A LICENSE TO PRINT MONEY

2 SIMPLE STEPS TO RAKING IN A FORTUNE OFFERING PRINT ON DEMAND T-SHIRTS
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Some Things Never Change

There is one universal truth in this business...

Every single human on earth buys and wears T-shirts!

And now, you too can make a fortune by joining the ranks of people who found a simple way to sell T-shirts online on virtual auto-pilot.

If you’ve been looking for a way to make money online, whether you have experience with online marketing or not, there are some new ways that you can capitalize on the internet and technology in order to make money easily.

And, you can do it without much of the hassle of starting up a business the traditional way, or even making money online the typical way—which involves creating a website and having to do a lot of work, spending a lot of money on ads, etc.

We’re going to show you a way that you can make money by selling T-shirts, which is a very hot niche right now.

Printed T-shirts have been popular for decades. They’re the type of product that aren’t going anywhere anytime soon. People still buy them, and you can still make them at affordable margins.

Especially now with the new website called TeeSpring and a couple others like it. They’ve made it so that designing and selling T-shirts can be done by anyone.
What you’re going to learn in this course are the basics of how TeeSpring and the other sites like it work so that you can get started making money online by selling T-shirts.

Getting Started

Once you’ve learned how to create a shirt, we’re going to show you how to build an audience, promote and sell it online, and how all of the fulfillment and delivery can be automated for you.

A big reason that TeeSpring has been getting a lot of attention recently is because there is no upfront investment or commitment.

If you don’t sell any shirts, then you haven’t lost any money!

About TeeSpring

TeeSpring makes it so that you don’t have to spend a lot of money on inventory or buying dozens or hundreds of shirts that then sit in your house taking up space and tying up your capital, which you never get back if you don’t end up selling them.

It takes care of printing and delivering the shirts for you, without you needing to do anything. Therefore, you can focus on the most important part of any online business—promoting and selling.

The main things that you should focus on are finding designs and creating designs for new types of T-shirts that you believe will sell, which you can do using their online software, and then driving traffic to the page of the shirt for sale in order to generate sales.
TeeSpring operates with a crowdfunding model. This means that you set a goal for a total number of shirts to sell, and a timeframe to reach that goal.

If you don’t reach that goal, TeeSpring doesn’t go through with printing and shipping the shirts. Everyone who tried to buy one will get a refund. So, nobody loses anything—you just lose some of your time, and it makes things safer for you.

Who Is Your Audience?

Now, the main thing you’re going to want to do before you get started is to put some thought into what audience you’ll be selling your T-shirts to.

The criteria to keep in mind when picking an topic is:

• Something in demand
• A large enough audience to be worthwhile
• Interesting enough to you to want to get involved.
You need to be very passionate about whatever your T-shirt’s subject matter is, or else this might become a chore. You want to be excited to get to work every day.

There needs to be enough people interested in your shirts to sell a decent amount and make enough money to justify your time.

Whoever you’re marketing to needs to have enough disposal income or credit available that they won’t be too short on cash to afford what you’ve got.

**Research Your Topic**

We’re going to spend some time up front researching what subject matter, topic, or niche you’re going to sell T-shirts about.

Once we’ve done that, then it’s time to set up a Facebook page that you can use to attract followers.

Then, you’ll be able to announce new shirts at any time and have instant sales without having to catch new people all the time.

The money in any kind of internet marketing comes from your fan base—whether they’re email subscribers, Facebook followers, or any kind of list. You want to have the ability to get in touch with people on a repeat basis.

The reason is, even if you spend time and money running ads that get people coming to your TeeSpring page and some of them buy it, what
happens to all the people who leave? That’s money and time down the drain.

But, if you get the ability to send them an email or make a Facebook post whenever you want, then it doesn’t cost anything to do that.

And, you can make multiple sales from the same person subscribing to your list in the first place!

**Choosing a Niche**

Choosing a niche is super important. With any kind of marketing, two-thirds of your success comes down to the list or the audience that you’re marketing to.

It’s much more important than the message that you have, or the medium that you use to get that message to them.

So, to get started picking a profitable niche, the first step is to do some online research.

Go ahead and look at what affinity groups are already out there on Facebook.

If you’re interested in gun rights, then type “gun rights” into the Facebook search feature, and you’ll see how many pages there are about that topic. You’ll see how many groups there are discussing that topic.

Go ahead and take a look and see how many people are members of those groups. If it’s a couple thousand then that’s a promising sign.
If it’s only a couple dozen, or there’s only one or two groups and not a whole lot of them, then it shows that it may not be that popular of a topic.

Another thing you can do to see how popular something is, is to do keyword research.

Google Ad Words has a tool called their keyword planner that you can enter in and come up with the search phrases that people are typing into their computer in order to find things online.
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So, for example, if you type in “gun rights” and find that a million people a month, or a hundred thousand people a month are actively typing that into Google, then you know that that’s a lot of demand.

If you see fewer than a thousand or ten thousand, it’s probably not that hot of a topic.

You’ll want to do a competitive review of the other websites that are out there:

- See what they’re announcing.
- See how responsive their members are.
- See if they’re selling things to their members. You can do the same with big websites.

You can Google things like T-shirts for your topic. You can go to stores like Café Press and TeeSpring itself, and see what shirts are selling and how hot they are.

So, you can actually find out what the best-selling shirts are on sites like TeeSpring.

And even promote other people’s shirts without having to design them yourself!

It makes so much more sense to promote something that’s proven to sell and proven to be effective, than to come up with something yourself and take the risk.
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You can find out what the most popular shirts are on a place called Teeview.com and filter it by the number that are sold, best-selling by numbers, and only gold goals reached in order to see what the most popular shirts are.

And, you might want to give www.TeeInspector.com a try. This powerful TeeSpring Research Software lets you:

- Extract teespring campaigns from Teeview, Google, and Source codeSort by the top number of sales to quickly spot the winners!
- Find marketing ads sending traffic to given Teespring campaigns
- Quickly uncover hundreds of profitable t-shirt design ideas!
- Export data to interactive reports you can sell on Fiverr!
- Spy on other Teespring campaigns DAILY sales data!
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• Search the massively popular product social network called Wanelo for top trending designs!

All right, now if you can type in search from name, and search by the topic, then that will help you find out the best-selling shirts in your topic.

