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## **CREATE YOUR TEESPRING CAMPAIGN THE RIGHT WAY**

Again I will assume you know nothing about teespring and I will go into detail with a lot of screenshots so, don't worry.

For the one who are use to teespring, READ EVERYTHING TOO! Maybe there will be a few nuggets here and there.

So go to [www.teespring.com](http://www.teespring.com) and log in.

then go to Launch A Campaign

 Search

REFER A FRIEND

LAUNCH A CAMPAIGN

# Create & sell t-shirts you can be proud of

Sell high-quality apparel with zero upfront costs and zero risk. We ship directly to buyers, you keep the profit.

**Get started now!**



You will be directed to this page: This will be the interface where you will be creating your shirt.

1. Create your tee

2. Set a goal

3. Add a description

Save

Preview

Add Text

Add/upload art

Enter text below


Add your text here

Choose a font

Helvetica

Text color

No outline



Printable Area zoom

Style & design

Basic Tees

Hanes Tagless Tee

Budget friendly

American Apparel Crew

Top of the line

Canvas Ringspun Tee

Premium materials

Premium Ringspun Tee

Premium materials

Base cost @ 50 shirts

\$5.75

Next »

See Back

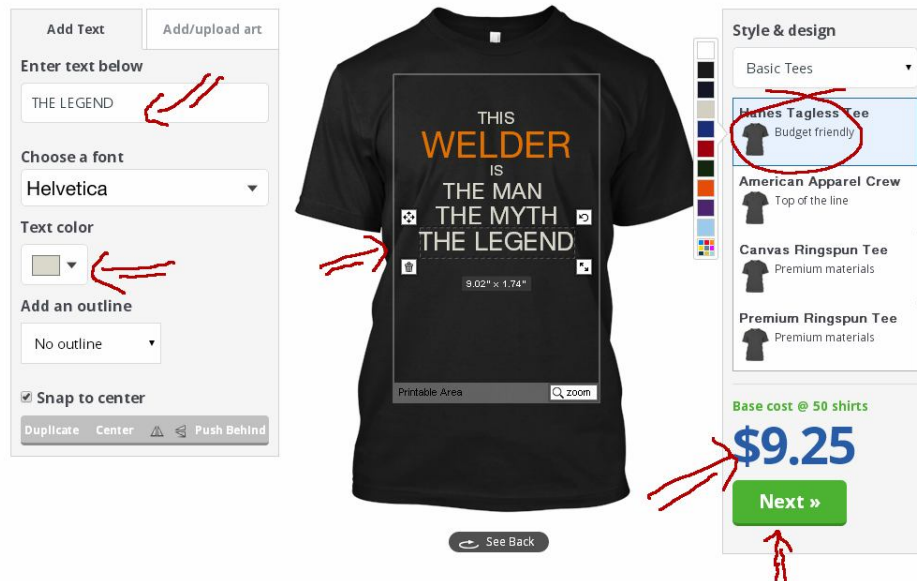
For replicable concepts I always design a Basic Tee (Hanes Tagless Tee)

Color BLACK

I always sell more black than any other color. The next best selling color is NAVY.

Keep that in mind.

Ok now what you want to do is to simply enter the text of your concept in teespring like this...



As you enter the text teespring will put it on the tshirt so you can drag it or resize it as you want.

Make it look good don't be lazy. You want to do simple thing not crappy thing.

Base cost is under \$10 which is good.

It could be lower but I used another color.

I could have played with the fonts also but I thought it was looking good as is.

When you're finish with the design click on the big green Next button.

Now in the next page you will create your sales goal and set your selling price.

I ALWAYS do a 50 goal campaign. This is what I do and it works.

I know some guys are afraid that people might think that we will never reach our goal so they won't buy...

I think that people don't even know that teespring is a crowdfunding platform.

The way it is massively used right now on facebook, when people click on your link it's because they are interested to buy the shirt period.

With a 50 goal you will also have the opportunity to add more style option for your campaign.

I love to offer choice but not many.

Always 3 styles and 2 colors if I target the men

Always 3 styles and 3 colors if I target the women.

