

35k per month Teespring Warrior

Tips on how you can sell 100s of tees like us!

\$105,836.32 in 2 months + 3 weeks

Date	Event	Amount
09/29/14	You requested a payout via Paypal for \$3,073.12	(\$3,073.12)
09/29/14	ended successfully (272 shirts sold)	+ \$3,073.12
09/19/14	You requested a payout via Paypal for \$5,805.52	(\$5,805.52)
09/19/14	ended successfully (346 shirts sold)	+ \$4,083.44
09/19/14	ended successfully (107 shirts sold)	+ \$1,417.78
09/10/14	ended successfully (45 shirts sold)	+ \$304.30
09/04/14	You requested a payout via Paypal for \$14,966.60	(\$14,966.60)
09/04/14	ended successfully (1211 shirts sold)	+ \$14,966.60
09/01/14	You requested a payout via Paypal for \$6,971.18	(\$6,971.18)
09/01/14	ended successfully (620 shirts sold)	+ \$6,971.18
08/18/14	You requested a payout via Paypal for \$34,112.60	(\$34,112.60)
08/17/14	ended successfully (2697 shirts sold)	+ \$33,776.00
08/07/14	ended successfully (49 shirts sold)	+ \$336.58
08/04/14	You requested a payout via Paypal for \$27,277.10	(\$27,277.10)
08/04/14	ended successfully (2208 shirts sold)	+ \$27,277.10
07/22/14	You requested a payout via Paypal for \$13,630.20	(\$13,630.20)
07/22/14	ended successfully (1109 shirts sold)	+ \$13,630.20

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Step 1: Build A Fan Page

Fan Pages:

One of the keys to success is having a good fan page. Once you have around 5-10k fans on your page, you can easily gauge if your T-shirt will be a hit once you post it and get organic sales.

The recipe for viral pages is simple - Make sure there is plenty of content!

If you are thinking long term, you will be posting daily.



In some niches you will find that there are not enough memes, interesting images, videos or news stories to post. Stay away from them.

A good starting audience of 5-10k fans at 0.05cents per like will cost you \$250-\$500, hopefully you can get them at 0.01cents, just experiment with the interests you target and your ad copy.

Building a page in the right niche can be an excellent asset. If you can post the tee on your page, get sales and people share your tee, you are on to a winner!

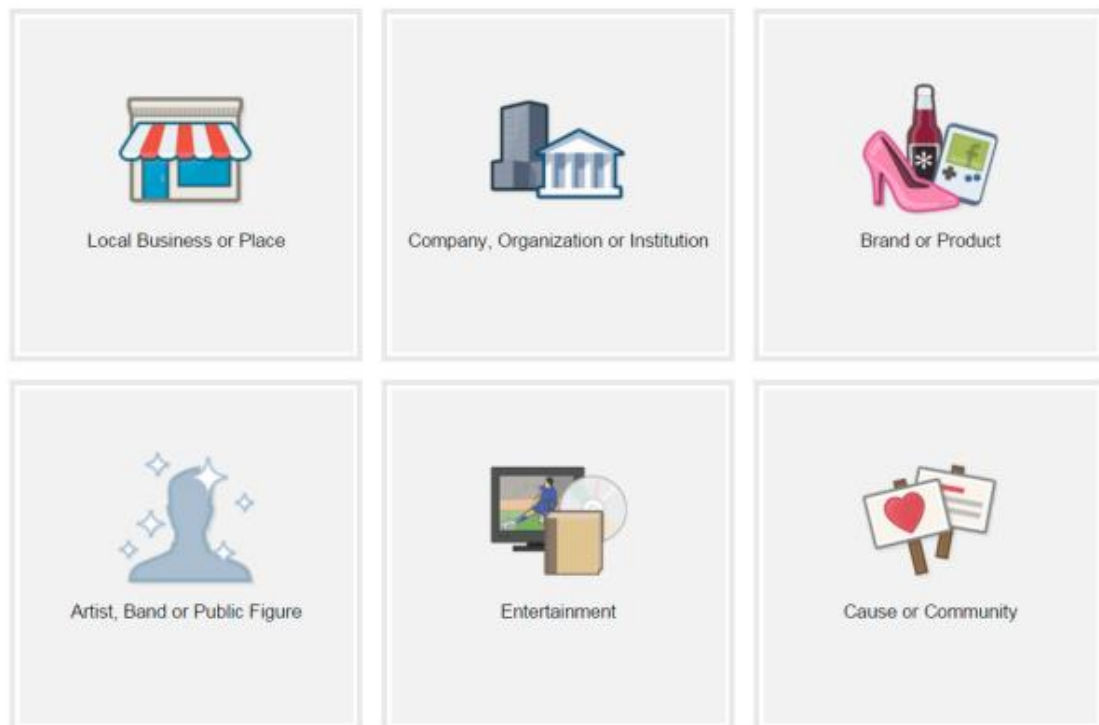
Don't think pages are assets?

Check out this article for a bit of inspiration:

<https://au.pfinance.yahoo.com/fame-and-fortune/article/-/24264233/from-jailbird-to-facebook-millionaire/>

Remember that if the like ads are getting too expensive and no one is sharing your posts, move onto a different niche.

=>Simply start here:<https://www.facebook.com/pages/create/>



Select the category your page is related to, then follow the steps as you go through, it is very easy.

You will have to add a Profile Picture and Cover Picture.

Just remember these FacebookImage dimensions:

Profile Picture Size: 160x160px

Cover Picture Size: 851x315px

They do not have to be exactly that size, you can just add any picture you like and see how it turns out.

If you want to create your own cover, then stick to the dimensions.

Here is more info if you need image help:

<https://www.facebook.com/help/125379114252045>

Fan Page Ideas:

Still not sure what kind of page to start??

There are many niches out there so do not procrastinate, it is very simple to get a page going with fans.

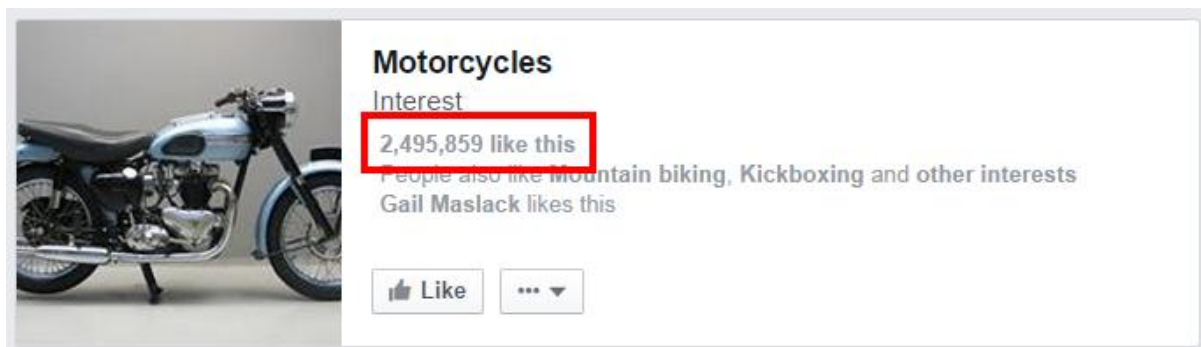
So you would have heard this before, go into niches people are passionate about.

To start off with, go into a niche that you love or may even slightly enjoy, it can become tedious if you do not like what you are posting every day.

Facebook itself is a great place for research.

=>Search interests:<https://www.facebook.com/search/interest/pages>

Use the above link to search popular interests.



You can see here, if you start your own motorcycles related page, you will have a good size audience to target when you run your ads for both page likes and T-shirts.

As I mentioned earlier, make sure there is plenty of content in your niche before you get started.

Audience Insights

If you are still not certain your page will work, do further research with Audience Insights.

You will find Audience insights in your Facebook Ads manager.

