

**New Method not sold yet.**

**WRITTEN BY: Jectify**

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## **INTRODUCTION**

Firstly, I would like to thank you for purchasing this course. There's a very small percentage of the population who even think about making money for themselves let alone invest a little bit of money in order to achieve financial freedom. So give yourself a pat on the back because you're already ahead of the pack and definitely headed in the right direction!

This course was put together so that anyone could pick it up, read it, apply the information, and then receive results. But the most important step there is applying the information. Knowledge without application will not get you the results you want so it is vitally important that you actually do what is suggested in this course.

Also, as with getting good with anything in life, persistence is key. The only people who fail are the ones who give up. So with that in mind if you just consistently put in the effort prescribed in this course you will most definitely receive your desired results whatever those may be.

Thankfully for you, I have done all of the testing for you and have therefore taken out all of the guess work and have been able to lay out clear, precise, action steps for you to take in order for you to start making money.

## **SO WHAT IS THIS ALL ABOUT ANYWAYS?**

So by now you must be wondering what this course is all about. Well, I'm glad you asked. The

system we're going to be using to generate all of this income is called Teespring.

Teespring is basically Kickstarter but for T-shirts. What does this mean? Well basically, when you join Teespring you will be able to create a basic design using their system on their site or any image editing software like Photoshop and then upload your design or as a third option you can use a site called [www.pixlr.com](http://www.pixlr.com) which is basically a free online Photoshop and then you will be able to launch a t-shirt campaign using that design and you will receive around \$10-12 for every single t-shirt you sell.

There is no cost on your end and Teespring does all of the shipping and manufacturing of everything for you. You simply sell the t-shirts and get paid.

As you may already be beginning to imagine, this is a lot easier to make money with than let's say CPA or PPD because you're actually promoting physical products that people love to purchase anyways as opposed to promoting gimmicky surveys that no one wants to complete.

So now that you have a basic concept of the system we're going to be using to generate income, let me continue to show you step by step how we're actually going to do that and maximize our profits using this system.

## **THE FIRST STEP**

The first step of course is to register to the website. So go ahead and navigate to [www.teespring.com](http://www.teespring.com) and let's begin the quick sign up process!



After clicking either of those areas the next page that will load will be the page where you will create your design and that's actually a good place to transition into the next section which is about what designs to create and why.

## WHAT DESIGNS TO CREATE AND WHY?

So in regards to selling t-shirts the design is obviously one of the most important pieces to consider. So to help you understand buyer psychology, and the best t-shirt designs to create, listed below is a guideline of some of the things you want to focus on to maximize sales.

1. Is there passion? (Examples: Gun rights activists, other political niches, religions, basically anything that creates controversy or gets people taking sides etc.)
2. Sports fans (NBA, MLB, NFL, NHL, college teams)
3. Military (Marines, army, navy, air force etc.)

You want to basically think about things that people would be proud to wear on a t-shirt and you want the design to appeal to very specific groups of people.

Here are some examples of campaigns that did really well:



So this is an angle that targeted women in California who like the Dallas football team and sold 27 shirts. Later in the course I will show you how to specifically target these people.



A little hard to read from here, but this one targeted gun rights activists and said "I keep a gun because I'm too young to die and too old to take an ass whoopin" and sold 87 shirts.



This one was a pretty basic design which targeted Christians and sold 139 shirts.