With this campaign we are obviously targeting the man so here's what it would look like on the page when I'm done

**Sales goal**

5 10 20 35 50 75 100 125 150 175 200 250 300 400

50 Shirts

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

---







**Estimated profit**

**\$635-\$1,047+**

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**Set selling price**

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

	Hanes Tagless Tee	\$21.95	\$12.70 profit/sale
	Hanes Tagless Tee	\$21.95	\$12.70 profit/sale
	Gildan 8oz Heavy Blend Hoodie	\$39.95	\$20.95 profit/sale
	Gildan 8oz Heavy Blend Hoodie	\$39.95	\$20.95 profit/sale
	Gildan 6.1oz Long Sleeve	\$27.95	\$16.45 profit/sale
	Gildan 6.1oz Long Sleeve	\$27.95	\$16.45 profit/sale



See Back

1

2

3 Styles

You will also set the price on this page.

Here's how I set mine

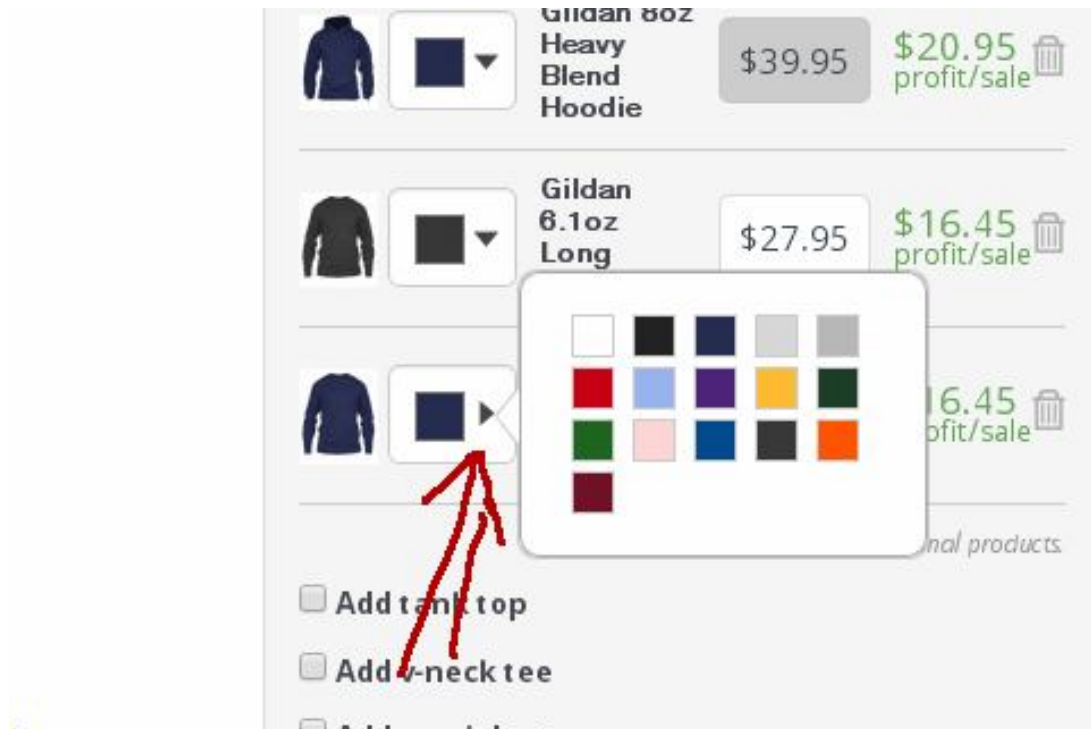
Basic Tee : 21.95 up to 24.95 (usually 21.95)

Women fitted tee : 24.95 up to 27.95 (usually 24.95)

Long Sleeve: 27.95 up to 34.95 (usually 27.95)

Hoodie : 36.95 up to 39.95 (usually 39.95)

To select the color you want...



When you're done with this page click the big green button again NEXT STEP

On this page it's the time to write your super powerful arm twisting, mind boggling ad copy!

Lol... NOT!

Here's what I do.

I let them know it's a limited edition

So in the Campaign title I will write something like

**\*\*LIMITED EDITION\*\***

**\*\*LIMITED PRINT\*\***

**\*\*X DAYS ONLY\*\***

**\*\*WILL SELL OUT FAST\*\***

Why using so short phrases when I could use the whole space?

