

TEESPRING CLEVER CASH



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Design WC

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Table Of Contents

Introduction.....	3
Niche Selection.....	4
Spy on Competitors	5
Designing Job	8
Launch Time.....	10
Free Traffic 1	12
Free Traffic 2	17
Summary	25

Hey Declan Mc here.

First I would like to thank and congratulate you for purchasing TeeSpring Cash for Christmas , you won't be sorry that you did :) .

I've been online now about a year and a half , during this time I have launched successful products , built up and managed large FaceBook fan pages , perfected video marketing and creation , ranked these videos on page one of YouTube And Google , optimized websites for offline clients and built up businesses through SEO and promotions .



I'm a father and husband and for too long I struggled to get a handle on this "Make Money on the Internet " thing. I would buy product after product after product (literally almost anything that appeared in front of me).

...so I feel your pain if you too are struggling.

Lets connect on FB ---

www.facebook.com/profile.php?id=100008539086887

Eventually I got introduced to a Awesome site called TEESPRING and things started to take off from there!

In this 'no fluff' easy to read report I will go through with you my Secret Methods and strategies to getting some nice Christmas Moolah with Teespring .

OK LETS GET INTO THIS :)

1. Niche Selection

How to find good niches and niche selection is Very Important is being successful with selling your T Shirts . The more Secret the niche the Better so there will be less competition for you . If you can find one of these then you are on to a winner .

Good places to start looking are Tees that are already for sale and making sales on Ebay, Amazon and Zazzle . These sites are excellent for researching and usually sellers put their shirts for sale here after seeing success already on TeeSpring prompting them to Scale Up their campaign .

Causes is also a great niche to look at , the likes of Environmentalism , Gun Control, Global Warming ,Wildlife preservation, Save the planet . People have such a passion for these subjects that they almost feel obliged to purchase shirts associated with them .

Another excellent niche to go for is 'Professions', i.e. Doctors, Nurses, Firefighters, Truckers, Teachers, Hairdressers etc etc . These professions are very popular and are very passionate people. They love to show off who and what they are . There is no way better for them to do so than with a catchy T Shirt !

Animal lovers and Moms are great people to target too because again as stated they are passionate people and love what they are into.

Remember while everyone else is focusing on one niche, there are other niches that are wide open and people are waiting to buy shirts to do with that niche .

-- 'Occasions' T shirts are Big sellers too , like Christmas , Halloween ,

Graduation, SuperBowl and the likes . These times of year are Huge and you'll find if you get a good phrase and/or design, well then you'll be on a winner .

PRO TIP ----

www.Teeview.Phatograph.com and www.TeesCover.com are **Awesome** FREE sites which, believe it or not, let you Spy on your competitors who have had successful campaigns !

You can select the 'Best Selling by Numbers ' category , the 'Latest added' category , 'Best Selling by Ratio' category and browse for ages checking out all the Winning designs , successful niches and most popular ideas! Obviously it's not advised to copy these directly but the amount of information you can pick up from this one site is priceless!

This is Teescover.com , do you see how Powerful this information is ?

The screenshot shows the Teescover.com interface. At the top, there is a search bar with a red arrow pointing to it, and buttons for 'Search' and 'Clear'. Below the search bar, there are filters for 'Show Tees' (Active, Inactive, Both) and 'Sort By'. A red arrow points to the 'No. of tees sold' filter, which is set to '50+'. Another red arrow points to the 'Tees Show Per Page' filter, which is set to '12'. Below the filters, there is a 'Go' button. The main content area displays four product listings, each with a red box highlighting the sales data:

Product	Sales Data	Price
FGC./r/Kappa.Pepeday	78 sold towards goal of 78 Last Updated: 2014-11-28 07:12:08	\$27
Let the JONES handle it!	273 sold towards goal of 273 Last Updated: 2014-11-28 07:12:28	\$27
Ltd Edt - Woman With	92 sold towards goal of 92 Last Updated: 2014-11-28 07:12:32	\$26
Night Shift Nurse	55 sold towards goal of 55 Last Updated: 2014-11-28 07:14:02	\$30

You can search by how many sales other T Shirts have had, you can search by designs and get ideas too . This is **Golden Information** !

