



STAHL'S
TRANSFER EXPRESS[®]

The Custom Transfer People

Top 10 Summer Sale Generators For Your T-Shirt Business



SALES
↑



Today's Format

- List 10 summer t-shirt markets
- Tips on how to sell to these markets
- Look at the free art available to you
- All photos and art shown are created in Easy View®
- When you see three letters and a number Ex QRT-25, that is the Easy Prints® layout number





1. Family Reunions

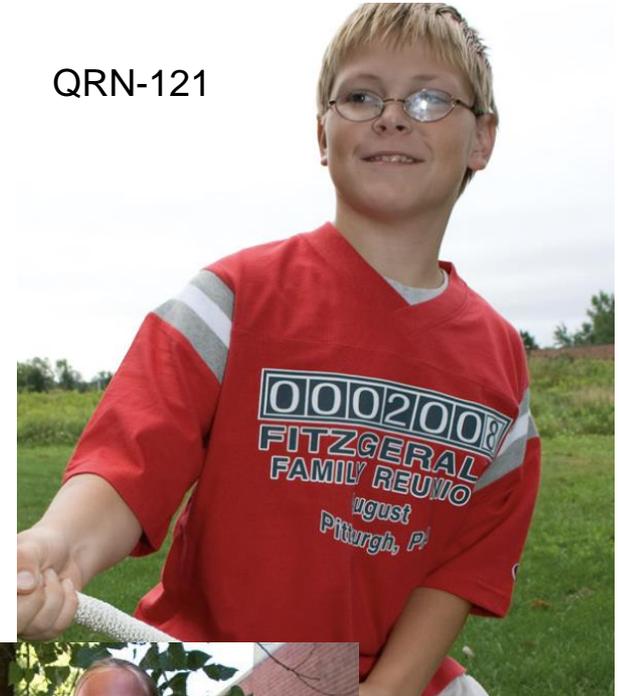
QEV-35



QRN-46



QRN-121



QRN-109



QRN-114



1. Family Reunions

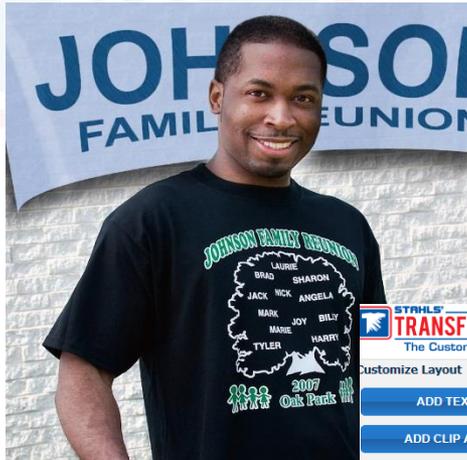
- Most orders will be between 50-150 t-shirts
- Organized typically by committee so use social media to find the leads, Facebook and Pinterest are great tools and free or very inexpensive to push ads to a specific location
- Often held at amusement parks, beaches or resorts, tourist cities—use Easy View to create art that fits your market
- Organizers are volunteers so make it easy for them to take the orders - create an order form, include the design, shirt color, shirt sizes, cost, who to send the check to and a deadline
- Tip there are always procrastinators so make the deadline a few days before you need to place the order (our same day shipping will help here for 1 color Easy Prints!)



1. Family Reunions

175 Family Reunion Layouts Available

Also can create your own from scratch



QRN-14

STRALES
TRANSFER EXPRESS.
The Custom Transfer People

New Design My Library

Transfer Express Apparel
Great Apparel & Transfers at the Same Price!

LEARN DESIGN MODE MY ACCOUNT CART

1-800-622-2280 Have a question?

