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9 Game-Changing Posts from Our \$10,000,000 Award Winner, Ane Susanto!



Dive into this MUST-DO collection of the most valuable money-making content (that you might've missed in the Facebook group) from one of our top “OG” members and 8-figure-single-mum rockstar, Ane Susanto!

Plus ... an Extra FREE Golden Ticket this month in case you want the popular Valentine's Day GSD!

Email Christina@BuildGrowScale.com to unlock this GSD.

CONTENTS

About This GSD and the Bonus Golden Ticket...	5
1. Section 1: For Everyone	6
Success by Subtraction.....	6
Email Open Rates.....	9
Writing Six Emails per Week.....	12
Clone My Best Buyers in Google Analytics.....	17
2. Section 2: For Inspiration.....	24
Reaching Eight Figures (\$10,000,000) in Revenue.....	24
Celebrate the Tiny Wins and Don't Give Up!.....	27
3. Section 3: For POD Heads.....	29
Part 1: Comparison of Seven POD Companies.....	29
Part 2: Comparison of Seven POD Companies.....	34
Styles of POD Apparel.....	41
4. Section 4: Other Resources.....	48

Hey Insiders!

T'sup guys, Bret here (again) with another blitzing GSD that's overflowing with value for everyone, no matter what stage of business you're in!

About This GSD and the Bonus Golden Ticket

Quick backstory ... If you caught last month's GSD, you would've enjoyed a motherload collection of money-making posts from some of our top EI members. As I was compiling the best content from 2020, I realised two things:

1. There were too many epic posts to cram into one GSD last month.
2. Ane Susanto had enough amazing content to easily fill a GSD by herself!

Note: *To be fair, Deven Davis also shared enough amazing content for his own GSD. However, choosing Ane before Deven, well, c'mon ... with Ane having the well-deserved upper hand over Deven for maaaany months (?!?!), it was a NO BRAINER :D:D*

Truth be told, I originally thought this GSD would be a mash-up of Ane's all time best POD (print-on-demand) posts. But oh boy was I wrong! I was quickly reminded how Ane shared some absolute jaw-dropping value bombs, covering multiple topics, that can help anyone and everyone in Ecom Insiders! You'll see what I mean as you read on ...

And like last month, in the unlikely event that you've already read ALL of Ane's posts compiled in this GSD, then I want to make sure you don't leave empty handed. So to cover all bases, I've organized a FREE Golden Ticket for you, either way. Simply email Christina@BuildGrowScale.com with the subject line, "**Bret's Jan 2021 Golden Ticket.**" If you need some email swipes for Valentine's Day, be sure to ask for GSD #31 "Valentine's Day Promotion." (You're welcome.)

One last thing before you dive in ... Each of Ane's Facebook Posts that are printed in this GSD had a gazillion (real number) likes, hearts, and praise comments—too many to print—so I only included comments here that asked questions and added more value to her already awesome posts.

If you have any questions about any of Ane's posts, I included the date for each post so you can easily search for them and leave a comment in the Facebook group. Now, get your highlighters ready because, as always ... Ane's content will melt your brain! Enjoy!

Section 1: For Everyone

Note: *Even though this first post is about Ane's POD business, the results she received from the "Success by Subtraction" principle is valuable for everyone, no matter what market your ecommerce business is in. Enjoy!*

Success by Subtraction

Post by Ane Susanto (June 12, 2019)

Apparently there's something to this whole "success by subtraction" stuff that Matthew Stafford and others have shared in the group :D

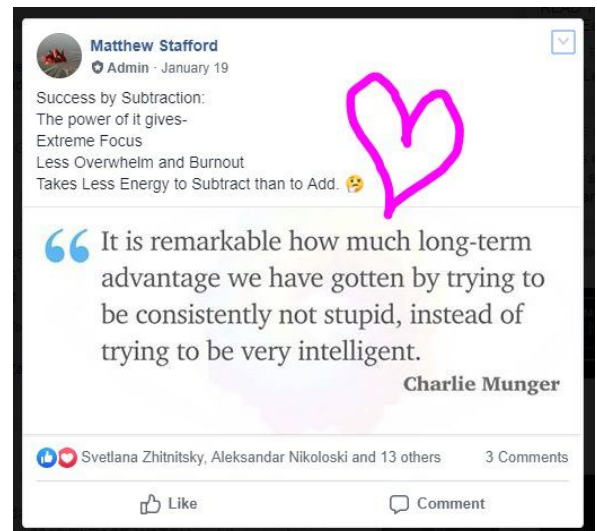
Short Story

I got rid of two entire product categories on my POD store, leaving just drinkware, and my average CR [conversion rate] went from 1.5% to 4.4%! No other changes. The lowest CR since the change a month ago was 1.2% (close to my previous average), with most days between 4% and 6% and a few days at 8% to 9%.

Bonus: *Drastic reduction in customer service emails/messages, more profit, better relationship with my remaining fulfillment partner, and I'm excited when I get to work on the store now!*

Long Story

I have a POD store that I've been half-assing for quite some time now. It had hats, totes, mugs, and tumblers. It was averaging 1.2% to 1.6% CR except for the weeks prior to Christmas when CR averaged 4.1% and then dropped back down to 1.4% after the holiday rush.



I ran ads to the store in January, but not to the extent I should. And I didn't really send traffic to it after that because I was having fulfillment issues on two product lines. I realized the store was a real mental drain for me, so I was not making an effort to scale it. I decided to stop traffic and take a step back to really look at my numbers to see if it really was worth sticking with it or moving on to something else.

I discovered that Hats and Totes were not even close to being profitable. They were taking 14–21 days to ship because of various fulfillment problems. They were responsible for almost all of the customer service emails and messages—and zero repeat purchases.

Meanwhile, [there was] hardly a peep from customers about Mugs and Tumblers, except for the 5-star Loox reviews coming in—break even or better on the front end. And tumblers account for 100% of repeat purchases. So I spent a month or so looking for products to replace the hats and totes, researching different POD platforms or fulfillment partners, and over-analyzing all my options. :D

Then one day, this post that Matthew shared about success by subtraction—that I had tucked away in the back of my brain—came slapping at me. And I came up with the genius idea to apply that strategy to the store. I stopped trying to find replacement products and just got rid of everything but mugs and tumblers.

The folks I shared this decision with can attest to the absolute relief and joy it brought me. I was pretty obnoxious about it. :D #sorrynotsorry

Before I even took any action on it, I felt instant excitement for the first time to work on this store.

So I spent a couple of days updating the products, site imagery, navigation, etc., and started running ads again. My "first day back" ended at 4.17% CR. I was cautiously ecstatic! Then the next day was 6.25%, then 4.15%, then 9.1%, then 6.67%, and so on. In the 30 days since the subtraction, CR rarely dips below 3% and usually stays in the 4%–7% range.

