

You're listening to the Rockbition Business Podcast Episode #5. Today, we're going to talk about selling your merchandise online, so stay tuned.

Hi! I'm Nancy Halligan of Rockbition.com and I teach musicians and music venues, how to use digital strategies and platforms to promote their music and shows. I've been a musician for most of my life and I've even owned a music venue so, I bring a unique perspective to promoting because I can understand what both sides are trying to achieve. This is the Rockbition Business Podcast.

So, today we're going to talk about selling your merchandise online. There are so many different choices now for selling things online that the possibilities really are endless. I'm only going to talk about 4 today and I'm really only going to talk about 2 in depth because those are the 2 that I've used before. I'm still looking into a couple of these others, but if you have used any of these others or even any different ones that I don't mention, I'd love to hear about them, I'd love to hear how they're working for you and what you like and don't like about them. The biggest reason that you want to do this, is because it creates a lot less work in the end. You're not having to keep an inventory online. Now when you're doing local shows, sure you got to have an inventory and I totally recommend using a local t-shirt printer for that. You want to help support a local guy doing that, or girl.

So, the first one I want to talk about here is Spreadshirt. It's spreadshirt.com. It is super easy to upload your designs. It's super easy to get your shop set-up and I like this one in particular because you can have multiple shops under 1 account. That works for me because I do have a couple of different businesses. It's super easy to customize and I like that I can actually put my brand color into the shop and so, I'm not having to put like a hex code in for each color that I need. I can save that into my shop and then I can use the colors that I need. You can also select pre-made social media icons.

What I like about Spreadshirt, is that they actually include Bandcamp, SoundCloud, Apple Music, Spotify, so it's super easy to put your music right into your shop and put a link so people can find you in these different places. The product creation is super easy as well. Like, once you get your designs uploaded, you can just pick different products and they have quite the amount of stuff. You can make shirts and that's anything from tank tops, t-shirts to muscle shirts, to sweat shirts like anything. They have household things. You can make posters for a wall. You can make coffee cups. You can make beach towels, I even found on here. Phone cases... the limit is just endless with this and I think it's cool because I do think that musicians need to start branching out and not just doing your straight up t-shirts and like a tote bag, I mean tote bags are great. I love tote bags and I have a ton of them. I will always buy that before anything else because I have enough t-shirts. But you know what I mean, you're always going to have those t-shirt buyers but you really want to have different stuff because you need to find out what people are interested in buying. Ask your fans, what do they want because you might be able to provide them with exactly what they want. You're giving them what they want and they're going to give you with the money for it.

The next one, I have is printful.com. Now Printful, I really like because it integrates with other things. Again, you make t-shirts, coffee cups, beach towels, tote bags, drawstring back packs, like all sorts of things. But this one, again, is super easy set-up, super easy design upload, easy product creation but this one integrates with Etsy, Shopify, Storenvy, even Amazon and like WooCommerce if you're using that on your WordPress site. If you don't know what that is, don't worry about it, you don't need to know about it. But that's one thing I like, because in my craft business I'm able to attach and sync these 2. So, Printful syncs right to my Storenvy shop and we can actually have like t-shirts and stuff for Crafty Rockers. That helps us not have to keep anything on hand. Like, we're already making jewelry and different craft stuff

and the last thing I want to do is, have to keep another set of inventory. What we're doing right now is any type of t-shirts, clothing like that, we're just doing it online this way because it's just easier and it's not any type of inventory we have to keep.

So the other 2 I have are teespring.com and Cafe Press. The only reason that I bring that up, I looked into Cafe Press a long time ago and I really didn't like what they had. It was kind of vanilla in their.... what they allowed you to do. Like, there was a quite a few products but it was very limited in the colors and in the design placements and all that. But they have since changed, so I am going to bring them up because I do know some other people that do use Cafe Press and are having success with it.

The other one is like I said is teespring.com. That is a good one for t-shirts as well. I do believe, yes, phone cases, they have beach towels, tote bags. They even have socks that would be cool. They have home decor, like posters and tapestries and stuff like that. There a lot of different things you can do there. They do have apparel for your pets too, which is always fun.

So, those are the 4. We're talking Spreadshirts, Printful, Teespring and Cafe Press. The whole big thing with this is that you're able to have no inventory. People can come onto your site, find the shirt they want or the item whatever products you have, pop it in their cart, pay for it, it'll go straight to these companies and they're going to do the printing for you and they're going to do the shipping for you. And, you're just going to sit back and collect the paycheck. How nice is that? So, this is a great way to have money coming in and not having to do a whole ton of work behind it. You're not having to, "Okay, we got an order today. We have to go package up and then we got to run to the post office and make sure it gets sent. Get the tracking. Make sure they receive it," all that's taken away with this which is great as far as I am concerned because it's one less thing that I have to worry about.

Like I said, if you have any other services that you're using or if you know more about the TeeSpring and the Cafe Press, please feel free to let me know. I would love to hear more about it. I'd love to hear if you're using something different and be able to check that out. So, that's all for this week. I'll see you guys again next week.

Thanks for listening to this podcast episode. I hope you found it helpful, head over to rockbitionbusinesspodcast.com/subscribe and sign-up to get the latest info about the podcast.