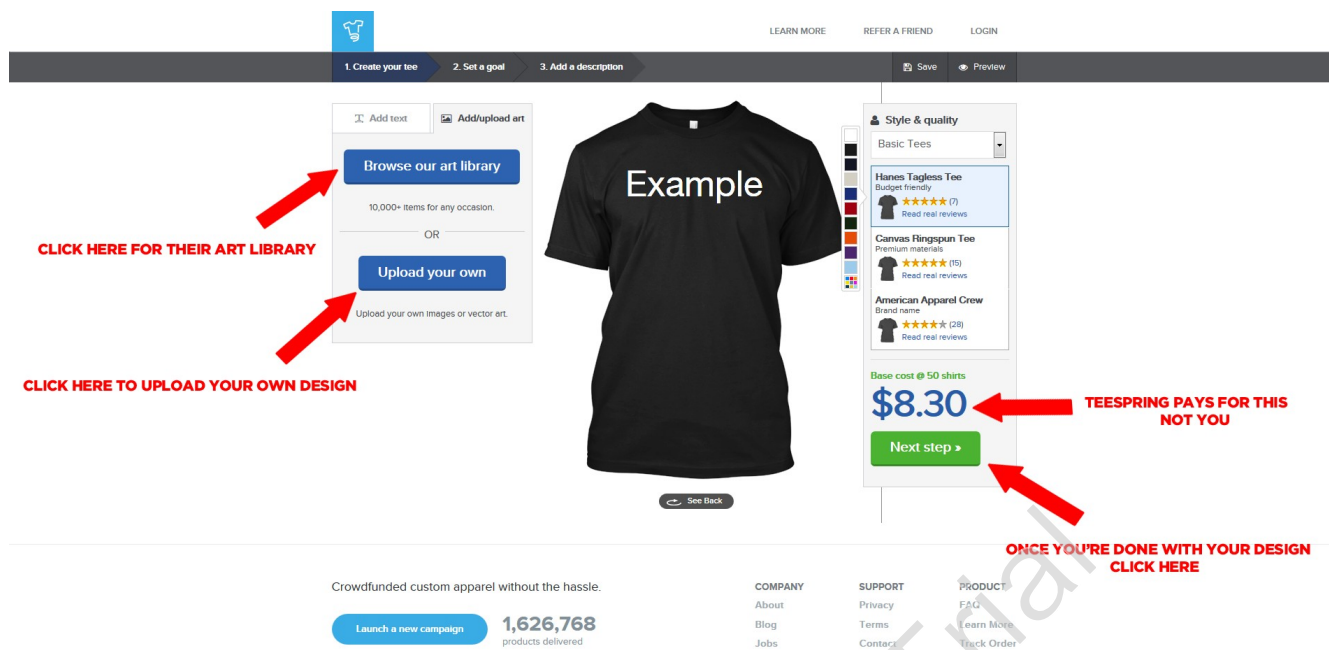
So by now you should start to be getting a grasp on the type of t-shirts you want to be creating. It's also good to mention that the fewer the colors the better as it will cost Teespring less money to manufacture the t-shirt which means more money in your pocket.

Just remember to think of groups of people who are passionate and proud of that passion whatever it may be.

## THE SECOND STEP

Now that you have a clear grasp on what types of designs sell the best, either use Teespring's art library they include to create your design or upload your own design that you have personally made.





I usually go for the Hanes Tagless Tees which is the default chosen one as you can see on the right. Once you're finished playing with your design click the green button 'next step'.

### THE THIRD STEP

Shown below will be the next page you see which is where you set your sales goal, selling price of the items, and the different styles you want to include. Now this is important. With the sales goal, if you don't reach it, then the design will not be manufactured and shipped, you won't receive any money, and the purchasers will be refunded their money and notified that the design didn't reach it's goal.

So for example, if you set your goal at 50 t-shirts and you sell 49 then the goal by definition would not have been reached and the 49 people who did purchase the shirts will be refunded and you won't receive that money. However, if you set the goal at 20 shirts and you sell 49 then you will receive the money for having sold 49 t-shirts and they will be manufactured and shipped by Teespring.

So my personal advice is to set the goal low maybe around 10-20 shirts to make sure you reach it and also they do allow you to lower the t-shirt goal one time per campaign as well and you can do this in the advanced settings area which can be accessed once you're logged in.

So once you set your goal you will be able to choose the different styles you want to include and the price that you want to sell them at. Personally, I include the Hanes Tagless Tee, and I add a women's tee so that both genders can purchase one, and I also include a hoodie. For both of the t-shirts I make the price \$19.99 and for the hoodie I make the price \$34.99.

**Sales goal**

20 Shirts

Your goal is the minimum number of shirts that need to be reserved before the shirts are printed

**Estimated profit**

\$194-\$265+

**Set selling price**

Set the selling price of your shirt to determine your profit and add additional products to sell your design on!

