

THE 6 STEPS

THAT 6 FIGURE STORES FOLLOW

TO MAKE

\$10,000

WITH PRINT ON DEMAND



SARAH CHRISP
FOUNDER OF WHOLESALE TED

Introduction



Hi there! I am Sarah, founder of Wholesale Ted, one of the largest YouTube channels dedicated to giving actionable advice on how to learn the skills to build a REAL Print On Demand business, by creating awesome images using apps like Canva, Midjourney, DALL-E & ChatGPT and then selling them onto products that customers love.

Inside this ebook, you're going to learn the 6 steps that every 6-figure (and 7-figure)

Print On Demand store follows, to earn over \$10,000 a month.

IN STEP 01

we will discuss the very foundation of your store: choosing a niche. As you'll discover, picking a niche market to create designs for is how I'm able to fast-track my way to 100+ sales when starting a new Etsy store:

Etsy Transactions	Etsy Order confirmation for: US\$67.47
Etsy Transactions	Etsy Order confirmation for: US\$49.48
Etsy Transactions	Etsy Order confirmation for: US\$31.27
Etsy Transactions	Etsy Order confirmation for: US\$28.73
Etsy Transactions	Etsy Order confirmation for: US\$30.74
Etsy Transactions	Etsy Order confirmation for: US\$49.48
Etsy Transactions	Etsy Order confirmation for: US\$31.08

IN STEP 02

we will discuss how to create great products using free & low-cost apps like Canva, Midjourney, DALL-E & ChatGPT. Using my strategy, you'll discover how 1 viewer was able to make 6 sales within just 4 days of opening their RedBubble store:

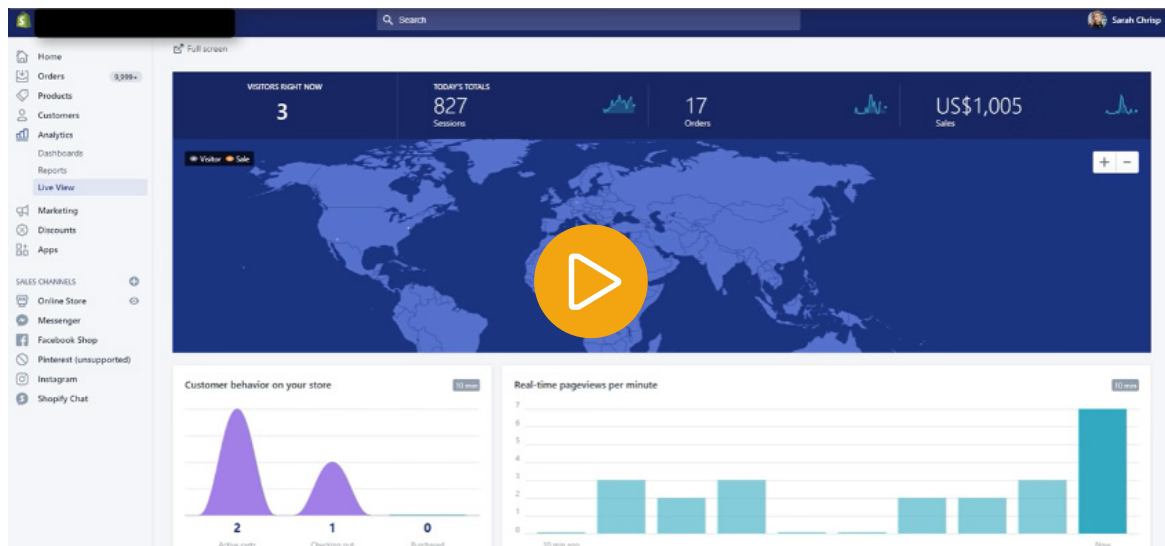


Ry Ry • 1 week ago

I am 4 days into redbubble and already have 6 sales...thankyou.

IN STEP 03

we'll discuss how to set up a store so that it runs passively, on autopilot using Etsy & Shopify. If you've watched the videos on my channel, Wholesale Ted, you will know that I'm not just interested in earning money: I'm interested in earning it passively, which is one of the reasons why I love Print On Demand stores so much. For more information, I highly recommend watching my video, [5 Income Sources I Built In My 20s That Earns Me Over \\$1,000/Day:](#)



IN STEP
04

we'll discuss how to scale your profits fast, by upselling customers into big orders using sales psychology & product tactics. Take for example this sale I received on Etsy recently for over \$500. I upsold the customer into buying multiple products for me at once. It is much easier to make \$500 this way, compared to making \$500 from single one-off orders:

Etsy Transactions

Inbox Etsy Order confirmation for: US\$527.33

IN STEP
05

we'll discuss the key to getting free traffic & advertising to your store: algorithms! Yes, websites like Google & Etsy use algorithms to decide which products they will promote to users that browse their website. If you're tired of paying for advertising, you'll want to read this.

IN STEP
06

we'll discuss why & how I usually only need to spend 30 minutes a day (if any at all!) to run my shops. As I'll explain, if you set up a Print On Demand store the right way, then it practically runs itself. As cheesy as it is, it means that I'm now able to earn money literally as I sleep!

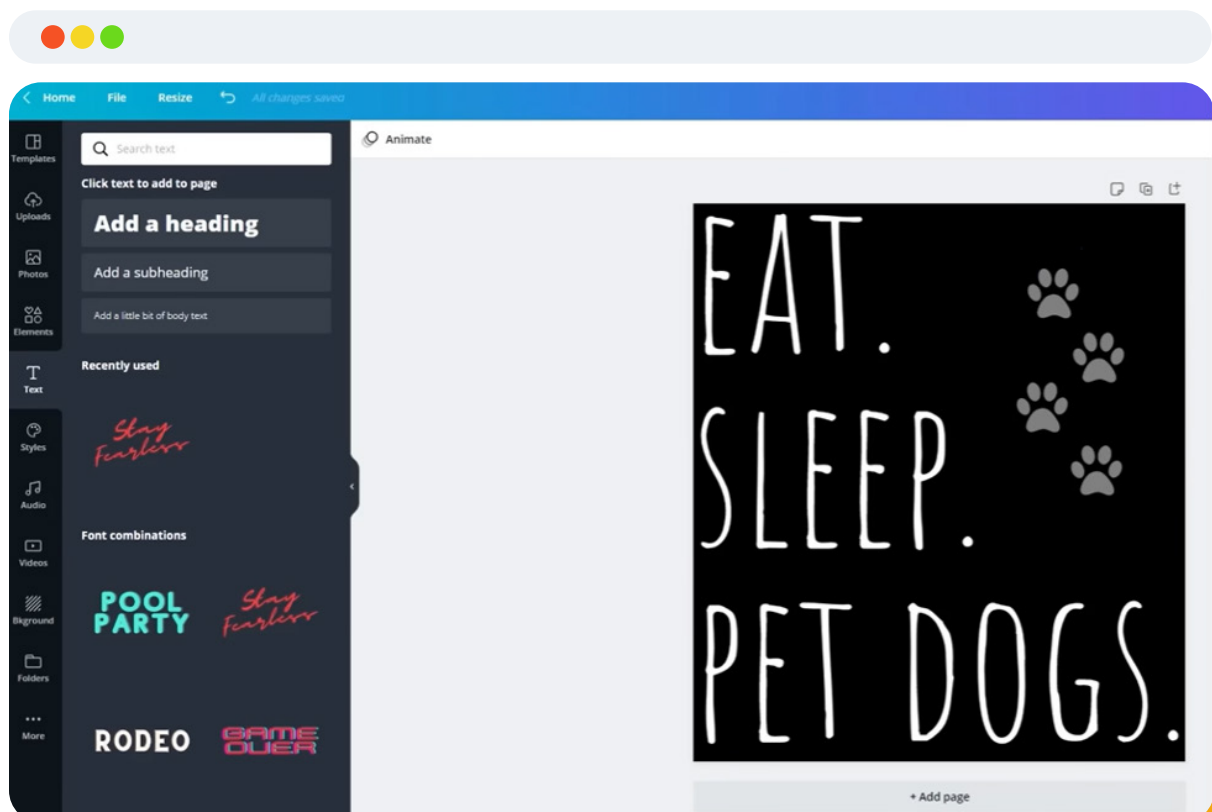
So then - it's time to get started! First up, I'll quickly explain what Print On Demand is for those of you reading that are new. And then next, I will explain the 6-step process. If you already know what Print On Demand is, you may wish to skip straight ahead to the 6-step process. So, pick your next chapter, and I'll see you over there!

