

Facebook Fortunes Webinar 16

Monetizing Strategy - Setting Up A Teespring Campaign

Kerry: Hi and welcome to Facebook Fortunes weekly webinar.

This is Webinar 16 and today we are going to be covering a really cool monetizing strategy.

I absolutely love this strategy and the reason that I love it is because this was the start of Marathon Girl, which has now turned into an International brand of clothing that sells all throughout the world and is a six figure business, in itself and pretty much just grows, week upon week.

I am really excited to share this with you because what I am about to show you in this webinar is an advancement on the strategy that I'd heard about, three years ago, when I first launched Marathon Girl.

When I first heard about the strategy, it was about 10 o'clock at night and it was mentioned as a side note on a webinar. It wasn't what the webinar was about. They actually mentioned it.

I went away and set up a campaign that night and had it up and running the next day on my Facebook page. You may have heard that one didn't work and so, later on that night when I saw that it wasn't selling, I set up a better campaign with better images and that is the one that flew and the rest is history.

What I will share with you today is a step-by-step on how to set that up.

This is a Teespring Campaign.

Today, we will cover first and foremost, testing the market. Now, we might think that we know what our clients want and you may be right, but if you already have a Facebook page set up and all of you should have, by now and you already have people on that page, why not ask them?

We are going to go through how you can test the market and find out which quote or design or whatever it will be for you, will be the winner.

The next step we will then going onto is Teespring and setting up your account on Teespring.

I possibly won't go step-by-step with you on setting up an account on Teespring, but I will show you where to go to set it up. I already have one set up and am already logged in, so my suggestion would be to set one up and I will show you as you go through - it is very simple, you login and enter your details and in fact, if you are setting up your first design, you don't need to login until after your design is done and then after that, you can login or set up your account.

You can design a Tee Shirt, without setting up an account initially.

The next step is designing your Tee Shirt, so I will go through some of the things that you are going to probably get frustrated at, in designing your top and then, of course, publishing your design and getting the link that you can put on Facebook.

I would dare say that today we will not have time to show you how to promote it on Facebook, but here is what I would like you to do.

i will show you step-by-step how to do this and what I'd like you to do over the next week, before next week's webinar, is do these steps and get your Tee Shirt all ready, so that next week I can show you how to launch and advertise it.

Let's get started!

In this first step, I'd like you to find out what it is that your possible clients; your people; your tribe; your community, want. I want you to spend the next week posting quotes on Facebook.

You can do this all different ways, but I'd like to use the quote method and the quote method is to find some cool quotes in your niche and about your topic and put them up on Facebook.

Throughout this particular webinar, I will go in and out of Facebook and in and out of showing you what to do, as I am describing it.

Let's go and have a look at my Facebook page so that you can see what I mean by this.

So, today, I posted one and I am going to show you this example - Skinny Girls Look Good In Clothes; Marathon Girls Look Good Naked - and this is the one that I will be using today, but the idea was spawned by the fact that I was in Mexico, obviously on a cruise and one of the bay's that we called into was in Mexico.

I was in my bikini and a girl came up to me and asked me if I worked out a lot and I told her that I run marathons and so, I thought that this was a great quote that I would test, but basically this is something that you want to do each week.

If you leave some comments here, I can briefly show you how to put together quotes like this in Canva, but I think that I have already done that, but if you would like me to quickly show you that again, let me know, otherwise, we will go ahead.

While I wait for you to let me know, I will show you how I find these quotes.

It is very simple! You type your topic into Google followed by "quotes" and then I go into images and I scroll through them. I could take any one of these and pop them up on Facebook and in fact, this one here is kind of like my one, but I played with it a little bit, but make sure that whatever your quote is that it is not too long to fit on a Tee Shirt. It has to fit on the top.

Scroll through and have a look at some of the things that are on here and see whether there is something that fits. Pick the top seven that you like and put them in a folder so that you can then post them for the rest of the week.

The first step is to go to Google and find quotes related to your niche. Find seven really good ones and put them in a folder.

The next step is to use them as they are or make up your own and go into Canva.com, where you just login in with your Facebook Account and create a design with a quote in it.

Let's say that I was using this particular one.

I can change the wording and the background colour. If you have not used Canva before, it is canva.com and you can go in and put your own backgrounds in and choose any designs and put things in.

You can make your own quotes up if you want to, but I want you to seven of them and put them in a separate folder, so that you can start posting them every day for the rest of the week and you can see which gets the best result after the week is finished. Go through and see how many people have commented each day.

I posted this particular one about an hour ago and it has 23-likes on it, so far.

