

Topics List

PRINT ON DEMAND A TO Z



This document contains a list of over 30 Topics you should know something about when you are creating a Print on Demand Business

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PRINT ON DEMAND A to Z TOPICS

by Dr. Hale Pringle 9/10/18 Version 4

Over 35 topics and over 300 Individual Print on Demand (POD) Considerations in this List

This is NOT a full Print on Demand Training. It is a list of topics that you will know something about as you become well versed in POD. This is more than anyone can chew to start with. These are designed to give you an overview of the playing field.

1. **Mindset – one of the MOST important ingredients for success.**

- Develop an “I WILL succeed!” attitude.
- Recognize that Mindset is NOT just “I am confident in myself”
- You need to develop a system to improve your mindset. For many of us, this means identifying and breaking bad habits and thoughts that hold us back. Here is one technique.
 - 1. Write down your Bad Working Habits (things you feel a little guilty about when you do them or don't do them.)
 - 2. Use a meditation where you learn to recognize these habits when you start to do them and force yourself to CHANGE. (Dr. Joe Dispenza – Breaking the Habit of Being Yourself. His meditation is too long for beginners, but it does work.)
 - 3. Understand that there will be ups and downs – develop an “I will NOT quit” attitude.
 - 4. Develop your product creation/sales checklist and FOLLOW it. Mine is listed at the bottom of this document.
- A different kind of mindset - Learn how different market places have different mindsets and how to sell products based on that mindset.

2. Niche Markets

- Why you need to think about Niche Markets?
- Researching and picking niches to market to
- Characteristics of a good niche
 - The niche must be large enough
 - The niche must buy things
 - You should have at least a passing interest
 - There should be competition. (If there isn't it means that people can't sell to the niche and you won't be able to either.)

3. Finding Proven Design Ideas

- You need to find existing designs or sayings that are selling well in order to create winning designs. (Do not use your own gut. You are not the target audience, even if you think you are. They are not marketers – you are.)
- DO NOT Copy someone's design – use it for inspiration
- Using Tools to determine memes or designs with high activity on sites like Pinterest, Amazon and Etsy. SharingSocial.com is one good tool. This is a site that allows you to search and discover images that lots of people have liked, repined and shared on Pinterest, Etsy, Facebook, Wish, and other websites.
- Use sites like Halmark.com where pros vet the quotes.
- Create and use a list of sites you can go to in order to find items that are selling well. Sites like Amazon.com and Etsy.com

4 . Develop Systems for Storing Designs, Images and text you use for descriptions, ad copy and steps to follow in Amazon, Etsy, etc.

- Create a strategy for creating folders to store designs
- Create a strategy for naming design images that will assist you in creating Custom Facebook Audiences later.
- Create a strategy for storing images you download to use on designs
- Create a strategy for storing background images
- Create a strategy for storing mockup design.
- Create a strategy for storing text you use regularly for products in a niche. This should be set up so you can cut and paste from material you spent some time creating.
- Create a strategy for storing keywords you found during product research.
- Create a strategy for documenting what you have tried during your advertising.

5. Sources for Images that you can use legally for commercial purposes

- Legal considerations
- Pixabay.com – my go-to site
- Pexels.com
- Purchase (Commercial license) from sites like 123rf.com, shutterstock.com and Dreamstime.com
- Etsy.com for bundles of elements you can use in your designs (e.g. Christmas trees, packages, ornaments or dog silhouettes.)
- Many others.
- How to rename downloaded images to protect yourself from legal hassles later.
- Sources for Free and paid Videos for designs and advertising

6. Creating and Editing Designs with an Image Editor

- What are Designs used for?
- Naming designs with keyword rich names
- Creating the designs or outsourcing them.
- Creating designs on your phone with WordSwag
- Creating and editing videos using Camtasia
- Creating or modifying designs using Photoshop Elements or Photoshop or Gimp or other simpler tools.
- Photoshop Elements – things to help you create and edit designs
 - Putting lines of text around the inside of a heart shape (hearts are different shapes on different POD sites).
 - Putting lines of text around the inside of a round shape
 - Gather Templates – I have templates for hearts, ovals and more for Gearbubble and ShineOn. The actual shapes must match exactly and they are different from site to site.
 - Layers
 - Inserting images onto designs
 - Modifying existing designs to create spin-off designs.
 - Resizing designs for Advertising
 - Putting designs on mockups for Advertising
 - Cropping Designs for Advertising
 - Removing backgrounds from images
 - Saving designs with black text, white text and gray text – why do it?
 - MUCH more – this is a full course in its own right.
- Sources for Fonts to use on designs and to edit designs done by outsourcers. (I share over 70 fonts that are free to use commercially).

