

# FROM SAMPLES TO SALES

Growing Your T-shirt Business



# AGENDA

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Sample Options

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Art Proofs and Mockups

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Helpful Digital Tools

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Save inventory cost-Print on Demand

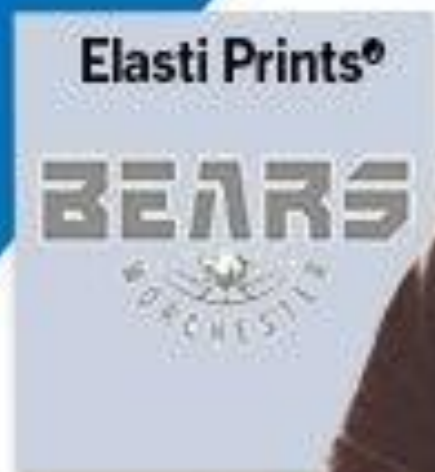
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Creating A Memorable Experience

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From Samples To Sales

## POPULAR SCREEN PRINTED & DIGITAL TRANSFER SAMPLES



# Sample Options

- Choose Your Supplier
- Order Sample Pack
- Choose Product offerings
- Be Confident In Your Decorating Solutions

# Sample Options

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## Easy To Make Sample Ring

Apply samples to Youth Small Shirts

Add A Grommet (kits in craft stores or Amazon)

Carabiner clip

Showcase Different Print Methods or Transfer Types

Showcase Different Fabric Feel & Finishes



# Sample Options

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- Order Color Swatches for the Products You Will Carry
- Helps Customers Choose Ink Colors
- Reduces Surprises and Misprints

# Sample Options

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## Transfer Express Marketing Kit

- “Business in a Box”
- Idea Book
- Color Selector
- 20 Full Size Samples
- Samples match the photos for a complete look



# Sample Options

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Customer Wants Custom Printed Sample Options

- Mockup Offering (free)
- UltraColor Max (no minimum)
- Add to one of your sheets being used for another customer
- Charge for 6 sheet run

# Creating Art and Mockups

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Free tool-Easy View Online Designer

- Create Art
- Upload Your Art
- Save For Later (online)
- Preloaded apparel options
- Load Your apparel