Research Your Niche

Now, you’ll also want to pick a niche that no one else is doing. If there are tons and tons of shirts already about a certain topic, or you already see them being advertised on Facebook, then you can assume that it’s a little bit more competitive.

For this reason, you might want to pick a micro niche or a niche within a niche.

For example, if your topic is something like nerd culture. What does that mean? That’s brainy people and sometimes socially awkward that are interested in pop culture such as television, movies, comics, video games, and things of that nature.

Well, those are all definitely broad topics, so you don’t want to try to tackle all of them. Why not pick one, like comics?

And then, within comics, which ones? Things related to Marvel comics, DC comics, independent comics, and so on.
Here’s an example of an excellent page in the “nerd” community:

Note there are over 28,000 Fans, and a steady stream of funny but relevant image and text posts.
Here’s another example of a great page in the Health & Wellness niche:

Every day, they repost an image or article on the topic of living a more simple life, and sometimes publish their own blog posts.
Lastly, in the music niche, here is a community page all about the genre called “Chiptune” Music:
Now, you’re going to want to keep in mind that you can’t directly use other companies’ logos, trademarked names, or artwork. However, you can find things that are very similar.

The trick is to create designs that are close, but not quite. The bottom line is to pick a niche within a niche, or something very specific to focus on.

If you want to sell T-shirts about golf, then obviously decide on men’s golf versus women’s golf, young golfers versus older golfers, golfers in a certain geographic location versus other places.

In fact, you might want to consider local audiences such as your city.

If you live in Buffalo, New York, did you know that you can run Facebook ads that only appear to people in Buffalo, New York.

You can come up with something that has to do with your city, or something that only people who live in Buffalo would know or understand.

In fact, if you see an online article that says something along the lines of “You know you’re from Buffalo if…” There’s probably plenty of material in there that you can use to design a funny shirt.

You can also consider foreign audiences, even if you’re selling T-shirts to people in the US.

If they’re from a different country, then you can run ads that have to do with the President of that country, the culture of that country, the food of that country, etc.
I’ve even seen ads for people who live in California, but are from Illinois saying “Moved to California, but love your old state? Here’s a shirt for you.” All right, that’s very specific.

Keep in mind that with Facebook you know pretty much everything about someone, what their hometown is, where they live now and so on.

If you’re part of that group yourself, then you’re going to have special insight into what’s hot and what’s interesting.

**Short-Term versus Long-Term Popularity**

You also want to decide on things that have short-term popularity versus long-term popularity.

If you pick a topic that has a limited life span, that’s related to a certain event such as the Olympics, or the World Cup, or something that happens in the news, or some slogan like YOLO (You only live once) that’s hot for a certain limited amount of time.

Just know that people will be very interested for a while, and then it’s going to die down.

But, if you want to quickly capture something that’s hot, then you might be the first or only person doing anything like it, and get a huge boost in sales.
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Just don’t believe that it’s going to continue to happen forever. If you go with this model, you’re going to have to continually see what’s new, look at trends, and come up with ideas quickly before anyone else.

One example of a short-term design would be “Class of 2015,” aimed at college students or high school students who are graduating in the summer of 2015.

It would be popular for a couple of weeks leading up to graduation—but after that, probably not so much.

Now on the other hand, a long-term T-shirt design is one that doesn’t date quickly or at all. You can have consistent sales for some time.

There are certain things that are going to be popular—past, present, and future, such as selling shirts that say “I Love Kimchee” to Koreans, or “I Love Fried Chicken” if you live in the South, and so on. Be creative!

In between these two, there are designs that are seasonal in nature, ones that come and go based on what season it is (such as sports season, seasons of the year, etc.).

Time frame is definitely something you want to keep in mind when picking your niche in the first place.

Create a Facebook Page

Now, once you’ve decided on your niche, the next step is to create a Facebook page, which you can do in under half an hour that you will use to attract and communicate with your fans and sell them shirts on an ongoing basis.
To make your Facebook page, the first step is to go to Facebook and scroll down to the very bottom.

If you already have a Facebook account, go to www.Facebook.com/pages/create and you’ll be asked to create a new page and to choose what type you want.

I would definitely go with cause or community, because this page isn’t going to be about T-shirts per se, and no one cares about your business name. You don’t have one brand, one product, one company, etc. You’re not an artist, band, or public figure.
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So definitely click on cause or community in order to start building a community around whatever your topic is.

User Name

The next step is to create a great user name. This will also appear in the URL for your page. Now, there’s a lot of great Facebook pages already; so your first choice might not be available.

You’ll want to come up with something creative that emphasizes the uniqueness or the specific angle that you’re approaching within your topic.

About You

Then, go ahead and write the key details quickly in the “About” section of the Facebook page.

This can be as short as a paragraph or two, just explaining what you’re all about. We’re here to talk about the topic.

We’re here to share information about it, make friends, build the community, and all of that.

Make sure that you put a link to your website or TeeSpring page in the top level section of the “About” section.
Cover Photo

Now the next step is to capture attention with a fantastic cover photo for your Facebook page. That’s the big graphic or image that you see at the very top of your group or community when you go there.

Facebook will tell you what the dimensions are. You can create one of these pretty easily by doing a Google search and seeing what images are already out there.

Just click on “advanced search” and choose the ones that allow you to use those images if they are permissible for commercial purposes.
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Profile Photo

Then you’re going to want to choose a profile photo for your Facebook page.

This is what the thumbnail is that they’re going to see in the bottom left corner of the header image.

It’s also going to appear next to the comments and posts that you make. So, if you were to have a business logo of sorts, then that would be here.

Headers

Headers come and go. Sometimes you have a special one up to announce a sale. Sometimes there’s different things going on, but this would be one that’s relevant to the topic.

It’s going to appear next to everything that you post. Take a look at the affinity groups that you’re part of on Facebook and see examples of those in order to know what to make of your own.

Populate Your New Page

Then you want to make a couple of initial posts to make your page look useful. We will get into what kinds of posts you can make later on in this course.

Just make a note for now to come back and add three to five initial ones, or maybe just three, so that when people go to your page, they will see that there’s already stuff going on, that it’s not a graveyard.
You’ll also want to set up tabs that you can promote your shirts with, but there will be more on that later, and it’s not essential to have them right off the bat.

**Getting Likes for your Facebook Page**

The first way to get initial likes to your page is by inviting your own friends to join it.

