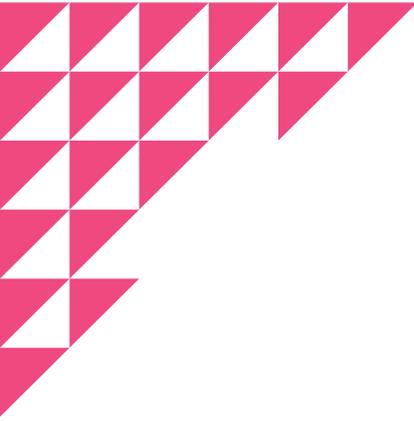




***Proven Secrets* of  
Turning your  
Creativity into a  
Money-Making Machine  
through a Print on  
Demand Business**





# INTRODUCTION



ne n  
earth

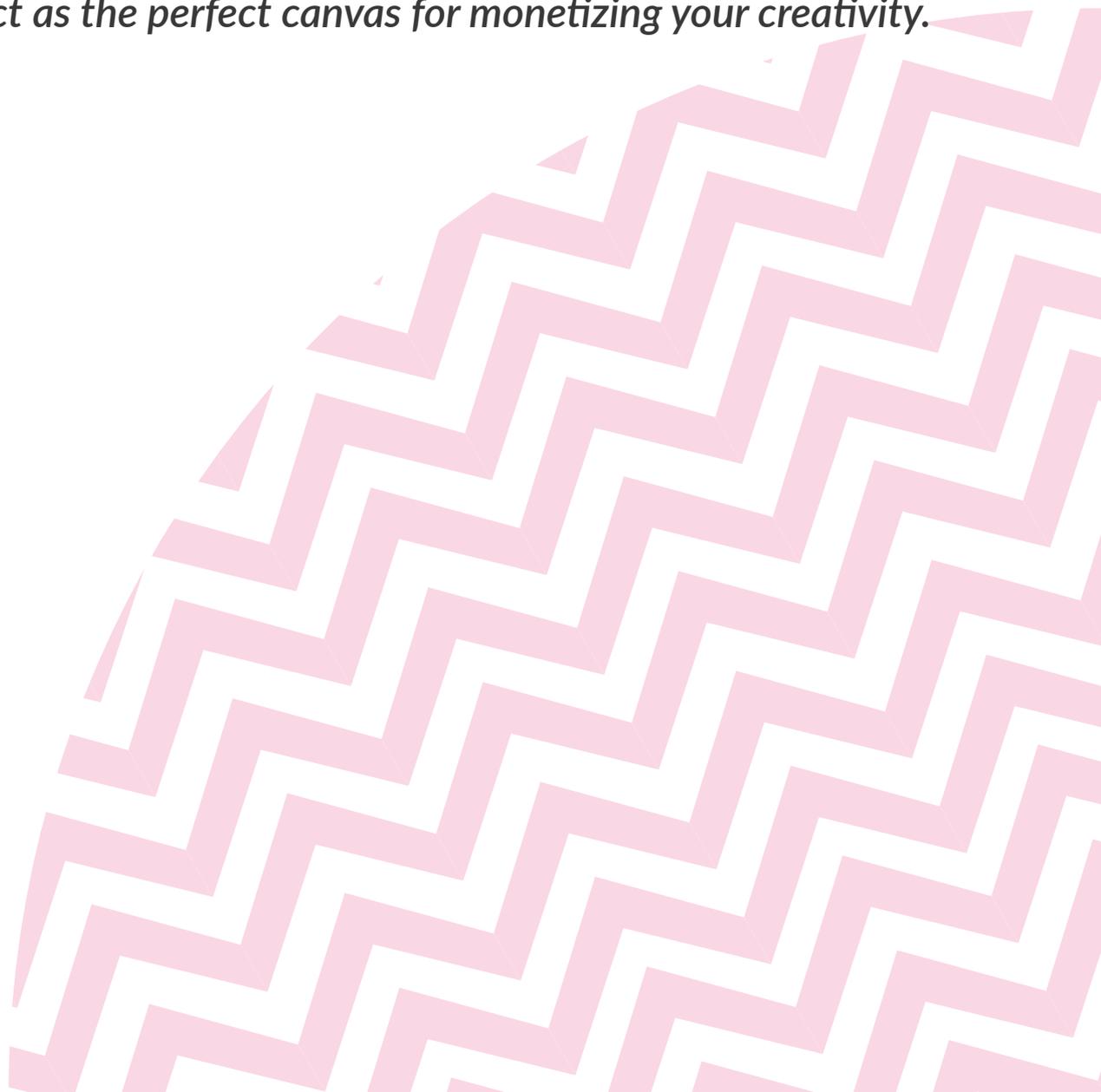
**Ever wondered about those people who  
make millions sitting at home?**

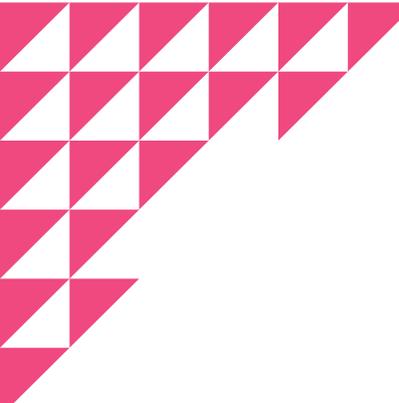
**That can be **YOU** now!**

No, this is not another pyramid or investment scheme!