OK Sarah, What Is Print On Demand? **And Why Do You Love It So Much?!**

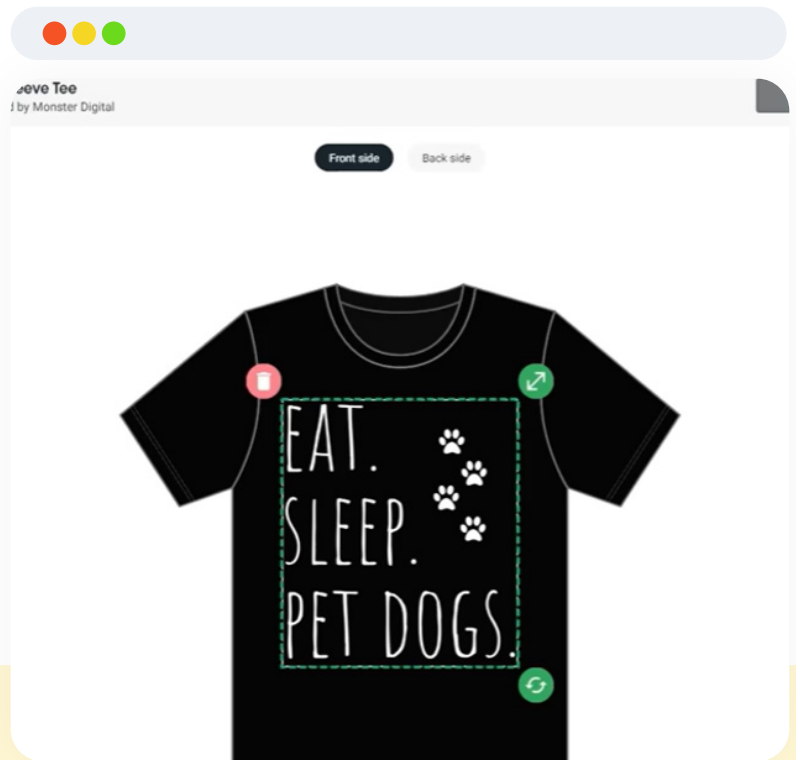
Great questions! Now, as I said in my foreword, some of you reading will know what Print On Demand is and if that is you, feel free to skip this chapter. But if you don't know what it is: keep reading!

So, the best way to sum up what Print On Demand is, is it's a fast, easy & "free" way to sell pictures that you create (using apps like Canva, Midjourney, DALL-E or Photoshop) onto products like t-shirts, mugs, posters, and even shower curtains!

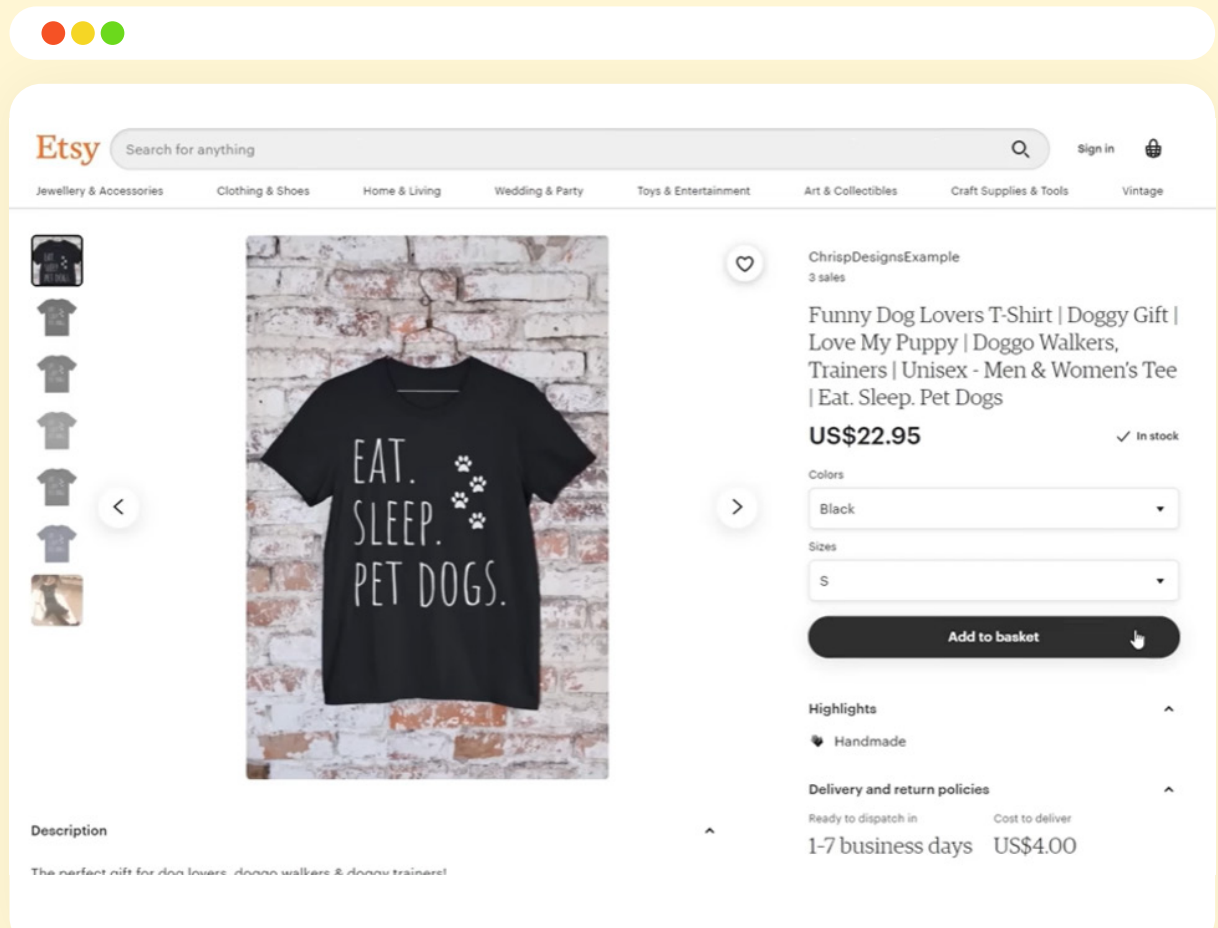
My video, [How To Start A T-Shirt Business For FREE](#) explains how it works. You first take a design you make like this one I made in Canva:



And then, using services like Print On Demand services like Printify, you digitally place it onto their range of products such as t-shirts (which generally cost around \$8-\$12)



And you can then list these products, such as this t-shirt for sale in a store you create (such as on Etsy, or RedBubble, or your own Shopify store) for a nice markup price:



And then, when a customer buys a t-shirt from you, Printify will then print the t-shirt & ship it out to the customer automatically:

The screenshot displays the Printify dashboard for order #20089, dated April 06, 2021, at 4:05 PM. The interface includes a navigation bar with 'Catalog', 'My Store', 'Orders', 'Printify Premium', and 'Help Center'. The main content area is divided into several sections:

- Order details:** Shows the order is printed in the United States by Monster Digital. A blue box indicates it is estimated to ship from the print provider by Monday, April 12.
- Item details:** Features a 'Funny Dog Lovers T-Shirt | D...' with SKU 2479930625, Bella+Canvas 3001 - Black - S. The item status is 'In production' (updated recently). A 'Waiting for fulfillment' badge is present.
- Financials:**

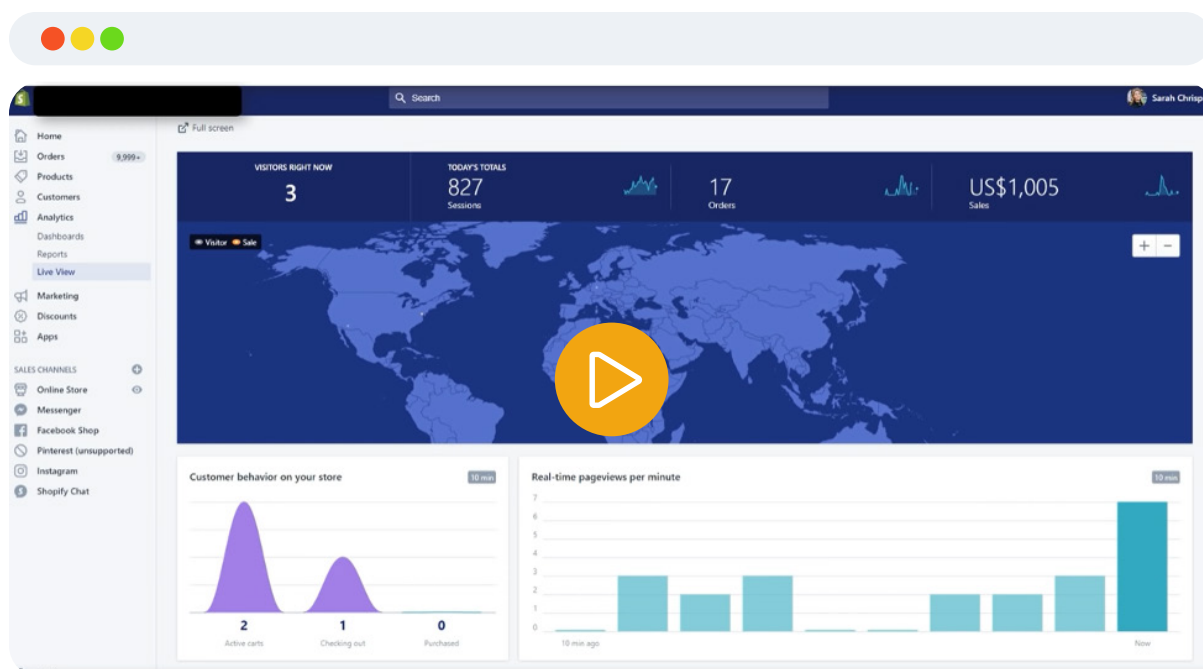
Revenue, USD	USD 22.95
Costs, USD	USD 8.55
Profit, USD	USD 14.40
- Customer information:** Includes personal details for Sarah Chrisp (tutorials@wholesaleled.com) and a shipping address.
- Billing summary:**

Production	USD 8.55
Shipping	USD 4.00
Total costs	USD 12.55

While you keep the difference in profit! Because you only purchase each product individually after the customer has bought it from you, it's a great business for beginners with low start-up budgets. And because Printify handles the product production & shipping, it is very passive.

Plus, it's also one of the most environmentally friendly ways to open a store. Why? Well because many Print On Demand providers, such as Printify, have factories worldwide. So, when a customer in the USA orders a t-shirt from you, you can get a print provider in the USA to make & ship it to them, domestically. Or if a customer in the UK buys a t-shirt from you, you can get a UK print partner to make & ship it domestically. Or if a customer in Australia buys a t-shirt, you can get an Australian print provider to make & ship it domestically.

This is revolutionary. Historically, most online stores would have a single fulfillment center or warehouse in one country (like the USA) and then, if a customer from Australia ordered a product from you, you'd have to put a package on a plane, and fly it half way across the world to them! But now, thanks to Print On Demand, you can produce products for customers domestically, while supporting local jobs too.



For these reasons, plus many more, Print On Demand is my preferred product sourcing method! So then, now that we know what Print On Demand is & how it works, let's get started by discussing **Step 1: Choosing a Niche.**

STEP 1

Choose A Niche Market



So, when you start a Print On Demand store, you've got 2 ways you can do it. One, is to build a general store that sells any design or product that you want. Or two, you can build your store around a niche market, which is usually what I recommend doing instead:

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)

niche market

noun

a small, specialized market for a particular product or service.
"the product is very much aimed at a niche market"

So for example, this here is a successful niche store on Etsy, that focuses on selling animal prints. They are all on the same niche (zoo animals):