CREATE AUDIENCE

Custom Audience >

Location ▾

UNITED STATES
All United States
+ Country, region, or city

Age and Gender ▾

Age
18 ▾ — Any ▾

Gender
All Men Women

Interests ▾

HOBBIES AND ACTIVITIES >
VEHICLES
Motorcycles
+ Interest

Connections ▾

People Connected to
+ Your Page

(New Audience)
15m - 20m monthly active people

People on Facebook
Country: United States of America

Demographics | **Page Likes** | Location | Activity | Household | Purchase

Top Categories

1	Media/News/Publishing	Playboy • TransWorld Motocross
2	Local Business	Motocross
3	Company	X Games • Indian Motorcycle • Polaris RZR • Victory Motorcycles • Supercross
4	Church/Religious Organization	West Coast Choppers Official
5	Website	BikerOrNot.com • BikersPost.com • ChopperExchange.com • Mud Bogging
6	Clothing	Fox Racing • Carhartt
7	Public Figure	Paul Jr. Designs
8	Athlete	Travis Pastrana • Metal Mulisha • Rob Dyrdek • Ken Block • James Stewart
9	Entertainer	Murder Nova
10	Magazine	Smoking Rubber • Hotrods Customs & Classic Cars • Truckin' Magazine

See All

Here are some simple steps to using Audience insights:

1. Go to Ads Manager
2. Select Audience Insights
3. Select Everyone on Facebook when it pops up
4. Type in your Interest into the Interest box (Above I have used Motorcycles as my interest)
5. At the top select the Page Likes tab, you can also get great info from the other tabs

When you are under the Page Likes tab, scroll down and you will see the following:

Page Likes Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <i>i</i> ▼	Audience	Facebook	Affinity <i>i</i>
Monster Energy	1	3.3m	6.2m	1.7x
Fox Racing	2	1.1m	1.3m	2.7x
Harley-Davidson	3	1.5m	2.3m	2.1x
Motorcycles	4	754.7K	775.8K	3.1x
X Games	5	968K	1.3m	2.5x
Travis Pastrana	6	1.2m	1.7m	2.2x
Indian Motorcycle	7	712.2K	786.5K	2.9x
Nitro Circus	8	1.2m	1.9m	2x
BikerOrNot.com	9	600.5K	689K	2.8x
Polaris RZR	10	521.3K	582.3K	2.9x
See More				

Take note of the Affinity column in the above image.

This number represents how likely a person who likes this interest, will also like a page in the same niche. List those pages with the highest scores in your ads interests section!

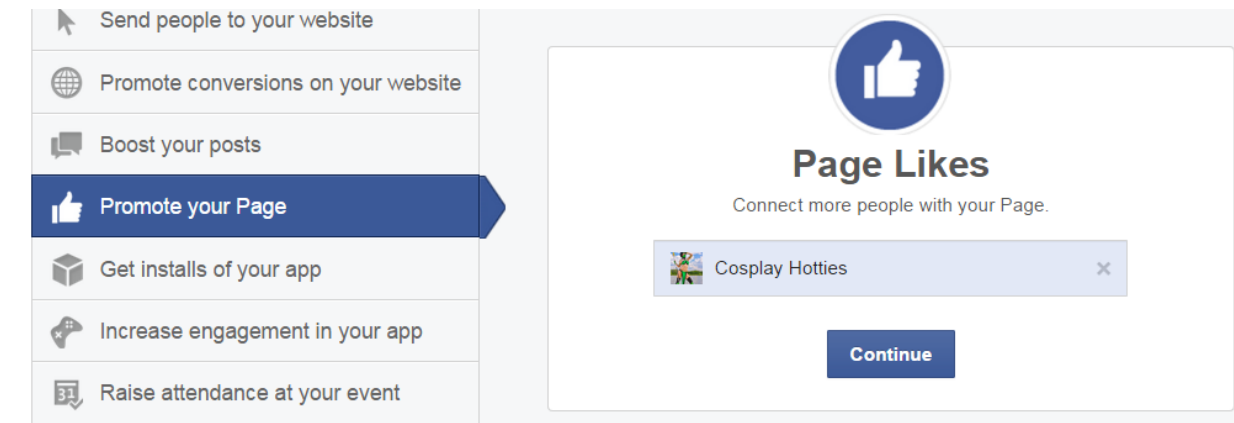
You can target those pages in your ads as the people who like those pages have a high chance to like yours!!

Fan Page Ads

Once your page is setup, ad around 4 or 5 posts, images or content that is viral in your niche you can take from other pages.

Next go create a page likes Ad in ads manger.

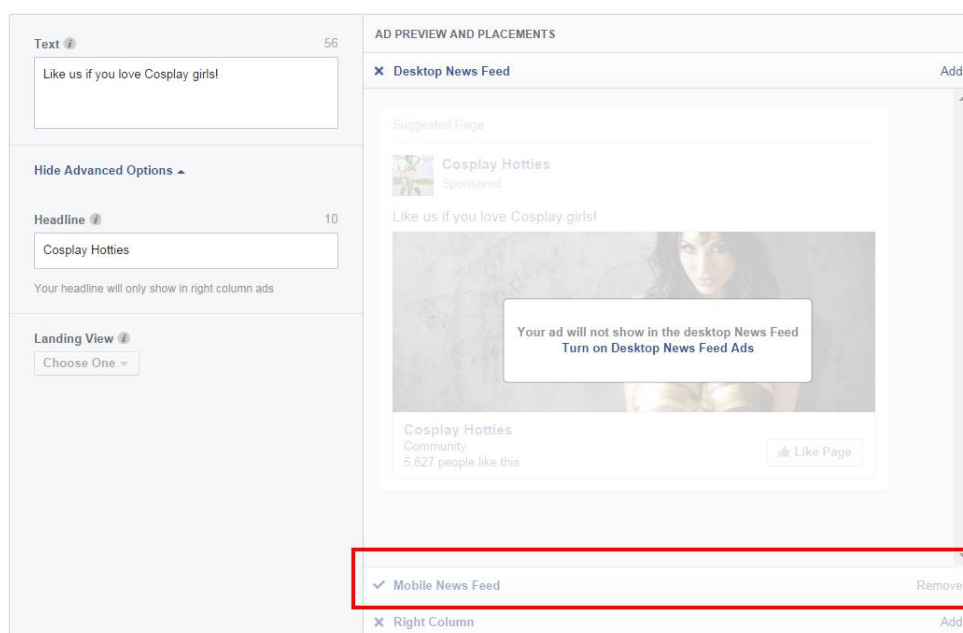
Select Promote Your Page, then choose the Fan Page you created:



1. Next, Choose your ad image, 99% of the time I just use the cover photo that shows up automatically.

2. Insert ad text, keep it simple.

3. In this example below I have selected Mobile News Feed ads only, these likes are very cheap.



Mobile Likes: I prefer Mobile likes for fan pages, they turn out to be a lot cheaper than desktop. Both newsfeed and righthand side ads work well.

Post Per Engagement: For the PPE option, select *Boost your posts* instead of promote your page as shown in the first step. You then get to select the post you would like to run the ads to.

If you have a good post on your page, you can get huge likes and shares through PPE for mega cheap!! You can see below 0.00cents PPE!

<input checked="" type="checkbox"/>	- Post Engagement	● Not Delivering	1,816 Post Engagements	\$0.00 Per Post Engagement
<input checked="" type="checkbox"/>	- Page Likes	● Not Delivering Ad Set Inactive	4,693 Page Likes	\$0.05 Per Page Like

Fan Page Content

You want to schedule content daily to see how interested your fans are. Great quotes or memes that are being shared, may also be a great seller for T-shirt designs.

Problem is, posting 5 images a day can be tedious, especially if you have more than 1 page.

A cheap solution that I like to use for scheduling is FPTraffic.com

=>Here is the website: <http://fptraffic.com>

You can schedule content fast from sources like Tumblr, Bing, Youtube, Amazon and just about any URL.

I like to use the URLS feature, with this feature you can schedule up to 500 images at once.

Build, Grow, and Monetize Facebook Pages



Find and Schedule Photos with a CLICK!

Use FPTraffic to easily find, schedule, and post content on your Facebook Pages.

Facebook has a scheduling tool, but with FPTraffic you simply create your schedule and then search through all our photo sources for content related to your Pages.

When you find a photo you want to post to your Page, click on it and it'll automatically be added to your queue.

FPTraffic is the best and quickest tool to find and schedule content to be posted to your Facebook Pages!

[Sign up and Manage Your Pages Efficiently](#)

1. Simply go to Tumblr or you favorite image site, right click and copy image url:



2. Paste the URL into FPTraffic.com/urls and schedule!

Facebook Page Shimmy Shimmy Ya

Image URLs http://38.media.tumblr.com/tumblr_mbg9wqJ2sD1r3w8tvo1_400.jpg

Enter one image URL per line.

Schedule!

Done!!

As mentioned earlier, you can add 500 URLs at once!

