

Customer Informations & Disclaimer

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An Introduction To Teespring

If you know what Teespring is and have you've sold on Teespring before then you can just skip this chapter. Teespring was founded back in 2011 and officially launched in October 2012. Come March 2013, Teespring announced \$750,000 in monthly revenue and in December was accepted into the elite startup accelerator Y-Combinator. Within 10 weeks they had raised another \$1.3 million. In January 2014 they closed out another venture capital deal of \$20 million. Today their revenues are unknown, but needless to say they are kicking some serious butt and have been featured on Venturebeat, Forbes, USAToday and Techcrunch to name a small few! Teespring are here to stay and are a solid platform for entrepreneurs alike to launch and promote their own brands. A few months ago, they updated their front end platform too, making it even easier to create and track your campaigns. Teespring offers you a free account to begin creating or uploading your own designs to a number of different tee, hoodie and tank top styles. Both male and female styles range in sizes and colours and you can specify which styles apply to your campaign. More about that later. Once you are happy with the look and styling options of your top you set a threshold for how many items need to sell before they go to print and the price Teespring will sell them at. The higher the threshold, the higher your profit per item sold. I will go into more detail on this later too. That's it really. They are the engine in this car we are about to tune up and go for one hell of a ride in. In the next chapter, I am going to introduce you to the gas we'll be running this car on, Facebook Advertising. There is no better way to laser target your market than by using Facebook Ads. Take it from me.

My Success on Teespring

I am not usually one to blow my own trumpet. Anybody can write a hodge podge of information, create a bunch of fake reviews and dump another useless product out there that not only misleads people, but adds to their frustrations and chips away at their motivation. The only reviews you are going to find on this product are the ones in the forums after it goes live. That's because I have only ever done this on my own. I never shared my secrets and was actually quite selfish (hey, you would be too when you are making \$6K plus per week!) I also work with two account managers at Teespring. Getting one account manager is hard enough. You have to be making some serious money for them to even consider reaching out. Having these two account managers is just awesome and they are great. I couldn't pump the volumes I have been doing without their support and you will find that when you become as successful that you'll end up having one of them reach out to you too. So, to prove to you that I know what I am talking about, have been there and done that, climbed that mountain and looked down at the others failing and basically have been kicking ass on Teespring for the past 12 months, here is some evidence. For obvious reasons throughout this book I will blank out my account details and many of my campaign details as I continue to make money from re-launching these same gigs to newly found markets and/or using variations of the design. I relaunched one campaign 17 times and it is STILL making me profits.

Some screenshots from my recent Teespring campaign history

	(LIMITED EDITION)	81 / 25 sold	Ended 1mo ago	\$892.50 profit	
	(LIMITED EDITION)	81 / 25 sold	Ended 1mo ago	\$1,380.31 profit	
	(LIMITED EDITION)	79 / 25 sold	Ended 1mo ago	\$871.44 profit	
	(LIMITED EDITION)	77 / 30 sold	Ended 1mo ago	\$852.22 profit	
	(LIMITED EDITION)	76 / 25 sold	Ended 1mo ago	\$838.57 profit	
	(LIMITED EDITION)	75 / 25 sold	Ended 1mo ago	\$826.71 profit	
	(LIMITED EDITION)	73 / 25 sold	Ended 1mo ago	\$875.44 profit	
	(LIMITED EDITION)	73 / 25 sold	Ended 1mo ago	\$803.67 profit	
	(LIMITED EDITION)	73 / 30 sold	Ended 1mo ago	\$807.59 profit	
	(LIMITED EDITION)	71 / 30 sold	Ended 1mo ago	\$764.80 profit	
	(LIMITED EDITION)	70 / 25 sold	Ended 1mo ago	\$752.69 profit	
	(LIMITED EDITION)	69 / 25 sold	Ended 1mo ago	\$739.73 profit	

Why am I sharing all of this then? I am not going to lie. I like to make money, and I want to make even more money from creating a killer product that you can use to replicate my success. I am not worried about competition. Not at ALL! Seriously, there are so many different untapped niches and ideas that sharing this with you won't even dent the potential. There are tens of thousands of different niches, and potentially millions of different designs that you could use for each of those niches. The sky really is the limit here and I want to share this and help make other people who are as dedicated, motivated and willing to succeed as me, become a success story. And yes, make some more money in the process!

So here's to your success, let's get into it.

An Introduction to Facebook Advertising

If you already use Facebook Ads then you can probably just skip this introduction. The meat on the bone is found deeper into this book; however it must be at least introduced to those of you who have never used Facebook to run ads before. As you will know (unless you have been living in a cave for the past few years) Facebook is the world's biggest social media platform, with an average of 1.32 BILLION monthly active users. Take a minute to think about that number. That is an INSANE 1,320,000,000 people who use Facebook every month on average! I don't care and you shouldn't care either about what anybody else tells you because there is no better platform in the world to get your product, opinion or digital upload seen. All of those ads you see on your timeline popping up are from people like me who are targeting you based on your interests and public Facebook activity. The insights and footprints you, I and everybody else who uses Facebook leave, are extremely powerful for marketing and advertising. Some of the secrets and hidden golden nuggets are the key to getting your products to give you a much higher ROI than many others who use the same platform but don't target correctly. If you want the best chance at succeeding in business, you need to be able to laser target your market and serve your product right in their face. Facebook will allow you to do this, better than any other method known and for a fraction of the cost of traditional methods which are losing their appeal more and more by the day. To succeed the way I do and the handful of others who are dominating on Teespring, you are going to need an advertising account in good standing associated with your personal Facebook account. If you don't have one, apply for one now.

www.facebook.com/Ads

We will be using Facebook to accurately target and promote your Teespring campaigns and I will get into the tips, tricks and secrets later on. Running ads on Facebook is a godsend and only gets better with every update they do. We can target almost every demographic and interest. The ability to laser target those who would want to buy our tees is the most powerful tool in our arsenal. Before moving on, I would like to point out that as this is the platform that is the "gas to run our car" you MUST adhere to their rules. Without a FB ads account you are dead in the water and the other people who purchased this book, along with me, will leave you in our dust. As boring and mundane as it sounds, I HIGHLY recommend you read their policies here - https://www.facebook.com/ad_guidelines.php.

Don't be an idiot or a maverick. FB will slap you and your account will be banned, most often permanently and they won't listen to your tantrums either! Behave and do it right and you won't have a problem. In fact, keeping your account in good standing and spending more with them only gives you more benefits and opens up your earning capabilities.

Choosing Your Niche

So you're completely amped and ready to go, you imagine the wealth you can potentially create for yourself and the excitement in seeing your campaigns tip (go to print) and exceed your expectations in terms of sales and profits. Well that is all well and good, but let's not rush anything just yet. The key here is research, research and more research. Sometimes I will research a niche and its market for up to two weeks before I go with it. Sometimes I see something and know by experience and instinct that it's a winner and launch something within the hour, but 9 times out of 10 I will study, digest all possible information and then review the niche before I even think about a tee design. As the old saying goes, although slightly cliché, "Those who fail to prepare, prepare to fail" and I have seen so many campaigns fail simply because of the lack of research and target market potential. It's sad and it's a killer for those starting out in this game. Yes, of course I still have campaigns that flop and that I will pull the plug on, that's the very nature of this gig, however, I mitigate the potential for failure as much as possible with solid and sound research first. It's a no brainer and something you simply cannot ignore when you enter a new niche, especially if you have only had limited success on Teespring before. So where do we start looking. How long is a piece of string!? I am going to list some of the best and most productive methods I use. There are others that I will just list out for you but after I elaborate on the most successful and resourceful ones, you will get the idea and be able to figure out the others on the list for yourself.

1) Google Trends - <http://www.google.com/trends/>

When the world's biggest search engine produces up to date lists of what is currently hot and being searched for, you don't ignore it. Doing so is not only ignorant, it's plain stupid. A lot of you will have already heard about this before but how many of you have actually used it to generate yourself a list of potential markets to go and make some serious cash off? Hot topics generally fizzle out after a week or two and getting a killer design and idea on the market while the topic is hot is a sure way to get your campaign cranking. Successful campaigns generally slow in sales after 5 days anyway (unless you use a few tips I will show you later to pump the last 48 hours) so although many are not repeatable, you can get in and out quickly and stand to make a lot of money before many other wannabe Teespringers even know what's going on. Not only will you find ideas for other niches to pursue here, but you will also see what is trending and going viral. In a nutshell; this is the best place to find what is smoking hot in online search. The ability to narrow your search down to geographic locations, niches and even find historical search data that shows you when something is likely to get big in the coming months is an absolute goldmine for ideas. Get good at using this and check it daily. You'll have ideas coming out your ears within 10 minutes. If you follow American Football at all, you will remember last season's crazy outburst by Richard Sherman. It went viral and it spread like wildfire. There were dubstep remixes doing the rounds, animated gifs and memes filling up people's newsfeeds and social media in the Football community was going nuts.

I jumped straight on this and made a killer tee and all it said was “Don’t you ever talk about me” quoting part of his outburst. Not long after, dozens of copycats jumped on my idea. 99% of them didn’t know how to market the campaign well though and I made \$4.3K profit off that shirt alone. The secret in the sales here was targeting those who would understand the tee and love it. I’ll go into that kind of targeting later on. I don’t follow football but it only took a few minutes on Google Trends to spot this and capitalize on it! Would I ever relaunch it? I highly doubt it. It was a viral story that had a short life span and it has done its dash. Unless he does something crazy like that again and the previous outburst can be related somehow, I will just let that campaign sit in my ended campaign list.

