The CommuniTees System



YOUR BEST AUDIENCE IS CLOSER THAN YOU THINK.

Welcome to CommuniTees!

Everything you need to start customizing your CommuniTees materials begins here.

Before you start reaching out to local businesses, take a few minutes to personalize the basic pieces of your CommuniTees system.

A QUICK NOTE BEFORE YOU BEGIN

CommuniTees is based on the system I developed and use successfully—but there's no golden rule that says you have to do everything exactly the way I did.

Use these templates, prompts and ideas as your starting point. Customize them for your community, your businesses and the way you like to work.

If you discover an easier or better way to do something, use it!

Be creative. Experiment.
Make CommuniTees your own.

I'm giving you the roadmap—
not putting up guardrails.

Look for the CUSTOMIZE HERE button throughout these files. Click it to open your customizable Canva template.



In this file you'll:

1. **Set Up Fourthwall Shop**
   The home of your CommuniTees shop.

2. **Customize Your CommuniTees Logo**
   Change CommuniTees-XYZ to your own city or community — for example, CommuniTees-NYC.

3. **Create 3 QR Codes with Provided ChatGPT Prompts**

   Create Your Email QR Code
   Make it easy for interested businesses and referrals to contact you.

   Create Your Shop QR Code
   Send customers directly to your Fourthwall shop with one scan.

   Create Your Order Form Email QR Code
   Let customers quickly email a photo of their completed order form.

TWO WAYS TO WORK WITH LOCAL BUSINESSES

CommuniTees gives you two simple ways to help—and earn from—local businesses.

1. FREE COMMUNITEES LISTING
Feature a local business in your CommuniTees shop at no cost to the business.

Create a custom design, add it to your shop, and the business earns $5 for every T-shirt sold featuring them.

It's an easy, no-pressure way to open doors, provide value and build relationships with local businesses.

2. FULL MERCH STORE SETUP — $400
Some businesses will want more and I've done this several times.
Offer to create a fully branded merch store featuring their logo, artwork and a selection of merchandise.

Charge the business $400 for the complete setup.

Your templates include ready-to-customize promotional materials for these clients, including a flyer, postcard and 2' × 3' banner.

PRO TIP: Once you become comfortable with Fourthwall and develop a repeatable workflow, you may be able to complete a Full Merch Store Setup pretty quickly!

START SIMPLE
You don't need to sell the $400 service on your first visit.
Start with CommuniTees. Give value first. Build the relationship.
The Full Merch Store Setup is an additional opportunity when the fit is right.

PRINTING YOUR TEMPLATES

Some CommuniTees templates are designed to be printed, including flyers, postcards, order forms and banners.

WHERE TO PRINT
Canva offers convenient printing directly from your design, but it can sometimes be pricey.

I suggest comparing prices with a local printer such as Staples or an online service such as GotPrint.

Choose the option that works best for your price, quality and turnaround time.

PRINTING & THE $400 MERCH STORE SETUP
For my $400 Full Merch Store Setup, I include some printed promotional materials as part of the service.

You can choose what works best for you:

- Include printing in your $400 fee.
- Charge separately for printing.
- Provide print-ready files for the business to print.

There’s no golden rule. Build the package that works best for you.

BEFORE YOU PRINT
Check all artwork, spelling and contact information.
Always test every QR code before ordering printed materials.

1. Set Up Your Fourthwall Shop

Your Fourthwall shop will be the home for your CommuniTees products and give you the shop link you'll use throughout your marketing materials.

Create your Fourthwall account and set up your shop first. Don't worry about making everything perfect—you can continue customizing your CommuniTees shop as you add your first businesses.

Visit Fourthwall to create your free account and set up your shop. This is the platform I use for CommuniTees, but you're welcome to explore other options if you find a platform that works better for you.

You can do that **HERE.**

2. Customize Your CommuniTees Logo

Change CommuniTees-XYZ to your own city or community—for example, CommuniTees-NYC.

Download your new logo as a PNG file and upload it to your Fourthwall shop.

Wherever you see the CommuniTees-XYZ logo in the templates, simply change XYZ to your own city or community.





CUSTOMIZE HERE

3. Create Your QR Codes

I’ve included simple ChatGPT prompts to create the QR codes you’ll need:

Create Your Email QR Code — Makes it easy for businesses and referrals to contact you.

Create Your Shop QR Code — Sends customers directly to your Fourthwall shop.

Create Your Order Form Email QR Code — Lets customers email a photo of their completed order form.

Using the QR Code Prompts Is Easy

1. Replace the information in **[brackets]** with your own information.

2. Copy the entire prompt and paste it into ChatGPT. ChatGPT will generate your custom QR code.

3. Download your QR code and test it with your phone before using it in any printed materials.

Create Your Email QR Code Prompt - Copy & Paste to ChatGPT

Create a high-resolution QR code that opens a new email when scanned.
Please use the following information:
Send email to: [YOUR EMAIL ADDRESS]
Subject line: Interested in CommuniTees — [BUSINESS NAME]
Prefilled email message:
Hi,
I'm interested in joining your CommuniTees project, or I'm referring a business that you can reach out to.
My name:
My company:
My phone number:
Thank you! I look forward to hearing from you.
Please feel free to make small improvements to the wording while keeping the same meaning.
The QR code should:

- Open the user's default email app.
- Automatically address the email to the email address above.
- Automatically fill in the subject line.
- Automatically fill in the message.
- Be black on a white background for maximum scanning reliability.
- Be high resolution and suitable for professional printing.
- Be provided as a high-resolution PNG.
- If possible, also provide an SVG version that can be resized without losing quality.