My suggestion would be to post at the same time every day, because different times of the day will give different results and at least you will get the best result.

So far, this is pretty good. Facebook has said that it is performing better than some of the other ones, so it might be a good one!

Darren is saying: "When you take out a paid subscription, you can load your brand font and brand colours!"

Are you talking about in Canva or Teespring, Darren? Please clarify that for me!

It is in Canva.

I don't have a paid subscription, but if you do have a paid subscription in Canva and I can't imagine that it would be that much, then you swap things around for all sorts of things.

So, post your quotes up over the next week.

Now we will go over to Teespring.

Let me warn you that Teespring is playing up today. I have sent a message through to support regarding this. I have tried to load designs today and they are not loading and this has happened to me in the past, so hopefully by next week, when you go and get your quotes and do this, everything will be fixed and it will all be fine.

Another really cool thing that you can do for research is to go into some of the categories on Teespring and see what other people are doing e.g. Sports.

I can go in and see what looks good and what designs they have and they used to tell you how many had sold, which was really cool, because you could tell if they were good sellers, but they don't appear to do that anymore, but there are heaps of different stuff in here and you might get ideas for designs, in here.

There are a couple of different ways to do the designs. I am showing you a really basic method that you can do yourself, but if you wanted to, you can go onto sites like Fiverr or 99 Designs and get a really good image designed.

It is up to you how far you want to go with this. I know that some of you would probably want to get the really, really good ones done, but I would just like to see you get something done, so if it is easier to do what I am about to show you, then do what I am about to show you, but test if it is going to work first, before you spend a lot of money in working out designs and paying for a designer to do this for you.

I have logged into Teespring, but even if you are not logged in you can design something and I will show you. If I go onto the site through Firefox, I can go into Teespring and start to create without setting up an account.

I will go in through my account, though.

There are all sorts of things that you can do in here, like set up your own Store Front, but I am just going to show you the real basics of what I want you to do, to make it nice and easy.

The very first step is picking your design.

We have all sorts of types of Tee Shirts here, right from the budget friendly, right through to the top of the line. Now, look at the difference in prices! This is the budget friendly one and it is \$10.22 per unit, if we did 50-units.

The Premium Tee is \$12.82 and the Top of the Line is \$16.12.

What that means is this is how much it costs you for this Tee Shirt. You don't have to pay for this. It is all done through Teespring and if these Tee Shirts do not sell, then you still don't have to pay anything. If they start selling, you don't have to pay anything either.

What this means is that this is how much it costs. Let's just say that you sold the Tee Shirt for around \$20, then you will make about \$4, because that is the cost price. If you went with the Budget Friendly that is \$10.22, then if you sold it for \$20, obviously you will make nearly \$10.

The Top of the Line is better quality.

I prefer to go with a little bit better quality, but again, if you are testing something out, then some people really don't care if they are wearing a Budget Friendly, as long as it has the right slogan on it.

If you think of some of the tourist tee shirts that you get in the shops and some of the quality is really shocking, but they have a quote like: "I went to Australia and survived a crocodile bite" or whatever they have on them "I went to New Orleans and survived Bourbon Street" etc.

It is up to you. You can pick whatever you like, but I found that when I first started the campaign, I made sure that I let people know that it was good material and I used a better quality.

Back when I first did mine, the better quality was around about \$10, so they have put the prices up a bit and also keep in mind that these are American dollars.

You have Basic Tees; Long Sleeve Tees; Tank Tops; Hoodies; Women's Tees and some more premium stuff here. There is also Kids & Babies and they even have those little onesie's and rabbit skin onesie's, which are a better material. There are stickers; totes and mugs.

I am going to select the Women's Tank Top and again, within the style, you have different types of styles, effectively - flowy; fitted and racer back and you can guess the one that I will use for my people.

The base cost for one of these is \$18.67, so I need to sell it for more than that. You can pick your colours and I will choose black, in this instance. The very first one I did was a black one with pink writing.

Now, this is what you can do. You can add text and when I first did this, that is exactly what I did and I picked a font and I centred the writing up higher. You can pick a colour for the writing and do an outline if you want to.

That is one way of doing it and I could easily do that and change it to the back and put some writing in here, as well. In this instance, I have a logo so I will upload that, but there is no reason why you can't do that and that is how I started out.

We can upload our own artwork.

One of the things with the artwork if you are getting something made is that I believe you are not allowed anymore than five colour groups. There are certain amount of colours that you can't have in the design, so if you have a multi-coloured something, then you might want to tone that down a little bit.

We will go on the safe side and only choose a couple of colours.

