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HOW TO FIND A GOOD REPLICABLE CONCEPT

This step is very important.

Remember there's 3 different kind of concept.

The concept you create

The existing concept

The Hybrid Concept (concept that exist but still new in the market)

I am going to focus on the 3rd one with you because I believe it's the best one.

If I can leverage the effort and the expense of somebody else I will do it and you should to.

The one who win at this game is the one who are the fastest at finding the best hybrid concept and spreading them to the most niches possible in the shortest time possible.

I want you to become a winner at this game too and you will if you listen and do exactly what I told you.

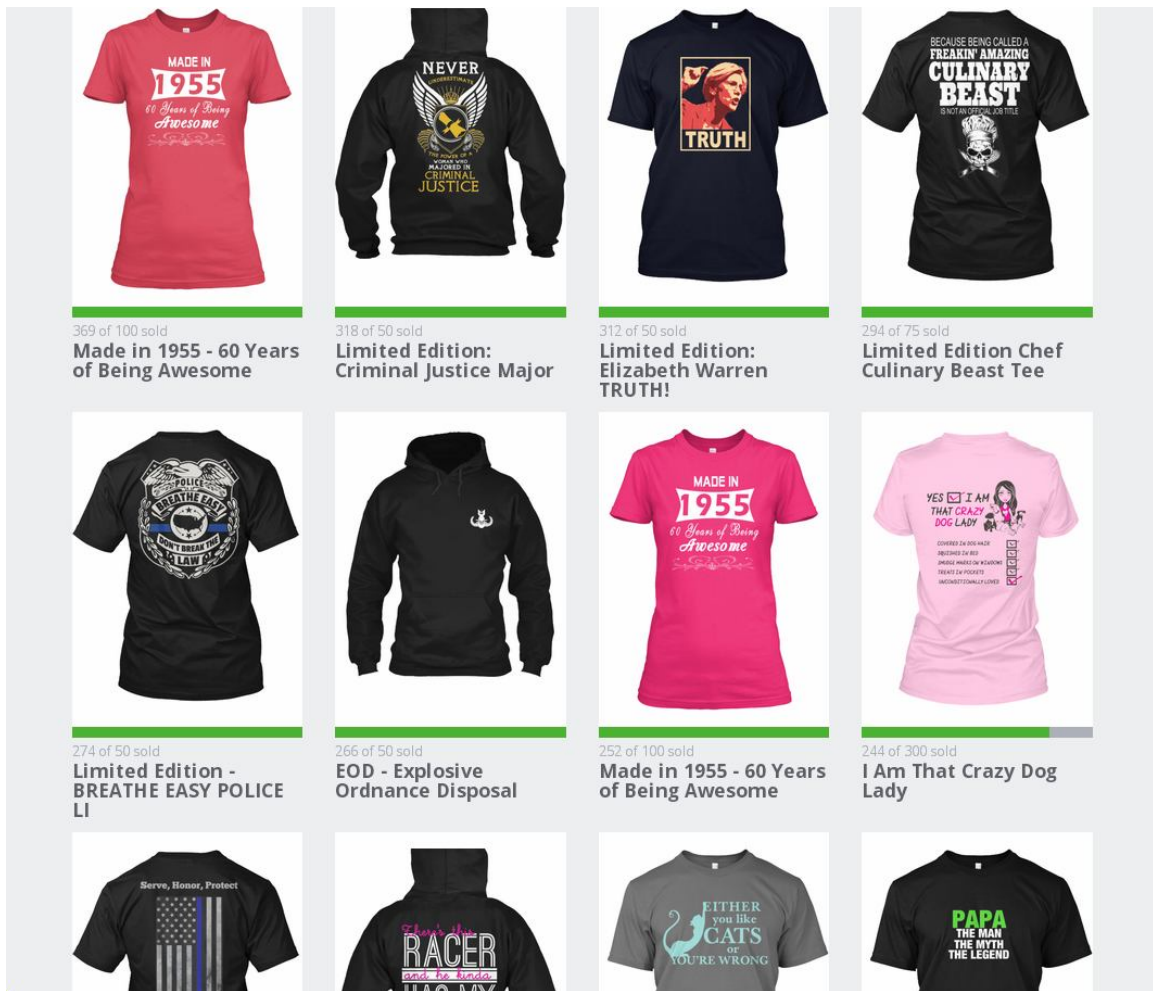
Ok now back to our main subject...

We are going to start with the obvious

www.teespring.com/discover

I know everyone is looking over there but sometimes you can be the first to spot on a winning concept and if you are fast enough... cha-ching!

Note that the following screenshot will be different for you if you do this step today because it can change several time per day.