HappyLittleZoo

by Zuhai Kanar Yeaman
Houston, Texas
28,234 Sales | ★★★★★

★ **Rave reviews** Average review rating is 4.8 or higher

♥ Follow shop

Items

Reviews

About

Shop Policies

Search

All 450

Animal Groupings 14

Australian and Arctic 24

Bow tie And Golf Animals 47

Canvas Prints 3

CLEARANCE 26

Floral WOODLAND 58

Floral WOODLAND SETS 27

Featured items

Safari Nursery Prints Nursery wall Art S...
\$75.00

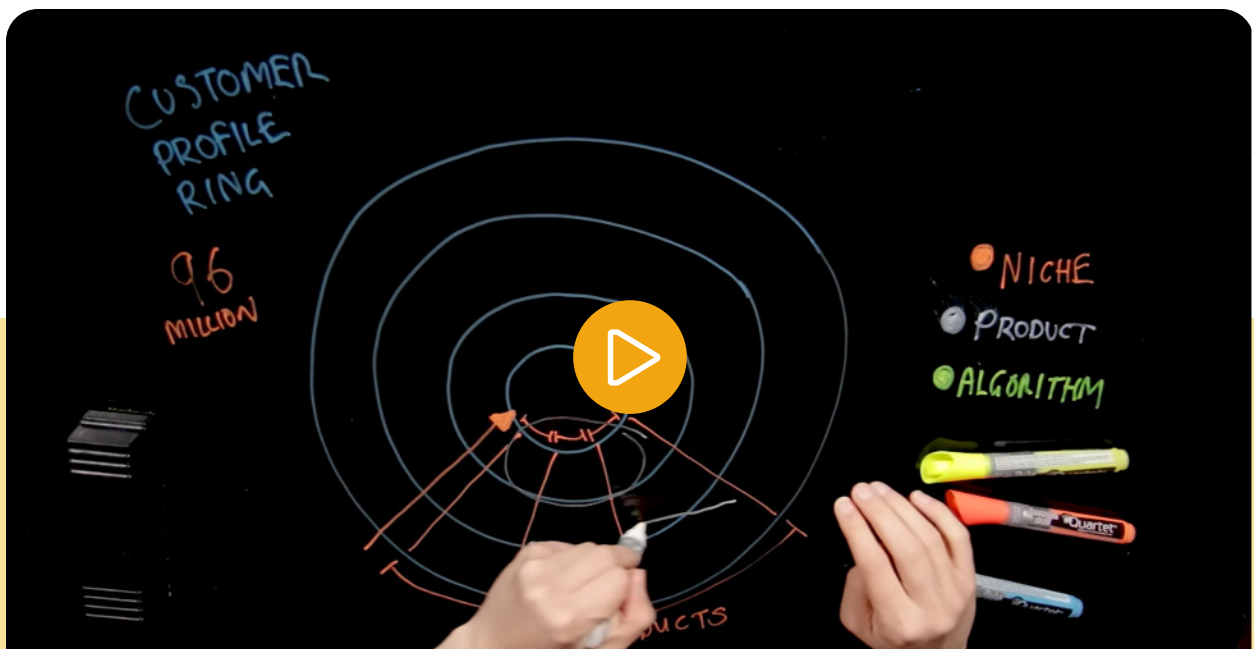
Australian native Animals, set of 3 print...
\$45.00

Woodland Nursery Decor, Nu...
\$85.00

A lot of people are worried that if they focus on one niche, that this will limit their profit potential. However, I would argue the opposite. Instead of limiting your profits, it actually makes it easier to make money! Niche products are extremely popular which is something I discuss in my video, [Best Niches To Make \\$25,622 Per Month](#):



But it's not just because they are popular with customers. It is because it is usually easier for new stores that focus on 1 niche to get free traffic from websites like Google and Etsy. I explain why in my video, [THIS Is How The Etsy Algorithm Works](#) where I draw a graph of the Etsy traffic algorithm so you can visually see it for yourself:



As I explain in this video, Etsy chooses which products to advertise on its search results & homepage through their algorithm, which “tests” new products. When you put a product on Etsy, from my experience, it does the following:

- 01 It selects a group of customers that it thinks might like your product. I call these “test impressions” and “test customers.”
- 02 It then puts your product on their search results/homepage/app, artificially promoting it to those people, to see if they will click on it.
- 03 If they click on it, Etsy will keep advertising your product on users' search results/homepages/apps etc. But if they don't click on it: they'll stop recommending it.

So it's important for the products you put up on Etsy, to “pass” this test. Which is why I like to make it as easy for Etsy to pick a group of test customers by creating niche products.

For example, take this mug that I created in Canva, that I showcase in this video. It is a funny Dachshund themed dog mug:



Well, when Etsy decides to place this mug in front of a group of customers, it is much easier for them to pick potential customers since this mug fits several niche criteria:

01 It's a product for an owner of a specific dog breed (Dachshunds)

02 It's a product for people that love hot drinks like coffee.

03 It's a product for people that like to buy funny, joke items.

Because it's so specific, it is much easier for Etsy to find the right customers because they can match it to the users that fit all of this criteria, which will give the mug a much higher chance of passing the test.

Whereas, compare it to a broader dog mug that I also showcased in the video:



Because this is so generic, Etsy doesn't have as much "data" to work with, to pick the test customers. And so it is less likely that they will pick the right customers that would actually want to buy this, and the mug is more likely to "fail" the test.

So then: what should your niche market be? Well, in my experience, it is much easier to succeed in a niche where YOU are a customer yourself. By picking a niche that you buy products in, it will give you a big advantage. And to find out why, read on to step 2.



STEP 2

Create Great Products To Sell



So, a good question I'm often asked is this: "OK Sarah, what is a great product?" And, well, It's simple: a great product makes customers go: "Wow, that is super cool. I want it!"

That's it. That is a great product.

And the easiest way I've found to do that is to create products that fill a gap in the market.

Filling a gap in the market means that you identify products that customers would like to buy, but can't, because they don't yet exist. Or, you find products that do exist... but they aren't very good, or that customers would like more variants for. You then create a product to fill that gap for them. It's a concept I discuss in this video: [My 2 Tricks To Making Money Faster.](#)



Inside this video, you'll see that there was a viewer who left a comment on my channel, saying that by following the advice in my videos, they were able to make 6 sales within just 4 days of opening their Print On Demand store (using RedBubble) and they left a link for me to review their store. When I did, I was able to identify why exactly they had made money so quickly, despite their store being so new - and it was because they had found a gap in the market, and then they filled it.

On RedBubble, a popular product is bath mats, featuring photos of beaches. At the time, the only photos of sandy, cliché beaches had been uploaded onto bath mats. And so what this viewer did, was they uploaded a photo of a rocky beach. For people that loved rocky beaches, this was perfect and exactly what they wanted. And so, despite being new, their store quickly started making money, fast:



This is also exactly why I believe that for most people, a “great niche” is one that they are a customer in. Usually, it would be very difficult to come up with a unique product idea that fills a gap in the market. But, it is a lot easier when you pick a niche that you are a customer in.

When you do this, you can use yourself as a yardstick. What would you like to buy, but can't? What designs would you buy that don't exist? It greatly speeds up the research process.

But of course, once you've identified product opportunities, it is time to make them! And there are 2 tools that I use to do that. The first is Canva. [I have a step-by-step tutorial video, that shows you how to do this, with t-shirts as my example:](#)



Canva has revolutionized my Print On Demand business: however, you need to know the right types of file settings to save your designs in to make them suitable for printing, which is why I highly recommend watching my video as it explains how to do it.

Another tool that I use - that is entirely optional - is AI art.

I know AI art is controversial so as I said, it is optional.

But I'll be honest: it has revolutionized my business. Previously, designers like me that weren't artists were stuck using the same stock images on apps like Canva. And while there are a LOT of images in Canva (there are millions of assets in the PRO account), when we are all pulling from the same image library... it can be easy for designs to start to look "samey."