There were a couple of days when it dipped down to 1%–1.5% (when I was testing a new FB audience or traffic source and sending a spike of untested traffic to the store) and a couple of days when FB just decided to send sh*t traffic for no reason. But I just ignore those days. :D

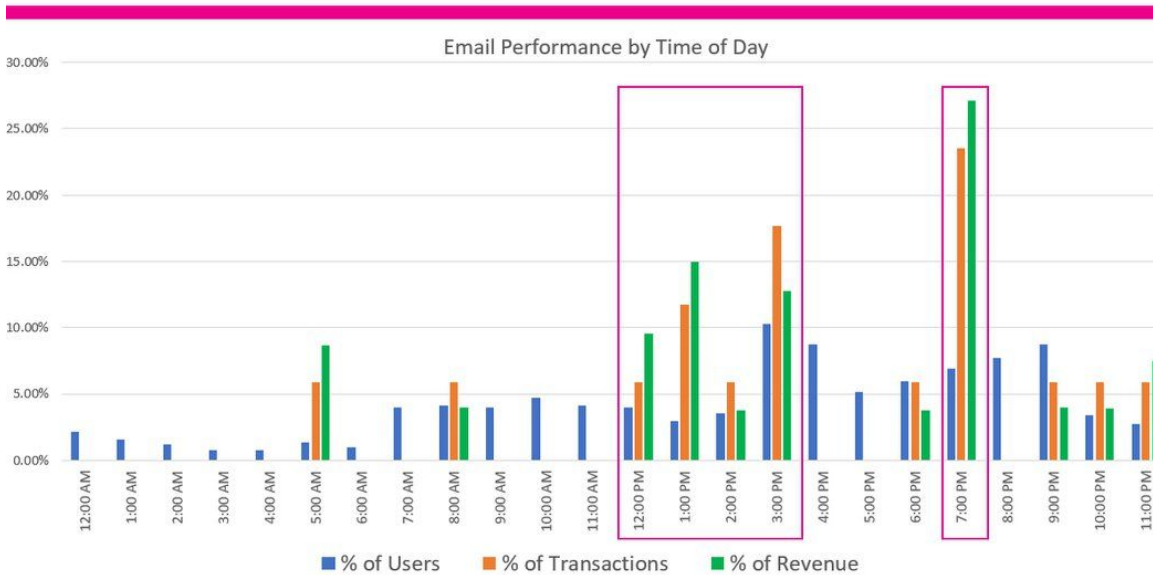
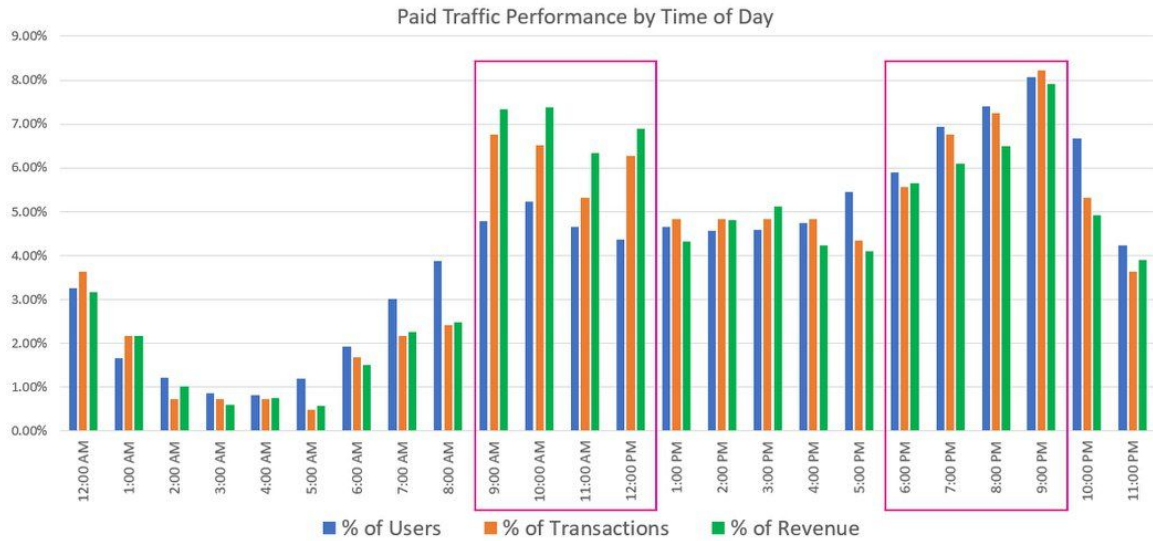
Anyway, my point is, if you're having similar struggles with your store, you may want to see if the subtraction strategy will work for you. I'm still getting the back-end dialed in and just starting to scale, but I can tell you this has already proven to be the right strategy for the bottom line, my relationship with my fulfillment partner, my productivity, mental well-being, and overall joy factor!



14 Comments

Email Open Rates

Post by Ane Susanto (November 13, 2019)



I was curious about the best time of day to send emails, so I did some Google Analytics (GA) data diving the other day and found something super cool. (I think it's super cool anyway :D)

Over an 18-month period, paid traffic to this store had pretty consistent performance for most of the day, with slight spikes of conversions from 9:00 a.m. to 12:00 p.m. and 6:00 p.m. to 9:00 p.m. Eastern.

So I was surprised to see how different performance from email traffic was. Filtering traffic from email, I saw a chunk of conversions from 12:00 p.m. to 4:00 p.m., with a big spike coming in from 7:00 p.m. to 8:00 p.m.

Up to now, I had been sending most emails between 3:00 p.m. and 5:00 p.m. but had no consistent strategy behind that timing.

But based on these findings, I'm going to test sending emails between 12:00 p.m. and 4:00 p.m. and 6:00 p.m. and 8:00 p.m. to see what that does to my opens and conversion rates. Hopefully this simple tweak will 10,000X my revenue! :D

Exciting stuff! :)

If you're curious about this for your store, this is how to find this data in GA:

- Acquisition > All Traffic > Channels > Email
- Set Primary dimension: Medium
- Set Secondary dimension: Hour

(I exported the data to Excel and used the "Insert Charts" function to make the super-pretty bar graphs. It doesn't show up like that in GA.)

Happy data diving!



Relevant Member Comments

Krista White: LOVE this! I have been playing around with Klaviyo and testing smart send ... I had been sending most of my emails at 7 a.m. ... Turns out there are five other times throughout the day that yield better open rates and better ROI. Who knew?!

Carlo Krouzian: I always send again to the nonopeners (in 24 hours) and get approximately 20%–25% more in sales.

Ane Susanto: Yes, for sure!

