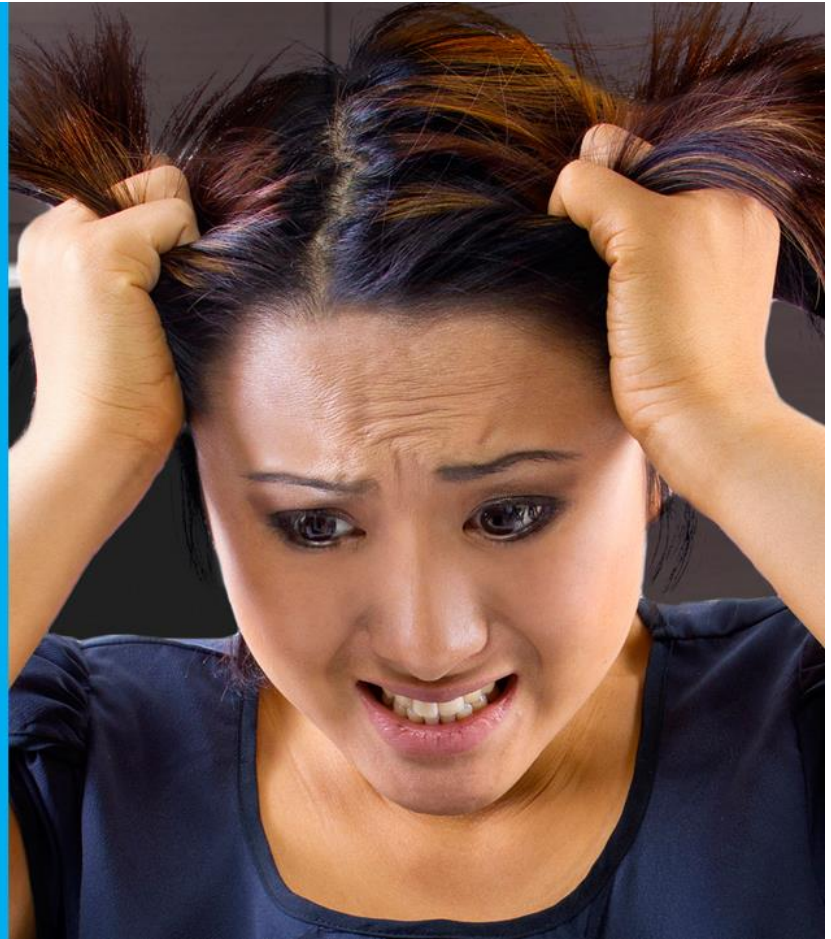




9 STRUGGLES EVERY NEW T-SHIRT BUSINESS FACES



And How To Overcome Them!

1 Rejection Happens

the **BIGGEST** thing
that holds people
back from selling is fear of
rejection

1 Rejection Happens

1. Define what you are selling
2. Create Your Sales Presentation
3. Set Your Price to Profit
4. Stick to It



1 Rejection Happens

I have to share... this was one of those customers that contacted me about a year ago for some brandwear, I hopped on TE designed up a few things. She was super excited then... she disappeared. I don't think much of it, it took me less then 15 minutes to give her 4 option. She messaged me last week ready to place a big order. She came in picked her items and dropped \$2800 bucks. We had it finished within a week. She is super HAPPY. She just shared her photo shoot launching her new apparel line. Now I want her to model all my apparel.



#2 The World Is Changing...Stay Current

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Sending us Your Artwork

on October 26, 2017 • 0 Comments



If you have your own artwork that you want us to print, there are two different ways you can get it to us. One is to use the upload area of the site, www.TransferExpress.com/upload and the other is to add your art to Easy View, the online designer, www.TransferExpress.com. Uploading Your Art The upload button [...]



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Grow Your T-Shirt Business

Receive emails with helpful advice such as:

- How to best market your business
- Inspiration for new images
- Ideas on how to maximize your equipment and materials
- And so much more!

Email Address

Search

enter search terms

#3 Learn To Say No



Not Every Order is a Good Order

Will it make me money?

Is it what I do?

Can I hit the deadline?