That is where AI art came in. Thanks to apps like Midjourney & DALL-E, I now utilize that to create unique images for me, where previously I would have used stock art.

It means that my designs look unique. To learn more about using Midjourney, you can watch my video: [Start An AI T-Shirt Side Hustle](#).



And let's not forget about ChatGPT. Not only is DALL-E another amazing option for creating artwork, but ChatGPT can also be an incredible resource for coming up with slogans. For more information be sure to why my video, [Master The Perfect Print On Demand ChatGPT](#).

[Prompt:](#)



But, I do have to stress... I do not think that apps like Canva, Midjourney & ChatGPT are “magic.”

Yes, they can create images for you, but you still need the idea. You need to come up with the idea for a product that your customers (such as yourself!) would like to buy, that fills a gap in the market. Then, you can use these tools to help you turn your idea into reality.



STEP 3

Build A Semi- Automated Online Store



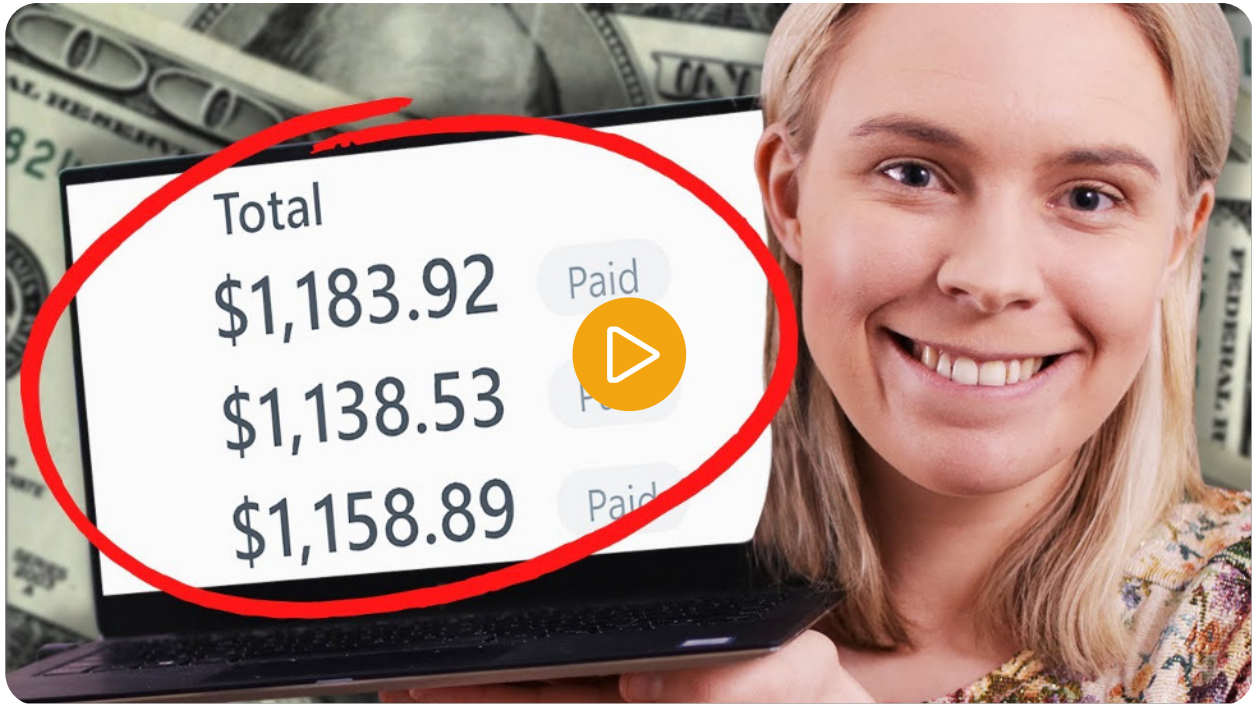
So, not too long ago, I learned the importance of building up income streams that make you money even if you can't (or don't want to!) work.

You see, I was on a vacation in Canada. The night before my flight home, my stomach started feeling funny. That funny feeling turned into a strange, unbearable pain in my right abdomen which turned out to be... can you guess? [An appendicitis! I shared my story in this video.](#)



That experience did two things. Firstly, it filled me with a lot of gratitude. If you watch the video & listen to the story, you'll see that the whole ordeal was extremely expensive! It also meant that I had a long recovery period where I couldn't work, so I was very glad to have multiple streams of passive income. But secondly, it made me very sad that not everyone is as lucky as me. And so I hope with this ebook, and my channel, I'll be able to help others too. But, I digress...

One of the big advantages of Print On Demand is that unlike traditional stores where you have to hire staff members to run it, anyone can now "come into" your store anytime, anytime, and purchase items from you - even while you're asleep! To find out why my stores are able to run passively thanks to Print On Demand apps like Printful and Printify, be sure to re-watch my video: [How I Built 5 Sources Of Passive Income.](#)

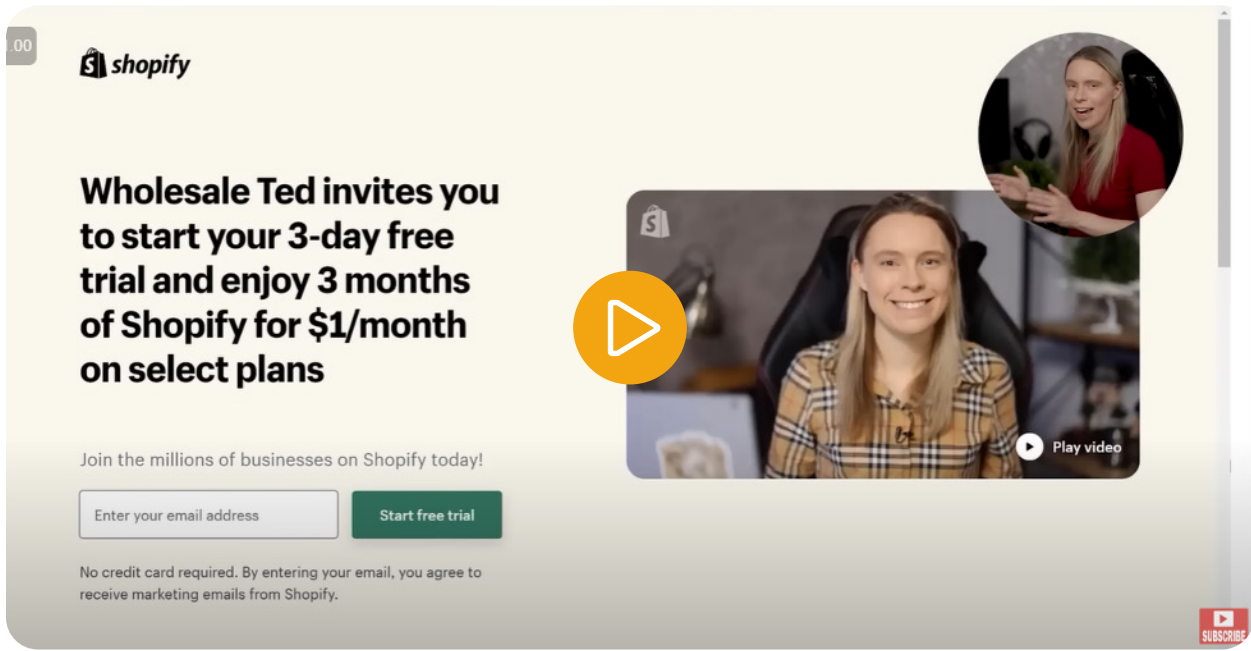


But, this leads to another question: “Sarah, where do you sell your products?”

