

THE ULTIMATE GUIDE TO MARKETING YOUR T-SHIRT BUSINESS



Learn How to Get More T-shirt Sales!

Does your business have a **niche or specialty?**

What are some ways to **increase your exposure?**

How do trends help you **sell more T-shirts?**

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Introduction

Ted Stahl is the Executive Chairman of the Board of GroupeSTAHL, a family-owned, international group of companies dedicated to providing a wide range of alternatives in garment decoration, specializing in heat printing methods. Ted is a well-known industry veteran with more than 44 years of experience in all aspects of apparel graphics, from manufacturing and marketing, to product design and retail operations.

We've collected Ted's best marketing tips for the small business owner looking to sell more custom apparel and promotional items with their heat press. Whether you're new to the industry or have been around a while, this book will help you explore new ways to market your business, find new markets, and sell more!

Ted's Tips

From our family to yours—Happy Heat Printing!

About STAHL'S'

connect with us!

- STAHLs.com
- [STAHLs' Blog](#)
- [Facebook](#)
- [Twitter](#)
- [Pinterest](#)
- [LinkedIn](#)
- [Instagram](#)
- [YouTube](#)

Over the past 83 years, we've built a global business around improving every aspect of the garment personalization industry and with a specialized network of companies that work seamlessly to deliver on all aspects of this industry, we've become a world leader in heat transfers and garment decoration.

STAHL'S' is the leading resource for business-to-business garment and product identity at every level. STAHL'S' creates solutions, technologies, products and services needed to start, run, and grow any garment imprint or personalization business.

Whether you're interested in learning how to use a heat press or how to decorate a soccer uniform, you'll find our educational resources extremely beneficial.

Do Your Research



Pg. 4 Find Your Niche

Does your heat printing business have a niche or specialty?

Pg. 5 Become an Expert

Know your product's features and benefits so you can better overcome objections.

Pg. 6 Know Your Competition

Understand what your competition is doing and how you compare in the eyes of your customer.

Pg. 7 Show Them What You've Got

Show and tell your customers what you can do and you will sell more.

Find Your Niche

DOES YOUR HEAT PRINTING BUSINESS HAVE A NICHE OR SPECIALTY?

niche:
specialty market

Niche is a word that gets tossed around in the marketing world but to be successful as a small business you can't be all things to all people. Focus on what you're good at, what needs exist in your area, and build your business plan to fill them.

**get
inspired!**

*Check out our
[Pinterest boards](#)
for more ideas!*

What Services Do You Offer?

On a simple sheet of paper write down what services you offer on one side and your possible customers on the other. Need help? [Check out the Find Your Niche worksheet in the back of this book.](#)

Who Needs What You Will Provide?

On the other side of the sheet, list all the possible customers for each of your services and products, starting with your community:

- Local businesses such as restaurants and grocery stores
- Church groups
- School clubs
- Club sports teams
- Dance and yoga studios
- Gyms and training centers

How Do You Stand Out?

Now look at your list and consider what you offer that sets you apart from your competition and who you can target that your competition isn't. [Use the competition worksheet in the back of this book.](#)

- Can you offer quicker turnaround than your competition?
- Do you offer unique designs not available elsewhere?
- Do you have a unique origin story that speaks to your brand values? [Check out the STAHL'S' family story.](#)
- Do you have a loyalty program or bulk discounts?

If you live in a larger city, your niche might have to be something different in order to stand out. Instead of "T-shirts with funny slogans", think, "T-shirts with funny slogans for doctors, nurses and medical professionals." If you live in a smaller area, your niche can probably be broader. There's always a need for custom T-shirts and other custom heat press items, but a niche can set you apart from the competition and get you thinking about new potential customers, or **prospects**, to target.

prospects:
*customers you'd
like to get*



Become an Expert

KNOW YOUR PRODUCTS FEATURES AND BENEFITS

objections:
anything that stops a customer from buying from you

If you know your product's features and benefits, you can better overcome **objections** and fit your product to the prospect's needs. This is easier said than done, especially if you are just getting started in the business of custom printing T-shirts. But no matter what you sell, cars or T-shirts, strong product knowledge will help you win more sales.

