

48 HOUR
\$480 MONTH
T-SHIRT BIZ



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If you have any questions feel free to contact me at Ryan.Gueterbock@gmail.com

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[YES] Can put your name on it to sell it as your own product

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[YES] Can have your own affiliate program for the product

[YES] Add your own bonuses to increase value of offer

[YES] Can be added to a paid membership site

[YES] Can be offered as a bonus to a paid product (priced at no less than \$7)

[YES] Can be packaged and sold in a bundle (priced at no less than \$7)

[YES] Can sell or transfer resale rights

[NO] Sales letter and Content May Not Be Edited.

[NO] Can be given away

[NO] Can sell or transfer Private Label Rights

[NO] Can be added to a free membership site

[NO] Can be offered through auction sites

[NO] Can sell or transfer master resale rights

BONUS INFO

The XL Empire Bonus offer is enclosed in this reading on page 11, please read the method in its entirety before diving into XL Empire!

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INTRODUCTION

This writing is essentially a quick start guide to brainstorming, branding, creating, and launching your own profitable t-shirt business in less than 48 hours, while spending no more than 48 Dollars to do it. In this method I am going to teach you how to get a lot of work done in a short period of time. Successful people get things done fast, and money is attracted to speed. The way to profit in 2014 is with rapid startup, autonomous processes and exponential scale. I am going to show you how you can apply these principles in creating a profitable t-shirt business in just 48 hours that will earn you \$480 or more monthly.

I created this write up because I hate seeing t-shirt startup entrepreneurs pumping so much time, energy and cash into their businesses only to see them fail after years of wasted time and thousands of dollars down the drain with no profit to show for it. If you follow this guide you will learn about the major pitfalls of the t-shirt business, how to avoid those obstacles and how to actually leverage them to your advantage.

This reading is for anyone who has tried to start a t-shirt business, is looking to start a t-shirt business, or has a t-shirt business but looking to make it more profitable quickly. And for anybody who is looking to create a profitable business in 48 hours for less than 48 Dollars. NO ONE should not follow through with the following information. Listen, learn, take action and I can guarantee you will see recurring income from this method month

after month.

So let's get down to it here. We're going to learn how to brainstorm, brand, create, and launch your own profitable t-shirt business now.

We're going to cover each component of launching a successful t-shirt business in 12 hour segments. Each segment will require a 12 hour commitment of your time and attention. The end of each 12 hour segment will mark a completion of a vital part of your t-shirt business. By the end of all four 12 hour segments you will have created and launched a profitable t-shirt business for less than 48 dollars.

Hours 0 to 12 will cover brainstorming ideas for your t-shirt business name. The first segment also involves market research and targeting a niche demographic to sell your t-shirts to. In this stage we will determine not only the general name and

direction of your t-shirt business but also ensure it will be profitable by performing a few simple keyword based market analyst to make sure there is someone that will be

looking to buy your t-shirts.

Hours 12 to 24 (optional) are dedicated to naming, branding, and positioning your t-shirt brand. By the end of hour 24 you will

have a brand identity in tact complete with logo and basic offline marketing materials in hand.

Hours 24 to 36 will focus on creating your actual t-shirt designs as well as creating and populating your t-shirt business eStore front with your designs. This stage will teach you how to take advantage of the print on demand t-shirt industry to create thousands of t-shirts that can be printed on demand per each customer that orders. There will be zero risk for printing too many shirts as each shirt will be printed and delivered within as little as 5 business days to the customers door without you having to front even a dime of cash and zero dollars in expensive overhead such as office space, printing equipment, or t-shirt stock.

Hours 36 to 48 involve launching and marketing your new t-shirt business via social media and organic search engine optimization. In this chapter we will show you how to effectively market your t-shirts and instantly receive tons of free traffic from Wanelo, Twitter, and Pinterest to your t-shirt businesses e-commerce store front.

CHAPTER ONE

HOURS ZERO TO TWELVE

Brainstorming And Market Research

When it comes to thinking of names for your t-shirt business it's important to not "over think" it. The goal here for the 48 t-shirt model is not to create a cool sounding hip t-shirt brand. The goal is to sell t-shirts. That being said let's pick a very specific niche to work within and name our brand within the vocabulary of that specific niche. Later we will discuss how we are going to leverage the power of certain print on demand sites to launch our brand which will also be providing the eCommerce store front for our brand but for now just remember four letters. KISS which stands for keep it simple stupid! We are not looking to create the worlds best branded t-shirt company we are looking to sell t-shirts fast, and go from idea to implementation in as little time as possible.

