

# ***START A HOME T-SHIRT BUSINESS***



# AGENDA

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Creating A Business Plan

Free Business Resources

Apparel and Equipment Choices

Creating Art

Pricing

Workspace and Fulfilling Orders

Today's Agenda



# Creating A Business Plan

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Your plan includes:

Description of what you will carry:

- Tshirts, Hoodies, Bags, Towels, Polo shirts,
- Printing services-Screen printing, digital, embroidery, etc
- Minimum Order?
- Customer provided merchandise or wholesale apparel





# Creating A Business Plan

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Your plan includes:

Who your target customer will be?

- Niche such as hobby, school, sports religious, occupation

Example: Medical shirts

- What do they need that is different?



# Creating A Business Plan



Smartsheet Inc. © 2023

Your plan includes:

Who your competition is?

Compare

Strength-faster service, expertise

Weakness-price

**FREE DOWNLOAD:**







# Creating A Business Plan

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Your plan includes:

How to market your business / sell your products?

Website

Spirit Sale, Fulfill Engine or

Ecommerce Site (Shopify)

Etsy

Google ads

Social

**FREE DOWNLOAD:**







# Creating A Business Plan

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Your plan includes:

Costs

Equipment

Workspace (home / office / rental)

Blank Apparel

Decoration Method

Labor (Time)

Software & Subscriptions







# Creating A Business Plan

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Your plan includes:

Pricing

Compare vs competition

Importance of price to your customer

Customer service and credit policies







# Free Business Resources

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## Small Business Administration

- Business Plan Templates
- [www.Score.org](http://www.Score.org) (online classes)
- Score mentors free of charge

## Industry Information

[www.YouTube.com](http://www.YouTube.com)

Transfer Express and Stahls TV

## Market Research

Google Trends

## LLC & Tax ID/EIN

Secretary Of State / IRS







# Wholesale Apparel

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Without Tax ID/Schools

[www.TransferExpress.com](http://www.TransferExpress.com)

variety of t-shirts, hoodies and  
Augusta Sportswear

With Tax ID

SanMar

Augusta

S & S Activewear

AlphaBroder





# CHOOSING A HEAT PRESS

## What Features Do You Need?

 **Touch Screen Technology**   
User-friendly touch screen controls and displays digital time, temperature, and pressure readouts.

 **Auto On & Off Presets**   
Have your press turned on, ready and hot by the time you get to your shop.

 **Save Presets**   
Program an unlimited number of application settings, count production cycles, and turn on and off automatically.

 **Dual Timer**   
Makes two-step applications a breeze.

 **Heavy Duty**   
3/4" thick coated upper platen

**Scratch Resistant**   
Baked on powder coat finish

**Easy Clean Up**   
Silicone coated platen

 **Tubular Heating Element**   
Cast-in heating element every 2" eliminates cold spots

 **Premier Warranty** 

- Lifetime Warranty on Heating Element
- 5 yr on Framework
- 2 yr on Circuit Board
- 1 yr on Parts/Labor

 **Customer Support**   
Speak with a live person 24 hours a day, 7 days a week, 365 days a year!



**40%** **Threadability™**   
Position garments quickly and easily on the lower platen significantly increasing production speed up to 40%.

 **Interchangeable Platens**   
Quickly and easily switch the lower platen to match the needs of your current printing job.

**2x** **Dual Function Capability**   
Operate with a swing or draw motion that fits the way you work

## Equipment Choices

- Buy the most your budget allows from the start
- A press lasts for years
- Success is based on getting the right time, temperature and pressure



