STARTUP Screen Printing

XTOOL BLACK FRIDAY WEBINAR · 2026

Holiday Orders Without the Chaos

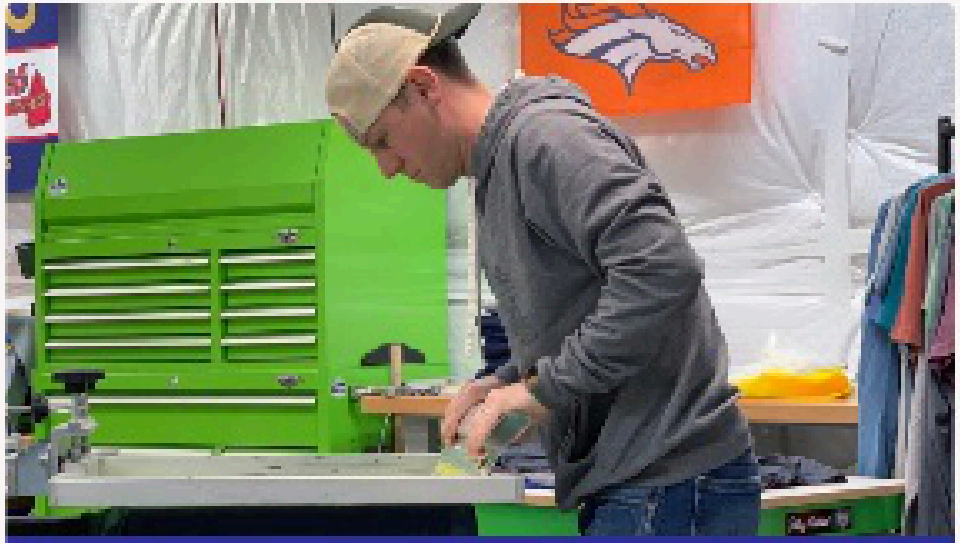
Three ways to turn the xTool Apparel Printer into holiday profit, with real numbers you can copy.

with Jesse Poteet

ABOUT ME

Hey, I'm Jesse.

In print since 2013	Started in the print industry in 2013. Opened my own shop in 2017.
Alpine Apparel Co	My Colorado print shop. Water-based screen printing and DTF.
Startup Screen Printing	YouTube, podcast and The Print Crew, for new and growing shops.
Operator Stack	Where I build software for print shops, like Pricely and GroupKit.
As featured by	The Apparelist and ScreenPrinting.com



"I don't have it all figured out. I'm building this alongside you."

TODAY'S PLAN

Here's what we'll cover

01 Three kinds of holiday orders

02 What each one really earns

03 Where to find the buyers

04 The playbook, with one season of real math

05 The live-only xTool deal and giveaway

THE PROBLEM

The December orders you're turning away.

Six shirts. Four designs. Due Friday. There's no time for screens, so the answer is usually no.

WHY DTF

Built for the holiday rush

0
Screens to burn, tape or reclaim

1
Shirt minimum. Small orders finally make sense.

$1–2
Per full-front transfer printed on the AP

<1 min
To press a shirt while a customer watches

The xTool Apparel Printer makes the transfers. A heat press makes them portable. That combo unlocks all three order types.

PART 1

Three kinds of orders

CUSTOM

They bring the idea

One shirt or a dozen, with their design. Quote it, gang it, press it.

PREORDER

Sell first, buy after

Your designs, a short order window, and blanks bought only for what sold.

POP-UP

Press it while they watch

Bring blanks and transfers to an event. They pick a design and a size.

ORDER TYPE 1 OF 3

Custom

They bring the idea. You make it real, one shirt or a dozen.

Typical price: $25–30 each

How it works

- Customer sends print-ready art
- You build a gang sheet and print it on the AP
- Press, fold and hand it over

> **PROFIT OPPORTUNITY**
>
> No print-ready art? Charge a $50–100 design fee. With AI tools, that can be quick, real profit.

ORDER TYPE 2 OF 3

Preorder

Sell your designs first. Buy blanks only for what sold.

Typical price: $25 each

How it works

- Open an order window with a hard close date
- Customers pay up front
- Buy exact blanks, batch print, hand out at pickup

MARGIN WATCH-OUT

Your best margin, but only with a real deadline and a clear pickup plan.

ORDER TYPE 3 OF 3

Pop-up

Bring blanks and transfers. Press it while they watch.

Typical price: $30 each

How it works

- Stock core sizes and 8 to 10 designs, printed ahead
- They pick a design and a size
- Press it in under a minute, right in front of them

> **MARGIN WATCH-OUT**
>
> Booth fees, unsold stock and long days add up. Count it partly as marketing.