As a heat print specialist, you should know there is a heat printing product available for decorating just about any type of item. Whether the logo is one color or a complicated full color design, there is a heat print material that will work on T-shirts, nylon jackets, canvas totes, polypropylene bags, caps or whatever it is your customers are looking for. There are also heat transfer films, like [Premium Plus™](#), that apply at lower temperatures and will stretch enough to be used on swimsuits, leotards, and performance wear such as yoga pants and compression shirts.

Ted's Tips

The [education section on STAHLs.com](#) is an invaluable tool to access everything you need to know about heat printing from equipment to products and how-tos.

Know Your Competition

Not only should you know who you're competing with, you should know what they sell, how they sell it, and who their customers are. Sit down at your computer or- keep it simple and pull out your pad and paper, and make a list. [Check out the Know Your Competition worksheet in the back of this book.](#)



USE YOUR COMPETITORS TO MAKE YOU BETTER!

Where To Find Them:

- Local business directories
- Your local chamber of commerce
- Advertising online and in newspapers
- Trade fairs

What To Know About Them:

- What products and services do they provide?
- What can you find out about them from local newspapers and trade journals?
- What do they charge?
- How do they sell their products? Watch for advertising and check their website.
- Who are their employees; what kind of workers do they attract?

What To Learn About Their Customers:

- Who are they?
- Do different customers have different product needs?
- Are they longstanding customers?
- What do they say about the company, good and bad, on social media channels like Twitter, Yelp, and Facebook?

How To Use This Information:

- Learn from their mistakes
- Look for opportunities in your market, places you can see a need and fill it
- Model what works and improve on it

Ted's Tips

Your goal shouldn't be copying a successful competitor, the goal is understanding what your competition is doing and how you compare in the eyes of your customer. This gives you a competitive edge.

Show Them What You've Got

WHY SHOULD I BUY FROM YOU?

When someone asks (and they will ask), “Why should I buy from you?” you should be able to answer without hesitation, giving a clear, benefit-filled pitch. Sometimes showing is better than telling so it's also important to show your stuff. Here are some ways to do it.



Make Sample Books

Customers like being able to point to a garment and say, “I’ll take that, but in a different color.” This way they feel creative, even if they needed a little help. If you can’t afford to keep samples of actual shirts you have printed on-hand, take a picture of some of the better shirts created in your store and post them where other customers can see. It’s also helpful for you to remember the jobs you’ve done and what the customer wants when they call in and re-order. They assume you’ll know!

Make a sample book and keep it updated with new styles and options. When your sample book starts to look well-worn, replace it so your offerings continue to shine.



Display Your Work

Display your best work on the walls of your store or create a rack of printed samples you’ve done for other customers. Placing a sign on the rack that says “NOT FOR SALE” will draw people to it! When someone sees a shirt they like from the local pizza place, they know you can make a shirt that will promote their business. Displays also allow you to showcase the quality of your work and promote your customer list, which helps establish your credibility.

Buy one 5XL T-shirt in the brightest color and print custom logos all over it. The size of the shirt will grab people’s attention and you can fit many designs on it to tell a story of what you have to offer.

Invest in inexpensive molded body forms to showcase your shirts. They’re cheaper than mannequins and more effective than hangers.

Show Them What You've Got



Wear Your Work

Have your employees wear printed shirts. (If you don't have employees, YOU wear printed shirts!) Your employees are perfect models for your garments. As an alternative to plain uniforms—such as a polo shirt with a name on the pocket, allow them to get creative and decorate their own shirts to wear. Encourage them to customize popular transfers by combining heat transfers from [Transfer Express®](#) with [pre-cut letters and numbers](#), or cut custom designs from [Thermo-FILM®](#).



Use Idea Catalogs

Another way to inspire your customers is to use idea-filled catalogs, like the [Easy Prints® Idea Book from Transfer Express](#). These will contain hundreds of sayings and suggestions for every occasion, and feature many different lettering styles for fleece, performance wear, T-shirts and uniforms.

Digital Marketing

Use your website and social media channels to highlight your best work and keep fresh ideas and looks front-and-center for your customers.



