



MAKE MONEY SELLING T-SHIRTS ONLINE

JUMP START GUIDE

Bonus Chapter:
Putting your
business on
autopilot

**USE YOUR PASSION
TO MAKE THOUSANDS
PER MONTH!**

Table of Contents

[Getting Started](#)

[Congratulations!](#)

[Decide on a Domain Name](#)

[Create a Gmail Account](#)

[Create a PayPal Account](#)

[Create a Dropshipper Account](#)

[Set up free hosted TSG Commerce Store](#)

[Graphic Tee Coach's Complete Store Set Up Service](#)

[DIY Store Set Up](#)

[Enter PayPal](#)

[Create Page Content](#)

[Customize Your Store](#)

[Create Some Starter Products](#)

[Search Engine Optimization \(SEO\) settings](#)

[Set up SSL](#)

[Set up Your Google Shopping Campaign](#)

[Create a Google Merchant account](#)

[Create and link a Google Adwords account](#)

[Link TSG Commerce store with Google Shopping account](#)

[How to Create Products](#)

[The Quick, Easy, and Free Approach - Tshirtgang Templates](#)

[Experienced with Software such as Photoshop, GIMP, or Paint.net?](#)

[No Graphics Design Experience? Learn Paint.net](#)

[Use <http://www.tshirtdesignservices.com> to get low cost designs done for you by staff who have experience in how to create product for TSG, title it, and upload it to your account.](#)

[T-shirt Titling and Descriptions](#)

[Keywords](#)

[Spelling and Grammar](#)

[T-shirt Inventory](#)

[Sources for T-shirt Ideas](#)

[Twitter](#)

[Using Twitter Trends](#)

[Twitter Searches](#)

[Instagram](#)

[Sports News and TV Shows](#)

[Customer Service](#)

[Bonus Chapter - Putting your Business on Autopilot](#)

[Google News Alerts](#)

[Page Content Templates](#)

[About](#)

[FAQ](#)

[What is your billing policy?](#)

[Where do shirts ship from?](#)

[Do you provide tracking numbers?](#)

[Do your shirts come from safe facilities for workers?](#)

[What is the average wait time?](#)

[What is your return policy?](#)

[Contact](#)

[Customer Service](#)

[Privacy](#)

[Returns](#)

[Terms and Conditions](#)

Getting Started

Congratulations!

You're on your way to making a very positive change in your life! Yes, you can make money selling t-shirts! Maybe, you even have an idea of how to do that already. Well, let me tell you... unless you're a veteran and have made money selling t-shirts online before, you're probably going to have to let go of some of the preconceived ideas you have. Your friends and acquaintances will have all kinds of ideas for how you can make money selling t-shirts once you tell them what you're doing.

Have they made lots of money selling tees online? No? In most cases you'll want to listen to them, nod and smile politely, then ignore everything they've just told you!

Read on and stick to the program to learn how I and many people I have coached have made a great deal of money selling t-shirts. This is not a get-rich-quick scheme... this will take a little time and patience... but rest assured, it works.

Okay, let's get to it. There are a few things you'll need to do before we get started on the t-shirt specific stuff:

Decide on a Domain Name

First - in case you're not familiar - I'm going to introduce to you the concept of a domain name... mytshirtstore.com. This domain name is going to be the address of your t-shirt store. Think about the domain name you want. You might want a cool, simple name like tshirts.com or tees.com. Forget those. Those were snapped up long ago. In fact, most names you can think of will be gone. What I suggest is you think about three (or more) word store names.

Examples off the top of my head...

- Graphicteeeparadise.com
- Cooltshirtworld.com
- Awesometshirtshop.com
- Wickecoolteez.com

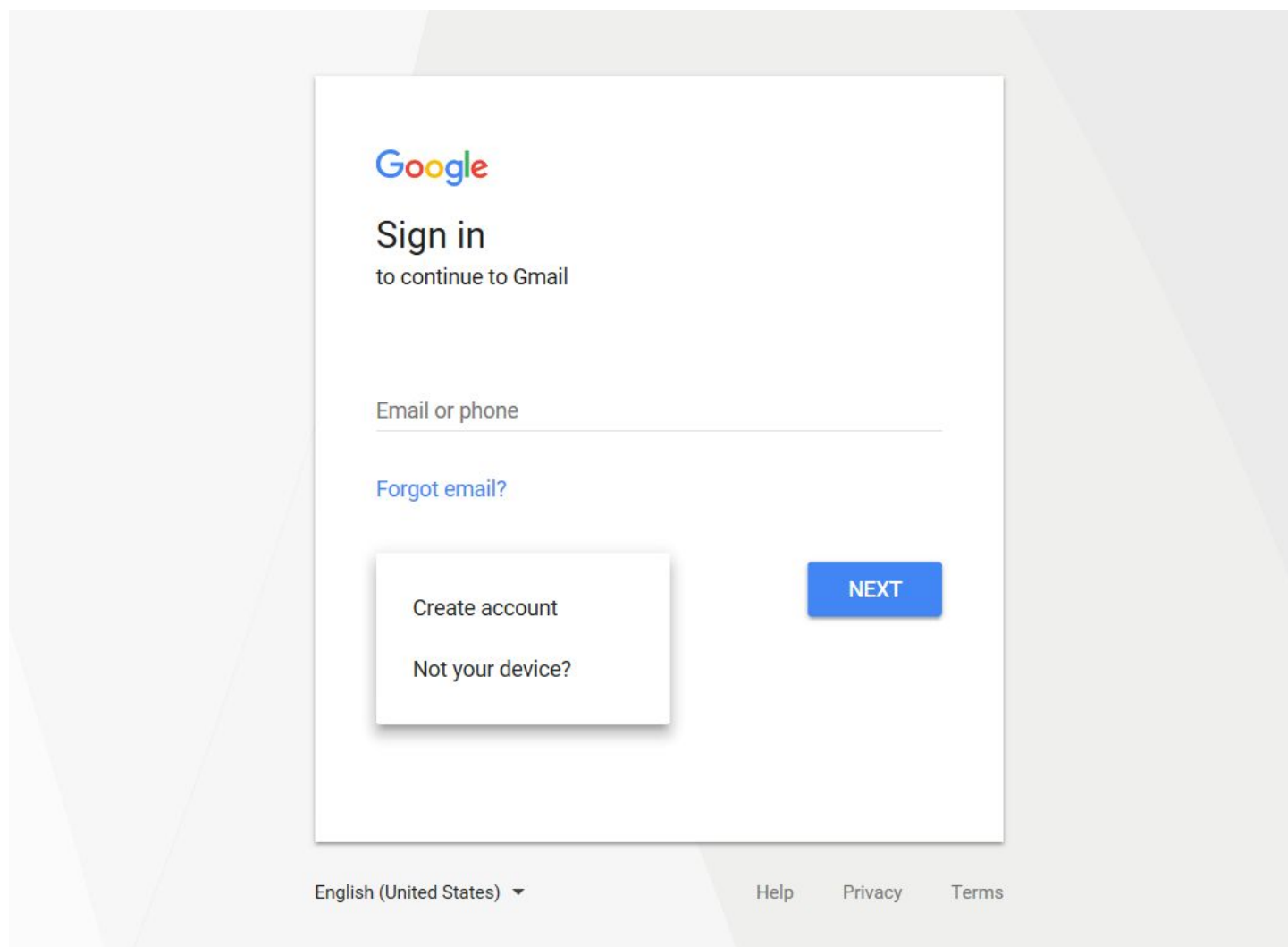
All those would work fine. If you get the word apparel, tshirt, tee, tees, or maybe even "teez" in there it will probably convey the idea well enough. I do suggest to keep it generic. For example, don't choose texasfootballfantshirts.com... unless you really, really only want to do t-shirts about Texas football. I suggest you leave room to put a variety of types of shirts on your store.

So, check to see what's available using a site like <http://www.domainsearch.com>. **Don't stress much over the name.** If it's an available domain name, it's probably good enough. If you've found a free one that you like, don't register it yet... move on the next step... creating your Gmail account.

Create a Gmail Account

You'll now want to create a dedicated Gmail account associated with your t-shirt business. So, if you decided on graphicteeeparadise.com, for example, you'll want to create a Gmail account called

graphicteeeparadise@gmail.com. You'll need this gmail account later for a variety of things. To do this, go to <http://gmail.com> and create a new account. If you're already logged into to a Gmail account, log out of it. Depending on what device you're on, you should get to a screen like this:



1. Click on "Create an Account"
2. Fill in the information on the next pages. Remember to use the first part of your new domain name as your gmail username. So if your domain name is "wickedcoolteez.com" then your gmail username will be "wickedcoolteez".

OK, one more quick thing to do... set up a Paypal account. This is how you're going to collect your money from shoppers.

Create a PayPal Account

You'll need a business paypal account in order to collect money from your customers. If you have an account already that you use for purchasing online you can use it... however, **you may want to set up a separate one so that you can keep your business income separate from your personal spending**. Also, you'll want your business name to appear on your customers PayPal receipts as opposed to your personal information.

1. Go to <http://www.paypal.com> and click on the “Sign Up” button.
2. Choose “Sign Up for a Business Account”.
3. Choose the free “PayPal Payments Standard” option and click “Get Started”.
4. Enter your t-shirt business associated Gmail address you just created (e.g. wickedcoolteez@gmail.com) and click “Next”.
5. Fill in all the information using your t-shirt domain name as your business name in proper case. Using the above example it would be “Wicked Cool Teez”. Accept the terms and conditions and click “Continue”.
6. Under “Tell us About Your Business”, choose “Individual” for business type... unless you have an actual sole proprietorship or corporation registered... in which case choose that. My instructions will assume you’re an individual running this business personally.
7. Choose the Categories that make sense to you: There’s no sub-category that fits exactly so choose Clothing / Men’s Clothing (although you’ll be selling women’s and children’s clothing too).
8. Estimate your monthly sales... doesn’t matter what you choose here.
9. Enter today’s date for your business establishment date.
10. Enter your website address (Continuing with this example it would be <http://www.wickedcoolteez.com>)
11. Click “Continue”.
12. Enter your personal details, certify that you are authorized to administer the account, and click “Submit”.
13. After registration you’ll need to confirm your email address, enter your credit card information, and link your bank account. All the instructions are contained within PayPal. They change their site often so I won’t get into detail here.

OK, that’s three big steps completed!

The last thing to mull over before really getting motoring is... t-shirts! Start thinking about t-shirts.

1. Do a few Google search for terms like: funny t-shirts, <insert your favourite team name here> t-shirts, st. patrick’s day t shirts, etc. Come up with some of your own. Take a look at them. What designs would you buy? What designs do you own? Do any of the designs inspire any ideas?
2. If you get outside, take a look at the graphic tees people are wearing. Anything catch your eye?
3. Watching your favorite TV or Netflix shows... any of the characters wearing interesting t-shirts?
4. Watch the news. Any funny or significant quotes that would make a good t-shirt?

Start thinking about these things today. In the coming sections I’ll help you develop some skills to see winning designs. Designs that will without a doubt, make you money.

Finally, print out this sheet as it will help you keep track of the various accounts associated with your new t-shirt business:



Important Account Information

Use the table below to keep track of your usernames and passwords for the various accounts associated with your t-shirt business. There are some blank accounts for future use. You may later choose to create an eBay account, Amazon, Wish, additional domain registrar, etc. Fear not... we'll keep it simple to start and all of this will be explained in due time!

Account	Username	Password
Google (Gmail/Merchant/Adwords/Analytics)		
PayPal		
TSG		



Create a Dropshipper Account

One of the great things about this business is that you don't need to stock inventory or do expensive screen prints. Introducing the dropshipper. There are others available but I use Tshirtgang for several reasons:

- 1) Low cost. One of the best dropshippers for one-off print pricing. This is important. One of the reasons this business works is because you can make a shirt that you sell only once and you'll still make money. You don't need volume sales of a single design to profit. More on this to come!
- 2) Competent, quick shipping. Not overnight, but your customers will receive their shirts in 2-5 days generally. The vast majority of purchasers are entirely satisfied with this. Again, the cost for this shipping is low.
- 3) Good variety of shirt, hoodie, apron, etc. styles. You come up with one design, and you have multiple products available for sale.
- 4) Good customer service. Quick, reliable response when you have issues... either with customer shipments or technical issues with your store.
- 5) Tshirtgang.com is connected to multiple marketplaces - a custom store, eBay, Amazon, Wish, Shopify, Bonanza, and more.