IMPORTANT: Remind me to test the finished QR code before using it on any printed materials. I should scan it with my phone and verify that:

1. The correct email address appears.
2. The subject line is correct.
3. The complete message appears correctly.
4. The email opens and is ready to send.

Do not consider the QR code finished until you have reminded me to perform this test.

Create Your Shop QR Code Prompt - Copy & Paste to ChatGPT

Create a high-resolution QR code that directs people to my online shop when scanned.
My shop URL:
[PASTE YOUR FOURTHWALL SHOP URL HERE]
The QR code should:

- Take the customer directly to the shop URL above when scanned.
- Be black on a white background for maximum scanning reliability.
- Have enough clear white space around the QR code to ensure reliable scanning.
- Be high resolution and suitable for professional printing on flyers, postcards, banners, signs, and other promotional materials.
- Be provided as a high-resolution PNG.
- If possible, also provide an SVG version that can be resized without losing quality.

IMPORTANT: Remind me to test the finished QR code before using it on any printed materials.
I should scan the QR code with my phone and verify that:

1. It opens the correct shop.
2. The shop loads properly on my phone.
3. The URL is exactly the one I provided.
4. The QR code still scans reliably at approximately the size I plan to use it.

Do not consider the QR code finished until you have reminded me to perform this test.

Create Your Order Form
Email QR Code Prompt - Copy & Paste to ChatGPT

Create a high-resolution QR code that opens a new email so a customer can send me a photo of their completed order form.
Please use the following information:
Send email to: [YOUR EMAIL ADDRESS]
Subject line: Completed CommuniTees Order Form for [BUSINESS NAME]
Prefilled email message:
Hi,
I've completed my CommuniTees order form and attached a photo of it to this email.
My name:
Thank you!
Please feel free to make small improvements to the wording while keeping the message simple and clear.
The QR code should:

- Open the customer's default email app.
- Automatically address the email to the email address above.
- Automatically fill in the subject line.
- Automatically fill in the message.
- Make it clear that the customer needs to take a photo of their completed order form and attach it to the email before sending.
- Be black on a white background for maximum scanning reliability.
- Have sufficient clear white space around it for reliable scanning.
- Be high resolution and suitable for professional printing.
- Be provided as a high-resolution PNG.
- If possible, also provide an SVG version that can be resized without losing quality.

IMPORTANT: Remind me to test the finished QR code before using it on any printed materials.
I should scan it with my phone and verify that:

1. The correct email address appears.
2. The subject line reads “Completed CommuniTees Order Form for [BUSINESS NAME].”
3. The complete message appears correctly.
4. I can take or select a photo of the completed order form and attach it to the email.
5. The email is ready to send once the photo is attached.

Also remind me to test the QR code at approximately the same physical size it will appear on the printed order form.

CHOOSE YOUR FIRST BUSINESSES

Don't start by approaching strangers.
START WITH 3

Choose three local businesses where you're already known—places you visit, shop, eat or do business with regularly.

Think about the businesses where someone might recognize you when you walk through the door.

Your first goal is simple: get three businesses into CommuniTees.

Early wins build confidence, give you real examples to show others and make the next conversation easier.

GOOD BUSINESSES TO APPROACH

Look for businesses with a strong local identity or loyal customer base, such as:

- Restaurants, pizza shops & cafés
- Bars & breweries
- Bowling alleys
- Gyms & fitness studios
- Barbershops & salons
- Auto repair & detailing shops
- Pet stores & groomers
- Contractors & home-service businesses
- Local retail shops
- Bakeries & ice cream shops
- Clubs, organizations & community groups
- Any local business people are proud to support

WHAT MAKES A GOOD FIT?
Look for businesses that are locally known, visually interesting and connected to their customers or community.

And remember:
You're not asking them to buy anything.
Start with the free CommuniTees opportunity. Give value first and let the relationship grow from there.

YOU'RE READY TO START!

You've set up the basics. Now it's time to put CommuniTees into action. You have your:

- CommuniTees shop
- Customized logo
- QR codes
- Ready-to-use templates
- First three businesses in mind

KEEP IT SIMPLE

You don't need everything to be perfect.

Start with businesses where you're already known. Create something they'll be excited to see, give value first and let the conversation happen naturally.
Your first goal isn't to build a huge network.

Your first goal is to get your first three businesses.

Those early wins will give you confidence, experience and real examples you can use as you grow.

REMEMBER

There's no single right way to build CommuniTees. Use the system. Learn what works. Make adjustments. Find your own rhythm.

Start small. Take action. Build from there.

NOW GO GET YOUR FIRST THREE!