

# Grow Your T-Shirt Business in the Next 6 Months



# AGENDA

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Growth Basics

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January to June Ideas for Your Business

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Creating the Art

---

More Than Just T-shirts

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Grow Your T-Shirt Business in the  
next 6 months



# 5 Growth Basics

Identify a Niche and Build Your Brand

- Find a passionate audience
- Niche based on hobby or cause
- Create a memorable logo
- Brand with Shirt Tags
- Stand out with packaging
- Sell With Samples
- Build Value in your Services

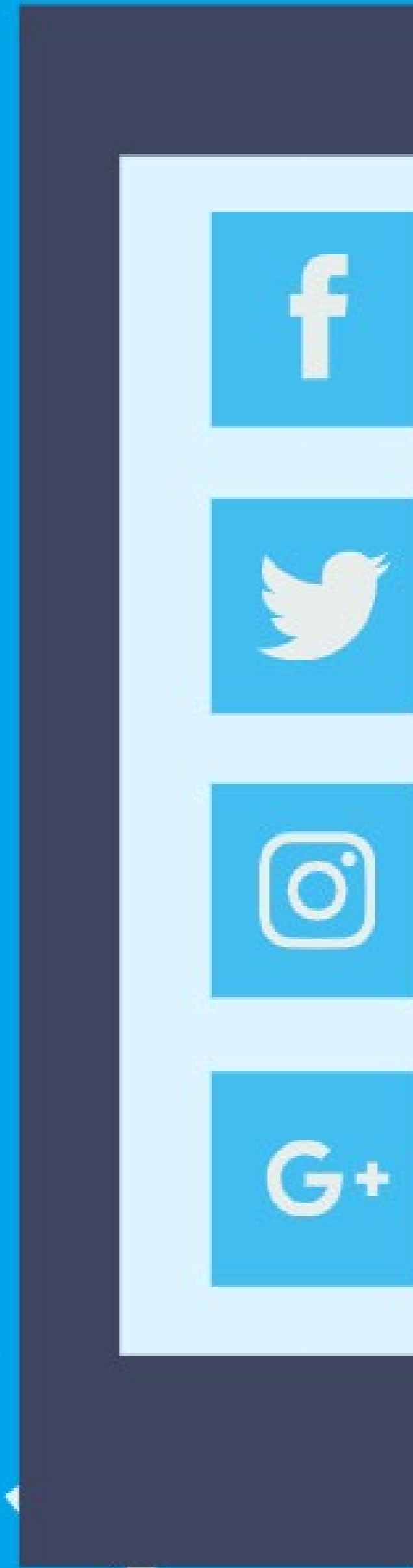
# 5 Growth Basics

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## Leverage Social Media

- Focus on where your audience is
- Use influencers if possible
- High Quality Images
- Post regularly
- Engage with Polls

Example: Which shirt do you like better?





# 5 Growth Basics

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Offer Customization and Personalization

- Add Names and Numbers
- Add a Date
- Limited Time Offers

Fundraisers

Pop Up Stores

# 5 Growth Basics

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Optimize Your Website and User Experience

- Mobile Friendly Ordering
- Good Descriptions
- Clear Call to Action
- Easy Check Out Process
- Secure Payment Options



# 5 Growth Basics

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Utilize Paid Ads and Retargeting

- Facebook/Instagram audiences
- Website visit without purchase
- Paid Google Ads





# January to June Inspiration

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- Explore Monthly Ideas
- Month listed is the date to get started  
so you are ready to sell and deliver  
before the event or occasion
- July-December Webinar at  
[www.YouTube.com/TransferExpress](http://www.YouTube.com/TransferExpress)





# Ideas for the Month-January

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Valentine's Day

Events

Fun Sayings

Love You Latte

Caffeine and Cupid

Pop Culture

You're My Person

Love Story Era

XOXOXO





# Ideas for the Month-January

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## Black History Month events

Kickoff celebration

Parades and marches

Art Exhibitions

Educational Workshops and Seminars

Film Screening

Panel Discussions

Business Fairs/Markets

Community Volunteer Events

# Ideas for the Month-January

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## Mardi Gras

- March 4<sup>th</sup>
- Markets

King Cake Sales (bakery)

Bar and Restaurants

Themed Parties

Parades





# Ideas for the Month-January

## Big Game Shirts

- February 9<sup>th</sup> New Orleans
  - Be Creative and Avoid Licensing issues
- Use team colors, city references
- Super Bowl is a licensed phrase
  - This customer could not keep these in stock





# Ideas for the Month-January

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Lunar New Year

January 29

2025 Year of the Snake



# Ideas for the Month-February

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## St. Patrick's Day

Pub Crawl

5K Race

Fun Sayings

Feeling Lucky

Irish You Were A Beer

Lucky Charm

Eat, Drink and Be Irish

Let's Get Shamrocked

# Ideas for the Month-February

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Baseball and Softball

Uniforms

Accessories

Spirit wear



# Ideas for the Month-March

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Easter April 20

Egg Hunts

Custom “baskets”

Breakfast with the Bunny

5K Events

Religious







# Ideas for the Month-March

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Spring Break Trips and Vacations

College Groups

Cruises

Music Festivals

Family Vacations (Disney)