I have the Marathon Girl Logo here and I will upload that.

It will pull it through and if it is too large, then play with it again to line it up and fit it to where you want it to go. Then, I switch to the back and click on "upload" and I have my text uploaded, but as I said, there is no reason why you can't put your own text in, rather than getting something made up.

So, we have designed the front and the back of the top.

Once you have finished your design and for all of you perfectionists out there, it doesn't need to be perfect right now, so get it up and see how it goes and if it doesn't work then you can re-evaluate it, but make sure that you get the feedback from your quote posts and then you will get an idea of what will work and what won't and quite often you can get some feedback once you have launched the top.

So, once you have the design and like the look of it, then you can go in and set the goal.

What is setting the goal in Teespring?

Teespring was initially crowd funding and here is how it worked. You had to tell Teespring that you were aiming to sell a certain amount of tops and once it hit that amount, it tips and the tops are for sale, but if it didn't hit that amount, then if 20-people bought the top and I had set the goal at 50, there would be no sales. Teespring didn't make money and you didn't make money.

You might ask why you wouldn't set your goal at a lower amount and that would be really, really cool. Now, my profit per sale on this top is \$6.20, but if I set it at \$20, my profit per sale is still \$6.20, but my estimated profit is \$120 as opposed to 50.

Now, in the old days of Teespring, this would drop down, so that the more that you said that you would be able to sell, then the cost price of the tee shirt would be less for you to buy.

If I sell 400, I make \$2,000 etc.

The old way of doing Teespring was that if it didn't reach 50 then it didn't sell. There was no tipping point. No one made any money, but now if you sell more than three, you will still make money on it and so will Teespring. As long as you sell three or more tee shirts, it will tip and you do start to make some money.

My suggestion is that you buy a couple of tee shirts yourself. This gets it started and it looks like there are people starting to buy and interested.

Teespring will come up with an option of a price. It is suggesting that I sell this top for \$27.99, but you can change it if you like. You can change it to \$28, for example. It is up to you, but I am going to stick with Teesprings recommendation because they know what they are talking about, which means that I make \$310 dollars, obviously taking away the costs of ads.

Another thing that you can do in here is you can add other styles or colours. So, I can go in and pick another colour to black. It would be pointless to pick white, because I have white writing on it.

I might pink purple or blue or grey and then you can add different styles.

I tend not to add different styles because for some reason when you do, you can re-centre the writing on the back and front, but sometimes when you do that on your second style, it will move it on your first style, so I tend to just go with one style at a time.

That is just a word of warning and some of the things that have frustrated me about Teespring in the past.

The good thing about Teespring is that if there is anything about your campaign that looks dodgy or not right or doesn't appear to be working right, then you can get hold of Teespring and they get back to you quite quickly and they are very, very thorough. There is a little message icon in the bottom right hand corner where you can contact them, if needs be.

Be careful and make sure that the design that you choose fits on all the different styles that you choose. You can add stickers and things like that, but I am not going to in this particular campaign.

The next step, after this to give it a campaign title and you want it to be a good eye-catching headline and something that stops them in their tracks, as such.

Give it a description between 300 - 1,500 characters. To test your character limit, to go into Word Tools and go to Word Count and it will let you know how many characters you have in the document. Then copy and paste that into the description box. It allows you to do bold, underline, link in and to put an image in.

I want to say, "Join the Marathon Girl community". I want to make them feel like it is something that they belong to and I have found that is something that has worked really well with my Marathon Girl's.

"You can have your cake and eat it too with this limited edition Marathon Girl versus Skinny Girl Tank Top."

Sometimes, with the ads, it will only show the front. I will screen shot the front and back and show you that next week, but if they were having a glance, sometimes people just glance and don't think to look at the back, so I just want to let them know that there is a quote on the back. So, I will highlight that and underline it.

"Buy two or more for your Marathon running friends and save on shipping.

Please note:

Not sold in stores. Hurry before time runs out.

Click "Buy It Now" to pick your size and order!

Buy 2 or more and save on shipping!

Guaranteed safe & secure checkout via:

PayPal/Visa/MasterCard"

Think about your script and find some examples. I seriously go into Google and go to Teespring Top Sellers. You might want to have a look at what some of them have. Some are fund raising ones, but have a look at what they have written and you may want to copy some of the things that they have written.

I know that this type of writing for my girls sells, because I have tested it before.

The next thing to do is to pick a category and a sub-category, which is Running.