PART 2

A $7 shirt isn't a $7 shirt

BLANK

$7

What the shirt costs you

TRANSFER

$1.50

Ink, film and powder

TIME

$40

Per hour of art, printing, pressing and admin

FEES

3%

Card processing, plus booth fees

WASTE

Oops

Misprints, wrong sizes, leftovers

= True cost Price minus true cost is profit. Everything else is a guess.

PART 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. "Sarah needed 6 shirts for her dad's 60th" beats "I print shirts."

PART 4

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.

ONE SEASON, REAL MATH

80 shirts, start to finish

Stage	Revenue	Costs	Profit	Hours	$/hr
20 one-off customs @ $30	$600	$188	$412	5	$82
20 preorders @ $25	$500	$185	$315	2	$158
Event: 30 sold @ $30	$900	$427	$473	10	$47
10 customs from the event @ $30	$300	$94	$206	2.5	$82
Total: 80 shirts	$2,300	$894	$1,406	19.5	$72

Assumes $7 blanks, $1.50 transfers, 3% card fees, a $100 booth and about 15 minutes per 1-off. Event costs include 60 transfers for design variety. The 10 unsold blanks go back into stock.

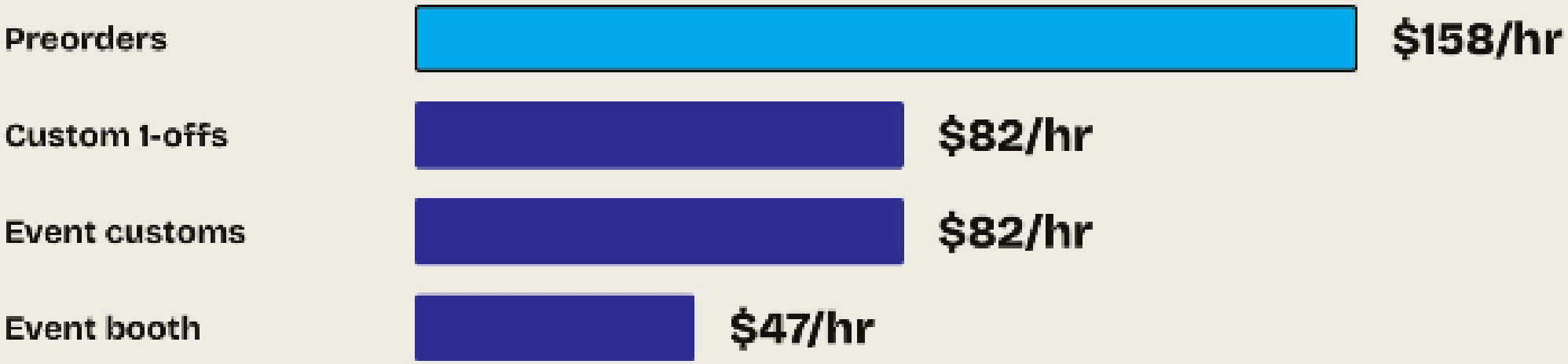
THE LINE TO REMEMBER

$0 out of pocket for event inventory.

Your preorders bring in $500 up front. Event blanks and transfers cost $370. That leaves $130 to spare.

PROFIT PER HOUR

Where the money really comes from



The whole system earns about **$72 an hour** before overhead. The booth earns the least per hour, and it makes the rest possible.

BEHIND THE SCENES

Run it like a system, not a scramble

One home for every order

Customs, preorders and event sales in one place.

Preorders that close on time

A hard deadline is what makes batching work.

A list that grows at every booth

A QR code at the press beats a stack of business cards.

A pickup list for event day

Names, sizes and paid status, sorted before you leave.

This is what I build at Operator Stack: Pricely for pricing, and GroupKit for group orders and pop-up stores, whether limited-time or always open.

YOUR NEXT STEP

Run your first round this month

01	Pick one local event in the next 30 days
02	Post three finished jobs, with the story
03	Add an email signup to every order
04	Open a preorder with pickup at the event
05	Let preorder cash buy your event blanks

LIVE ONLY

Bring DTF in-house this season

The xTool Apparel Printer makes all three order types work in a small shop. These two offers are only for people here live.

LIVESTREAM-EXCLUSIVE DISCOUNT

$50 off

Code: XTLIVE50

LUCKY DRAW

Scan to win

3 winners take a $100 gift card.

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THANKS FOR PRINTING WITH ME

Questions?

Live only: $50 off the xTool Apparel Printer with code XTLIVE50. Scan the lucky draw code before we sign off.

startupscreenprinting.com