Item	Price	Profit
Hanes Tagless Tee	19.99	\$10.99 profit/sale
Gildan 80z Heavy Blend Hoodie	34.99	\$13.25 profit/sale
Hanes Womens Junior Fit Tee	19.99	\$9.74 profit/sale

You can add 2 additional products

- ☐ Add long sleeved tee
- ☐ Add tank top
- ☐ Add v-neck tee
- ☐ Add specialty tee
- ☐ Add athletic wear
- ☐ Add premium tee

Add a product that isn't listed

**Next Step**

Example

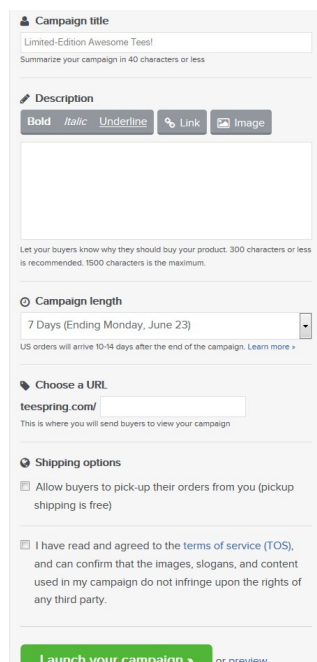
See Back

Once you're finished with this page, just click the green 'next step' button.

## THE FOURTH STEP

You should now be on the fourth and final step before your first campaign is live. How exciting!

Below is a screenshot of what this page should look like and I will explain exactly how you should fill it out.



The screenshot shows the Teespring campaign creation interface. It includes a 'Campaign title' field with the text 'Limited-Edition Awesome Tees!' and a character count. Below is a 'Description' field with formatting options (Bold, Italic, Underline, Link, Image) and a character count. The 'Campaign length' is set to '7 Days (Ending Monday, June 23)'. The 'Choose a URL' field shows 'teespring.com/'. The 'Shipping options' section has checkboxes for 'Allow buyers to pick-up their orders from you (pickup shipping is free)' and 'I have read and agreed to the terms of service (TOS)'. At the bottom, there is a green 'Launch your campaign' button and a link to 'or preview'.



So for the campaign title I typically just type what the text says on the t-shirt. The title isn't too important really as the primary selling point is the design of the t-shirt and matching the design to the right demographic of people. So for this example I might put something like:

Limited Edition "Example" T-shirt!

Then under that is the description. For this you could do some intense sales copy but to be honest with you it's just not necessary. Just explaining what they're about to purchase is enough. Below I have included an example which you can literally swipe and use. Just replace the notes I have made for you with what you're selling.

**Are you a X?** (Dallas football fan, proud christian, gun lover, etc.)

Then get this *LIMITED EDITION* "WHATEVER TEXT IS ON THE T-SHIRT (PROUD TO BE CHRISTIAN, ETC.)" shirt and wear it proudly!

Normally \$29.99, But Today it's **\$10.00 Off!** You can *buy it today* for only \$19.99 and you'll have this limited edition shirt.

Each shirt is printed on super soft premium material and all sizes available to choose at checkout.

These shirts are **NOT** available in stores and we have a **very limited** stock remaining so make sure you get yours today!

Click the green button below to order!

Trouble ordering? Contact Teespring Customer Support! +1 (855) 833-7774

You can use that exact format for your description, just make sure you replace the two areas that need to be replaced.

So once the description is done you just need to choose the campaign length. With this I usually go for 7 days. Then choose your URL. Again, this doesn't really matter but you can make it something general around your t-shirt design.

And then for shipping options make sure the box is un-ticked for allow buyers to pick-up their orders from you and check the box stating you have read the TOS and then click the green button 'launch your campaign'.

It will then save your design and ask you to login via different services or to create a new account with Teespring. Just create an account and then you're good to go!

So now you have a winning design, you have created your Teespring account, you have your

URL to promote your campaign, and the only thing left to do now is to market your campaign.

## **MARKETING YOUR CAMPAIGN**

So now you have everything set up and you just need to drive targeted traffic to your campaign. Since you have hopefully chosen a passionate niche and these people love to purchase t-shirts it's pretty much going to do all of the selling for you and you just need to put it in front of the right peoples eyeballs.

I'm going to start out by giving you some of the original methods I used and then finish with what is in my opinion the best method to use because it's ultra targeted, automated, and proven to get large amounts of sales.

So one of the first methods I used while starting out was to think of some places where these people congregate. You want to think, "Hmm, if I was an x, where would I be?" X being christian, sports fan, member or family member of the military, etc.

For this example we will use the Christian niche. What you can do is find forums where Christians are. Forums are great because these people went out of there way to join a community of people and discuss their passion. These are the kind of people we're looking for.

So quite simply, for this example I would type in 'Christian Forums' on Google.

