PRINT ON DEMAND FOR ARTISTS IN 2021
• Thumbs up & Subscribe!
• Today’s plan: Print on Demand for Artists in 2021
• Ask your Questions! (about anything)
Winners:

A Chan - UK
D Smith - USA
A Payne - USA

Stickers:
J. Masters - UK
A. O'Connor - UK
B. Lindsly - USA
C. Galea - Australia
D. Kuhnhackl - Germany
Who for:

- Artist, Designer, Illustrator
- Original work and you want to make a living from it somehow
- Competency in design, ideally paid or professional
Today:

- What Print-on-demand is
- Why artists should care
- Gameplan to follow in 2021 (and beyond)
2020 Lessons

● IP Clampdown is on
  ○ (More coverage, FB restrictions etc.)

● POD is not slowing down
  ○ (Merch Kornit, more fulfilment, growth across board)

● POD has (some) drawbacks
What is Print on Demand?
Print-On-Demand

Screen Printed
What does that mean for artists?
You can offer your designs for sale on *products* with zero up-front cost and no inventory hassles

- Via POD sites (like Redbubble)
- Direct to customer (using POD fulfilment like Printify)
You can focus on creating great designs and marketing (building a brand) – whilst someone else does all the rest.
Print On Demand Sites:
- RB
- Teepublic
- Society6
- Zazzle
- Fineartamerica

Print On Demand (Fulfillment) Companies:
- Printful
- Printify
- Gooten
Print on Demand Sites

PROS:
- Easy to start
- Large variety of products
- You aren’t responsible for anything
CONS:
● Copycats abound (and matter)
● You don’t control the rules
● You don’t get customer data (can’t build long-term)
Sites I would go with:

- Redbubble
- Merch by Amazon
- Teepublic
- (if designing posters) Society6 / FineArtAmerica / Displate
- Threadless
Print on Demand Fulfilment Companies

PROS:

- You can build a brand without product headaches
- More profit per order
- You can build a long-term business
Print on Demand Fulfilment Companies

CONS:
• Start-up costs (minimal)
• You answer to the customer
• You hand over control of your products
Marketplaces / Platforms:

- Etsy, with:
  - Printify, Printful, SPOD

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- Instagram / Facebook Shops (Shopify?)
- Faire / Tundra / Handshake
Where Artists Fail
Why Artists are in a great spot:

- You can create designs YOURSELF (quickly)
- There are multiple avenues for well-designed concepts (not just POD sites)
- Every design you create gives you more experience and is another asset with long-term potential
- What you create is easily shared online
Artist trap:

Too original

Sweet spot

Not original enough
Too Original:

- You don’t know how to describe it
- You’re not sure who would want it
- You’re not sure why they’d want it
- You rely on the style to sell it
Not Original Enough:

- It’s the same as what exists
- Somebody has already done it
- There’s nothing that sets your work apart
- You didn’t add any value
Sweet Spot:

- You know how to describe it
- You know who might like it
- It is delivered in your own style, but has a wider appeal (i.e., people not put off by the style)
- It represents an original take (adds value)
A 2021 Gameplan
2021 Gameplan | Research Questions

1. What ‘brand‘ would you create?
2. Who would it be for?
3. What can you create consistently?
4. What products would your customers like?
2021 Gameplan | Research Questions

1. What ‘brand’ would you create?
2. Who would it be for?
3. What can you create consistently?
4. What products would your customers like?
5. Where are your customers?
6. What are you offering that is new?
2021 Gameplan | What Now:

1. Start creating DAILY
2. Start outputting DAILY (uploading & posting)
3. Redbubble, Teepublic & Threadless store (for uploading)
4. Then start an Etsy store (POD fulfilment)
2021 Gameplan | THEN:

1. Keep going (maintain consistency)
2. Find partners who can promote your goods
3. Optional: Create a throwaway for ‘trend chasing’ ideas not related to your main brand
4. Create new ‘brands’, rinse & repeat
Create original creative designs for existing or emerging markets
My Advice:

- Get good & find where you fit
  - More quality, less quantity
  - No more ‘everything everywhere’
- Think People & Products, then Platforms
- Blaze your own trails
- Test, test, test
The Little Book Of T-Shirt Ideas

Michael Essek

- **16** Proven T-Shirt Idea Formulas
- Over **150+** Unique Examples
- Step-by-Step Instructions
- Original Illustrations

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