If you know anyone who would be interested or who might be interested in the topic that this page is discussing, then go ahead and invite them (or everyone, since you never know).

That might be 100 people invited right off the bat and that gets you an initial 20 to 50 people involved. Nobody wants to follow a page that has less than 10 people.
The more people you have, the more likely other people are to want to join it, so that they’re insured of getting interesting topics delivered to their newsfeed, and not just joining a graveyard.

However, your personal friends and family are more likely to join, support you, and make comments right off the bat. So, I would start there.

**Increase Fans to Your Page With Posts**

Once you’ve got your initial fans, we’re going to enter the next phase of making money with TeeSpring.

In this stage, your goal is to get an initial 1,000 fans following your page or more by making interesting social media posts.

The first question is what to post that people are going to notice, like, share, and comment on. This will result in more people seeing your posts, reading them, deciding to do the same or to like your page in order to get more.

If you look on the right side of your Facebook page, you’re going to see what’s going on with your friends right now.

It will show their names and something that they just liked, a post they just commented on, or something that they shared.

In addition, you’re going to see it in your newsfeed, so pay close attention to your Facebook newsfeed from now on. See how many of those are pages you already follow, and friends you already follow versus friends’ comments on pages that you don’t yet follow.
In order to know what to post, you’re going to have to get some ideas first, research what’s hot, and what people would be interested in.

Now, part of this comes from your own knowledge if you’re part of the target market that you’re promoting to.

And in order to do this, go ahead and brainstorm things that you think are interesting:

- What’s hot
- What’s in the news
- What do people like a lot
- What don’t people like a lot
- What do you personally find interesting
- Anything you’ve seen lately that excites you.

Then do a little bit of research to see what groups that are similar to yours are posting. You can do this in Facebook, in Google Plus communities on that topic, and also any discussion forums that you’re aware of.

Which threads or posts get the most comments and have the longest discussion.

These are ones that get attention, and attention is the currency of social media. So, it’s very important to know what people are interested in.
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You can take one of those posts, let’s say if it’s a discussion forum thread and subdivide that into five different angles to cover, or five different subtopics within that topic to cover, and there you go.

There’s enough to post about once a day for an entire week during weekdays, or seven to have enough to post for an entire week including weekends.

You can also use www.Buzzsumo.com to see what the top-shared most viral posts are on any topic.

If you go in and type your specific topic or subtopic into it and search, it would show you the most popular posts right now that are articles, infographics, guest posts on other people’s blogs, give-aways, interviews, and videos.

Now, why is this important? Because you don’t have to create everything yourself, not only will seeing what’s hot give you ideas of what you could create yourself—it will let you see other people’s content that you can announce.

You don’t exactly have to establish yourself as the authority on your topic in order to lead an interest group about it.

You’re more of a community manager. You’re more of a moderator. Let’s just say that you have a group that’s about some kind of cause like breast cancer.

In this case, you don’t have to be a doctor that’s specialized in OB/GYN. It’s okay just to be a concerned person.
So if you were to type that into BuzzSumo and find that there’s a video that’s been shared 100,000 times lately, then that video would probably be a good thing to link to in your Facebook page about breast cancer.

The same thing goes for articles, infographics, and all of the other things.

And you can see the hottest ones in the last 24 hours to try to break new things before they’ve seen it a bunch of times already; or you can go back and look at what was hottest in the last week, month, six months, or even last year.

If something gets more shares over time, then it’s probably timeless and evergreen, it gives you a larger window to know how popular it really was.
BuzzSumo will show you how many times something was shared on Facebook, LinkedIn, Twitter, Pinterest, and Google Plus, or just look at the total shares.

It also gives you an idea of what formats are most interesting about your topic.

It could be that images about science, if you’re a science-based Facebook page, it could be that images about science are the most interesting to people.

It could be that they’re most into videos. It could be that people who are most interested in science like receiving their information in written form so they can skim it.

You never really know until you do your research, because your personal preferences might not be the same for everyone else.

**Posting and Sharing Content**

Now you can also find interesting content to share by looking at popular blog posts and articles on WordPress, Tumblr, and Google for top ten lists on your topic.

Find exciting interviews that are out there, reviews on books, and more. There are so many different options to choose from that, it makes sense to just go ahead and roll up your sleeves and get dirty finding all of these things for you to organize and choose and select from later on.

There’s a ton of it out there, but don’t get overwhelmed, because really you only need seven things per week, max. You could sit down and
within an hour or two find something to post every single day for the next month, then go ahead and schedule it.

It’s the same thing with images. If you want to create your own, you can make simple images showing quotations, statistics, or inspiring messages over images as well.

You can get images from Google by doing an advanced image search for ones that are available to use for commercial purposes.

You can also get photos at places like Photolia, stockphoto.com, and photo sites.
Surveys

Something else you can announce on your page in order to engage people is a survey.

There is a poll feature already in Facebook. Or just ask your fans what they’re most interested in. What do they want to hear more about?

What do Your Customers Want?

And when it’s time to come up with your design, you can inquire “Do you like this shirt design better than this one?”

You could show them four versions of a shirt in four different colors, and ask them which colors they liked the best, which designs, and which layouts.

You could also ask them what kind fabric they like the best. Not everyone know what brand of T-shirt they’re buying, but there are different ones out there.

If you have the choice within TeeSpring, then it makes sense to know that in advance, and you’ll know what your costs are.

Charitable Donations

Sometimes people sell T-shirts and donate a portion of the proceeds to charity. In that case, you’d want to ask your fans what causes they’re most interested in donating to.
Not every nonprofit organization or charity is created equal. Some of them are more popular than others.

Some of them have higher operating budgets, which means that for every dollar you donate, sometimes half of that or more just goes to covering staff and overhead.

Some people prefer that 90-100 percent of the money they donate goes to people in need or to the actual research, and choose nonprofits and charities that find other ways than donations to cover their operating costs.

Make sure to ask them what’s out there and you can also find some on www.causes.org or www.donorschoose.org.

Of course you’ll want to announce your T-shirts for sale. You don’t want to bombard people with this, but at least once a week have a new design to drive people to.

**Getting Fans to Follow Your Facebook Page**

The next section is all about getting fans to follow your Facebook page. Like I said, the reason you want to do this is because if you’re spending money on ads.

People may not want to buy immediately. They may not want to buy that particular shirt that you have for sale.

