

Vexels Digest #48

In this edition, we'll look at a few ideas that can help you get an edge in Print-on-demand that only a few people are taking advantage of.



Selling outside the box

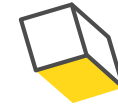
Print-on-demand is an industry characterized by its enormous variety of possibilities. There isn't just one tactic or strategy that's meant to work forever. At one point or another, sellers will have to break their molds in order to stay relevant in an ever-evolving market.

This month we bring you a few tips to help you think (and sell) outside the box and improve your chances of winning in the upcoming months.

Dip into content creation

Sellers often struggle to get their products in the spotlight, and content creation comes across as a viable way of promoting your products while boosting your brand awareness. When all that matters is getting audience's attention to your art, platforms like Instagram, TikTok, and Twitter can be key channels for your business.

You can check our blog post about [9 Types of Content Creators](#) to get an idea of where to start.



Setup your own custom eCommerce

One of the best and boldest ways to differentiate yourself from your competitors is to set up your own custom eCommerce with your brand, custom domain, and online presence. While it requires more investment to kick start your own store, royalty margins are usually higher, and companies like Printful offer tons of products and a high-level fulfillment service that further enhances your business' value and customer experience. If you have been selling on marketplaces like MBA and Redbubble in the past, taking a step towards a more professional approach might be a good move for you.

The Local business approach

Depending on your country of residence, leveraging your access to print-on-demand services can allow you to offer your own services as a Merch provider. Consider your favorite local gym or food place, and think about how they can benefit from having their own custom merch. US and Europe residents will most likely have more possibilities of making this happen; being able to print your own custom products is an asset that you can use to sell directly to other businesses.

Partner up

Partnering up with someone to run a print-on-demand business might look counterintuitive at first glance, but in some cases, it makes a whole lot more sense. Sellers often suffer from burnout, lack of motivation, or get overwhelmed by the list of things they must do to break sales. Some sellers hate designing, while others suffer going through the research and analysis aspect. Sellers who like print-on-demand but are having a hard time moving through it might find it beneficial to invite a friend, relative or romantic partner to participate in the biz, boosting both of you your energy, morale, and earnings.

Read more: [9 Types of Content Creators](#)



List of Niches, Keywords, & Concepts for August

Here's a list of concepts that might inspire you with a new niche or design idea:

- Samurai
- Lost keys
- Intermittent fasting
- Free climbing
- Geography
- Toy dogs
- Lucky charm
- Manual transmission
- Video glitch
- Napping
- Desert
- Nail polish
- Sleight of hand
- Paddle tennis
- RC toys
- Selfie stick
- Teenage kids




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Tips & Tricks to Monetize as a Creator

Watch on YouTube

There are multiple ways to earn money online, and Creators have plenty at their disposal.

In this video, we check out a few of them. Leave a comment!

We have more videos about print-on-demand, Merch, and earning online coming up, so be sure to Like our videos 👍 and subscribe  to our channel for more content!



August's Design Challenge

Every month we recommend one type of product and give you a list of concepts and design ideas to create with.

With these two inputs, head over to the [T-shirt Maker](#) and set aside **15 minutes** to create at least one design.

💡 In case we recommend a product different from a t-shirt, you can still use Vexels' T-shirt Maker to create your design

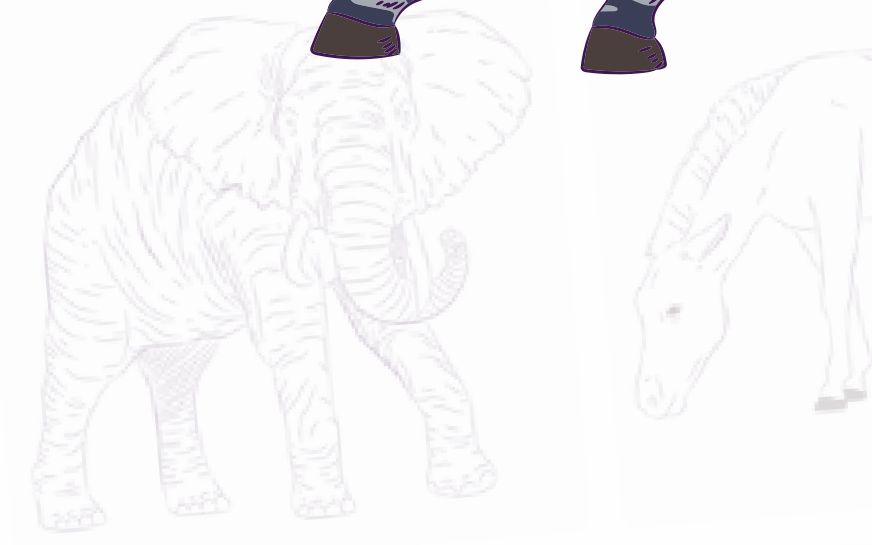
You can then edit the file to meet your upload requirements.