I want to be above the fold when people see my campaigns with their mobile phones.

It speaks, its right in their face, it works!

Now let's talk about the description.

Here's the one I've been using for ages.

***WILL NOT BE RELEASED AGAIN!***

Quantities are limited and this shirt will be only available for a few days, so **buy yours right now.**

***Order 2 or more for all the family and SAVE on shipping!***

***100% Designed, Shipped, and Printed in the U.S.A.***

***HOW TO ORDER?***

- 1. Click the "BUY IT NOW" OR "RESERVE IT NOW"***
- 2. Select your Preferred Size Quantity***
- 3. CHECKOUT!***

No more, no less. I'm upfront with them. This is a one shot deal you won't see this one again.

In this case, even if they see that the campaign will last for 7 days it still creates a sense of urgency.

I also told them that the quantities are limited.

How can I limit the quantities?



Well in theory I can't BUT in fact the quantity ARE limited by the number of days the campaign is set to AND by my right to close the whole thing down when I feel I need to.

So the total quantity of my stock are define by the number of unit I have sold until I close the campaign down.

I also talks about where the tshirt are created. Since I'm advertising in the USA, I told them that t shirt is being designed and will be printed in the USA.

It just makes them connect whit the Idea that I could be located in their hometown.

Another Great product made in Our Great Country.

It triggers the need to be supportive.

I also explain how to order. IN 3 SIMPLE STEPS

"3 simple steps" is VERY important.

Also you need to keep your copy as small as possible to keep the big green button as close as possible to the design.

Don't forget that your customers are not necessary as internet savvy as you can be.

Keep it simple, keep it clear and keep it easy for them.

## CAMPAIGN LENGTH

Always set to 7 days, sometimes when you start a campaign they will only offers you 5 or 10 days select the 10 days duration doesn't matter much.

If you feel like 10 days is too much waiting for your customers, end your campaign on the 7<sup>th</sup> day and re-launch your teespring campaign right away.

This way the tshirt will be sent to your customers after 7 days and you will still be able to make sales in the second run.

## **SETTING UP THE URL**

Like I said in the previous module, I'm using my own domain and I redirect the traffic to my teespring campaign.

Here's the path of my traffic

Link on facebook > My Domain > My teespring campaign

The customer never sees my domain I use it as a redirect only. It's basically invisible to them.

If you are planning to use Pretty Link, you could use something like this as your campaign url: LGNDENG

It stands for "Legend Engineer" Which describes your concept and your niche.

For now just put a similar string but adapt it to your own niche & concept.

If your plan is to direct link to teespring, use something like "engineerthelegend" something more specific that will make sense for the people in your niche.

I will go in deeper detail in a future module don't worry.

DISPLAY OPTION

If your design is on the back check that box if not, don't touch it.

## SHIPPING OPTION

Don't check that box

## TERMS OF SERVICES

Check that box and click the big green button that says Launch Your Campaign.

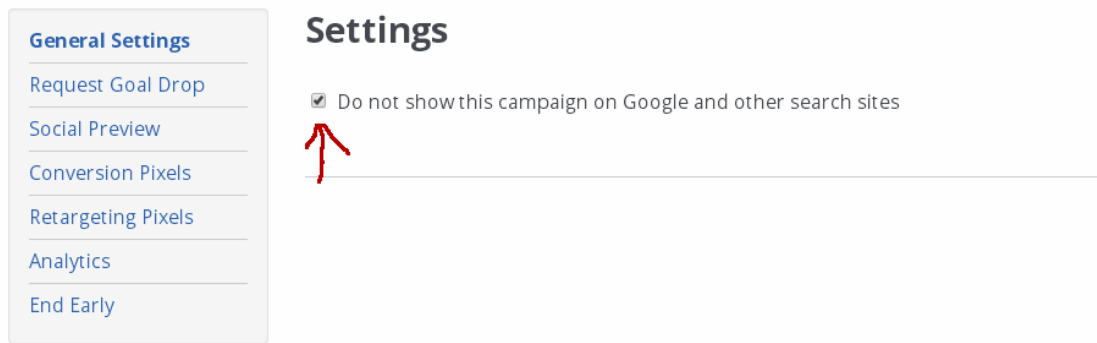
Congrats! You got your first teespring campaign done.