Let’s look at an example right now and I’ll show you what I mean.

Open up Google Trends and you will see the following layout

The screenshot shows the Google Trends interface for the United States. At the top, there's a navigation bar with 'United States' selected and a '1' indicating the first step. Below this, the main content is divided into several sections:

- Trending Searches 2:** A list of popular search terms with their respective search volumes and image sources. The items shown are 'One Direction' (50,000+ searches), 'Jason Heyward' (20,000+ searches), and 'Patriots' (200,000+ searches).
- Trending on YouTube:** A list of popular YouTube videos with their titles, view counts, and uploaders. The items shown are 'A squirrel nabbed my GoPro and carrie...', 'Do You Want to Build a Meth Lab? (Fro...', and '[HOONIGAN] KEN BLOCK'S GYMKA...'. Each item includes a video thumbnail and a play button icon.
- October 2014 Charts:** A section showing charts for various categories. The 'Athletes' chart features a grid of athlete portraits, including a violinist. The 'Baseball players' chart shows a grid of baseball player portraits. The 'Kids' TV' chart features a grid of cartoon characters, including SpongeBob SquarePants.
- Explore In-Depth:** A section with two charts. The first is 'Global interest in Harry Po', showing a world map with blue shading indicating interest levels. The second is 'Justin Bieber vs. Miley Cyt', showing a line chart comparing the search trends of Justin Bieber (blue line) and Miley Cyrus (red line) from 2006 to 2008.

Step 1 – Change the Region to United States (unless of course you wish to target other countries, but for this example I will be using United States)

Step 2 – Click on Trending Searches

Scroll through these results and pick something that stands out.

8  **Cut Off From The Herd: Randy Moss's journey as Marshall's biggest star**
SI.com
Randy Moss, then the most gifted player in college football, led the revival of a M...

9  **Veterans Day quotes**
50,000+ searches
Editorial: **Veterans Day quotes 2014** to honor those who served
The Times, Trenton - NJ.com
The purposes of **Veterans Day** and Memorial Day are often confused. Memorial ...

What stood out most to me was the Veterans Day Quotes. This has over 50,000 searches for the day in the USA alone. This is obviously a hot topic. Click on it to be taken to the SERPS (Search Engine Result Pages) on Google.

The top three results are an absolute goldmine for quotes and phrases.

1 **Veterans Quotes - BrainyQuote**
www.brainyquote.com/quotes/keywords/veterans.html
Veterans Quotes from BrainyQuote, an extensive collection of quotations by ... On this Veterans Day, let us remember the service of our veterans, and let us ...
SEOquake | PR: 3 | I: 619,000 | L: 18 | LD: 338160 | I: 30 | Dir: n/a | Rank: 1178 | Age: n/a | I: 832 | whois | source | Rank: 104

Images for Veterans Day quotes Report images



More images for Veterans Day quotes

2 **Veterans Day Quotes That Moisten Every Patriot's Eyes**
quotations.about.com > ... > Veteran's Day Quotes
On Veterans Day, evoke patriotic fervor in the heart of millions. These Veterans Day quotes remind you that freedom comes with a price.
SEOquake | PR: 2 | I: 4,170 | L: 0 | LD: 4733 | I: 30 | Dir: n/a | Rank: 100 | Age: November 18, 1999 | I: 53 | whois | source | Rank: 25

3 **Veterans Day Quotes - Noble Words From the Famous**
quotations.about.com > ... > Veteran's Day Quotes
In these famous Veterans Day quotes, the words of noble men and women of the world salute to the spirit of patriotism.

All I would do here is make a design with a short quote alongside the American flag and make it look classy. The second part of this being successful would be targeting the ads for this shirt on Facebook to those people who are searching for it (we'll get into design and targeting later on). Let's take a conservative look at some potential figures. There are 50,000+ daily searches on Google alone and undoubtedly tens of thousands more who are talking about this topic throughout the public media channels and searching for it in other search engines such as Bing and Yahoo. Let's say we converted only .5% of that 50,000 from Google though. At an average of \$10 profit per tee, that is 250 tees x \$10 = \$2500. Not bad for a couple of hours work. Don't get too excited yet, we are only scratching the surface. You can see how many different ideas come out of only a few minutes on Google Trends. I could take ten of the best looking short quotes and make different designs for each. And that's only one trend out of thousands. It's an absolute goldmine so don't ignore it!

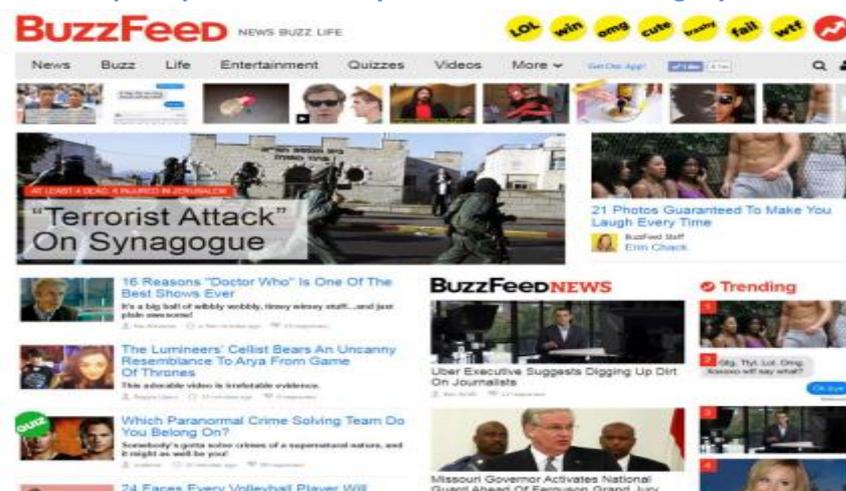
2) Current Social Media Trends and Viral Content

I put this in at number two, but it is pretty much a tie with Google Trends. It just lacks the other areas online that are not exactly social but where search can be consolidated into live data showing online trends. Do NOT underestimate the power of these resources below as I often find more ideas using these than I do on Google Trends.

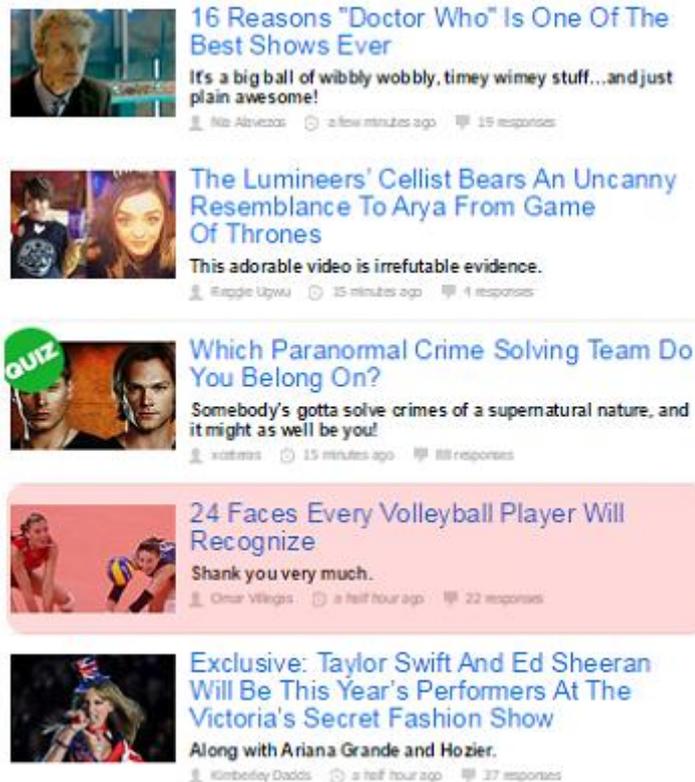
Buzzfeed - <http://www.buzzfeed.com/>

BuzzFeed, in case you didn't know, has grown tremendously in the past 18 months. It used to be big but now it's huge and omitting this from the list would just be plain stupid. BuzzFeed is a viral news aggregator that uses quite a few different technologies and indicators to detect viral content around the web and hands them to us on a platter. BuzzFeed will show you some of the most shared articles the web is currently passing around and is a hot spot for ideas. Bookmark it, browse it for an hour or two and get used to it. You'll be here often and if this site doesn't get your creative juices going then I have grave concerns for you!