You can also add a description and links to your posts.

FPTraffic also has some other great features that are very handy like the Giveaway portal, link cloaker, and stats monitor.

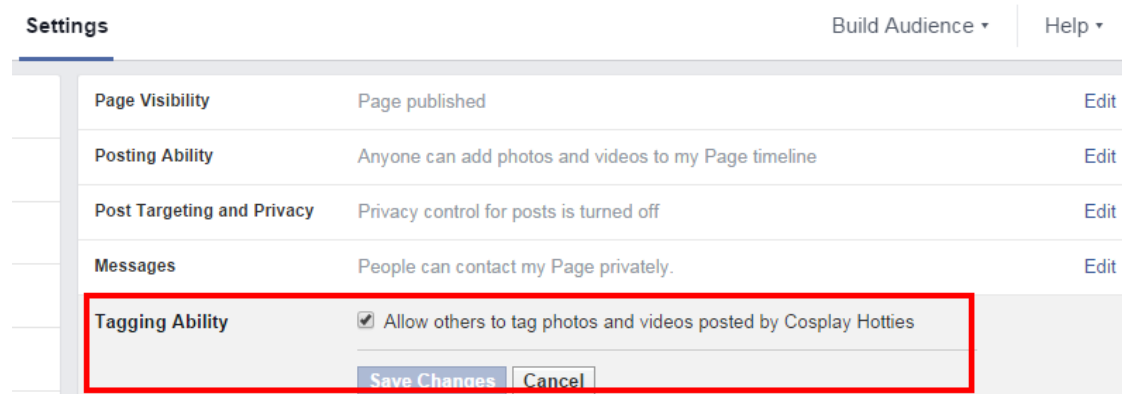
Luke from Peerfly has put together an awesome suite and extremely cheap for what is packed inside.

How to Add Viral Content

Images:

Images are very simple, there is really only a few things you need to know.

1. Make sure you allow the ability for people to tag their friends in the image



Is usually turned on in your page settings, just double check. If you have a child friendly page you can turn of the bad language and block any unwanted words.

2. Try to use large images. Facebook likes images to be 504x504px for the newsfeed.

They look great in the newsfeed at this size, some people even say that Facebook will give priority to the best images in the newsfeed. I have not tested this theory against small images, it is just good practice to give your audience great pictures as they are more likely to share.

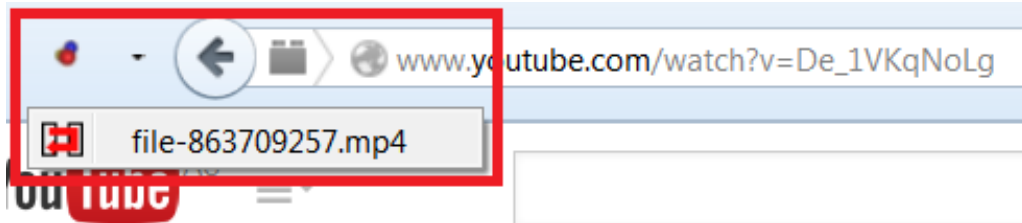
Video:

Video content is great for your page and can go extremely viral. Here is how to download videos for your page.

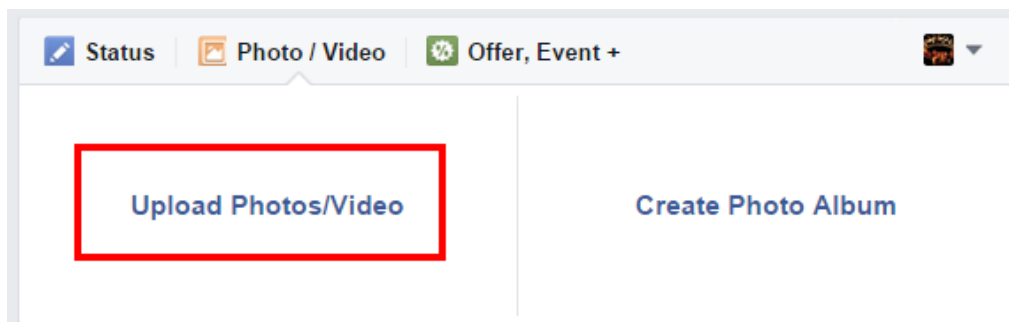
1. Download this: <https://addons.mozilla.org/en-US/firefox/addon/video-downloadhelper/>

You need to use Mozilla for this, there may be a Chrome version as well.

2. Find a video on Youtube. (Can also download from various sites with video)
3. Once you play the video, the DownloadHelper symbol will begin to move, simply press it and download the video that comes up, shown in the below image as MP4 file.



4. Then go to your Facebook page, select upload video, choose the file from your PC and hit open.



5. Add Description, DONE!

By doing this you are not just sharing a Youtube video, with the chance the user may just click on it and go to Youtube.

People will have to go direct to your post just to watch the video which is excellent for comments and shares, Facebook also loves it when videos are uploaded!

Along with having good size images, it is rumoured that Facebook will also favor uploaded videos in the newsfeed so people do not go to Youtube.

Step 2: Getting Design Ideas

Popular Images

Finding popular memes and quotes on other Facebook pages is a simple way to go.

You will even notice in the comments sometimes people write, "Need this on a shirt" or something along those lines. This will give you an indication that the quote could already be a winner.

Look for pages and interests on Facebook with a high amount of shares, likes, comments.

Here is an example:



This has 809 shares and 1,111 likes, it has also been posted on the pages a few times with similar results.

Here is the tee: <http://teespring.com/wecarry>

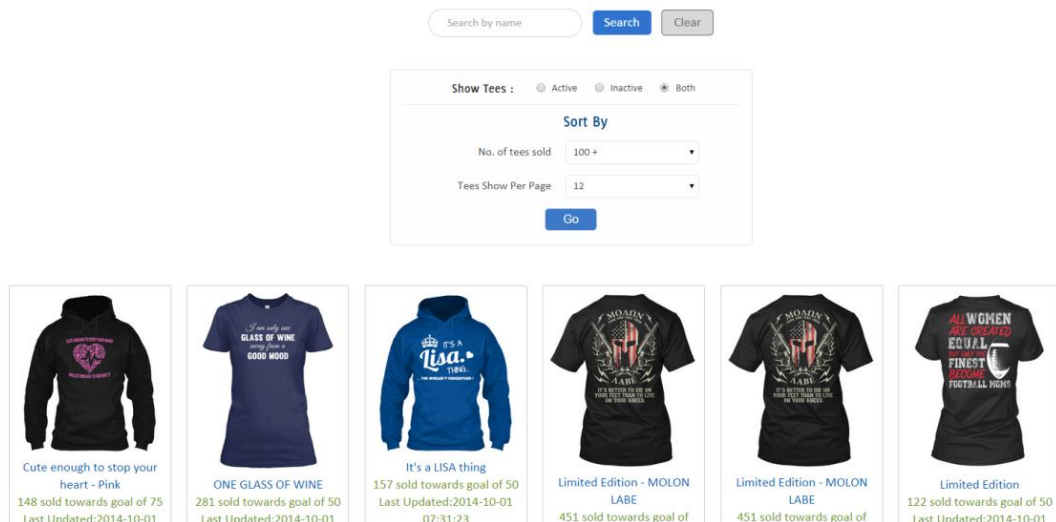


That design went on to sell 1332.

The gun niche works very well, 1000s upon 1000s of tees have been sold with the right designs.