7. Outsourcing

- Finding good Designers to outsource to.
- What to ask your outsourced designer for
- Develop a team of VAs who handle a lot of the uploading and pushing products to the various sites.
- How to work with VAs
- How to teach VAs what you want done.
- Create systems where you do what you do best (e.g. designs, keywords, marketing) and how to transfer what the VAs need to do the repetitive things you don't need to spend your time on.
- Training VAs to work with Amazon
- Training VAs to work with Etsy
- Training VAs to work with Shopify
- Training VAs to work with eBay
- Using tools like Basecamp, Trello and shared cloud drives.
- Using Fiverr.com and UpWork.com

8. Using Print on Demand Websites - Gearbubble

- Creating an account
- Uploading Designs to your account.
- Customized Designs on Gearbubble – and why they are super important.
- Launching multiple products with one upload
- Two step uploads – makes creating some products easier
- Using an account to the maximum
 - Setting Facebook Pixel
 - Attaching Email Account to Designs
 - Creating and attaching upsells
 - Why use upsells?
 - URL naming conventions to enable Facebook Custom Audiences later.
- Free Stores that come with POD accounts
- How to Get Paid
- How to Apply Discounts
- Viewing Sales on your Smart Phone
- Tips: I have done videos on using Gearbubble. One of the videos I uploaded to the Gearbubble site keeps getting referenced since it is a handy tip.
- Naming designs with keyword rich titles
- Using Tags Effectively to transfer to Amazon or Etsy
- Making sure the proper pixel is firing if you are using the POD companies Sales Pages. (FB Pixel Helper)
- Built in integration with Amazon
- Integration with Amazon, Etsy and Shopify

9. Using Print on Demand Websites - TeeSprings

- Creating an account
- Uploading Designs to your account.
- Launching multiple products with one upload
- Using an account to the maximum
 - Setting Facebook Pixel
 - URL naming conventions to enable Facebook Custom Audiences later.
 - Free Stores that come with POD accounts
 - How to Get Paid
 - How to Apply Discounts
 - Viewing Sales on your Smart Phone
 - Using AdFactory.com for TeeSprings
 - Naming designs with keyword rich titles
 - Making sure the proper pixel is firing if you are using the POD companies Sales Pages. (FB Pixel Helper)
- Integration with Amazon

10. Using Print on Demand Websites – PrintTech.us

- Creating an account
- Uploading Designs to your account.
- Customized Designs – and why they are important
- Launching multiple products with one upload
- Using an account to the maximum
- Naming designs with keyword rich titles
- Using Tags Effectively to transfer to Amazon or Etsy
- Making sure the proper pixel is firing if you are using the POD companies Sales Pages. (FB Pixel Helper)
- Integration with Amazon, Etsy and Shopify

11. Using Print on Demand Website – Printiful.com

- Creating an account
- Uploading Designs to your account.
- Launching multiple products with one upload
- Using an account to the maximum
- Naming designs with keyword rich titles
- Using Tags Effectively to transfer to Amazon or Etsy
- Making sure the proper pixel is firing if you are using the POD companies Sales Pages. (FB Pixel Helper)

12. Merch by Amazon

- Creating an account
- Uploading Designs to your account.
- Launching multiple products with one upload
- Using an account to the maximum
- Naming designs with keyword rich titles

13. Collecting Email Addresses automatically as part of Sales Process

How to collect email addresses on Gearbubble

14. Setting up AWeber and linking it to Gearbubble

There are many simple steps – there is an annotated document ready that shares the steps involved.

15. Email Marketing with AWeber and other Email Systems

- Login to AWeber
- Create a list on Aweber for your store
- Create the Initial Email (MUST DO)
- Login to AWeber and Add the Shopify Integration
- Do setup as described <https://help.shopify.com/en/manual/promoting-marketing/customer-emails>
- Add an Email Marketing App
- Set up drip emails
- Create emails (Add Signature Block to each email)
- Send broadcast Emails for specials

16. Using Gearbubble's built-in Email Marketing system.

17. Creating Your Own Shopify Store

- Niche or General
- Setting up your Pixel
- Integration with POD Sites.
- Using Shineon for high profit necklaces
- Upsell App
- Email App
- Better Shipping App

18. Ways to Integrate Your Designs with Amazon, Etsy and eBay

- What is Integration?
- Why Integrate?
- POD sites that integrate
- Tips on integrating with Amazon
- Tips on integrating with Etsy
- Tips on integrating with eBay

19. Keyword Research

- Free and inexpensive tools for doing Keyword research
- Using Google Keyword Planner
- Using Google Search
- Using Amazon Search
- Using Amazon Reviews and bullet points used by similar products.
- Using Book reviews
- Other techniques and sites.