First step: Identify A T-Shirt Niche

When you are identifying a t-shirt niche for your t-shirt company you can use tools such as google keyword planner to determine if a certain t-shirt keyword is going to have enough volume to give you a good amount of sales. Simply sign up for a google adwords account and take advantage of using the google keyword planner to research keywords around your niche.

One dirty little trick I use is a tool called SEM RUSH. SEM Rush allows you to research websites and the keywords they rank for. To do this you may need an SEM Rush premium account but

it is not required. Personally my method is to research POD sites such as skreened.com, red bubble, society6, and cafe press for their top google ranking keywords and then create my t-shirt brands around these keywords.

Here are a few examples I've pulled from my personal research to share with you ...

1. obama shirts
2. nerd shirts
3. muscle shirts
4. geek t shirts
5. firefighter t shirts
6. tattoo shirts
7. supernatural shirts
8. math t shirts
9. animal t shirts
10. basketball shirts

11. unicorn shirts
12. class of 2014 shirts
13. cat t shirts
14. military t shirts
15. bridesmaids shirts
16. swag t-shirts
17. birthday boy shirts
18. science t-shirts
19. country shirts
20. teacher shirts

All of these shirts have relatively high search volume and relatively low SEO competition.

This is important because later we will be leveraging the good SEO of certain print on demand t-shirt drop shippers to get us ranked on google in a very short period of time.

Second Step: Decide on a Name

Once you choose your t-shirt niche, you can choose to create a logo or not in the next segment. Personally for the 48 hour t-shirt method I recommend doing the bare minimum.

In this method we are going to use a print on demand site called Skreened (<http://skreened.com/>). Skreened is a print on demand t-shirt provider that will host your t-shirt ecommerce site, print your t-shirt designs, and ship them to your customers at no hard cost to you. You simply define the mark up of each t-shirt design and skreened.com will take care of the rest.

So once you have created your skreened.com account, navigate to <https://skreened.com/account/stores#create> once you are here enter in the chosen shop name, shop URL, and shop description of your choice. When choosing your shop URL make sure to choose a URL that ranked high volume in your initial keyword research. So for example, if the url skreened.com/obamashirts is available, you will want to scoop it up.

By choosing a shop URL that is an exact match within your niche, you already have a leg up on the competition as skreened.com's SEO is very good and you are likely to rank top ten on google in as early as 2 days. Now navigate to your skreened.com's settings and enter in your paypal information. Skreened will pay you a commission via paypal for each t-shirt you sell. You can

define this default commission per each skreened.com shop you open.

CHAPTER TWO

HOURS TWELVE TO TWENTY FOUR

Branding, and positioning your t-shirt brand.

As mentioned above I prefer to build my t-shirts shops as fast as possible. If you are not interested in create a unique brand and position for your t-shirt business then this segment is 100% optional. However, if you are looking to build something unique and personable you can potentially win more customers with a well branded product.

Branding and positioning your t-shirt business should start with a core set of values or attributes you wish to associate your business with. Typically I like to start with a one paragraph brief modus operandi of what my business stands for. From there you can narrow it down to a one sentence mission. Further more to a three word phrase, and then ultimately a one word term to sum up the brands attitude.

Use the 1 word keyword you end up with to search for stock vector imagery at iStockPhoto.com. Find a simple icon that can be used as your t-shirts brand graphic symbol. Feel free to explore

other sources for the graphic imagery as well such as pond5, and graphic-river.net. Now you can use a free graphics editor such as GIMP to attach your new logo symbol to the name of your company. Choose a simple font such as ITC Avante Garde, or Helvetica so it's easy for others to read.

Once your logo is complete upload it to your skreened.com shop under shop settings. If you like you can go one step further and create free business cards and postcards with your skreened.com URL using vista print but may be unnecessary as this method is geared towards automating the lead generation process using google, wanelo, twitter and pinterst but before we talk about that, let's go into the next segment where we will discuss how to create thousands of t-shirt designs in just 12 hours.

CHAPTER THREE

HOURS TWENTY FOUR TO THIRTY SIX

Creating your t-shirt designs and e-inventory.