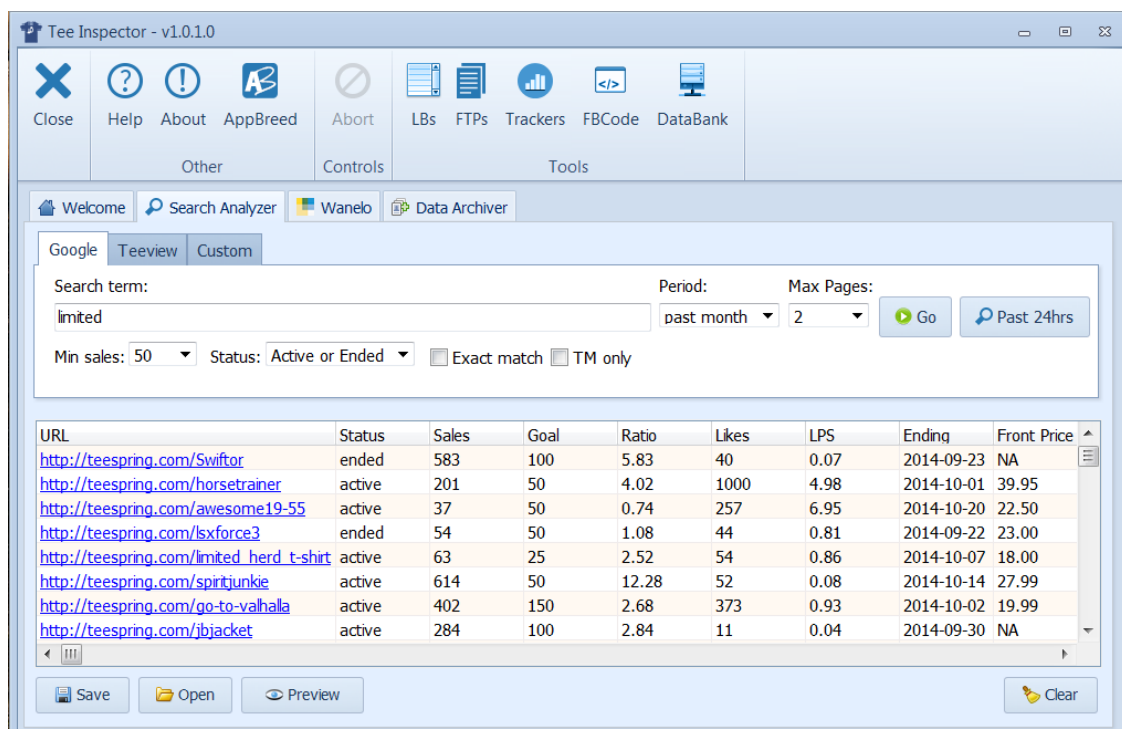
What is selling on Teespring now?

These 3 sites are awesome to see what is selling right now, Teescover being the best of them:



1. <http://teescover.com/>
2. <http://teeview.phatograph.com/>
3. <http://teespring.com/discover>

Software called [Tee Inspector](#) is fantastic to use for niche research:



Tee Inspector is a great tool to go through other tees in your niche.

You can enter a keyword search term, above I have entered the term "limited" with minimum sales 50, many people like to use limited in the title.

=>Here is the link: <http://teeinspector.com>

Watch the video to see all the features found inside Tee Inspector.

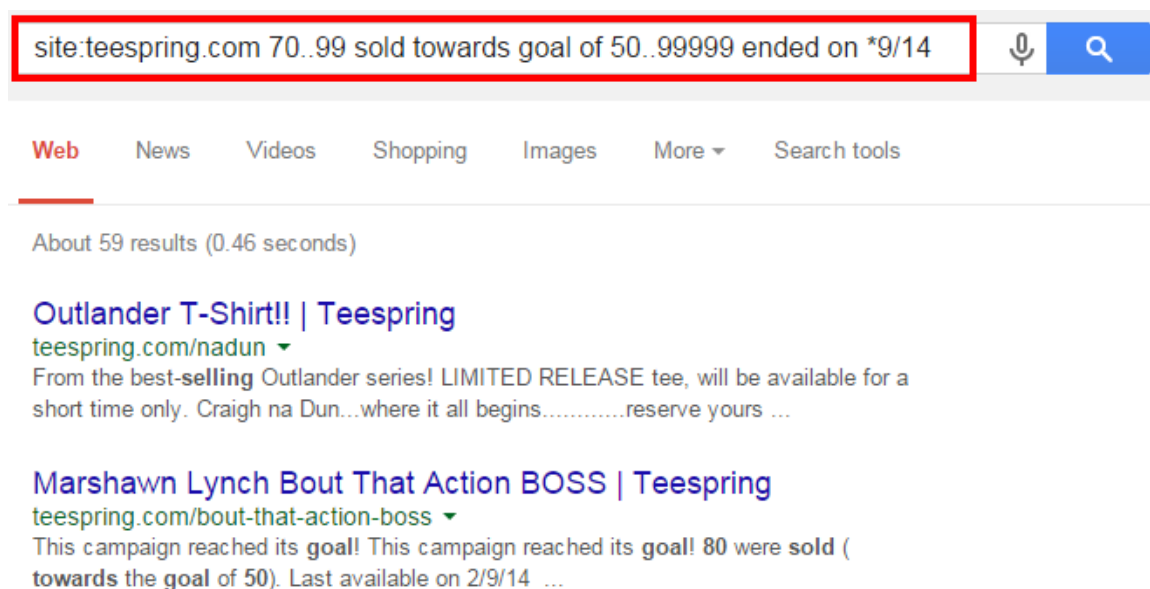
Using Google To Search

Here is a search string you can enter directly into Google.

With this string you will only get results for campaigns that sold 20 units or more, and that ended this year.

*site:teespring.com 20..99999 sold towards goal of 10..99999" "ended on */14*

If you want to change it and find, differnt campaigns, for example sold between 70 and 99, minimum sales goal of 50 and ended last month, you can use this:



*site:teespring.com70..99 sold towards goal of 50..99999" "ended on *9/14*

Simply play around with the numbers to get some good results.

Where is the design being posted?

If the seller has not used a link shortener for example bitly, you can find what pages the tee is being posted on.

How is this helpful?? You will be able to see if a Fan page is being used to get bigger sales numbers.

In the example I use below, the fan page is less than 10k with mainly tee pics, this page is just being used to run ads, not build a huge fan base.

Here is a quick example.

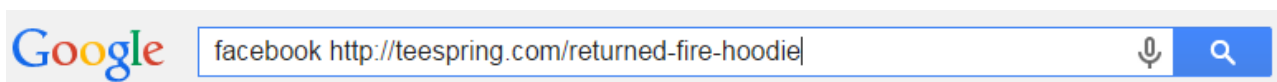
1. Found this design on teespring.com/discover:



<http://teespring.com/returned-fire-hoodie>

2. Went to Google search and typed in:

facebook <http://teespring.com/returned-fire-hoodie>



3. Here are the results:

About 3,560 results (0.37 seconds)

Timeline Photos - You are in the Army | Facebook

<https://www.facebook.com/.../photos/a.../1473802986227940/?type=1> ▼

JUST RELEASED * \$10 Discount Today Only *** Not available in stores. This WILL sell out. Go here: <http://teespring.com/returned-fire-hoodie> Click...

You are in the Army | Facebook

[https://www.facebook.com/pages/You-are-in.../1413072362301003?...](https://www.facebook.com/pages/You-are-in.../1413072362301003?) ▼

You asked for it. Here it is: <http://teespring.com/returned-fire-hoodie> ... Do you like the famous "Keep Calm and Return Fire" Shirt. If yes, you will love this!

Teechimp | Facebook

<https://www.facebook.com/teechimpstore> ▼

Awesome T Shirts and Hoodies - We create a t-shirt for every need, be it corporate, promotional, ... Click Here To Order: <http://teespring.com/returned-fire-3>

Attention Gun Fans | Facebook

<https://www.facebook.com/pages/Attention-Gun.../832990146716777> ▼

The moisture-wicking sand-brown T-shirt or Hoodie are for sure a hit with everyone in the military ... Click Here To Order: <http://teespring.com/returned-fire-3>

The top page in the results is:

<https://www.facebook.com/pages/You-are-in-the-Army/1413072362301003>

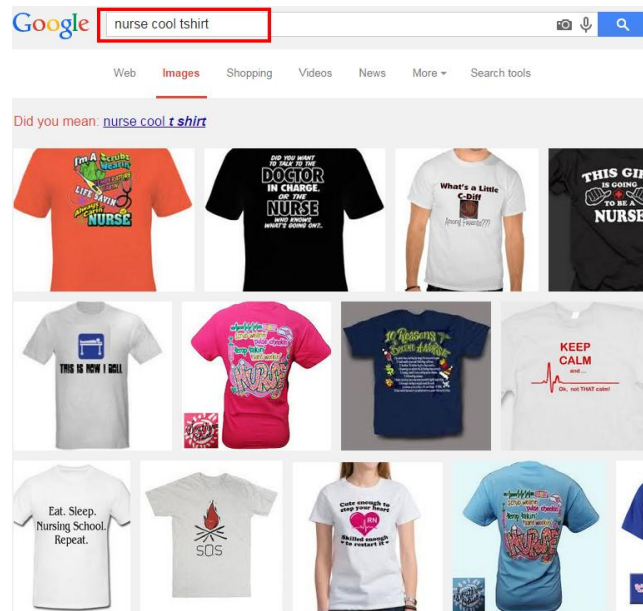
The screenshot shows the Facebook page for 'You are in the Army'. The page has a star icon and a bio that reads 'Community for everyone who is or was in the army!'. There are sections for 'ABOUT', 'APPS', and 'PHOTOS'. The 'PHOTOS' section displays a grid of various t-shirts and hoodies with military-themed designs. A post from September 27 is highlighted, featuring a black hoodie with the text 'I RETURNED FIRE IT'S CALM NOW' and an American flag. The post text says: 'The Limited Edition "I RETURNED FIRE" Hoodie sales will close soon! If you have not purchased the hoodie or shirt yet for yourself, your friends or family this is the time to do it now. Click Here To Grab Yours: <http://teespring.com/returned-fire-hoodie>'. Below the image, it says 'I RETURNED FIRE LIMITED EDITION HOODIE teespring.com' and '*** Limited Time Only - Ending October 1st! Not available in stores! Do you like the famous "Keep Calm and Return Fire" Shirt. If yes, you will love this! Get your "I RETURNED FIRE" Hoodie for fall!!! Limited Stock! They WILL go this week! Get Yours Now! We ship worldwide! Available in many colours...'. The post has 12 likes and options to 'Like', 'Comment', or 'Share'.

You can see this page is used for just running ads and selling on Teespring.

Google Image Search

Another simple way to find tee ideas is using Google images. Type in your niche followed by *"cool tshirt"* or *"funny tshirt"*

Here is an example of shirts in the nursing niche:



You can ideas for pretty much any niche using this simple image search.

Facebook Audience

Before you get any designs created, make sure you have an audience. Check Facebook ads for the target audience size. Targeting millions means you can scale up big time.

A screenshot of the Facebook Audience targeting interface. On the left, there are fields for "Locations" (set to "United States" and "All United States"), "Age" (set to "21"), "Gender" (set to "All"), and "Languages" (set to "Enter a language..."). Below these is a "More Demographics" dropdown. On the right, there is a "Audience Details" section with a list of criteria: "Location - Living In: United States", "Age: 21 and older", "Interests: Fishing", and "Not connected to: Cosplay Hotties". A red box highlights the "Interests" section, which shows "Sports and outdoors > Outdoor recreation" and "Fishing". At the bottom right, a red box highlights the "Potential Reach: 16,600,000 people" text. A gauge at the top right shows the audience is "Specific" and "Broad".

Simply go create an ad, for now you can just play around and take a look at audience numbers.

As you can see, targeting Fishing, ages 21 and up, the potential reach is over 16 million.

With the right tee you can scale up huge in the Fishing niche due to the large reach.

T-shirt Sites

These sites are great for ideas, **check out the popular sellers and most liked, pinned, tweeted shirts.**

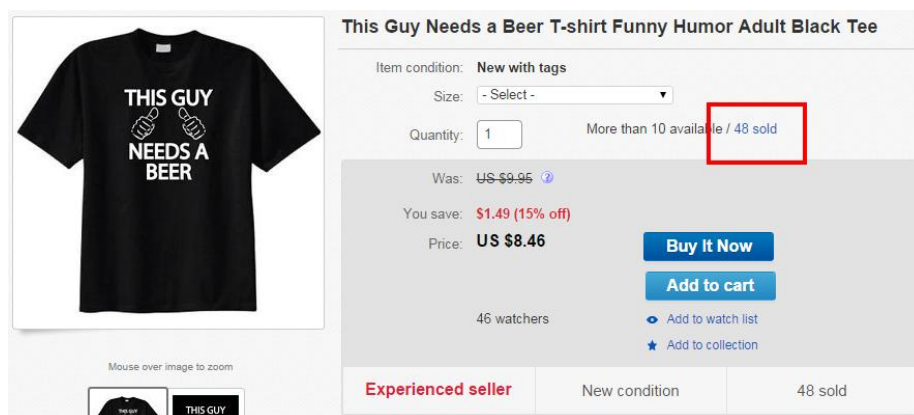
<http://shirt.woot.com/>
<http://teefury.com/>
<http://www.designbyhumans.com/>
<http://www.redbubble.com/>
<http://www.bustedtees.com/>
<http://6dollarshirts.com/>
<http://www.snorgtees.com/>
<http://www.80stees.com/>
<http://www.7bucktees.com/>
<http://www.vintagecotton.com/>
<https://www.etsy.com/>
<http://www.storenvy.com/>
<http://coolpoptees.com/>
<http://takemyshirt.com/>
<http://www.teesgo.com/>
<http://littlemisstshirt.com/>
<http://mysocialtees.com/>
<http://frenzytees.com/>
<http://www.zazzle.com/>
<http://www.sunfrogshirts.com/>
<http://skreened.com/>
<https://wanelo.com/>
<https://cafepress.com/>

Ebay Search

Simply go to eBay and type in *Funny T-shirt*.

Here is great example that showed up:

http://www.ebay.com/itm/This-Guy-Needs-a-Beer-T-shirt-Funny-Humor-Adult-Black-Tee-/130894713054?pt=US_Mens_Tshirts&var=&hash=item1e79eed0de



48 sold, this may be a great idea for the beer niche.

You can click on the number sold to see how hot this is, how often it is selling:

Purchase History

Tell us what you think

Item number: 130894713054



This Guy Needs a Beer T-shirt Funny Humor Adult Black Tee

Shipping:

Total quantity:

Check item description and payment instructions or contact seller for details.

More than 10 available

User ID	Variation	Price	Quantity	Date of Purchase
3***1 (35 ⭐)	Size: M	US \$8.46	1	Sep-28-14 16:21:10 PDT
u***e (2)	Size: M	US \$8.46	1	Sep-26-14 13:04:57 PDT
e***y (39 ⭐)	Size: L	US \$8.46	1	Sep-26-14 12:46:50 PDT
e***y (40 ⭐)	Size: M	US \$8.46	1	Sep-25-14 19:09:22 PDT
l***e (87 ⭐)	Size: L	US \$8.46	1	Sep-24-14 13:13:39 PDT
k***j (278 ⭐)	Size: L	US \$8.46	1	Sep-20-14 14:02:11 PDT
y***c (40 ⭐)	Size: 2XL	US \$9.31	1	Sep-19-14 07:19:35 PDT
e***b (2)	Size: L	US \$9.95	2	Sep-17-14 21:23:30 PDT
m***g (10 ⭐)	Size: XL	US \$8.46	1	Sep-10-14 12:05:06 PDT
y***s (14 ⭐)	Size: 3XL	US \$9.31	1	Sep-06-14 05:47:54 PDT

This is selling almost 1 daily, could sell a lot more with some traffic sent to it from Facebook.

Step 3: Get Your Design

Free Designs

Not sure if anyone else has mentioned this. Once you start selling a few tees and get a contact at Teespring, you can ask for the Teespring designers to create your tee.

They created this for me: <http://teespring.com/blessedrights>

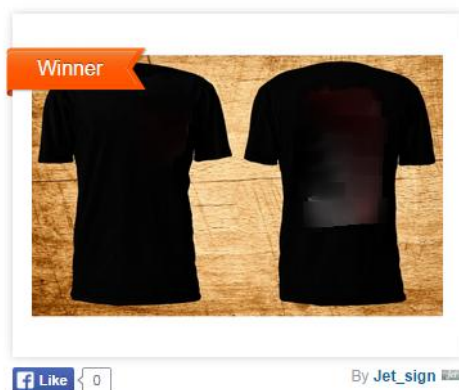
As shown in the case study above, it went on to sell 620.

You have to be very specific with the Teespring designers, the initial designs were not very good.

Just keep in touch and you can get all the changes you need done.

99 designs

For \$189, this is a great option. As you can see, we had the pick of 41 designs, it was hard just to choose one.



picked a winning design in their t-shirt contest

For just US\$189, they received 41 designs from 23 designers.

You have the option to upgrade in 99 Designs for better artists, it is not required. You will get some great designs at the lowest level of \$189.

Make sure they give you the design within Teespring guidelines:

Max size: 5MB
File types: .jpg, .png, .eps
Max dimension: 3000px for .jpg and .png
By uploading an image you agree that you hold the right to reproduce and sell the design.