20. Sources of Traffic to sell your products

- Facebook
- Google Shopping
- Amazon
- Etsy
- Email
- Other

21. Starting Advertising – Facebook Ads

- Creating a Business Manager Account
- Creating an Ad Manager for a niche
- Creating a Pixel for a niche.

22. Starting Advertising on Facebook – you need a page

- Creating a Facebook Business/Fan page
- Creating or outsourcing a cover image and Profile Image
- Creating a Like Campaign – Why and How
- Creating a free survey to find out what people want.
- Automatically posting memes and material to your page every day. Spend a half an hour once and have a couple of items posted to your page every day for months. Then shuffle and recycle the same images.
- Attaching the page to an Ad Manager
- Linking a page to your store – where ever that might be.

23. Getting Product Images for Advertising

- Option 1- Directly from the POD Site – plain white background
- Option 2 – Using the “Additional Ad Images” available on the POD site.
- Option 3 - Modifying the background
- Option 4 – Putting the design on a model mockup
- Option 5 – Creating a video
 - Using Google Slides or PowerPoint
 - Using multiple Image and let FB create the video
 - Using Camtasia to create a fancy video
 - Outsourcing

24. Creating Dark Posts

- Using the Ads Manager à Page Posts page
- Creating Links Ads with images
- Creating Photo Ads
- Monitoring Post activity from the Page Posts Page
- Handling Negative Comments
- Handling Positive Comments
- Offering Discounts based on the content of some comments
- Collecting the Post Id from the Dark Post.

25. Creating Facebook Ads

- The three levels (Campaign, Ad Sets and Ads)
- Targeting – lots on targeting including Audience Insights
- Placement of the ads on Facebook Pages (and other sites like Instagram)
- Budgets
- Auctions
- Type of Ads
- Running Multiple Ads
- Lots on Managing ads with a numbering system.
- Using the Post ID form the Post Pages Dark Post Created earlier.

26. Testing Products with small, short term ads

- Most products do not sell. You **MUST** test to see if a product will sell. If you can't sell one in the first \$20 of ad spend, you probably will not be able to sell the product at all.
- Using Automated Rules to automatically kill a non-performing ad quickly
- Using Automated Rules to automatically kill a winning TEST campaign. (Once you sell one, you don't need to test anymore. These you move to new campaigns for scaling.)
- Making sure the Pixel is being used with your ads.

27. Scaling Winners

- Creating a new campaign with multiple Ad Sets and multiple Ads for winners
- Using Automated Rules to turn Ad off and back on if they don't perform on a particular day.
- Using Automated Rules to turn ads and ad sets off permanently if they aren't making sales
- Using Automated Rules to increase the budget of performing Ad Sets.
- Using Automated Rules to decrease the budget for ads that are no longer performing.
- Split testing Creatives, Ad Copy, Target Audiences, Ad Types and more

28. Creating and running ads to Custom Audiences

29. Creating and running ads to Lookalike Audiences

30. Creating Retargeting Ads

- One ad for a few days (exclude people who purchased)
- A different ad for a few days (exclude a) people who purchased, b) those in the first group and offer a discount)
- A different ad for the rest of the 180 days (exclude a) people who purchased b) those in the first two groups and c) offer a bigger discount or free shipping).

31. Advertising on Google Shopping

32. Advertising on Etsy

33. Advertising on Amazon

34. Advertising on YouTube

35. My Product Development Checklist

Hale's Product Development Checklist

This assumes I already have a niche, a Facebook Page, an Ads Manager Count and ready to create and advertise.

(Before I start. I have a Word Doc for each Niche that I call the Winners Document. It contains screenshots of successful products in the niche. Whenever I see one that I can see evidence that it sells well, I screenshot it and paste it into the document)

1 Develop a New Product

- Research for quotes and images and ideas where there is social proof that people like the concept.
- Decide what kind of product this quote would work best on (e.g. necklace, shirt, hoodie, mug, canvas, apron, etc.) Make sure the product will generate at least \$20 in revenue to use after a sale. (You need money to advertise with and still have profit after everything is paid.)
- Develop my own version in my mind.
- Decide whether to outsource or do it myself.
- Either contact a graphic designer or