**This is you saying hello to your creative side.**

*Whether you're an artist, writer, designer,  
or entrepreneur, showcasing your art on various products  
can act as the perfect canvas for monetizing your creativity.*





**Intrigued?  
Let us tell you more!**



ne  n  
earth

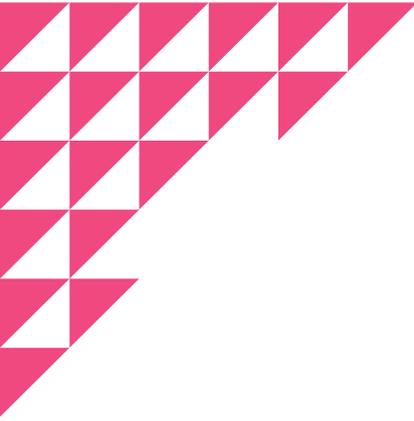
Welcome to the Print-on-demand world!

A place where sites allow you to set up your digital design shop and create your designs online. These sites also deliver the products you design, for you and you are able to sell without ever owning inventory or managing a shipment.

Whether you want to make a simple text shirt or put your beautiful hand-drawn designs on towels, mugs, posters, etc., print-on-demand can bring your art to life.

**The best part?** - Once your shop is set up, it's basically passive income or aggressive depending on how much time you spent on your Digital Design Shop. If people love your designs, you can earn a fortune while you cuddle your blanket to sleep.





**Yup, it's that simple!**



ne n  
earth

So, are you ready to join the e-commerce revolution and start your own online business?

## **If your answer to this question was Yes!**

We can predict your next train of thought.

We know you might be new to this and are probably wondering what type of products to sell, what is my target market?

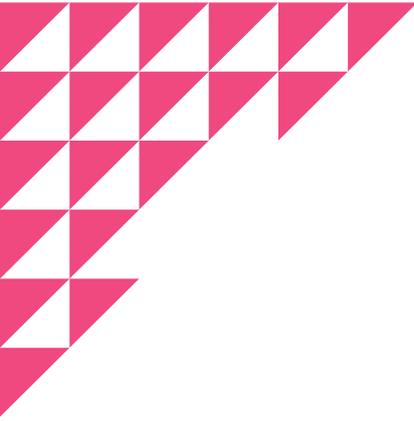
How will I market my store? Also, most important -

How much money can you make in this industry?

Don't worry! We are going to answer all of this and more.

So, wipe all those "I can't" or "I'm not" out of your head & read on to begin your design journey!





# What is print on demand - POD?



POD for you is all about -

DESIGN  
DESIGN  
And, DESIGN

In a nutshell, POD is an online business model where you outsource everything from production to packaging to delivery and get paid for pure creativity.

### **Exciting, right?**

With print-on-demand, you can design and sell cushions, scarves, tote bags, notebooks, and much more without having to carry an inventory. Once you design the products, you can outsource the rest to an e-commerce manufacturer. The company will then print, pack, and ship the order to the customers for you.

### **What's in it for you?**

Well, you earn **a royalty on every sale!** (depending on the e-commerce model)

**For instance** - Let's say you go to your design store and design a t-shirt with an inspiring quote or a quirky doodle. If a customer likes that design and orders your custom-designed t-shirt, you will earn a royalty on the sale while your e-commerce partner will take care of the manufacturing, printing, marketing, logistics, and even customer support for YOU. It is therefore crucial to choose a POD platform that provides an end to end solution while you create masterpieces in your artistic cave.

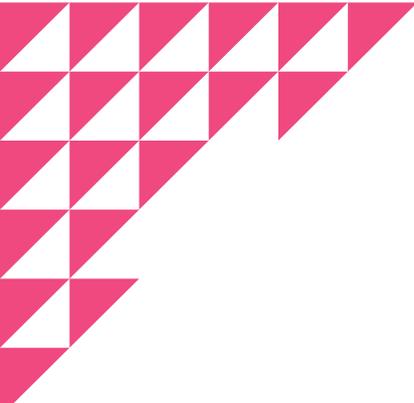
So let your creative side take over because it pays, and it pays well! ;)

### **What's more?**

You don't have to be gifted with graphic design or art skills to make money with POD. You might be terrible at drawing but great with words, text, photos, simple graphics, and witty slogans. And those are the things that sell!

Because your customers are people just like you.

So give them relatable things and watch your digital store flourish!