Open up BuzzFeed and you will see the following layout



What sticks out to me instantly in this list is highlighted here:



16 Reasons "Doctor Who" Is One Of The Best Shows Ever
It's a big ball of wibbly wobbly, timey wimey stuff...and just plain awesome!
By Nils Alvarez · a few minutes ago · 15 responses

The Lumineers' Cellist Bears An Uncanny Resemblance To Arya From Game Of Thrones
This adorable video is irrefutable evidence.
By Reggie Uywu · 15 minutes ago · 4 responses

Which Paranormal Crime Solving Team Do You Belong On?
Somebody's gotta solve crimes of a supernatural nature, and it might as well be you!
By scottms · 15 minutes ago · 88 responses

24 Faces Every Volleyball Player Will Recognize
Shank you very much.
By Omar Villegas · a half hour ago · 22 responses

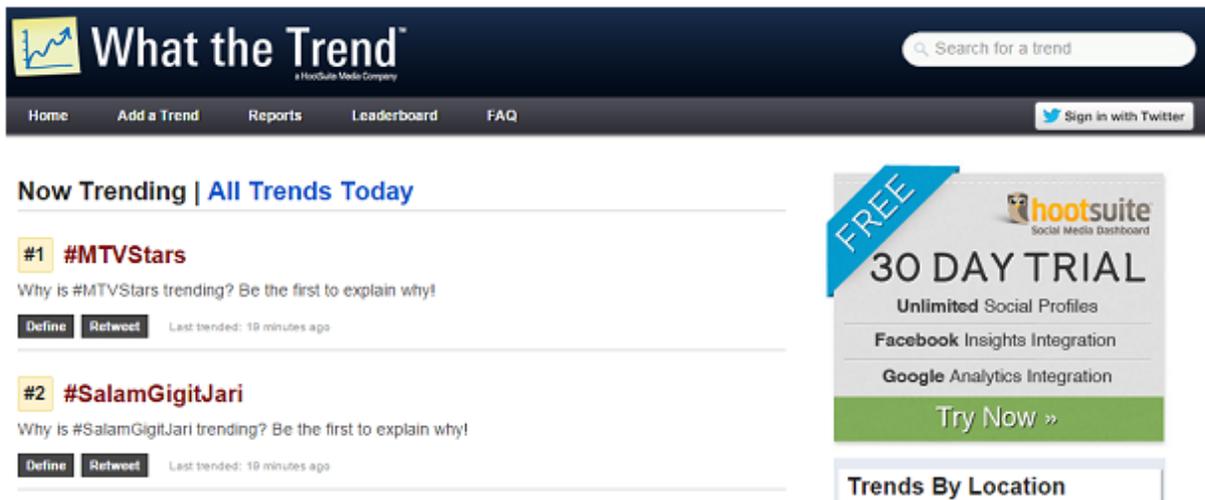
Exclusive: Taylor Swift And Ed Sheeran Will Be This Year's Performers At The Victoria's Secret Fashion Show
Along with Ariana Grande and Hozier.
By Kimberley Dadds · a half hour ago · 37 responses

"24 Faces Every Volleyball Player Will Recognize" is trending and set to go VIRAL on Social Media. Clicking on this link takes me to 24 really funny quotes that are accompanied by somebody pulling a face that relates to that quote. It actually made me laugh, it's quite funny. Anyway, all you would need to do here is grab one of the quotes, find a stock vector image that best matches that kind of face being pulled in the pic (don't rip off others art or copyrights, especially celebrities that feature in this post!) and either yourself or have somebody quickly make a design up for you. You could even skip the image and just go for the text which can be drawn straight to the tee with the built in text tool on Teespring as we would only target those who personally relate to these quotes anyway. It would still sell without artwork. Just over 70% of my success on Teespring has been text only designs. (We'll get into design and targeting later on as previously mentioned) BuzzFeed is another absolute GOLDMINE for ideas and these ideas have a serious following and the greatest potential to start going VIRAL. It is a great way to jump on the "Viral Bandwagon" and sell your merchandise before 95% of other marketers even know what is going on. They'll see it on their newsfeed but it will be too late because you have already got a campaign running. This campaign will be targeting the most likely buyers and provided your design is good, other marketers won't have a chance at milking the maximum profits out of it before the wheels fall off and nobody cares anymore. Bookmark BuzzFeed and be ready to pounce.

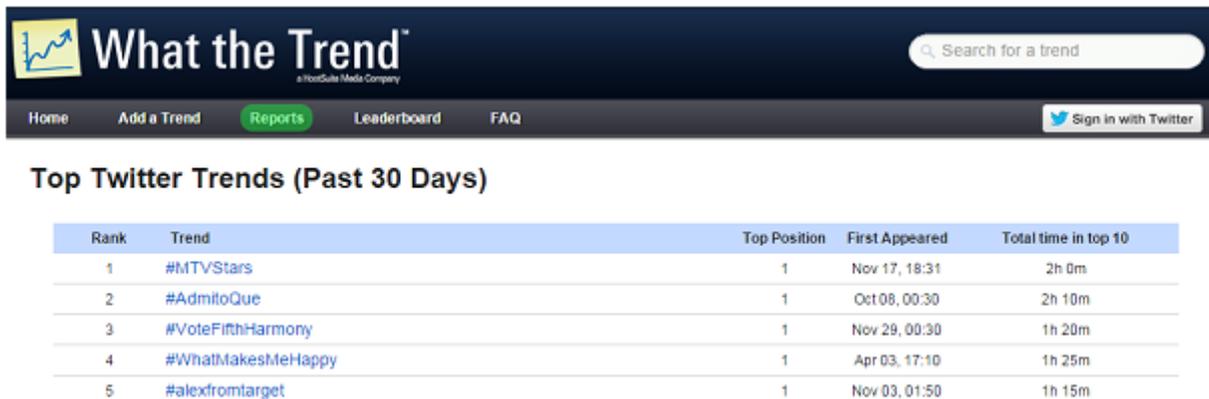
What the Trend - <http://whatthetrend.com/>

Moving on and getting a little deeper, What The Trend will show you what and why things are trending on Twitter. They basically provide us with a leader board for Twitter trends and aptly name it as “The front page of the real-time web™.” The awesome thing about this tool is that real people online are the ones who contribute to the trending topics and provide explanations as to why they’re trending so you don’t have to rely solely on algorithms and computers doing the legwork.

Open up What The Trend and you will see the following layout



Click The Reports Tab On The Top Navigation Bar

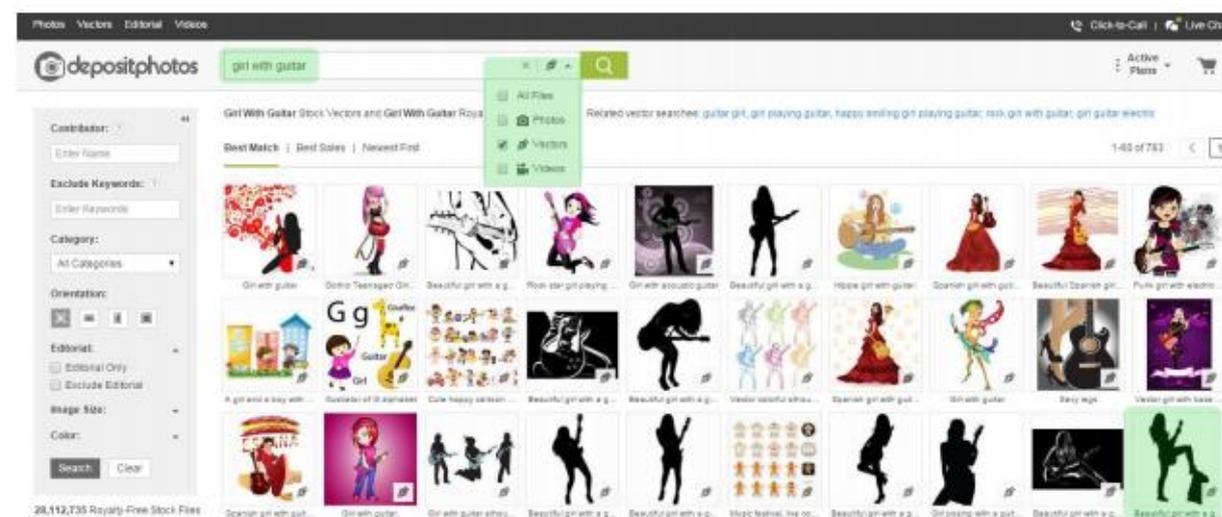


Rank	Trend	Top Position	First Appeared	Total time in top 10
1	#MTVStars	1	Nov 17, 18:31	2h 0m
2	#AdmitoQue	1	Oct 08, 00:30	2h 10m
3	#VoteFifthHarmony	1	Nov 29, 00:30	1h 20m
4	#WhatMakesMeHappy	1	Apr 03, 17:10	1h 25m
5	#alexfromtarget	1	Nov 03, 01:50	1h 15m

In here you will find a solid list of past and present trends and if you are as hard-core as I am, update a spreadsheet with these every few days (I like to make custom reports and spot future trends when and where applicable) The ones to follow however are the newer trends by date and the “Most Active Trends Today” I am not going to get into more ideas about what to target here or in the other resources below as I am sure you have the idea already and I am not one to bloat a book with fluff. If you still need help identifying ideas, you can just flick me an email on the address at the bottom of this book and I will help you out. I’m pretty sure you also want to get closer to learning everything I have to offer and begin your campaigns too. Here are three more of the best places to find killer ideas.