Here is the second website **teeview.phatograph.com** , again the information here is **PRICELESS** . Look at the categories here available to you 'Latest Added' 'Best Selling by Numbers' 'Best Selling by Ratio' 'Only Active' and 'Only Goal Reached' This will help you so so much in choosing the types of T Shirts you can choose as you can pick out the successful ones and replicate them .

The screenshot shows the Teeview website interface. At the top, the word "Teeview" is written in a large, stylized font. Below it, a description states: "Teeview gathers t-shirt campaigns of Teespring from Google and Tweets, displaying them all in one place! Last updated about 4 hours ago". Two red arrows point to this text. Below the description is a blue box containing the text "Teeview survey!" and "Read full story". Below this is a link to a "Teeview monthly subscription survey" with the URL "http://goo.gl/forms/vUfMYzWbhr". Below the survey link are five buttons: "Latest added", "Best selling by numbers", "Best selling by ratio" (highlighted with a red arrow), "Only active", and "Only goal reached". Below these buttons is a search bar with the text "Search from name" and two buttons: "Search" and "Clear". Below the search bar are four t-shirt listings. Each listing shows a t-shirt image, a title, a price range, and a "Sold" button. The first two listings are for "RC Nation for Erin Kimball Foundation" and the last two are for "Limited Edition Winchester Bros T-Shirt!". The "Sold" buttons for the first two listings are highlighted with red boxes. Below each listing is a red box containing the text "Expires on 12/03/14 04:00 -0000".

Teeview

Teeview gathers t-shirt campaigns of Teespring from Google and Tweets, displaying them all in one place!
Last updated about 4 hours ago

Teeview survey!
Read full story

Teeview monthly subscription survey:
<http://goo.gl/forms/vUfMYzWbhr>

Latest added Best selling by numbers Best selling by ratio Only active Only goal reached

Search from name Search Clear

RC Nation for Erin Kimball Foundation
\$30, \$35, \$45
129 / 5 (25.8) **Sold**
Expires on 12/03/14 04:00 -0000
Added 2 days ago

RC Nation for Erin Kimball Foundation
\$30, \$35, \$45
129 / 5 (25.8) **Sold**
Expires on 12/03/14 04:00 -0000
Added 4 days ago

Limited Edition Winchester Bros T-Shirt!
\$21, \$22, \$32
158 / 15 (10.53) **Sold**
Expires on 12/01/14 04:00 -0000
Added 6 days ago

Scream Bloody Gore - LIMITED PRINT RUN
\$18
646 / 80 (8.07) **Sold**
Expires on 12/04/14 04:00 -0000
Added 6 days ago

Also there is a Facebook page called 'A Special Tee' with over 26,000 fans on it where there is a boat load of ideas to get for successful T Shirt campaigns !

These places are PRICELESS to you when doing your research on the type of niches and designs you should go after !



Did you know too that Teespring have sold over \$1Million in TShirt sales :)

DESIGNING JOB

So first step is to come up with a simple but catchy idea based around your niche . A good base to stick with is coming up with some sort of rhyme or catch phrase .

So say with the Christmas market in mind we go for ' Santa's Little Helper ' .



Nothing spectacular but it sounds and looks cool, and mixing something that sounds cool with a decent design = \$\$\$.

There isn't a trick to making a design that will sell, it's simply about making something that looks good on clothing, making sure the fonts match the theme, making sure it's lined up well, the colors look good on the shirt, the message is likable, catchy etc.

This doesn't have to be some huge, amazing design for these shirts, something that looks good will sell to people that are passionate about the niche. It **Appeals** to them that's what we want .

If you are decent with photoshop, you can do the designs yourself to save some money, but I know a lot of people aren't good at designing including me :), and that's ok.

There will never be a shortage of designers for you to hire to do you up some designs for your shirts based on the niche you are promoting your shirt to .