Start Working on the Design My Self

- Find Public Domain or Free to Use or purchased commercial license images to use with the design – as needed. (Rename the images as you download them indicating where you got the image. Store them in a folder containing all images for one niche. This helps you reuse them for other designs.)
- If the design needs special fonts – find them (e.g. fonts with fire or icicles on the letters.)
- Review the Winners Document before working on a design. (Get an internal feeling about winning designs in the niche.)
- Create the design
- Wait a day or say and look at the design again.
- Store the design in a folder that is unique to the design under a master niche folder.
- In some cases you will be editing an existing design to create a new version (e.g. the original design was for Large Dogs and you create a similar design for Small Dogs)
- As needed create versions with dark letters, white letters and perhaps grey letters.
- Wait at least one day and again compare my design with those in the Winners Document. Am I in the same league?
- CAREFULLY Proofread the design (including reading the words backwards – this forces me to LOOK at each word.)
- Determine if the design would work as a customized design (where the customer enters their name or uploads their own image.)

2. Preparing to Advertise

- Research keywords for the design (I use MerchantWord.com, Amazon.com, Google.com and other tools.)
- Create a keyword rich title for the design. Be sure that it includes what the product is (e.g. t-shirt, mug, shot glass) and the main words people will use to search for the product early in the title.
- Name your images with this keyword rich title. (Places like Amazon ignore the image title. Google uses the title so you want your image found when people search using Google.)
- Wait at least one day and check the material gathered when you are fresh.

Start a New Project

3. Launching the Design on a P.O.D. website

- Upload your design image
- Move location and change size as needed
- Checkmark the front and back option if that is available.
- Look at the back to make sure the design transferred completely
- Add additional styles and colors if that is available. (Be sure to think about where you may send this product using Integration. For example Etsy will not accept more than 4 styles and 3 colors or 4 colors and 3 styles.)
- Enter your Keyword Rich Title
- Enter keywords as tags
- Fill in the URL question with something that will help you create custom audiences when you advertise on Facebook. You will be asked to enter something unique to help form the URL for the product sales page. For example, if the sales page is GearBubble.com/dgm-love-rottie, I provided the “dgm-love-rottie” portion. The “dgm-” is a code I use for the DOG niche and Mugs (dg=idog niche and m=mug resulting in dgm- as the code.)
- Fill in the product description with a question and an answer that is unique to this product (e.g. “Do you know someone who just LOVES their Boxer? This is the perfect shirt for them. They will smile every time they put it on.”)
- I like to add ***IMPORTANT: We provide a 100% satisfaction guarantee - a full refund is available if you're not completely satisfied. And Worldwide Shipping to the description***
- Fill in other fields as required.
- Add the appropriate Facebook Pixel to the product.
- Create an upsell product (e.g. if you are selling a hoodie, create a mug with the same design to offer as an upsell).
- Add the upsell option to each of the products. (I.e. The upsell for the hoodie is the mug and the upsell for the mug is the hoodie.)
- If possible, attach to an email list in your autoresponder account (I use AWeber. You can sign up using my affiliate number here: <http://PrintOnDemandAtoZ.com/aweber>)

4 Establish where you will sell the product.

- If you are using integration with Amazon,, Etsy, eBay, Shopify or others – push the products to those sites
- Use text files you have developed in advance to copy and paste bullet points, descriptions and keywords. These should be longer and more thought out on sites like Amazon, Etsy, Shopify and eBay. Copy you base text and modify it as needed for the particular product.
- Wherever your product ends up, Copy the URL to the sales page so you can use it later.

5 Starting to Advertise

- Research Target Audiences for your niche and this design in particular. Use Look Alike Audiences as often as you can.
- Run a TEST Facebook Ad with a \$20 budget.
- This may involve creating a Dark Post use the Ads Manager – Page Posts page.
- If and only if the product sells create a new campaign and scale the budget
- Save advertising images (called creatives) into your product folder. (Some sites have several versions you can download.) Create more with an image editor (1200 x 628 pixels, 1200 x 1200 pixels, 1200 x 1650 pixels, pure white background, colorful backgrounds, and mockups with people, video and more.)
- Try different creatives, headlines, and target audiences to find a winning combination.
- Document what you have tried and the results.
- Scale the winning combination.
- Set up retargeting ads ASAP.
- Monitor sales
- Monitor comments on the Post that you are advertising.
- Look at breakdowns (sales by gender, age, country, device type, and platform). Modify ads to remove low performing sub-groups.
- Raise budgets or lower budgets depending on sales.

6 Send emails to your list

- Send Broadcast message for sales (.e.g. Black Friday or Labor Day)
- Create drip emails that will go out to all new customers. (Offer information and an ad.)
- As you find or create new useful information, write it down (in a blog post or straight to an email) and add it to your drip email system.