**Christian Forums - Where Christian Community Meets Faith**  
[www.christianforums.com/](http://www.christianforums.com/) ▾  
(692,468 Posts in 13,508 Threads) Last Post: Christian men tempted by... by GoldenBoy89, 16th June 2014 08:33 PM. A forum for the discussion and debate of ...  
Singles (only) - General Theology - One Bread, One Body - Catholic - Baptists

**Christian Forums.net**  
[www.christianforums.net/](http://www.christianforums.net/) ▾  
Forums with discussions Christianity. Members only moderated. One spirit, one body, one forum.

**Christian Forum Site**  
[www.christianforumsite.com/](http://www.christianforumsite.com/) ▾  
An online community oriented bulletin board managed by a conservative Christian staff. Membership is private and restricted to Christian's only. This site aims to ...

**Christian Forums and Message Board - Index**  
[www.gracecentered.com/christian\\_forums/](http://www.gracecentered.com/christian_forums/) ▾  
Our Christian forums have lots of discussion features. ... A forum for Christian women. ... Marriage support, advice, and discussion forums for Christians.

**Worthy Christian Forums**  
[www.worthychristianforums.com/](http://www.worthychristianforums.com/) ▾  
Worthy Christian Forums is a large non-denominational Christian community with over 100000 members with over 1.5 million topics!

**Have a problem? Looking for advice? - Worthy Christian For...**  
[www.worthychristianforums.com](http://www.worthychristianforums.com) ▾ Upper Room ▾  
May 30, 2012 - Wondering Believer; 28 May 2014. This topic has been moved. Can sex be enjoyed as a "fun" activity? Started by Wondering Believer , 28 May 2014. 0 views.  
Prophecy Jun 12, 2014  
Doctrinal Questions Jun 4, 2014  
Faith vs. Science May 30, 2012  
General Discussion May 30, 2012  
More results from [www.worthychristianforums.com](http://www.worthychristianforums.com)

**Christianity Board Christian Forum Community**  
[www.christianityboard.com/](http://www.christianityboard.com/) ▾  
Christianity Board Forum is a forum community for the gathering of Christian believers in Jesus for discussion that also offers blogs, galleries, a chat and more.

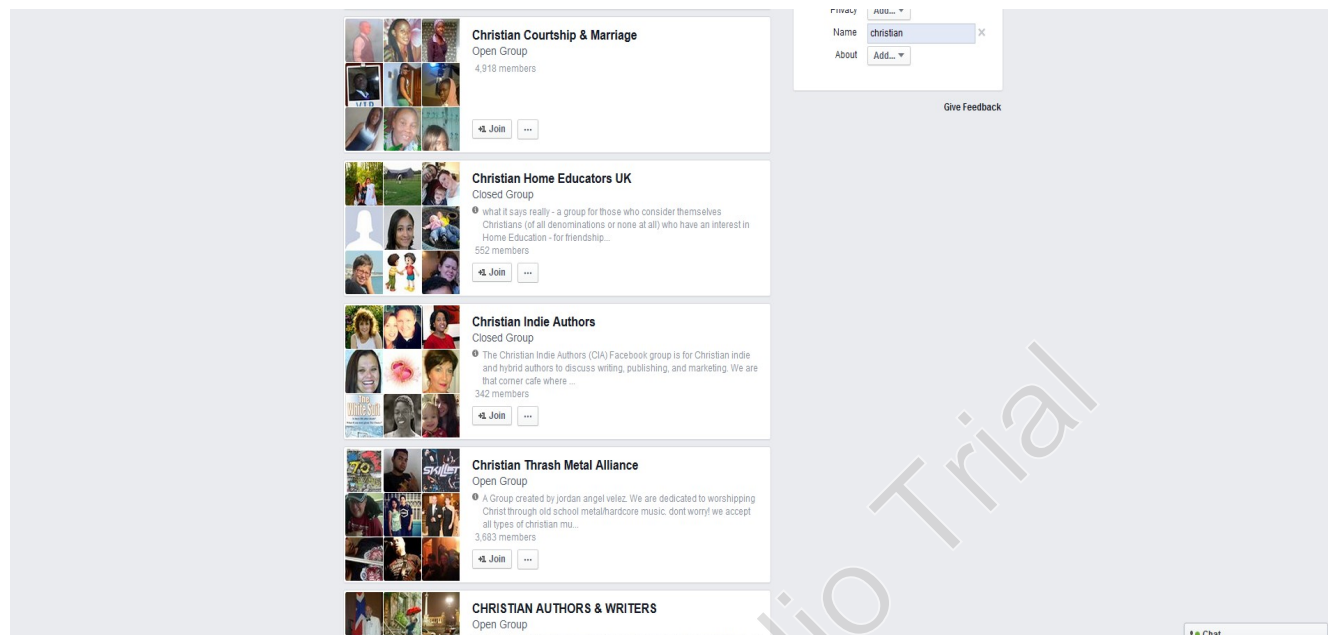
**CARM, Christian Discussion Forums**  
[forums.carm.org/](http://forums.carm.org/) ▾ forum p... ▾ Christian Apologetics and Research Ministry ▾  
This forum for pre arranged debates and is not open to all posters. Please contact Diane administrator carmdiane@yahoo .com to reserve for private debate of ...

