

ink'd

How To Unlock Hidden Revenue & Expand Your Brand

by Selling Your Own Swag

You know you're a growing small business when you've officially started selling your own branded merchandise. It's a milestone event when you have enough support that you're customer base wants to represent your brand proudly.

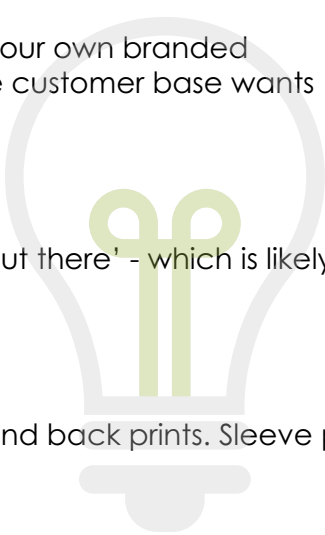
That said, merch isn't just sunken cost. You should make money off of it.

How many folks justify poor margin by exclaiming, 'I just want to get my brand out there' - which is likely true; but wouldn't you also like to make a profit?

So, they call their design team and start thinking of the best ways to sell merch.

And the design team comes back with beautiful designs, multiple colors, front and back prints. Sleeve prints and slogans on the Nape.

And there goes your profit.

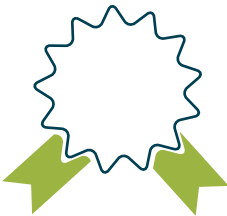


IF YOU WANT TO MAKE MONEY SELLING MERCH,

PRODUCT QUALITY MATTERS

Not the cheapest and not the most expensive, but don't skimp on the material. If it isn't comfortable, you have no chance.

Takeaway: Tri-blends can often appear as the lightest fabric which some might think means cheap. Often they're some of the softest and most loved. Above all, check product reviews and ask.



1-COLOR IS ENOUGH

Yes, you have a beautiful logo; print it in 1-color. It's classic and inexpensive and customers like classic and simple looks for items they wear. They aren't in love with your colors as you are.

LESS IS MORE.

When customers want to wear your brand, keep it simple and let them.



COLOR UP THE BASE

Use multiple color bases to show a variety of colors, in the same print. You can also let the base color shine through to show a 2-color design.

Takeaway: Multiple base colors will help keep your brand standards inline while also offering a cost effective 1 color print. If your colors are blue, grey and black - get those color shirts with a white print.



ORDER ALL SIZES

If there's an XS option, order 2; if there's a 4XL option, order 2. There's value in being inclusive of your most narrow clients.

Takeaway: These are the ones who are typically left out of merchandising; so your thinking of them will lead to sales.

ORDER IN LAYERS

You don't need 3 designs to start. Order 1; make sales, re-invest; change designs; stay fresh and don't be afraid to sell out designs and not bring them back.

Takeaway: Most customers will get overwhelmed if you offer too many designs to start, keep it simple.



HOLD INVENTORY

If you have a physical presence, you must have inventory to make impulse sales. And since most merch is an impulse buy, you will sell what you have onsite.

Takeaway: We help you order right to capture impulse sales

MAKING MERCH WORK FOR YOU

Lets put this into practice.

Lets say you want to fill out your merchandise store without 'overordering', make some profit, & grow your brand.

Here's how the lifecycle would go for a typical emerging small business merch purchase:

100 SHIRTS

(10 XS, 20 M, 40 L, 20 XL, 10 2XL)

SINGLE DESIGN

1 COLOR LOGO

MULTI-COLOR BASE PRODUCT

\$20 per shirt: \$2,000 cost to you

Sell your shirts at \$30 per shirt: \$3,000

Total Profit Earned: \$1,000

PROFIT+
BRAND
AWARENESS

Depending on the size of your opportunity, aim for a target cost and work backwards.

So often, companies fall in love with their design and from there price the product from there. If the mindset begins with, 'How do I make 50-points', then you're allowing your partner to help you get to the right solutions.

This is the way Ink'd helps business sell-more merchandise and we can help you also.

Check us out at inkdstores.com