# How does print on demand work?



ne n  
earth

**Step 1** -Sign up and build your digital design shop on the website of your choice.



**Step 2** -Millions of customers from around the world will place their orders to buy your creative art.



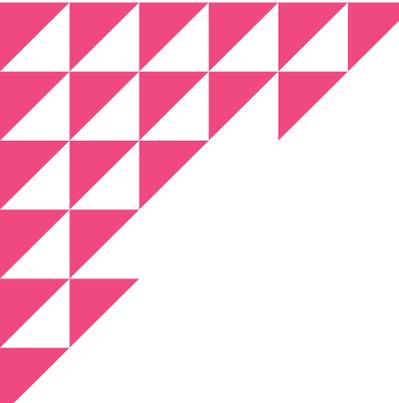
**Step 3** -Once the orders are placed, the products get printed and shipped on demand. Orders are sent automatically to the manufacturer, where they're printed, packed, and shipped.



**Step 4** -A notification is sent to you with the tracking number once orders are shipped.



- No hassle of stocks, printing, and production-related issues
- Work from home and payment on each sale
- Entrepreneurs can concentrate only on creating products and promoting their brand through social media, word of mouth, etc.
- High-quality products and drop shipping



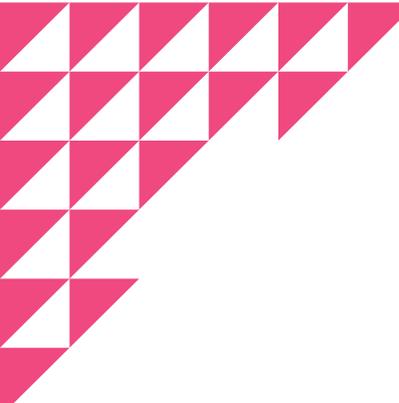
**Bonus Tip -  
How to choose the correct  
POD platform to sell your  
art and designs?**



Another big question after reading this that might come to mind is - How to choose that perfect website that will deliver your art on quality products and provide your payments on time with utmost transparency? And since there are so many sites out there, this task gets even more difficult.

Well, for this - The POD platform algorithms come into play. Many platforms have been around for a while and new artists can get lost. Being on the front page of a catalog is important for sales. Read on to know more about how to maximize your sales!





# What types of merchandise can you sell?

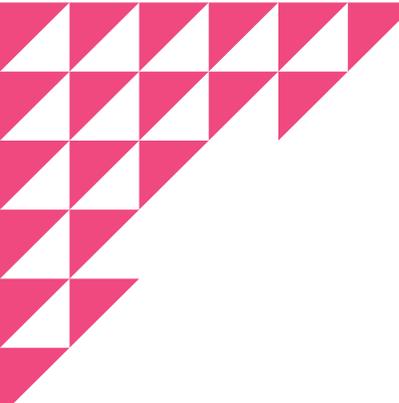


There are literally hundreds of merchandise which you can choose to showcase your art. Most people associate custom merchandise with t-shirts and mugs but it is important that you choose a site that offers a wide variety of products.

A wide range of products gives you an increased chance of closing a sale and also lets you showcase your art on multiple products. Although t-shirts are still one of the biggest sellers, it is also - a very saturated market. So, venturing into niche products can help you capture more sales with less competition!

- T-shirts
- Hoodies and Tops Bags
- Coffee Mugs
- Posters
- Mobile Phone Cases
- Stickers
- Cushions & Pillows
- Beach Towels





# Choosing a good POD platform.



Choosing a good print-on-demand platform is very important as it can make or break your career in the POD world. Here are a few things to look out for, when choosing a good POD platform:

### **Unique Set of Products**

It is crucial that the site you choose has a wide variety of products; this will help you showcase your art on multiple products. This will also help you flaunt your creative skills in multiple domains and ultimately increase your chances of closing a sale.

### **Your Choice Matters!**

A good platform asks if you want to allow buyers to add customization on your artwork AKA it gives you a choice.

### **Website Features**

You should always try to choose a platform that offers a variety of personalization features so that you can edit your design on the platform itself.

### **Boosts Your Artwork**

A good platform will always have ways to push your artwork and creatives up in the ranks and increase visibility. This is an important feature as it ensures that your artwork is not lost in the collection of hundreds of new designs.

### **Wide Range of Fabrics**

You should always try to look for a platform that offers a wide variety of fabrics that can be used to flaunt your designs. This allows the customers to choose the fabric they prefer, with your artwork on it. Sites like these are always popular among customers and this will also increase your chance of closing a sale.

### **Website Algorithm**

You should always choose a site with an algorithm that prioritizes new artists, revenue, and clicks instead of a site that just promotes its old artist.

## **Browsing Filters**

The site should have quality browsing filters. This will make your artwork easily discoverable.

## **Search Functionality & Transparency**

The website should have a good search functionality feature on the platform and should give you transparency on your sales and earnings.

## **Excellent Customer Service**

Customer is king! So make sure you choose a platform that knows how to handle its customers. Focus on key points like their response time on queries and customer complaints.

## **What Goes Around Comes Around**

Make sure the platform you choose to upload your masterpieces values you. For instance – platforms like Neon Earth provides designers at hand who can help you in placing your artwork on the products correctly if you need it.