Writing Six Emails per Week

Post by Ane Susanto (October 7, 2020)

OCTOBER 2020	NOVEMBER 2020	DECEMBER 2020
10/6 - 10/12 AUTUMN/FALL [#37]	11/2 - 11/14 HOT LIST BUILD [#27]	12/2 - 12/5 POST-BFCM [#27]
10/12 - 10/17 FRONTLINER THANK YOU	11/16 - 11/21 EARLY BIRD [#27]	12/7 - 12/18 12-DAYS OF CHRISTMAS [#28]
10/19 - 10/24 PUMPKIN THEME	11/25 (PRE) THANKS GIVING GREETING	12/23 (PRE) CHRISTMAS GREETINGS
10/27 - 10/30 BRAND'S BIRTHDAY	11/26 - 11/30 BFCM!	12/26 - 12/30 WINTER CLEARANCE
JANUARY 2021	FEBRUARY 2021	MARCH 2021
1/4 - 1/9 NEW YEAR / NEW BEGINNING	2/1 - 2/6 VALENTINE'S PROMO [#19]	3/5 EMPLOYEE APPRECIATION DAY
1/10 - 1/31 NAT THANK YOU MONTH (21-DAYS)	2/15 (POST) VALENTINES GREETING	3/1 - 3/21 WOMEN IN HISTORY (21 DAYS)
	2/17 ASH WEDNESDAY GREETING	3/17 ST. PATRICK'S DAY
	2/22 - 2/27 EMPLOYEE APPRECIATION PROMO	3/22 - 3/27 SPRING SEASON [#21]
		3/28 (PRE) PALM SUNDAY GREETING
APRIL 2021	MAY 2021	JUNE 2021
	5/9 MOTHER'S DAY GREETING	
3/29 - 4/2 HOLY WEEK CONTENT	5/2 - 5/5 TEACHER'S APPRECIATIONS	6/1 - 6/5 FATHER'S DAY GIFT (6/20)
4/3 (PRE) EASTER GREETING	5/6 - 5/13 NURSE'S WEEK	6/7 - 6/12 WEDDING WEEK
4/6 - 4/11 MOTHER'S DAY EARLY BIRD	5/17 - 5/22 GRADUATE GIFT	6/21 - 6/26 SUMMER SEASON [#21]
4/12 - 4/17 MOTHER'S DAY GIFT (5/4)	5/27 - 5/30 MEMORIAL DAY PROMO	6/20 FATHER'S DAY GREETING
4/19 - 4/24 NURSES & TEACHERS GIFTS	5/31 MEMORIAL DAY HONOR	
4/26 - 4/30 WEDDING WEEK		
JULY 2021	AUGUST 2021	SEPTEMBER 2021
	8/1 SISTERS DAY GREETING	
7/1 - 7/4 FOURTH OF JULY [#12]	8/2 - 8/7 SUMMER CLEARANCE [#27]	9/1 - 9/6 PRE-LABOR DAY
7/5 - 7/10 PARENTS DAY GIFT (7/25)	8/16 - 8/21 BACK TO SCHOOL	9/7 - 9/10 DAUGHTERS/SONS DAY GIFT
7/12 - 7/17 SISTERS DAY GIFT (AUG 1)	8/23 - 8/28 GRANDPARENTS DAY GIFT	9/13 - 9/18 WEDDING WEEK
7/19 - 7/24 BEAT THE HEAT		9/25 NATIONAL DAUGHTERS DAY
7/25 PARENTS DAY GREETING		9/28 NATIONAL SONS DAY
OCTOBER 2021	NOVEMBER 2021	DECEMBER 2021
9/30 - 10/9 AUTUMN/FALL [#37]	11/1 - 11/14 HOTLIST BUILD	12/1 - 12/4 POST-BFCM
10/18 - 10/23 PUMPKIN THEME	11/15 - 11/20 BFCM EARLY BIRD	12/6 - 12/18 12 DAYS OF CHRISTMAS
10/25 - 10/30 BRAND'S BIRTHDAY	11/26 - 11/30 BFCM	12/27 - 12/31 WINTER CLEARANCE
	11/11 VETERAN'S DAY HONOR	

Fam, look at this beauty! <3

What's this about? Well, after the last AMA [Ask Me Anything] call (10/5/2020) and recent question to the group from Archer, I challenged myself to commit to sending emails to my list 6 days a week. (Thanks Deven, Krystie, Mark, and Archer for the kick!)

I had done Seth Manthei's 30-day email challenge back in June 2019 [Note: Seth Manthei's post is dated May 31, 2019]. I acted like I was queen of email having accomplished it but then let the daily emails fall by the wayside after. I believe my

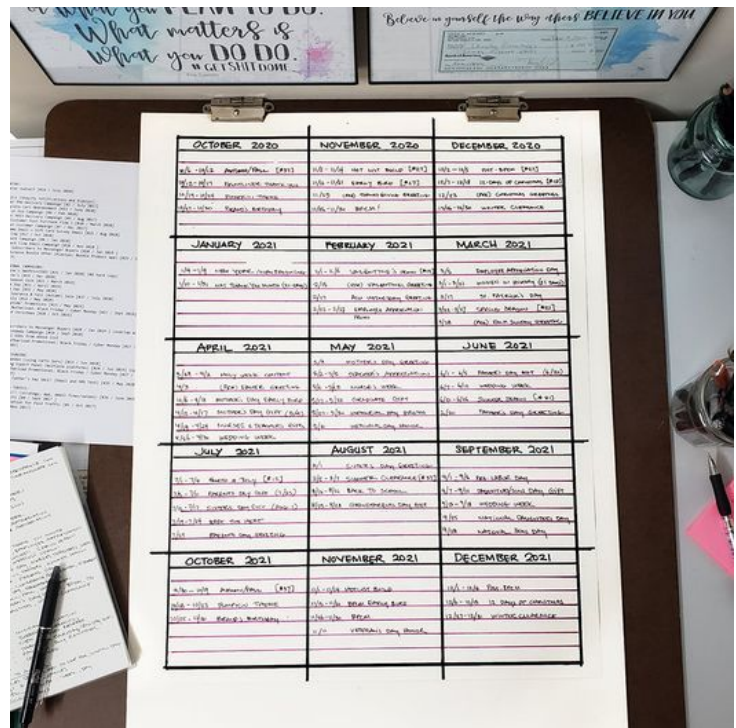
excuse was that it was hard to come up with email content day after day, especially in July and August when I'd rather be at the beach or eating ice cream. :D

So after the last AMA when Deven schooled us on email AND excuses, I decided NO MORE EXCUSES! I'm getting daily email sh*t done!

I spent a 4-hour block yesterday on thinking time, brainstorming, studying, researching, planning, and finally putting it all down on a big-ass piece of paper because my brain works better that way.

The result is this big beautiful bald calendar—a road map that will allow me to create/curate and market with intention.

This process was meant to help me with content for my daily email challenge, but I quickly realized I can use this calendar to guide ALL my content, copy, and creatives for emails/SMS, store copy/imagery, promotions, ads, social media posts, all of it. Plus I can plan new designs in advance rather than relying on inspiration and my mood. And today I'm using it to Trello out my 30-, 60-, 90-day actions, which I do at the beginning of each month.



Now I can be well-prepared, especially for gift-giving occasions that seem to sneak up on me every single year, like Mother's Day, Father's Day, Daughters/Sons Day (which I didn't even know was a thing until a couple weeks ago.)

I can work with my fulfillment partner to plan ahead for inventory, based on upcoming promotions. Being able to plan for promotions with a shipping deadline is critical to customer happiness.

I'm grateful to have clarity on something I was so completely lost on just last week. So I thought I'd share in case anyone else is going through a similar struggle.

These ideas may not apply to your type of product or your avatar, but maybe seeing the big picture like this will bring some clarity and get your creative juices flowing.

If these ideas happen to apply to your store/avatar, then I just saved you some time. :D If not, I highly recommend carving a few hours of focused time to do this for your store/avatar, especially if you feel like you're constantly winging it. It was time well spent for the focus and clarity it gave me!

