First Round Checklist

Everything from tonight's webinar on two pages. Print it, stick it by the press, and check things off as you go. Holiday markets run all through December, so you can still run a round this year.

1 Run your first round this month

- [ ] **Pick one local event in the next 30 days.** A holiday market, craft fair, school or church event.
- [ ] **Post three finished jobs, with the story.** "Sarah needed 6 shirts for her dad's 60th" beats "I print shirts."
- [ ] **Add an email signup to every order.** Every customer is a future preorder buyer.
- [ ] **Open a preorder with pickup at the event.** Hard close date, clear pickup plan.
- [ ] **Let preorder cash buy your event blanks.** 20 preorders at $25 brings in $500. Event blanks and transfers cost $370.

2 The playbook: each step feeds the next

1	2	3	4	5	6
Show up and help in local groups	Land 1-off custom orders	Collect every customer's email	Announce a preorder, with pickup at the event	Use preorder cash to buy event blanks	Work the event: sales, new custom orders and more emails

Then repeat. Every round starts with a bigger list and warmer customers.

3 Where the buyers already are

CUSTOM

Find the person

- Local Facebook and maker groups
- Nextdoor
- Your Google Business Profile
- Etsy sellers who need small runs

PREORDER

Find the leader

- Schools and PTAs
- Sports teams and churches
- Gyms and breweries
- Company holiday gifts

POP-UP

Find the crowd

- Holiday markets and craft fairs
- School and church events
- Sports tournaments
- "Press your own" nights at local venues

Post the story, not the service. For preorders, sell to the coach, the pastor or the office manager. One leader brings you dozens of buyers.

4 Preorder setup

- [ ] **Pick your designs.** Your designs, not custom art. Keep the list short.
- [ ] **Set your price.** $25 each is a solid starting point.
- [ ] **Set a hard close date** and put it on every post. The deadline is what makes batching work.
- [ ] **Decide the pickup plan:** where, what day, what hours. Pickup at your event brings buyers to your booth.
- [ ] **List your sizes** and post a size chart so people order right the first time.
- [ ] **Customers pay up front.** No payment, no order.
- [ ] **Collect name, email, phone, design and size** on every order.
- [ ] **Remind people** before the close date and again before pickup.
- [ ] **After it closes:** count by design and size, buy exact blanks, batch print.
- [ ] **Make a pickup list** with names, sizes and paid status, sorted before you leave.

5 Pop-up packing list

- [ ] Heat press, plus a heavy-duty extension cord (ask the venue about power ahead of time)
- [ ] Cover sheet and heat-resistant gloves
- [ ] Blanks in your core sizes
- [ ] Transfers for 8 to 10 designs, printed ahead
- [ ] Sample shirts and a design board people can point at
- [ ] Size chart and a price sign
- [ ] Card reader, charged phone, battery pack
- [ ] Cash box with change
- [ ] Table, tablecloth and a space for shirts to cool
- [ ] Bags for finished shirts
- [ ] QR code sign for your email list
- [ ] Preorder pickup list
- [ ] Custom order forms and pens
- [ ] Tape, zip ties and a lint roller

6 The leader pitch (for preorders)

"Hey _____, I'm _____ and I print shirts here in town. I'd love to set up a holiday shirt store for your _____.

Here's how it works. **There's no money up front from you. I handle the store:** I set it up, take the orders and payments, and print everything after it closes. Your people pick up at _____.

If you want to raise some money, **we can add a fundraiser margin** to each shirt and that goes back to your group.

It would close on _____ so everything's ready in time. Want me to send over a couple of design ideas?"

Why it works: the leader takes zero risk and does almost zero work, and you get dozens of buyers from one conversation.

Know your true cost before you quote. A $7 shirt isn't a $7 shirt once you count transfers, fees and your time. Start with a spreadsheet, or let **Pricely** do the math on every quote. Free plan available.
pricely.ink

Run the preorder or pop-up store. A simple order form works for round one. **GroupKit** gives you one link for names, sizes and payments, and closes on your deadline.
getgroupkit.com