Designing Your Tee

The next crucial factor in nailing a winning campaign and making some serious profit is the design of your Tee. I must say that some of my designs and other HUGE successful campaigns have been a simple text design made inside the Teespring editor. No photoshop skills or stock images were required. This is always an option for you and one I will always consider depending on the campaign. Using one colour of text also provides you with greater profits per item as the higher number of colours you use, the more you pay for the item therefore decreasing profits. I always stick between 1 to 3 colours ONLY per item. This does not include the colour of the item, only the colours in the design we will be putting on the item. To better explain the process here, I am going to create a campaign and guide you through my steps from start to launch. I have already picked my idea and I know the current community online is buzzing at the moment in remembrance of Dimebag Darrell (one of the world's best metal guitarists, and my personal favourite and musical inspiration) as it was recently his birthday. In addition, one of his best buddies Zakk Wylde, was also posting some pics and stories of them together. It's certainly not a huge topic but there will be at least 15K people who I can target (at a guesstimate, but we will see exactly how many later on). I also ran a similar design to this a while ago and it kicked some serious ass so I have confidence in this being a great example to walk you through and help teach you. I want to target females using the cliché yet powerful "This Girl Loves..." intro. It has been thrashed over and over again on Teespring but it won't ever get tired. It relates personally to the buyer and is an easy sell. I am going to use the words "This Girl Loves Her Metal" and use a silhouette image of a girl with a guitar. I want a silhouette as it will only be one colour. Let's go and find one. You can find a list of my favourite resources in the resources chapter, and for this exercise I will be grabbing my image from [DepositPhotos](#). If you don't have an account there, go and get one. The images there are of very high quality. Here I have searched for "girl with guitar" and have selected vector images only for the results as we only want one colour for the image to keep our costs down and profits up. Photos are too much work. It will still look good don't worry.



Here I purchase the artwork (you can also use different free art that Teespring provide in their editor)

Beautiful girl with a guitar on a scene - Stock Illustration



Series, beautiful girl with a guitar on a scene — Vector by volkov

Download Using Standard & Extended License | Use Examples

Pay-As-You-Go Credits ?

Subscription Plan ?

Your Credits:

Resolution	Size: Inches Cms	File Type	Price in Credits
<input checked="" type="radio"/> XS 282 x 425 Standard License	3.9" x 5.9" (72 dpi)	JPG	1
<input type="radio"/> S 576 x 868 Standard License	6.0" x 12.1" (72 dpi)	JPG	2
<input type="radio"/> M 1152 x 1736 Standard License	3.8" x 5.8" (300 dpi)	JPG	4
<input type="radio"/> L 2304 x 3472 Standard License	7.7" x 11.6" (300 dpi)	JPG	8
<input type="radio"/> XL 3155 x 4754 Standard License	10.5" x 15.8" (300 dpi)	JPG	10
<input type="radio"/> V Vector Image Standard License	Scalable to any size	JPG+EPS	12
<input checked="" type="radio"/> EV Vector Image Extended License	Scalable to any size	JPG+EPS	80

Download

To modify AI or EPS files, you will need vector editing software, such as Adobe Illustrator.

Now that I have my image and my slogan that I want to use, it's time to jump on to Teespring and get our item ready.

Login to Teespring and start by creating a new tee. You will see a screen like this:

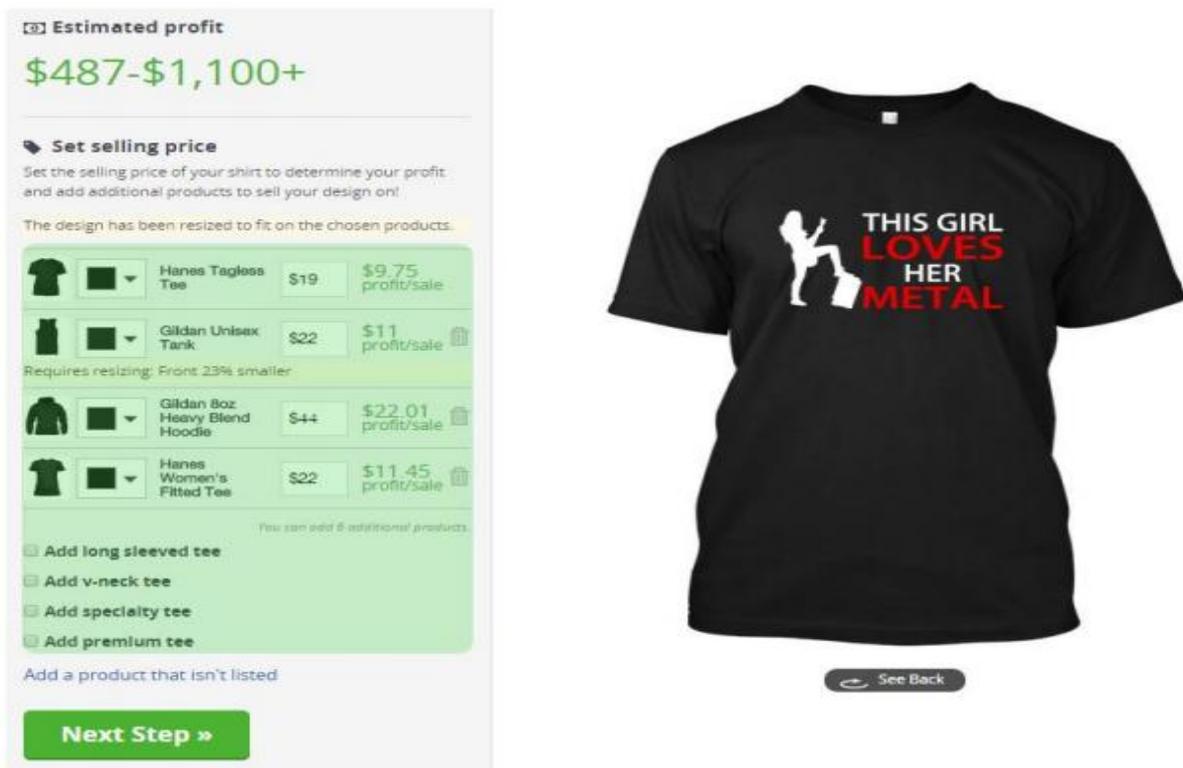


Now I am going to upload my artwork, resize it and then use the Teespring text tool to write the slogan and I will be left with this:



Notice how the price per Tee went up to \$8.20? That's because of the edition of two colours. This cost does not come out of your pocket, it is just how much Teespring will take out of each sale for that particular item.

Clicking next will bring us to this screen:



Note that I have added 3 more styles of tops and this is where you can also select other colours. This is also the screen where you will define your prices. You will note that the design has been automatically shrunk a little to accommodate the other styles. This is normal but keep your eye on it and check all styles before you launch. I have set my main tee price at \$19. This has been the best price for me to sell tees at and other items can be priced according to your liking. Don't ever charge more than \$45 for a hoodie too unless of course you think you can get away with it! Remember, we will be marketing these as LIMITED EDITION items so although this may seem pricey to some people, the Limited Edition tag along with some other tips I will show you later will overcome this hesitation.

Here is where you will configure your "Sales Goal"

The image displays two side-by-side screenshots of a 'Sales goal' configuration interface. Each screenshot features a horizontal slider with numerical markers from 5 to 400 in increments of 5. Below the slider is a text input field containing the goal value and the word 'Shirts'. A descriptive sentence below the input field reads: 'Your goal is the minimum number of shirts that need to be reserved before the shirts are printed!'. Below this is a section for 'Estimated profit' with a large green font showing a profit range.

Goal (Shirts)	Estimated Profit
50	\$487-\$1,100+
100	\$1,065-\$2,291+

You will see that changing your sales goal here will decrease the cost of your items and increase the amount of profit you take for each sale. The important thing to note here is that this goal must be met in order for all of the shirts to go to print and for the campaign to be successful. For example, if I had a goal of 50 but only sold 49 then I would have wasted the entire campaign as the customers would not get charged (when they make an order before the campaign meets the required amount of items sold, they simply have a hold on their payment and that payment is processed once the goal is reached. After that each new customer is charged immediately) and you won't get any profit! If you happen to have a campaign that has almost tipped (reached its goal) you can simply reduce the number via a simple request in the Teespring campaign editor and then you can ensure your campaign will go to print. More on that later.

Clicking next will bring us here. This is where we will create our Hook, Description, URL and Campaign Length.

Campaign title

Summarize your campaign in 40 characters or less

Description

Bold *Italic* Underline  Link  Image

Let your buyers know why they should buy your product. 300 characters or less is recommended. 1500 characters is the maximum.

Tag your campaign >

Campaign length

7 Days (Ending)

US orders will arrive 10-14 days after the end of the campaign.
[Learn more >](#)

Choose a URL

teespring.com/

This is where you will send buyers to view your campaign

Display Options

Show the back side by default

Shipping options

Allow buyers to pick up their orders from you
Pick-up delivery is free. Please note that pick-up orders are shipped via UPS Ground and may take up to one extra week for delivery.

I have read and agreed to the [terms of service \(TOS\)](#), and can confirm that the images, slogans, and content used in my campaign do not infringe upon the rights of any third party.

Launch your campaign » or preview



[See Back](#)

For these fields I will use the following:

- **Campaign Title – This Girl Loves Her Metal (LIMITED)** – note that I could not fit LIMITED EDITION here but LIMITED is still OK as we will remind them of that in the description!

- **Description - Metal Fan?**

Keep Metal Alive And Show Your Metal Pride!

Normally \$29, but since you love your metal, you can get yours today for only \$19 AND it is a collector's item! Limited Edition! These are only available for 7 Days!

Not Available In Retail Stores! Order yours now.

Check out the Additional Styles below for more options.

- **Campaign Length – 7 Days**

This is my personal preference for this one, but will depend on how big our target audience is and how long we have before we either exhaust that audience or reach our advertising budget.

- **Choose a URL** - This is where you will choose a unique name to follow the www.teespring.com/ address and the link that we will be pumping out all over the internet. Sometimes it can take a while but try to pick something short and memorable. You can always find this in your campaign list anyway if you do happen to forget it once you launch.

