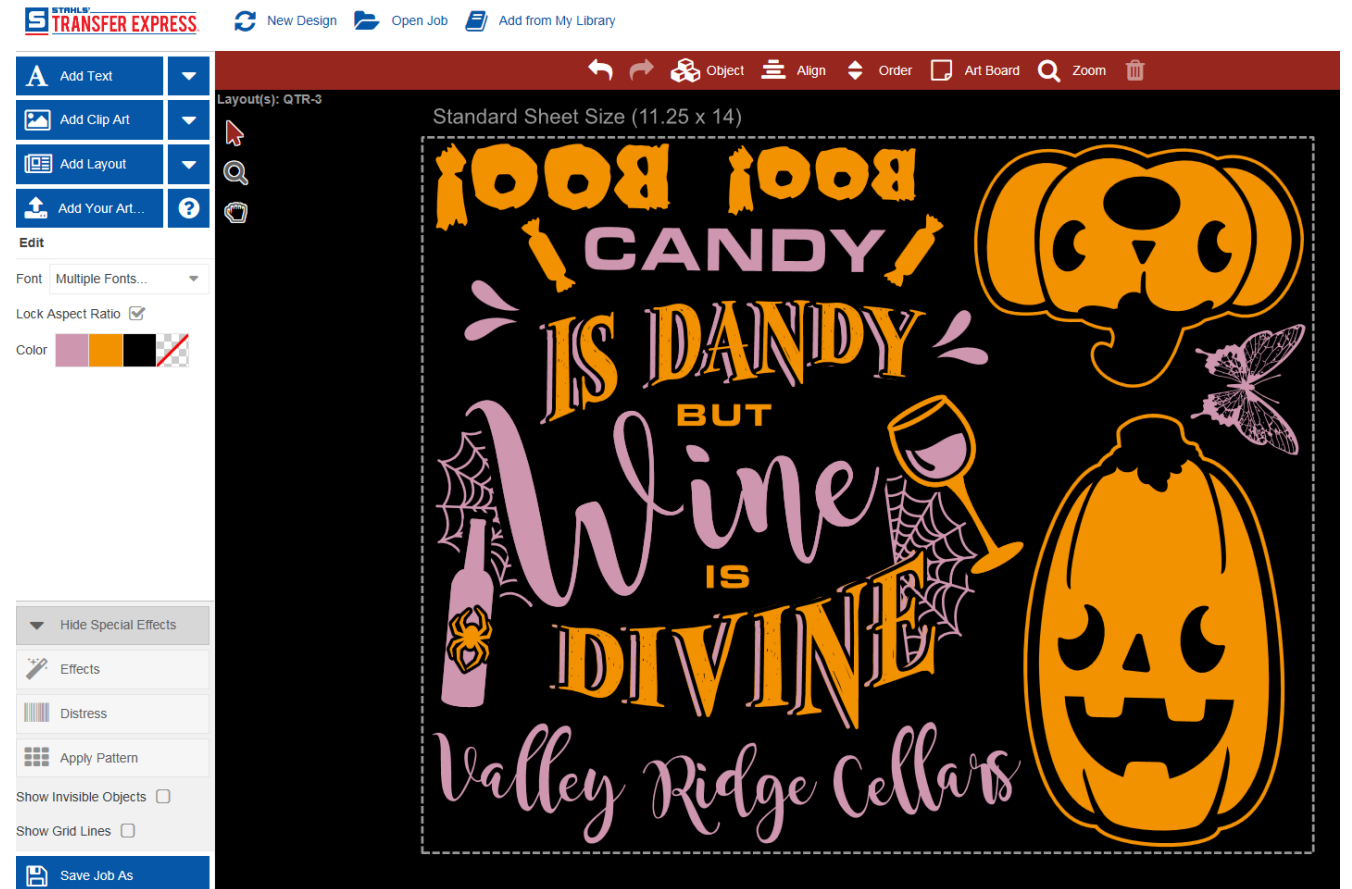
	5-9	10-14	15-19	20-24	25-34	35-49	50-74	75-99	100-149	150-199	200-249	250-374	375-499
1 COLOR	\$12.19	\$6.91	\$5.57	\$4.45	\$3.78	\$3.05	\$2.53	\$2.06	\$1.83	\$1.61	\$1.38	\$1.16	\$1.01
2 COLOR	\$18.35	\$10.64	\$8.79	\$7.02	\$5.97	\$4.83	\$4.02	\$3.29	\$2.92	\$2.56	\$2.21	\$1.88	\$1.62
3 COLOR	\$24.51	\$14.33	\$11.97	\$9.57	\$8.13	\$6.60	\$5.49	\$4.49	\$3.99	\$3.50	\$3.03	\$2.58	\$2.23
4 COLOR	\$30.68	\$18.03	\$15.15	\$12.11	\$10.29	\$8.36	\$6.97	\$5.70	\$5.07	\$4.44	\$3.86	\$3.28	\$2.84