If you do this for your store but are feeling a bit stuck on how to start, here's what I did that may help with the process:

- ✓ I reread GSD #14 on avatar subself. (I have that out any time I'm doing any customer-related Thinking Time, writing copy, or creating images.)
- ✓ I reread Bret's GSD #30 on copywriting. (I have that out any time I'm writing copy.) I started by looking month by month to see if there's a gift-giving holiday, someone to honor/celebrate/remember, something to celebrate/observe that would interest my avatar.
- ✓ I searched Google for:
 - Holidays and observances
 - National X month/week/day
 - International day of X (swiped this gold from GSD #23)
 - Best sales days, best shopping days, when to shop for X
 - Gift-giving days

✓ I went through these GSDs related to promotion campaigns:

- **Make "Anytime" Promotions**
(#23—May 2019; LOTS OF IDEAS IN THIS!!)
- **Ultimate Motherload: Black Friday/Cyber Monday**
(#27—September 2019)
- **12 Days of Christmas**
(#28—October 2019)
- **Valentine's SWIPES + VIDEO**
(#31—January 2020; NO hard copy)
- **Valentine's Day**
(#19—December 2018)
- **Spring Season Sale**
(#21—March 2019)
- **Mother's Day**
(#22—April 2019)
- **Father's Day**
(#35—May 2020)
- **Summer Clearance and Fall (Autumn) Sale**
(#37—July 2020)
- **Star-Spangled Tanner**
(#12—May 2018)

There you have it. I hope this helps anyone who may be struggling with emailing regularly. NO MORE EXCUSES! Also, I love this group! You just never know when you're going to get the kick in the ass you need. Thank you, fam!

Also also, I think my last share with the monster flowchart left some people legitimately concerned for my mental well-being. I hope I can hide my crazy a little with this since it's just a calendar.



22 Comments

Relevant Member Comments

Ane Sustano: Closer look ...

January:	New Year's Day/New Beginning, National Thank You Month
February:	Valentine's Day
March:	Employee Appreciation Day, Women's History Month, Spring Kick-Off
April:	Easter, Wedding
May:	Mother's Day, National Nurses Week, Teacher Appreciation Week, Memorial Day
June:	Graduation, Summer Kick-Off, Father's Day
July:	July 4th, National Parents' Day, International Friendship Day
August:	Sister's Day, Summer Clearance, Back to School
September:	Labor Day, Grandparents Day, National Daughters/Sons Day
October:	Autumn/Fall Kick-Off, Halloween/Pumpkin, brand's birthday
November:	Veterans Day, Thanksgiving, Black Friday/Cyber Monday (BFCM)
December:	Post-BFCM, 12 Days of Christmas, Winter Clearance

Krystie Yeo: Awesome post! I was just thinking I need to get better at using made-up holidays in my emails. I think you might find this calendar [<https://promo.com/tools/calendar/October>] helpful, and I like that it syncs to your calendar in one click!

Deven Davis: Hey Krystie—great share. I am pulling some of the most relevant “holidays” from this same resource. Really creative ways to message audiences!

Ane Susanto: Hey Krystie—Content calendar!! THAT'S what I was looking for. Thanks for this!

Clone My Best Buyers in Google Analytics

Post by Ane Susanto (October 21, 2020)

