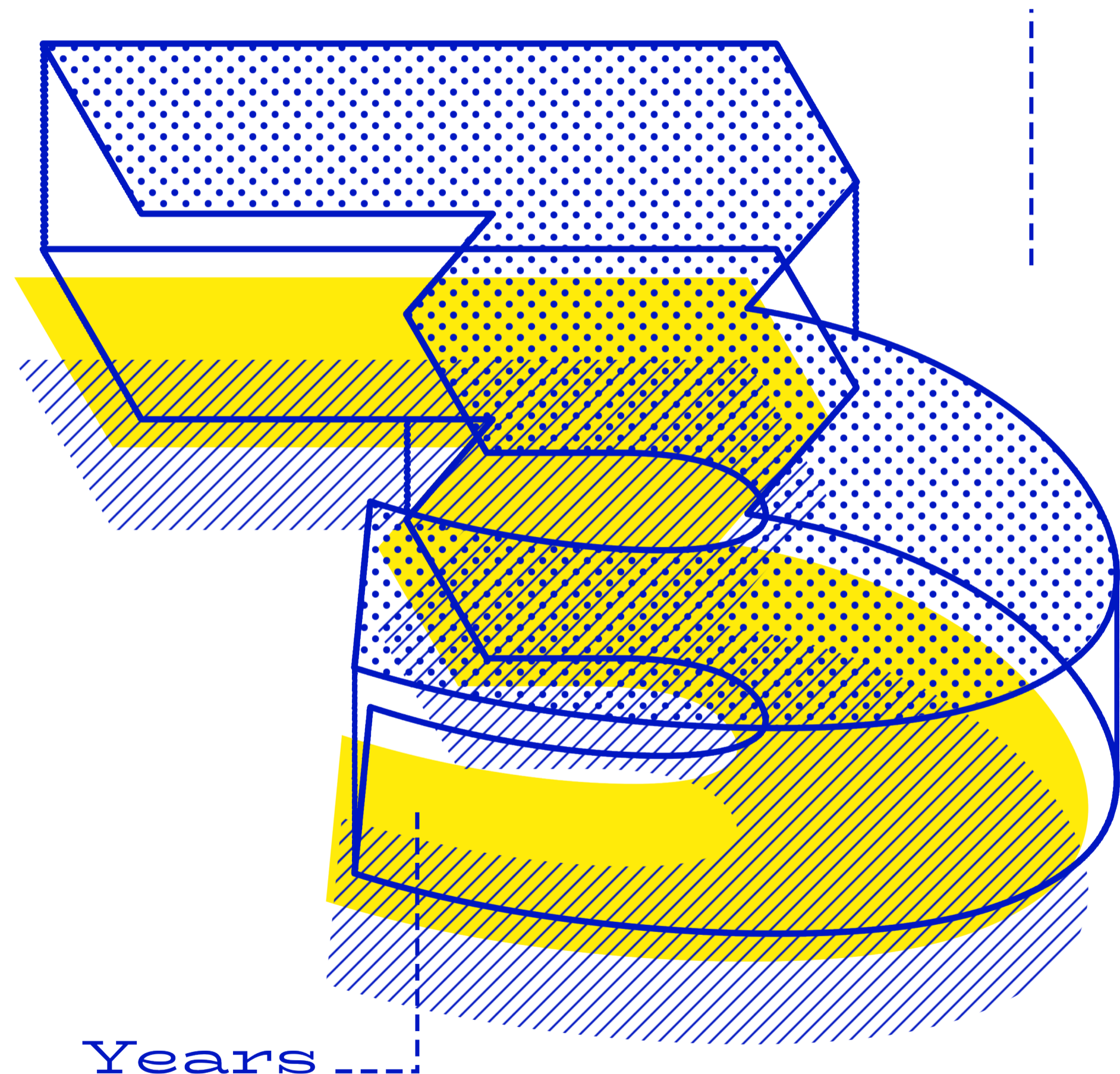


Vexels Merch #36 Digest

AUGUST 2021

The 36th edition marks the 3 year anniversary of this resource, and after such a long time, we have some lessons about the print-on-demand business that we want to share with you.

Anniversary



There's something you need to know

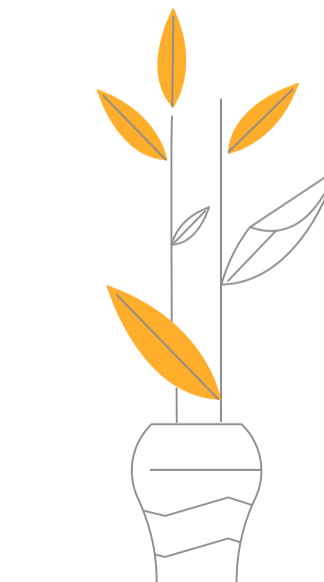
The print-on-demand business process takes several basic steps: keyword and niche research, coming up with design ideas, designing, uploading, analyzing what worked and what didn't, and improving on that. Repeat.

While we already excel at Design solutions, we thought about asking the community (including **you**) about **what's your biggest struggle when doing Merch.**

We ran a survey in our community, and the initial results say that **finding ideas and inspiration** is one of the most prominent difficulties for sellers.

The purpose of our monthly guides is to guide you through the many various situations that you'll find at different stages of your Merch business, and more recently, with our latest website version you now have access to Content groupers that feature [Collections](#), designs for [Niches](#), and designs in many different [Styles](#) to further inspire you.

Yet we understand that there is more to this business than designs and ideas, and that to become better at it, **you need to put time and consistency into it.**



This is something we have discussed in many interviews with sellers who have achieved a degree of success, and it's a common thread that unites them all.