And that’s a good question. The first place is Etsy. There are over 95 million active customers on Etsy, and they love buying POD products. To learn how to set up a store on Etsy with Printify, [watch my Etsy store tutorial here:](#)



And the second platform I sell with is Shopify. You can learn the fast & easy way of setting up a store by following my [Shopify tutorial video here](#):



00

shopify

Wholesale Ted invites you to start your 3-day free trial and enjoy 3 months of Shopify for \$1/month on select plans

Join the millions of businesses on Shopify today!

Enter your email address

No credit card required. By entering your email, you agree to receive marketing emails from Shopify.

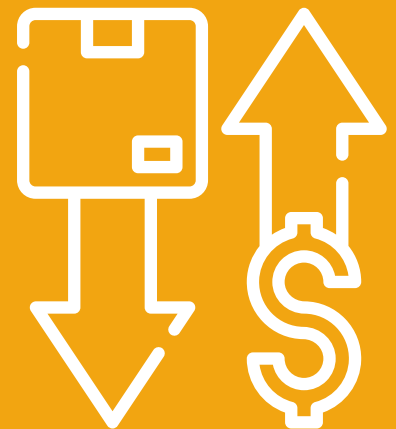
Play video

SUBSCRIBE

Even if you plan on having Etsy be your main traffic strategy, I highly recommend setting up a Shopify store and linking it to your Etsy profile. This will help you gain traction in Google's search algorithm as your Etsy store grows, and allow your store to become its own source of passive income, diversifying your income streams so you aren't reliant on Etsy financially.

STEP 4

Use
Psychological
Triggers
To Upsell
Customers
To BIG
Orders!



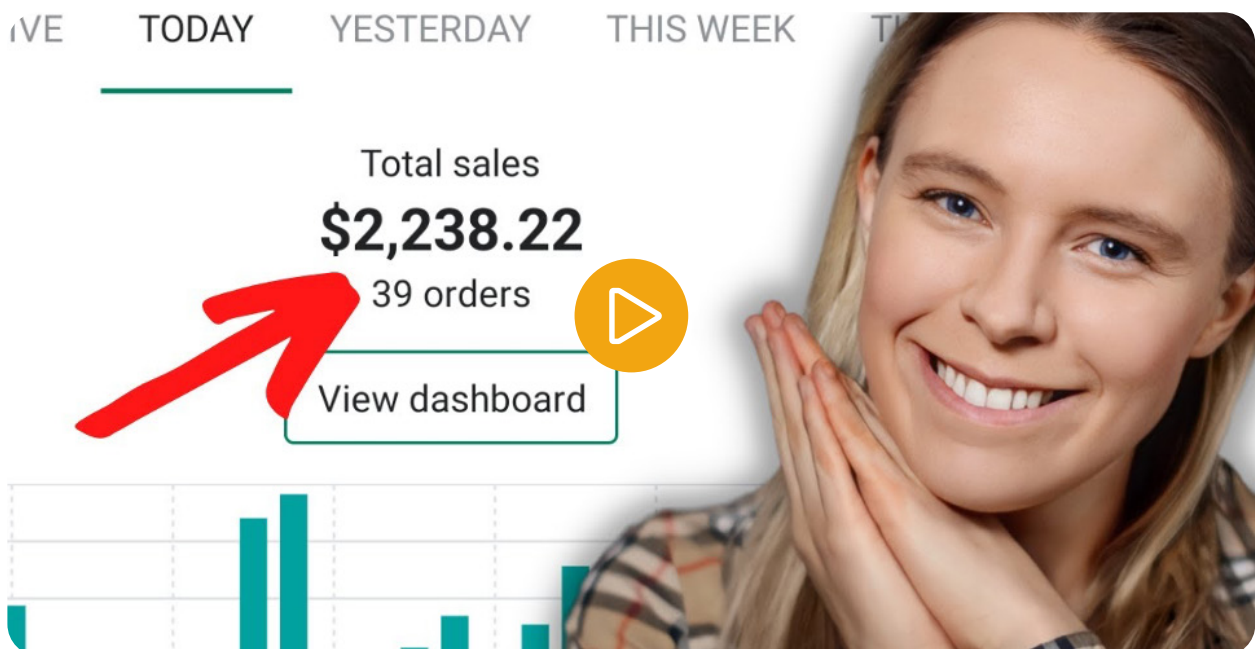
Yes! If you really want to maximize your store, then you don't just want to focus on customers buying 1 item. Nope! It's much better if they buy 2, or 3, or 4, or even 5+ items from you, this is the key to making big profits, such as this sale I had the other week on Etsy, for over \$500 from just 1 sale:

Etsy Transactions

Inbox **Etsy Order confirmation for: US\$527.33**

One very effective strategy that I like to use is taking the same designs, and then placing them onto multiple products. That way, if a customer sees a design that they like on a t-shirt, it is easy for them to go "I really like this t-shirt... oh look, it's on a sticker too? Why not, I'll add that in... What's that, there are other cool stickers in here? Why not add a few of these in as well."

It's one of the simplest, most effective ways to drastically increase your Average Order Value (AOV) as a Print On Demand store. To learn more about the items I have diversified into, watch my video: [5 Products I Sell That Earn Me Passive Income Every Day](#).



And honestly, while this video of mine I'm about to recommend is pretty old, the sales methods I discuss in it are classic. These sales tactics never change as they are based in human psychology. If you understand how and why customers buy products, then you can use that to upsell them into big orders. And in this video, I discuss the psychology behind why customers choose to buy products, and how to use that knowledge to get them to buy more from you: [10 Psychological Triggers To MAKE PEOPLE Buy FROM YOU!](#)



STEP 5

Get Customers
Into Your Store
So That They
Can BUY!



YEP. Sadly, customers don't just wander in on their own although that would be nice.

Instead, you usually have to get customers in the door yourself. And my personal favorite, #1 method for doing this online is with free traffic from algorithms.