# Ideas for the Month-April

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Mother's Day



# Ideas for the Month-April

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Year End School Events

Prom

Graduation

Field Day

Signature Shirts



# Ideas for the Month-May

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Father's Day





# Ideas for the Month-May

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Pride Month





# Ideas for the Month-May

## Family Reunions

### Tips:

- This is usually a large order best for screen printed transfer or UltraColor Pro for full color such as a photograph.
- There are always stragglers, order extras using price breaks to your advantage
- Optimize profits by using one size print for all size shirts or optimize gang sheets for different sizes



# Ideas for the Month-June

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## Golf Outings

Golf Towels

T-Shirts

Golf Shirts

Shoe Bags

Coolers

Tee Holders





# Ideas for the Month-June

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## Festivals

City Festivals

Church Festivals

Music Festivals

Car Shows

Fairs

Horse Shows



# Ideas for the Month-June

4<sup>th</sup> of July Events

Etsy Style

Parades

Picnics



# More Than Just T-Shirts

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- In the presentation we have shown:

Towels

Tote Bags

Coolers

Koozies

Gloves

Boxes and Gift Bags

Other items”

Flags

Home Décor

Shorts/Leggings

Photo Albums



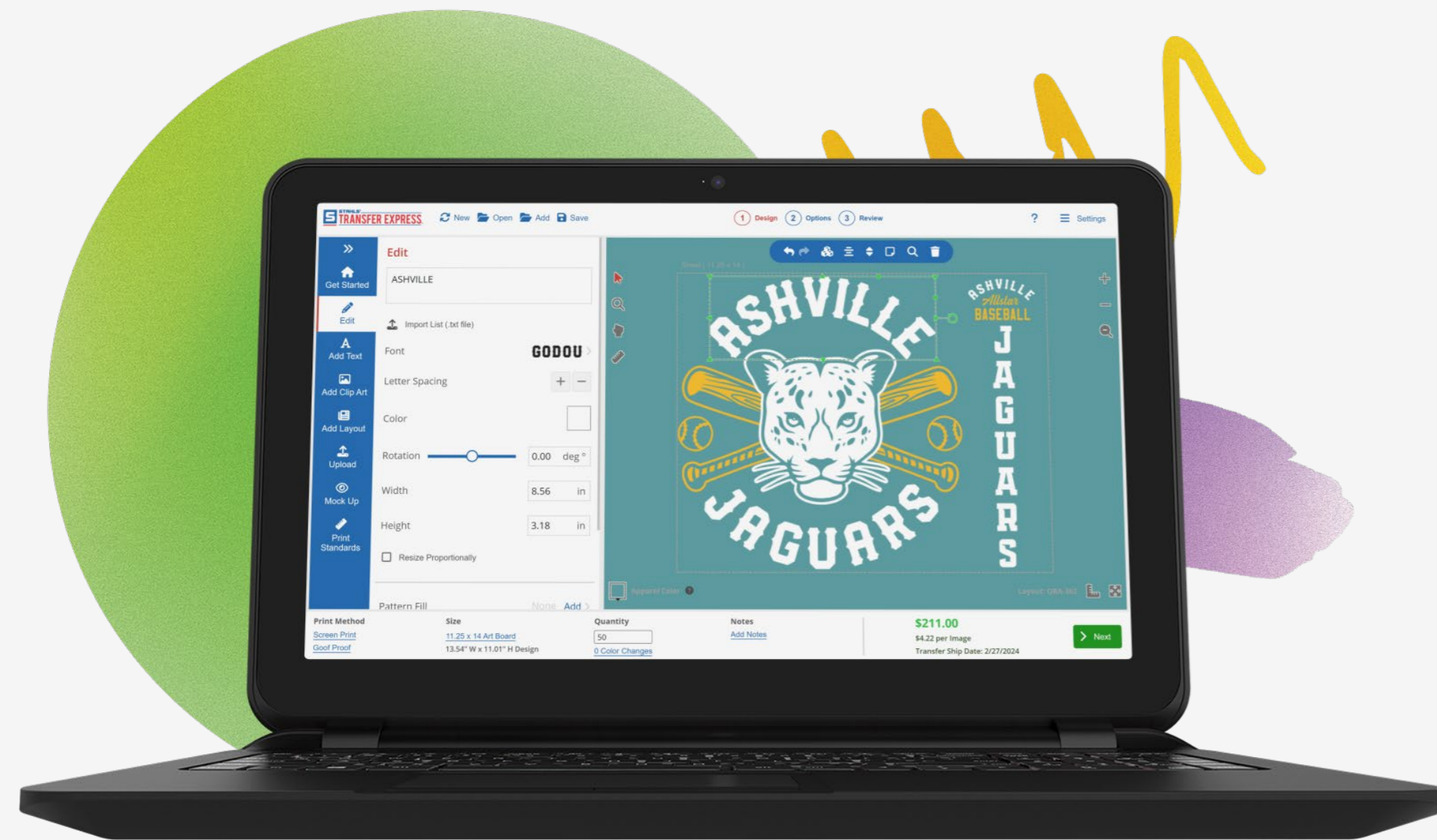
# All You Need is A Heat Press

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# Creating the Art

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- Everything you have seen was created in Easy View using customizable layouts clip art and fonts!
- Free, just register for an account with the basics
- Create art and mock ups to win the order



# 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 \$25**  
**55% OFF** (Normally \$55)

# THANK YOU.

Any Questions?



Q&A

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