

TeeSpring Profits



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What is Teespring?

Teespring is a company that really works for the artist. They pride themselves on providing excellent customer service from both the buyer and seller perspective, trying their hardest to make sure that everyone is satisfied with the end result. They provide the artist a forum to post their work and get paid for it, and they give the seller an opportunity to be exposed to new works they might not have otherwise seen. Unless you have used the website before, there is probably very little that you know about them, so let's take a look at what they are all about.

What they are

Teespring is a great way to make money selling your own custom designed t-shirts. They allow you to raise money through their website using your own campaign, allowing you to share and network to get more sales. They work with people that use the t-shirts for their own personal profit, as well as for those looking to raise money for charity. They help launch your business selling your custom designed t-shirts for no upfront cost, and no upfront hidden fees.

How they work

Put simply, you design your own t-shirts through their online app to create your campaign. Then it is all up to you to spread the word and get people to purchase your t-shirts. You need to meet your minimum goal in order to have the shirts printed, so spreading the word for your design becomes the most important part of the process.

Teespring makes their money from the production end of things, and you make the money that isn't spent in making the shirts. It is a very simple set-up that provides both ends with profit for very little cost. Teespring does not charge you anything upfront, they just take their money from your profits when the campaign is over, making it easy for anyone to create a t-shirt for any reason or cause.

Customer Service

Teespring has excellent customer service, there to assist you with any questions or concerns that you might have at any point in the process. From designs to getting payment, Teespring prides themselves on providing top notch customer service to both the seller and the maker. They have knowledgeable staff about the legal aspects of designs and offer great advice about protecting yourself against someone else claiming your designs are their own. Teespring makes it easy to get your work out there without having to worry about risking losing it all.

Overall Teespring is a great resource for those who are interested in creating apparel but don't have the money to back themselves up from the start. It can be a great way to get your work out to people that it might not have otherwise reached if you were just working out of a local shop. Teespring helps take the guess work out of running your own business, and they protect those that they work for and sell to.

Teespring History

How long has Teespring been around?

From a small start-up to a company worth millions, Teespring has been making waves in the market since they began. Not much is known about the company, as it has only been around for a few short years. But one thing is for sure, they are changing the way that designers can make money.

Brief History

Teespring has been around since the spring of 2011. This is when its founders decided to take on the task of crowd funding t-shirts for a local pub that had been closed down. It wasn't long before other organizations wanted to get in on the action and start making their own t-shirts for their causes. With the right timing and generous investors, Teespring was officially launched in 2012 and have been steadily growing since.

Crowd Funding

Similar to the Kickstarter program, Teespring allows sellers to design and sell their own shirts (i.e. hoodies, t-shirts, long sleeves, etc.) with no start-up cost or commitment. All it takes is a little bit of creativity to start a campaign and a lot of advertising to make it a successful one. Campaigns vary in length and size, giving the maker a wider opportunity to make their t-shirts more exclusive or widely available.

Products

Teespring's products are printed and shipped from within the United States, and they boast that only free trade apparel is used in the printing of their makers' products. This still allows for a wide variety, but it makes it a morally sustainable company as well. Both the printing and apparel are outsourced from US companies, providing more jobs than it might have been thought possible.

Currently, Teespring only offers apparel options to designers, but there are rumours that they are working their way into providing other products to put designs on.

Reach and Success

Since their launch, Teespring has been featured in some renowned publications. Forbes, Techcrunch, and USA Today, all praise the start-up for its ingenuity and huge growth over the few short years that it has been open.

Within the last 3 years, Teespring has gone from a small company making a few hundred shirts to a company making waves in the market. After being accepted into part of a large start-up (Y-Combinator), the potential for the growth Teespring is essentially unlimited.

Teespring is unique in that is very much about both the artist and the buyer. They give artists a place to showcase their work and they give their buyers a large selection of new designs that they might not have otherwise saw. They work hard to help new talent reach their goals, and they help those raising money for good causes. Teespring is a very successful company because they set the standard for all other companies that are similar to them. They are doing something that has been tried, but making it a successful business in their own way. It just goes to show that just because you are a small company, doesn't mean that you can't change the way people think about your market.

How It All Works

How Teespring Works

Teespring can be a very valuable resource if it is something you know about. It can be a great way to raise money for a cause that you care about, or it can help you branch out into a different type of business you might not have considered.

You don't have to be a great artist to make a t-shirt, but a solid design will help your campaign in a big way. Teespring is fairly simple to use, but if you have never used it before, it can be a bit daunting. They do their best to help you out every step of the way, providing excellent customer service and answering any questions that you might have. Let's take a look at the process behind creating a Teespring campaign.