Create Custom Samples

For clients with high profit potential, make samples with a [full color logo](#) applied to a [variety of items](#). Include unusual or difficult-to-print items like nylon jackets, bags or even umbrellas. They may only want to purchase T-shirts or hoodies, but if they're aware of your printing capabilities it will encourage future opportunities.

Ted's Tips

When you can show and tell your customers what you can do, your presentation will help you sell more. Make sure you practice your pitch and can answer your potential customer's questions and suggest solutions that will work for their project.

Start Marketing



Pg. 10 Feed Your Database

Having a customer database is key for your marketing needs.

Pg. 11 Increase Your Exposure

You need to make sure people know who you are and what it is you do.

Pg. 12 Harness Social Media

Social media marketing is invaluable to a small business.

Pg. 14 Create a Calendar

It's time to make a plan with a marketing calendar.



Feed Your Database— Gather Information

Before we can talk about ways to market to customers, you have to have a customer list of people to market to. So many small businesses don't keep a customer database and it's a huge marketing mistake. If you don't keep track of your customers, how are you going to let them know when you're running specials or having an open house? There are many kinds of software programs designed to help small businesses create and manage their customer information and *Business News Daily* has a [few reviews](#) to help you get started.

did you know?

Most sources say it costs 4 to 10 times more to acquire a new customer than it does to keep an existing one.

WHY DO YOU NEED A DATABASE?

Get Repeat Customers

Reaching out to your existing customers to remind them of past orders, inviting them to an open house, or announcing new products are excellent ways to drive sales.

Find Your Ideal Customer

Your ideal customers are the ones who spend a lot and give you repeat business. Look at the types of products they buy and what industry they're in. Perhaps there are more customers like them out there that you can target.

Keep Your Customers Happy

Utilizing software, you'll be able to go beyond basic customer service and delve deeper into the actual relationship with your customers. A database can also help you provide efficient customer service across your whole team.

Managing customer data can be complicated but it does need to be managed. Your customer base is one of your most valuable assets, and you need to treat it that way.

Ted's Tips

Just getting started in customer databases? Have a customer fill out a card or have them drop a business card in a fishbowl for a weekly drawing. Keep it near the cash register, encourage everyone to participate, and start building your list for marketing activities.

Increase Your Exposure

MAKE SURE PEOPLE KNOW WHO YOU ARE AND WHAT IT IS YOU DO

Here are some ways you can do this:

Business Cards

Always carry a supply of business cards with your contact information. Give them out to everyone you meet. Everyone needs T-shirts at some point or they know someone who does. Post your card at the car wash or on other information boards that have exposure in the community.

Advertising

Consider low-cost advertising in places where business owners might congregate. How about a church bulletin or on a bus bench outside a courthouse or city hall?

Flyers

[Print flyers](#) and tuck them under windshields of cars parked outside the office supply or quick print store. If you know the owner of a printing shop and he/she doesn't mind, ask to put a stack of flyers advertising your business on their counter.

Sponsoring

Sponsor a local sports league that includes the privilege of putting a banner with your store info on the fields. Different levels of sponsorship come with different perks. You have to find the leagues you want to sponsor that will give you the most exposure.

Local Businesses

Approach gyms, CrossFit studios, bike shops, or running stores, and let them know that you have the ability to add their logo to the items that they sell, especially on [performance wear](#).

Networking

Event planners are excellent people to connect with because they do business with many people who may need various customized promotional items from charity fun runs to family reunions.

Window Signs

Do you already have a sign in your store window that says, "We Print Custom T-shirts!"? You might think the name of your business makes what you do clear, but spelling it out helps get customers' attention. You can also add words such as "No Minimums", "Overnight Services", "We Print On Anything", and "Custom Printing While You Wait". You want to make sure you tell the world what it is you do. If you don't have a sign, get one as soon as possible!



Harness Social Media

get inspired!

Want ideas for selling your products on social media? [Get started on our blog.](#)

SOCIAL MEDIA MARKETING IS INVALUABLE

Social media marketing is invaluable to the small business and it's a subject we can dive deeply into. But if you need general help getting started with social media for your custom T-shirt printing business here are some tips.

