

THE SECRET TO

Selling T-Shirts

RIGHT AWAY



ColDesi

Achieving Dreams Together

You are ready to start making money selling t-shirts. But, before you read any further, review below to be sure this guide is exactly for you. This guide is for you if:

- » You have almost no experience selling shirts
- » You have sold some other products, but not custom t-shirts yet
- » You have dabbled in the t-shirt business, but not gotten far

If you are one of the above three, the below is a sure-fire way to make money selling t-shirts immediately. How can this be true? Because after studying start-ups all over the country, this is the exact method tons of them used. The secret is that many did it without knowing they were actively participating in the secret to selling t-shirts right away.

Secrets to start making money right away

Here are 6 things you can do that will absolutely get you some business right away.

1

Take Out Your Phone



Get your phone and go down your contacts. Text everyone (who you feel will receive the message well) with the following text:

Hi {name}, I've starting a custom t-shirt business. If you know anyone who needs custom t-shirts, please send them my way. It would be a HUGE help to kick things off. Of course, if you need anything, just let me know.

This seems so simple, but it works. Your friends and family are going to be your biggest advocates. You will get a referral the same day you do this.

2

Go To Social Media



This is similar to the phone, just on your personal social media account. Facebook, Instagram, TikTok, X, or whatever you use, get on there and post the following:

Hey everyone! ✨ I've just launched a custom t-shirt business and I'm super excited! If you, or anyone you know, needs a personalized tee, I'd love to help create something unique. Please consider supporting me and please pass my name on to others. Thanks a ton! You all will help me succeed. 🙌👍

You will see how fast you get support, congratulations, and referrals. Again, this may seem obvious, but you would be surprised how many business owners don't take the time to do this... and it works.

3

Cards & Wear Your Product



Get some simple business cards and make some apparel with your brand on it. You are now a walking billboard. Go to all the places you normally patron and let them know what you do. (Some of them might have some business for you right away!) This is a simple and effective way to get the attention of fellow business owners. Here is something you can say:

Hey {owner/manager}, I've been coming here a lot and inspired by how well this business does. This lead me to create my own business making custom t-shirts, hats and more. If you happen to have a need, or know anyone else who does, let me know. {hand them your business card}

It's all about referrals

Surveys of customers show time and again that 70-80-100% of business comes from referrals. If you sell within your local community, you can build an entire business on referrals alone. Referrals will take your business to heights you never imagined.

The Secret to Maximizing Referrals

There are many ways to get referral business, and most of them are simple. The key is to test methods and find which one works best for you.

4

Just Ask



The simplest way to get referrals is to simply ask your friends, colleagues, and customers.

If you know anyone who could use my services, send them my way.

It's easy and it works.

5

Promises



People like to keep their word. If you have a happy customer, talk to them about referrals, just as mentioned in *Just Ask*.

I'm glad you liked these shirts. The biggest way to thank me would be to refer me to others. Would you be willing to share my name with a couple of your associates?

This simple and effective method is just asking someone to agree to refer you to more than one person. Happy customers will gladly do this.

Pro Tip: Once they agree, shake on it. This makes their promise more official.

6

Give & Get



Another way to encourage referrals is by offering a discount, one for them and one for their friend. An example would be:

"If you refer someone to me, I'll give them 10% off their order. Plus, I'll give you 10% off your next order."

This is a great way to get referrals, as people will love being able to say, **"Mention my name for 10% off."** Plus, they save money too. It's a win-win for all. Just experiment with different *Give & Gets*. It could be a flat dollar amount, a percent off, or a free gift.



Don't waste time & money on a website

Yes, nowadays you can make a website for almost no money, but it will suck up hours of your time and yield almost no sales as a startup. As soon as you dive into Wix or GoDaddy, you will get sucked into spending hours tinkering and constantly being upsold to spend more money on your website, which won't make you any money right away. Start a website later.

Don't spend any money on advertising

Google, Microsoft, Facebook, Instagram all make it extremely easy to spend money on advertising with them. Chances are none of it will yield a sale. The digital ad spaces are crowded with experts, so wait until you have some money to hire an expert before you start ads.

Don't try to be a social influencer

Making money on Instagram seems easy because we see people making money on social media every day. However, that's a minuscule fraction of the people on the internet. It's great to have a dream to become an influencer and chase that dream if you want to. It takes people months or years of work to make money on social media, so don't try to kick off your t-shirt business there.

Create Your Success

The above formula is so simple that it works. Often in life, the secret isn't so secret. When you ask someone how they got so good at baking, it's from making 1000 cupcakes. If you ask someone how to get a date, they will say to just go up and say hello. When you are curious how someone is so fit, it's because they go to the gym and eat healthy. This is the same as making money right away in the t-shirt business. The formula is easy. Once you get going, you can dive into expanding your business through optimization, advertising, or online sales. Today, the answer is simple and it will work for you, just as it does for so many others.

Next Step...

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