Okay, so let's get started! First thing you want to do is register your free account:

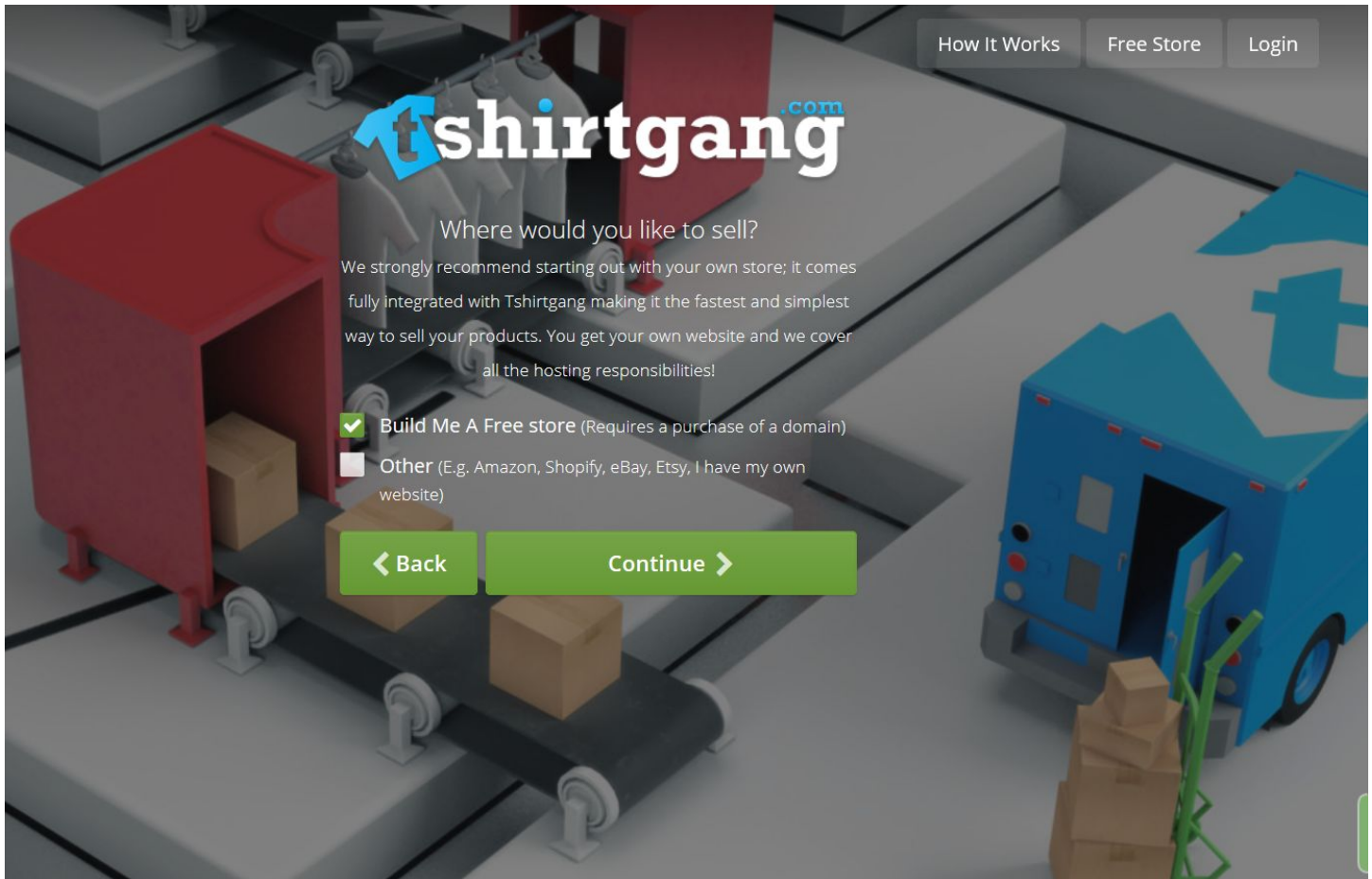
<https://www.tshirtgang.com/invite/Y5XTcxbirESi9o9>

Please use the link above to register as this will ensure that I am compensated by Tshirtgang. This is the reason I'm able to provide this service at such a low cost.

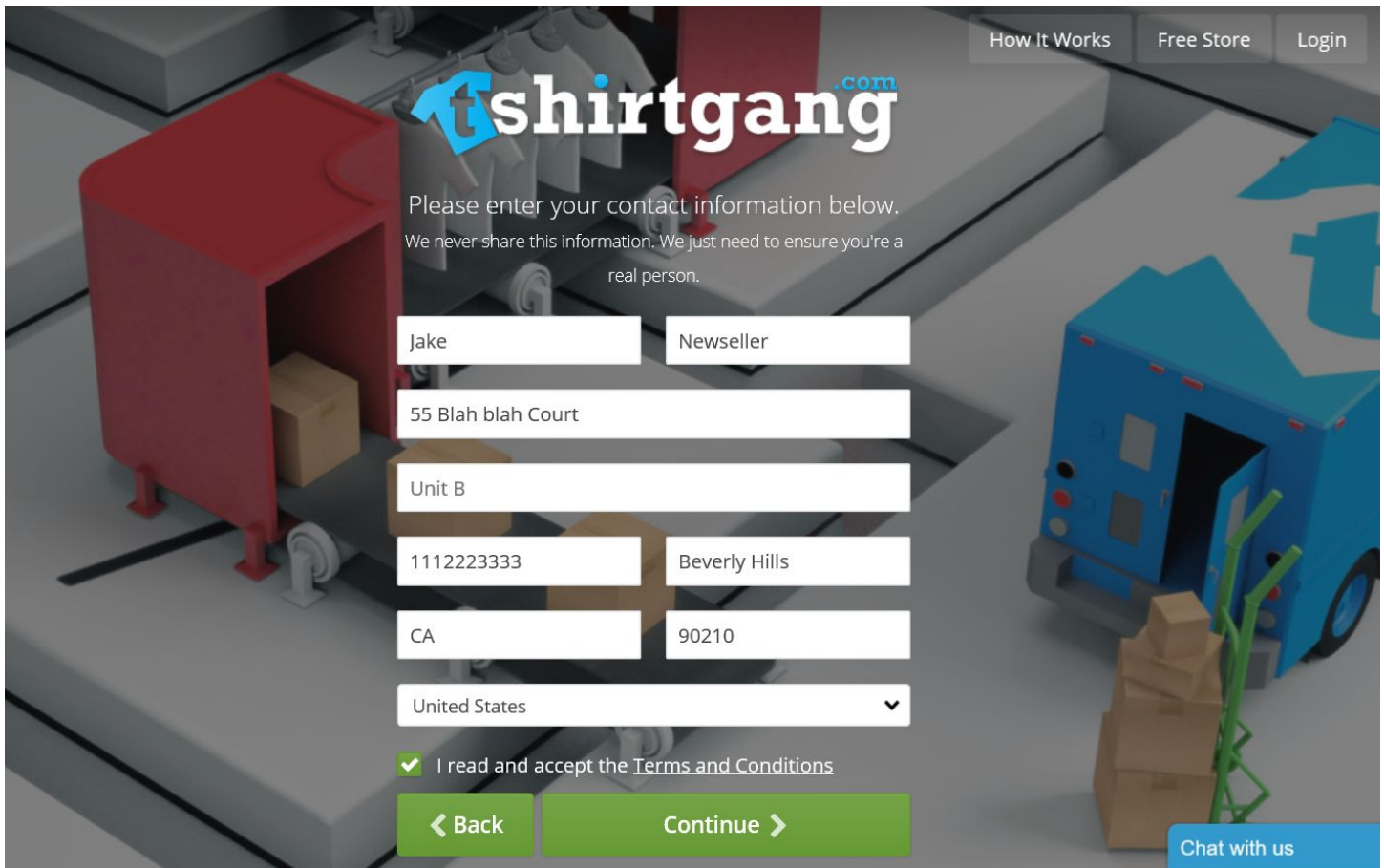


The screenshot shows the Tshirtgang.com website interface. At the top, there's a navigation bar with a lock icon, the URL 'tshirtgang.com', and icons for a shopping cart, a book, a star, and a menu. Below the navigation bar, the main content area features a large, stylized illustration of a red shipping container and a blue delivery truck. The 'tshirtgang.com' logo is prominently displayed in the center. Below the logo, the text reads: 'Welcome to Tshirtgang', 'Print on demand fulfillment made easy! No inventory. No minimums. No monthly fees. Sign up for free and start selling online today!'. There are two input fields for 'Your email address' and 'Password'. Below these fields is a green button labeled 'Create New Account >'. Underneath the button, it says 'Or Login With' followed by three social media login buttons: Facebook, Twitter, and Google. At the bottom, there's a link that says 'Already have an account? Log in here'.

1. Enter your email and password to begin the Tshirtgang registration process. Use the same email address you used to register with Graphic Tee Coach so I can keep track of your progress. Future instructional emails will be tailored accordingly.
2. Log your password somewhere safe... if you purchased the Ebook, take advantage of the included account information sheet.
3. Click Continue.



1. Choose the “*Build Me A Free Store*” option. This is your quickest bang for the buck. We’ll get into adding the other marketplaces later if you like. Tshirtgang will charge you \$20 for a private domain for a year. I know... it says “free store”. The store creation and hosting is free. But we still need to pay the domain registrar’s fee. (**NOTE:** If you don’t want to pay anything right now, it’s okay... choose the “*Other*” option, complete the setup, then jump all the way down to page 33 - “How to Create Products”).
2. Click Continue.

The image shows a contact form for 'tshirtgang.com' overlaid on a 3D illustration of a warehouse. The warehouse has a red loading dock on the left with a red truck and a blue loading dock on the right with a blue truck. Brown cardboard boxes are scattered around. The form is centered and contains the following elements:

tshirtgang.com

Please enter your contact information below.
We never share this information. We just need to ensure you're a real person.