Fill Out Your Profile Completely

An unfinished profile doesn't do anything for your business. Make sure you have clear profile images and cover photos and fill in all text fields. Will you provide coupons? Host giveaways? Give design inspiration? Let your customers know why they should follow you.

Harness Social Media

THERE ARE MANY CHANNELS AVAILABLE TO TAP INTO WHEN PLANNING A SOCIAL MEDIA STRATEGY

Start Small

When considering what platforms to use it's helpful to review the format of each platform to see which best fits your skills as well as the needs of the customers you're trying to reach. If you love photos and constantly have some on hand to post, you'll do better with sites like Instagram and Pinterest. If communicating through words is your forte, Facebook and Twitter might be more your thing.

[Facebook](#): social networking

[Pinterest](#): photo sharing /visual bookmarking

[Twitter](#): micro-blogging

[LinkedIn](#): business-oriented social networking

[Instagram](#): photo sharing

[Snapchat](#): photo sharing

[Tumblr](#): micro-blogging

Ted's Tips

Though it seems easy to post the same content with the same message on all your social platforms, this isn't the best way to communicate with your followers and doesn't take into consideration the unique personality and best practices for each platform. For example, an Instagram post is vastly different than a LinkedIn post. Therefore starting small and committing to a posting schedule is a good way to start.

Connect

If you attract likes and followers it's important to engage with them. Ask questions, get feedback, and respond to your followers so they know you're there.

Create a Plan

Make a list of what you plan to do on your social media channels each day. If you're building your Pinterest page, plan to pin 3-5 new items each day. If you're planning to run contests, decide how you'd like to handle them. Will they be monthly or quarterly? Once you know how often you'd like to post, you'll be able to plan out the content weeks in advance, making it easy to manage this channel with very little time commitment.



Create a Calendar

IT'S TIME TO MAKE A PLAN WITH A MARKETING CALENDAR

Now that we've talked about how to build your presentation, find and keep your customers, and get the word out about your business, it's time to make a plan with a marketing calendar. [Check out the Marketing Calendar template in the back of this book.](#) It doesn't need to be complicated, but to build a plan you need to consider your customer's personalization needs. Your plan also needs to take advantage of events and other seasonal activities to drive business. Start by answering these questions.

Who Are Your Customers?

- Who currently buys from you? Schools, teams, coaches, businesses?
- Are these sales seasonal? If yes, make a note in your calendar. For example, if you normally sell to schools in the fall, indicate that you should do marketing activity in mid to late summer to remind your customers that you do business. If you would like to go after the family reunion market or the summer camp market, make a note to do some kind of marketing activity in the spring.
- On the calendar make notes about new markets or specific customers you would like to go after and pick a date to do it.

Are There New Markets You'd Like To Target?

- If you decide to target construction or landscaping businesses, pick a month that is appropriate to target this niche with a marketing activity. The marketing idea might be as easy as putting an ad in your church bulletin or on your local newspaper's website.
- Think of businesses that wear printed T-shirts—salons, restaurants, delivery services, grocery stores, gas stations, car washes. What businesses are you visiting? Do they need shirts?
- In your calendar, make note of local events that take place in your community. Are any of these events places where you could sell shirts and other promotional items?

Ted's Tips

If you already have one season where you are busy for several months, you might want to concentrate on building sales in your not-so-busy season. It's amazing what a simple calendar can do to help you focus your marketing and sales efforts.

Other Calendar Considerations.

- When does school start?
- When do various sports seasons start?
- When should you reach out to your best customers based on their past and future buying needs?
- When are you going to take your last order before the holidays? This date is important, because when you commit to a date, you have given yourself a reason to call customers and let them know that this is the last possible date they can place an order.

Making Sales



Pg. 16 Differentiate Through Trends & Design

Focusing on trends and design will help you sell more.

Pg. 17 Sell More Than Just T-shirts

If you have a heat press you can print on just about anything.

Pg. 18 Upsell And Cross-sell

Increase the value of the sale.

Pg. 19 Are You "In a Relationship" With Your Customers?

Building relationships with your customers is one of the most important things you can do to drive your business.

Pg. 21 Ask for the Sale

What's the biggest mistake most sales people make? They don't ask for the sale!