You also want to ask your designer to make the file transparent. Avoid using brand names, trademark logos, and do not copy other designs!

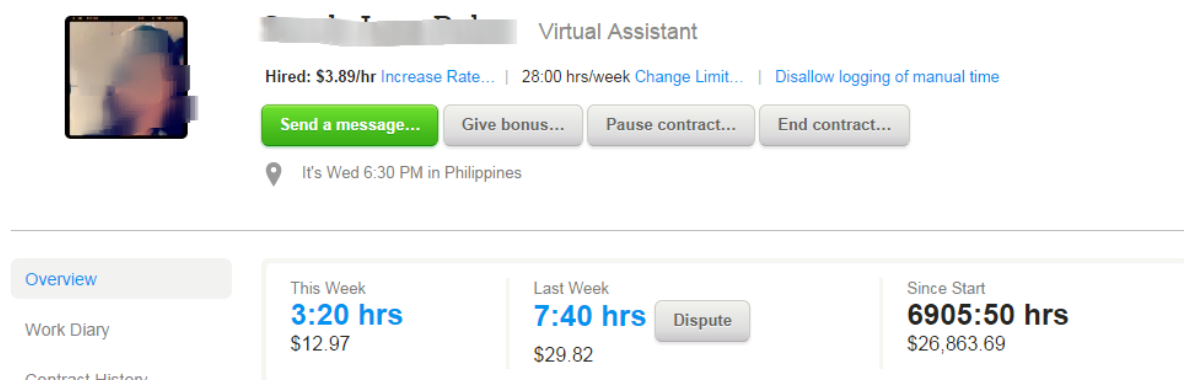
=>Here is the link: <http://99designs.com>

Odesk or Freelancer

If you cannot afford \$189 first up, or Teespring will not allow you a free designer just yet, use Odesk or Freelancer. There are many good designers who will not charge a fortune.

Put a Job ad up for free, you will get many applicants applying and you can check their portfolios.

I have been using Odesk for a long time now with great success, not just for T-shirt designs:



The screenshot shows a user profile on the Odesk platform. The profile includes a profile picture, a name (partially obscured), and the title 'Virtual Assistant'. Below the name, it states 'Hired: \$3.89/hr' with a link to 'Increase Rate...', '28:00 hrs/week' with a link to 'Change Limit...', and a link to 'Disallow logging of manual time'. There are four buttons: 'Send a message...' (green), 'Give bonus...', 'Pause contract...', and 'End contract...'. Below these buttons, it says 'It's Wed 6:30 PM in Philippines'. At the bottom, there is a summary table with three columns: 'This Week', 'Last Week', and 'Since Start'. The 'This Week' column shows '3:20 hrs' and '\$12.97'. The 'Last Week' column shows '7:40 hrs' and '\$29.82', with a 'Dispute' button next to it. The 'Since Start' column shows '6905:50 hrs' and '\$26,863.69'. On the left side of the summary table, there are links for 'Overview', 'Work Diary', and 'Contract History'.

This Week	Last Week	Since Start
3:20 hrs	7:40 hrs	6905:50 hrs
\$12.97	\$29.82	\$26,863.69

I still think for Teespring the best option is 99 designs. You get the choice of many designers in the contest that you create instead of just from your one employee, on top of that you can contact all of the designers who enter.

=>Odesk: <https://www.odesk.com>


=> Freelancer: <https://www.freelancer.com>

Step 4: List Your Tee

We keep this very basic with no flashy images, and use the following options in our listings.

1. If you have a design on the back of your tee, use check box to show back side in display

Display Options

☒ Show the back side by default 

2. PutaTeepring contact link or the Teespring phone number in your listing. Some people have order issues with their Paypal or Credit Card and need help asap. Others just like to know that there is a contact number in case something goes wrong.

Here are the support links:

=>Online support: <http://teespring.com/contact>

=>Phone support: 1-855-TEESPRING (1-855-833-7774)

Here is an example of what to add in your listing:

Having trouble ordering? Contact our customer support team! 1-855-TEESPRING (1-855-833-7774)

3. You need to add the Fruit Of The Loom option for 4x and 5x size shirts. Yes, there are many customers looking for these sizes.

To add this option, you will actually have to contact Teespring:

<http://teespring.com/contact>

Campaign Products Purchased

Note: Orders that have been cancelled or refunded are not removed from the data below.

Product	Order Count
Hanes Tagless Tee Black	1495
Hanes Tagless Tee Smoke Gray	440
Hanes Tagless Tee Deep Royal	235
Fruit of the Loom Tee Black	160
Gildan 8oz Heavy Blend Hoodie Black	144
Hanes Tagless Tee Light Steel	73
Hanes Tagless Tee White	50
Fruit of the Loom Tee Royal	35
Fruit of the Loom Tee Charcoal Grey	31
Gildan 8oz Heavy Blend Hoodie Royal	14
Fruit of the Loom Tee White	12
Gildan 8oz Heavy Blend Hoodie Ash Grey	8

You will get a response from a Teespring rep, keep their email and you can also ask them if you can use the Teespring designers if you want a free design done.

If any other issues arise with your listing, you can also contact your rep directly for fast help.

4. How to add other colors

In the Set a Goal section when you are creating your listing, you will see this:

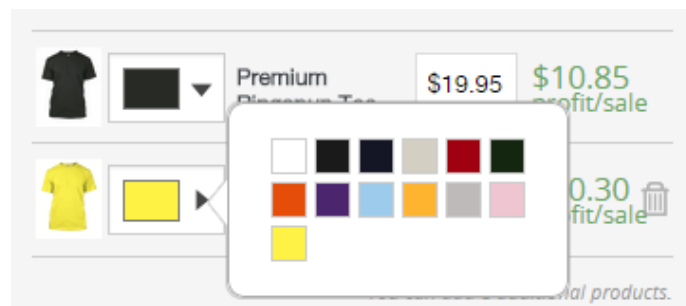
☐ Add long sleeved tee
☐ Add tank top
☐ Add hoodie
☐ Add v-neck tee
☐ Add specialty tee
☐ Add women's tee
☐ Add premium tee
☒ Add a product that isn't listed

Select "Add a product that isn't listed"

Add a product that isn't listed:

Basic Tees ▼ Hanes Tag ▼ Add ➔

You will see the above show up, select Add.



After you hit add, another tee will show up, hit the drop down box and select color. DONE!

5. Make sure to add Retargeting pixel, Teespring have been using Perfect Audience to retarget customers for you!

Value	Total Views	Total Orders Placed	Total Shirts Ordered	Total Conversion Rate
perfaudience	1260	28	45	2.22%
cpm	1260	28	45	2.22%
dynamicads	1260	28	45	2.22%
facebook	373	23	31	6.17%
retargetingPA	373	23	31	6.17%

Simply go to Advanced settings and follow the instructions:



Retargeting Pixels

Facebook Website Custom Audience

Instructions (video tutorial)

- 1 Log in to Facebook, go to www.facebook.com/ads/manage/audiences.php, and press "Create Audience".
- 2 Select the option "Custom Audience from your Website" -- then agree to the terms of service, and click "Create Audience".
- 3 Copy the 15-digit number to the right of "addPixelId" in the code that Facebook presents, and paste it in the field below!


For more details watch our video tutorial

Facebook Website Custom Audience



Update

Delete

7. Make sure you know your tee costs so you can measure ROI. When you are creating your tee, you can see the profit margin per item, it is important you keep this number in mind!

 **Set selling price**

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

 Premium Ringspun Tee

19.95

\$7.90
profit/sale

8. Auto goal drop feature

With auto-goal drop, you never have to worry about a campaign ending unsuccessfully, provided you've sold at least 10, and the base price has not increased to be higher than the sale price.

This means you can try hit goals of 100+ for higher profit margin, without having to worry.

