

# START YOUR OWN CLOTHING BRAND FROM HOME

---

**S** STAHL'S  
**TRANSFER EXPRESS**



# AGENDA

---

- What do you need to start?
- What will you sell?
- Where will you find customers?
- How will you sell?
- Marketing Your New Business



# WHAT DO YOU NEED TO START

---

- All you need is a heat press and you are really ready to go
- Shirts and transfers can be purchased once you receive your first order
- Start with the best press your budget allows. This is not the place to cut corners
- When done right, this is a one time purchase and will last you years!



# WHAT DO YOU NEED TO START

---

Craft vs Business

Which Heat Press ?

Budget

Space

Volume

Location

Heat Press checklist:

- <http://bit.ly/heat-press-checklist>



# WHAT DO YOU NEED TO START

## Sales Tax ID

- Not required but if you have it we don't charge sales tax
- Many wholesale apparel suppliers do require it
- Many states require you to charge (and pay) tax
- Available online from your state government (\$25 one time fee in Ohio)

112" 0-139  
CS (Rev. 4/13)

SAVE A COPY CLEAR SIDE

### Texas Sales and Use Tax Resale Certificate

Name of purchaser, firm or agency as shown on permit <b>Your Company's Legal Name</b>	Phone (Area code and number) <b>281-555-1234</b>
Address (Street & number, P.O. Box or Route number) <b>Your Company's Address</b>	
City, State, ZIP code <b>Your Company's Street, City, Zipcode</b>	
Texas Sales and Use Tax Permit Number (must contain 11 digits) <b>1 2 3 4 5 6 7 8 9 1 0</b>	
Out-of-state retailer's registration number or Federal Taxpayers Registry (RFC) number for retailers based in Mexico <b>(Retailers based in Mexico must also provide a copy of their Mexico registration form to the seller.)</b>	

I, the purchaser named above, claim the right to make a non-taxable purchase (for resale of the taxable items described below or on the attached order or invoice) from:

Seller: **Baker Hughes Oilfield Operations Inc.**

Street address: **17015 Aldine Westfield Road**

City, State, ZIP code: **Houston, TX 77073**

Description of items to be purchased on the attached order or invoice:  
**Oilfield related equipment and supply**

Description of the type of business activity generally engaged in or type of items normally sold by the purchaser:  
**Oilfield related equipment and supply**

The taxable items described above, or on the attached order or invoice, will be resold, rented or leased by me within the geographical limits of the United States of America, its territories and possessions or within the geographical limits of the United Mexican States, in their present form or attached to other taxable items to be sold.

I understand that if I make any use of the items other than retention, demonstration or display while holding them for sale, lease or rental, I must pay sales tax on the items at the time of use based upon either the purchase price or the fair market rental value for the period of time used.

I understand that it is a criminal offense to give a resale certificate to the seller for taxable items that I know, at the time of purchase, are purchased for use rather than for the purpose of resale, lease or rental, and depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.

sign here	Purchaser	Title	Date
-----------	-----------	-------	------

This certificate should be furnished to the supplier.  
Do not send the completed certificate to the Comptroller of Public Accounts.

- Business identification information
- Business entity
- Locations
- Date you will begin collecting Ohio sales tax
- NAICS Code

# WHAT WILL YOU SELL

---

- T-shirts, what brand
- Hoodies
- Uniforms
- Bags
- Jackets
- Can coolers
- Towels

All can be printed with a heat press.



# WHO WILL YOU SELL TO?

---

- Start with a niche and own it
- What are you involved in?
- What are your friends/family involved in?
- Be the expert in your niche
- Examples
  - Church/religion
  - Festivals
  - Baseball spiritwear
  - Car shows
  - School spiritwear
  - 4-H
  - Music events



# WHERE WILL YOU SELL?

---

In Person - great place to start to get direct feedback

- Craft Fairs
- Tournament/Event Tents
- Pop Up Shop





# WHERE WILL YOU SELL?

---

Home based store front (this is their garage)

- Set regular hours
- Create “retail style” display



Huckleberry Ink

Feb 25 · 🌐

Dreaming of Spring!!! New Merch, New Designs, New Season.



👍❤️ 185

31 Comments 3 Shares

[Shop Now](#)

# WHERE WILL YOU SELL?

## Etsy

### The Good

- Fairly easy to post new items, tag, ship etc.
- Etsy is well known and respected by customers

### The Challenge

- Can be cumbersome to post unique items
- Getting noticed is hard
- Manufacturers can also be on Etsy
- How to focus our energy on something that will pay off when there are so many different things that can affect your listings



**TOPCRATE**  
On Trend Graphic T-Shirts  
Edgewood, Washington  
5,842 Sales ★★★★★

**Announcement**  
Last updated on Dec 17, 2019

Located in the NorthWest, We pride ourselves in high-quality T-Shirts and Print.  
Happy Shopping!