First Name: Jake Last Name: Newseller

Address Line 1: 55 Blah blah Court

Address Line 2: Unit B

Zip: 1112223333 City: Beverly Hills

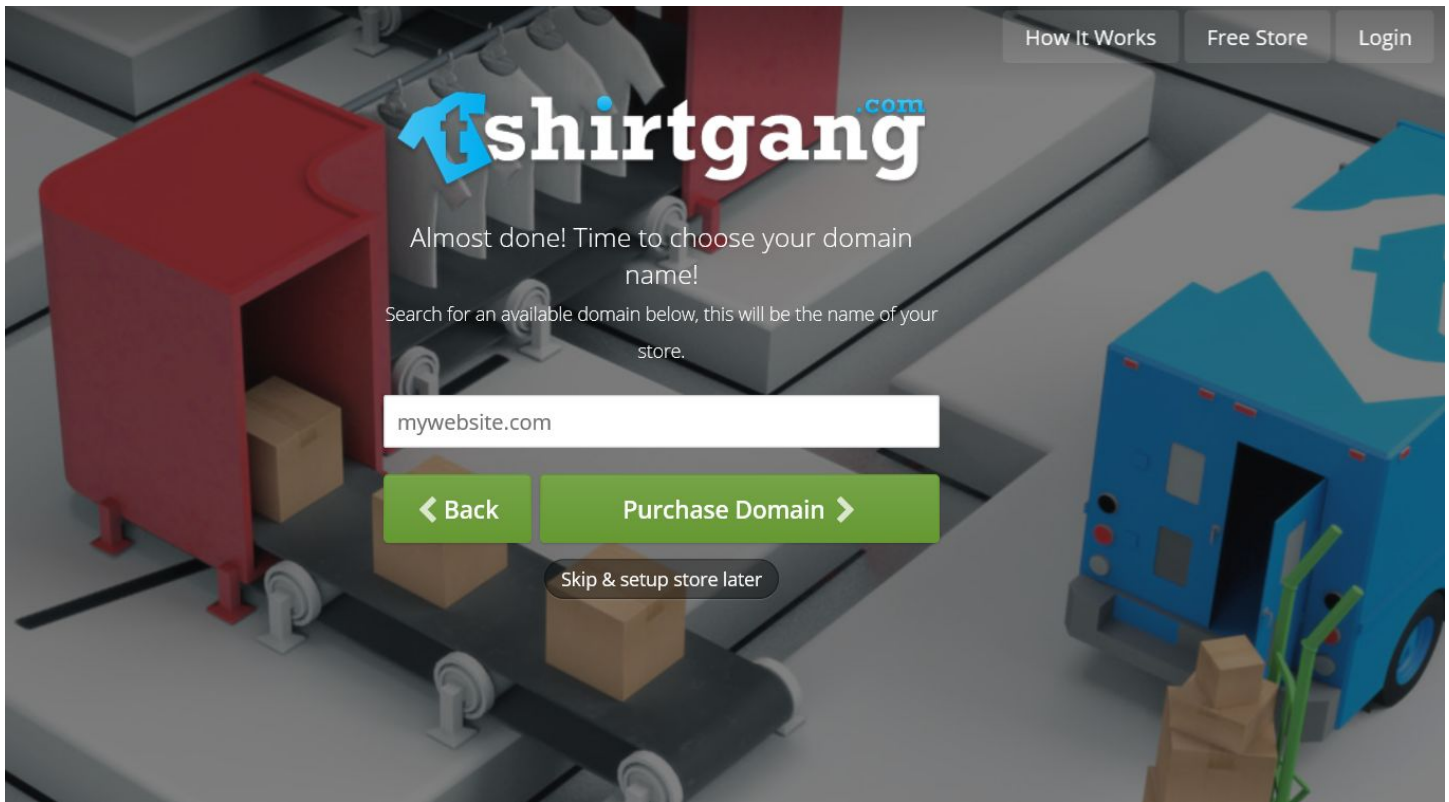
State: CA Zip: 90210

Country: United States ▼

☒ I read and accept the [Terms and Conditions](#)

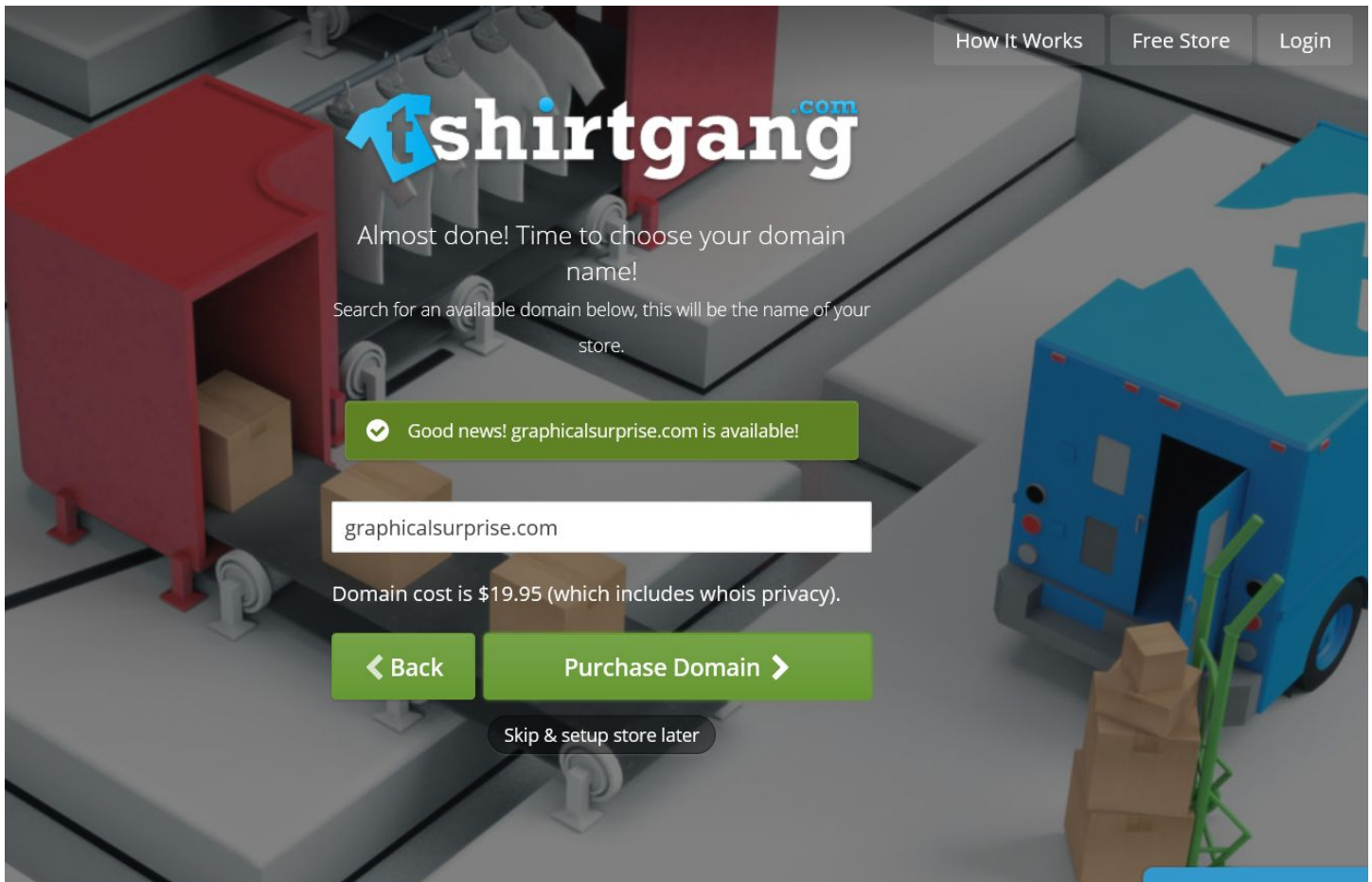
[Chat with us](#)

1. Enter your contact information and read and accept the terms and conditions.
2. Click Continue.



Now it's time to enter the domain name you've already researched. Haven't researched one yet? Go back to the "Before You Begin" section to get some ideas. I don't recommend skipping this step at this point. Choosing a domain now will get the ball rolling much quicker. Don't worry if you can't find exactly the domain name you want. In the end, it's going to be your products that sell... not the name of your site.

1. Enter your domain name (e.g. snazzyapparelshop.com).
2. Click Purchase Domain.



If you see this screen, your domain is available for purchase. If you see the red message then you'll need to try again until you find one that's available.

1. Click Purchase Domain.

tshirtgang.com

How It Works Free Store Login

Payment Information

Last step! Once you complete payment for your domain, we will create your store.

Pay with PayPal

Pay with Credit Card ✓

Bob Ilkjljk

VISA

e.g. 4510123456789000

Nov 2019

CCV e.g. 012

Domain: (renewable after 1 year)	\$19.95
Total:	\$19.95

< Back Start Selling

You have the option on the next page to pay with PayPal or your credit card. If your PayPal account is up and running you can use it. Otherwise just use a credit card for now.

1. Enter your payment credentials
2. Click Start Selling

Congratulations! You've taken a huge step toward earning real income selling t-shirts. Make sure to log your User ID info on the Important Accounts sheet.

You are only a couple of days away from having your store up and running. It's going to take a few hours (or maybe overnight) for your store to ready for you to start customizing. In the meantime, find some time over the rest of the day to think more about t-shirt ideas:

- Any great quotes by athletes or coaches, real or fictional? "Show me the money!", "Why don't you just go home, ball!", "Winning isn't everything... it's the only thing". Quotes like these happen all the time... there's t-shirt fodder there.
- Many more ideas to come...

Coming next: Setting up Your Store

Set up free hosted TSG Commerce Store

Your store should be alive and ready to set up at this point. You now have a choice to make - do it yourself at no cost, or spend around \$6/hr and take advantage of tshirtdesignservices.com's Complete Store Set Up service. You can expect somewhere between 5-10 hours of work depending on any specific customization requirements you may have. Here are the pros and cons as I see them:

	Do it Yourself	Complete Store Set Up Service
Pros	<ul style="list-style-type: none">• No cost.• You'll probably have a better feel for the inner workings of everything.	<ul style="list-style-type: none">• Hassle-free• The time you save can be spent coming up with t-shirt designs. That time could easily be worth many hundreds of dollars.
Cons	<ul style="list-style-type: none">• Probably a full day's work or more including wrapping your head around everything.• Google Merchant/Adwords set up is not even remotely intuitive.• You'll have to maneuver your way through some pretty arcane menus that change faster than I can keep this eBook up to date!	<ul style="list-style-type: none">• \$6/hr

Graphic Tee Coach's Complete Store Set Up Service

If you choose to go this route:

- 1) Simply go here and purchase the service:
<https://www.graphicteecoach.com/settingupshop-mm/?rid=p11y4v>. \$50 will get you a turnkey business. Wait... \$50... that's a lot of cash! Is it? Where else can you get a turnkey business for \$50! Go downtown, lease some storefront space, and set up shop. See how much it costs you. And, risk going bankrupt! \$50 is a smokin' deal. I can do it because I get compensated when you start selling tees. The \$50 just covers the cost of my staff doing the work to work with you to get everything set up.
- 2) Wait for a customer service rep to contact you and they'll do everything with some input from you.
- 3) Congratulations... you've just skipped a lot of work and headaches! Now you can get started on how to make money. Jump way down in this document to the "How to Create Products" section.

DIY Store Set Up

If you've decided you don't want to go the easy route, you can set your store up by yourself using the information below. Allow a day or so to get all this done.

To begin, log in to your store's admin section by using your Tshirtgang login/password at <http://www.yourdomainname.com/admin>. Note that there's a "Login" area and a "Login with Tshirtgang.com". Use the second set of fields and button. If you log in and the site is not live within 24 hours of creating your Tshirtgang account, you can open a support ticket to check status by logging into Tshirtgang (<http://www.tshirtgang.com>) and clicking on the "Support" link at the top of the page.

You'll likely come to the "Quick Start" section after logging in. If you lose this page you can get back there at any time by going to the Admin menu, then clicking "Quick Start Guide". Going forward I'll notate those instructions by saying, "Go to Admin / Quick Start Guide".

So, follow the steps below to get your store set up. You don't need to deal with everything in the Quick Start Guide just yet. I've laid out the parts you need to do:

Enter PayPal

1. Just simply enter your PayPal email address and hit enter. If you've followed the previous steps your paypal email will be yourdomainname@gmail.com.
2. Click "Save".

Create Page Content

During this step you'll be filling in all the page content other than product postings. This is your About Us section, FAQs, Customer Service information, etc. You'll find some templates I've provided for you at the back of the book. Use these as a starting point, but you'll want to edit them and make them unique from other sellers who've read my guide. I suggest to look at some random t-shirt stores on the net and look at their customer information sections to get some other templates to start with. That said, most of the information I provide below is time tested and you'll want to use it... in your own words.