Undo Redo Object Zoom Art Board Delete

Layout #: QRN-14 Design Size: 10.99 in by 10.99 in Design Name: QRN-14

Standard Sheet Size (11.25 x 14)

COMPTON FAMILY REUNION

NAME

NAME NAME

NAME NAME

NAME NAME

JULY 16, 2016
TAMPA, FL

Effects Distress Patterns

show invisible objects:

show grid lines:

SAVE DESIGN

Order Summary

Print Method: Screen Print

Transfer Type: Goof Proof

Fabric: Select Fabric

Cut Apart: No

Transfer Size: 10.99 W 10.99 H

Number of Colors: 1 (Black)

Background Color: (i.e. Fabric Color)

Image Qty: 0

Color Changes: 0 Edit

Total Image Qty: 0

Order Price

Quantity must be greater than zero

Choose a fabric type

N/A per Image

Total Price: N/A

Ship Date:

Order Notes

Preview & Share

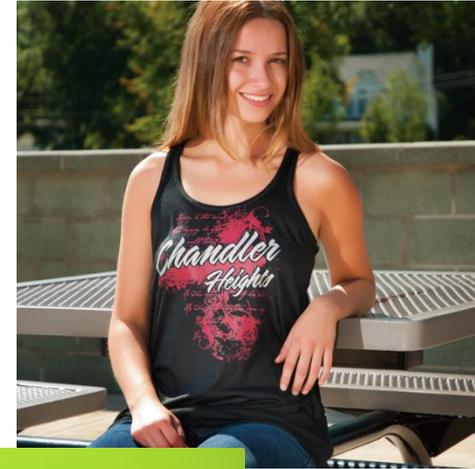
Review Order and Add To Cart



2. Vacations



QAS-130



QAL-456



QRN-60



2. Vacations

- Another market best reached by social media— Facebook and Pinterest
- Specialize in shirts for a popular destination (we have a customer that does shirts for Disney trips)
- Work with local travel agency to hand out your flyers with group trip bookings
- Work with local recreation centers who are organizing youth trips (concert, amusement park, water park) and seniors (casinos, historical areas)



CS-72





2. Vacations



Custom Shirt Ideas for a Disney Vacation



2. Vacations



Stock transfers with name drops added



3. Camps



QYT-165



Counselor

Camper

Print for both on one sheet!