But if you build a community over time, then you can launch products to them repeatedly without having to pay for the exposure. They might
buy multiple shirts from you, or might buy a different shirt later on if they didn’t want to buy the one from you that they originally saw.

Some of the best ways to get fans are, as we’ve already covered, posting fantastic and engaging content on a daily basis so that others will see it, like it, share it, and comment on it.

This means that their friends and family will see that and get introduced to your Facebook page for the first time.

You can curate content from other sources and you can create your own that’s interesting, write an interesting headline, or some thoughts through the text of a Facebook ad post when you’re sharing someone else’s stuff.

Now, when you post something you can also share it to related groups. So you will want to go on Facebook and see what other groups there are and post there—if not as your page, then personally.

You can share the same things on Google Plus, Twitter, discussion forums online, Google Plus communities, Instagram, and you can Tweet about it with hashtags.

**Hashtags**

Let me talk about hashtags for a minute. By the way, all those places you can announce it to with a link back to your Facebook page.

If you’re using Twitter, Instagram, Google Plus, or also on Facebook, you can use what are called hashtags.
You’ve probably seen them before, they’re the pound sign followed by whatever the topic is that you’re posting about.

If you include these in the messages that you send, and the things you post about, more people are going to find your post, even if they’re not following you.

For the most part, people have to be following you already in order to see what you’re posting or happen to know about you.

However, some people get on Instagram, Facebook, Twitter, or Google Plus and search for things by hashtags to see who’s talking about what, and when.

I’ll give you an example. If you were on Instagram and you did a search for the hashtag “funny,” you would find every instance of people who have tagged or categorized a photo they shared as being funny by using #funny after it.
If you do that, then those people who are searching for it, will find you in that manner as well.

It’s pretty much like Googling something, except they’re not using Google, they’re using whatever site that you’re posting in, Twitter, Instagram, or Facebook.

**Research Discussion Forums**

Reddit is a website full of different discussion forums on every conceivable topic.

So, instead of going to three different websites for three different discussion forums, you can just go to Reddit and there’s people talking about all kinds of different things in different groups, all in one central place.
If you were to post a link to your TeeSpring campaign there or to something that’s shared on your Facebook page, then some people are going to notice it, click the link, go to your website or the page that you linked to. And also comment about it within Reddit.

Lastly, it never hurts to ask people to share whatever it is that you’re posting on Facebook. If you tell people exactly what it is that you need them to do, then it’s more likely that they will be able to do it or that they will go through with doing it for you.

And although this doesn’t help you to build a Facebook page or your following, when you do a TeeSpring campaign it’s visible on TeeSpring to everyone else who is searching that site for different T-shirt campaigns to help fund.

So, that’s something that happens naturally as a result.

**Paying for Exposure**

These have all been free methods of getting the word out about your Facebook page; but, let’s talk about some of the methods that you can pay for in order to get even more exposure.

Every marketing method that you’re going to do online is either free or paid. It’s either going to cost you time or money.

Now, the thing about paid traffic is that it’s faster, it saves you time, and ultimately you’re going to get so much more reach than you otherwise would, meaning you share something that’s awesome.
It’s more of a slowly but surely type thing, you know you’ll find a couple people here and there just from the things that you post.

If you were to run an ad, you could have 1,000 people see it, or to see your post just by paying for it. So, it’s faster, immediate, it’s measurable. My suggestion is to do both of these things.

The first thing you can do is to boost the Facebook post that you’re making anyway, so that the people who follow your page will see them.

Just because you announce something on your Facebook page doesn’t mean that all of your fans are going to see it. Sometimes only a small percentage of your fans even see it.

There’s a lot of competition in Facebook’s newsfeed over which posts show up for who and when.

But, if you run a campaign where you pay Facebook for your fans and their friends to see it, then only they see it and you’re more likely to get through to them. I would do this with your highest and most engaging posts.

So, go ahead and announce it naturally, the old-fashioned way, sit back and wait a few hours to see how many likes it gets.

You’ll know what the average number of likes that your posts usually gets are, and if it seems like it’s at that or higher, you might want to pay an extra dollar or two to reach the rest of your fans.

Now why do I say a dollar or two?
I’ve done this before. You’ll notice that if have 300 fans and you share something and 30 people see it, well that’s cool…30 people see it. But what about the other 270 people?

Sometimes just by spending one buck within the next 24 hours, Facebook will make sure that the other 270 people see that post. That’s very important.

So, even if you were to do that once per day, that might be an extra 30 bucks a month, but if it results in two more sales, three more sales, then ultimately you’ve paid for it.

Another thing you can do is boost the posts and then log into Facebook’s ad manager and turn off the setting that makes it show to friends of your fans.
Some people might ask, “Well, why is that?” If someone is interested in something, their friends probably are too.

Well, some of their friends are, but not that many of them. My friends have varied interests.

Not everyone is interested in the same thing, so you want to turn that feature off and make sure just your fans see your boosted posts.

**Getting Likes**

Now, the next thing to do in addition to you boosting your ongoing posts is to run Facebook ad campaigns to get likes to your page. You’re going to want to get at least 250-300 in the beginning.

So, that when new people arrive on your page it doesn’t look like it just started. They want it to look like an ongoing thing, a community, a place where they can expect to see stuff over time.

You want to log into Facebook’s ad manager, which you can do by going to [www.Facebook.com/advertising](http://www.Facebook.com/advertising) and clicking on “manage your ads,” or “get started creating an ad”.

One of the first things it’s going to ask you is what kind of ads do you want to run? Do you want to get clicks to a website? Do you want to get likes to your page? Do you want to promote an app or a survey or something like that?

What you should select at this point is likes for your page. What this means is you’re going to be running ads that Facebook will show to
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people who are more likely to want to like your page, or show it to them in such a way that you get more likes.

I don’t know exactly how it works, but it’s part of their algorithm, and it’s different from if you were to ask Facebook to help you get as many clicks as possible or as many people to get engaged with your post as possible.

There’s different types of campaigns for different things, but at this point you want to get some initial likes. So, it’s just a matter of running ads until you get 300 fans and then stopping.

You might find that your fans are 30, 40, 50, 60, 90, so this is going to be an initial investment and then once you get there, you’ve got a good base to start with, including enough people to sell a couple of shirts to.

The things that you can promote are either the same post that you’re making on your Facebook page anyway, except that they’re showing to more people than just your fans.