Buyers are raving! This shop got multiple 5-star reviews in the past 7 days.



Marnie Perri  
Contact

# WHERE WILL YOU SELL?













---

## Website or Spirit Sale

- Gives your customer a comfortable place to order
- Open 24/7

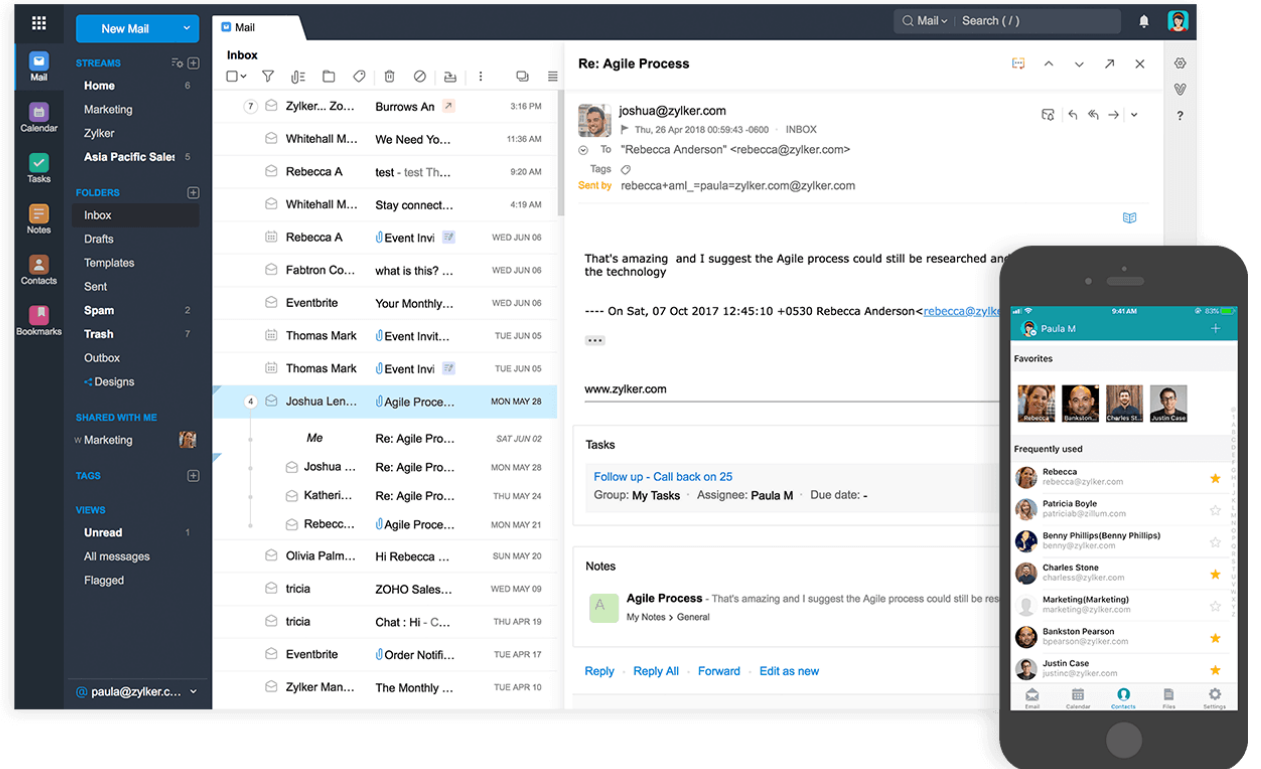


### Featured Products

 <p>Women's Crew Neck Tee (Any Color) Item # 12345 Price: \$18.00</p>	 <p>Men's Crew Neck Tee (Any Color) Item # 12346 Price: \$18.00</p>	 <p>Women's ProCharge Jersey (Any Color) Item # 12347 Price: \$25.00</p>	 <p>Men's ProCharge Jersey (Any Color) Item # 12348 Price: \$25.00</p>
 <p>Women's Crew Neck Tee (Any Color) Item # 12349 Price: \$18.00</p>	 <p>Women's Crew Neck Tee (Any Color) Item # 12350 Price: \$18.00</p>	 <p>Women's ProCharge Jersey (Any Color) Item # 12351 Price: \$25.00</p>	 <p>Men's ProCharge Jersey (Any Color) Item # 12352 Price: \$25.00</p>
 <p>Women's ProCharge Hoodie (Any Color) Item # 12353 Price: \$45.00</p>	 <p>Men's ProCharge Hoodie (Any Color) Item # 12354 Price: \$45.00</p>	 <p>Women's ProCharge Backpack (Any Color) Item # 12355 Price: \$35.00</p>	 <p>Women's ProCharge Leggings (Any Color) Item # 12356 Price: \$25.00</p>