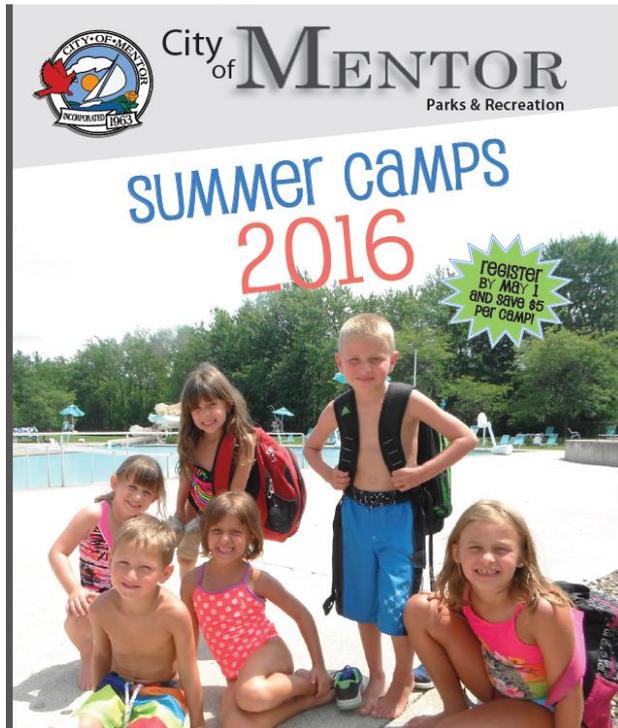
QYT-124

QAL-202





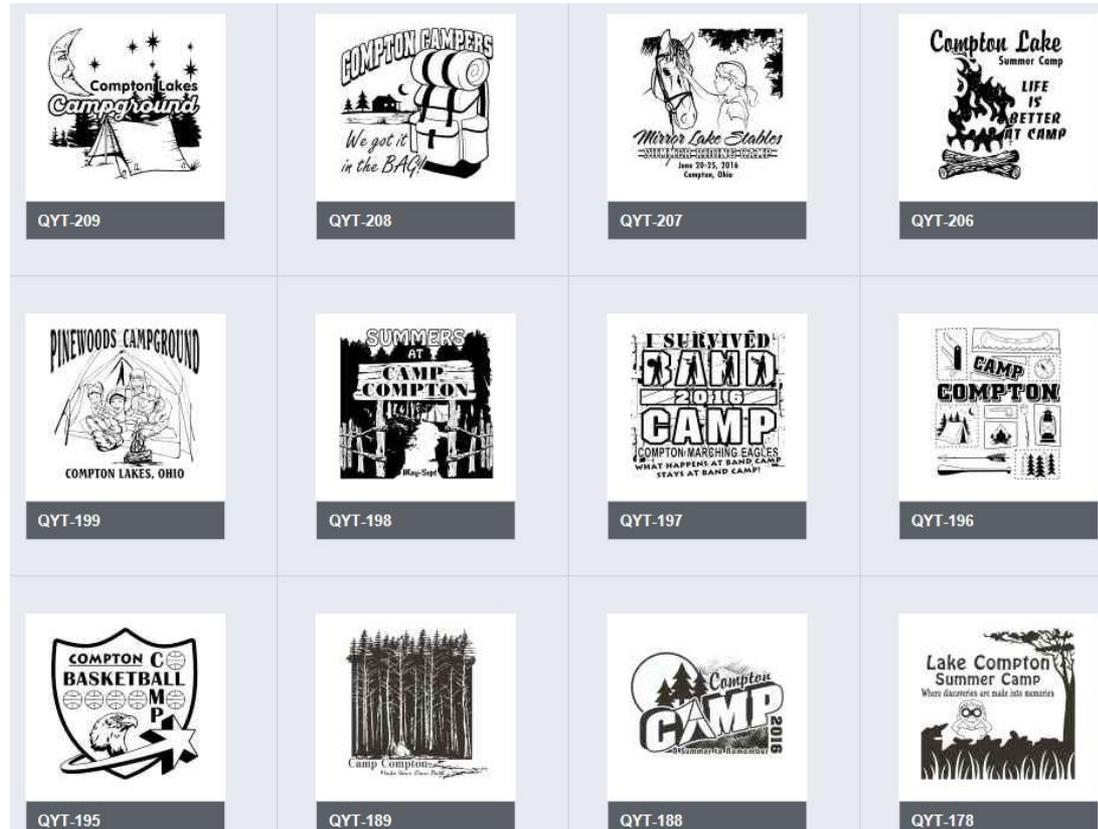
3. Camps



- Sports camps run through the recreation department-check online to see director
- Campgrounds with summer programs, call for an appointment, use Easy View to show them what you can do
- School athletic departments run camps-contact is the head coach of that sport
- Google basketball camp, lacrosse camp, cheerleading camp in your area for private run camps



3. Camps



- Over 200 layouts for camps
- Thousands of layouts specifically for the sports



4. Holiday



QEV-95



QHL-23



4. Holiday

- Parades in your city - parade organizer, groups who participate in the parade
- Contact politicians running for office in November
- Get permission to set up an onsite stand at the Fireworks display
- Festival - shirts for staff, contact organizer
- City events - rib cook off, wine festival, home days, etc
- If you have a store front - create shirt or use stock flags



RS-76





4. Holiday

- 4th of July layouts in holiday category
- All of the Election category is patriotic

Layout #: QHL-54 Design Size: 11 in by 10.31 in Design Name: QH

ADD TEXT ADD CLIP ART ADD LAYOUT ADD YOUR ARTWORK

[Artwork Troubleshooting Tips](#)

Fit All Station
Color

Special Effects

Effects Distress Patterns

Show invisible objects:
Show grid lines:

Standard Sheet Size (11.25 x 14)