Your orders should make money,
let your competition practice

#4 Nobody Cares About You, Make It About Them

What is Your Solution to Meet Your Customer's Need

Benefits You Can Offer Your Customer

Create Art (you have access to over 12000)

Instant Proof on Apparel

On Time Delivery

Custom Order Forms

Mobile Designer

Individual Packing (Uniform top, pant, hat, socks for each player)



#5 It Can Be Exhausting



Set Work Hours

Establish Pick up time/place

Email/Phone Number for Business

#6 It's Not About How Good You Are, It is About How Good They Think You Are



Return Calls
Return Emails
Reply on Social Media
Deliver On Time

#6 It's Not About How Good You Are, It is About How Good They Think You Are

You Are Your Own Brand

Business Cards
Samples
Wear Your Product
Decal on Your Car



#6 It's Not About How Good You Are, It is About How Good They Think You Are



PERSONAL



#7 Be Willing To Make Sacrifices



Do Your Homework

Make the Investment

Don't start until you are ready

#8 The Boring Stuff Is Important

Resellers License and/or Tax ID

LLC

Business Checking Account

Invoicing System

Deposit Policy

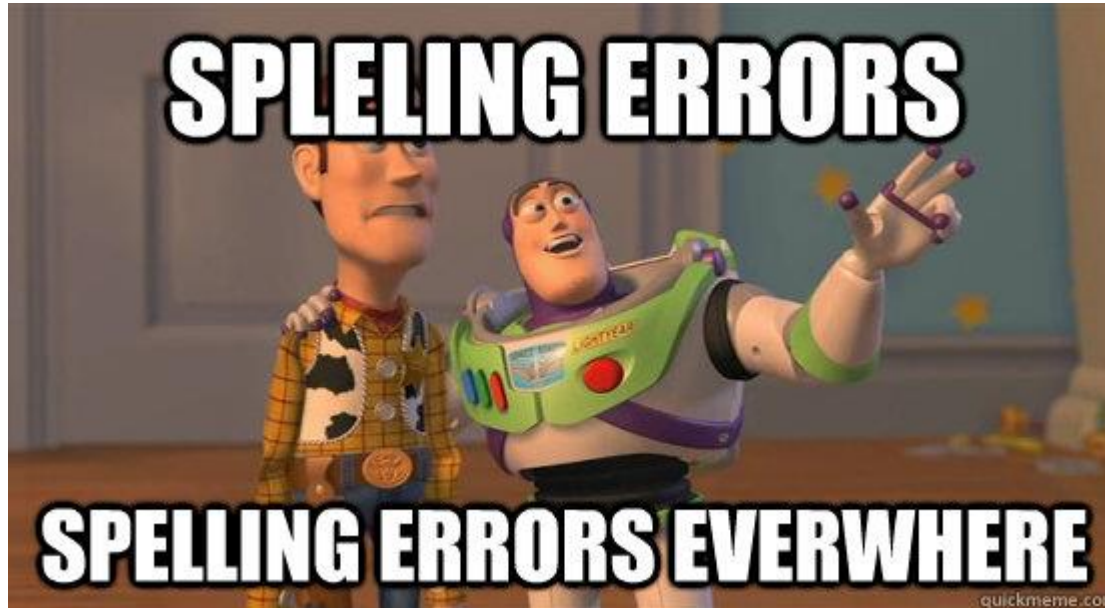
Credit Card Acceptance



#9 You Are Going To Make Mistakes

Use Our Help!

Easy View has Spell Check when using Chrome



#9 You Are Going To Make Mistakes, It's OK

Use Our Help!

Trained Dealer Service Staff 8 am- 7 pm Monday thru Friday



#9 You Are Going To Make Mistakes, It's OK

Use Our Help!

Off Hour Help at info@TransferExpress.com



#9 You Are Going To Make Mistakes, It's OK

Use Our Help!

Application Instructions Provided With Every Order

Elasti Prints® Application Instructions

For application on cotton, polyester or poly/cotton blends.

- 1. Set Your Heat Press**
 - If not a Hotronix® heat press, add 10°
 - Temperature:** 300°
 - Time:** 15 Seconds
 - Pressure:** Med/Firm 6-8 (60-80psi)
- 2. Preheat Your Apparel**
 - Place apparel on platen and press for 3-5 seconds
- 3. Position Your Transfer & Press**
 - Place the transfer image side down on the apparel
 - Close machine and press for 15 seconds
- 4. Peel Transfer Carrier Cold**
 - Open machine and allow the print to cool completely to the touch.
 - Peel off the paper backing in a smooth, even motion.

Tips:
• Do not use a pillow.

Resources:
TransferExpress.com/videos
TransferExpress.com/application-tips

Helping Your Business Grow
Join us each month for a free online class to grow your knowledge & skills in heat printing, custom transfers & your business. TransferExpress.com/webinars

Join our social community for the latest products, services & tips!
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Storage and Shelf Life of Your Transfers
Store your transfers in a cool dry place out of extreme hot or cold temperatures or moisture. Keeping them in a sealed bag will prolong the life of the transfers.

First time?
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We will walk you through!

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info@TransferExpress.com

Monday- Friday
8am-7pm EST

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Thank You for Attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

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- Thursday, December 14
- 2:00 PM EST

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