

PRINT ON DEMAND

RECOMMENDED FREE TOOLS AND RESOURCES

- Design tools
- Research tools
- Platform links

For a quick start of the blocks!



Exclusive

www.digitalfliip.org

The Print on Demand Series

DIGITAL FLIP • EXCLUSIVE

RECOMMENDED FREE TOOLS & RESOURCES

The complete free toolkit for POD sellers — design tools, research platforms, and selling platforms, with URLs, cost status, and usage notes in one place.

A Digital Flip EXCLUSIVE resource
digitalflip.org

Your Free Starter Toolkit

You do not need to pay for tools to launch a professional POD business. Every resource below is either free or has a fully functional free tier. Bookmarks these — you will return to them repeatedly.

01 DESIGN TOOLS

Start with Canva. Add the others as your design needs grow.

TOOL / URL	COST	WHAT IT'S FOR
Canva canva.com	Free	Primary design platform. Free tier is fully functional for POD — templates, mockups, and export included.
Google Fonts fonts.google.com	Free	1,400+ free commercial-use fonts. Download and install directly into Canva or your design software.
Unsplash unsplash.com	Free	Free high-resolution photography for backgrounds and lifestyle imagery. <i>⚠ Check individual image licensing before commercial use.</i>
Pexels pexels.com	Free	Large selection of free commercial-use images and videos. Generally safer licensing than Unsplash for POD.
Vecteezy vecteezy.com	Free + Paid	Free vector graphics and illustrations. Large library of SVG and EPS files. <i>⚠ Some assets require attribution — always check terms before using commercially.</i>

02 RESEARCH TOOLS

Use these before creating any product. Validate demand first, build second.

TOOL / URL	COST	WHAT IT'S FOR
Google Trends trends.google.com	Free	Free trend analysis and topic validation. Compare search volume over time and by region.
eRank erank.com	Free tier	Etsy-specific keyword research tool. Shows search volume, competition, and listing quality scores.
Pinterest pinterest.com	Free	Visual trend research and organic traffic source. Search your niche to see what's performing.
TikTok Creative Center ads.tiktok.com/business/creativecenter	Free	Free trending hashtag data, top-performing content analysis, and audience insights for your niche.

03 SELLING PLATFORMS

Choose one to start. Master it before expanding to others.

TOOL / URL	COST	WHAT IT'S FOR
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Etsy Seller etsy.com/sell	\$0.20/listing	The primary marketplace for POD. Highest organic discovery for new sellers. Start here.
Printful printful.com	Free	POD fulfilment partner. Integrates directly with Etsy. No upfront inventory cost.
Printify printify.com	Free	Alternative POD fulfilment. Often lower base prices than Printful. Multiple print partner options.
Redbubble redbubble.com	Free	Built-in marketplace. Upload designs and they handle everything. Lower margins but zero setup friction.
TeePublic teepublic.com	Free	Similar to Redbubble. Strong for graphic tees and fan communities. Good organic discovery.
Merch by Amazon merch.amazon.com	Free	Amazon's POD platform. Invite-only with a waitlist. Massive reach once approved. <i>⚠ Requires application and approval — expect a waiting period.</i>
Gelato gelato.com	Free	Printful alternative with a global print network. Lower shipping costs for international orders.

Platform Priority

Do not try to list on every platform at once. Start with Etsy + Printful — they have the best documentation, the strongest beginner community, and the highest organic discovery for new sellers. Once you have 20+ listings and your first sales, then consider expanding to Redbubble or TeePublic as a passive secondary channel.

You have the tools. Now build the store.

Get the Digital Products That Sell ebook — the complete step-by-step system for creating, listing, and scaling a profitable digital product business.

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