



Sells Like **HOT CAKES**

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

TEE LAUNCH APP: HOW TO START YOUR OWN SHOPIFY STORE WITHOUT DROP SHIPPING AT ALL!

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Hi, guys, and welcome back to Sells Like Hot Cakes video series on creating your profitable Shopify and Amazon store. And in this quick video, we're going to talk about your Shopify business WITHOUT dropshipping, if it's even possible? I guess many of you are wondering, "Do I only have to do dropshipping from AliExpress if I am doing Shopify store? What if I don't want to do dropshipping at all? How can I start my Shopify store without having to deal with products, delivery, finding suppliers? What is the easiest way to start?" So let's cover it in this video.

Before we dive into the goodies, check out what you'll learn today:

- ***I'll show you the SECRETS to starting your Shopify without drop shipping***
- ***How to PROPERLY BRAND mugs and T-shirts; I'll show you the mistakes a lot of people are making in branding, and how you can avoid them***
- ***Learn how to use the Tee Launch App for Branding; I'll give you a Step-by-Step GUIDE to set you on the RIGHT path***
- ***I'll teach you how to create POWERFUL messages that is SURE to captivate your audience***
- ***I'll drop a SECRET hack to help you optimize your branding and help you SELL MORE!***

The answer is to do your branded, unique mugs and T-shirts. What you can do is start selling unique and emotional mugs and T-shirts. So let's do a quick calculation. The best part of this kind of business is that you work with companies that are going to print these mugs and T-shirts and they are going to deliver them to your customers. So they will be fulfilling your orders automatically so you don't have to do anything at all here except creating awesome designs for your mugs and T-shirts and promoting it. Let me show you how to do it in this video.

This is really amazing stuff, guys, but many, many people do it wrong. That's why it doesn't work for many people because they do it wrong and I will teach you how to avoid the common mistakes. So let's do first quick math. Here is our calculation for the mug. We have the cost of production of this mug, \$3.50 and \$4 for shipping. Then, on my site, I charge \$14.50 for this mug and \$4.95 for shipping, so my gross is \$11.95 and my Facebook ads cost per sale is around \$2.50, so my net profit is \$9.45 per mug.

So if I am modest and I sell just 150 mugs per month, which is completely realistic goal, I get \$1417 profit from just one mug that I am selling. And imagine how



many different mugs and T-shirts I can be selling. So what's the trick behind it and why most people fail when they start mugs and T-shirts business? Here is what they do. They try to sell their own company T-shirts and mugs that's why it never works. So they put their company name, they put nice logo like, "Established in 2016," and then they start selling it assuming that people want to buy it. Forget it, guys.

Nobody cares about your company and nobody will buy your T-shirts, your pens, your mugs, and all that useless stuff that you give away on the conferences and tradeshows. Those are just promotional materials; nobody will buy this stuff, guys. Yes, people are happy to receive them as a bonus, as a gift, whatever, but nobody will buy your T-shirt with your proud company name because nobody cares about your company unless you are Nike or Apple.

So forget it and never try to make your branded T-shirts and try to sell them in your store; this will never work. And I see so many people fail because they simply think that, if they like their company, then everybody must want to have a T-shirt with their logo and then they realize that nobody's buying it. And if you want to succeed in this business, let me show you one of the examples of the shops that is doing really well with their branded T-shirts and mugs and then I will show you exactly how they do it. So here it is.

On this Trendy Ourdoors store, we have a lot of mugs and look how amazing they look, first of all, and also, what kind of emotional and inspiring message they bring. For example, this one says "It feels good to be lost in the right direction." Or this mug, "I know I hike like a girl, try to keep up." And this one, "Not all who wander are lost." You see? Very powerful message, guys. And I think this shows that you can really understand your audience and you should really put amazing and powerful message on your T-shirt or your mug in case you want your audience to buy it.

You see? Like this, "Get lost. Live the American dream." So this is powerful stuff, guys. And if you understand your audience well and if you put these powerful designs on your mug and your T-shirt, then people will want to buy them. So let me show you how to get it done. Step number one is to install Teelaunch Shopify app for your store. Teelaunch is a company that allows you to create awesome designs for your T-shirts and mugs and then they will also do all the work; they will fulfill the orders and you don't need to do anything at all.