Create!

First you need to create your design. You can either upload your own design or work from their libraries. They boast a collection of over 10,000 pieces of clip art and 50 different fonts. Using their creation application through their website, you choose the colour of the shirt, and put just about whatever you want on it. You can also ask to have one of their in-house designers help you create that work of art you have been wanting on a t-shirt. Just simply get in contact, and they will do their best to help you in a timely manner.

Set Your Goal!

Next you need to set out your goal of shirts to sell. This will be the minimum required amount of shirts that need to be sold in order for the shirts to be printed. Setting a goal that is too high or too low will seriously affect your profits, as will what you set the price for the shirts to be. It is important to balance cost and gain so that making the shirts is worthwhile.

Your Title and Description!

Next you get to tell your customers what your campaign is all about! Giving your campaign a catchy title and description, you will be able to draw customers in and get them interested in what you are doing! Make your reader care about what you are doing, and hopefully they will make other people care as well.

Spread the word!

Finally the most important part, spreading the word! How hard you work to get the word out will seriously affect your sales in the long run. Share it with your friends on Facebook, via email, and any other place that you can think to share them through. Get the word out so that you can have the most successful campaign possible! The more buzz you create about your design, the better response you will get! If you are choosing to do t-shirts for a charity, make sure that they let their other donors know about your campaign so that they can help spread the word as well! The success of your campaign depends on the interest of others, so spread the word to all those who will listen!

Difference Between Teespring and CafePress?

Though Teespring and CafePress have a lot in common, there are a lot of important differences in the services. Both websites are good for their own reasons, each bringing something unique to the table. They both serve their purpose to different types of sellers. Listed below are some of the areas that can be compared in both websites.

Products Available to Design

CafePress offers more than just shirts to put your design on. You can also put your designs on bags, stickers, and various other pieces of merchandise. With Teespring, your designs can go on shirts and sweaters in a few different styles.

Designing

Both websites have fairly similar designing applications. You pick the type of shirt that you want to design, and you can customize/upload your design in just about any way that you like. Both sites offer design help from professionals at their company, as well as a large library of clip art images and fonts.

Selling

With CafePress, you are running a complete store, not just a campaign. You are responsible for the design of both the store and the products. There are not set goals that you have to meet in order for your product to be produced.

With Teespring you sell through your campaign and your goal is set.

Advertising

With both CafePress and Teespring, the amount of advertisement that you do will be mostly up to you. You will need to rely heavily on social media sites to get the word out about your product, but the website does offer some help with advertisement.

However, with CafePress you are much more visible. Your shop gains traffic from the website and other shops as well, as CafePress links your products into their categories. This makes it much easier to reach a wider crowd without having to put in as much work. It is still important that you use social media and other means to get the word out.

Making Money and Cost to You

Both websites offer no hidden upfront costs and fees, but how they make their profit is very different.

With Teespring, their profits are taken directly from the costs in making the t-shirts. They let you know upfront just how much they are going to be taking from you and how much profit you are going to be making from each and every t-shirt.

CafePress has a couple of different ways in which they make their money from you. The first is a 10% take from your monthly profits each and every month. This is taken off of the check that they send to you. You can keep tabs on just how much they are taking, but it is never more than 10%. The other way in which they make money from you is a subscription fee. Instead of paying out 10% monthly, you can pay a flat rate for a monthly pre-paid fee. These fees are set amounts, so you know exactly what you are paying for your shop.

Make money with Teespring

You can make money with Teespring, but you have to know what you are doing and how to best use the resources for your advantage. The amount of money you can make from producing shirts through Teespring depends on your process and how much time you are willing to put into getting your designs out there for the world to see. There are several different ways to be successful with this type of business, but you need to be willing to work hard and spend time getting good at the marketing end of things as well. There are some aspects that a first time maker wouldn't consider, so let's take a look at some of those aspects.

Explore the market for what you want to create

A quick search of Teespring will show you just what kind of competition you will have for the t-shirt that you want to create. The more the merrier, but it may be harder to sell a t-shirt that is very similar to something that is already being produced. Your best bet is to create something that is unique within a popular genre. Creating something that fits in with the current trend but stands out from what is currently on the market should be your goal. Knowing what you are up against will make your campaign much more successful in the long run. It is also important to have a reasonable price compared to your competition. Chances are if your customer can get something just as good somewhere else for cheaper, that is what they are going to go with.