- **Display Options** – Leave this Un-ticked unless your design is on the back of the item

- **Shipping Options** – Unless you want a headache and lots of drama or have a storefront, don't even bother. Let the customer pay for shipping. Accept the terms AFTER you are familiar with them and the click "Launch your campaign". Now that your campaign has launched, we have 7 days (or however long you specified) to pump the life out of it and get as many sales as possible for the smallest cost to you and in front of the right people. But before that, we need to get a killer advertisement image and a Facebook page setup.

Let's get busy.

Designing Your Ad Artwork

This is another huge part in the mix of creating a winning campaign. With the amount of ads on peoples Facebook newsfeeds these days, you really have to ensure that your ad sticks out and grabs their attention. This is at the same time as having to stay within Facebooks constraints and terms of service. Generally you would get this done just before launching your tee, but you can get this sorted pretty quickly after launch anyway. I have always used the same template and I just change out the image and details in Photoshop fairly quickly. If you purchased this book from HackForums then you will find that I also included 2 FREE personal custom jobs from me.

Below are some examples of what the ad will look like.

This campaign netted me just over \$950 in profits



Also, here is the ad I just did to sell the shirt we just previously created.



An absolute killer design, yet so simple.

Once you have your ad artwork, dive into the next chapters where we are going to identify our target market and create our ad on Facebook to target the people most likely pull out their credit cards and buy!

Choosing Your Target Market

Without identifying the people most likely to be interested in your campaign, but also those who are likely to spend money on it, you are dead in the water. It is an absolute deal breaker. **Fail to do it properly or even at all and your campaign will be about as useful as an ashtray on a motorbike.** That being said, let's use our current campaign as a perfect example of how I am going to target these people. I spend a lot of time and research on this part of the campaign and trust me, it's worth every second in the long run.

1) Identifying geographic regions whose residents have more money.

Yep, you read that right. There are far too many people in the world to bother with those who MAY PURCHASE or PROBABLY won't have dispensable income to spend on items online that they don't NEED and not sure they really WANT. Discriminatory? Sure is. Do I care? Not for a second. Firstly, I don't want to target people who cannot afford to buy such items as it is a waste of my time and money, and secondly, I don't want to bother people who don't have the extra cash to spend online either. It's not fair on either of us. So how do I do this? Simple. Let's say I am targeting the USA for my campaign (which I am this time around) I want to know the wealthiest ZIP Codes whose residents are on higher salaries than those based in other ZIP Codes. Yes, while living expenses are probably higher, these people are more likely to have a spare \$20 to throw at a tee. Head over to this helpful website and take note!

http://wealth.mongabay.com/tables/100_income_zip_codes-10000.html

I will be starting at the top of that list and working down it until I have enough people to target in my ad campaign (I will show you this shortly). Keep this page bookmarked or make your own list of ZIP codes to hit for every gig you do that targets the USA. Almost every other country also has these lists online, all you need to do is a couple of Google searches and you are already chasing down the money. I bet a lot of you haven't been trying this already. If you have, hats off to you!

2) Separating The Audience With a True Passion from the Window Shoppers

Most people online buyers are like window shoppers in a mall. These mall window shoppers will look at a product and possibly even venture into the store. They might even pick the item up. They will like the item, think about owning it, consider buying it but nine times out of ten will just leave the store without pulling out their wallets. This is because the product, offer and/or several other factors did not hit an emotional chord with the buyer and push them over that threshold to pull out their wallet and part with their money. While some people are impulse buyers, the majority of others need an emotional pull in the right direction to help convince them that they should buy the product.

A perfect example of this is the “Name T-Shirts” that were so popular early this 2014, earning marketers hundreds of thousands of dollars even causing Facebook to change their terms of advertising, disallowing the targeting of names in Ad Campaigns. While a bunch people whined and moaned to Facebook that it was an “invasion of their privacy” to be targeted by name (for goodness sake, they signed up to social media! go figure these people!), tens of thousands of others purchased tees, hoodies and tanks without any hesitation at all. Mums and Dads were buying for the whole family and even the extended family. Why? Because their names were on a top and they HAD to have them. The majority of people are **passionate** about their family names and the price of the items became irrelevant. I was sad to see people not bumping the average prices of these items up by 100%. People would have still gone crazy over them. And that’s the key here. **Passion**. If you can hit an emotional chord or a passion with a potential buyer, you have the best possible chance of making that sale. For the campaign I have created in this guide I am not going to target females in wealthy zip codes who like heavy metal. I am going to target females, who live in wealthy zip codes, are likely to have a credit card (correct age range) and who like heavy metal guitarists, bass players, drummers and singers....by NAME! When we come to the targeting in the Facebook ads section I will elaborate and be able to show you in more detail. However, you need to understand that only choosing interests such as “Heavy Metal” and “Hard Rock” that you are going to get a truckload of potential audience that you don’t want. A lot of these people will be either tryhards just liking the broad genres because they are cool, a lot will be people who may like the odd song or two from a band (likely popular and not exactly heavy metal) and a range of other people who simply “liked” a page or community because their friends did or they just liked the pictures.

Catching my drift so far?

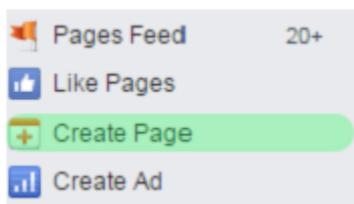
I want to target specific musicians as interests that only passionate Metalheads and Rockers will have liked and followed on Facebook. Of course some of the prior categories of “likers” I just mentioned will still apply here but there will be a very low number of them. I am going to target people who like “Dimebag Darrell, Zack Wylde, Randy Rhodes, Scott Ian, Vinnie Paul, Yngwie Malmsteen, Dave Mustaine, Slash (OK while not metal I still have a hunch as he sports the “look” and has been in harder bands than GnR and his side projects), Alex Laiho, Rex Brown, Marty Friedman and Kerry King”. You see, people who are truly passionate about Heavy Metal will know these names and will have liked their pages/groups on Facebook and these names (hopefully) will be an interest we can select in our Facebook advertising campaign. There are a few other tips I will cover when we create our Facebook ad, however I am sure you now see what I am getting at. Another quick example would be if I was targeting Gym and Weightlifting addicts with a Gym Tank Top. I wouldn’t target people who have an interest in “Gym” or “Weightlifting” as most other marketers would. I would target likers/followers of famous bodybuilders. In addition the more publicly unknown they are the better too because only the real hardcore people would be following those people. Another great benefit of targeting like this is that it SIGNIFICANTLY reduces the size of your target market. There is no point having a target market of 1.5 Million people because nobody will have enough advertising budget or time to reach them all. Doing that is like trying to break a pinyata in the dark with a feather when you’re drunk. You won’t find success.

Creating Your Facebook Page

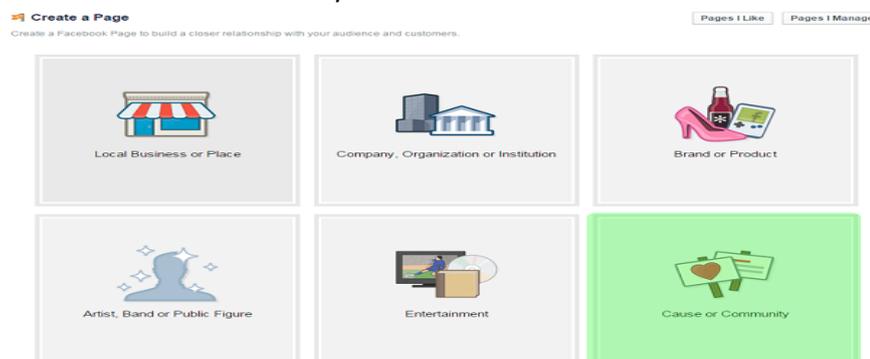
We are going to need a Facebook Page to do this correctly and specifically for the following reasons:

- a) Having a Facebook Page allows you to run Timeline Ads. Without one you are stuck with the less successful display methods on Facebook.
- b) The ability to have your ad liked, commented on and most importantly SHARED!
- c) Your page will gain likes and followers allowing you to grow a page in the process of promoting your Tee. This is awesome when you create a page for a niche and can promote dozens of different items over a few months as the page will grow to a respectable size and will allow you to promote for free. The other methods for monetizing a Facebook Page with good interaction will also be something you can implement to start diversifying your profit streams online.
- d) People will start sending you messages for other ideas of tees they would like to see and offers for page admins will come through occasionally too which is simply brilliant because you can step back a bit and let them grow your page! If you are familiar with the creation of Facebook Pages then just skip through this although you might still find some useful tips.