## **Logistics Network**

The last thing you need is your product to not get delivered on time. Ensure that you choose a POD platform that has a strong logistics network.

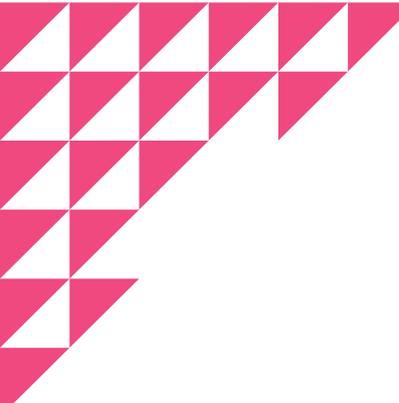
## **A Strong Operations Team**

Things like turnaround time or how a company manages the refunds and cancellations of orders on your behalf is an important factor.

## **Good Marketing Means Good Business**

Check out how the POD platform does its marketing.

A great way to do this is by skimming through their social media accounts like Instagram to find out how active the brand is and their engagement rate.



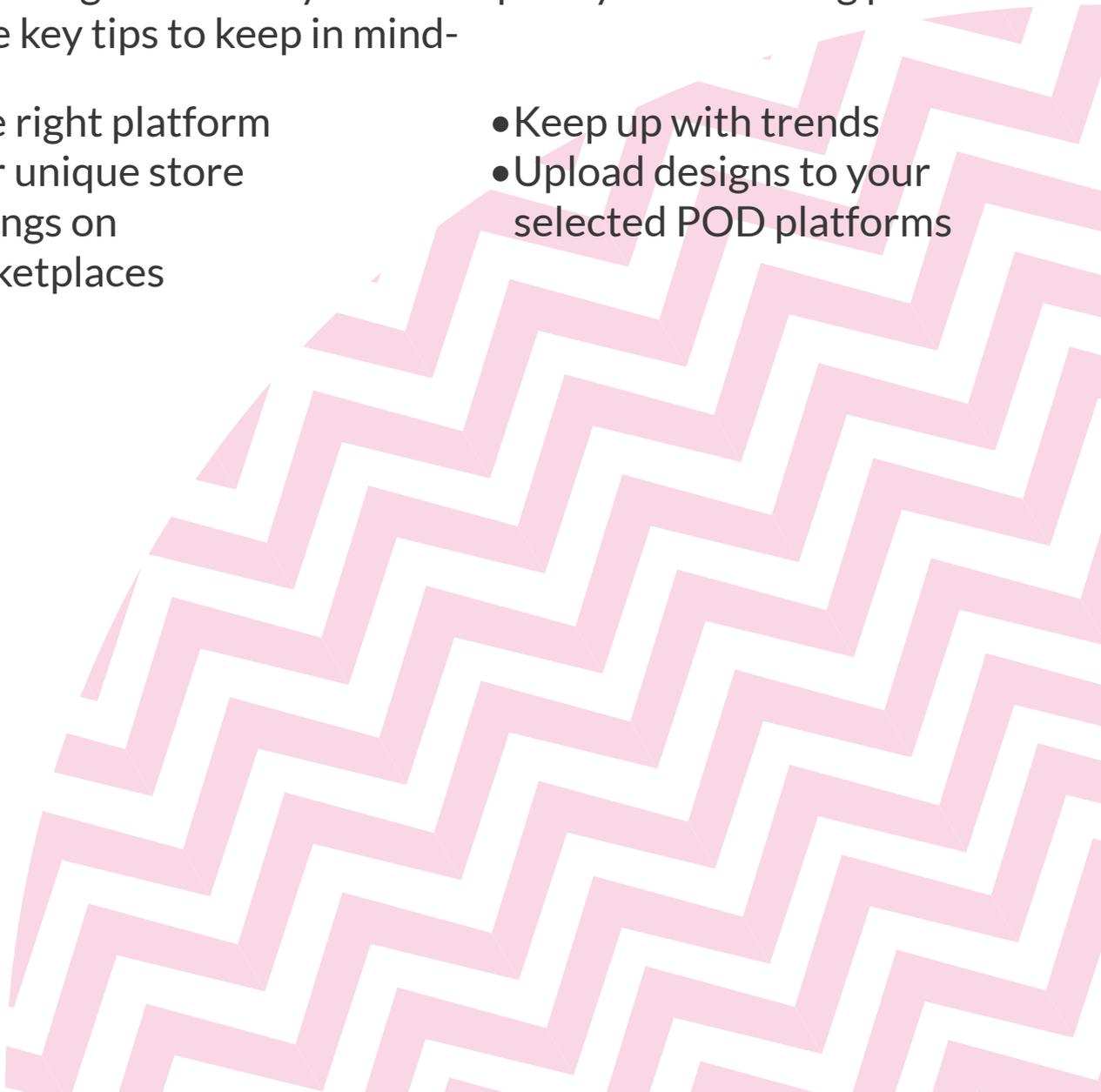
# How can you make money with print on demand?