You can select how many days that you want the campaign for. My very first time, I ran a 7-day campaign. I wouldn't do it for any longer than 7-days. People want to receive their tops and you can extend it if you want to. If it is doing really well, just extend it - 7-days; 9-days; 14-days; 21-days and i wouldn't suggest that you do 21-days, because people will be having to wait for their order.

This is your URL and you can change it if you want to, but this works well for me.

You then have Shipping Options, which allows buyers to pick their orders up from you and I would suggest that you wouldn't want to do that.

You can show the back of the garment, by default, but I am not going to do that and if you have a Store Front you can add it to the Store Front, but you don't want to do that right now.

It also lets you set up a Facebook conversion pixel, but we don't have Facebook pixels anymore and next week, I am going to show you how to set up tracking for this, anyway, once you have logged in and set up your account.

Make sure that you check your design again. Check the writing and have a look at the back. Make sure that it looks all good and then you can launch the campaign.

It launches and you will get your URL, but this is where we have been getting stuck and it has been freezing on me.

Up here, it is asking me to enter no more than 1,500 characters, so I wonder if that is what is stopping it, but I happen to know that we don't have 1,500 characters in here, so I am not sure why it is not working, but that is pretty much how simple it is to set up your Teespring Campaign.

That is pretty much it in a nutshell and I know that I went through that relatively quickly, so if you have any questions or want me to clarify anything, in terms of a Teespring Account or Campaign, then please ask me now.

It might be a nice quick webinar today.

Who is starting to look at Teespring while you are listening to this?

Jim, this would work really, really well for you. I think that you could do some really cool things with a Teespring Campaign on your page.

Michael is asking: "Can Caitlin help with this during the first month?"

Probably not with designing your tee shirt, but I am sure that she can post the link on Facebook for you or if you are talking about putting the quotes on Facebook for you.

If you are part of the Caitlin crew and you have her doing your monthly management with posting, at the moment, then yes, I am pretty sure that this is something that she can help set up and do the posting of your quotes. I don't see any issues with her doing that.

The good thing about Teespring is that you don't pay for anything. Teespring are taking the risk and actually, not much risk at all.

I am sorry, the charges that you will have with this are any type of advertising costs that you might have e.g. if you are running ads on Facebook, then there will be charges for the ads,

but in terms of the Teespring Campaign, then no there aren't. I am going to say that it is pretty much for free, as long as you sell them it is in the best interest of Teespring.

What is really cool about this and one of the things that I loved is that as soon as the campaign has finished after the 7-days, Teespring then fulfils the order. They will send all of the tee shirts out.

Now, let's just say that a tee shirt arrives at someone's place and they don't like it or there is something wrong, then they can return it to get their money back.

Now, unless Teespring has changed something, they deal with all of the returns and I remember that I had a couple of people return their tee shirts because people didn't like them or whatever else, but I sold hundreds of them, so one or two of them being returned didn't really make a difference, but as soon as the campaign is finished and the tops are shipped out, Teespring pays that into your account.

On day-7 the campaign stops and the next day or the day after, you will get the money in your account, which is really cool.

They wear absolutely everything and in fact, I would not see this top until I purchase it and it arrives, so final costs are realistically what the advertising costs are and if you set the goal as selling 50 and you will make \$300 profit, then you want to keep the advertising under \$300. It is pretty simple!

Michael is jumping ahead here: "How would you word the posts to test the response?"

Here is what I did! I will show you!

You are not actually telling people that you want to put it on a tee shirt, you are just putting up quotes and seeing how people react to them e.g. my story about being in my bikini in Mexico.

The quote tomorrow maybe "Love This" or "So True" or whatever else. You don't necessarily need to promote that you want to use it as a tee shirt quote; you just put the quote up.

I have a few on my page over time.

I know that I went through this very quickly today, but I think it is something that you just need to do.

Go back and watch this video again. I will get it downloaded tonight and hopefully, we will be able to get it into the members' area by the end of today, but I want your homework to be to go and research some quotes and have a look at other tee shirts in your niche, if there are any - have a look at Teespring and start putting together some quotes that you can put on your page for the next 7-days to test them out.

If you can get one out today, that would be perfect and up until next Wednesday, because next Thursday, we are back to normal and holding the webinar at 12:30 on Thursday and we will show you how you can start to promote your Teespring campaign and Happy Australia Day for tomorrow!

Have a good day tomorrow!

It has been a good webinar and like I said, this is one of the strategies for Marathon Girl being such a massive success.

Have a good afternoon and if you want to throw some quotes into Base Camp and let Karen have some fun - just for us to have a look.

If you have any questions let me know through Base Camp and I am looking forward to seeing everything.

Bye!