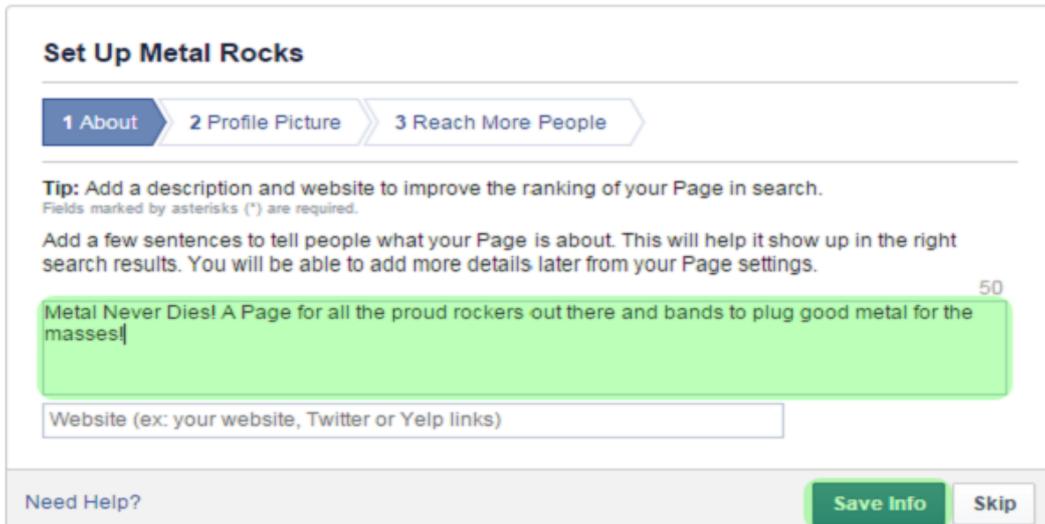
1) Jump onto Facebook and click “Create Page”



2) Choose “Cause or Community”



- 3) Enter a small blurb here that relates to the PAGE, not the Tee. This page could be used for so many different products that I want to push in the same niche. It would be silly to just talk about the Tee. In addition, you could add the URL for the current tee campaign you are running in the “Website” field but I never bother.



Set Up Metal Rocks

1 About 2 Profile Picture 3 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

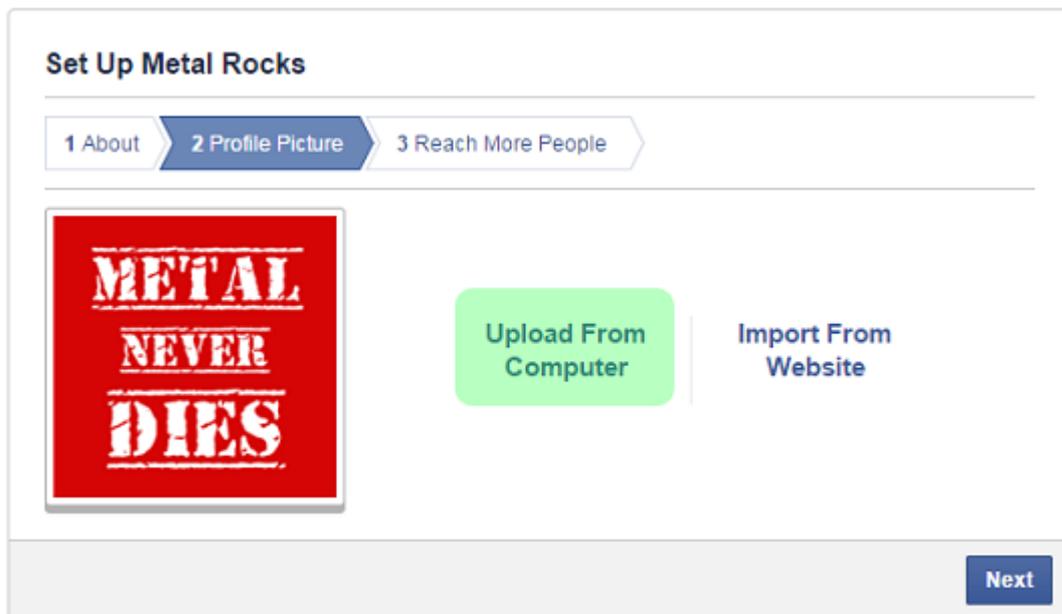
Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

Metal Never Dies! A Page for all the proud rockers out there and bands to plug good metal for the masses! 50

Website (ex: your website, Twitter or Yelp links)

Need Help? Save Info Skip

- 4) Add a “Profile Picture” here. Read on further about the correct image sizes etc.



Set Up Metal Rocks

1 About 2 Profile Picture 3 Reach More People



Upload From Computer Import From Website

Next

Ensure you get your dimensions correct. Here is a copy of what Facebook advise on their “Profile Picture & Cover Photo Page”:

<https://www.facebook.com/help/492441920771107/>

Your Page's profile picture:

- Displays at 160x160 pixels on your Page on computers, 140x140 pixels on smartphones and 50x50 pixels on most feature phones.
- Must be at least 180x180 pixels
- Will be cropped to fit a square
- Is located 16 pixels from the left and 176 pixels from the top of your cover photo on computers
- Is located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones

Your Page's cover photo:

- Displays at 851 pixels wide by 315 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones
- Doesn't display on feature phones
- Must be at least 399 pixels wide and 150 pixels tall
- Loads fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes
- For profile pictures and cover photos with your logo or text, you may get a better result by using a PNG file. I don't ever bother with a Cover Photo unless the page starts to gain some serious momentum, but that's just personal preference so if you feel the need to upload one then go for it.

- 5) Skip this section. You don't want to waste your time or money here as we will be gaining a following simply through our ad and the posts we pump later on.

Set Up Metal Rocks

1 About 2 Profile Picture 3 Reach More People

Create an ad to get more people to like your Page.

Sample ad [?]



Metal Rocks
Community Sponsored



Location [?] Countries

Interests [?]

Age -

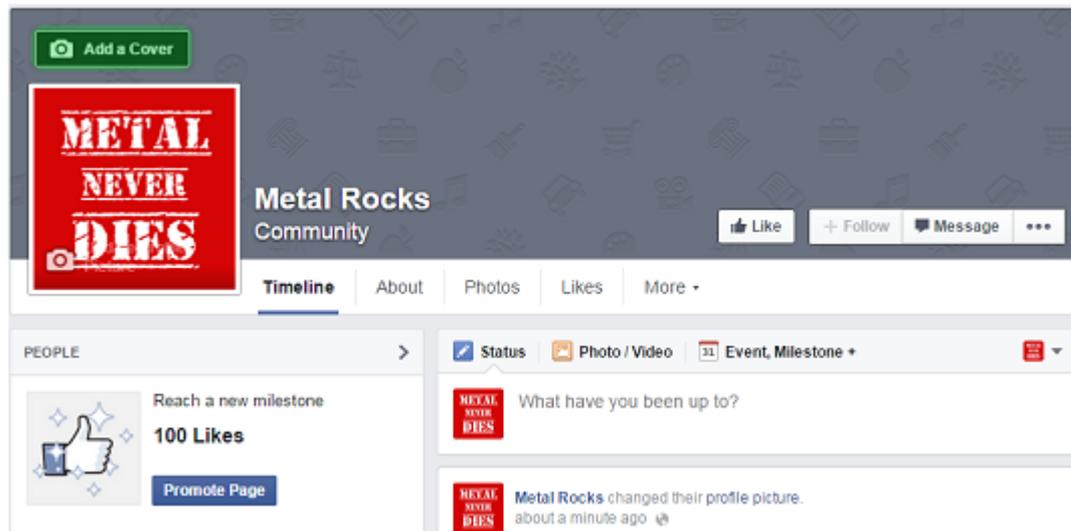
Gender All Men Women

Daily budget [?] Est. 9 - 37 likes per day

Payment Method [Change](#)

[Terms & Conditions](#)

- 6) You'll now be shown a page similar to this and you can add your cover photo now according to the correct dimensions above if you really want to.



- 7) One final step and a step that I HIGHLY recommend is to hide both the fact you just created your page and updated your profile picture. Don't delete these. Just hide them from your timeline. You don't want to give people the impression you just came along and set up to sell them something. Many people can be wary and may think you are shady. We all know that we are not being shady and this is of course legitimate and people will actually get what they pay for, but they don't know that yet, so remove any cause for concern!



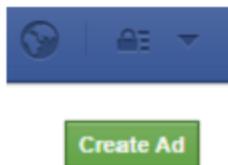
Now we are ready to setup our Facebook Ad and start selling!

Creating Your Facebook Ad

This is my favourite part. Probably because I know I am on the home stretch and close to launching my ad and start selling. Even after hundreds of campaigns I still get excited when doing this and getting the ad approved. You can compare the feeling to the anticipation of putting bait on your hook and throwing it down into the depths waiting for the fish to start biting. Enough about fishing, let's get this show on the road. I trust you already setup your Facebook Advertising account as mentioned in the Introduction to Facebook Advertising chapter. If not, then catch up!

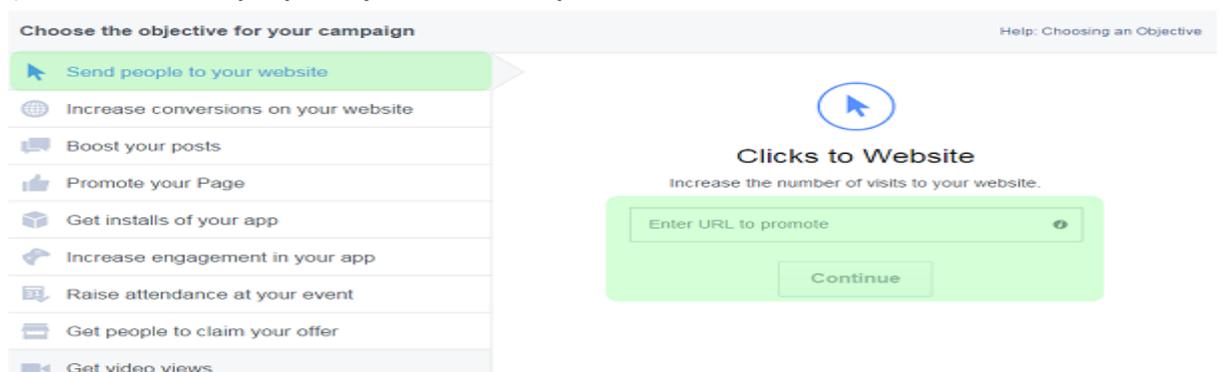
1) Go to Your Facebook Ad Account - www.facebook.com/ads/manage/

2) Click "Create Ad"



Here is where we get into the finer details of our targeting and this is a highly debated area throughout the online advertisers community. You may have your own thoughts, beliefs and are possibly adamant after reading certain threads online that there is a right way and a wrong way to do things. I am going to show you MY way and the way that has always provided me with lucrative campaigns, cheap CPC (cost per click) and killer interaction in terms of shares, likes to both the ad post and the Facebook page, but most importantly, clicks to the Teespring campaign from the right people. This is mostly due to the targeting I went over before and the fact that those people we are about to target are **genuinely** and **passionately** interested in what we are going to be pumping into their newsfeeds.