Priced per 11.25" x 14" sheet. Please call us for a quote on quantities of 500 or greater and 5 or more colors

Ordering Transfers/Apparel

Your Free Online Designer, Easy View®

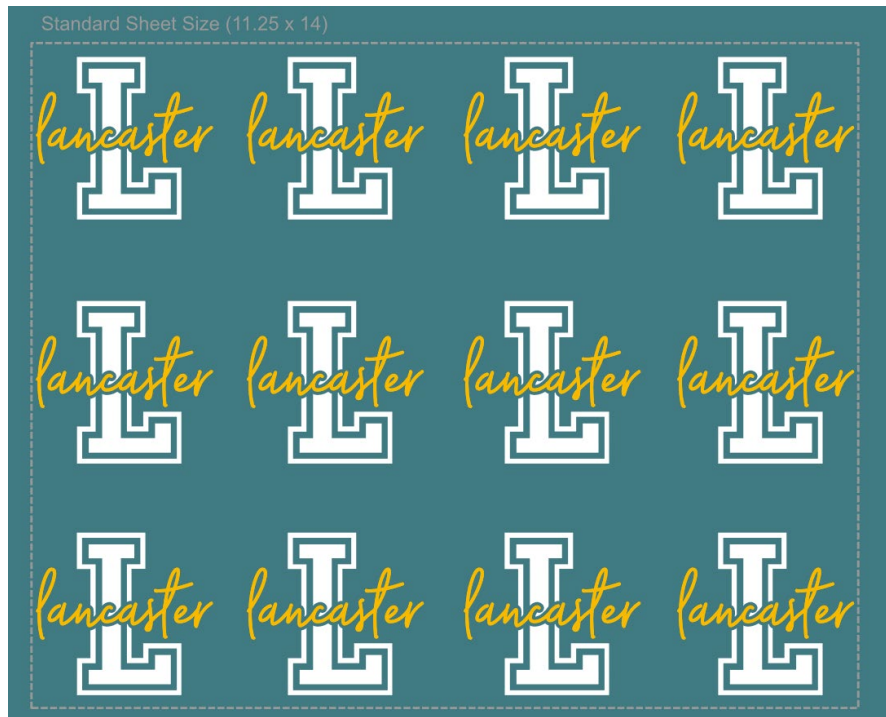
- Preloaded with 7,000 layouts
- Preloaded with 10,000 clip art
- Super easy to use
- See what the design will look like on the item
- Email proofs to your customer
- Easy to set up your sheet and see what fits