We discussed earlier in this writing, how money is attracted to speed, but what we didn't mention is the other part of the equation which is "scale". When you combine both speed and scale using web automation the results equal profit. And that's exactly what the 48 hour t-shirt model is all about. In this step we are going to use a break through new software called XL Empire that I stumbled upon last month XL Empire has the ability

to automatically brainstorm, and design a few thousand t-shirts at a time on skreened.com so we are going to take advantage of this in the next few hours.

We will also be using XL Empire to market our t-shirts to social media sites but that will be in the next step. XL Empire is the only investment you will need to make for this entire t-shirt business model to be successful. Once you have downloaded and installed XL empire perform the following steps to generate your t-shirts.

DISCLAIMER *I am in no way affiliated with XL Empire nor an affiliate. This is a tool I found to make this method feasible. I did however reach out to the developers of XL Empire and they were willing to give me a coupon code “48x480” that gives a free 30 day trial to my readers by visiting <http://xlempire.com/members/signup> select monthly option)*

1. Create and sign into your account at <https://skreened.com/signup>
2. Create your first skreened shop at <https://skreened.com/account/stores#create>

When you create a skreened.com shop I recommend using keywords that are within the t-shirt niche you will be promoting. So for example if you want to create a shop for “Cat t-shirts” make your shop URL something like “cat-t-shirts”. This will easily rank

your shops t-shirts for low to medium rank keywords on google which is crucial to the success of this method!

3. Download XL Empire from <http://xlempire.com/members/member>

4. Enter in your t-shirt shops settings into XL Empires designer settings. Set your default font, t-shirt style, and color for both.

5. Use XL Empire's t-shirt idea generator to come up with a ton of "cat t-shirt" ideas.

6. Export those designs to the XLE designer.

7. Press the play button on XLE designer to automatically start populating your skreened.com shop with the t-shirt designs. After XL Empire creates your t-shirt designs it will automatically load these designs into the xl empire promoter where you can post your designs to wanelo, pinterest, and twitter.

It may take some time for your first sells to come but remain patient. Some designs will begin to rank in google in a few hours while others may take a couple weeks. Choose your niches, shop names, and t-shirt titles wisely. You can use tools such as google

keyword planner to identify keywords with high search volume to increase exposure to your designs.

CHAPTER THREE

HOURS THIRTY SIX TO FOURTY EIGHT

Promote and profit

Congratulations, the brunt of the work is complete and you NOW have generated one or more t-shirt shops with a few hundred t-shirt designs that you are ready to promote.

Now fire up XL Empire's Promoter tab and let's get started on promoting your t-shirts on twitter, pinterest, and wanelo.

Most of you know what twitter and pinterest are by now (I assume) but many of you may have not heard of wanelo.com. Wanelo is a site similar to pinterest but features "Approved" stores in product feeds. Skreened.com just so happens to be an approved store for

wanelo so we're in luck. By having a shop on skreened.com you are immediately tapped into there 200k+ audience on wanelo. When you post one of your skreened.com t-shirt designs it will be featured to all 200k followers of the skreened.com wanelo account. This gives your t-shirts instant exposure, instant shares,

and instant traffic to your t-shirt storefront. Wanelo is the single handed most powerful promotional tool for the 48 hour t-shirt model as it serves as an instant traffic and SEO boost to your skreened.com titles.

Now the designer automatically sends the designs to the promoter for promotion so once you have ran the designer you can instantly start to run the promoter. All you must do is enter in your pinterest, wanelo and twitter account information into the settings tab.

Now click play on XL Empires promoter tab and you are on the way to making automated profits within 48 hours. Rinse and Repeat!

FINAL WORDS

This method originally made me around \$480 in the first month on skreened.com. As you rank higher, create more niche t-shirt shops and scale your t-shirt empire you will see your profits grow 20-100% every month depending on how much work you decide to put in and how many quality t-shirts you can create. The bottom line is, you now have a tool to create an unlimited number of niche t-shirt shops. The “Shotgun Spray” method in full force so go out, use the keyword research XL Empire provides you with and create as many niche t-shirt shops as possible.

If you have questions or comments feel free to hit me up at ryan.gueterbock@gmail.com anytime.

Sincerely,

Ryan Gueterbock