1. Go to Settings / Page Content
2. About
 - a. Write some info about your store and what's cool about it. If most of your shirts will be sports related (for example) include some keywords in your text about sports.
3. FAQ
 - a. You might add to these as customers ask you questions. A lot of the information here will be repeated in other sections.
4. Contact
 - a. In order to keep your Google advertising active (critical!), you'll need two forms of contact here. I suggest an email address and a phone number. You might consider getting an online phone number that forwards voicemail messages to your email.
5. Customer Service

- a. Let your customers know when you'll respond and anything else specific to the way you'd like to serve them. Say something that gives the reader some confidence that you'll provide them quality service. They need to know that if they need to get hold of you for some reason, they can.
6. Privacy
 - a. The information provided in the template contains information that Google requires to approve your Google Merchant (Google advertising) account.
7. Returns
 - a. Your return policy can be whatever you're comfortable with. One school of thought is that offering free returns can increase sales because customers will be more confident. On the other hand, a returned one-off novelty shirt (which are the kind that sell!) will have little use for you down the road. You don't want to get into the business of warehousing returned shirts, waiting for someone else to buy the exact shirt, and taking it somewhere to be shipped. The template response I've written works well to allow returns but discourage returns simply because they change their minds about the product.
8. Terms and Conditions
 - a. Again, a lot of repeat information here, but Google wants to see this page.
9. Thank You
 - a. Thank your customers for their purchases and let them know that they'll receive a confirmation email shortly containing their tracking info.
10. Footer
 - a. This one isn't important for Google advertising purposes, but you could help your search engine optimization (SEO) cause by saying something like, "copyright yourdomainname.com 2018". Or, some slogan including keywords about your store, e.g. "coolest football, baseball, basketball, and hockey shirts on the planet!"

Customize Your Store

In your store admin section, go to Setting / Display Options.

At this point, you'll want to experiment with these settings, save them, and take a look at your store. By the way, you can always jump your store (as opposed to the admin section) by clicking on your store logo at the top left of any page. Once you have a look and feel you like, save it and move to the next step. However, if you want an entirely unique look, you can create a custom CSS. If you're not a web page designer, you can use tshirtdesignservices.com to do that for you.

Create Some Starter Products

You just want to create ten or so quick products to be able get your advertising campaign set up. It doesn't matter if these products ever sell or not - don't get bogged down in that yet. Just put up some quick products. The easiest way to to use the Tshirtgang customizable templates. Log into Tshirtgang, go to the dashboard, and click on "Create Product" to get to the product creation page:

Create A Product

- 1 Upload a design [\(See design guide\)](#)
- 2 Style
- 3 Model
- 4 Color
- 5 Title
- 6 Category



1. Click “Choose Customizable Template”
2. Scroll down until you see one you like and click on it.
3. Enter your text.
4. Click Continue.
5. Choose a style, model, and color
6. Title your shirt
7. Choose a category
8. Click Continue
9. Repeat until you have ten.

Note: You can go to <http://www.yourdomain.com> and you’ll see the products showing up on your site.

Search Engine Optimization (SEO) settings

At this stage of the game, I'm not going to get heavy into SEO. Suffice it to say that you can set your site up in such a way that makes it come up higher when customers do Google searches that match your products. Do a quick Google search for "funny t shirts". Whoever comes up first is doing some heavy SEO. However, at this point it would be overwhelming to get into it. You can certainly sell t-shirts without being the best at SEO. For now, we'll just use the built in Tshirtgang Commerce features to get you a little SEO boost. You'll want to go to your store admin section, then "SEO / Social". Don't worry about Facebook, Twitter, or Google Analytics yet. You can come back to that later. I want to get you selling quickly. Down the road, with advanced SEO and Social Media marketing, we'll get you selling *better*.

See the screen capture below. I've included some sample text that you can use to get started. Just worry about the fields on the left starting with "Website Name". Substitute your own store name where I've said, "Your Domain Name" of course. The Website Name and Title will show up in Google searches. Make them meaningful. The examples I've used are good, but you may have something that is more meaningful to the theme of the store you're building. The keywords you can copy exactly for now add to them later as you understand their benefit. It's all about people being able to find your products using "organic" searches... meaning they find your product without you paying for an ad.

Same with the default product keywords on the right. You can also copy the text from the default product description. The "" and "
" are HTML code. If you don't know what it is, don't worry about it. It's got to do with formatting the text when shoppers are viewing your product description... bolding and line breaks. You technically don't even need it.

SEO / Social Settings

Personalize your store

Facebook (Optional)

Twitter (Optional)

Google Analytics (Optional)

Website Name

Website Title

Website Keywords

Website Description

Save Changes

Default Product Keywords

Default Product Description

 Order this {TITLE} here today!

 This {TITLE} brings you quality graphics on pre-shrunk, ringspun cotton that feels great! The image is printed using the latest direct-to-garment technology.

Check the site for other shirts geared toward sports fans, Valentine's Day, St. Patricks Day, Mother's Day, Father's Day... you name it!

When new products are added to your store, these defaults settings will be used for every new product.

Navigation Page Titles

Customize each page title to improve your organize SEO ranking.

On Sale

Top Sellers

Set up SSL

Okay, technically you don't **need** SSL but you'll eventually want it. You can do it now or later if you prefer. SSL essentially secures your site from your customers' standpoint. It ensures that any sensitive data they enter (name, credit card, etc.) are encrypted when that data gets sent across the net. So, you don't need SSL, but your customers will feel a lot more secure if you have it and it will increase your sales. If you don't have it they may see warning messages coming from their browser while they are shopping. Secondly, Google ranks sites with SSL higher in search results. So, for \$20 a year, it's worth it. If you really want to skip this right now, then go down to the next section, setting up your Google Shopping campaign.

To set it up, login into Tshirtgang, go to the dashboard, and go to My Tshirtgang / My Store. Then click on the "Buy SSL Cert for this Domain" button.

 Buy SSL Cert for this domain

You'll come to this page:

Buy A SSL Certificate

SSL Certificate installations will be complete overnight, after the purchase has been completed. Your SSL Certificate will be setup and installed automatically for you.

SSL Certificates are only valid on Tshirtgang Commerce stores.

Fill in the required information below to add SSL certificate for <http://www.sidestreetshirts.com> to your shopping cart.

First

Last

Address

Phone Number

City

State

▼

Postal Code

Country

United States ▼

Email Address

SSL Certificate for: <http://www.sidestreetshirts.com> \$19.95

☐ I Agree all the above information is accurate.

Add To Cart

Cancel

SSL Information

- SSL certificate purchases are valid for 1 year
- Tshirtgang will install the SSL certificate for you!

Simply fill in the information, agree to the terms, and click add to Cart. After that, go to your Tshirtgang Shopping Cart and you should see that the amount owing is \$0 due to the credit that's been applied to your account. You'll need to process your cart by clicking the button at the bottom right under the total.

Set up Your Google Shopping Campaign

Up to this point, you may have been wondering how customers are going to find your products.

Create a Google Merchant account

The only thing you'll need to create your Google Merchant account is your Google account information for your site. Head over to [Google Merchant Center Sign Up](#) and login with your Google account details (the gmail account you created when you got started). You'll be taken to a page to fill in some simple information about your business, agree to the terms and claim your website URL by following the instructions on the final page.



Sign up for Google Merchant Center

Google Merchant Center is a platform where you can upload your store information and product data to show on Google.

You can use your product data to connect to your customers across the web. It's free to create an account and get started.

About your business

Where is your business based?

Select country ↕

What's the name of your store? ?

What's your website? optional ?

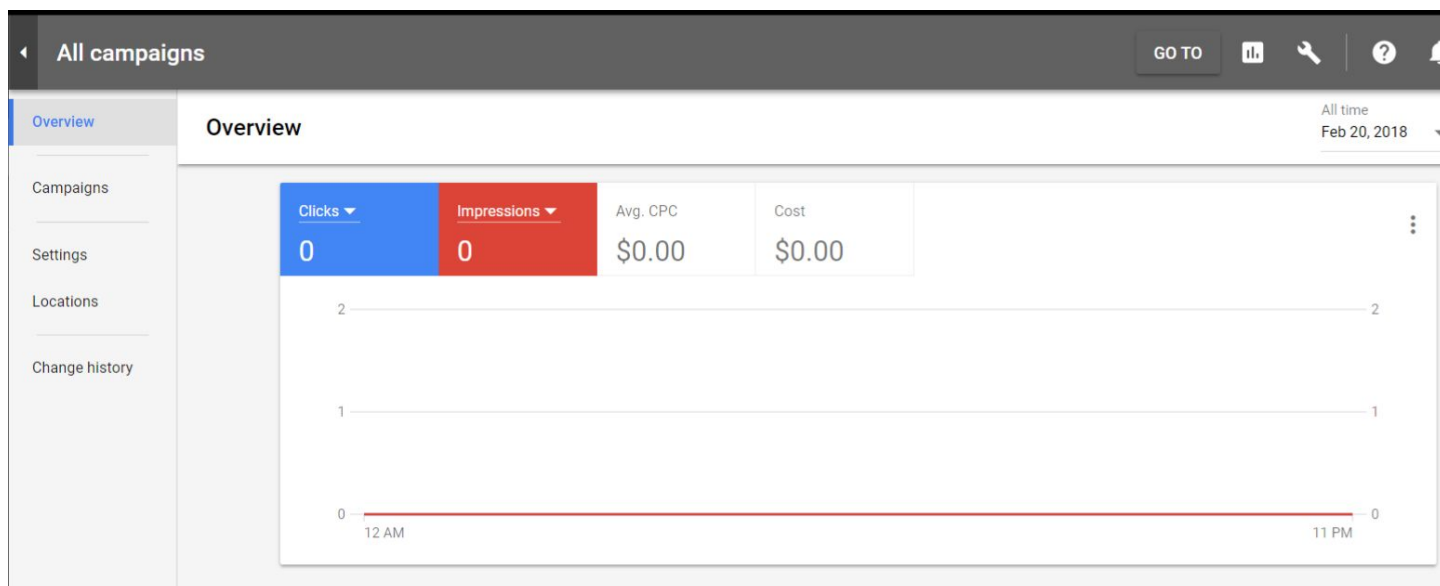
Website URL

Create and link a Google Adwords account

Head over to [Google AdWords](#) and sign in with your Google account information. You'll be taken to the Adwords dashboard. It's very important to skip the guided setup that Google tries to walk you through. You need to do this manually or Google will set up an account for you that charges you needlessly. If you find this daunting... bail out! Pay for the easy way set up and be done with it!

<https://www.graphicteecoach.com/settingupshop-mm/?rid=p11y4v>

Otherwise, continue on...



From here you'll want to click on 'Campaigns' and create a new 'Shopping Campaign' so we can set up the advertising for your products in Google Merchant.

Select a campaign type ?

Search Display **Shopping** Video Universal App

Products

Account
Select the Merchant Center account with products to advertise in this campaign ?

[Redacted] - RupertsTees

Country of sale
Select the country where products are sold ?

United States

CONTINUE CANCEL

Make sure your own settings reflect those in the photos below.

Shopping campaign settings

Campaign name

Your Campaign Name



Merchant

[REDACTED] - RupertsTees

Country of sale

United States

Additional settings

Bid settings

Bidding

Select your bid strategy ?

Manual CPC

☐ Enable Enhanced CPC ?

AdWords automatically adjusts your manual bids to try to maximize conversions

To enable enhanced CPC, set up conversion tracking

[Learn more](#)

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads

[Learn more](#)



Budget

Enter the average you want to spend each day

\$ 20

^ Delivery method

☒ Standard

☐ Accelerated

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Standard: spend your budget evenly over time.



Campaign priority

Select a campaign priority ?

☒ Low (default) – Recommended if you only have one Shopping campaign

☐ Medium

☐ High

When to use it

If you have multiple campaigns with one product, use campaign priority to decide which campaign's bid will be used. If campaigns have the same priority, the campaign with the higher bid will serve.



Targeting & Scheduling settings

Networks



Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners [?](#)

Devices

Ads will show on all eligible devices by default

Locations

Select locations to target [?](#)

- ☐ All countries and territories
- ☐ Saint Lucia
- ☒ Enter another location

Targeted locations (1)

United States country

Reach [?](#)

264,000,000

[?](#) Enter a location to target or exclude

[Advanced search](#)

SAVE AND CONTINUE

CANCEL

Save and continue onto the Ad Group section and make sure it's set as shown below.

Create an ad group

Your ad group determines the type of ads you'll run and how you organize bidding on those ads. You can create more ad groups of both types later on.