Step 5: Run FB Ads

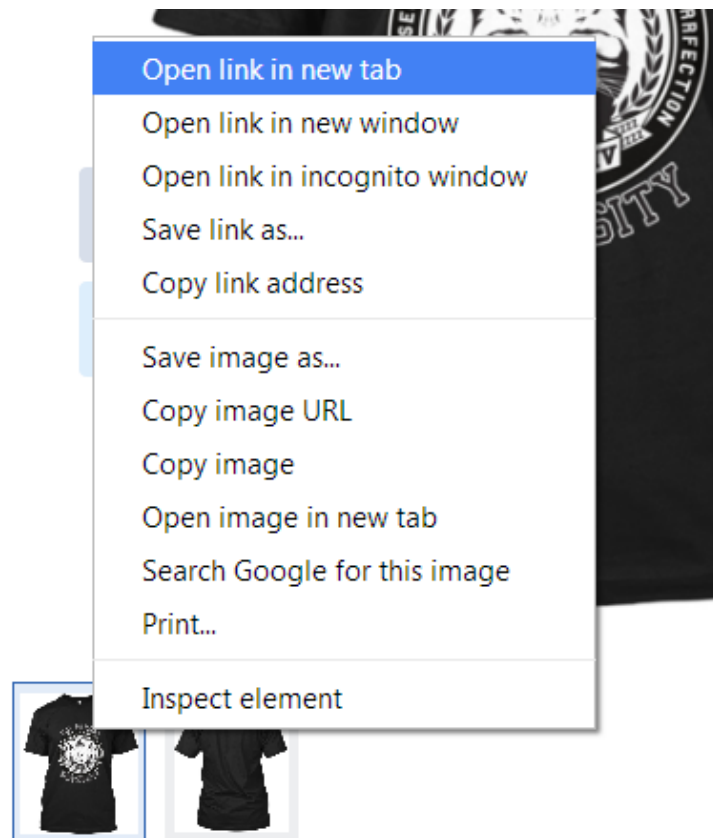
Facebook Ad Tips

T-shirt ads:

1. The easiest type of ad to use is PPE (Post Page Engagement). It is very simple to set up and you do not really need any fancy ad graphics.

Simply use the tee image you can save from your listing.

To get the image of your tee, go to your listing and right click on the small image of your tee:



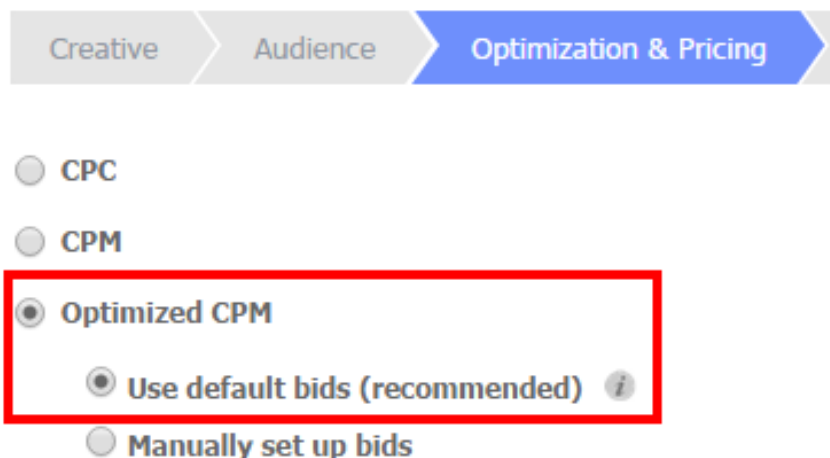
Select Open link in new tab, it will then bring you to a T-shirt you can save for your PPE ad.

Simply right click on the shirt and select Save Image As. The shirt will save to the folder of your choice.

If you have a Front and Back design, get your designer to show case the front and back:



2. For our PPE ads, we use Optimized CPM.



We have experimented with CPC and CPM price of .35 cents, we always go back to OCPM for better results.

3. Keep the writing in your ad minimal, 3 lines, why?

Because they will not see "Read More..." at the end and click on it.



Instead there is only 1 possible link to click...straight to the tee design!

FB Tracking/Teespring Analytics

Tracking is very important and can make a huge difference to your ROI.

First step is to make sure your Facebook ad has a tracking ID.

In your AD creative you will see the following: (I am using power editor, you can also see this in regular campaign setup)

A screenshot of the Facebook ad setup form. At the top, there are two radio buttons: "Create new or edit" and "Use existing post". Below this is a section for "Page Post" with a text input field containing "1520609514829245_1526222400934623" and a dropdown arrow. Below the input field is the text "Enter Post ID". Further down, there is a section titled "Optional Url Tags" which is highlighted with a red rectangular box. Inside this box is a text input field with the placeholder text "FB=[put your unique tag here]". Below the "Optional Url Tags" section is a checkbox labeled "Use a Conversion-Tracking Pixel" with an information icon.

In the **Optional Url Tags** box, enter "FB=", then put your unique tag.

In the following, I used **FB=25-34sigmob**:

GET Variable Data

Note: Orders that have been cancelled or refunded are not removed from the data below.

Key	Value	Total Views	Total Orders Placed	Total Shirts Ordered	Total Conversion Rate	Views Today	Orders Placed Today	Shirts Ordered Today	Conversion Rate Today
FB	25-34sigmob	66	9	10	13.64%	0	0	0	0.00%
utm_medium	retargetingPA	57	5	5	8.77%	1	0	0	0.00%
FB	35-44beretmob	47	5	6	10.64%	0	0	0	0.00%
FB	55-64sigmob	38	6	6	15.79%	0	0	0	0.00%

The results show 66 Views, 10 Total Orders 13.64% Conversion.

=>Login to <http://analytics.teespring.com>

Go to your t-shirt, Scroll down and you will see GET Variable Data

You will see that my ad 25-34sigmob, had 10 shirts ordered with a 13.64% conversion rate.

With this feature, you can cut the ads that are not converting for you, then focus on targeting other interests and scaling up the winning ads.

To get this data, be sure to only use your Teespring URL. If you use Bitly or other link shorten sites, the data will not be accurate.

Usually you have to write all this info down daily in spreadsheets. It is boring having to manually check all this information.

To streamline your daily ROI tracking tasks, use TS Optimizer.

TS Optimizer shows you your daily sales, ROI, revenue and profit all from the one dashboard.

=>[Here is the TS Optimizer Link](#)

Deep Targeting

When I enter a niche, I like to test many interests. Here is how I like to organize interests to target:

- Brands
- Magazines
- Forums
- Websites
- Authority Figures
- Youtube Channels
- Trending Topics
- Fan Pages

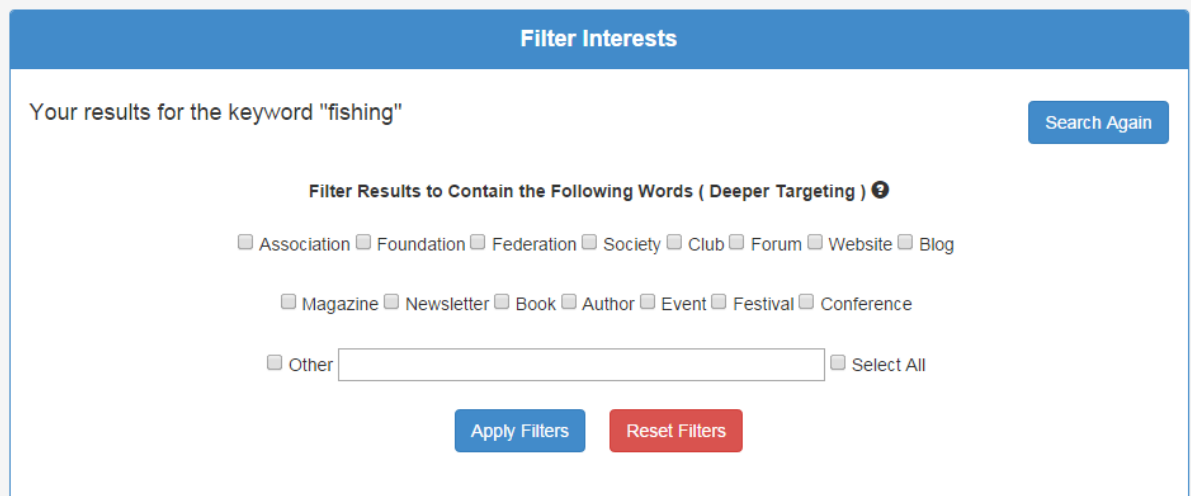
This can take a while if there is a lot of data in the niche, you would be surprised at how much you start to dig up.

You can get great data from **Facebook Audience Insights** and simple Google searches.

A simple way to get all this data in 1 click is to use **Targeting Inspector**.

This is a very limited software, I have organized a special deal to get this re-opened for a limited time.