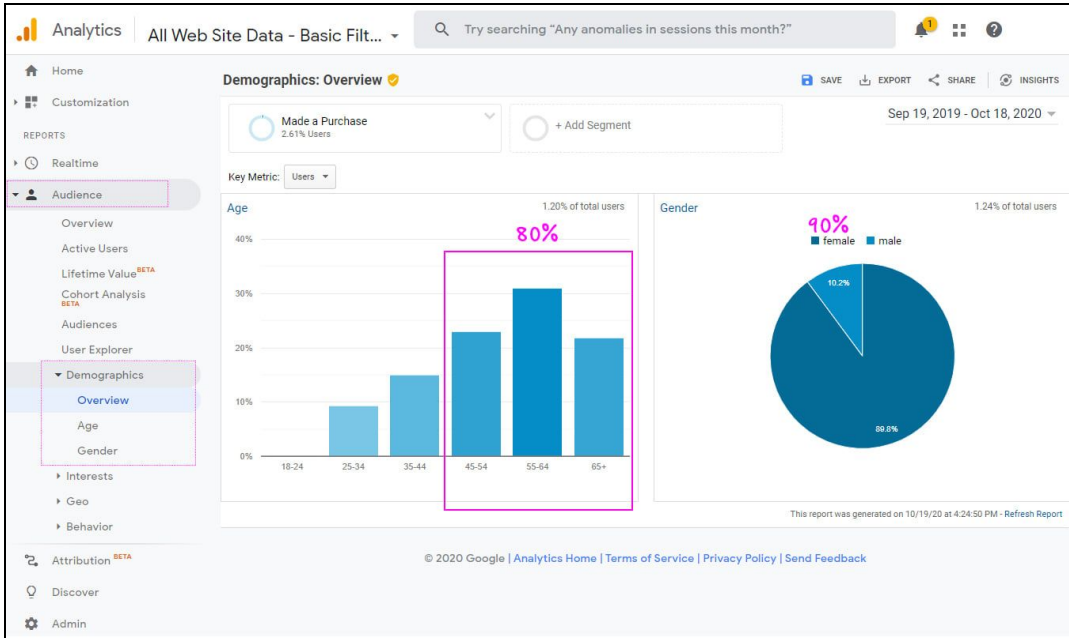


Figure 1

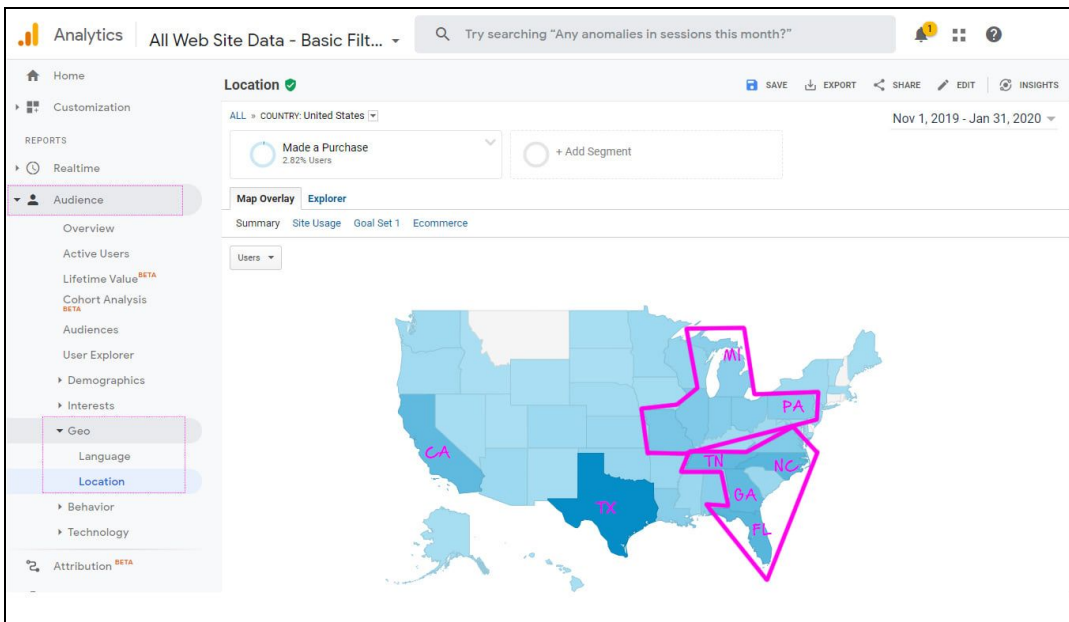


Figure 2

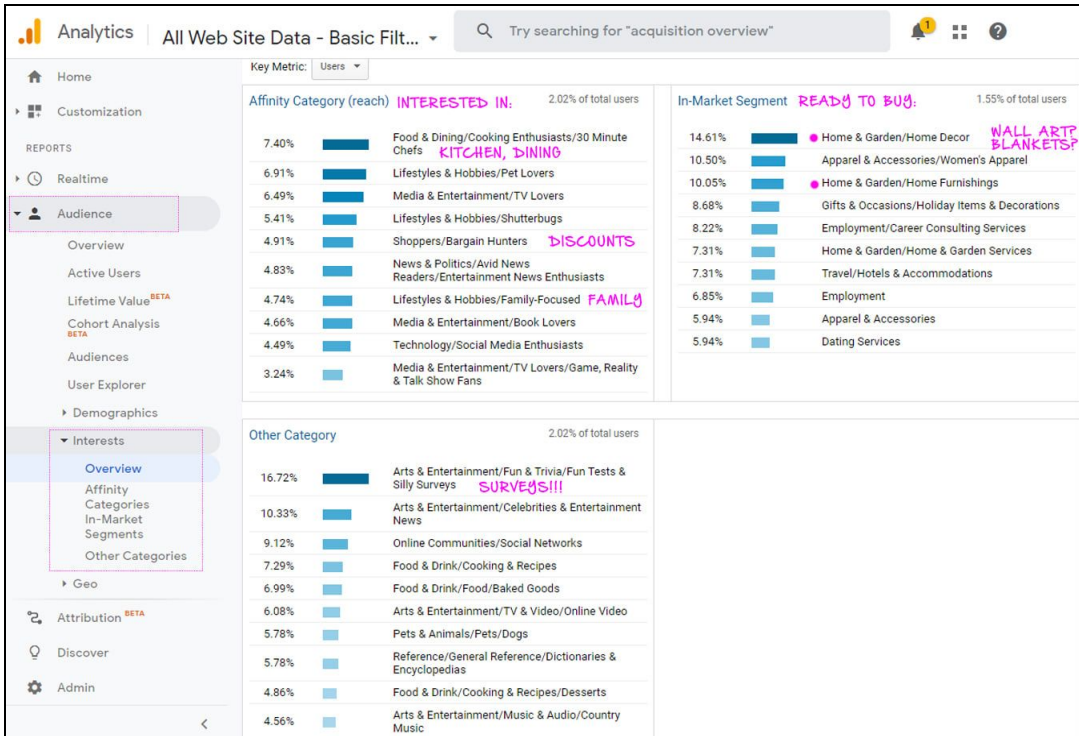


Figure 3

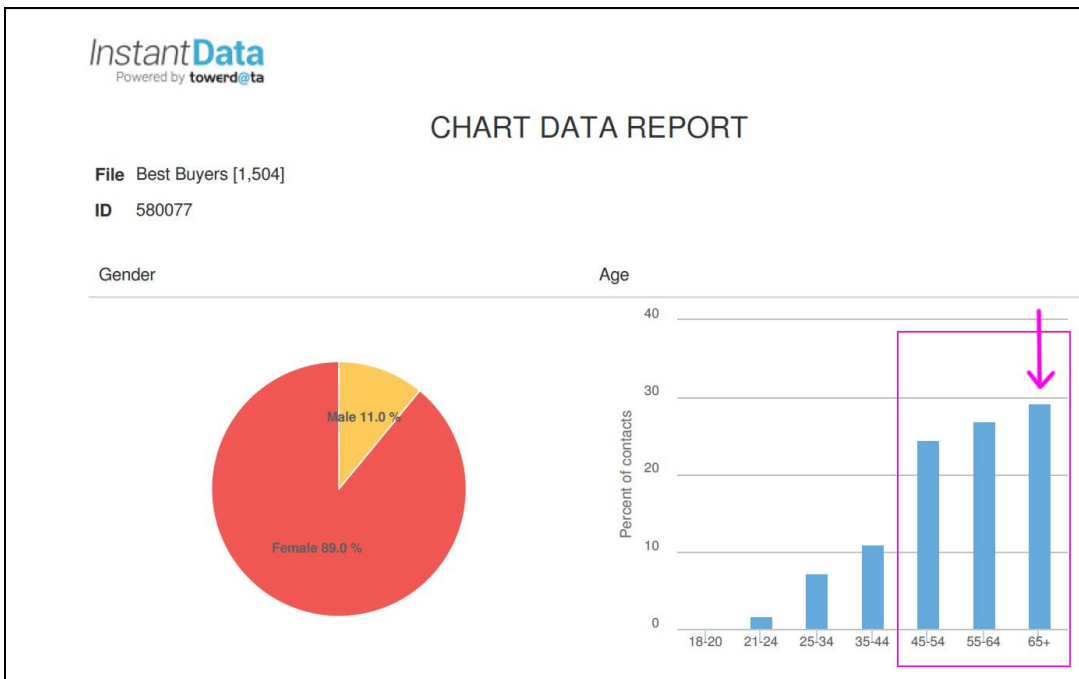


Figure 4

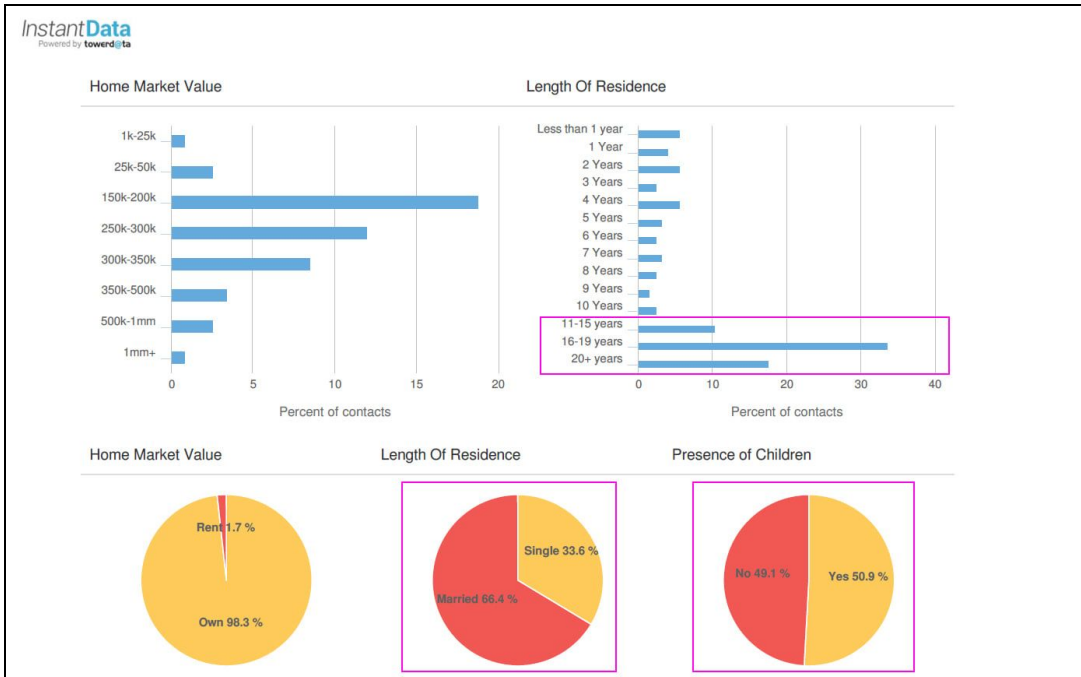


Figure 5

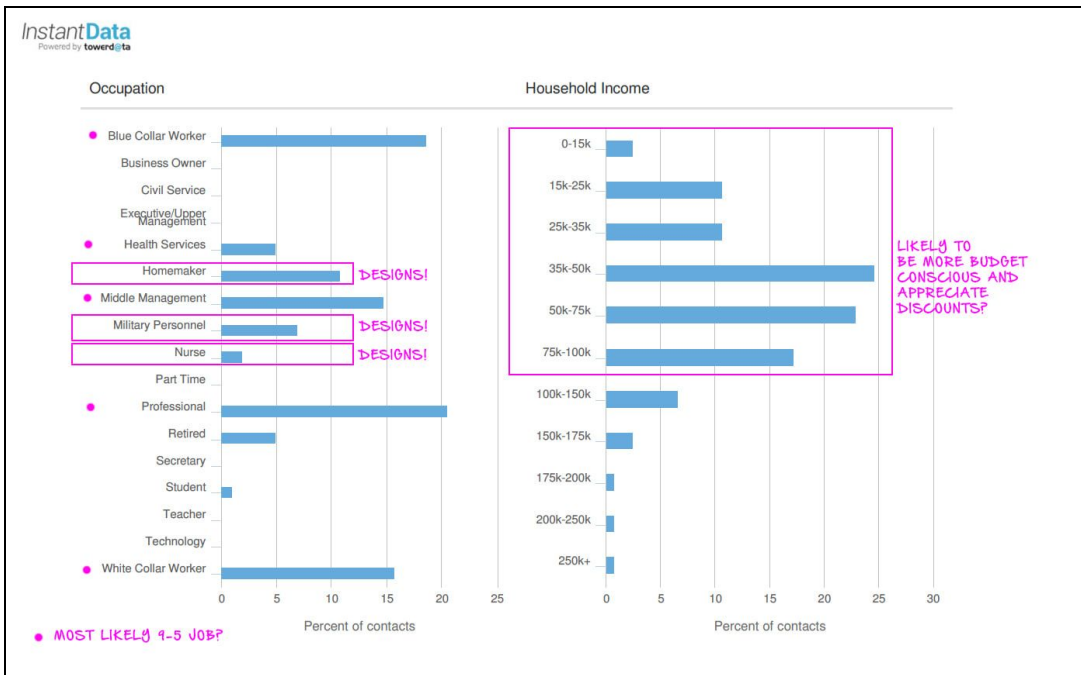


Figure 6

Hi and Happy Thisday! Here's another really long-ass post from me. :D

First, I wanted to thank everyone on the last AMA call for letting me geek out on the most recent homework I've been doing. I've been so (possibly disproportionately) excited about this that it felt like my brain would explode if I didn't have that outlet. So thank you for such a fun call!

What's so fun and exciting, you ask?

Well I've been on a mission to CLONE MY BUYERS—specifically, my BEST BUYERS!

To get started, I have been doing a deep dive into my buyer data. The results have been so impactful, thought provoking, and sometimes surprising for me that I really wanted to share it here in case someone else could use this kind of push to do this kind of data-diving.

I sincerely hope this is old news to you and that you've already been doing this kind of stuff, but if you haven't, I urge you to start.

Getting the data didn't take much effort—you just need Google Analytics (GA) installed (CORRECTLY!), your buyers/best buyers email list(s), and an InstantData account (free). The fun part was dissecting the data, interpreting it, and coming up with ways to use the information. Here's what I've done (so far) ...

Google Analytics

I think most of us agree that if you're not going through your GA on a regular basis (some say, daily!), you're operating your business with blindfolds on.

But even as someone who does rely on GA data, doing a deeper dive into my buyer audience beyond devices, acquisition channels, conversion rates (which are all vital, of course) has been eye-opening.

For this exercise, since I was focused on getting to know my buyers, I only looked at the “Made a Purchase” segment [Transactions > 0].

The basic stuff is here:

- **Audience > Demographics** [figure 1, page 17]
- **Audience > Geo > Location** [figure 2, page 17]

Even in this basic info that I thought I already knew, I found a few surprising things that gave me lots of ideas for content and ad creatives and targeting. If you're curious about that, I share them on each picture. But the real juicy stuff is here:

- **Audience > Interests** [figure 3, page 18]

This is where we discover what our buyers are interested in and what they are ready to buy.