Websites like Fiverr.com , FreeLancer.com and Odesk.com are all great sites but make sure you look for references , reviews and on Fiverr only go with the ones with the highest ratings .

Once you've completely designed your shirt and it looks good, we'll now go to Teespring.com to get our campaign ready to launch .

LAUNCH TIME

Ok , on the first page is where you want to put you design and/or logo , one thing I would advise on is White T Shirts are the least selling shirts on Teespring so go with other colours for success .

Now on the next page you'll see something like this

The screenshot shows the Teespring interface for setting a sales goal and viewing estimated profit. At the top, there's a 'Sales goal' section with a slider ranging from 5 to 400. The goal is set to 10, with a dropdown menu showing 'Shirts'. Below this, a note states: 'Your goal is the minimum number of shirts that need to be reserved before the shirts are printed!'. The 'Estimated profit' section shows a range of '\$82-\$99+'. Below that, the 'Set selling price' section provides instructions and a message: 'The design has been moved to fit on the chosen products.' Two product options are listed: 'Hanes Tagless Tee' with a base price of \$19.99 and a profit of \$9.99, and 'Gildan 8oz Heavy Blend Hoodie' with a base price of \$27.99 and a profit of \$8.24. At the bottom, there are checkboxes for 'Add long sleeved tee', 'Add tank top', 'Add v-neck tee', and 'Add specialty tee'. A note indicates 'You can add 3 additional products.'

Product	Base Price	Profit/Sale
Hanes Tagless Tee	\$19.99	\$9.99
Gildan 8oz Heavy Blend Hoodie	\$27.99	\$8.24

1. Set the sales goal at 10 first of all and you can always change it as your campaign continues .
2. The advised selling prices for successful campaigns are \$19.99 for T Shirts and for Hoodies I usually find \$27.99 very good.

Tick all the other alternatives too like tank tops and v-necks you never know someone might like one but for the start I'd say T Shirts and maybe Hoodies will be you main sellers .

Next page give your campaign a name that relates to your campaign for instant in our case Santa's Helper ..

In the Description box i have a free gift for you that I put in to my campaigns and it works a treat .

It gives the customers an impression of 'great value' and that you are doing them an Awesome favour . I'll include in an attachment too so you can use it :)



<http://i.imgur.com/9FIDyhO.jpg> This is your link :)

This is a GREAT sales converter and works very well !

Select your campaign length to ten days and then you will be asked by teespring to enter a unique tag that will be used as your link, again try have it related to your shirt .

Once you get your link, you can head over to bit.ly and get a shortened link.

Shipping options Allow buyers to pick up their orders from you

Pick-up delivery is free. Please note that pick-up orders are shipped via UPS Ground and may take up to one extra week for delivery.

With the above option you obviously dont want to tick it because you Don't want your buyers to collect their orders ha :)

Tick that you have read the TOS's and you're ready to Launch your Campaign !! YEEEEAAHH :)

Now it's time to promote the shirt and hopefully get a ton of sales and CASH!

Free Traffic Option 1



Now comes to the part that people find most daunting and complicated , Promoting our campaign !

There are 2 ways that we are going to go through in this report for this purpose , one is Free and the other is Free too :) .

You are going to find Fan pages on FaceBook in your niche that you choose . These are pages that are successfully social but don't have hardly anything in sight that would suggest they are doing a good job monetizing the page and making money from it.

These type of fan pages are the most receptive and quick as far as getting campaigns up and running.

Bigger fan pages are good too, they are not to be ignored but for the sake of getting off to a quick start...stick to the fanpages I mentioned first .

So how we find these pages is by going into FB and in the search bar type in the keywords for your niche and shirt , you'll then click on 'Find all pages '

Now you will get a list of fan pages that have to do with your keyword, stay away from pages that have a crap load of fans because for sure these pages will be monetized already !

Most of the fan pages we are looking for are either normal people who are internet saavy and are just big fans of whatever niche their fanpage is in and others will be marketers running fanpages that they have no clue what to do with.

Your job is to find these fanpages.