Or later on you can do what’s called dark posts. I wouldn’t do those at this point. But they’re posts that the people you target will see but not necessarily your fans will see it.

Creating Your Facebook Ad

Now in the third section we’re going to cover running a Facebook campaign and the details of selecting your audience, selecting your demographic, creating an ad, and so on.
For now, those are the main methods—both free and paid in order to get an initial 250 or 300 fans—then after that you’ll want to promote ads on an ongoing basis and keep boosting your posts. That’s going to increase your number of fans over time.

It could be a matter of weeks; it could be a matter of months.

**Designing Shirts**

TeeSpring gives you the option of designing T-shirts yourself in a way that’s flexible even if you have no graphic design software or experience.

They’ve got their own designing software on the website, so the first step is to go TeeSpring.com and click on “create your tee”.

That will take you to a page where you can see a T-shirt, you can choose what type Haines, tagless, premium, ring spun, canvas, American Apparel.

American Apparel is usually the best. They’re going to be about three dollars more though. Worst case, go ahead and do Haines in the beginning to keep your margins low. In time you want to upgrade your quality, but that’s once you know what’s going to sell.

**Choosing Your Design**

Now, the other important thing to consider when settling on a design is how flexible the design is. For example, are you going to create something that looks good on a number of different colored shirts?
If you hit on a good design, you want to be able to sell it in a variety of colors in order to reach more people and make more sales.

Does your design work on other clothing styles, such as hoodies? Just because it’s called TeeSpring doesn’t mean you can’t sell sweatshirts with hoods on them.

Just because it’s the Fall or Winter doesn’t mean that people don’t buy T-shirts, if they don’t buy as many, then you can still sell the hoodies during that time.

The last question is, can your design be easily adapted into alternative designs?

For example, does it mention something like a local sports team or a person’s name that you could switch with something else instead?
This one’s not essential but all of these things are going to make it a lot easier for you to widen your offerings and earn potentially more money from the same design effort. Now that’s true leverage.

**Choosing Your Text**

Now, once you’re in there, and you’ve chosen your shirt, you can insert the text and choose what color it is, and what font it is. Go ahead and try that for yourself and type it in.

Then you can position it exactly where you want it to be on the shirt. You can even select an image from their extensive library. There’s an add and upload art button, then click on search for art. You’ve got a wide variety of options available to you.

Just because they’re already in here and others have sold shirts with them doesn’t mean that you can’t do the same, because it’s not like the people you’re marketing to have seen all the shirts in here anyway.

So. go ahead and pick one that works for you, or you can even upload your own images from your PC. That is how you would do it if you were hiring someone else to take care of the graphic design for you.

You can also put a design on the backside of the shirt, but I wouldn’t bother—just do the front, because the back is going to be more money to manufacture.

Then go ahead and review the pricing. As you make changes to this, the style, quality, text, etc., the price is going to updated based on what you’ve selected.
Pricing

So, the basic price is based on the type of the shirt, your additions and the complexity are going to make it more or less expensive.

Now, the price is also showing based on the assumption that you are going to sell 50 shirts.

If you sell more of them, then the higher sales quantity is going to affect the pricing and your cost per shirt is going to go down.
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However, with TeeSpring the campaigns don’t go through if you don’t sell as many as you chose. I would start with a small number in order to ensure that you reach your goal.

**Number of Shirts, Set Your Goal**

Now, as you move onto the next step, you can set your goal. And the way it operates is through a crowd funding process similar to a kickstarter campaign.

So, you’re going to set a goal of the number of shirts, and if you don’t meet it, nothing happens. Use the slider on this page to change the quantity that you hope to sell.

You also get to set the selling price. Now, obviously this has to be at least the base production price that you saw on the previous screen.

Again, you have to find the right balance. If you have a very low price, you’ll sell more shirts, but might not make as much of a profit as if you had sold fewer shirts at a higher price.

At the same time, if you charge too much for a shirt, you’ll make more per shirt but you won’t get as many sales.

So, through testing and trial and error, you want to find the happy medium. You’ll find out what gives you the most profit overall by setting just the right price.

Also, remember that customers need to pay for shipping in most cases, so you don’t want them to have to pay as much for the shirt as they would expect to pay for a shirt plus shipping.
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An case study in T-shirt sales success...

A horse rescue company, we taught these t-shirt sales techniques to 6 months ago, took an old fan page they had used for their business, which only had 200 friends and they applied our marketing method to push it up to almost 19,000 fans.

They are now selling a different t-shirt design every week to these thousands of fans on their page, including an official company shirt design that everybody loves.

They even asked their market what color and design the people liked best so they were certain as to which shirts would sell the fastest. That kind of free market testing was never available before facebook came along.

And now using these methods of ours, that we will teach you, Orphan Archers is selling thousands of dollar’s worth of t-shirts with print on demand technology and extremely high profit margins

Setting up Your Campaign

In the final stage of this process, you’re going to set up your campaign by entering the final details and settings for it. Go ahead and enter a title for the shirt’s sales page.
You want to pick some keywords that help it get found that you know people are searching for. You’ll probably remember from having done your keyword research.

You want to pick attractive, relevant, and punchy words in the title and have a description as well that’s informative and interesting, but not overly long.

It limits you anyway to only 300 characters, but you can add some images and links to make for a really appealing page.
Later we’ll show you some strategies for adding scarcity and more urgency through bonuses to this sales page.

Now, you’ve got to decide how long your campaign is going to be. This is how long people have to order shirts from you, according to the quantity that you’ve set.

It gives you six different options, 3, 6, 7, 10, 14, or 21 days. Now, ideally you’d have a longer duration so that you have more time in which to reach your goal.

But this also means that people have to wait longer in order to finally get the shirt that they paid for.

Also keep in mind that they’ll have to wait up to two weeks for their shirts to come in the mail, even after the campaign ends. So, there’s not a lot of people interested in buying something and then waiting two and a half months for it to come.

Again, you’ve got to pick a happy medium that’s short enough that people won’t feel like they’re waiting forever, but long enough to give you time to get these sold.

**Timeframe for Your Campaign**

Also, you’ll need to choose a timeframe for the campaign and make sure it ends on a suitable day of the week.

Many people don’t make purchases on Mondays or Fridays, they’re too busy preparing for the weekend, going out at night and having fun.
So, you might want it to end at the end of the day on Sunday, so you’d have those few days on the weekend, when people are home to really plug it.