This data was the most impactful because it gave me a sh*t-ton of ideas for daily emails to send and new designs that my buyer would want and changed my strategy on what product lines to consider adding (IF I were to do that). I ramble on about this in more detail in figure 3.

Instantdata by TowerData

This one costs money but [is] 100% worth the investment if I take action on just a tiny portion of the results. I'm 98% sure the same would hold true for anyone.

This exercise left me in awe and amazed at what I discovered about my best buyers (and feeling super icky and creepy at the same time).

It's free to sign up and upload your lists.

The InstantData dashboard will give you an idea of how many people on your list [InstantData has] a creepy amount of information on. Then you can decide how much you are willing to spend for that information.

I uploaded my All Buyers list, Repeat Buyers list, and a VIP list from Klaviyo. I also tweaked my VIP list and created a segment of people who have placed three or more orders over all time and at least one order in the last 30 days. The resulting list of 1,500 people [consists of those] I consider to be my best buyers with frequent and recent purchases.

I uploaded all these lists to get a sense of pricing and how much data was available and then purchased the “Email Intelligence” data for my Best Buyers list.

We talk about 1,000 being the benchmark for statistical significance, so I felt like 1,500 was a good sampling of my best buyers.

I spent \$350 for the list of 1,500, but the information I got from them was priceless. I haven't even looked at all the data but already have an endless source of ideas for emails, creatives, content, designs, targeting. This kind of clarity and knowing that my actions are guided by data is invaluable. Again, I “blah-blah” in great detail on figures 4–6, if you want to get an idea of the information you can get.

The **Gender and Age** [figure 4, page 18] data mostly just confirmed what I already knew from GA, BUT the **House and Family** [figure 5, page 19] and **Occupation and Income** [figure 6, page 19] results had me doing the happy dance and tearing up a little.

What I've shared here is just a portion of the Email Intelligence data that I purchased. It's also the only data that comes in these cool charts. I still have to pour through a ton of data that you can download but that comes in spreadsheet form and will take a little more time.

So that's the homework I've been doing.