So you will want to find a list of at least 10 of these pages for each shirt you promote because the average is about 3 to 5 will do business with you for your shirt .

Alright, so what you do for one of these fan pages , you do for every single other one you find.

Don't change the process, don't try reinvent the wheel. Just rinse and repeat with each page that matches your search requirements !

Go to the fan page, make sure you ALWAYS like the page first because that way the owner will get your message inbox . Click on “message” and then we are ready to send them our proposal .



Make sure you send the messages from your personal accounts because you don't want to appear fake because then you have No Chance .

So when you are sending these people a message make sure it is short and sweet, no drawn out sales pitch or complicated over the top grammar or else they won't reply to you . They are just ordinary down to earth guys like me and you so the more simple the message the more chance of success .

Here is an example of the sort of message to send

“Hey I have a shirt design that I think would sell very well on your page, do you think we can we arrange something? You share the shirt with your fans and we can split the profit?”



You get what I mean. Short , Quick and right to the Point .
Keep it short, I CAN NOT stress this enough.
This is VITAL for your success .
You want them to open your message and read it quickly .
And then replay back to you quickly , thats what it's all about !
Not everyone will reply back ready to go immediately, but a lot will.

Now when they start replying to your message with an interest in your proposal , here is the sort of message to send back

**“Ok, thanks a lot . I think this will work out great for the 2 of us :) .
I'll send you the photo of the shirt to use and the text that'll work best.”**

Now, you want to create a little ‘banner’ with maybe the shirt on it or have one made for you . On it put the price of the shirt (with the \$10 discount :)) and a call to action to click on your link to purchase .

This is simply to catch the eye of people who are scrolling down the pages newsfeed.

Send them a download link to your banner file to upload. And send along this simple ad copy to include in the post.

Limited Time offer, \$10 off added already !
Get your “-----” Tee for just \$19.99 today!
Buy It Here Now => (your shortened TeeSpring Link)

Then have them upload your banner as a photo along with the status update so that way your flyer will display under the short copy above.

You want to stick to a Very short , quick , to the point Ad copy .
We want them to know that if they click on the link,
they will go to the shirt, which costs \$19.99.

You can talk to the page owner about maybe ‘pinning ‘ your post to the top of their page and come to some sort of ‘deal’ or if you like you could send them \$5 to ‘boost’ your post on FB and this will put the status update higher on their fans news feed and it will also show to their fans, friends and give you an extra boost of traffic :) .



With this Extra boost Traffic will start coming in and all you have to do from this point is wait for sales to start coming in!

Keep a close eye on the status updates to monitor how many likes, comments and shares you are getting. Keep an eye on the comments and look closely for any people leaving suggestions and hints about kinds of shirts they would buy, for ideas for your next one .

It's important to only run one shirt on one fanpage, because if you promote a single design on multiple fan pages you'll have to get into tracking and all that to make sure you know where the sales came from. This is just a lot of unnecessary hard work which you don't want , Right ??

So you see how EASY this is to Scale up too , starting the process over and over again with a new fanpages .

Free Traffic Option 2

Did you know that facebook recently purchased instagram and that they have over 200 million active users on there?!

Yeah instagram is a facebook owned app which is one of the biggest social media apps out there designed for picture sharing and browsing.

Now what you got to do is install Instagram ASAP.

If you got an iphone or an ipad or some sort of android or windows mobile phone or tablet just head to your app store and search for Instagram.

Install it and then you are done :) .

Edit Profile

Name

Email

Username

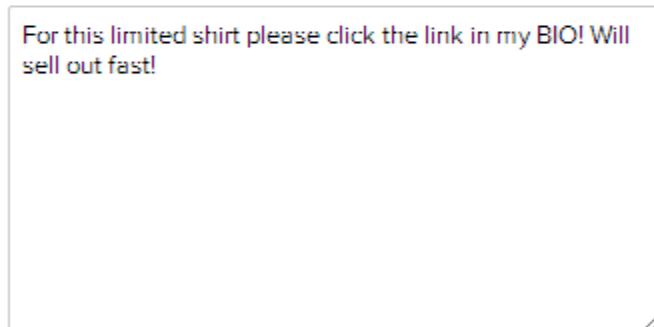
Phone number

Sex

 ▼

Bio

For this limited shirt please click the link in my BIO! Will sell out fast!