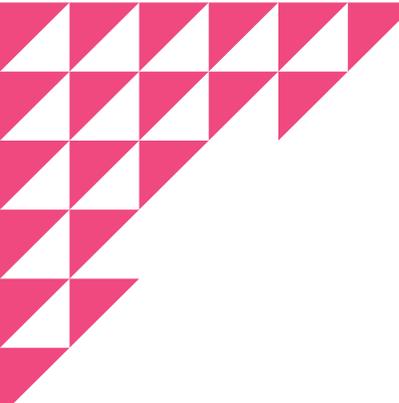


There are a lot of different ways to earn an income with POD, the key is picking the right method for you. The way it works in simple terms is you create a design and upload it to one of the many fulfillment platforms. The design could be something as simple as a text phrase with no graphics or a mesh of doodles and artwork. Some of the platforms even have built-in graphic design software to make your work easier. Alternatively, you can pay a designer to create some designs for you.

Some of these platforms pay a commission or royalty for each sale while others add a markup on each item sold and all shipping is handled by them. One of the most important things is picking the right platform to start with. This will save you time, money and give you the best chance of success. If you pick the wrong platform then it is likely that you might wind up selling no products at all. While with the right method you could quickly start earning profits. Here are five key tips to keep in mind-

- Choose the right platform
- Set up your unique store
- Create listings on global marketplaces
- Keep up with trends
- Upload designs to your selected POD platforms





## **Bonus Tip.**



ne n  
earth

## **Look for a relatively new platform when choosing your POD platform -**

This gives you a higher chance of gaining visibility and being discovered.

## **Play the algorithm game -**

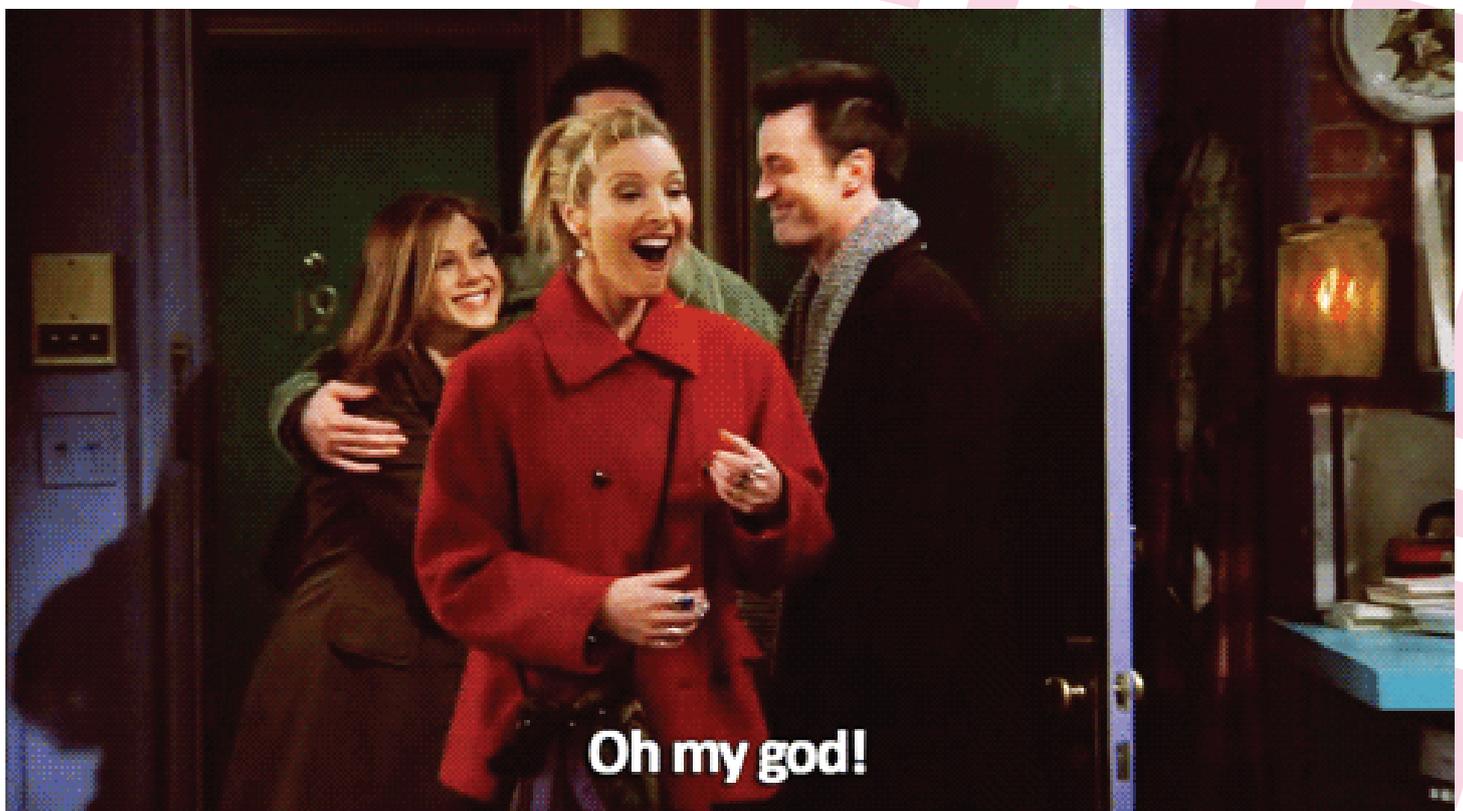
Choose a site with an algorithm that prioritizes new artists, revenue, and clicks.