YOUR CITY
4th OF JULY
CELEBRATION
2016

COMPTON'S ANNUAL
4th OF JULY
PICNIC
2016

QHL-54



QEV-138



5. Weddings



QRT-25



QWN-7



RS-70





5. Weddings

- Bachelor and Bachelorette parties
- Wedding favors - wine totes, can coolers
- Wedding party gifts - decorated tote for extra clothes on the big day
- Promote with flyers
- Share a booth at a bridal show





5. Weddings

Standard Sheet Size (11.25 x 14)

Layout #: QEV-35 Design Size: 13.47 in by 10.51 in Design Name: QEV-35

Order Summary

Print Method:	Screen Print
Transfer Type:	Goof Proof
Fabric:	Select Fabric
Cut Apart:	No
Transfer Size:	13.47 W 10.5
Number of Colors:	1 (Gold)
Background Color:	(i.e. Fabric Color)
Image Qty:	1
Color Changes:	0 Edit
Total Image Qty:	0

Order Price

Quantity must be greater than zero

Choose a fabric type

N/A per Image

Total Price: N/A

Ship Date:

[Order Notes](#)

QEV-35

One transfer sheet will print 16 can coolers!



6. Football Workouts



QAL-14



Full Block Express Name™
with Champ numbers



6. Football Workouts

- T-shirts
- Practice Jerseys
- Shorts
- Performance Wear (Under Armour)
- High School contacts - coach, athletic director or booster group
- Youth League contacts - coach or league director
- 200 Football Art Layouts
- Names and Numbers to Match





7. School Reunions



QRN-157

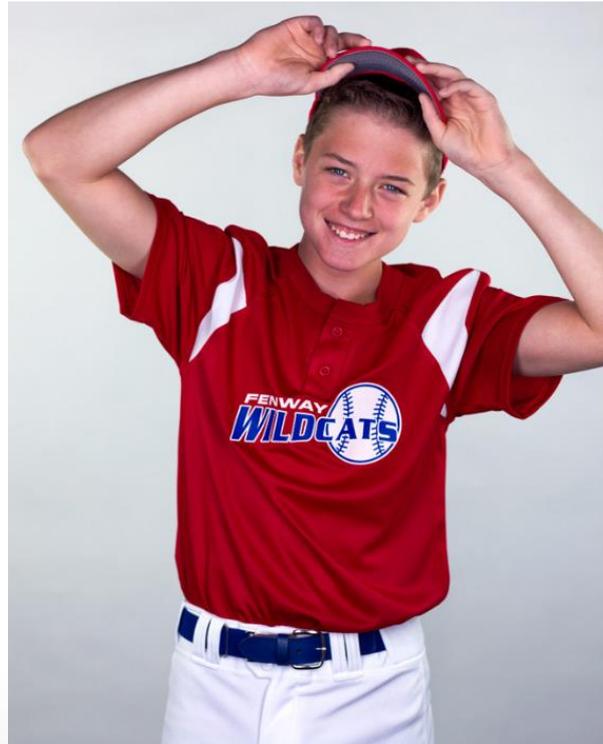
- Watch social media and newspaper notifications with contact info
- Contact school for milestone contacts
- 172 layouts ready to customize



8. Baseball All Stars



QAS-2



QBA-98



QAS-44



8. Baseball All Stars





9. Tournaments

Consider Onsite Heat Printing





9. Tournaments

Tips For Onsite Selling

Prints

- Order one specific to the event
- Use Easy View to present ideas to organizers
- This print should be 2 or more colors
- Several general that would interest this group



QMS-106



QBA-250



QTK-77



9. Tournaments

Tips For Onsite Selling

- Include commonly ordered additions - Mom, Dad, Grandma and letters for names—add on sale of \$5 on average
- Preorder using Express Names™ - MOMDAD - \$1.75



QLS-38





10. Races/Walks

QAL-42



QFD-26



QEV-127



QFD-22



QFD-15



Thank You for Attending

Next Transfer Express Webinar

- Using Social Media to Grow Your T-shirt Business
- Thursday, July 14
- 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