Website

Similar Account
Suggestions

☒ Include your account when recommending similar accounts people might want to follow. [?]

If your t-shirt is in the cat niche then name your account something like PussyCatShirts123.

Make sure you have some reference to the shirts you are going to promote. When you upload a profile picture, upload one of your shirt that you made on teespring.

Then you fill out your BIO and tell them : for this limited edition shirt please click the link in my BIO! These will sell out Very fast!

Then go ahead and fill out your teespring url (which you should get shortened) in the WEBSITE URL section. This part will become clickable to whoever sees your profile.

Then upload another picture of your t-shirt and caption it with something like:

To order this highly limited edition t-shirt go to: “Your Link” or click on the link in my bio!

That’s it , Simple or What ????

So when I was in my Instagram app I typed in ‘Harley Davidson’ and a page came up with loads of Harley pictures... when i clicked on one in the bio link there was just a teespring link to a t-shirt made for Harley fans...

I clicked the link and saw that in one day he sold 30 shirts....from nothing but instagram traffic!

How Awesome is this !!!
Do you see the Potential in This !!

Now the magic happens when you start searching on hashtags.

For example we wanna sell to rabbit lovers and we got a cool cute rabbit shirt.

We just type in RABBITS and we get millions of people posting pictures of their rabbits (PASSIONATE PEOPLE!!)

We then click on the pics one by one and like that picture.

They will see our ‘like’...visit our profile and a percentage of them will

visit our teespring link in our bio if you got a cool design!
Just create a new profile specifically for any additional t-shirt and only promote that t-shirt on your profile for the best conversions.
One T shirt per profile , you get me !



It is so simple.
For example the keyword :# Rabbits has 446.000k pics.
UNBELIEVABLE or what ??
Do you see the **Potential** here ???

Obviously the more pics you like the better, so what I like do is spend maybe a half hour or more each day just liking peoples pictures.

PRO TIP -- You can like a picture by simply double tapping on it :)

That is what instagram is made for.

Liking pictures and getting your pictures liked!

Whenever someone likes your picture on instagram you instantly get a notification on your mobile and most people will visit whoever liked their picture to see who it is or what they look like.

You can even check your stats and activity on Instagram.com when you're at your Pc . You can like, unlike, comment, follow, and unfollow, but I don't think there is a way to post pictures (which is easiest on a phone anyway). If you are going through and saving pictures, make sure you post 1 or 2 to your profile while you are logged on.

When you do that, make sure you add as many related hashtags to your picture because that is another Fantastic way to get traffic to your link.

So a quick run down on what to do -----

- 1) Like those related pictures that have the hashtag (#) you searched for.
- 2) Comment on the related pictures that have the hashtag (#) you searched for.
- 3) Follow the users that post pictures that have the hashtag (#) you searched for.
- 4) Post pictures and put in the related hashtags (#) in the description.

But there you have it guys! That is all there is to this method for **FREE TRAFFIC**

The great thing about this method is that is easily scaled.

So there you have it, easy or what?

This is a very simple way to start earning recurring income.
And it's easy for both newbies and seasoned marketers alike :)
Like I said before: This is a numbers game.
Just be consistent and relentless and you'll make money.
Rinse and Repeat !

Suggested Viewing Section

These videos helped me a lot when I was setting up all this .
They are not mine but are Very helpful nonetheless

How to create a T Shirt and launch your teespring campaign --

http://youtu.be/_8tLtdVluTo?list=PLz0kj_TIC2mpqhXCeRgtT3YGqLbcuBd_i

Setting up an Instagram Account- http://youtu.be/yuG3n6_qNYg

Posting on Instagram ----- <http://youtu.be/S0sfE4Ddt8A>

Thanks again for purchasing my product

To Your Success

Declan Mc