Ordering Transfers/Apparel

We sell by the sheet—optimize value by filling the sheet

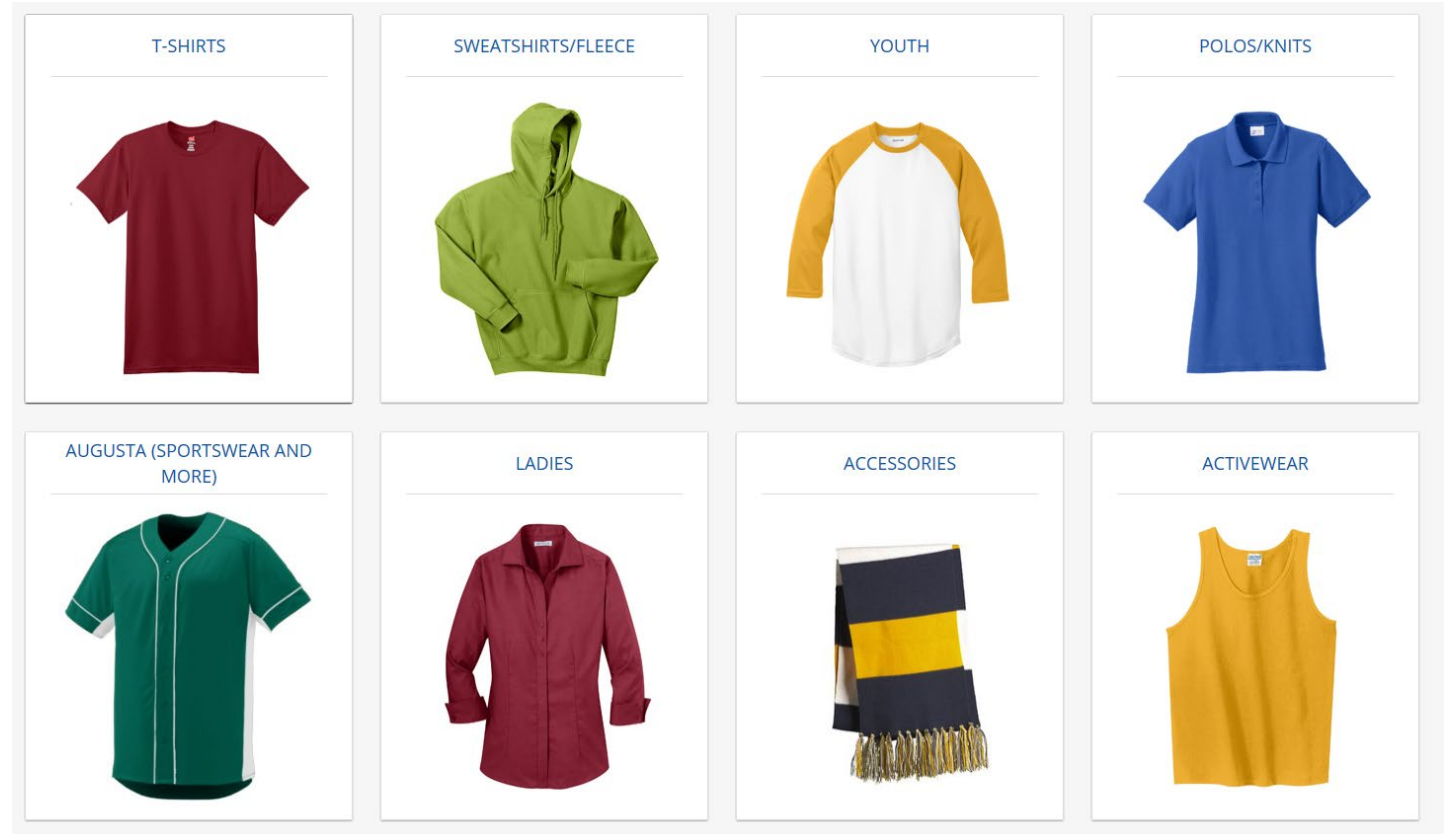
- Screen Printed: 11.25" x 14"
- Stretch Litho: 11.25" x 14"
- AquaTru: 12" x 19"



Ordering Transfers/Apparel

One Stop Shop - we carry wholesale apparel including American Apparel, Bella+Canvas, Gildan, Hanes, Fruit of the Loom, Jerzees, Nike, Augusta, Russell, Holloway, and many more

Does ship separately from 8 warehouses



Ordering Transfers/Apparel

*Let's get started—we are here to help!
Call or email whenever you have a question*



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
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
- Watch our videos and previous webinars – <http://www.TransferExpress.com/Webinars>
- Visit our website: www.TransferExpress.com
- Visit us at Trade Shows
- Connect with Us on Social Media

Contact us: Phone: 1-800-622-2280

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