If you find from your Facebook page insights that the most active time for people is on a Tuesday or Wednesday, then that would be the best days to be wrapping up your TeeSpring campaign.

And lastly there’s additional product options, such as allowing people to choose a hoodie if they want. Your minimum profit per shirt is retained on these, so they’ll be paying more but you’ll still make as much as if you had sold a shirt.

So, it’s not like you have to have a hoodie campaign and a T-shirt campaign. You can offer both at the same time.

Creating Your Own Design

Now, let’s say that you want to create your own design, that there isn’t one available from the stock art and images that are available in TeeSpring, what are your choices?

Well, the first choice is to design it yourself if you have graphic design experience. If you don’t, you can use Microsoft Paint, which is a free program, though it’s not very good.

PhotoShop which is an excellent program, though it’s very expensive, and a happy alternative between those two is Gimp, and that is a free program that has most of the functionality of PhotoShop.
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However, it’s going to take an investment of time to learn. So you’ve got to ask what your time is worth.

Do You Need a Designer?

I prefer to find a designer to create designs for me. Now if you have a large fan base then you know you’re going to sell a lot of shirts, and you can afford to pay a little more.

If you don’t or you’re just starting, you want to try something experimental, then you need to keep your cost down, as long as the shirt doesn’t look bad.

So, a simple design can done for you as cheap as five dollars on a website called fiverr.com.

Go ahead and type in “design T-shirt,” “TeeSpring,” etc, and see what comes up.

Worst case, they don’t even have to be offering designs for T-shirts. As long as they can make the image for you, that’s all you need.

So, there’s a quite a lot of graphic designers waiting for you there who can design pretty much any image you need for five dollars—sometimes 10 or 15.
You can also find them on Freelancer and O-Desk. There are thousands of qualified people around the world who can help you out with this.

A more complex design is going to be 20 to 70 dollars. A fantastic one that’s still relatively low risk would be about 100, often as much as 300.

If you want to get a design that is the same high quality as what you would see in a retail store, expect to pay $500 for that.

However, it’s better if the designer is in your country and is out and about and knows what is cool and what’s not, because T-shirts are a cultural thing. They’re a personal statement.
That involves quite a bit of knowledge about the culture of the country, or perhaps even the state that you’re in.

So you can find some very qualified people in your area by looking on Craig’s List, asking for friends and family, finding a partner who can help you with this.

He does the designs, you do the promotion, and you guys split the money. You can find art students. You can even get interns to help you out, post some flyers. There’s all kinds of options.

**What to Charge**

Your shirts are typically going to cost eight to nine dollars to produce, and you’re going to want to charge $19.99 or less for your shirts, and $29.99 or less for hoodies. It’s hard to sell them for more than that.

**Promoting Your Shirt**

Now, the most important part of this is promoting your shirts. This is the time when you have your design, you have your campaign, and you have an audience. It’s time to start selling shirts to them.

You can send traffic directly to TeeSpring from the Facebook posts you make and the Facebook ads that you run.

But what we suggest doing instead is creating a tab on your Facebook page for people to land on, after they see your ad and click on it.

Why is that?
The reason is that when you’re running an ad through Facebook, you’re given the choice of taking people who click on your ad to an external website where you will pay more money, because Facebook does not like to send people outside of Facebook or pay less money and send them somewhere onto your page.

If they come to your page, you get to choose where they land.

Do you want them to land on the main page, where they see all your previous posts and comments from the last two months? No, you don’t. You want to take them to a specialized targeted landing page that you can create using a Facebook tab.

By doing this, you’re going to save costs on your Facebook ads, which is crucial, because in addition to covering the cost of printing and shipping the shirts, you’ve got to get your ad money back as well.

Facebook wants to keep people in Facebook, so that they continue to see the ads that Facebook is running for them, and they reward you, or at least not penalize you for keeping people on Facebook.

Creating a Landing Page in Facebook

So, how do you create a tab or a landing page within Facebook for people to land on and find out about your shirt?

Well, first go ahead and look at your Facebook page, and notice right under the timeline cover or header image, there are other images called “apps” or words written like timeline, about, and then the other ones that you create.
You can decide what those other ones say and then people click on it, and make it say something like the name of your T-shirt, or shirts for sale, or just shirts, or something like that.

The Facebook fan page tabs are sometimes called “apps”, but Facebook calls the thumbnails or icons custom tab images.

I might even call them a landing page, but the bottom line is they’re the parts of your Facebook page that you can determine people land on, when you’re running your ads.

The app section sits beneath the people and the about sections, and those can’t be moved. But you can move the app section above the photos and posts to page sections.

Just hover over the bar at the top of any section, and it will give you a pencil you can click on. Click on “edit” where you can manage the sections.

A second way to do it is to reorder your apps within the section. I recommend you do.

Put them in the order of importance, since the first two are going to be linked under the cover photo. Then highlight your three best apps with compelling custom images.

You want to create compelling images that get clicks, so again you can upload an image here, why not show a picture of your T-shirt. That’s probably the most important thing.

You’ll just need to create a thumbnail that’s 111 x 74 pixels.
Create your custom images to this exact size. If Facebook has to resize it, it might get blurry or look amateurish.

Now, if this gets confusing, there’s other tools and apps that you can use that will help you to create engaging pages. One of them is WooBox.com and these product apps are social media savvy.

There’s a free version, there’s a paid subscription version, but you can make an Instagram tab, a Pinterest tab, a deals tab, a T-shirt sales page tab, and even see your analytics in success of how many people clicked on them.

A couple of other options are:

- Binkd
- TabSite
- Short Stack
- Page Modo
- Heyo
Go ahead and look through those different tools to learn how to customize your tabs and create special pages.

Once that’s set up, you can have the same exact info on it, that’s on your TeeSpring page. Don’t just send people directly to TeeSpring when they click on your ads, because Facebook will make you pay more.

When you’re just making a post to your fans and boosting them, it’s okay to send them straight to your TeeSpring sales page.

If you’re running through Facebook to people who are not yet fans, then you would probably have to pay more, and so it makes sense to send them to this tab.

Put the same things that are on your sales page here—the attention-getting title, the description, maybe the price, and of course a picture of the shirt, front and center, loud and clear.

This is very important for you to do and any custom or bonus text that you have.
Create Urgency to Sell More Shirts

Now, one cool way to sell more shirts is to introduce scarcity and urgency.