# MARKETING YOUR HOME BUSINESS-EMAIL LIST

- Most effective way to market
- Collect emails at shows, at your site,
- Regularly send out emails to nurture sales
- Free service to under 2K names through MailChimp

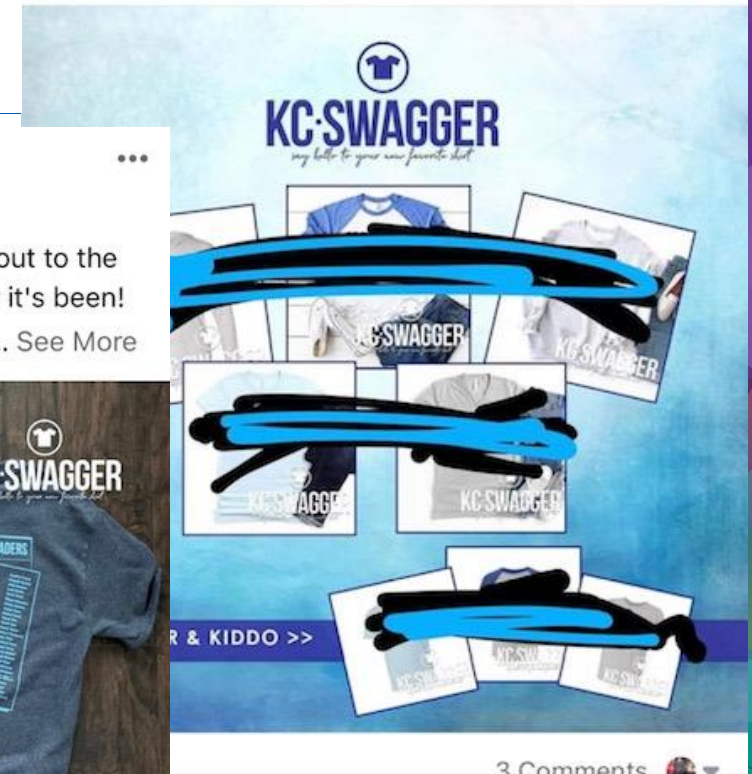


# MARKETING YOUR HOME BUSINESS- SOCIAL MEDIA

- Socially interact with your customer
- Test out products (customer used the extra space on a gang sheet to create a city pride t-shirt, would post and sell on Facebook)
- Notice how all posts have her logo to create her brand

**KC Swagger**  
Feb 19 · 🌐

Who's excited for a new Swag design tonight at 8 p.m.?! Look at all the garment options to pick from 👁️ I will be doing a special giveaway only in the KC Swagger VIP Shop so make sure you are member.



**KC Swagger**  
4d · 🌐

Coming up on that time of year 🎓 Shout out to the Sixth Graders at Cedar Creek, what a year it's been! Hard to beat a shirt with your name on th... See More



👍❤️ You and 10 others      1 Share 🌐

👍 Like      💬 Comment      ➦ Share

# SOCIAL MEDIA

- Use the channel to reach the audience you are selling
- TikTok and Instagram very visual and younger audience



**skylargraceco**

skylargraceco

Follow

140 Following 211.8K Followers 2.7M Likes

use code TIKTOK to save \$\$ 🌟❤️

🌟 FOLLOW OUR INSTAGRAM: @skylargrace\_co 🌟

🔗 [www.skylargraceco.com](http://www.skylargraceco.com)

