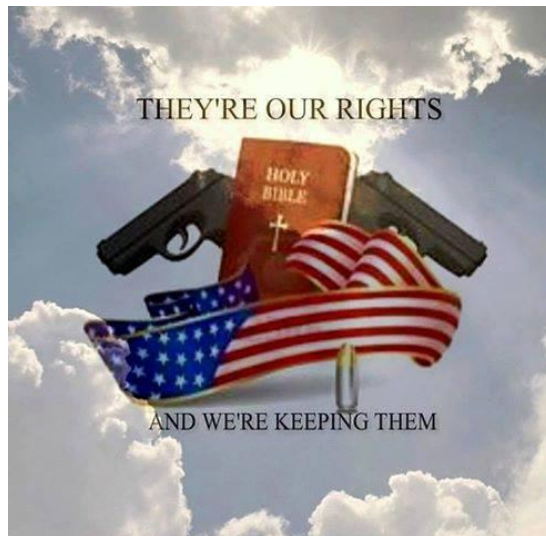


# TS Warrior Case Studies

## Case Study 1:

I found this image on a Facebook Gun niche page, cannot remember which page but I saved the image when I stumbled on it, it had huge shares on the page and many comments:



Which then became this shirt: <http://teespring.com/blessedrights>



Here is the ad: I had the designer make this

 **Big Guns Little Guns** with Charles Holloman  
Sponsored · 

Like Page

\* BLESS OUR RIGHTS! \*

Purchase Yours Here --> <http://bit.ly/blessedrights>

Premium USA Print



Like · Comment · Share ·  15,720  314  4,865

Note that I use a Bitly link here, this was before using Facebook tracking.

Do not use Bitly links, for the tracking to work you need to use the  
Teespringurl.

### Here is the ad targeting:

**Gender:** Male

**Interests:** O.F. Mossberg & Sons, Charter Arms, Springfield Armory, Inc., Winchester Repeating Arms Company, Browning Arms Company, Magpul Industries, Walther arms, Hi-Point Firearms, Barrett Firearms Manufacturing, daniel defense, DPMS Panther Arms, Bushmaster Firearms International, STI International, Alexander Arms, Benelli (firearms), Springfield Armory, Henry Repeating Arms, beretta usa, Heckler & Koch, Smith & Wesson, Beretta, H & R Firearms, Marlin Firearms, Kel-Tec, Franchi (firearms), Les Baer, Remington Arms, SIG Sauer, smith wesson corp, Swiss Arms, Kimber Manufacturing, Kahr Arms, Savage Arms, Glock, Colt's Manufacturing Company, Sharps Rifle Manufacturing Company, Magnum Research, Taurus (manufacturer) or Sturm, Ruger & Co.

These are all Gun Brands

We only target United States, Males 21-64.

### Here is the total ad spend:

28,568 Post Engagements	\$0.14 Per Post Engagement	440,426	\$0.00	\$4,036.62 of \$4,036.62
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### Here are the earnings:

620 / 300  
sold

Ended  
3mo ago

\$6,971.18  
profit

Went on to do quite well for a free design selling 620:

## Bless Our Rights - Limited Edition

Bless Our Rights. Wear it Proud, Wear it Loud! Guaranteed secure checkout via: PayPal | VISA | MASTERCARD Looking for...

9/1/14  
Ended

620/300  
sold

11/20  
reservations

**Total Profit = \$2,934.56**

As you can see, money can be made simply using popular images on Facebook for your design idea.

There are so many memes out there in every niche ready to be put on a T-shirt, so go out and start searching!

## Case Study 2:

I found this popular selling t-shirt, I thought this was perfect to re-design:

<http://teespring.com/dontgiveup2a>

It became this shirt: [http://teespring.com/defencerights\\_archive\\_4](http://teespring.com/defencerights_archive_4)



Here is the ad: I had the designer make this

**Big Guns Little Guns**  
Sponsored · 🌐

Like Page

\*DO YOU SUPPORT GUN RIGHTS?\*

Purchase tee here -> <http://teespring.com/defencerights>

Premium USA Print

The ad features a large image of the back of the t-shirt with the "THOSE WHO ACT LIKE SHEEP" graphic. To the left is a smaller image of the front of the t-shirt. To the right is a close-up of the "DON'T GIVE UP THE RIGHT TO DEFEND YOURSELF" logo. At the bottom, there are icons for Like, Comment, and Share, along with the counts: 16,240 likes, 257 comments, and 3,658 shares.

Like · Comment · Share · 16,240 · 257 · 3,658

### Here is the ad targeting:

Gender: Male

Interests: O.F. Mossberg & Sons, Charter Arms, Springfield Armory, Inc., Winchester Repeating Arms Company, Browning Arms Company, Magpul Industries, Walther arms, Hi-Point Firearms, Barrett Firearms Manufacturing, daniel defense, DPMS Panther Arms, Bushmaster Firearms International, STI International, Alexander Arms, Benelli (firearms), Springfield Armory, Henry Repeating Arms, beretta usa, Heckler & Koch, Smith & Wesson, Beretta, H & R Firearms, Marlin Firearms, Kel-Tec, Franchi (firearms), Les Baer, Remington Arms, SIG Sauer, smith wesson corp, Swiss Arms, Kimber Manufacturing, Kahr Arms, Savage Arms, Glock, Colt's Manufacturing Company, Sharps Rifle Manufacturing Company, Magnum Research, Taurus (manufacturer) or Sturm, Ruger & Co.

We only target United States, Males 21-64.

### Here is the total ad spend:

83,868	\$0.19	1,347,876	\$0.00	\$16,000.99 of \$16,000.99
Post Engagements	Per Post Engagement			

### Here are the earnings:

2697 / 600  
sold

Ended  
4mo ago

\$33,776.00  
profit

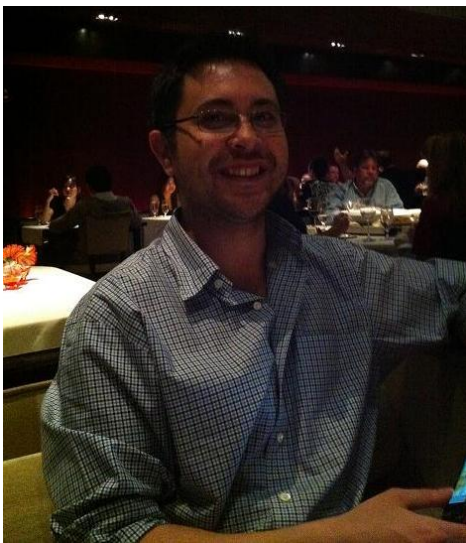
**Total Profit = \$17,775.01**

I hope these case studies have given you an idea of how to make money in the gun niche or how to target brands in another niche.

There are still a lot of memes in the gun niche ready for the taking and many tees that could be redesigned.

Now go take some action and make some money!

## To Your Success



*Sean Colman*