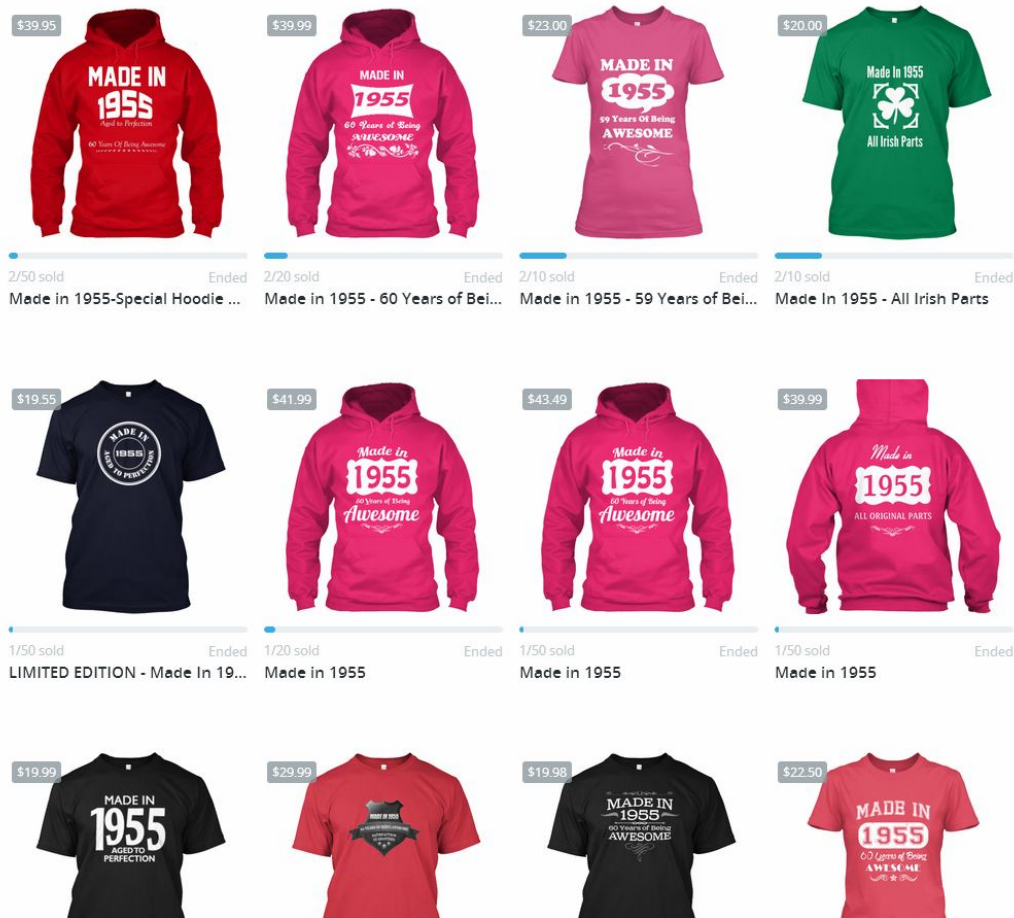


I just took those ones and I can instantly spot a few interesting concept.

First one is "made in 19XX" concept.

This would be a category 2 concept which means that this concept is proven and well established in the market

Here's an example



See people have copied the concept many time already.

Some of them changed the concept by modifying a few words or modifying the general concept design.

When you go after a proven concept like that, it's important to remember that the concept must at least be the same quality as the original so in this case you will need a graphic designer to play with the fonts or the saying.