Differentiate Through Trends & Design

No one will buy your shirts if they don't look good so focusing on trends and design will help you sell. Even if your customers are NOT the most cutting-edge folks in the world, they usually want their t-shirts or sports jerseys to look as fashionable and current as possible.

HERE ARE SOME OF OUR FAVORITE RESOURCES FOR ALL THINGS DECORATED APPAREL.

learn more!

Click on any logo to learn more about each resource.

STAHL'S' OFFICIAL BLOG

STAHL'S' Official Blog

As the leader and innovator of heat applied materials since 1932, we're always up on what's new and next. Our [Facebook](#) page and [Pinterest](#) boards are also a great resource.

impressions

Impressions Magazine

The one-stop source for authoritative business and technical information crucial to building a sustainable and profitable decorated apparel business.

STAHL'S' TV

STAHL'S' TV

Stahls' TV has live classroom events, a library of on-demand training videos, and an active community of other garment decorators in their forums.

PRINTWEAR For the Business of Apparel Decorating

Printwear Magazine

With trends, education and advice, Printwear strives to give their readers up-to-the-minute information for your business.

WEARABLES

Wearables Magazine

Strategies and trends for the decorated apparel market.



Sell More Than Just T-shirts

IF YOU HAVE A HEAT PRESS YOU CAN PRINT ON JUST ABOUT ANYTHING.

Even if you don't get the T-shirt or team jersey business after a sales pitch, there are many more items you can offer.

get inspired!

For more ideas check out the [How to Decorate Football Uniforms and Apparel page at STAHLS.com](#).

Beyond Team Uniforms

Team uniform sales can be very competitive at the school level, but don't forget that you can provide “non-uniform” items to players (off-field shirts, caps, water bottles, banners, etc.) and all the items you can provide the fans (more graphic/bling type apparel, seat cushions for bleacher seats, scarves for cold games, window decals to “ride with pride”).

Find out which schools have student stores. Visit the store and show them trendy samples of what you can offer.

Sporting Events

Ask if you can set up a table at sporting events—baseball games, football games, hockey, basketball, etc. All you need is a table, electricity, your heat press, and heat applied transfers. You can also offer on-demand personalization by heat applying names with [pre-cut letters and numbers](#). If you want, you can donate a portion of the proceeds back to the team.

Keep track of who is winning in what local school sports. All championship games need a shirt commemorating the BIG WIN! Most schools hold assemblies the first school day back from a big win—where hundreds of shirts could be sold.

School Events

Homecoming and proms—all the kids have shirts with the theme and date of the dance as a parting gift—be their provider.

Swim teams use more than just T-shirts. Tote bags and towels can be personalized for each team or each member and are great add-on sales.

Upsell and Cross-sell



DO YOU WANT FRIES WITH THAT?

We've all been asked that very important question in our lives... "Do you want fries with that?" It's a classic in the world of increasing the value of the sale.

Add-Ons Add Value

You should be ready with suggestions to expand on what your customer is buying, perhaps their swim team needs towels as well as T-shirts. If you're selling custom jerseys for a soccer team, ask if they'd like custom water bottles to go with them. Baseball jerseys beg for matching caps. Think of items they use and tell them how you can personalize them.

Two Color = Double Profit

If you're helping to design a project with one color, suggest a two-color look and make sure you have examples on hand so they can see what a difference it makes. Reminding the customer that all the pros wear two-color numbers and letters in sports can also help drive the sale. Selling two-color designs instead of one is an easy way to double your profit on each sale.

Add Your Tag to Every Shirt

You can order or create your own tiny custom printed "apparel or shirt tags" that can be heat printed on each shirt purchased. Your tag should include your business name, phone number and website. This is free advertising that will last a long time. If you're not doing this already, you are missing future sales opportunities. You may think your customers will remember where they purchased their shirts, but it's always good to have a reminder printed right on the shirt.

**get
inspired!**

[See how it's
done at STAHL'S!](#)





Are You “In a Relationship” With Your Customers?

Building relationships with your customers is one of the most important things you can do to drive your business. It’s potentially even more effective than big-dollar marketing efforts. By developing relationships with your customers, keeping in touch and giving them value, you’re creating a network of enthusiastic customers who will sing your praises and help drive in more business.