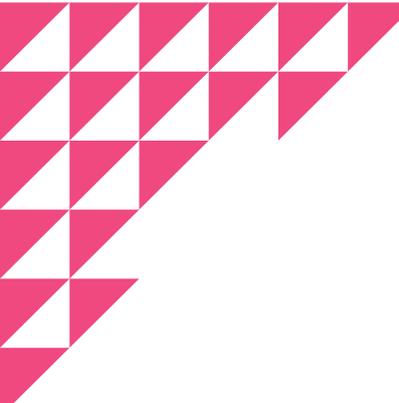
## **Ranking and Discoverability -**

Try to find unique ways to increase your ranking and appear in the catalog.

### **Wondering how to do this?**

Don't worry! We got you covered! Read on, to know simple tricks you can use to increase your sales





# How much money can you make with a POD store?

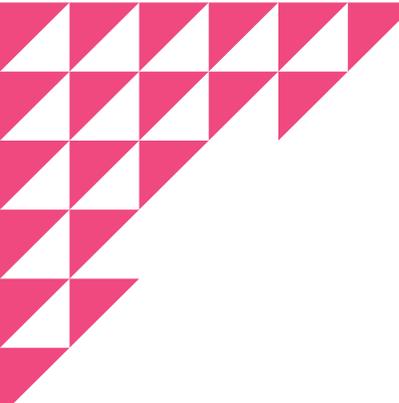


Honestly, there's no limit to the amount of money you can make selling your custom designs. It all depends on how well you do it, and who's there to back you up where operations are concerned. Here are a few tips to help you navigate:

- Choose the right platform (as mentioned on page 5)
- Keep up with trends
- Showcase your art on multiple products
- Expand your horizon and create designs ranging from quotes to doodles to patterns
- Keep a track of high sale days like Valentine's Day, Christmas, New Year and create similar content
- Find a site that does it all - printing, packing, shipping, and customer support, so you can focus on designing

Again, there are many ways to manage and improve your e-commerce store. However, money invested wisely plus hard work brings a great return on your investment.





# **Which niche and products should you choose for your POD store?**



First times are always the hardest :P but we have curated a few pointers that will help guide you through your first time in the POD business.

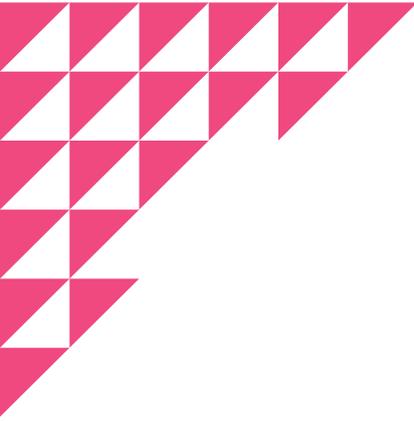
- **Start with the Basics** - Take up a simple product, to begin with. You might want to use pillows, mugs or t-shirts as the raw items to place your designs. However, you shouldn't decide that before you do some proper research.
- **Discover Your Niche** - First, you need to discover a niche where you can thrive. It can be something as specific as "cats on synthesizers in space" or something broader like "Manga comics." If you don't have anything specific in mind, write a list of 20-30 things that you like. For instance: basketball, tourism, food, biking, memes, etc. A rule of thumb is that the more specific your niche is, the easier it will be to stand out and find your customers.
- **Keep Up with Trends** - Once you have the list, begin validating your ideas. Go to Twitter, Facebook or Google Trends to see whether people are talking about your niche and what are they saying. If there are plenty of active and passionate people talking about your subject, they could potentially be your customers!
- **Find Your Calling** - The next step is to narrow down your list to a few fundamental ideas with the most promise. Check out other social platforms as well – what's being said on Instagram, Pinterest or Reddit. The more posts and discussions there are, the better!
- **Research, research, research!** - Lastly, go to Amazon, eBay or Google and try to find what's already being sold in your niche. Don't worry if someone else has already realized an idea which is similar to yours. Pay attention to the number of reviews – it's a good indicator that tells if these products actually sell.

• **Your Uniqueness is Your Magic** - If you're an artist or a designer in your particular niche, then you don't need to reinvent the wheel. If you have an audience already, they are likely to love your merch, too!

• **Choose a Platform that Offers a Wide Range of Products** - Once you've figured out an idea, you may also want to know what sort of products to sell. There are thousands of products to choose from. For starters, you might want to stick with what's popular. The most popular POD products are t-shirts, hoodies, mugs, hats, notebooks, stickers, pillows, and posters.