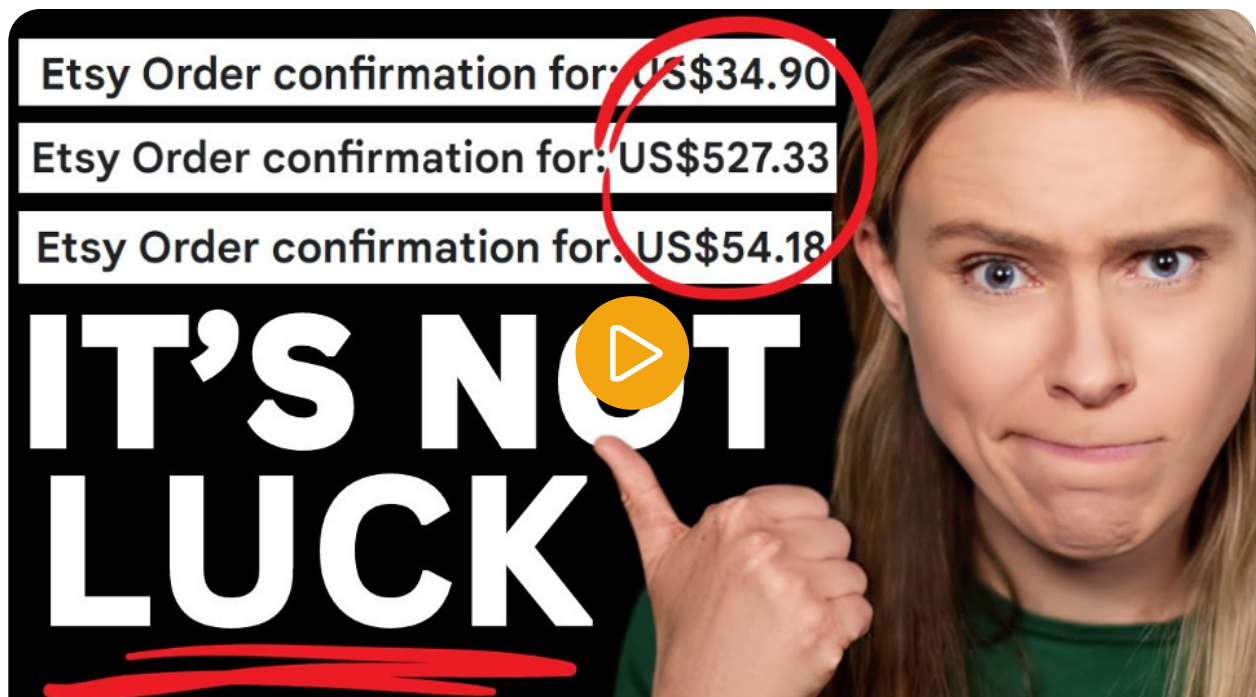
Take Etsy. On there, Etsy's algorithm will constantly advertise products to customers browsing the app in multiple ways:

01 They will advertise a selection of chosen, curated products on their homepage.

02 They will showcase products to them when they use Etsy's search bar to find products.

03 They will promote chosen, curated products to the customer inside of their Etsy mobile app.

Learning how to get Etsy's algorithm to choose to promote and push YOUR products is key. And to understand that, you need to understand the New Product Boost strategy, and why it is so effective. It is a big topic, so I highly recommend re-watching my video that discusses it, [THIS Is How The Etsy Algorithm Actually Works:](#)



STEP 6

“Run” Your Store & “Manage” Sales!



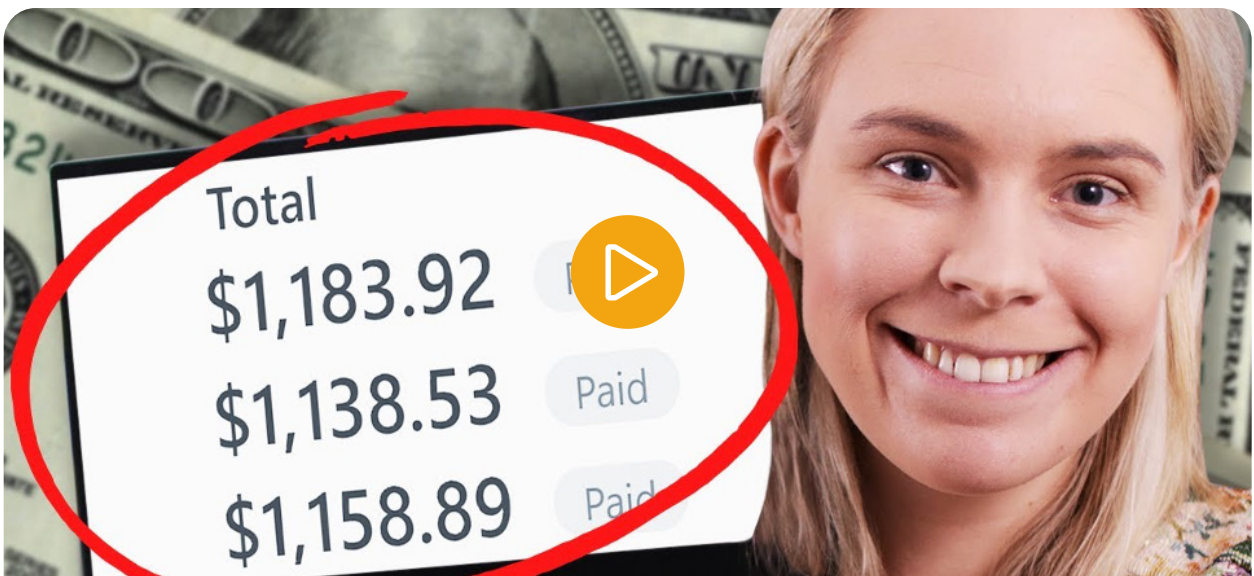
YEP. Now is the fun part! Once the sales start flowing in, it's time to ensure customers get their orders. And the wonderful thing is that from my experience, if you set up your store right, a store that earns \$300+ per day takes at MOST 30 minutes a day to manage (usually much less).

Why? Well it's because Print On Demand companies do literally everything from you. When a customer buys an item from you, you don't have to do anything. Instead, the Print On Demand company will:

- 01** Print your design onto the product the customer bought.
- 02** Package the item & ship it out to the customer.
- 03** They'll then send the customer their tracking code via the app.

The customer gets their tracking code and then shortly after that, their package. This all happens automatically hands-off.

You don't have to do anything. It is extremely passive. To learn more, I highly recommend re-watching my video, [How I Built 5 Sources Of Income In My 20s That Earns Me \\$1,000/Day:](#)



BUT, this all depends on one thing... that you pick RELIABLE Print On Demand companies.

If you pick reliable Print On Demand companies, then they will print amazing, high-quality products on time that customers love. When customers love their products, you won't get any emails from them which makes the entire process hands-off.

However, if you pick a bad Print On Demand company because they are cheap, that is when you start to run into problems!

A bad Print On Demand company will ship out products slowly, which will annoy customers, who will then start asking where their products are. They will also potentially print bad quality products, which will also (understandably) cause customers to email you.

