

# TeeSpring Profits



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## What is Teespring?

Teespring is a company that really works for the artist. They pride themselves on providing excellent customer service from both the buyer and seller perspective, trying their hardest to make sure that everyone is satisfied with the end result. They provide the artist a forum to post their work and get paid for it, and they give the seller an opportunity to be exposed to new works they might not have otherwise seen. Unless you have used the website before, there is probably very little that you know about them, so let's take a look at what they are all about.

## What they are

Teespring is a great way to make money selling your own custom designed t-shirts. They allow you to raise money through their website using your own campaign, allowing you to share and network to get more sales. They work with people that use the t-shirts for their own personal profit, as well as for those looking to raise money for charity. They help launch your business selling your custom designed t-shirts for no upfront cost, and no upfront hidden fees.

## How they work

Put simply, you design your own t-shirts through their online app to create your campaign. Then it is all up to you to spread the word and get people to purchase your t-shirts. You need to meet your minimum goal in order to have the shirts printed, so spreading the word for your design becomes the most important part of the process.

Teespring makes their money from the production end of things, and you make the money that isn't spent in making the shirts. It is a very simple set-up that provides both ends with profit for very little cost. Teespring does not charge you anything upfront, they just take their money from your profits when the campaign is over, making it easy for anyone to create a t-shirt for any reason or cause.

## Customer Service

Teespring has excellent customer service, there to assist you with any questions or concerns that you might have at any point in the process. From designs to getting payment, Teespring prides themselves on providing top notch customer service to both the seller and the maker. They have knowledgeable staff about the legal aspects of designs and offer great advice about protecting yourself against someone else claiming your designs are their own. Teespring makes it easy to get your work out there without having to worry about risking losing it all.

Overall Teespring is a great resource for those who are interested in creating apparel but don't have the money to back themselves up from the start. It can be a great way to get your work out to people that it might not have otherwise reached if you were just working out of a local shop. Teespring helps take the guess work out of running your own business, and they protect those that they work for and sell to.

## **Teespring History**

### **How long has Teespring been around?**

From a small start-up to a company worth millions, Teespring has been making waves in the market since they began. Not much is known about the company, as it has only been around for a few short years. But one thing is for sure, they are changing the way that designers can make money.

### **Brief History**

Teespring has been around since the spring of 2011. This is when its founders decided to take on the task of crowd funding t-shirts for a local pub that had been closed down. It wasn't long before other organizations wanted to get in on the action and start making their own t-shirts for their causes. With the right timing and generous investors, Teespring was officially launched in 2012 and have been steadily growing since.

### **Crowd Funding**

Similar to the Kickstarter program, Teespring allows sellers to design and sell their own shirts (i.e. hoodies, t-shirts, long sleeves, etc.) with no start-up cost or commitment. All it takes is a little bit of creativity to start a campaign and a lot of advertising to make it a successful one. Campaigns vary in length and size, giving the maker a wider opportunity to make their t-shirts more exclusive or widely available.

### **Products**

Teespring's products are printed and shipped from within the United States, and they boast that only free trade apparel is used in the printing of their makers' products. This still allows for a wide variety, but it makes it a morally sustainable company as well. Both the printing and apparel are outsourced from US companies, providing more jobs than it might have been thought possible.

Currently, Teespring only offers apparel options to designers, but there are rumours that they are working their way into providing other products to put designs on.

### **Reach and Success**

Since their launch, Teespring has been featured in some renowned publications. Forbes, Techcrunch, and USA Today, all praise the start-up for its ingenuity and huge growth over the few short years that it has been open.

Within the last 3 years, Teespring has gone from a small company making a few hundred shirts to a company making waves in the market. After being accepted into part of a large start-up (Y-Combinator), the potential for the growth Teespring is essentially unlimited.

Teespring is unique in that is very much about both the artist and the buyer. They give artists a place to showcase their work and they give their buyers a large selection of new designs that they might not have otherwise saw. They work hard to help new talent reach their goals, and they help those raising money for good causes. Teespring is a very successful company because they set the standard for all other companies that are similar to them. They are doing something that has been tried, but making it a successful business in their own way. It just goes to show that just because you are a small company, doesn't mean that you can't change the way people think about your market.

## **How It All Works**

### **How Teespring Works**

Teespring can be a very valuable resource if it is something you know about. It can be a great way to raise money for a cause that you care about, or it can help you branch out into a different type of business you might not have considered.

You don't have to be a great artist to make a t-shirt, but a solid design will help your campaign in a big way. Teespring is fairly simple to use, but if you have never used it before, it can be a bit daunting. They do their best to help you out every step of the way, providing excellent customer service and answering any questions that you might have. Let's take a look at the process behind creating a Teespring campaign.

### **Create!**

First you need to create your design. You can either upload your own design or work from their libraries. They boast a collection of over 10,000 pieces of clip art and 50 different fonts. Using their creation application through their website, you choose the colour of the shirt, and put just about whatever you want on it. You can also ask to have one of their in-house designers help you create that work of art you have been wanting on a t-shirt. Just simply get in contact, and they will do their best to help you in a timely manner.

### **Set Your Goal!**

Next you need to set out your goal of shirts to sell. This will be the minimum required amount of shirts that need to be sold in order for the shirts to be printed. Setting a goal that is too high or too low will seriously affect your profits, as will what you set the price for the shirts to be. It is important to balance cost and gain so that making the shirts is worthwhile.