Ad group type

Select ad group type [?](#)

Product Shopping

Promote individual products

Showcase Shopping

Promote a variety of products

NEW FORMAT

Ad group name

Your Ad Group Name

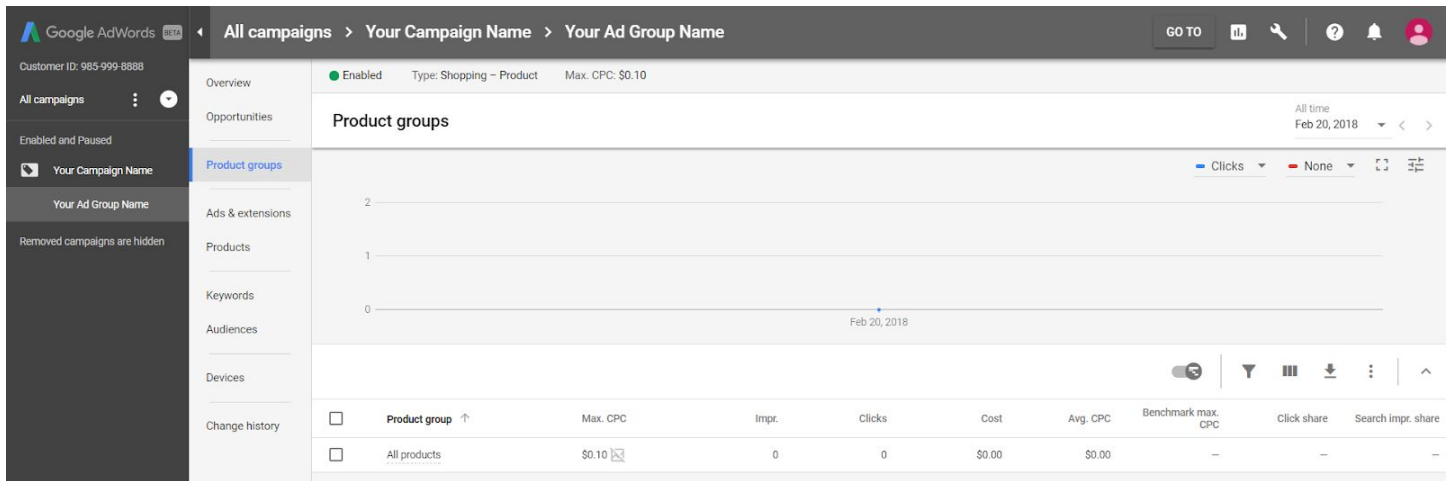
Bid [?](#)

\$.10

SAVE

CANCEL

Click save and you will be taken back to the Adwords Dashboard.



Head back over to Google Merchant, click on settings and select “Account Linking”. There you will see a ‘Link’ button which you click to link the two accounts.



Account settings

Preferences

Account linking

Automatic item updates

Users

SFTP / FTP / GCS

Content API

Merchant Center programs


Help

Send feedback

Content language

/ feeds to submit yo

or to provide additional data that you want to use in

Status	Actions
 Not linked	LINK

Now Adwords is set up to advertise any products that get added to your Google Merchant account.

Link TSG Commerce store with Google Shopping account

1. Login to your merchant account and find the 'Products' tab.
2. From there select the 'Feeds' tab.
3. Click the circular blue button to add a new feed.

When creating the feed make sure the following are selected:

- Target country: United States.
- Language: English.
- Destination: Shopping.
- Primary Feed Name: Any name you give the feed.
- Scheduled Fetch must be selected.
- File Name: Any name.
- File URL: <http://www.YourSiteName.com/merchant.txt>

1

Basic information

Type

Products

Target country

United States ▼

Currency: USD. If you provide prices in a currency different than the currency of the target country, you authorize Google to convert those prices on your behalf.

[Learn more](#)

Language

English ▼

Destinations



Shopping

CONTINUE

2

Primary feed name and input method

Name your feed and choose an input method.

Primary feed name

Enter Feed Name Here

Choose a descriptive name that helps you understand the content of the feed. The feed name does not need to match the name of the actual file you're submitting.

Choose how to set up your feed and connect your data to Merchant Center.



Google Sheets

You'll make updates to your product data in a Google Sheet, and they'll automatically be applied to your account. [Learn more](#)



Scheduled fetch

You'll host a file on your website that contains data and schedule a regular time for Google to fetch updates. Updates are only applied to your account when the fetch occurs. [Learn more](#)



Upload

You'll keep a file on your computer that contains data and regularly upload it to your account through SFTP, FTP, Google Cloud Storage, or a manual upload. [Learn more](#)



Content API

The Content API for Shopping enables you to automatically upload product listings and so make your products easily discoverable through Google Shopping. [Learn more](#)

CONTINUE

CANCEL

To obtain the File URL you'll have to install the Google Merchant plugin on your store:


- Go to your store's admin section.
- Select 'Plugins' and click 'Marketplace'
- Install Google Merchant plugin.
- Regenerate feed and copy URL.

Your store is up to date! [Click here to check for new versions](#)

Your store was recently updated! To see what's new and improved, visit the [Software Information](#) page for all the details [Close Notification](#)

Plugin Marketplace

Tshirtgang Marketplace makes it easy to add plugins into your website. With just a few clicks, admins can add new features, customize features and much more.



Google Merchant

Release Version: 2.27
Installed Version: 2.27

Google Merchant account owners will be able to quickly and easily create data feeds. Website owners will be able to create a text data feed for their Google Merchant account, listing all of their active products for sale on Google. Use this data feed with compatible websites like www.google.com/shopping.

[Go To Plugin](#) [Remove](#)

Google Merchant Feed

Our Google Merchant plugin makes it simple to generate Google Merchant feeds. If you aren't familiar with Google Merchant, [see how it works here](#). Also see our [Google Merchant Setup Guide](#)

Using Google Merchant can help promote and sell your products to millions of potential buyers who use Google everyday.

Use the following data feed with Google Merchant

<http://www.██████████.com/merchant.txt>
Merchant feed last generated: **February 19, 2018 10:03**

Enter the name of your feed file and create a fetch schedule.

File name

FileName

Fetch frequency

Daily ▼

Fetch time

12:00 AM ▼

Time zone

(GMT-11:00) Niue [Pacific/Niue] ▼

File URL

<http://www.YourSiteName.com/merchant.txt>

(supported protocols: http, https, ftp, sftp)

If your URL is password protected, provide your login info.

Username (optional)

Password (optional)

CONTINUE

CANCEL

Click continue once all the fields are filled and you're done! Google will automatically retrieve any new products posted to your site once a day at the time you selected.

How to Create Products

The Quick, Easy, and Free Approach - Tshirtgang Templates

Once logged into Tshirtgang, click the “Create a Product” button. Shortcut: click the Tshirtgang logo from anywhere within the site to get the product creation page. That will take you here:

Secure | <https://www.tshirtgang.com>

tshirtgang
your T-shirt fulfillment partner

Community F.A.Q. Prices Support Dashboard My Account

Create A Product

- 1 Upload a design (See design guide)
- 2 Style
Classic
- 3 Model
Original
- 4 Color
White
- 5 Title
Your text here
- 6 Category
Please Select

There are a few easy things you can do to create t-shirts using this page:

1. Create a simple text based shirt:
 - a. Click on the “Toggle Text Editor” button
 - b. Enter some text
 - c. Adjust the font, colours, and other settings as desired
 - d. Choose a style, model, and color
 - e. Title your shirt
 - f. Choose a category
 - g. Click “Continue”
 - h. Voila! Your shirt is for sale on your site.
2. Upload an existing image
 - a. Click on the “Browse for Image” button.
 - b. Find a PNG or JPG image on your PC, Mac, or device and double-click to select it.
 - c. Click the “Upload” button.
 - d. Choose a style, model, and color

- e. Title your shirt
 - f. Choose a category
 - g. Click “Continue”
 - h. Your shirt is for sale!
3. Use a customizable template
- a. Click “Choose Customizable Template”
 - b. Scroll down until you see one you like and click on it.
 - c. Enter your text.
 - d. Click Continue.
 - e. Choose a style, model, and color
 - f. Title your shirt
 - g. Choose a category
 - h. Click Continue
 - i. Your shirt is for sale!

Experienced with Software such as Photoshop, GIMP, or Paint.net?

If so, awesome! All you need to know is the format in which the Tshirtgang print shop expects your images. On the Tshirtgang “Create a Product” page above, click on “(See Design Guide)”. This page will give you the format in which Tshirtgang expects your image.

No Graphics Design Experience? Learn Paint.net

You could learn Photoshop or GIMP also but they’re more complicated. They are more feature rich and you can do more things, but they’re a little harder to learn.

Use <http://www.tshirtdesignservices.com> to get low cost designs done for you by staff who have experience in how to create product for TSG, title it, and upload it to your account.

T-shirt Titling and Descriptions

Soon we are going to be talking about how to come up with ideas for t-shirts that will sell. But first I want to talk about something critical to your success; that is the way you title your shirts. We'll talk a lot about keywords. Using the old 90/10 rule as a good rough estimate, doing this right will separate you from 90% of your competition. You don't want to be another person who thinks he or she has great t-shirt ideas, then sells nothing. If that happens to you, you plain and simple haven't followed my guidance! So let's talk about titles:

Keywords

This is the most important consideration in your titles. Let me show you a bad title and a good title. Let's look at an example. If you're a football fan, you may have seen this t-shirt before:



Let's say you were to make your own version of a shirt like this. You could title it:

- a) Clown T Shirt
- b) Funny Goodell Clown T Shirt
- c) Funny Roger Goodell as a Clown Matt Patricia Inspired Football Fan T Shirt

Which one do you think would result in more people finding your shirt? If you said "a" or "b", then tsk, tsk. Of course it is "c". Now, it's possible that Roger Goodell or Matt Patricia wouldn't like you mentioning them in your title. I'm not going to pretend to know what is allowed or what isn't, I'm only telling you which title has more relevant keywords in it that is going to move you up the Google rank. Think of clever ways to get more keywords associated with current events into your titles. (Much more on the current events thing later...)

So, titles should have very relevant keywords to the story around the t-shirt. Think about it this way. If you saw someone wearing that shirt and you desperately wanted it, what would your Google search look like? You

might search for “Buy Roger Goodell clown shirt seen on Matt Patricia”. Or you may search for, “Funny Roger Goodell clown shirt”. You get the idea? Think about what you would search for, then make sure you get those keywords into your title.

You’ll want some good catch-all keywords in there too. In the above example, “Funny” and “T Shirt” are the catch-alls. Another example less related to the above shirt is “Gift”. Let’s say you have designed a t-shirt that posterizes and unbelievable dunk in basketball. And let’s say it would appeal to Denver Nuggets fans. You could call it, “World’s Best Slam Dunk Essential Denver Basketball Fan Gift T Shirt”. So, when mom or dad are shopping for their basketball fan kid, and they’re searching for “gift for Denver Nuggets basketball fan”, your shirt has a good chance of coming up. You’re matching keywords.

Spelling and Grammar

It’s important to get the spelling and grammar correct in your titles. Again, when people search for a shirt like yours, if you’ve spelled a keyword incorrectly, that’s going to hurt your rank. Here are a few tips:

1. Spell every word correctly
2. Use the correct case... title case. E.g. “Cool USA Independence Day Gift T Shirt”, not, “cool usa Independence Day gift t shirt”.
3. Use “T Shirt” instead of “Tee shirt” or “T-shirt”. From my experience it gets ranked better.
4. Keep your titles to around 72 characters or fewer.
5. The title should make sense. For example, “Funny Guitar Player T Shirt”, not, “Funny Fun Cool Interesting Guitar Guitarist Stringed Instrument Shirt”. Lots of keywords are good, but be clever about it. Keep the title reading like something a buyer would understand... and hence purchase!

T-shirt Inventory

In terms of sales longevity, there are two kinds of shirts you can put on your site. Slow-and-steady, long-term sellers... and hot sellers. Let's start with a couple of examples I pulled off Google.