Nope! Not done yet...

Go to the teespring overview panel and click on your campaign setting button

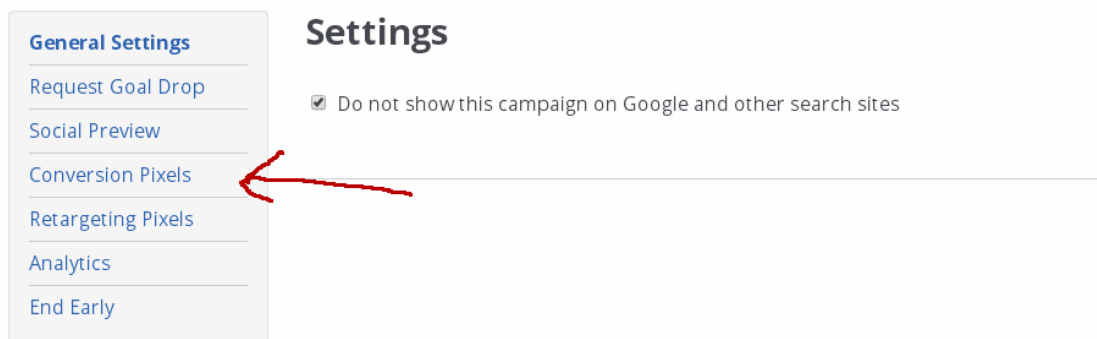


On the next page make sure that you check this box

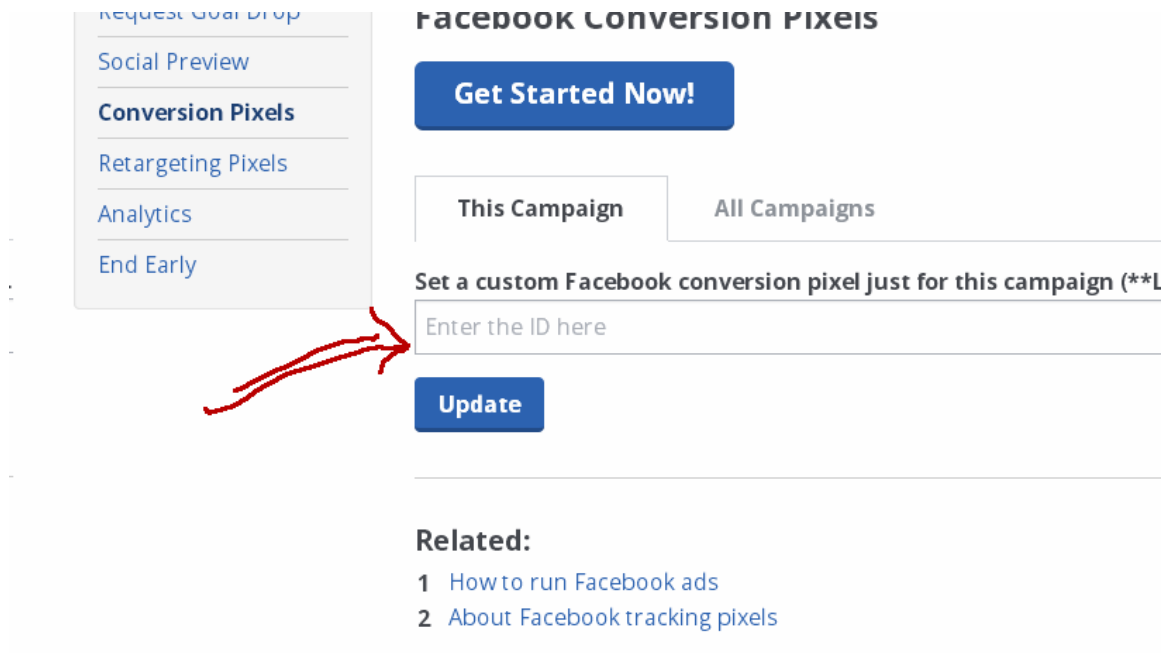


This will prevent the google crawler to rank your site on google and make your teepring camapain available for everyone to see.

Then click on the conversion pixel link



This is where you will enter your conversion pixel you've created in the previous module.