As you can see, huge is an understatement when describing this niche. Just the first page alone is filled with Christian forums each with hundreds of thousands of passionate members willing to proudly show their faith on a t-shirt. An important note to make is when you're posting about these t-shirts like this you want to have the frame of mind that you simply stumbled upon the t-shirt and you loved it and wanted to show and tell other Christians about it. So you're not blatantly advertising it, it's more of the mindset of, hey, look what I found.

And this is just one religion and religion is just one niche. There's Buddhism, Islam, Hinduism, etc.

The next promotional method I've used is to join related groups on Facebook and post about the shirt. This is great to do because you know people who join groups are definitely passionate about whatever niche you're going to be promoting. This is an example of searching for groups with the keyword 'Christian' in it and it pulled up over 1,000 different

groups:



I'm hoping you're beginning to see the potential here. There really is no limit to how much money you can make with this.

Yet another promotional method that I've used is to joint venture with fanpage owners who are not monetizing their users. You would be surprised how many fanpage owners have droves of passionate people not being monetized in any way whatsoever.

Simply reach out to these people and you will be delighted by how many openly respond back to you ready to follow your directions on how to add value to their user base and make money. That's really the key when messaging these people, you want to make it clear to them that you're doing nothing more than adding value to their user base. They're going to be posting things that these people want to purchase anyways.

That's what's great about this, it's not like scammy surveys that people have an adverse reaction to. When you drive that point home and explain to them what you have in mind they will have no problems working with you.

This last method is really the one that you want to implement if you want to make some serious money. It's a little bit more advanced than the other ones in terms of setting it up but it by far will make you the most money out of the promotional methods I've mentioned so far.

With this one we're going to be using Facebook PPC. For those not familiar, PPC stands for Pay-per-click and like the name suggests you will be running an ad on Facebook and you will be paying per click. The great part is that the ad is ultra-targeted to display to the people who you know want to purchase your t-shirt and it's automated. You merely set up the ad and let it run and make you money.

You're also going to need a tool that scrapes Facebook user ID's from the graph search. In plain English, you will be able to type a phrase like the one below into Facebook, and then the tool will automatically scrape all of the user ID's that come up from this search, and then you will then be able to import the user ID file into Facebook and run your ad directly to those people. This is way better than the general targeting that Facebook gives you because with this these people are ultra-targeted and you will pay way less per click.

This is the example I said I was going to show you earlier when I mentioned the "This California Girl Loves Dallas Football" shirt:



Facebook search results for: Women who live in California and like Dallas Cowboys and checked in at AT&T Stadium



**Karen Chapa Bocanegra (Karen Chapa)**  
 Monterrey Institute of Technology and Higher Education  
 Female  
 Lives in Los Angeles, California  
 Likes Dallas Cowboys, Boston Celtics and 3 others  
 Visited AT&T Stadium and 72 other places

[Add Friend](#) [Message](#) [...](#)



**Heidemarie Eggebrecht**  
 Oceanside, California  
 In a relationship with Josue Olivares · Female  
 Lives in Oceanside, California  
 Likes Dallas Cowboys  
 Visited AT&T Stadium and 143 other places

[Add Friend](#) [Message](#) [...](#)



**Steffi Mattern**  
 Event Coordinator at Oracle  
 Engaged to Dan Chilcott since May 3, 2014  
 Lives in San Jose, California  
 Likes Dallas Cowboys, Dallas Mavericks and 3 others  
 Visited AT&T Stadium and 321 other places

[Add Friend](#) [Message](#) [...](#)



**Alissa Brouwer (Alissa Olson)**  
 Intern at Cru  
 Married to Andrew Brouwer since October 12, 2013 · Female  
 Lives in San Diego, California  
 Likes Dallas Cowboys  
 Visited AT&T Stadium, The Resort at Pelican Hill and 165 other places