Long Term Seller	Short Term Seller
	

Now, the long term seller simply states, "I'd rather be playing football". Someone could buy that today, tomorrow, and as long as football exists. In the second example, it's a rather amusing image of Johnny Football disguised so nobody would notice him in Vegas. That story is old and dead. It may have sold like crazy when the story came out, but it would have quickly fizzled. The good thing about the one on the right is that it might have made someone a lot of money in a short period of time. The one on the left might be making someone a small amount of money over a long period of time. Which is better? Both. Here's why:

You need the long term sellers or you'll constantly be trying to come up with hot sellers. That can get taxing. There are days when you'd rather just watch TV, put the tee business on hold, but still have sales coming in. Thank you long term sellers! There are other times when you just dropped the tranny in your car and you have to replace it. Time to think about some hot sellers! What you want is a mix. To throw a rough estimate out there, you might need 500 long-term sellers to sell like a single hot seller over the course of a year. That may seem daunting, but not really. Come up with 1-2 long term sellers a day and you have 500 shirts on your site in a year. But you should be setting your sights higher than that. I'd suggest to come up with at least 5 long-term seller ideas a day. If you come up with even one or two hot sellers a month you'll be doing alright. This is a good time to remind you about [T Shirt Design Services](#). If you don't have the time or knowledge to make 5 shirts a day, then take advantage of the low cost service. You need to get shirts on your site!

Here are a couple more examples. Try to figure out the difference. BTW, the hot seller on the right would have been a hot seller at two different points in history:

Long Term Seller	Hot Seller
	

Much more to come on how to come up with ideas for both long-term and hot sellers...

Sources for T-shirt Ideas

I will give you several sources for t-shirt ideas. I encourage you to pick just one of them for now and use the others once you're more skilled at spotting ideas. Oh, by the way, today I'm focusing more on sports related t-shirts. Your sports knowledge is what can give you ideas for very hot selling shirts. However, I strongly suggest that you don't make a "sports only" site. You will come across many great t-shirt ideas that have nothing to do with sports. Having these on your site will benefit you for many reasons.

So, how do we come up with a winning t-shirt idea/design? Here is the key concept that I want you to understand: You must create t-shirts that are in demand!

Okay, so you think you have some ideas for what will sell? You've got this stockpile of ideas of funny shirts that you know people will buy? Forget it... you don't. Blunt, I know, but you'll thank me later. Well... maybe that was a little harsh. Some of your ideas are probably good. But, I'm here to show you how to **sell t-shirts**... not come up with creative, funny t-shirts. Your creative, funny t-shirt ideas may well sell... but not until you understand how to sell t-shirts online. Here are the keys:

1. Figure out what is in **demand**. You probably already have an idea about **supply**. You have some good ideas of t-shirts that you think people will like. But you need to **know** what they will buy. Not **think**. You need to know what's in demand.
2. Match your shirt designs to the demand.

Let me give you an off-the-cuff example. Let's pretend that it snows today in Honolulu. It get a little chilly and a few flakes fall down. That would be **big** news. That big news just created t-shirt demand that didn't exist before the snow. Examples of text you might see on "in-demand" shirts:

1. I Survived the Honolulu Blizzard 2018
2. Property of the Honolulu Cross-country Ski Team

Here's the idea... people buy shirts based on current events and things that tug at emotions. Things people are passionate about. Snow in Honolulu is big news and people who live there would be talking about it, coming together as a community over it... it would be emotional.

Do you know what people are **really** emotional about? Sports! If you're a Texas football fan and Texas wins the national championship, would you buy a t-shirt? Damn right you would. Current event + passion. Have you bought a t-shirt proudly supporting your favorite band or singer when they came to town? Of course.

So, here's what we're looking for... t-shirt ideas that are associated with current events **and** trigger emotion.

Now, as I mentioned before, you need long-term sellers and hot sellers. But, while you're getting started, you'll want to spend more time focusing on the hot sellers. Why? Because hot sellers are based on popular current events. And, you'll create shirt titles with keywords associated with those popular events. That will drive traffic to your site. That will improve your Google rank. That will cause people to eventually find your shirts that aren't based on current events.

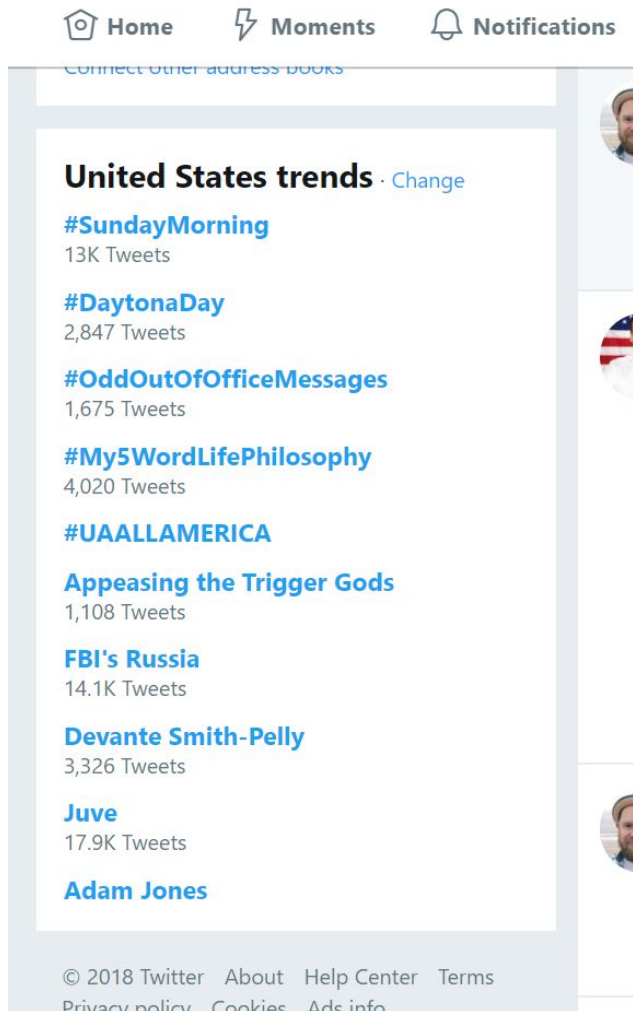
Get it? While getting started it's more important to be thinking about getting traffic to your store than it is to be thinking about having lots of really great product. That said, you'll need some "filler" product so that when a shopper comes to your site they see that you have some stuff for sale. You wouldn't walk into a bricks and mortar store that had one item hanging for sale. Same applies here. So you'll need to load up a bunch of product in the short term. By the way, you can do this yourself of course, but a good way to do that is to go to <http://www.tshirtdesignservices.com> and create a design request asking for... say... 20 funny, unique shirts. Your design request instructions could be, "Do a google search for funniest shirts of all time and make me 20 similar but unique shirts. Stick to designs that are quick and easy to do". Or, "design me 20 funny shirts for sports fans". That'll get you 20 good filler shirts (some of which will eventually sell) onto your site quickly. The other good thing is that the designers there know what "templates" tend to sell. They'll give you designs that they know have been purchased before.

Then you can focus on the current event based shirts that you ***absolutely need*** to get traffic to your store and start making real money!

Coming next... how to find those hot, current-event based ideas that will drive traffic to your site.

Twitter

Okay, you're ready to find those hot, current event-based designs. Let's start getting traffic to your site. If you don't have a Twitter account, create one. In fact, even if you do have one, you may want to create one using your new store name and email address. That will help to give your store some SEO juice down the road. Once you have an account, you'll want to log in and make sure your settings have you seeing US trends on your home page. That's the first thing to look at. It's Sunday morning and I just took a screenshot and inserted it below. Take a look and read below to see what to do next.



Using Twitter Trends

There's a lot of political material today, but we're talking about sports at the moment! So, let's say you're a Bama fan, for example. First thing you want to do is see if #crimsontide, #rolltide, #bama, #nicksaban, #tuscaloosa or something to that effect is trending on Twitter. If it is, you have a potential source of hot material. If not, you can still do a Twitter search for any of those hashtags and see what some of the top posts are. You're familiar with your team so you will know what other hashtags make sense to search for - quarterback's name, various player's names, coaches, etc. In the above sample, it's winter so we're seeing no football trending. However, a Washington Caps hockey player, Devante Smith-Pelly is trending. By clicking on

the trend and reading the underlying tweets, we can see that apparently some Chicago fans directed some racial remarks toward him.

"Devante Smith-Pelly"

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From anyone ▾

Anywhere ▾


All languages ▾

[Advanced search](#)

Who to follow · [Refresh](#) · [View all](#)




NOTRE DAME WBB [@n...](#) [Follow](#)



Devante Smith-Pelly [@...](#) [Follow](#)

Top news [View all](#)



4 Blackhawks fans ejected for racist taunts aimed at Capitals' Devante Smith-Pelly

We've got a social problem, but that's not why we're here. We've got t-shirt material. Here are some tips for how to extract a t-shirt idea from this:

1. Pick keywords out of the new associated with the incident: "devant smith-pelly, racist, taunts, hockey, chicago". Read more top tweets and you can find more. The idea is to figure out what are the **top words** that people are talking about. I.e. keywords. I will repeat this concept throughout these lessons: *You must associate your shirts with keywords that allow google searches to find you. Match the titles of your shirts with things that are popular on Twitter (and other social media accounts and Google).*
2. What shirt idea makes sense from this topic? Okay, so you've got your hot keywords... things that people are talking about. Now, how can this become a t-shirt? Here's an idea off the top of my head. You'll be coming up with your own similar ideas as you move on through the lessons. How about something like this? Does it meet the current event + emotion test?

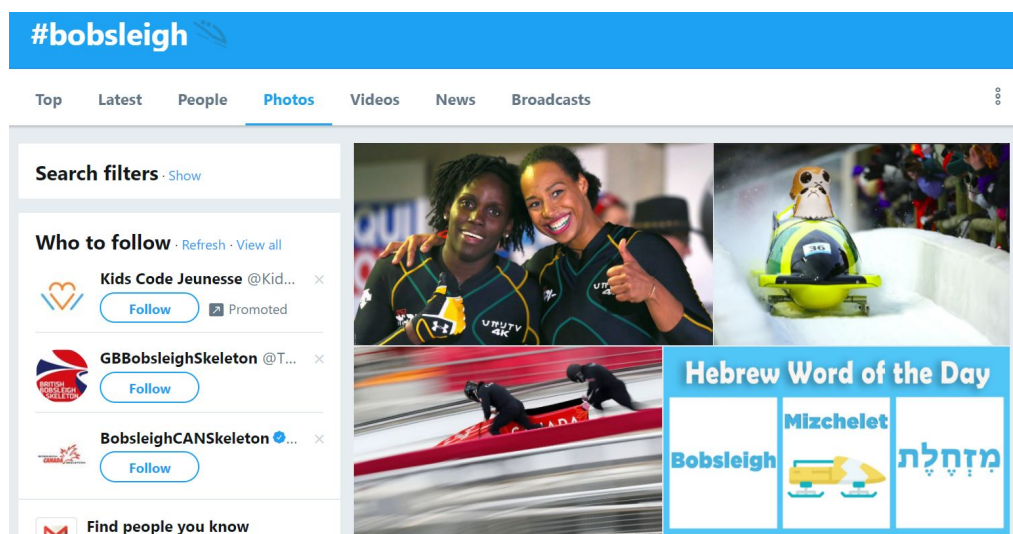


Do a google image search for anti-racism t-shirts and you'll come up with your own ideas. Anyway, that's just one idea. Did an athlete or coach make a quote about this incident? Quote t-shirts can be good. How about an "end racism in Chicago" shirt? With a little reading, thought, and Google searching, you can probably come up with three or four decent ideas from this one story. With some practise, you'll be seeing a trend like this, doing some reading/thinking/searching, and come up with these ideas in as little as a couple of minutes.

So, staying with trends, notice at the top of the Twitter page you see that I'm looking at the **Top** tweets. Look to the right and you'll see **Photos**. Click on "Photos" and you'll see many images and photos associated with a Twitter topic. If you start to see popular or repeating photos you may be able to alter them into a t-shirt. Maybe put a silhouette of an image above a quote associated with the image.