• **Let Your Designs Compliment the Products** - Despite the wide choice, the goal here is to align your products with your market needs. Ensure that your designs will be printed on products that make sense. However, don't stress to get it perfectly right from the launch; mistakes won't cost you much anyway and there will be plenty of room for experimenting later. ;)





# **Pros & Cons of a POD business.**



## The good – Pros of POD



- **Existing audience & traffic** - POD sites often have high levels of regular online traffic that usually translate into high sales for you and your designs.
- **Complete solution** - Everything is handled by them – from production and shipping to customer service. This lets you focus on your main objective of coming up with killer designs.
- **Low/No startup costs** - Unlike traditional retailers, there's no need to invest thousands of dollars into your idea before you even start selling. POD business lets you earn a profit without investing a dime.
- **Quick set up** - Gone are the days of hiring multiple people to start a business. With all the available themes, guides, plugins, and templates, you can have your store up and running in no time.
- **Inventory, who?** - Your supplier takes care of order fulfillment, while you can focus on selling.
- **Easy to experiment** - You can easily experiment with designs and new patterns to figure out what sells and works for your audience without losing any money.
- **Access to international markets** - Your designs will be able to tour the world. So, it is always advisable to choose a manufacturer that ships globally.
- **Ability to customize and sell your unique designs** - If you're an artist or a graphic designer, creating your unique art and making money out of it is like a dream come true.
- **Products are hard to copy for competition** - Unlike most dropshipping businesses, no one can have the same products as you do.

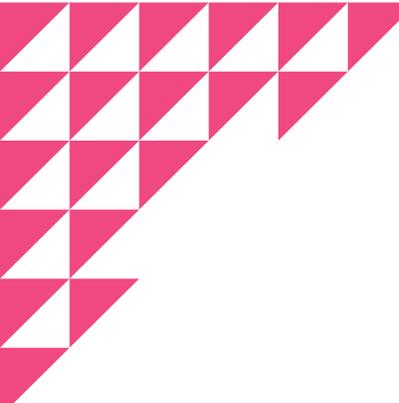
**By selling unique products, you are building your own brand, community, and customers.**

## The bad – Cons of POD



- **Low profits** - Royalties per shirt are usually around 10-20% of the purchase price, which means you need to sell in large numbers to make a significant income.
- **No customer data** - You won't know who your customers are, and you won't be able to reach them post sales. Few opportunities to create a mailing list, or otherwise market and advertise to your customers in the future.
- **Their Game, Their Rules.** If your chosen POD site decides that it does not like a design for whatever reason, they can simply remove it, or they could ultimately cancel your account. The bottom line is - with POD sites you are always subject to their rules and decisions – which could hit you in the pocket at any time.
- **Quality Assurance** - Since you have no control over the production process, you have to find a trustworthy supplier who maintains high production and order fulfillment standards at all times.
- **Low entry barrier** - Even if you sell the coolest merchandise with the best designs, you still need to be ready to stand your ground. Your suppliers are working with your competitors as well, and there are many other suppliers, too. The competition can be fierce, so bring your A-game!
- **Your order fulfillment and reputation depends on your suppliers** - Logistics of your business can become a problem as your business grows. If your supplier ships from more than two warehouses, it can become an even bigger issue. Improper addresses, incorrect tracking numbers, and shipping delays can all add up to subpar customer experience. So make sure you choose a great supplier!
- **Returns management** - Make sure that your return policy is aligned with your supplier's return policy.

**Obviously, there are many things to consider before you decide to set up your own POD store. But on the bright side, there's still remarkably less risk and hassle compared to opening a regular e-commerce store.**



# How to start a print on demand store that sells?



**By now, you already know the idea behind a POD store.**

In theory, it goes like this: you find a suitable POD vendor and set up your digital design shop. Then you create your unique designs and promote your products until you make a sale. The manufacturer prints your products, packages it, and ships it to your customers. When your customers receive the goods, all involved parties win: you and your supplier made a profit and the client has received what he or she wanted. :)

In practice, it's a little more work than that. Here's how to go about it:

**Choose your site** - You should always choose a fresh site which values new artist. For more tips about how to choose the perfect website - refer page 5.

**Set up your store** - If this is your first time setting up a store might seem overwhelming at first. Don't worry - we've got your back!

**Pick a niche & theme for your store** - Picking the right niche and theme for your store will be like your digital personality and will tell the audience about the type of products that will be available on your store. Your customers will also be able to differentiate your products from your unique store so make sure we design a store that stands out.

**Promote your POD store to maximize sales** - You should not rely on just the website traffic but promote your store locally as well. You can promote it on social media channels and help your fans and customers discover your artwork.

**Start with free social media marketing** - That being said, you should start your promotion with free social media marketing tools rather than boosting specific posts. It is advisable to test out a few marketing strategies before putting money into it. Also, you should decide carefully how much money you want to put in for social media marketing. This will depend on the amount of profit you are looking to make out of this business.