Here is how it works:



The screenshot shows the 'Filter Interests' interface of Targeting Inspector. At the top, a blue header bar contains the text 'Filter Interests'. Below this, the main content area has a light blue background. It starts with the text 'Your results for the keyword "fishing"' on the left and a 'Search Again' button on the right. Underneath, there's a section titled 'Filter Results to Contain the Following Words (Deeper Targeting)' with a help icon. This section contains several rows of checkboxes for different types of interests: 'Association', 'Foundation', 'Federation', 'Society', 'Club', 'Forum', 'Website', 'Blog' in the first row; 'Magazine', 'Newsletter', 'Book', 'Author', 'Event', 'Festival', 'Conference' in the second row; and 'Other' followed by a text input field and a 'Select All' checkbox in the third row. At the bottom of the filter section, there are two buttons: 'Apply Filters' (blue) and 'Reset Filters' (red).

First you login, connect with your Facebook, then enter your keyword.

I used the keyword Fishing for this example.

The data can be filtered for deep targeting, it takes hours if you do this manually.

Brand or Product				
Show 10 entries		Search: <input type="text"/>		
#	Brand or Product	Category	Likes	People Talking
<input type="checkbox"/>	FishVille	App page	7160885	307
<input type="checkbox"/>	FishWorld	App page	1461371	5334
<input type="checkbox"/>	Let's fish! Community	App page	1247867	13619
<input type="checkbox"/>	Go Fishing	App page	1246886	916
<input type="checkbox"/>	Fish Epic Community	App page	969505	15252
<input type="checkbox"/>	Big Fish Casino	App page	382761	32669
<input type="checkbox"/>	Big Fish Games	Games/toys	345453	3270
<input type="checkbox"/>	Gold Fish Casino Slots Community	App page	328534	11082
<input type="checkbox"/>	fishing	Product/service	260499	161
<input type="checkbox"/>	Okuma Fishing USA	Product/service	204142	9019
Showing 1 to 10 of 48 entries		Previous	1	2 3 4 5 Next
		Download All Data	Download Interests for FB	

Once you get your results (shown above is just 1 section for Brands), you can Download the Interests for your Facebook campaigns.

This will help you find interests in your niche that you never thought of or missed!

[=>Limited Targeting Inspector Licenses Here](#)

Manage Comments

When you start your ad, it will reach many people and they will start to like, share and comment on your ad.

Watch the comments!

Some comments like "This is a scam" or "What a rip off who would wear this crap" can come in from a few idiots.

This can make buyers think twice. When buyers think twice, sometimes it drives them away and they do not buy at all.

This is what you need to do each day:

1. Hide the unwanted comments. Do not delete, the user can see you deleted it and may come back with a vengeance, then you need to ban them. Hide takes one click then you are done without pissing anyone off.
2. Respond to the comments that ask where to buy it. Yes, the link is in the ad, but some people are stupid and still ask where to buy it.
3. If people are asking "Where is my order it has been weeks" (can also drive some buyers away), simply respond with this link: teespring.com/contact and tell them all print and shipping information can be found there. After you answer it, Hide the comment, the buyer will be happy you helped and no one else has to see it.
4. Like all the good comments, the person who left it will see that you liked the comment and possibly come back to your page or post to buy the tee.

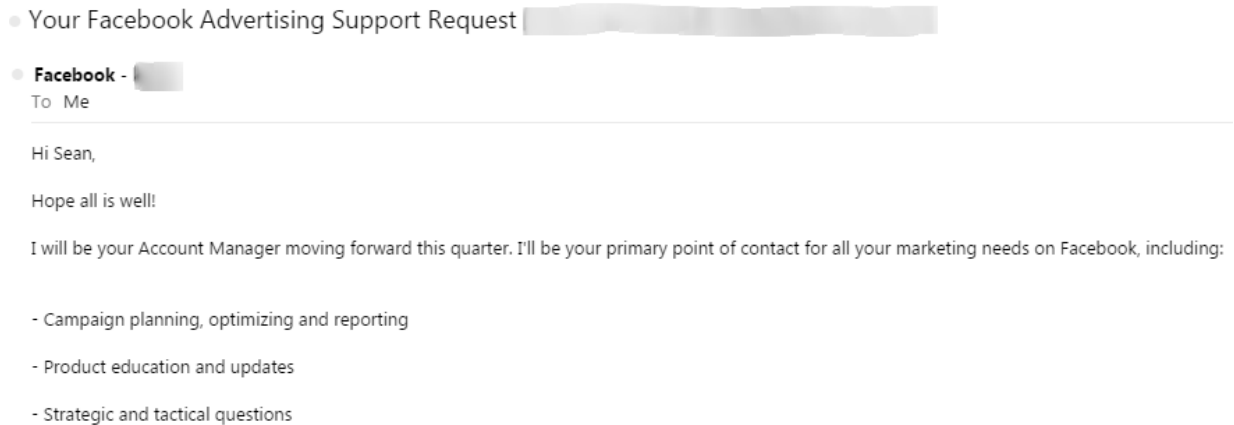
So that is quite a few things to do, especially if you have 100s of comments.

Easiest way to streamline this is by using Comment Maximiser. Watch the video, it is the easiest way to explain how this works.

=> [Link to Comment MaximiserHere](#)

Get a Facebook Ad Manager

Once you start spending a bit of money on Facebook, it is nice to know that you contact someone if something goes wrong with your ad account, or just have questions in general.



I think you only have to spend \$1500 minimum.

=>Simply contact them here: <https://www.facebook.com/business/resources>

Ask nicely if you can have a personal ad account manager!

Budget

We like to use \$100 for testing, however \$20-\$50 will work if you have a small budget.

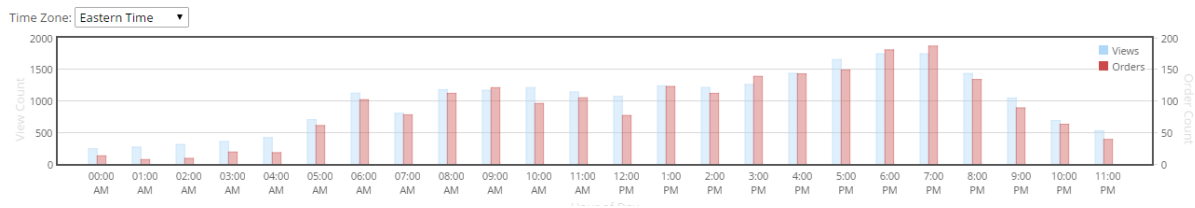
You need to spend money to make money, if you cannot afford to spend money on Facebook ads, then selling t-shirts may not be for you.

Make sure you have enough money to run over the days of the campaign. If you have a 10 day campaign and need to run \$100 per day, then you will need at least \$1000 or more in order to run ads and scale up.

Not having enough funds means you can miss opportunities to run ads on a large scale, that is if your shirt is a clear winner and making money.

Timing Your Ads

Views And Orders By Hour of Day



As you can see by our sales, running ads between 10pm and 5am EST can just burn up your budget. More sales come later in the day, you will need to check your analytics to get this data.

There is an FB Scheduler in Power Editor, however at this stage it only allows lifetime budget. This means you cannot scale up as you please.

The easiest way to control your budget, is to do it manually.

1. You need to lower the budget below your daily spend when you want to stop ads.

For example, your daily spend is \$100

If Facebook has used \$75 of your money and it is 1am, they will keep using through the low sales period.

To stop the ads running during the low sales period, drop your budget below the \$75 FB have spent.

Once you drop it to say \$74, it will say, *Daily Budget Spent*. The ads will stop.

2. Now it is 6am, according to the analytics it is time to sell!

Up the budget back to the \$100 you wanted to spend.

Facebook will then spend the rest of the \$26 you have left for the day, during peak sales times!

This is a simple solution to stop Facebook eating your budget and lift your ROI!!

Resources

Here is the quick rundown of the main weapons we use to keep things less time consuming:

Run your Fan Pages with FPTraffic =>[FP Traffic](#)

Check what is selling with Teeinspector =>[Tee Inspector](#)

Find Ad Interests with Targeting Inspector =>[Targeting Inspector](#)

Answer Comments Fast with Comment Maximizer =>[Comment Maximiser](#)

Keep track of ROI with TS Catalyst =>[TS Catalyst](#)

Keep up to date with Teespring news =>[Teespring Talk](#)

To Your Success



Sean Colman