Twitter Searches

So, trends are good. But, even if something is not trending it can still be popular within a niche. Back to sports. Let's say you're a bobsleigh fan. Okay, you're probably not, but the TV is on in the background and Olympic bobsleigh is on right now. Let's do a Twitter search for **#bobsleigh**:



Hebrew word of the day for bobsleigh? Sure! That's a t-shirt idea. In fact I scrolled down and saw this image repeating a few times, which suggests people like it. If they like the image, they may will like it on a t-shirt.

Come up with your own idea based on this. Let's say an image of a bobsleigh with the Hebrew word for it underneath. Do it in Israel team colors.

Now, of course, you can do this search for any sport, any team, any athlete... anything popular. Stick to what you know and you'll have better ideas about what people would buy. You probably own shirts and you know why you bought them. You already know what to do. You just need to browse through these tweets to be inspired.

Spend some time getting to know and understand Twitter. Twitter taps into the pulse of country in terms of what is popular now. Think about this for a second... in the past if you wanted to sell t-shirts you'd come up with an idea, get a few silk-screened, list them for sale by advertising or put them on a rack in a store. If someone buys, great. If nobody does, you just spent a lot of money for no return. You were creating a supply and hoping for a demand. With Twitter, it's the reverse. You're looking into what's popular (demand) and designing a related image to put on a shirt that is not printed until somebody buys it (supply). You are meeting the demand as it happens in near real-time. This is one of the big reasons why this t-shirt business works. Popularity sells. So, all those ideas you had about cool shirts? Forget about those for a while. You want to start selling fast. Make shirts based on popular trends.

Instagram

Instagram is one of my favorites... t-shirt ideas paradise! The reason I love it is because it's filled with images... and more importantly, it's filled with images in order of popularity! This makes your job easier.

First things first, you'll want to create an Instagram account if you don't have one. Again, probably use your gmail account associated with your t-shirt store to keep the SEO juice flowing.

Here's the Instagram / T-shirt Success formula:

Trending Topic + Top Instagram Post = Great T Shirt Idea

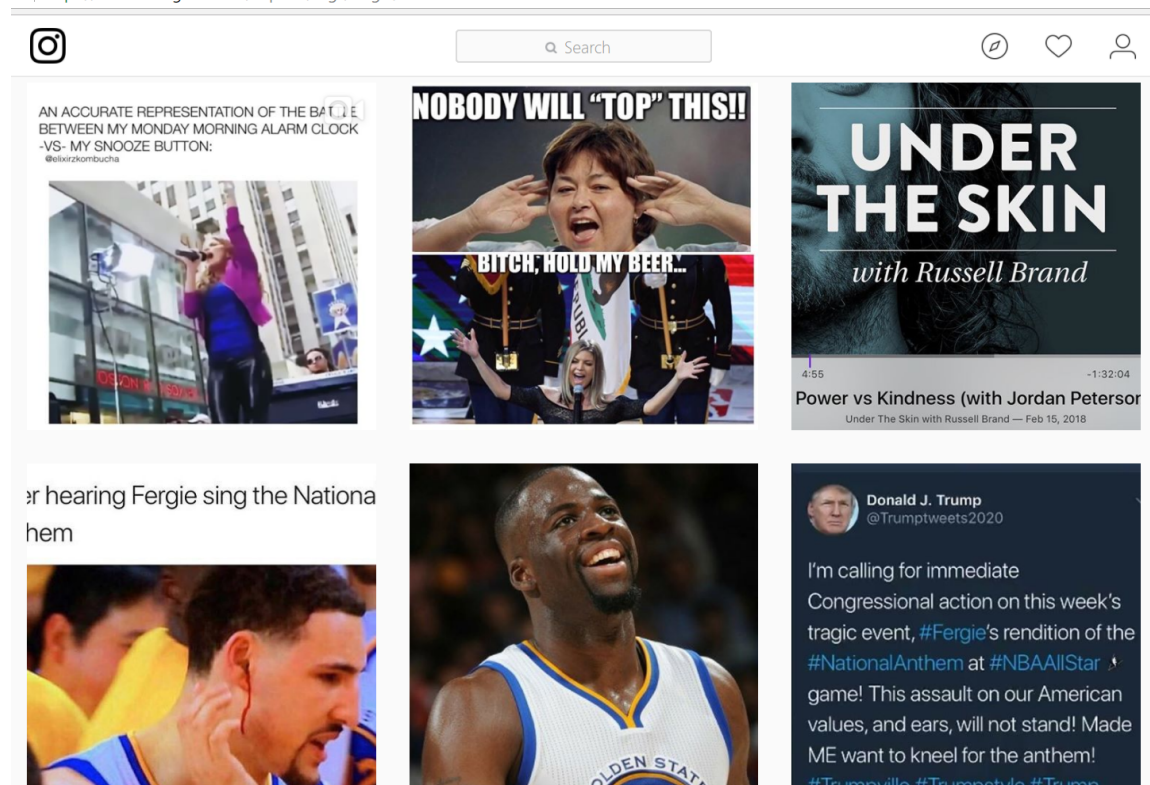
So, to figure out the "Trending" variable you'll want to combine Instagram with something else. Since you've already learned about how to use Twitter to find trending topics, that's a good start. But, as a sports fan, I'll give you another. Sports news. For example, <http://bleacherreport.com/trending>. Bleacher Report gives you trending stories in the sports world. Great!

Now, you know what's popular in the world of sports. (By the way, if you're a die-hard sports fan, you probably already know something that's trending and/or popular with the teams you follow). Now, combine this with Instagram.

Example. I just checked Bleacher Report and the most trending story is Fergie's brutalization of the national anthem at the basketball all star game.

So, let's go over to Instagram and look at #Fergie. I hate to be mean, but there is funny material here.

re | <https://www.instagram.com/explore/tags/fergie/>



The idea is pretty simple. Look at the “Top” images on Instagram and see if you can pull a t-shirt idea out of one or more of them. The Roseanne one is too funny! Be creative. Don’t copy images, but come up with a creative rendition. Or, as I will continue to mention, use <http://www.tshirtdesignservices.com>. They’re experienced at coming up with shirt designs from Instagram posts.

To reiterate: Find what’s trending (Twitter, sports sites, something you heard on TV), look at the comparable hashtag on Instagram, look for top posts that would be a good t-shirt (funny, repeating, popular images).

Sports News and TV Shows

TV is one of my favorites! I guess I have a lot of favorites. Well, that's good news for you. There are many sources of inspiration for great selling t-shirts. Some of my best ideas have come from watching TV. I know this is not what your mom told you... but I'm telling you... watching TV can make you plenty of money in the t-shirt business. You just need to take a break from watching to make some designs or have them made for you over at <http://www.tshirtdesignservices.com>.

Here's how it works. You watch TV and you watch for things that would make good shirts:

1. Quotes
2. Shirts people are wearing
3. Signs people are holding up

My technique is to pause the show and take a photo. Or if I can't pause it, I take a photo fast before it's gone. Some of my best sellers have come from sitting in a sports bar, watching a show, and snapping a photo of the screen. Let me repeat that... it's important... **I have made quite a bit of money by sitting in a bar watching sports.** There are people who will tell you that sitting in a bar watching sports is a waste of time and your life. I am not one of those people. Just don't drink and drive! Anyway, lectures aside, here are some actual photos I've taken while watching TV:



Snapped while watching a tennis match featuring a Canadian player.



From a movie or something. Can't recall...



While watching golf, of course.



If you're a football fan you'll recognize this show. Tons of t-shirt fodder!

If something is prominently displayed on a popular TV or news broadcast, and it touches on current events and has ties to a passionate fan, you've got a winning shirt. And, here's the best part... it's like you bought a TV advertising spot for your product... but you didn't have to spend \$100,000 to do it!

Watch TV... but with "t-shirt eye"... and make money!

Customer Service

As with any business there's a level of customer service that needs to be undertaken to keep your customers happy and your site in good standing. The most common customer service situations you'll come across are:

- Customer ordered the wrong size.
- Customer entered the wrong shipping address.

In both scenarios the fault lies with the customer so you can be selective in how you'd want to handle the scenario but customers will mainly look to your site's return policy and hold you to it. To avoid unfavorable outcomes ensure your terms for returning products is agreeable to you.

Here's an sample customer service email (wrong shipping address):

"Hi T Shirt Site,

I purchased a shirt two days ago and realized I put in the wrong shipping address. Is there any way to have it shipped to the correct address?

Customer"

General response:

"Hi Customer,

Sadly, your order was shipped out already hence the shipping address cannot be changed.

T Shirt Site
Customer Service"

In scenarios where the fault is with you as the seller, the customer would be entitled to a free replacement or a refund upon returning the shirt. Scenarios like this could include:

- Uploading poor quality images which result in grainy printing.
- Customer received incorrect shirt size, style, or color.
- Item was shipped to the incorrect address.

Here's an sample customer service email:

"T Shirt Site,

I purchased a shirt from you last week and paid for extra fast shipping. The shirt arrived today and wasn't even what I ordered! How do I get a replacement for this?!"

General response:

Hi Customer,

Our apologies for shipping you the incorrect order. Please return the package received to [Return Address] and we will have the correct shirt shipped to you as soon as we can.

T Shirt Site
Customer Service”

Here’s an sample customer service email:

“T Shirt Site,

I purchased a shirt from you but when I opened it today there was white smudge in center. I’ve attached a picture, is there any way to get this replaced?

General response:

Hi Customer,

Our apologies for shipping you a stained shirt. Please return the package received to [Return Address] and we will have a replacement shirt shipped out to you free of charge.

T Shirt Site
Customer Service”

Here’s an sample customer service email:

“T Shirt Site,

I ordered this shirt 5 days ago and paid for express delivery. The shirt arrived today but I no longer need it for what I purchased it for. Please let me know how to go about getting a FULL refund. Thanks.

Customer

General response:

Hi Customer,

Our apologies for the delay you experienced in the delivery of your order. However, the express option is strictly for express production not express shipping. Your order was shipped within 2 days as promised but via Standard shipping speeds. You can return the shirt to [Return Address] for a partial refund as there is a \$4 restocking fee for returning shirts as stated in our store policies.

T Shirt Site
Customer Service”

Here’s an sample customer service email:

"T Shirt Site,

I ordered this shirt 2 months ago and have since moved locations. I never received the shirt and would like it shipped to my new location at: [Customer Address]. Your cooperation would be appreciated.

Customer

General response:

Hi Customer,

As stated in our store policies there is a 2 week time frame in which we can be contacted to resolve matters of returns and replacements. As your order was delivered within the expected time frame and no contact was made until 2 months later we cannot have a replacement shirt shipped out to you.

T Shirt Site
Customer Service"

There are going to be a number of unique scenarios which can't be accounted for in templated responses but most will occur in some form as the examples above.

Bonus Chapter - Putting your Business on Autopilot

Okay... if I told you this at the very beginning, you most certainly wouldn't have believed me. Remember, this is not a get-rich-quick scheme. You will have put a lot of work into your site once you get to this. However, once you've had your t-shirt business up and running for a while and you're achieving some success... let's say a minimum of \$1,000 per month, you can pretty much put your business on autopilot. Really... you'll earn money while you sleep, while you vacation, while you're out for dinner.

You've been successful so far... so what is it that's making you successful? If your t-shirt business is making say, \$50,000/per year, do you think someone who is making \$500,000/year is working ten times as hard as you? Of course not. They are working smarter. Your success is coming from your ideas. Spending too much time on the other aspects of running a t-shirt business can actually cost you quite a bit in lost opportunity... i.e. sales.

The primary time consumers of running a successful store are:

- 1) Looking for t-shirt ideas
- 2) Graphic design
- 3) Handling customer calls and emails

You can simply sub out the second two using <http://www.tshirtdesignservices.com>. Even if you're a Photoshop Wiz and you like spending time doing graphic design, if you trust your ideas you'll want to get more of them on your site faster.

You need to focus on only one thing - t-shirt ideas. After a while you'll just spot them. You won't even really have to look. You'll have "t-shirt eye". Whenever you see an idea, submit it to TSDS and it'll be up on your store without you even having to think about it further.