August's Design Challenge: [90s Halloween](#)

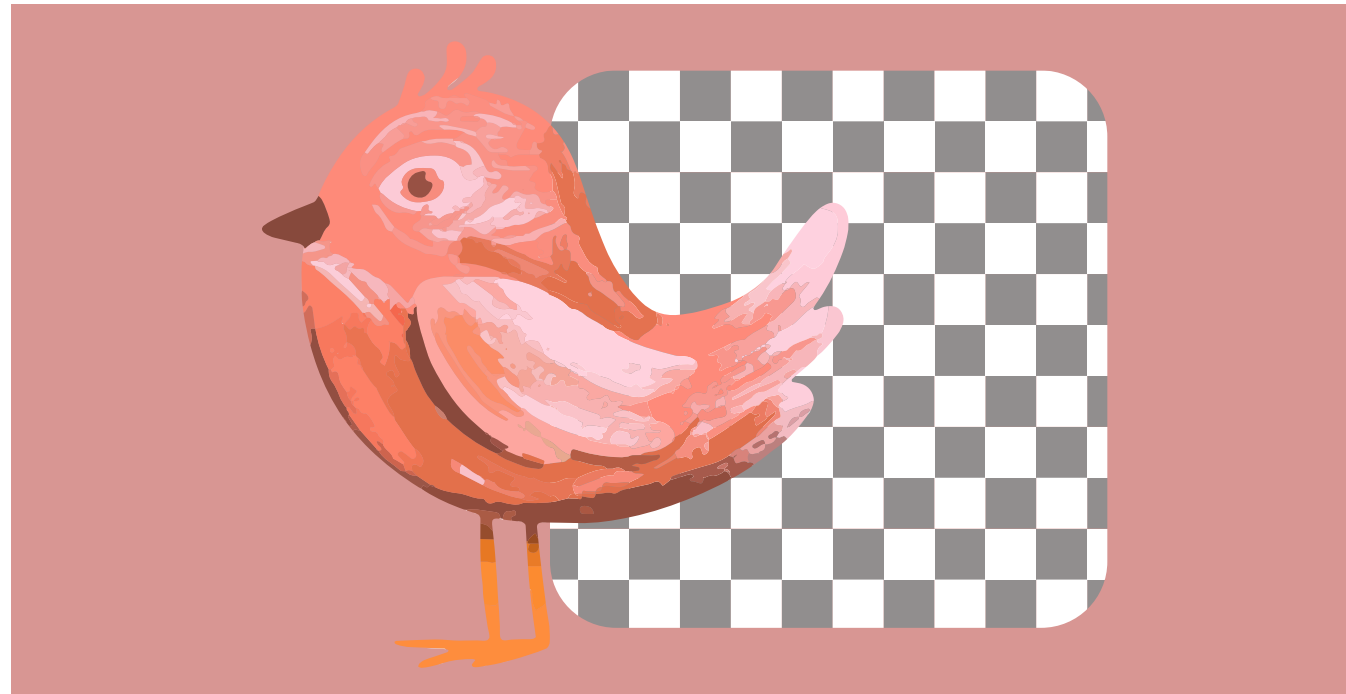
Head over to the [T-shirt Maker](#) and start your design challenge right away!



August's Featured Collection: Safari Animals



August's Featured Graphics



[Bird PNGs](#)

Mockup of the Month: Postcard travel text t-shirt PSD



[Download Here](#)

PSD of the Month:

Men's outfit mockup



[Download Here](#)

Read our Blog

**Start a Shopify store in
less than 10 minutes**

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 1st** - Tofu Day
- Sep 2nd** - World Coconut Day
- Sep 13th** - International Chocolate Day
- Sep 19th** - Talk Like a Pirate Day
- Sep 29th** - World Maritime Day



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



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