[Add Friend](#) [Message](#) [...](#)



**Caila Noel Curtis**  
 Works at Nanny  
 Single · Female · Interested in males  
 Lives in Los Angeles, California  
 Likes Dallas Cowboys, Dallas Cowboys Fans and 473 others  
 Visited AT&T Stadium and 463 other places

[Add Friend](#) [Message](#) [...](#)

As you can see it doesn't really get much more targeted than this. In the graph search I typed in "Women who live in California and like Dallas Cowboys and checked in at AT&T Stadium"

If you're going to be doing anything in the sports niche, a hot tip is to add the 'checked in at' and then look up the team's stadium. This will ensure that you get the passionate people you want because you know these people have actually been to the team's stadium before.

Then with this tool it will automatically scrape all of these people and you will be able to export the ID's into a file that you can then upload to Facebook and start to display ads to these people. Without using this tool you may have to pay like 60 cents or so a click but with this tool since the people are ultra-targeted you will sometimes be able to get the clicks all the way down to 6-7 cents or even less!

Once you export the user ID's with the tool you then need to create what's called a 'custom audience' in Facebook and this basically just means you will be uploading the file onto Facebook and then you will be able to set up an ad directly targeting these people.

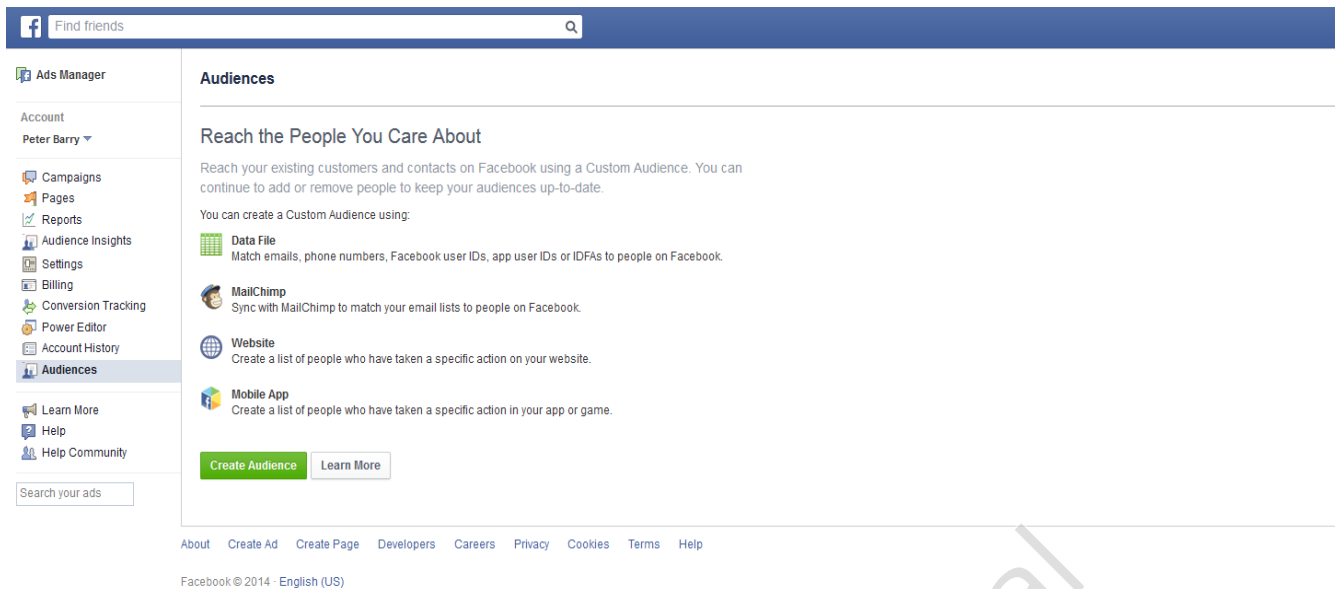
I have seen these tools go for upwards of like \$150 but the one I use which works perfectly for this is only going for \$57 right now and you can get it here:

<http://bit.ly/1jq7Wj>

Also on that page is a video which shows exactly how it works and you will be able to see how to get the user ID's file which I'm referring to.