Let's crunch the numbers a bit. Below is a screenshot of the Stats report for a t-shirt seller I mentored. The seller wouldn't appreciate me sharing her ideas, so the titles have been blurred out:

Stats

Top 25 Best Sellers

ID	Product ID	Title	Category	Total Sold
2129	1248818	Football	Football	270
36168	6050127	Movies	Movies	143
28131	1555383	Various	Various	142
1996	1228068	TV	TV	139
35661	1709700	Soccer	Soccer	93
1997	1228075	Basketball	Basketball	89
10211	1451099	Video Game	Video Game	89
35651	1698963	Various	Various	79
251	1033585	Sports	Sports	70
25621	1497161	Various	Various	70

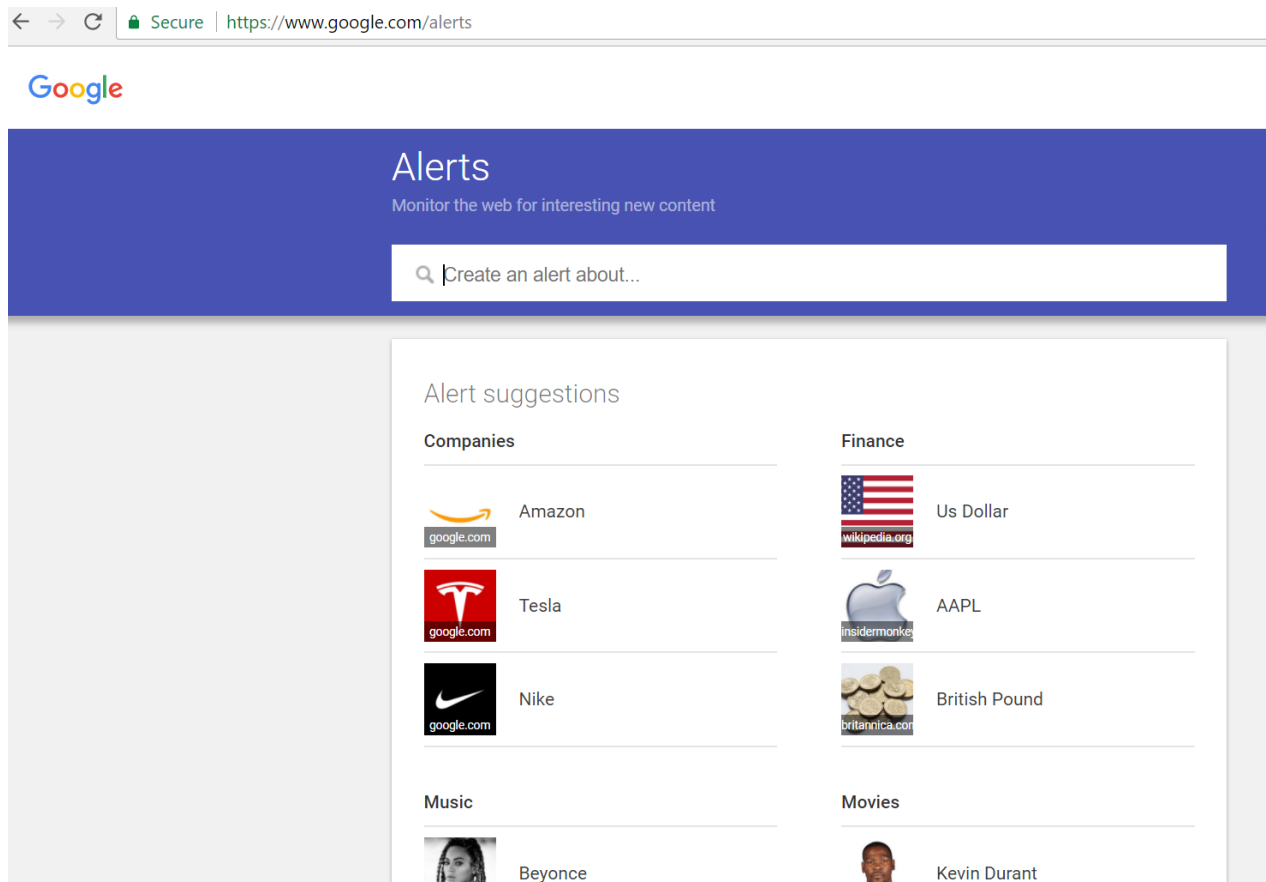
This site has been running for a few years and there are thousands of products on it. But let's look at the top 10. The top ten represent 1,184 sales over the past couple of years. That's around \$10,000 in profit. How long do you think it took to come up with those ten ideas? Actual work time. I can tell you it would have been around a half an hour. So a half an hour of real work resulted in \$10,000. The time involved in creating the shirts (there's one complicated one in there) was probably around six hours. So, would it be better to spend those six hours (assuming you are good with Photoshop) designing and uploading the images... or spending those six hours finding 120 more good designs? To sub out the work to create these 10 designs would cost around \$40 at Tshirtdesignservices.com. A \$10K return for 30 minutes of your time and \$40 of your money! Okay, I said this is not a get rich quick scheme. Of course there are many design ideas that end up not selling. That's fine. Even if only one in 10 of your ideas is good then that 30 minutes and \$40 could represent \$1,000 in return. Where else are you going to get that kind of return?! Focus on the ideas and sub out the design work... at least sub out some of it!

Also, customer service. You can easily get sucked into spending an hour going back and forth with a customer over a shirt that will net you \$8-\$10 in profit. Don't earn \$8-\$10 / hour. See the above paragraph if you forget why! Once you start to get busy, sub out your customer service. You'll thank me down the road when you're on vacation and you've got someone trying to find out where a t-shirt is that is desperately needed for a birthday party. Even if you love customer service... you don't want that headache all the time. You'll likely find it well worth spending a couple of bucks a day to get that off your plate. Again... spend the time looking for t-shirt ideas. (By the way, being on vacation is one of the best ways to spot t-shirt ideas. What do people wear in sunny destinations? T-shirts, of course. Takes some notes, and snap a few photos while you're sipping on your margarita. Those photos may just pay for your vacation.)

OK, you've subbed out the grunt work! Now what about the ideas? No, you can't sub them out. They're your own. That's what makes your store unique. However, you can automate certain parts of the idea generation process! Here are a few ways:

Google News Alerts

Set up Google News alerts to let you know when something interesting is happening with your team(s) or anything else you have figured out is t-shirt worthy. To do this go to <https://www.google.com/alerts>. You'll get a page like this:



Enter any topic you want. For example, florida football. Enter your email address, choose “Show Options” and set up the frequency and volume of alerting you want, and click “Create Alert”. Now you’ll get emailed automatically whenever newsworthy stuff is happening.

Now follow the same hashtags in Twitter. Follow #floridafootball. As you get Tweets that look interesting, look into them further.

This will save you a lot of time digging around looking for current events. It’ll also keep you focused on what you know.

When you get an email about something interesting, forward it off to TSDS. Now that’s not that hard!

People who make money have other people working for them. I spent a lot of time writing these lessons but I didn’t proofread them, edit them, make them look pretty, etc. That’s not my forte. My time is better spent on the ideas. Same as you.

One final, little secret. But, this is a big one. Don’t always think in terms of one-off t-shirt ideas. Think templates. Why create one t-shirt from one idea when you can create 100 t-shirts from one idea. To illustrate, look at these examples:

	
<p>In the above example, this t-shirt would work for any activity... keep calm and dance, drink, mambo, watch TV, race, shuffle, etc. If you come up with a list and a template like this one, tshirtdesignservices has a tool to generate these shirts. So you could create 1 shirt or 100 shirts in pretty much the same amount of time.</p>	<p>Same idea here. Insert your favorite country, city, state, school... whatever here.</p>

Now the couple of examples that I gave you have been done heavily so you'll probably want to find something else, but you get the idea. Template + list = \$\$\$.

Now, set all the switches, turn on cruise control, and enjoy!

Page Content Templates

About

About

At *Yourdomainname.com* we strive to provide current, relevant, statement tees. We try to keep a fresh set of inventory coming in all the time. We use the latest in direct to garment print so your shirts are custom made for you. If you have any special requests, let us know and we'll try to oblige. Email us at *yourdomainname@gmail.com*. We respond quickly. Our shirts are quality Alstyle and Gildan products.

FAQ

What is your billing policy?

We charge the price of the shirt plus shipping as calculated and shown in your cart. No other charges will be applied. We process payments through PayPal's SSL secured offsite transaction processing engine. We do not store customer credit card information. Your transaction with yourdomainname is safe! Through PayPal we accept PayPal payments directly, AMEX, Visa, Discover, and MasterCard. You'll be taken to the PayPal site where you *do not* need to register an account if you don't have one. You can pay one time by credit card by choosing the "Don't have a PayPal account option".

Where do shirts ship from?

Depending on your order we will ship from one of our facilities in Toronto, Canada or New York State.

Do you provide tracking numbers?

Yes! We provide tracking numbers for all United States orders! Tracking numbers will be provided 24-48 hours after your item has shipped out and will be available online. To find your status tracker, please check your confirmation email.

Do your shirts come from safe facilities for workers?

Yes! We use Alstyle and Gildan brand shirts which are produced in North America.

What is the average wait time?

Our t-shirts are made-to-order, so there is some time required to print and dry the shirt and prepare it for shipping. In some cases, it can be processed the same day, but we can't guarantee it. All shirts will be processed and sent for shipping in two to three business days after you place your order. The average wait times are vary for each country. We ship USPS, and people in the U.S. should expect their shirt at their door 3-5 business days after ordering RUSH service and 5-8 business days STANDARD.

What is your return policy?

Buyers are responsible for returning any shirts that are defective in original packaging and in new condition. You will be refunded 100% for the t-shirt (excluding shipping costs). We can only offer a 100% refund for defective orders because we are a custom order shop. We can take back t-shirts that do not fit or you simply want to return less a \$7 restocking fee for t-shirts, and \$15 fee for Hoodies. yourdomainname offers a 100% satisfaction guaranteed return policy. Please email yourdomainname@gmail.com instructions and the address to which your shirt should be returned. Upon receipt, yourdomainname will refund your purchase.

Contact

Contact

Email: yourdomainname@gmail.com

If you have any questions or concerns please reach us through email at yourdomainname@gmail.com. A response will be sent within 1 business day.

Customer Service

Customer Service

We strive for complete customer satisfaction. Please let us know if you have any difficulties with the site or your purchases. Contact us at yourdomainname@gmail.com. We respond quickly during 9-5 business hours ET.

Privacy

Privacy

Yourdomainname.com will never share your data with anyone. Your financial transaction is private and secured through PayPal.

Returns

Returns

RETURN & REFUND POLICY

If there is an error or defect with your order please contact us right away and we will be happy to send out a replacement for it. We can only offer a 100% refund or exchange for defective orders because all shirts are made to order. We can take back shirts that do not fit or you simply want to return with a \$7 restocking fee for t-shirts and a \$15 restocking fee for hoodies.

For return address information please contact us by email at yourdomainname@gmail.com as different products are shipped from different warehouses. Upon receipt, *Yourdomainname* will refund your purchase.

Terms and Conditions

Terms and Conditions Template

BILLING POLICY

The price you will be charged for the order will be the total amount shown in the shopping cart when checking out - that will be the shirt price plus the shipping fee. We process payments through Paypal and don't store customer's payment information anywhere. Your transaction will be protected by PayPal's safety and security system. You can shop safely at *Yourdomainname*.

SHIPPING POLICY

All orders are processed and shipped out within 1-3 business days after your payment is received. Once it has been shipped out it will take 3-8 business days for delivery within North America and 7-20 business days elsewhere. US/International orders are shipped by USPS and Canadian orders are shipped by Canada Post and USPS. At this time we only provide tracking for orders being shipped to the US. For tracking please check the link in the email confirmation that was sent to you.

RETURN & REFUND POLICY

If there is an error or defect with your order please contact us right away and we will be happy to send out a replacement for it. We can only offer a 100% refund or exchange for defective orders because all shirts are made to order. We can take back shirts that do not fit or you simply want to return with a \$7 restocking fee for t-shirts and a \$15 restocking fee for hoodies.