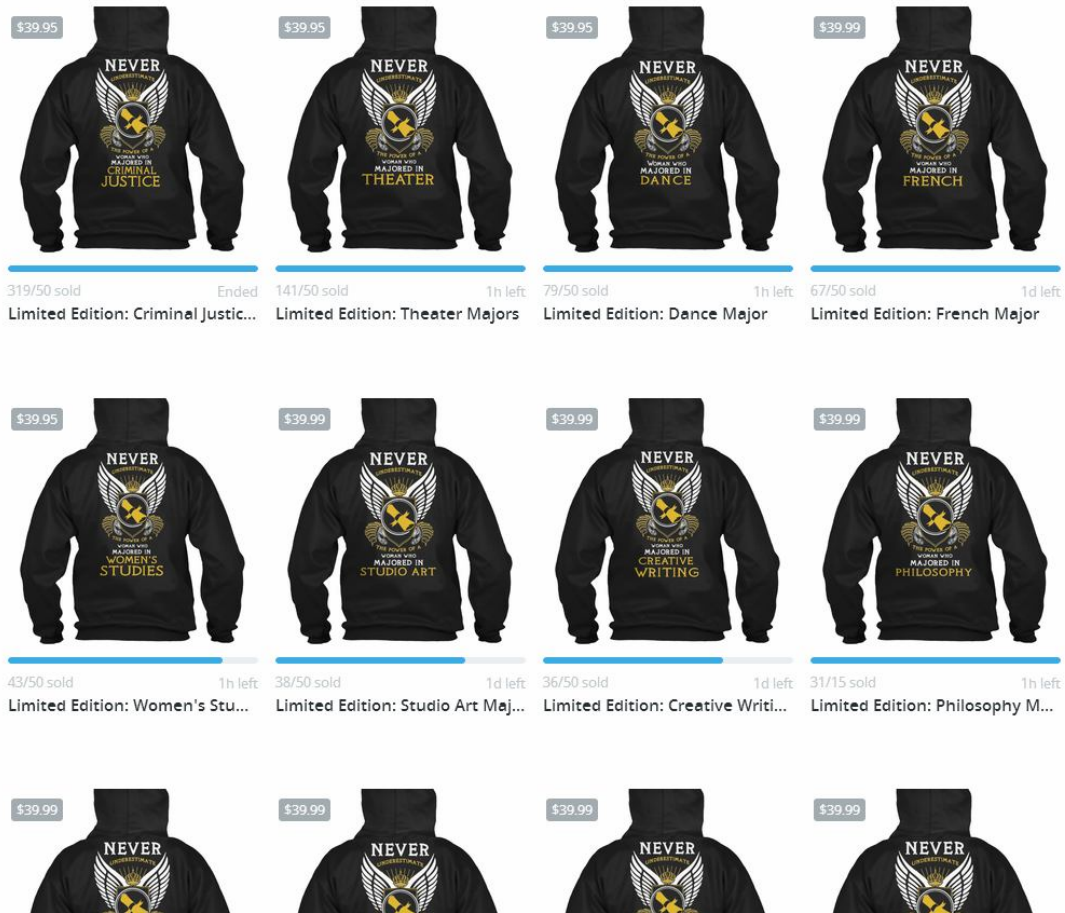
In this means more \$\$\$

If you're good with illustrator, photoshop or Gimp that's great you can save money but if you have to pay even just

\$5 per niche if you are planning to launch 20 shirts in your campaign that would cost you \$100 right off the bat.

So let's see what else we got...

Another concept is the "major" concept



Trivia question for you: What is the broad Niche of this concept?

MAJOR! So you may want to add that to your Niche list because this guy sold 300+ hoodie to the criminal justice sub niche...

Now even if the design is too detailed, let's see if people tried the concept in another niches...

At a glimpse it looks like there are a lot of copycats of the same concept but all targeted in the "major niche" and obviously the guy used the exact same system I use which is the system I'm teaching you right now.

Simple concept "never underestimate a woman who majored in xyz" adapted to 20-30 different niches at the same time.

Brilliant!

So this concept works and it is NOT spread in any other niche.

But you'll have to play around the saying a little bit to make it fit in other niche so and spend a lot of \$\$ to hire a graphic designer... it wouldn't be my first choice.

We could also create a brand new concept with it like this:

"Never underestimate the power of a woman who handle needles" Niche: NURSE

Good stuff BUT it becomes an unproven concept.

May be good, may be crap. Will cost you more time and more money to see if it worth pursuing.

I really want to find the perfect hybrid for you so let's continue...

Here's the "PAPA THE LEGEND" concept

here's a closeup

That's good stuff here: text Only, short & sweat.

Do you think you can replicate this to 20 different niches?

The Engineer – then man – the myth – the legend

The Mechanic – the man – the myth – the legend

The Biker – The man – the myth – the legend

This is the perfect example of a campaign I would massively advertise to as many niche as possible as fast as possible.

It's proven to work and it's not spread all over the place.

This is the perfect hybrid.

This is EXACTLY what you want to look for.

Each day look to find hybrid and plan your next campaign in advance.

Stay Organised!

New concept will come everyday and the big winners will be the one who constantly look to find them.

I mean it was right there waiting for you all along!

If I may I would like to ask you a question:

How many hours have you spent on Pinterest, Wanelo, instagram and every other site like that lately to find a design?

Many I suppose.

Today we found an awesome replicable concept right off the bat so you see how super simple it can be to find gold everyone else has missed.

Now if you can't find anything on teespring.com/discover what should you do?

Open a teespring window and type the letter A in the search bar



Teespring will show you plenty of shirts from the one who sold the most to the one who sold the least... you can go as deep as you want.

You're looking for a replicable concept so it doesn't matter if it has 20 or so sales only.

If you can't find what you want TYPE "B" and do the same process again.

There's a chance that you will see the same comes up but you can still find some good gems.

Found your own concept?... let's move to the next module.

IMPORTANT

For all the people who took the 1 on 1 coaching

Don't forget to validate your concept with me BEFORE getting into the next module.

If you get my GO then you can enter the next module

If you'd like to get my 1 on 1 coaching it may not be too late...

www.reachonemedia.com/skypecoaching