The way that you do that is to remind them that this is a limited edition shirt, if they don’t buy it now, they may never get a chance to get it, only 50 shirts. They have to act now. Offer a bonus to anyone who buys your shirt, if they give their email address.

By doing this, you’ve created an amplifier page in a Facebook tab with all the elements of the sale page, plus a button that takes them to your TeeSpring sales page.

If they’re convinced they want to buy, and most people by the time they get through that page are going to purchase if they click on the link.

Why would you offer a bonus if they give their email address? Well, the reason is this. If you make a sale on TeeSpring, they’ll print and ship the shirts to your customers, but they don’t tell you the customers’ names and email addresses so you can’t contact them in the future, and that’s not cool. You can’t build a list by going that way.

The same thing when selling things to people on Amazon; so the way to collect their email is to tell them once you’ve purchased this, then email me at and give them your email address, and I will send you some kind of bonus.

Then you’ll find quite a few of the people who buy will also email you, and then guess what, you have their email address.
When you have people’s email addresses, guess what else you can do? You can send them an email promoting whatever new T-shirt or product that you have for sale.

This is very important, because again, not everyone sees their Facebook page, and not everyone sees your Facebook posts. Even those who do, may need to see it several times, they may not be logging into Facebook.

They might be on vacation. Maybe they have to see your offer five to seven times before they finally make a purchase decision.

The more times you reach people and the more ways you have to reach people, the more likely it is that you’re going to make a sale and reach your T-shirt goal.

On the final day of your TeeSpring campaign, you can post a comment on your Facebook page or say something like “8 shirts left! Buy now!” and see a boost in sales within a couple of hours. This is very important.

By the way, you’re going to see most of your sales happen in the very beginning of your TeeSpring campaign followed by the slump in the middle, where you have to keep announcing it from different angles, and keep things exciting.

Then you’ll see a spike in sales towards the very end, as people realize they’re running out of time. The middle of the campaign might be a good time to introduce your bonus.
Before I show you how to set up a Facebook campaign in order to advertise your shirts for sale, keep in mind that from a long terms perspective that you’re going to have to try testing a variety of shirts to the same audience.

New people get way too hung up on one thing. They tried selling one shirt and it didn’t work. Then they say oh, this doesn’t work, there was no money to be made in T-shirts, boo-hoo.

Well, screw one shirt. You want to go for trying dozens or even 100 different shirts instead before drawing conclusions.

The reason is small changes can make enormous improvements in your conversions and sales. If you try different colors of T-shirts, you might find that no one buys the black, but everyone buys the green. Why? Who knows.

But like I said, the T-shirt design might be great, but not all people like the same color, so you have to try a variety of them.

In time you’ll have a system for setting up your campaigns and announcing them in a systematic and efficient way that will save you time. Just know that it’s a process.

However, once you find what works, and you have a couple of winners, especially if they’re evergreen T-shirts, then you can keep promoting them over, and over, and over again, and they’ll be a consistent money-maker for you.
The 80/20 rule applies to this just like it does to everything else in life. You’ll find that you make 80 percent of your profits from only 20 percent of the shirts.

So, if you only try a couple of shirts, you’ll never even know which were the top 20 percent.

Even if you’re trying campaigns with a short-term life span based on some current trend or that you don’t expect to be good forever, the experience of having test promoted so many different shirts will give you the wisdom of knowing in advance what people are more likely to buy.

**How to Run Ads on Facebook**

Now, we’re going to show you how to run ads on Facebook promoting your T-shirt, once it’s time to offer something for sale.

In this campaign you’re not trying to get likes, and you’re not advertising something to your existing fans. You are simply putting an ad out there targeting people by their interests.

What does that mean? Well, Facebook knows who likes what pages and who is interested in which topics or subjects. So you can choose what topics people are interested in, and then only spend your money running ads to those who have already shown that they’re interested in those topics.

Now, does that mean that they’re going to want to buy a T-shirt? No. But you do know that someone not interested in what your T-shirt’s about is absolutely not going to buy your T-shirt.
The first thing is to go ahead and log into Facebook, go to www.Facebook.com/ads, click on create an ad, and then click on promote your page. They’re going to ask you which page you’re referring to. If you only have one, that should be easy, go ahead and click on that.

Choose your location first. I would pick the United States if it has to do with a certain city or state, then go ahead and do that otherwise make it nationwide.

You want to have as large of an audience as possible. In the age range, that is something that you can find out from your research.

If you have a Facebook page already, then the insights will show you what age and what gender, most of your fans are. If two-thirds of them are male, then just run the ads to males.

You’ll be excluding women and that’s unfortunate in this case. But it’s also unfortunate to spend money on ads that 66 percent of people are going to ignore anyway.
The language should be English, unless you’re advertising to people who speak different languages.

Then interest is where the segmenting begins. The different interests are business and industry, entertainment, family and relationships, fitness and wellness.

It all depends on what your shirt is about. If your shirt has to do with body-building or meditation, those are options on here.

I’ll go ahead and click on meditation for an example and it shows that there are six million, six hundred thousand people in the United States
between 18 and 65. Now let’s say this one’s specifically for women who meditate, that brings it down to five million.

If it’s for women 25 to 45, then that brings it down to 2.4 million. I said 25 because they’re more likely to have extra discretionary income than someone who is still in college.

Your experience may prove this wrong. This is just where I’m going to start. Eventually you can run different campaigns for different age groups and see which one performs better.

Now, you’ll also want to select connections and only people not connected to your page.

There are also behaviors that you don’t have to get into in the beginning. But Facebook also tracks people’s behaviors and an interesting one in here is purchase behavior.

This tells you things like buyer profiles. Are they fashionistas, are they do-it-yourselfers? Are they gamers? Healthy and fit, etc.

The more you can find out about this person, the better. There’s even an option for people who are more likely to respond to ads.

There’s no way my ad is going to be seen by 2.4 million people. I don’t want to spend that kind of money.

If I narrow the targeting down just to people who’ve already shown an inclination to buy something online, or off Facebook, that would be perfect.
Then you choose how much you want to spend. I would spend some more time narrowing down your audience.

It’s good to start with small niches of around 10,000 to 20,000 people in the audience, because that helps you micro-target. If you increase the audience, you’re going to reach more people, but your conversions are going to decrease.