Assuming you have your user ID file now from using that tool, go ahead and login to [www.facebook.com](http://www.facebook.com) and then go to [www.facebook.com/ads/manage](http://www.facebook.com/ads/manage)

Once you're there you need to click audiences in the options to the left:



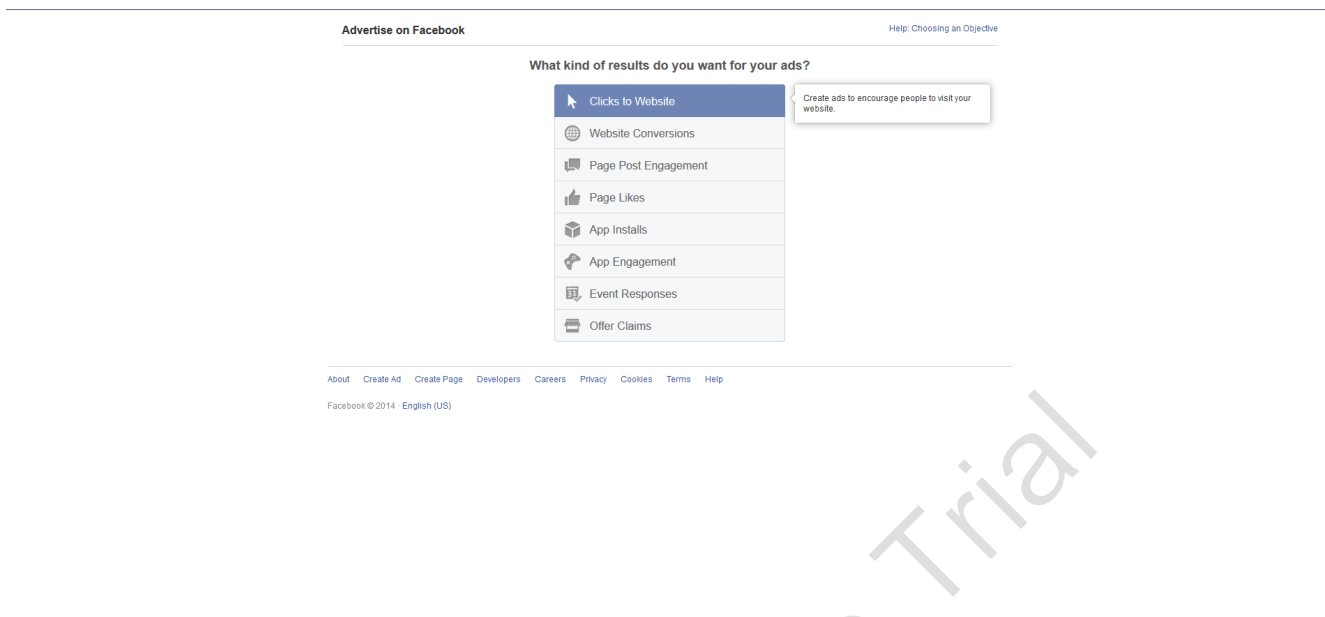
Then click the green button 'create audience'.

Then click the first option 'Data File Custom Audience'. Then you can put a general name, perhaps something describing the niche and a general description, then where it says 'Data Type' make sure you choose 'User ID's' then click on choose file and choose your User ID file that you exported from the tool then click 'create audience'

You will then be taken to a page which looks like this:



Once the file has been uploaded successfully under the column 'Advertise' will be a link saying 'Create Ad'. Click that and then a page like this will open:



Click on the option 'Clicks to Website'. Then it will ask you to enter the URL you want to promote. Simply paste your Teespring link to the shirt you want to promote and then click continue. Next you will be taken to a page which looks like this:

## Images

[Help: Selecting Images](#)

- Use up to 6 different images to create more ads in your campaign at no extra cost. [?](#)
- Recommended image size for News Feed: 600 x 315 pixels

Upload Image

Upload Images

Browse Library

Find Images

Reposition Images

## Text and Links

[Help: Editing Ads](#)

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Example Page

+

or [Turn Off News Feed Ads](#)

Headline [?](#)

2

Click Here to Purchase!

Text [?](#)

42

Limited Edition - Name of T-shirts - Only \$19.99

Call To Action (optional) [?](#)

Shop Now

Hide Advanced Options ▲

News Feed Link Description [?](#)

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed

Remove

Please select an image for your ad.

I will now take you step by step through each section and tell you exactly how to fill them out. Starting at the top with 'upload image' when you input your Teespring link it will usually automatically add an image in the first box.