# The Heat Transfer Guide: **WHAT TO USE WHEN**

APPAREL QUANTITY  
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



## Transfer Choices

Based on

Quantity needed

Number of colors in art

Apparel material







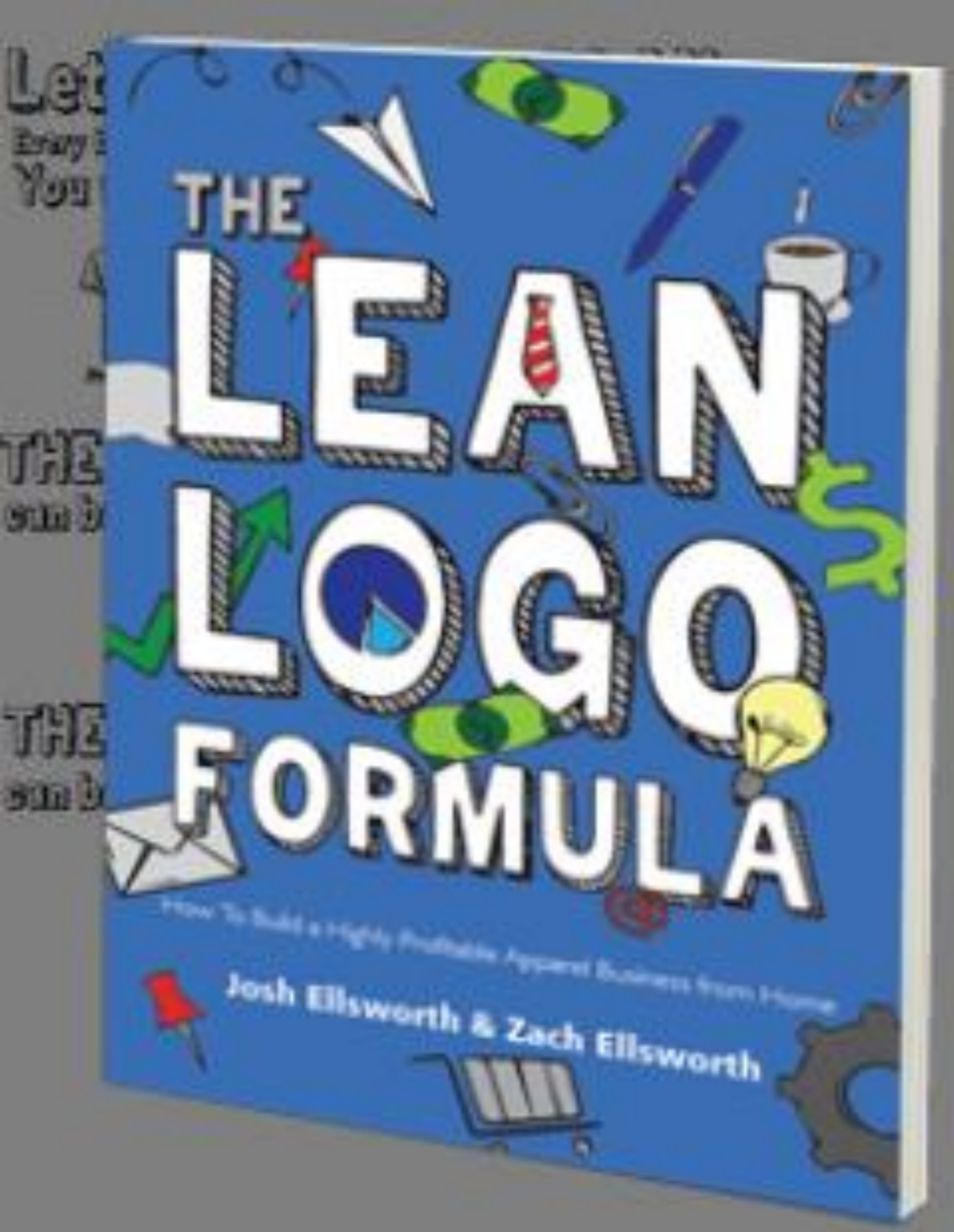
# Creating Artwork

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- Free Online Designer
  - 7K Layouts
  - 10K Clip Art
  - 200 Fonts
- Mockup Tool
- Remove background on raster art in image editor







## Pricing

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1. E-book with comprehensive method based on costs  
<https://www.transfereexpress.com/ebook-lean-logo-formula>





# Pricing

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## 2. Simplified Formula

$(\text{Shirt cost} + \text{Print Cost}) \times 2 = \text{Selling Price}$





~~\$33.70~~ **\$16.56 each**

~~\$404.40~~ **\$198.72 total** with **51% Volume Discount**

● 1 color front   1 print area   12 total items

💡 **BUY MORE, SAVE MORE!**

Order 15 items and pay **\$14.71 each**,  
or 25 items and pay **\$11.95 each**.

[Money Saving Tips](#)

**FREE** Standard Delivery

**Get it by Tuesday, Feb. 13th**

📍 Shipping to Mentor, OH [Edit](#)

More delivery options available at checkout

🚚 Rush delivery as soon as **Fri., Feb. 2nd**

📦 Ship to multiple addresses



We'll make it right or we'll make it right.

YOUR ORDER - 1 product



**Gildan Softstyle Jersey T-shirt**

Red | Qty: 12

3 S 3 M 3 L 3 XL [Edit](#)

**\$16.56 each**

# Pricing

## 3. Custom Ink Comparison







Photo credit Detroit Sewn

# Workspace

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What You Need:

Heat Press

Work table

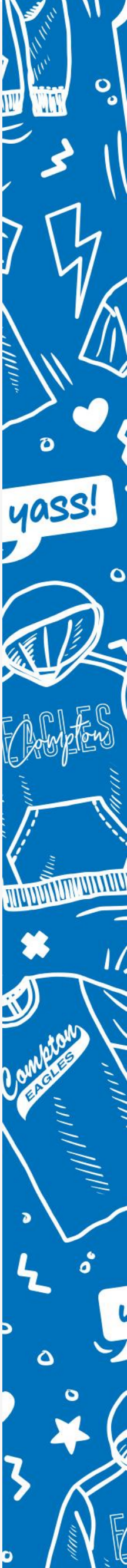






Photo credit Heather Miller

# Fulfillment

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System to order transfers and apparel

Check in system for both

Payment Collection

Delivery (shipping and/or pick up)





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**THE SECRET OF  
GETTING AHEAD  
IS GETTING  
STARTED**

– Mark Twain

It's time to start!

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We are here to help!







# Webinar Marketing Kit Special

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Your T-Shirt Business in A Box!

Get all of the tools you need to sell custom printed apparel. This kit is your traveling office, show room, full of t-shirt ideas, samples, and ink colors to show customers what you can print for them.

**Webinar Special:**  
**Only \$40 – Save \$15!**  
(Normally \$55)

**\$75 Combo: Marketing + Application Kit**



# THANK YOU.

Any Questions?



Q&A

## STAY IN TOUCH

We're here to help you grow your business!

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### Call us

1-800-622-2280

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