Of course, your results will be different from mine. But the point I'm trying to make is that, without diving into the data like this, I would have made moves based on assumptions and what I wanted to do, not on **what the data tells me would bring more value to my buyer.**

I'm only just beginning to implement what I've found, so I don't have results to share about how all this has impacted revenue, CR, CPA [cost per acquisition], etc., though I'm already seeing a noticeable improvement in opens/clicks on emails and engagement on posts with tweaks I've made based on these interpretations of the buyer data.

BUT I will say, I have cleared up any confusion and uncertainty I had about what my buyers value, what to send to my list or post to social media every day, what new designs to launch, how impactful discounts are. Between this buyer-data exercise and the big beautiful calendar I made a week or so

ago, I already have the next 90 days worth of social media posts and daily emails on Trello and a plan for the next 365 days in place that is **DATA DRIVEN**.

That sh*t is priceless to me.

Time will tell, but I know that being proactive rather than reactive—or worse, missing opportunities altogether—will have a huge impact on conversions and revenue moving forward.

That's all I had to say this time. :D :D



Relevant Member Comments

Sam Weinstein: Very cool! Are these the only pics from TowerData? The occupation and age/kids are definitely the most useful.

Ane Susanto: Sam Weinstein—I think there was one more chart that didn't show here for some reason. But there was a lot more data. It came in spreadsheet form, and I'm still sifting through that. But, yes, these are the ones presented in pretty charts.

Section 2: For Inspiration

Note: One of the many things we love about Ane and her posts is her willingness to be vulnerable. She not only lets us all look over her shoulder on her amazing 8-figure journey, but also openly shares the struggles. If anything, these two posts below will give you hope, inspiration, and motivation to never give up. Enjoy!

Reaching Eight Figures (\$10,000,000) in Revenue Post by Ane Susanto (May 18, 2020)



Hi! I finally hung up my BGS award late last week! And on Friday night, I created a font so I could make wall art to match the award because I don't have a life.

I wanted to share this here to show it off :D but also to remind others what's possible when you DON'T QUIT.

When I left the last job I ever had 20 years ago, I did not intend to start my own business. When I did start my own business a few months later, I could not imagine making a million dollars in it. Ever.

That just wasn't in my realm of possibilities because I had not yet surrounded myself with entrepreneurs and business owners who operate at that level.

And yet here now, hanging on my wall, is an award for generating TEN times that \$1 million I never imagined getting to.

It may have taken me almost 19 years (technically 15 years if you don't count the time I focused solely on raising a little human) and three businesses to reach this milestone, but it had been a target I wanted to hit since joining BGS and realizing I could make it happen.

This award represents more than just \$10,000,000.00 in revenue—though when I write the number out like that, it absolutely boggles my mind that I could make that happen.

It represents overcoming all the many, many, so many failures, challenges, and obstacles along the way: getting kicked in the ass but getting back up every time; getting complacent and unfocused, then getting back on track; learning from my mistakes, even if it's after making the same stupid-ass mistake 3 or 12 times; using those lessons as tools to take me further each time I got back up.

It represents the gratitude I have for all the rockstars—both on the BGS team and in the EI family—that I learn from and lean on every single day. Surrounding myself with people who time-collapse my learning curve, help me keep my head straight, and genuinely want to see me succeed helped me get to the last \$5.5 million in less than HALF the time it took me to get to the first \$4.5.

It reminds me that two people who have had a massive impact on my life believed in and trusted ME to design such an important icon for BGS. A few of my friends have this award, and I know a few more who are soon to get it. It makes me happy that something I created will be a part of their celebration and their homes/offices.

And now it also represents the wins I rarely celebrate. \$10,000,000 in sales is a very big deal to me, especially since it didn't come easy, yet I kept this award in the box that Christina shipped it in for months before taking it out and making a prominent

place for it in the space where I work and create. This is me owning and celebrating this milestone.

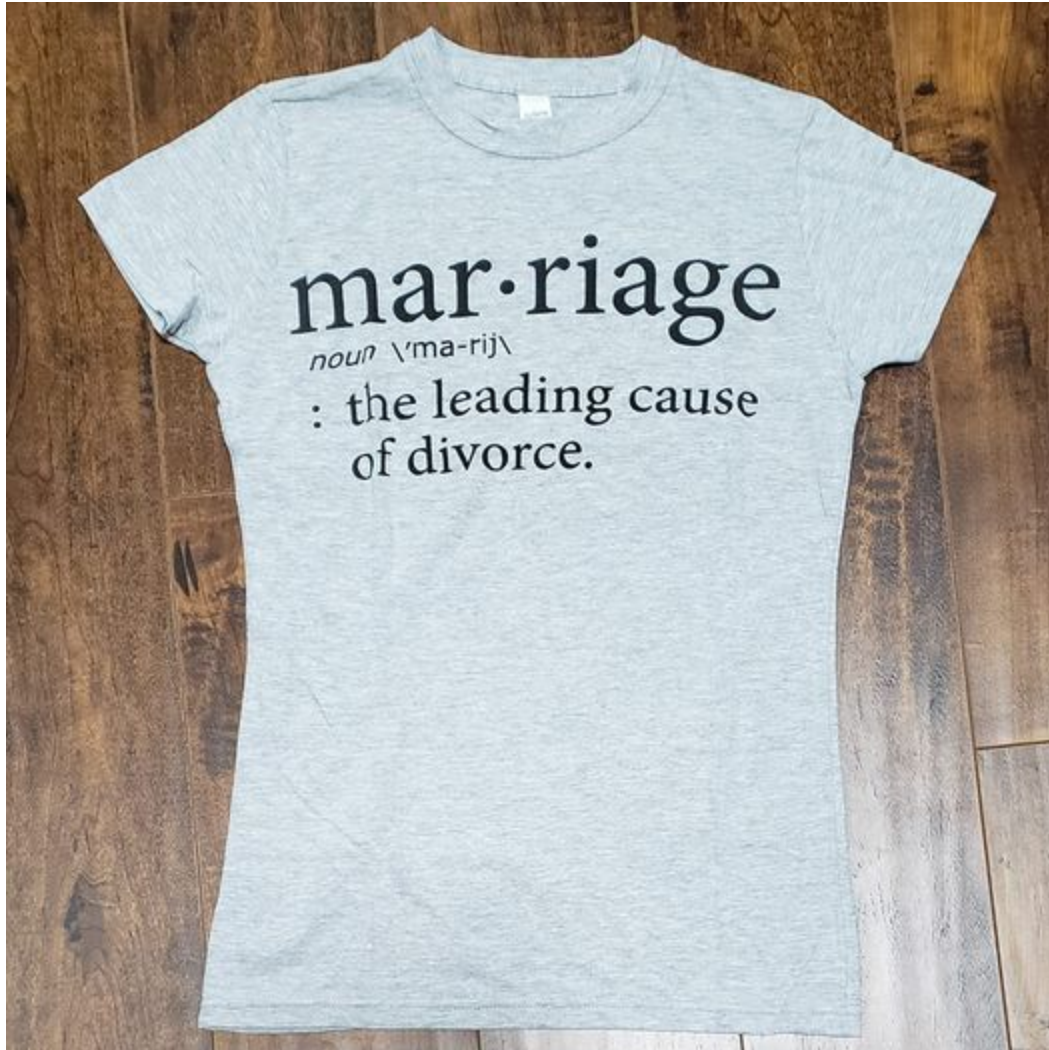
My 8-figure story is not one of #crushingit and #dominatingthemarket with a single brand—not yet, anyway. Mine is one of struggle, success, self-sabotage, perseverance, overcoming, and finally learning to celebrate the wins when they happen.