If you are not doing Shopify, you can use companies like Teespring, for example, this one, to create amazing T-shirts and create your store using Teespring; so it doesn't have to be Shopify. Once you install Teelaunch on your Shopify store, you click "Create New Product" and then you can choose one of the products they offer to be branded. For example, you see? This white mug costs \$3.50, like I talked to you before, so you can put your logo on it.

You can choose home goods here, like pillows, you can do amazing phone cases for iPhone and Samsung Galaxy, and you can do wall art, canvas wall art, apparel, different clothes or T-shirts, and stuff like this. So everything can be branded exactly like you want it. So you simply click on the product you want to sell, for example, this



T-shirt, or this one, and then click “Start Designing.” Here you can choose all the colors, you can choose the supported sizes, and you can also upload your logo here. So you see? Everything you do is possible using this simple app.

So what kind of message to put on your T-shirt to make it sell like hot cakes? Obviously, I’m not going to put my company name here, like I just did in this example. Now let me show you seriously how to do this. First of all, you need to find an inspiring message, and for this, I go to Google. And, for example, if I am doing products in traveling niche, I am going to find inspirational quotes about travel. And you see?

Instantly you get everything that you need. “It’s a big world out there, go explore.” “Don’t listen to what they say, go see.” “Not all those who wander are lost.” Or this one is amazing, “Travel is the only thing you buy that makes you richer.” You see guys? Instantly, I found all the inspirational quotes that I need for this. And you can easily find inspiring quotes about everything. For example, about golf, about art, about life, about anything that you are going to sell. Even baby and pet products!

There are hundreds and hundreds of passionate niches, and to help you choose them, we have prepared this special report which is called “Top 30 Most Passionate Niches To Target For Your Shopify And Drop shipping Business.” And in this report, we’re going to give you great ideas of niches that you can target and their Facebook groups where you can promote your ads. And this can be used for both dropshipping business and also for your mugs and T-shirt business as well. I hope you guys find it helpful and you find the link to download it under my video.

And the last step that you need, after you have selected the powerful message and the niche where you’re going to sell, is to hire a professional designer that will do amazing design for your mug or T-shirt and you can do it on sites like Fiverr or 99designs.com. Take a look. You see? You can design amazing mugs here and also different designs for T-shirts. See? So everything you can order here so you don’t need to worry about who will design your stuff.

I hope you found this video helpful and it shows to you that you can easily start your Shopify business without any drop shipping and you can easily make a lot of money from selling different mugs and T-shirts in the niche that you are going to sell. Just most important, remember: your message must be powerful, the design must be professional, and you must speak the language of your target audience. So you must show that you understand your target audience, and if you’re doing T-shirts, you need to make the kind of T-shirt that your target client will be glad to wear and to show to his friends or to give it as a gift.

And here is a final hint for you that I will quickly show you. If I go to Sells Like Hot Cakes member’s area and I search Amazon tools and Bestseller Finder, I can find under gift mugs, and here is a very good insight that I have. Take a look. Seasons and trends chart for the gift mugs. As you can see, 99% of the sales for this kind of product are made in November and December and each year it’s the same. So all



these mugs and T-shirts, people like to give as a gift for Christmas, so keep that in mind.

If you are going to sell your funny mugs, then make sure that you sell them in November and December and promote them very heavy in November and December. And during the rest of the year, you will get almost no sales. So this insight will really help you because I see a lot of people start selling, for example, travel or hiking mugs and they sell them in February when there is no season for this sport. Or they start to sell gift mugs with funny messages and they sell them, for example, in summer.

Well, nobody is buying them in summer; this is clearly a product that you give for Christmas. So make sure you use Sells Like Hot Cakes tools and check also seasons and trends to make sure when to sell your product and when to put your Facebook ads and not just do this around the year when nobody is buying this.

I hope this little hint, was really helpful for you and it will save you a lot of money from selling your product in the wrong time.

So make sure you sell the right product to the right audience in the right time. That's really important, guys. I hope you find this video helpful and you share it with your friends who might benefit from it, and of course, feel free to ask me more questions inside Sells Like Hot Cakes member's area. Thank you for watching and I'll see you in the next videos. Bye for now.