3) Chose the "Send people to your website" option



Enter your Teespring public campaign URL in the field here and click continue. This is the full URL that you created in the Chapter "Designing Your Tee" example

<http://www.teespring.com/yoururlchoice>

You can also find this URL in your campaign list on Teespring of course.

4) Specifying Location, Age, Gender and Interests

Who do you want your ads to reach? Help: Choose Your Audience

Target Ads to People Who Know Your Business
You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience](#)

Locations

Age -

Gender

Languages

Interests | [Suggestions](#) | [Browse](#)

Behaviors | [Browse](#)

Loading more categories

Connections All
 Advanced connection targeting

Audience Definition

Audience Details:

- Location - Living In:
 - 06830, Connecticut, United States
- Age:
 - 21 - 40
- Gender:
 - Female
- Placements:
 - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Accurate information about your audience size isn't available.

- Please pick at least one country to target.

• **Locations** : In the location field I will enter the ZIP codes previously found using the methods described in the chapter “Choosing Your Target Market”

• **Age** : For the age range I don't really do much research unless I see fit. This is more common sense as those who are 21 are likely to have a Credit Card or Debit card that can be used online and are more likely to have a spare \$20 than an 18 year old. In addition, I cannot see too many people over the age of 40 wearing one of these tops with pride and being as passionate as those in between 21 to 40. Of course there will be some, but I don't care too much. Using common sense and a gut feeling, I will use this age range.

• **Gender** : Self Explanatory.

• **Interests** : This is where I will enter in the musicians I discussed in the “Choosing Your Target Market” chapter.

5) Potential Reach

Mercer Island, 98040
White, 98053
Woodinville, 98072

Add a country, state/province, city or ZIP

Age 21 - 40

Gender All Men Women

Languages Enter a language...

[More Demographics](#)

Interests Additional Interests

Dave Mustaine

Dimebag Darrell

Kerry King

Marty Friedman

Randy Rhoads

Rex Brown

Scott Ian

Slash (musician)

Vinnie Paul

Yngwie Malmsteen

zack wylde

Search interests
| [Suggestions](#) | [Browse](#)

Behaviors Search behaviors [Browse](#)

More Categories Choose a category [Browse](#)

Connections All

All
 Advanced connection targeting

Los Angeles (90049, 90210, 90272), Los Gatos (95032), Loyola (94024), Manhattan Beach (90266), Newport Beach (92660), Rancho Palos Verdes (90274), Rancho Santa Margarita (92679), Redwood City (94062), San Francisco (94123), Saratoga (95070) California; Greenwich (06830), Westport (06880) Connecticut; Boca Raton (33496) Florida; Atlanta (30305, 30327), Duluth (30097) Georgia; Barrington Hills (60010), Chicago (60611), Highland Park (60035), Hinsdale (60521), Lake Forest (60045), Naperville (60564), Wilmette (60091), Winnetka (60093) Illinois; Bethesda (20817), Chevy Chase (20815), Trivilah (20854) Maryland; Boston (02116) Massachusetts; Westfield (07090) New Jersey; Bronxville (10708), Garden City (11530), New York (10017, 10019, 10021, 10022, 10023, 10024, 10028, 10128), Scarsdale (10583), Syosset (11791) New York; Bryn Mawr (19010) Pennsylvania; Dallas (75225), Highland Park (75205), Houston (77024), Plano (75093), West Lake Hills (78746), West University Place (77005) Texas; McLean (22101, 22102), Wolf Trap (22182) Virginia; Bellevue (98004), Issaquah (98029), Mercer Island (98040), White (98053), Woodinville (98072) Washington

- Age:
 - 21 - 40
- Interests:
 - Dimebag Darrell, Scott Ian, Vinnie Paul, Yngwie Malmsteen, Dave Mustaine, Rex Brown, Marty Friedman, Kerry King, Randy Rhoads, zack wylde or Slash (musician)
- Placements:
 - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Potential Reach: 6,200 people

As you begin to populate the fields, you will see the “Potential Reach” begin to grow. I still have many ZIP codes to enter here and have already got a solid audience of 6,200 people. Nothing like those crazy 100k+ lists you will find in **generic and lazy targeting!**

I don’t understand why people still bother with such huge audiences when their budget won’t even allow for it and the targeting is weak! It’s absolute craziness and a waste of time and money if you ask me. I’ll be happy with around a **12K MAX** audience for this campaign.

6) Adding Your Ad Image

The screenshot shows the 'Select the images you want to use' section of the Facebook ad creation tool. It includes a header with a 'Help: Selecting Images' link. Below the header, there is a text box stating 'Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.' To the right, a section titled 'Creating Multiple Ads' explains that each image creates a different ad in the set and provides the 'Recommended Image Size' of 1200 x 628 pixels. A central area displays a preview of an ad image with a '+', '1200 x 628' dimensions, and a '+', '1200 x 628' dimensions. At the bottom, there are four buttons: 'Upload', 'Browse Library', 'Search', and 'Reposition'.

It is important you remove the image that Facebook adds in by default as it is rubbish and won't grab the attention of anybody. Upload your ad image that I explained in the "Creating Your Facebook Ad" Some people like to use several. I think that's silly and never use more than this one until the last 48/24 hours as sometimes if I haven't reached the full "Potential Reach" I'll add a "48 HOURS LEFT!" text across the same ad image and swap it out. Otherwise, this one should be killer enough to get them clicking and buying.

7) Choosing Your Spend

The screenshot shows the 'How much do you want to spend?' section of the Facebook ad creation tool. It includes a header with a 'Help: Budgeting & Pricing' link. Below the header, there are four sections: 'Budget' with a dropdown set to 'Per day' and a text input set to '\$50.00 USD'; 'Schedule' with two radio buttons, 'Run my ad set continuously starting today' (selected) and 'Set a start and end date'; 'Bidding' with a dropdown set to 'Optimize for website clicks'; and 'Pricing' with a text input set to 'Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.' At the bottom, there is a 'Hide Advanced Options' link and an 'Ad Set Name' input field containing 'Girl Loves Meta'.

There are a lot of people who will tell you otherwise and also a lot who will agree with my methods here. I don't listen to the former group anymore as I have enough experience and success with this to know what I am doing. This is my strategy. You need to budget to at least get this campaign tested, you are going to want to hit at least 10% of your market before you know if the campaign is going to be a winner or not. Following my targeting tips, most of the time it will be a winner but there will always be the odd one that flops. A lot of people will say to "test" a campaign with \$20, \$30 or \$50 etc. This is stupid logic and makes no sense. You need to be able to adequately hit enough of your target market to decide whether or not your design is a good one and if the rest will keep buying. How can \$20 in testing a target audience of 10K with 25c per click compare to the same testing of \$20 with a target audience of 20K at 28c per click? It makes no sense. Budget to hit enough people before increasing the daily spend or pulling the plug. I'll start this one at \$50 per day but it's irrelevant really. I have tested some campaigns for as little as \$5 before I knew they were going to be big and spent up to \$150 on others before knowing. It's a numbers game and it's important you don't let newbies or wannabe Teespring gurus tell you otherwise. If you don't test enough of your market, you will never know.

Read more about this in the next chapter.

8) Choosing Your Page - Creating Your Hooks And Descriptions

What text and links do you want to use? Help: Editing Ads

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Metal +

or Turn Off News Feed Ads

Headline 9
LOVE YOUR METAL?

Text 13
If you love your Metal then you need one of these AVAILABLE FOR 7 DAYS ONLY!

Call To Action (optional) 65
Shop Now

Hide Advanced Options ▲

News Feed Link Description
Not Available In Retail Stores. This Girl Loves Her Metal Is Only Available For 7 Days Before We Go To Print - GRAB THEM WHILE YOU CAN!

AD PREVIEW AND PLACEMENTS

Desktop News Feed Remove

Metal Sponsored

If you love your Metal then you need one of these AVAILABLE FOR 7 DAYS ONLY!

RETAIL STORES TODAY'S PRICE \$19

EXCLUSIVE

THIS GIRL LOVES HER METAL

THIS GIRL LOVES HER METAL

THIS GIRL LOVES HER METAL

\$10 OFF TODAY - CLICK HERE TO BUY

LOVE YOUR METAL?

Not Available In Retail Stores. This Girl Loves Her Metal Is Only Available For 7 Days Before We Go To Print - GRAB THEM WHILE YOU CAN!