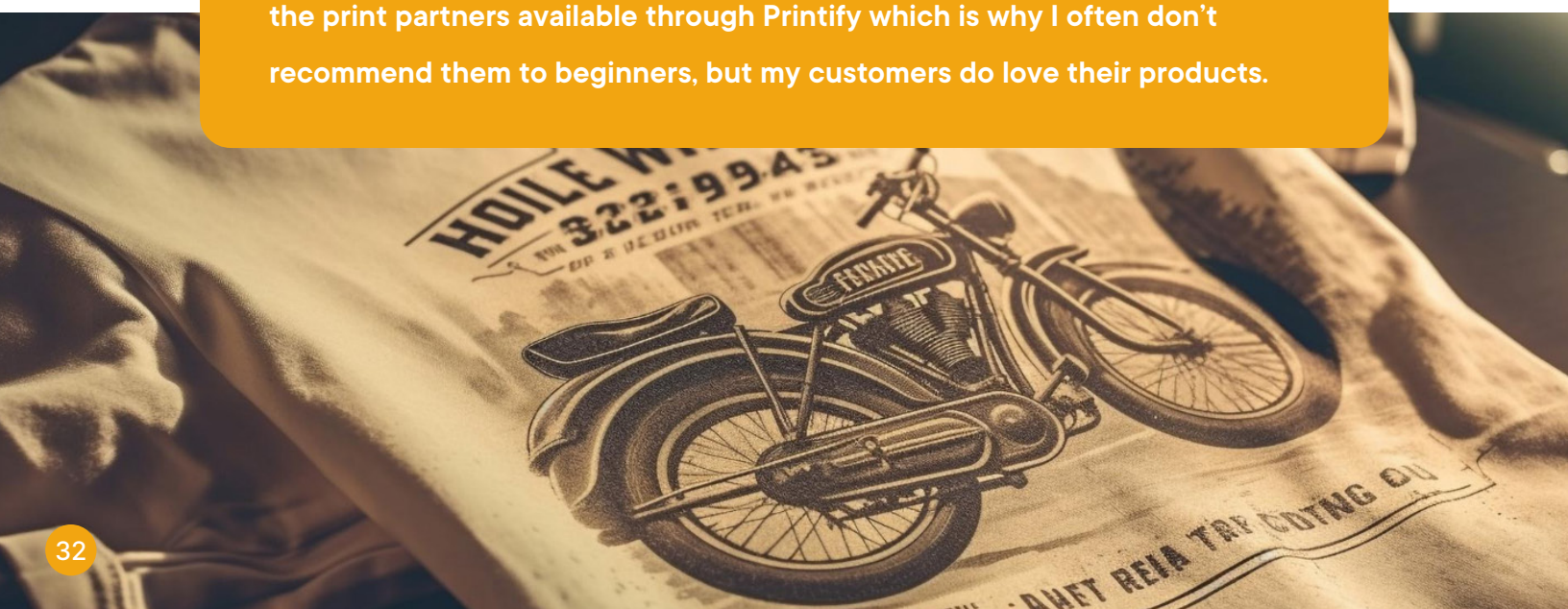
My Print On Demand stores are an extremely passive source of income, because I pick amazing print partners to work with. Some of my personal favorites are:

Monster Digital from Printify.

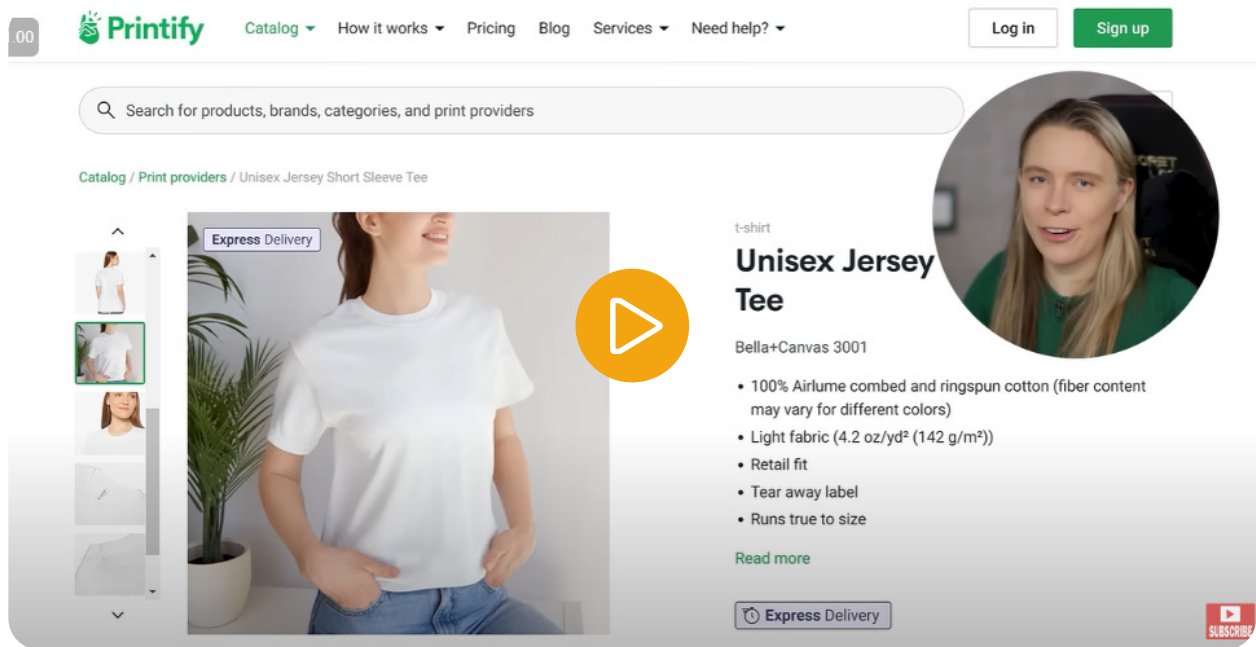
SPOKE Custom Products from Printify.

Printed Mint, either through their own website, or through Printify.

Printful. I absolutely love Printful. They are a bit more expensive than the print partners available through Printify which is why I often don't recommend them to beginners, but my customers do love their products.



To learn more about my tips picking amazing Print On Demand companies, I highly recommend watching my video, [What YouTubers DON'T TELL YOU About Print On Demand:](#)



AND THAT'S IT! Now you know that 6-steps that 6-figure online stores follow to make \$10,000/month with a real business that:

01 Finds & creates great products to sell.

02 Puts those products in front of their ideal customer.

03 And gives those customers a great reason & incentive to buy!

Now I can imagine that some of you are saying, this was great Sarah, there is just one problem....

I want more!

I want more training, I want more tutorials, I want more help in launching my new ecommerce business. For years, I just ran my YouTube channel, but after getting a flood of requests for a curated program I decided to go beyond the YouTube videos. That is why I created our premium, over-the-shoulder, video training program, The Ecomm Clubhouse.

Inside, you'll learn my personal tips & tricks that I have used to earn passive income online with Print On Demand (and, as a free bonus, I also include my dropshipping tricks too, if you'd like to learn another semi-passive product sourcing method).

While there is a wealth of information available online for free, let's be honest - it's extremely disorganized. I designed The Ecomm Clubhouse to be a curated course of information I wish I'd known before I had started my first store.

Plus, my course has a 7-day refund policy. You can try it for yourself and see if it is right for you, and refund it for any reason, so you have nothing to lose. So, if you'd like to check it out for yourself, go ahead and take action.

[Join The Ecomm Clubhouse Now](#) 