HERE ARE SOME IDEAS:

Make Service Personal

You can’t just assume your big customers will always reorder from you every year. A little face time goes a long way in building that relationship and keeping their business. Consider buying the team pizza or dropping off bagels as a way to say hello and thank you. You can’t buy pizza for all of your customers, but take some time to see what you can do to show your customers a little appreciation now and then.

Are You “In a Relationship” With Your Customers?

Customer Appreciation Day

Host an annual customer appreciation day open house where you invite all your customers to the store for a preview of new styles and ideas. Serve refreshments and offer a 10% discount for ordering on that day. Or instead of a discount, think of something else that will get them to order on the spot, like a free cap for each coach on a team uniform order.

Give Back

As an apparel decorating specialist, you are probably approached by many teams and leagues to be a sponsor... because they want free shirts. You can't outfit everyone for free, so you need to pick and choose those you support in this manner. A fundraising program is another way to support local causes in your community, offer to give a percentage of sales from the fundraiser to the cause.

Relationship Not Going Well? Own It!

Superb customer service is key to the success of your business and relationships with your customers. Resolve your problems professionally with clear communication. If you are behind one day in delivery, don't put off your customer by not telling them. Be courteous and call them—customers hate surprises and will have more confidence in your business if you keep them updated. Just like in your personal relationships, transparency, or rather open and clear communication, is always appreciated.

Ted's Tips

Ask your customers how you can keep them smiling. We asked our customers on our blog. [Take a look for even more ideas](#) and tell us what you think by posting a comment! The top 5 choices were:



freebies



food



discounts/
offers



order
processing



customer
service



Ask For the Sale

What's the biggest mistake most sales people make? They don't ASK FOR THE SALE! It's true. Some people don't like asking for the sale because they are afraid the person might say no. When you do get a no, think of it as an opportunity.

Find out what you could have done to make them say yes. It might be something out of your control: they need twelve dozen XXL shirts in lime green by tomorrow. But if it's something else, maybe there is something you can do to overcome the no.

Ted's Tips

Remember, the answer is always no unless you ask.

Conclusion



Pg. 23 Take 10 Minutes a Day

It's surprising how many marketing activities you can get done in just 10 minutes a day.

Pg. 24 Worksheets and More

Worksheets, guides and everything you need to boost your T-shirt business and get more sales.

Take 10 Minutes a Day



If you're like most business owners, you're busy everyday with all kinds of details, big and small. When do you have time to work on marketing ideas or find new customers? Set aside 10 minutes each day to work on your marketing efforts, looking back over this book for inspiration.

Some Marketing Activities You Can Do In 10 Minutes:

- Scan your social media accounts and take time to reply to customers.
- Welcome a new local business to town with a flyer and a handwritten note about how you might be able to help them with custom printing.
- Visit your competition's Facebook page, looking for inspiration or unhappy customers you might be able to pursue.
- Check in on industry websites and see if anything triggers new, actionable ideas for your business.

It's surprising how many marketing activities you can get done in just 10 minutes a day. Focusing on these quick activities will let you continue tending to the business you have while growing your business to the next level at the same time.

Repeat, Repeat, Repeat

Even if you believe you actively market your business and work your customer base on a daily basis, don't fall into the trap of thinking EVERYONE out there already knows who you are, what you do, and what you sell. It's important to repeat yourself, at least when building your business.

GET STARTED!

After reading this book you should have a good idea of what your niche is, who your niche markets are, what you can do that you're not currently doing, how you can serve customers better and faster, and how you can make sure the unique personality of your business comes across in everything you do.

Once you've decided on a marketing plan, make sure you commit to following through so the plan has a chance to be successful before you give up. When you have the right message, the right personality and the right strategies, it's important that you keep telling your story so you're always finding opportunities to grow your business.

Worksheets and More

Whether you're new to the business or have been around awhile, it's important to keep exploring new ways to market your business. Now that you've read the Ultimate Guide to Marketing Your T-Shirt Business you're ready to take action. These worksheets will help you start building an actionable marketing plan for your business to find new markets, sell more, and get more repeat business.