Shop Now

Mobile News Feed Remove

Right Column Remove

Partner Mobile Apps Remove

Review Order Place Order

You will notice I blanked out my final Page Name and Teespring URL for obvious reasons. Some people who fail at Teespring and life in general are out to cause problems for successful people so I HIGHLY encourage you to protect your pages and campaigns where you can! That being said, let's move on.

- **Page** : Select your page that you have just created or one that you already run.
- **Headline** : Choose a Headline. Preferably a question that you know they will subconsciously answer **YES** to.
- **Text** : You can see where my text appears in the ad in the picture. Selfexplanatory really. Just ensure you create a **sense of urgency** and write what they **want to read**.
- **Call To Action** : **Important!** Having a "Shop Now" button separates a lot of the clickers from the buyers. The shop now button implies that they already have the intention to buy therefore clicking on it is ok. People who are still on the fence about whether they should buy or not may refrain from clicking it and save you a click charge.
- **News Feed Link Description** : This can be found by clicking on the advanced options link and is important as it gives the viewer more information before they decide to click. Create a **sense of urgency** here too and another hook. Then click that magic button – "Place Order". The ad will now go for a generic review and once it passes through all of the automated guidelines and checks you will receive an email and a Facebook notification that your ad has been approved. Happy Days. Now you can kick back for a little while and watch it go. In the next chapter I will go into detail about what to watch, keep your eye on and when you should pump or pull the ad.

Make or Break?

How do you know if you are onto a winner? Easy. If you have already made more profit from sales than you have spent when you have hit around 10% of your audience then you can safely increase the daily spend amount on the ad campaign in Facebook and ensure that all of your audience is reached before the campaign on Teespring ends. There are some exceptions such as high CPC problems etc. and I will go into these now. Considering that my campaign I created for demonstration purposes in this book is currently running on both Teespring and Facebook, I am going to use it as a small example here and will go into more detail for you now.

When to kill an ad

- If your CPC is too high. Anything over 40c is starting to ring alarm bells and you can bet that this market is highly competitive. It may flatten out and be something you can have a crack at in 2 or 3 months so if you have not made several sales after even 50 clicks then I would drop it. Unless you have a FAT budget, it's not worth trying to test the 10% of your market because it still has the potential to flop and that could be a lot of money wasted, just to pull out.
- Once you have reached a "Frequency" of 2 or higher. As per this image of my current ad on FB, you can see the frequency is at 1.43. This means that on average, people have seen my ad 1.43 times. After it hits 2 and above you can be sure that people are starting see this repeated on their newsfeeds and sales will slow down as will the clicks. You've hit the entire audience already so stop the ad. Hopefully you should have a ton of orders by now anyway. **DO NOT** delete your ad. The post will still be getting shared around and liked etc. Deleting it would be silly. Just turn it off.

WEBSITE CLICKS ?	REACH ?	FREQUENCY ?	TOTAL SPENT ?	AVG. COST PER WEBSITE CLICK ?
899	14,274	1.43	\$18.64	\$0.02

— Clicks to Website

- Once you have hit around 10% of your target audience but do not have a good amount of sales to create a profit after the cost of your ads. There will be no point scaling it up as the likelihood of that ratio changing dramatically is VERY low. A good way to try and claw your money back here is to request for the "Goal Drop" in the Teespring campaign manager and then let it tip with one more sale. Stop the ad, let the campaign continue (you may get a few more sales from organic reach on Facebook) and then collect your earnings when the campaign ends. Being smart enough will allow you to recover those lost costs in testing. If you lost a lot then I would presume your design just really sucked as your targeting should have been solid!
- Once your campaign on Teespring ends. Duh! But yes, some people do these things when they have around 60 campaigns running at once (yeah I've done it a couple of times, thinking I stopped it but didn't confirm!)

When to pump an ad

- When you have a very low CPC. I got lucky and my current CPC for my Ad I created in this book is only 2c! I wanted to exhaust the audience as quickly as possible so I increased the daily spend which in turn increases the amount of impressions Facebook will pump out to peoples newsfeeds on a daily basis. In turn, this brings more sales and brings them in much faster. It creates more hype on your ad, and the organic sharing and viral nature will take over from there. Keep paying for them until you reach your Frequency of 2 and if you still have a few days left on your Teespring campaign then go and do some more research and see if you can identify an additional market and hit them quickly too. You already know your design is a winner.
- When your current sales profits far outweigh your ad cost. Pump the daily spend up until you exhaust the audience. Not reaching your highly targeted and lucrative audience you researched when your campaign is killing it is just plain **DUMB**. People do this you know! You will need to stay active on your Facebook page and remove any negative comments on the post. Your ad will hit other Teespringers newsfeeds too and sometimes they can be really sore losers. Keep your eye closely on the comments and ensure you interact with everybody. Like their positive comments, reply to their questions and add the odd pic or sentence to the Facebook Page to keep it buzzing. Remember, if you build a decent campaign you'll also be building a highly targeted and successful Facebook page in the process!

Let's see how my campaign did.

My Campaign Results

My campaign finished just as I was completing this book so it would be rude of me not to show you the results. It wasn't an absolute killer campaign but it did make me a handsome profit and that's the whole point of this! If I had spent a lot more time on research and targeting it would have been even better but anyway, have a look.



The screenshot shows a product page for a black t-shirt. The t-shirt features a white silhouette of a girl playing a guitar and the text "THIS GIRL LOVES HER METAL" in red and white. Above the t-shirt are social media sharing icons for Facebook (4.5k), Twitter, and Print. To the right of the t-shirt, the text reads: "Metal Fan? Keep Metal Alive And Show Your Metal Pride! Normally \$29, but since you love your metal, you can get yours today for only \$19 AND it is a collectors item! **Limited Edition!** This will sell out! Order yours now. Check out the Additional Styles below for more options. Additional Styles: Hanes Tagless Tee - \$19.00. View sizing chart." Below this is a large grey arrow pointing left with the text "Campaign has ended". At the bottom, it says "This campaign reached its goal! 120 were sold (towards the goal of 50)" with a green progress bar.

Not too bad for a quick demonstration campaign. \$1,273.25 in profits from Teespring.

	This Girl Loves Her Metal (LIMITED)	120 / 50 sold	Ended 1m ago	\$1,273.25 profit	   
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Advertising Costs

I was pretty lucky with this campaign as I will usually pay anywhere from 8c to 28c for CPC, so the 2c per click was a lovely surprise!

teespring.com	Website Clicks	Inactive	937 Website Clicks	\$0.02 Per Website Click	14,766	\$2.19 of \$2.19	\$20.83 of \$20.83
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Total Profit and Loss

Profits from Teespring : **\$1,273.25**

Cost for Facebook Advertising : **\$20.83**

Cost for Image : I don't count this as I consider it an asset.

Total Profit In My Pocket : **\$1252.42**

Not bad for a few hours of work and checking on it every now and again. And this was just to give you an example. The next best thing about this was the amount of page likes I got. Have a look at the pics below of not only the post engagement and the organics but also the amount of likes I scored for the page! I could keep using this page for similar campaigns and soon have a popular page with a good number of likes and that are relevant too. Launching campaigns in the future in this niche would be great as I could use the page for free advertising and now have far more credibility. Have a look at this insane post engagement I got on the ad. Plus, check out how I changed the description as the campaign was about to end. Absolute killer.

Insane post engagement due to my laser targeting!



METAL NEVER DIES

LESS THAN 2 HOURS LEFT!!! - LIMITED EDITION - These Will Sell Out!
Grab them now - <http://teespring.com>

REGULAR VALUE: \$29.99
TODAY'S PRICE: \$19

THIS GIRL LOVES HER METAL

LIMITED EXCLUSIVE EDITION

THIS GIRL LOVES HER METAL

THIS GIRL LOVES HER METAL

278,016 people reached

Boost Post

Like - Comment - Share

10,793 232 3,042 Shares

How To Pump The Last 48 to 24 Hours

This one is easy. Provided you haven't exhausted your target audience yet or if you want to run your ad past the frequency of 2 because it is such a successful campaign and you can afford the budget, then just do this. Take your Facebook Ad Image and add a "ONLY 24 HOURS LEFT!" or a "LESS THAN 48 HOURS LEFT!" banner across it. You can do this easily in Photoshop or other image editors

In addition, you **MUST** change out your Facebook Ad Descriptions as I did per the above image. It creates that sense of urgency and gets people moving their butts. That's it. It's a piece of cake and creates that final surge in sales before the campaign ends.

How To Get Support

*If you need support **DO NOT POST** in the thread, either use Skype or send Email/PM. If you do post in the thread I reserve rights not to reply to you anymore and cut you off of my support list. Learn the difference between „support“ and „sales thread“. I cant stress how important this is, so please dont reveal things publicly or create drama, simply **contact me**.*

Please allow up to 12h for response, usually it's fast but I have to sleep as well. Thank you.

To Conclude

I trust you have found this guide useful and informative. If you start dominating on Teespring please let me know as it's always nice to hear success stories. The two personal friends of mine I coached on this particular gig are now making some serious cash. Don't be disheartened if you start off on a bit of a loss, and even if a bunch of your first campaigns fail. This is natural and part of the learning process but if you study and implement the information in this guide, you have the best chance of making it. You should already know how to mitigate your losses and claw back the capital from testing the campaign so if you do that correctly you'll be good as gold. For your 2 free Facebook Ad Designs or for any questions related to this guide, feel free to drop me a line on

support@sonex-products.info

Thanks again for purchasing this guide.

Best wishes to you and here's to your success!

Antonio