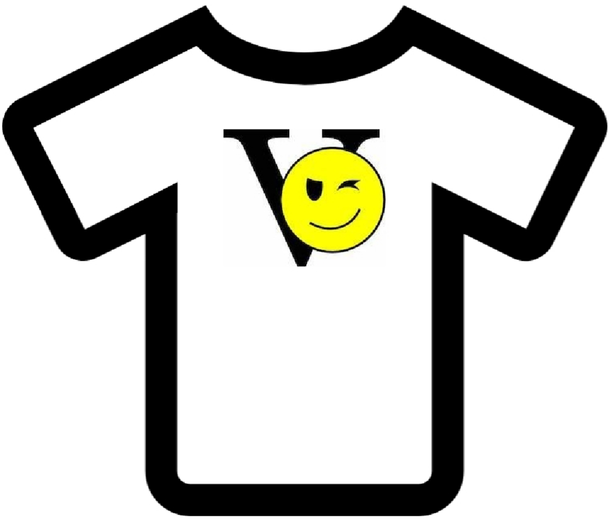


5-steps to Designing a Profitable Online T-shirt Business.

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1. **Choose a niche.** Step one in starting a t-shirt biz? **Niche it up, friend.** Seriously, don't just slap a generic design on a shirt and call it a day. People want to feel like they're part of a community, so give them a reason to wear your brand. Whether it's a funny slogan for cat lovers or a badass graphic for bikers, find something that speaks to your target audience and run with it.

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2. **Create high-quality designs.** Once you've chosen your niche, it's time to start designing some threads. Your designs should be eye-catching, fabulous and created with your target audience in mind. What do they like? What do they care about? What will make them want to wear you r shirts?Slapping a stock image on a shirt isn't as strong as your unique perspective on that shirt. People want to feel like they're wearing a piece of your art, so put some thought into your designs. You can create t-shirt designs that will turn heads and sell like hotcakes. So get out there and start designing!

3. **Use a print-on-demand service.**Don't want to deal with inventory or shipping? No problem! There are a number of print-on-demand services that will do all the work for you. Just upload your designs, set your prices, and start selling!

- Here are a few of the most popular print-on-demand services:
- Printify, Printful, Society6, Teespring, Redbubble, local print shop
- Make sure to investigate each on TrustPilot.com before making your final decisions.

4. Market your t-shirts. Once you have created yourt-shirts, you need to market them. You can dothis through online marketing channels, such as social media and search engine optimization, or through offline marketing channels, suchas print advertising and trade shows.

5. **Build a brand.** The final step is to build a brand for your t-shirt business. This means creating a unique and memorable brand identity that will set your business apart from the competition. You can do this through your website, marketing materials, and customer service.

Now Go Sell Some T-shirts!

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