Set a reasonable campaign goal

Don't set your goal too high, especially if it is your first campaign. If you don't reach your goal, you will not get paid, and the t-shirts will not get printed. And you are allowed to surpass your goal, so the sky really is the limit in that sense. It is important to set yourself up for success, not failure. Setting a goal that is both achievable and profitable are the main goals of correctly using Teespring.

Spread the word

Social media plays such a huge role in this process. The success of a campaign largely depends on the amount of exposure that you get for your campaign. This will require some shameless advertising to your friends and family, but you can also get the word out through paid Facebook ads and other pages willing to get your design out there. In this business it is all about who you know, as your connections play a huge role in just how successful your campaign can be.

This cannot only be a financial investment, but also a time investment. Your shirts will only do as well as you want them to, and you need to be willing to put in the time and effort that is required. Putting the time in to make sure that the word is being spread will make or break your campaign.

Advanced Teespring Profits

Target - Target - Target

Just like selling anything, the more you narrow in and create the perfect match for your customers, the better chance you'll have of success.

This is one of the reasons many marketers use spaces such as Facebook, because the focus is on a target their exact audience, at least very close to it. Not only could you target ads, but even narrow it down to your perfect customer.

You probably won't sell many Green Bay Packer T-shirts to Chicago Bear fans.

I know it's an extreme comparison, but it's something you always need to keep in mind if you want to find some success. Often sports fans are regional as well. The key is to go where the buyers are.

Tap New Trends

While this might seem obvious, many marketers over-look this. Or I should say they miss out. My family and I are huge Walking Dead Fans. Our DVR is set to record every episode and we can't wait to watch the latest installment.

Millions of people tune in every week for the latest Zombie killings. Think you could sell a few Zombie t-shirts? Maybe make them funny. Your own unique design. Plus, it would be easy to target fans on places like Facebook.

What about celebrities? Seems there is always a celeb that does something wrong, says something wrong or gets caught doing something wrong. Of course you don't want to use any one's face or name, but what about a spoof? One that might poke fun at what happened? What about a winning sports team?

Important point here is that, once you've designed a few t-shirts, it wouldn't take long to whip a new one up and get it out there fast, to take advantage of a trend. You have a HUGE advantage because you could have a new shirt up and for sale in a couple hours, much quicker than some big corporation or company. You could beat them to the customer every time.

Wash Rinse and Repeat

Here's another way to ramp up your earnings with what you've already learned. When you find a winning design that sells out, it's a proven design and campaign.

Why not run it again? What about a variation? Different colors? Instead of reinventing the wheel, with a successful campaign, you have what most people would call, "Money in the bank". You could also run successful designs on other advertising platforms. This is how people make the big money, they find something that works and roll it out everywhere they can.

You'll have some losers

Selling t-shirts through Teespring is like selling anything, sometimes you'll have a dud. While I hope every campaign is a huge success for you, it's likely you might have some that don't work. The important thing here is not to give up and learn what didn't work.

Studying the losers can give you ammunition for future campaigns that could improve your success rate. They say it took Edison 10,000 experiments to get a working light bulb. While you probably don't have the cash to run 10,000 campaigns, the point is, you might have to push through the losers to get to the winners.

Getting Buyers For Your T-Shirts

Creating the teespring shirt is the easy part. Getting people to buy it, and more importantly enough to reach your goal is another thing. You have an advantage though. There are millions of buyers at your fingertips, right on the internet.

Once you have your Teespring design and campaign up and running, your first stop should be your social media accounts. Of course you don't want to pester or blast your "friends" with messages of buy it now constantly. But it's not going to hurt if you mention it.

Facebook is a good place to start. Another is Google+ and Twitter. You could even set up accounts ahead of time and build a following before you run your t-shirt campaign.

Some people say Pinterest is not a good place to sell t-shirts, but I think, given the right design to the right audience, it could be a hit. Should be as it's a visual medium social site.

What about forums? Do you post on a forum on a regular basis? Here's another place to promote, but putting a link in your signature. If you don't use a forum, you could search ahead of time and become a regular, contributing member before you launch your shirt. I can tell, if you just going to join to promote, you're wasting your time. Any forum that has traffic, will be monitored and you will be bounced quickly.

Last but not least, you could purchase advertising. Many marketers are making good money buying ads on places such as Facebook. It's a a fantastic ad platform because you narrow in and target your exact customer.

A strong word of warning here though. Be prepared to spend some money and lose some money As I've said before, you might have some losers. It's best to start small, or take baby steps.