Go ahead and click the 'X' which should appear in the top right of that image to remove it because we're going to be using images which have already been optimized and known to get clicks.

This is where the templates which I have included with this course come into play. In any image editing software like Photoshop or [www.pixlr.com](http://www.pixlr.com) you can choose any of the templates which I have included and then you want to put your design on to the t-shirt.

So as an example, the image should look like this when you're done:



Once finished with your image, simply click 'Upload Image' and upload your image. After that, in the section 'Text and Links' you will see 'Connect Facebook Page' click the down arrow and simply find your page and click it in order to connect your Facebook page to this ad.

Next we're going to fill out the headline. They only allow 25 characters so we want something punchy. I usually use something like 'Click Here to Purchase!' then for the section labeled 'Text' you also want something short and punchy so as an example for the Christian t-shirt I would put something like this 'Limited Edition – Proud to be Christian T-shirts – Only \$19.99'

It's good to put the price in your ad text because it will filter out most of the people who are just clicking to click not realizing it's a sale or not realizing the price.

Then for the call to action section I usually add the 'Shop Now' button. Then right under that click 'Show Advanced Options' and under the section 'News Feed Link Description' I usually put something like this 'Click Here to Buy – Only \$19.99 – Limited Supplies Only.'

Then in the section 'Ad Preview and Placements' you want to click remove on 'Mobile News Feed' and 'Right Column' so that our ad only displays to people on their desktop's news feed.

The image below shows what I'm talking about:

deskPDF Studio Trial



AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

 **Example Page**  
Just now

 Like Page

Limited Edition - Name of T-shirts - Only \$19.99



**Click Here to Purchase!**  
Click Here to Buy - Only \$19.99 - Limited Supplies Only.

GOOGLE.COM Shop Now

**FOR OUR PURPOSES YOU WANT TO CLICK REMOVE ON BOTH OF THESE.**

✓ Mobile News Feed Remove

✓ Right Column Remove

Next, you want to scroll down and under the section entitled 'Age' you want to make 18 to unlimited because this will ensure only people who can actually purchase things online will see our ad.

Then, you want to scroll all the way down and under budget you want to set it at \$5 a day and under that click 'Show Advanced Options' and you want to 'Bid for Clicks' and make sure it's the option 'Automatically optimize your bid to get more clicks'.

Everything else should be good, then simply click 'Place Order'. After that Facebook will review the ad and go through the approval process which should take no longer than a few hours but usually way less than that and then your ad will be live and will start being shown to all of the ultra-targeted people that we scraped for earlier.

Now, with Facebook PPC marketing you want to be constantly testing and optimizing your ad. Generally speaking you want your news feed ad to have a CTR which stands for click-through rate of around 4-6%. The CTR percentage is based on how many people see your ad and how many people clicked. The higher the CTR the lower your cost per click will be. This is why you want to display your ad to ultra-targeted people so that a way higher percentage of them click and decide to buy as opposed to running your ad to a very broad audience.

With Facebook PPC marketing, the major things which influence how much you pay per click is the audience you're marketing to (which should be very optimized with our handy tool that we use), and the ad's image. Out of everything which influences the CTR of an ad in terms of the ads text, headline, etc. The ad's image is definitely the most important. So if you have a low CTR on an ad you want to pause that ad and then run a new ad with the image slightly tweaked. Basically you want your images to pop so that people scrolling through their news feed will stop and view your t-shirt ad.

There's a lot to Facebook PPC marketing and it would be very hard to cover everything in this course but those are the basic moving pieces that you need to be familiar with.

However, I definitely suggest doing further research into Facebook PPC marketing if you

really want to make a lot of money using this promotional method and thankfully there are a lot of really great people out there who have put out so much free value showing you step by step how to do Facebook PPC marketing. Just spend a little bit of time each day researching it and you will gain more and more awareness on this subject and become intimately familiar with it.

Also, granted these are great methods to promote your t-shirts but these are only a couple. The opportunities are really endless when it comes to this and I'm sure you can think of many more ways to promote these t-shirts if you haven't already.

This brings us to the end of this course and I genuinely hope you enjoyed everything I shared with you as I really do feel everyone should live a life of abundance and that you deserve success.

Lastly, make sure you keep posted because this is only my first course and I plan to do more like this in the future where I will be sharing even more unique ways like this to generate income online.

If you enjoyed reading this and learned at least one or two things new please leave a vouch on my thread. Thanks and take care!