Mockup of QSO-242 on a  
5100P Gildan T-shirt



# Back **2** School



## Digital Tool Options

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### Flyer Templates

- ✓ Show Possible Apparel Options
- ✓ Customizable
- ✓ Seasonally updated

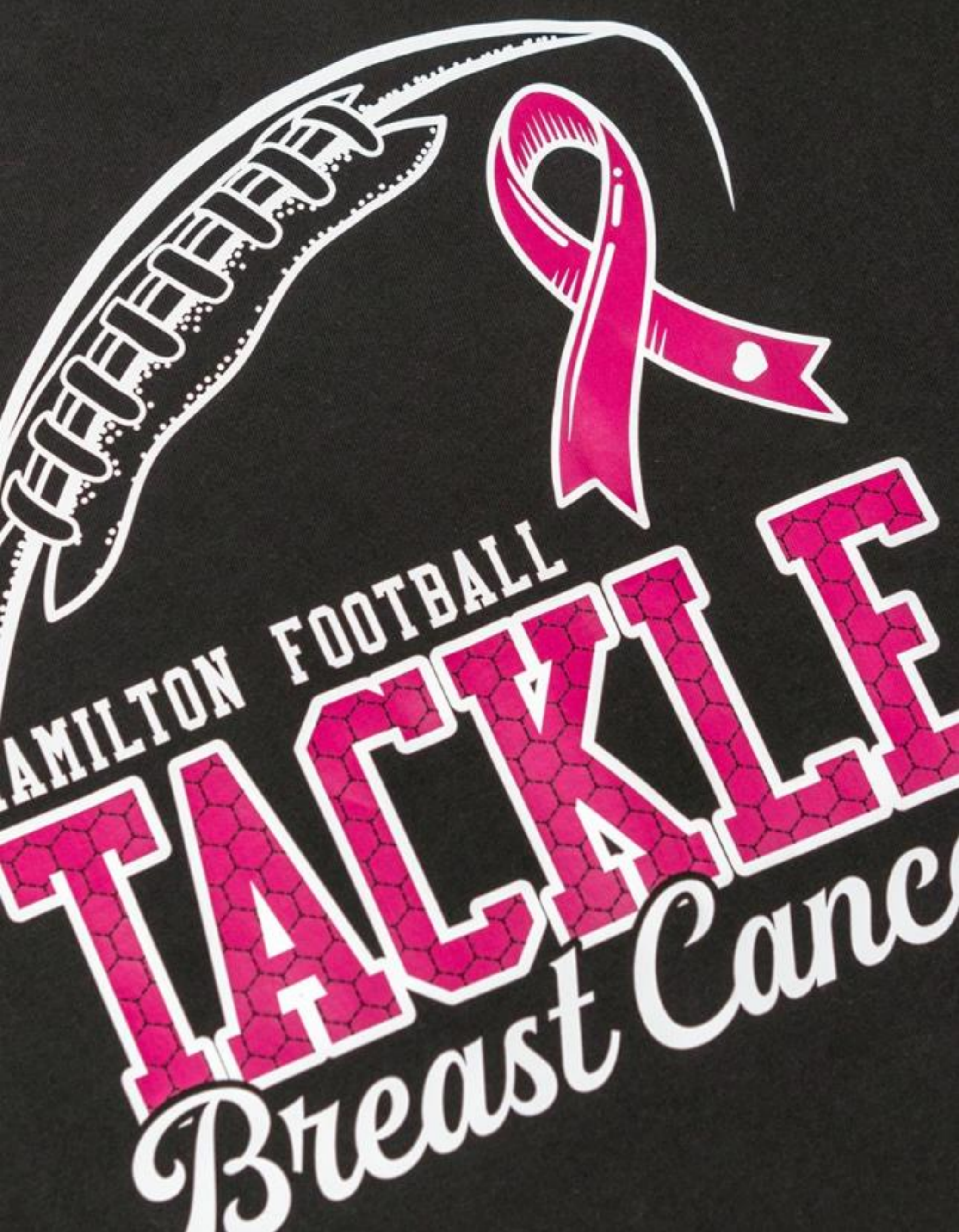


# Digital Tool Options

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## Blank Apparel Lifestyle Mockups

- ✓ Backgrounds and Accessories
- ✓ Customizable
- ✓ Seasonally updated



# Digital Tool Options

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Social Media Ready Photos

Topical shirts ready to post

Printed with Easy Prints designs you can use

# My Company Name

## Custom Apparel Order Form

My Logo

Shirt Style	Shirt Color	Layout #	Ink Color(s)	S	M	L	XL	2XL	3XL	Price Ea.	Total

Print Location: 



Subtotal

Tax

Total

Order Notes:

File Name: \_\_\_\_\_  Artwork Approved

CONTACT INFORMATION	PAYMENT
Customer: _____	<input type="checkbox"/> cash <input type="checkbox"/> card <input type="checkbox"/> check <input type="checkbox"/> other _____
Phone: _____	Payment info. _____
Email: _____	Payment Due: _____ Paid <input type="checkbox"/>
Address: _____	Delivery Date: _____
	Delivery Method: _____

Names/Numbers (see pg. 2)

# Digital Tool Options

## Customizable Order Forms



# Print On Demand

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## Screen Printed Transfers

- New Single Image 50 cut and ready to apply just .99 each for 1 color
- 4 second application
- Ships the Next Day when ordered by noon
- Press as sold, no inventory waste



# Print On Demand

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## Screen Printed Transfers

- Build Gang Sheets
  - Standard 11.25 x 14
  - Jumbo 12.5 x 17.5



# Print On Demand

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UltraColor Max DTF-full color/small orders

- \$0.06 per square inch
  - Gang Sheet sizes too
  - 12 second application
- 
- Ships the Same Day when ordered by 8am



# Creating A Memorable Experience

## Shirt Tags

Add to space on your gang sheets for free promotion

Use UltraColor Max tags for low cost option

Your Branding or Your Customers'





# Creating A Memorable Experience

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Custom Packaging

Hand Written Notes

Call to Action for 'Next Steps'

- Leave a Review
- Share on Social Media
- How To Purchase
- Etc



# Creating A Memorable Experience

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## Bundles

More sales from the same customer

Increase Sales with A Deal!

# Creating A Memorable Experience

## Printed Box or Bags

- Use Extra Transfers
- Gool Proof, UltraColor Max and UltraColor Pro will all work on cardboard and bags!





## 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

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