Find Your Niche Template

Your business can't be all things to all people so it's important to find a niche. Use this template to focus on what you're good at, what needs exist in your area, and determine who your prospects are.



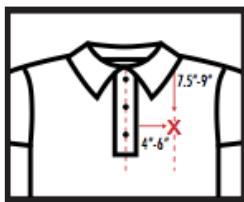
Know Your Competition Template

Your competition can make your business better. Use this template to evaluate your competition: who they are, what you can learn from them, and how you can do better.



Marketing Calendar Template

Use this calendar template to start crafting your marketing plan. Build it out with your target markets and the seasonal activities and events in your area in mind. This way you'll be sure to take action at the right time.



Heat Printing Placement Tips

Our easy-to-follow guidelines for logos and graphics will help you get professional results every time whether it's on jackets, polo shirts, T-shirts, sweatshirts, jerseys, or hats.

Find Your Niche

Your business can't be all things to all people so it's important to find a niche. Use this template to focus on what you're good at, what needs exist in your area, and determine who your prospects are.

A Service You Offer

Who Needs It?

niche:
specialty market

prospects:
*customers you'd
like to get*

Know Your Competition

Your competition can make your business better. Use this worksheet to evaluate your competition: who they are, what you can learn from them, and how you can do better.

Who Are Your Competitors?

What Do You Know About Them?

What Can You Learn About Their Customers?

Ted's Tips

Your goal shouldn't be copying a successful competitor, the goal is understanding what your competition is doing and how you compare in the eyes of your customer. This gives you a competitive edge.

Marketing Calendar

Use this calendar template to start crafting your marketing plan. Build it out with your target markets and the seasonal activities and events in your area in mind. This way you'll be sure to take action at the right time.

Month: _____

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Calendar Considerations:

When are you going to reach out to specific customers?

What businesses are you going to visit?

What are the local events in your community?

When do school and various sports seasons start?

When should you reach out to your best customers based on their past and future buying needs?

When are you going to take your last order before a holiday?

Heat Printing Placement Tips

watch!

[Heat Printing Placement Tips](#)

Though heat printing is ideal for customizing garments quickly and easily, finding the perfect placement and lining up graphics can be tricky. With these easy-to-follow guidelines for logos and graphics and a Hotronix® heat press we'll help you get the professional results you want every time.

Use these placement tips as a guideline. Adjustments may be necessary based on size of garment.

<p>Jackets</p>	<p>Left Chest: 3.5" to 4" from center's edge and 6" to 8" from the seam of the left shoulder.</p> <p>Back: Depends on jacket and design size. 6" to 9" down from the seam of the collar to the design's center.</p>				
<p>Polo Shirts</p>	<p>7.5 to 9" down from the shoulder's left seam and 4 to 6" over from the center, in line with the collar meeting the shoulder seam. Reference with the center placket.</p>				
<p>T-Shirts</p>	<p>7.5" to 9" down from the shoulder's left seam and 4" to 6" over from the center.</p>				
<p>Sweatshirts</p>	<p>Top of the design 3" to 3.5" down from the bottom of neck's edging.</p>				
<p>Jerseys</p>	<p>Top of the design 2" to 3" or 2.5" to 3" down from the bottom of neck's edging.</p>				
<p>Hats</p>	<p>Low Profile: Front: 1.75"H x 4"W Side: 1"H x 2.50"W Back: 1"H x 2.75"W Bill: 1.75"H x 5.50"W</p>	<p>Mid Profile: Front: 2"H x 5"W Side: 1"H x 2.50"W Back: 1"H x 2.75"W Bill: 2"H x 5.50"W</p>	<p>High Profile: Front: 2.25"H x 5"W Side: 1"H x 3.25"W Back: 1"H x 2.75"W Bill: 2"H x 5.50"W</p>	<p>Low Crown: Front: 1.75"H x 4"W Side: 1"H x 2.25"W Back: 1"H x 2.75"W Bill: 2"H x 5.50"W</p>	<p>Visor: Front: 1.50"H x 5"W Side: 1"H x 4"W Bill: 2"H x 5.50"W</p>