**Optimize your shop** – Optimizing your shop is very important to make your brand and designs stand out. You can do this by:

- Give a unique name to your design shop
- Add your bio and image to connect with your audience
- Use high-resolution pictures for designing your products
- Add a nice description of your designs. You can also try to add the story or inspiration behind a specific artwork or your designs.
- Use appropriate and relevant keywords to make your store easily discoverable and increase visibility.

**Marketing, marketing, marketing!** - Never underestimate the power of marketing. The more you talk about your store on your social channels and your blogs, the more traffic, you will drive to your store.

**Be Active** - Post regularly on your social media channels and mention your store and the POD platform.

**A Picture Speaks a Thousand Words** - Take a screenshot of your design on different products from the POD platform's online catalogue and share it with your followers to create a buzz.

**Got some Moonies to spare?** - If you have some money to spend, try talking to your POD platform to see if they will promote you on the website. Increased visibility on the platforms means more sales for you.

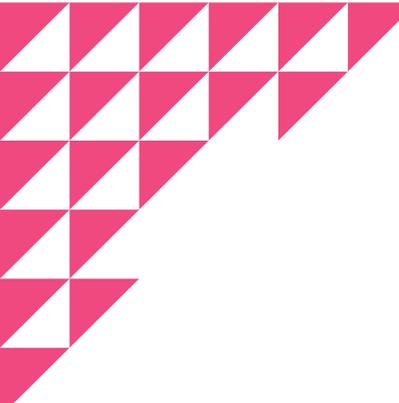
**Be a Guest Blogger** - Ask to be a guest blogger for your POD platform. This again means more visibility for you which in turn will bring more sales.

**Write a blog with relevant content to your niche** - The best and most innovative e-commerce brands recognize the power of content marketing. Writing blog posts with the right keywords also attracts visitors, but it's really about providing value to your readers and prospects.

This is your chance to establish yourself as a transparent and reliable expert in your niche. Share your expertise, stories, and experiences. Hire more skilled writers as you grow and share epic content resources with your audience. Remember, it's not about quantity, but the quality of your posts!

**Of course, this advice is just the tip of the iceberg when it comes to marketing your store. Look for other resources online and check out other blog posts about marketing and learn from your competition.**





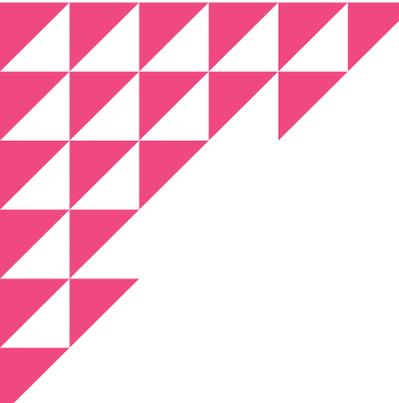
**Bonus Tip -  
How to get your  
print on demand designs in  
two simple steps?**



## **Bonus Tip - How to get your print on demand designs in Two simple steps**

- Select your print provider and place products in your store
- Set up compelling social media accounts





# Things to remember & quick tips.



## Things to remember & Quick Tips

Here are a few FAQs and general things to remember when entering the POD business.

### Can anyone use these sites?

Yes, in general, these sites are free and easy to join. You could have your first design up and ready to buy within minutes.

### Who should use Print-On-Demand sites?

POD is for everyone! If you are someone who wants to have a passive income on the side - POD is for you. If you are someone who has constant creative flashes - POD is for you. If you are someone who has quirky designs ideas or likes to doodle, you should join POD today. If you are good with quotes and memes, get on the POD train today. If you are a designer who is just starting out and want to test the waters, it is for you.

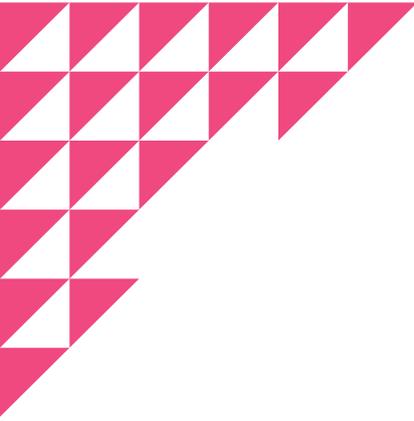
You can use these sites to see if your target market exists and if your designs will sell consistently.

Those with large portfolios of designs will also likely do well with such sites, as the more designs you have up, the more money you are likely to make!

### Things to Remember:

- Make sure you choose the right platform for POD
- Promote your store
- Come up with unique designs
- Designs according to trends

**Quick Tip:** You might end up making no sale in the initial months but don't give up, that is you just testing the waters. Be patient, and keep styling!



**Bonus -  
Start your POD business today!**



ne n  
earth

Promoting the business with pre-created videos.

**Example -**

<https://www.instagram.com/p/B5nO5t3n2cF/>

<https://www.instagram.com/p/B5vVfGzngjy/>