So, if there’s one that has 300,000 or more people total, that shows potential for growth, as long as you can test some ads and make some sales to a smaller and more targeted audience first.

Also, you should keep on your ads frequency once you run them. It’s going to show you that number in your stats and if it’s showing the same ad to people more than three, four, five times, then you’re wasting your money.
You want to be showing ads to new people, because if they haven’t bought after seeing it five times, they’re probably never going to.

**Where to Place Your Ad**

You want to choose newsfeed ads instead of ads in the sidebar. You can test both for yourself, but most of the people I’ve spoken with are not seeing conversions on the sidebar ads on the right-hand side of the screen.

By the way, here’s a cool thing that TeeSpring does for you, they run their own Facebook campaign to retarget people who have viewed your shirt campaign.

You’ll know this because you’ll see the ad yourself on your timeline or on the right-hand side.

What this means is if you spend your time and money getting people to land on your TeeSpring sales page, they notice.

And they make it so that that person will continue to see ads for your shirt that follow them around the web, which is going to make them more likely to buy it.

Because the more people see your ad, the more times they’re reminded of it, especially of the urgency, then the more likely that they are to purchase it.

**Optimizing Your Ad**
Now, you can choose how your ads run and either optimize for impressions which is how many times different people view it, optimize it for clicks, or optimize it for page likes.

In the beginning, I would optimize it for impressions, because you want to know how many people see your ad. If 1,000 people see your ad and nobody clicks on it, then it’s not worth continuing.

If you optimize for clicks, you’ll get a bunch of clicks but you may not get as many people viewing it. So, if you’re testing shirts and each one is viewed by a thousand people, then you have an apples to apples comparison.

You can choose manually bidding later on, but for the time being do optimize by impressions, because Facebook knows what they’re doing and just let them show it to more people.

Once you find out if it’s high conversions, then you can switch to a set amount per one thousand views, also called CPM.
As for your budget, there is no need to spend more than 25 bucks at first testing a certain T-shirt and seeing what happens.

But make sure to monitor your results daily. If you suspect that it’s not going well, meaning there’s been a thousand views, then you can cancel the ad and try a different one and try something new.

I suggest trying two or three different ads at the same time and see which one gets the most people to click or purchase.

Create the Ad

Now, the last step is to create your ad. You want to select the image to be shown in your ad. This has absolutely got to be an image of your T-shirt.

It could be on a white background. It could be on a brick background, solid color background, maybe showing another person since it is a rectangular space, it’s really up to you.

If you click multiple images, then it’s going to show different ones that you can compare against each other, and you get to choose your text and links as well. At the very top it will show your page name, and under that a headline.


But anyway, you can put some kind of urgency in the ad, that’s going to increase the number of people who click on it.
You might also mention your bonus here and you want to make the page people go to be the tab of your website that you have created for this purpose.

Now, like I mentioned ads take a lot of testing and it’s not foolproof, you might lose some money before you find out what works, but once you do, then ramp up what works and cut out what doesn’t.

Like anything you’ll find that 80 percent are worth cutting out and invest in the 20 percent that give you 80 percent of the results.

**Wrap-Up**

So there’s everything you need to know in order to start making money using TeeSpring.

However, TeeSpring is not the only platform that you can use that will help you to make money from T-shirts. In fact, there are some downsides to TeeSpring like we mentioned.

One is that you have to sell a certain number of shirts or else they won’t print and ship them. If this happens, then you’ll lose your time and any money that you spent promoting that particular TeeSpring campaign.

TeeSpring is great for shirts that have a shot at going viral. There are some other ones out there to look into that are good for moving shirts once they’ve been through a TeeSpring campaign or two so you can continue to pick up sales.
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Another one of those is SunFrog. Others are Ateezily, Café Press, Zazzle, and Spread Shirt.

Maximum Profit Margins

Now, some people don’t even use a platform like this at all. They do it themselves in order to have the highest margins.

Here’s how to do it yourself in a nutshell—a business in a box idea...

The first step is buying the T-shirts as cheaply as possible. Sometimes the cost to print shirts can be a little pricy on TeeSpring, so it makes sense to find a cheaper service, such as:

- BandsOnaBudget.com
- DiscountShirts.com
- UndergroundShirts.com
- Ooshirts.com
The downside to doing this is that you have to spend enough money for 50 or 100 T-shirts in advance, and tie that money up while the T-shirts are being stored somewhere, and then individually package and ship them to those who buy from you.

The upsides are that even if you don’t sell all 50 or 100 of them, you might get your money back selling a certain amount and breaking even without having to sell all of them.

It’s not incredibly complicated to package and ship them one at a time yourself. Or, get someone on your team, a neighborhood kid, or whoever you have to find in order to ship them out for you.

Just have a stack of envelopes or packages, throw the shirt in, add the postage, and send them out as you go.

You’ll also find that more people may end up buying the shirts if they don’t have wait for a month or two for the campaign to end and for it to get shipped to them.

It’s more immediate, which is something that you can emphasis in your advertising.

**How to Collect Payment**

You’ll have to find a way to process payments.

This can be done with:

- PayPal
Another advantage of doing it this way is that you can sell shirts in person.

It’s hard to advertise a TeeSpring campaign at a concert, or at a farmer’s market, or at a festival. However, if you buy shirts that you know people are going to want and put them on a table, you can get paid the same day.

Lastly, when you’re shipping, always make sure to ship quickly and to honor refunds. There is a customer service element that TeeSpring normally takes care of for you.

If you do it yourself, you’ve got to remember to be on the ball and take care of your customers and always remember their contact information, in case you want to call, email, or send them a postcard later on offering your other designs.

Remember that the fortune is the follow-up.

I hope you’ve learned a lot from this course and are ready to start making money by selling your own T-shirts. Remember...nothing works until you do!

Good luck!
A License to Print Money:
3 Simple Steps to Raking in a Fortune Offering Print-on-Demand T-shirts

Additional Resources

Also, here are some other online groups where you can learn more about what TeeSpring design, prices, promotions, and community-building methods work best.

On Facebook:

https://www.facebook.com/teespring

https://www.facebook.com/groups/333806686759201/

https://www.facebook.com/teespringtips

On Google Plus:

https://plus.google.com/b/112133669798265198886/+Teespring/posts

On Reddit:

http://www.reddit.com/r/Teespring/

On Pinterest:

http://www.pinterest.com/teespring/