Successful sellers enjoy **passive income** from successful designs and strategies, but they also say there isn't anything passive about the time and work that goes behind it.

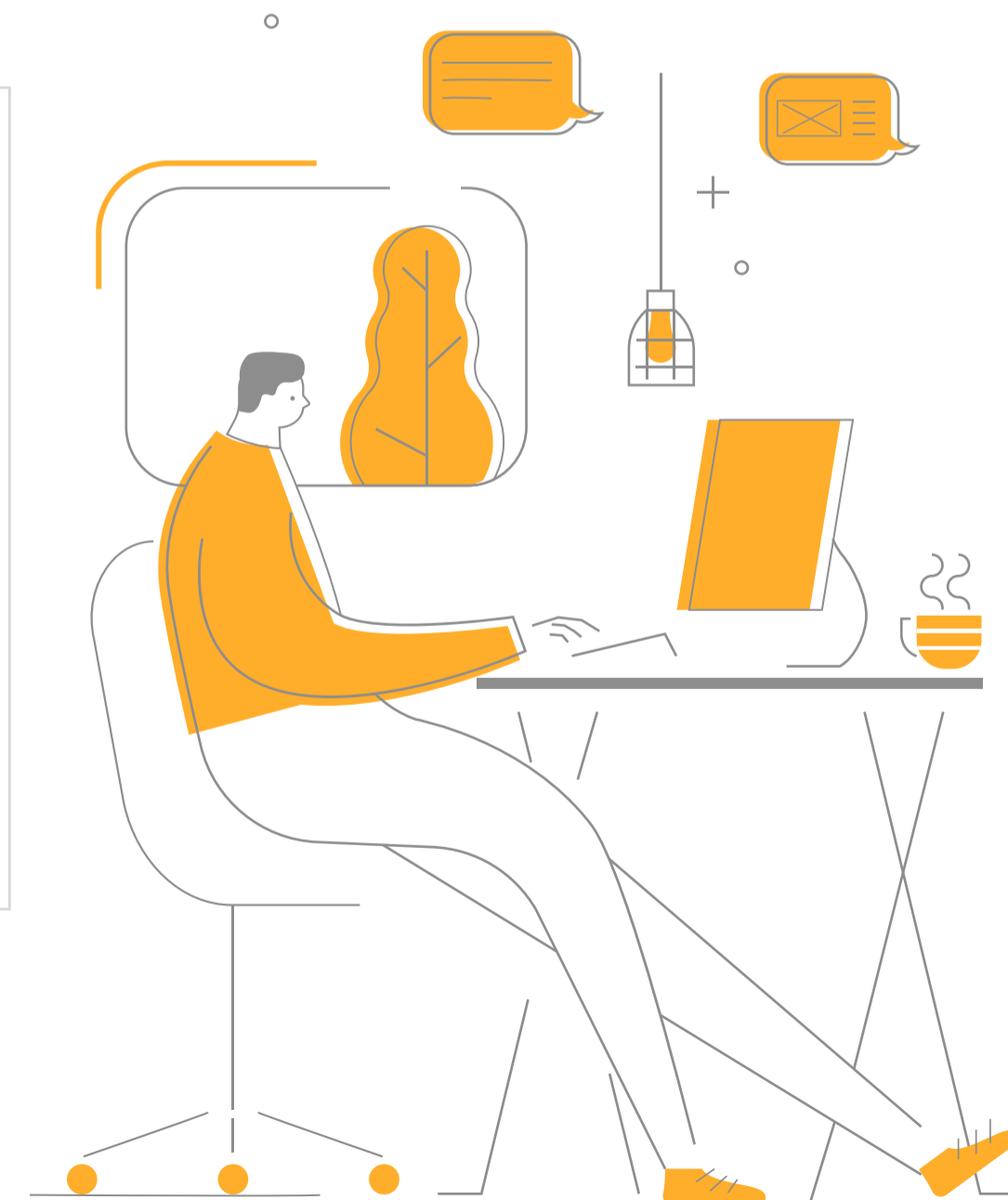
So **if there's something you need to know**, it's that taking off in this business may take some time, so don't be discouraged!



Do you think the Merch guides can be improved?

So do we! Take this very short [survey here](#) and let us know what you think!

Stay productive and creative, find where you're struggling with the most, and adapt it to fit your life and schedule as best as possible.



Niches: Culture

One of the most popular and less exploited niches out there is the broad **Culture niche**.

We see it represented in designs featuring country or cultural elements, including characters, to flags, and culturally relevant items that seek to strike a chord with a specific audience.

Culture tackles a **wide range of topics** like patriotism, celebration, cultural pride, and also a sense of belonging.

Think about the many **diasporas in the US and in Europe** for example. There are many communities of people yearning for their homeland, their roots, and culture.

Consider the Culture niche whenever you wish to have many different options to choose from (i.e. cultures), and **stay ahead at national holidays or relevant news** from the one you wish to work with

[Check Culture designs here](#)



August's Featured Niche: Halloween

Check our [Halloween designs](#)



[Download Here](#)

PSD of the Month: HORROR SCALABLE T-SHIRT PSD



[Download Here](#)

Mockup of the Month: Halloween T-shirt Mockup Composition

[Download Here](#)



September's Niche Opportunity Dates



Here's a list of some of the special Days in **September** where you might find a niche to exploit:

Sep 1 st: Tofu Day

Sep 7th: Beer Lover's Day

Sep 12th: Video Games Day

Sep 15th: World Afro Day

Sep 16th: Guacamole Day

Sep 19th: Talk Like a Pirate Day

Sep 19th: World Dream Day

September is also **Ovarian Cancer Awareness Month.**

Visit our Channels for more **Merch Tips & Hacks!**



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