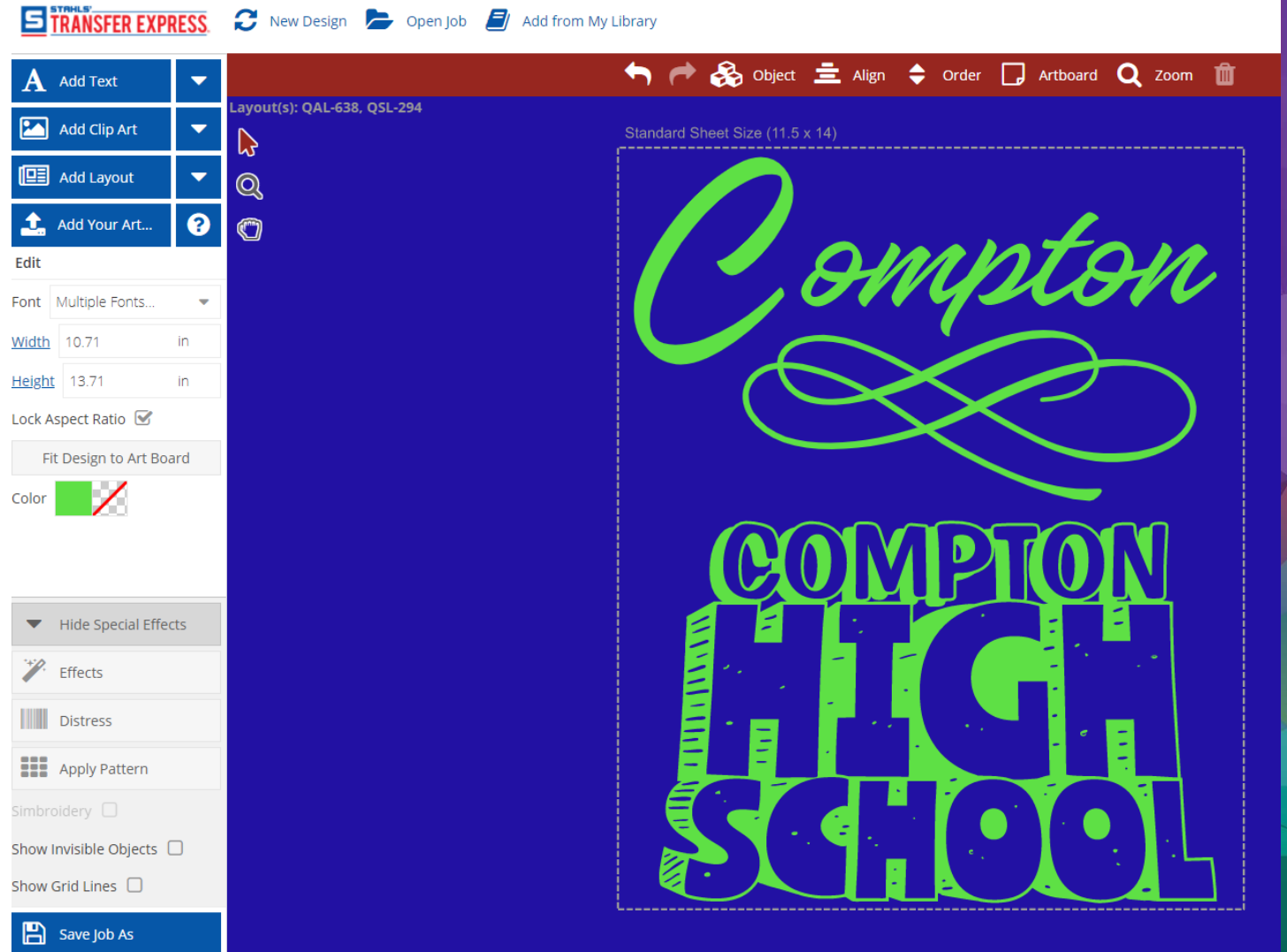
Videos

🔒 Liked



# CREATING ART

- Create your own and send it in to be printed
- Use our design center, Easy View, to create art in seconds
- Use the gang sheet to reduce printing costs



# BRAND YOUR T-SHIRTS

---

- Add a shirt tag
- Put your logo on the sleeve





# BRAND YOUR T-SHIRTS

- Add to your sheet so this printing cost is “free advertising”

The screenshot displays the STAHL'S TRANSFER EXPRESS software interface. The top navigation bar includes icons for 'New Design', 'Open Job', and 'Add from My Library'. Below this is a toolbar with icons for 'Object', 'Align', 'Order', 'Artboard', 'Zoom', and a trash icon. The main workspace shows a design for a t-shirt on a 'Standard Sheet Size (11.5 x 14)'. The design features the word 'Compton' in a large, stylized, cursive font, with a decorative flourish underneath. Below this, the words 'COMPTON HIGH SCHOOL' are written in a bold, blocky, sans-serif font. The design is set against a dark blue background. The interface also includes a left-hand menu with options like 'Add Text', 'Add Clip Art', 'Add Layout', and 'Add Your Art...'. Below the menu is an 'Edit' section with fields for 'Font', 'Width', 'Height', and 'Color'. There are also checkboxes for 'Lock Aspect Ratio', 'Fit Design to Art Board', 'Hide Special Effects', 'Effects', 'Distress', 'Apply Pattern', 'Simbroidery', 'Show Invisible Objects', and 'Show Grid Lines'. A 'Save Job As' button is located at the bottom of the left-hand menu.

# 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](mailto:info@transferexpress.com)
- Call us: 1-800-622-2280
- Read and subscribe to our blog: [blog.transferexpress.com](http://blog.transferexpress.com)
- Watch our videos and previous webinars: [www.TransferExpress.com/Webinars](http://www.TransferExpress.com/Webinars)
- Visit our website: [www.TransferExpress.com](http://www.TransferExpress.com)
- Visit us at Trade Shows
- Connect with Us on Social Media
- Watch us on YouTube