The screenshot shows the 'Facebook Conversion Pixels' setup interface. On the left is a sidebar menu with options: 'Request Goal Drop', 'Social Preview', 'Conversion Pixels' (highlighted), 'Retargeting Pixels', 'Analytics', and 'End Early'. A red arrow points from the 'Conversion Pixels' menu item to the main content area. The main area has a title 'Facebook Conversion Pixels' and a blue 'Get Started Now!' button. Below this are two tabs: 'This Campaign' (active) and 'All Campaigns'. The 'This Campaign' tab contains the text 'Set a custom Facebook conversion pixel just for this campaign (\*\*L' and a text input field with the placeholder 'Enter the ID here'. A blue 'Update' button is positioned below the input field. At the bottom, a 'Related:' section lists two links: '1 How to run Facebook ads' and '2 About Facebook tracking pixels'.

Facebook Conversion Pixels

[Get Started Now!](#)

[This Campaign](#) [All Campaigns](#)

Set a custom Facebook conversion pixel just for this campaign (\*\*L

Enter the ID here

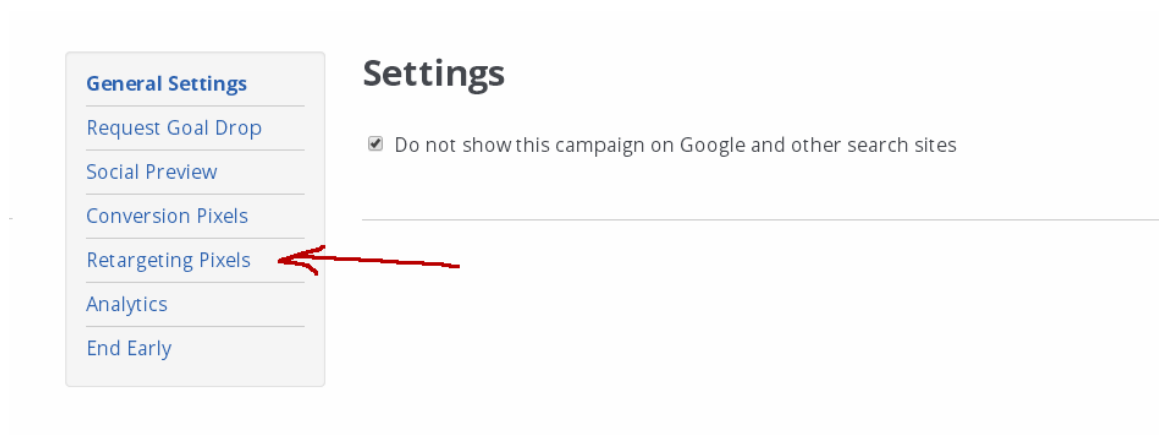
[Update](#)

**Related:**

- 1 [How to run Facebook ads](#)
- 2 [About Facebook tracking pixels](#)

Click Update

Then we will enter the retargeting pixel.



The screenshot shows the 'Settings' page in Facebook. On the left is a sidebar menu with options: 'General Settings' (highlighted), 'Request Goal Drop', 'Social Preview', 'Conversion Pixels', 'Retargeting Pixels', 'Analytics', and 'End Early'. A red arrow points from the 'Retargeting Pixels' menu item to the main content area. The main area has a title 'Settings' and a checkbox labeled 'Do not show this campaign on Google and other search sites' which is currently checked.

Settings

☒ Do not show this campaign on Google and other search sites

1. Log in to Facebook, go to [www.facebook.com/ads/manage/audiences.php](http://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

Conversion Pixels  
Retargeting Pixels  
Analytics  
End Early

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

For more details watch our [video tutorial](#)

**Facebook Website Custom Audience**

84687001

Update Delete

**Related:**

- 1 [About Facebook Website Custom Audiences](#)
- 2 [FAQ for Facebook WCA](#)

Click Update.

Now we're done with teespring.

You will never have to touch the retargeting pixel again.

I mean you won't have to update the retargeting code on teespring again.

You will need to add a conversion pixel to each and every campaign you will create though.

So don't forget about it.

It's crucial!

Now go ahead and repeat the same process for every other niche of your campaign.

See you in the next module!