My next milestone IS to get that eight figures in a single brand, and you better believe I'll be showing that sh*t off when it happens!!

Thanks for indulging me and Happy Monday!



Celebrate the Tiny Wins and Don't Give Up! Post by Ane Susanto (August 23, 2020)



Happy Whateverday this is!

This one goes out to anyone who is feeling down about their products, their sales, their brand, their business ... like, no matter what you do, it feels like you just can't get any traction.

Well, I just wanted to remind you to ...

Keep researching. Keep tweaking. Keep testing. **And keep goiiiiingggg!!**

This is one of the first shirts I sold when I was first getting started with POD. Yes, I actually sold a few. In fact, I sold a whole five of these, although one was to myself to "tip" the campaign, which was something us old-timer PODheads had to do so that the platform would print the shirt. (That end-of-campaign anxiety was real.)

This was a design I did for myself because the message had great meaning and all the feels [for] me at the time :D

I did that a lot early on ... made designs/products I liked, in the way I wanted them. It wasn't until I focused on what my avatar/customer wanted that I started selling in numbers.

That meant LOTS more research, LOTS more testing, taking meticulous notes, creeping pages and groups and forums where my avatar hung out, clicking on every competitors' ads, reading comments on their posts, reading comments on my own posts—even when they hurt ma feelins. :D

This design made me all of probably \$25 profit on all five shirts. But looking back at it, I still consider this a win. Why? Because I've launched THOUSANDS of designs over the years that sold NOT A ONE, which means they LOST me money.

But you learn from the fails, losses, and missteps. You celebrate even the tiny wins (still working [on] this one personally). You test. Tweak. Pivot. You turn small wins into bigger wins. And, next thing you know, you look back and realize you've sold a billion shirts (or maybe closer to 160,000) and think to yourself, "*Gotdamn*, I'm amazing!"

:D :D :D Sorry I couldn't resist that. #plottwist

BUT my point is, don't give up just because you haven't found your footing. If your product, website, or marketing sucks, learn how to make them suck less. Learn in here. Do the work. You will get there IF you don't give up!

Because if I can sell four of these stupid-ass shirts, then you can sell whatever TF you're trying to sell!



Section 3: For POD Heads

Note: Even though the following posts are for the POD (print-on-demand) crowd, if you don't sell POD products, there are still terrific lessons and disciplines for you to learn and be inspired by. Enjoy!

Part 1: Comparison of Seven POD Companies Post by Ane Susanto (March 10, 2020)



Life has been too easy and relaxing, so I decided to start selling apparel again to add stress to my days. :D :D

I've been taking my time with it though and just finished over-analyzing 11 print-on-demand companies that integrate with Shopify. I ordered shirts from seven of those companies (ruled out the other four already) to test print quality. And the samples from Printful, Gooten, CustomCat, Gearbubble, and SPOD [Spreadshirt Print-on-Demand] have come in! Just waiting on MerchPond, SunFrog, and teelaunch now.

(Yes, I'm that dork that posts a pic of shipping bags that means absolutely nothing to anyone else. But it's exciting!)

Once I get the rest of the samples, I will do a side-by-side comparison of print quality across these seven POD companies.

I've also compared the apparel costs, shipping costs, fulfillment times, shipping times, returns handling, and ease of integration and use (adding products, mock-ups, etc.) of the app.

If there's enough interest, I'll share my results here. Just comment, "I'm a PODhead" below to let me know you're interested. Just kidding. I'm going to share them even if there's no interest :D <3



Relevant Member Comments

Norman Crenshaw: Just to add another, I got a quote from Black Acid [Apparel]. They are in [Monroe], North Carolina, and do a lot of the racing teams. For T-shirts, they use Cotton Heritage. This is a higher-quality fabric than Hanes or Gildan, produces a better-quality print, and lasts longer. I submitted a single color design:

- For both the shirts and the long sleeves, we would be at \$16 for sizes XS–XL, \$17 for 2X, \$18 for 3X, \$19 for 4X–6X. This includes the left chest logo, the sleeve logo, the neck label, and the image on the back.
- For hats: Richardson 112 trucker cap, \$15 with embroidery and side logo.

I thought these prices [were] pretty high, but the quality would be high. They would use my ShipStation to ship to customers, so shipping is additional. I'm looking forward to your research :)

Ane Susanto: Thanks for this! I will check them out.

Martin Maybruck: I've been using CustomCat for the past 3 years. Their support is the best I've had so far. Print quality is 80%–90%. They are very good about reprints. I found their pricing to be very good as well as shipping. They recently finished building a huge new production facility so they can speed up fulfillment. Currently, my shirt and mug orders are being fulfilled within 1 to 2 days. I've even seen some fulfill the same day. I'm curious to hear your findings.

Chris Cade: Same here. I've been really impressed with the fulfillment lately ... I'm seeing a lot of same-day shipping. My customers also rave about the quality of both mugs and apparel.

MM: Chris Cade—CustomCat app is lacking good mockups, so I use [Placeit by Envato] (<https://placeit.net/>) and it greatly improves sales.

Ane Susanto: Thanks for sharing! I was getting mixed feedback on CC turnaround times, but it's good to hear they've improved it.

Casey Brown: Super interested! We just got some pillows, blankets, tote bags, and a few more things from Gooten. They were quite good. Looking forward to seeing your comparison!

Ane Susanto: I love Gooten's AOP [all-over-print] weekender totes, and pouches! The print-and-sew quality are outstanding. I used them on a very colorful design, and the colors are vibrant.

Kathy Mac: That's awesome! I assume you are comparing apples to apples? I know some of those vendors do offer different tee brands. We currently do our own

printing, but it would nice to be able to sub things out if needed. It just kills me to see what they charge when I know we can do it for a fraction of the cost

Ane Susanto: Yes, to the extent that I can. At the very least, I'm testing tees that are similar if the exact brand isn't available.

KM: Can't wait to hear your results!!

Don Scott Schnure: Okay, so ... when it comes to POD companies, you CANNOT judge them from a single sample. Many of these companies outsource their printing, and quality control is not consistent across their vendors. I've used all of the ones you mentioned, and sometimes you get lucky and other times you have you ask yourself, "Someone actually packed that for shipping? Wow!"

Ane Susanto: Yes, I understand that you cannot judge the entire platform by a single sample, but I can tell from a few samples from each company whether or not I can rule them out completely.

For example, I've already ruled out one company because they don't scale the design for larger sizes, so the design is the same size on an XS as it is on a 2XL. I know from years of selling POD apparel that that is a common customer complaint.

You can also judge the overall crispness and vibrancy of the print—which is important to me as I have lots of colors and detail in my designs—within just a few samples.

There's no perfect platform, but I'd like to at least narrow the choices down to the ones with acceptable print quality to start [and] then judge using other factors for the ones that make the cut.

It's why I've compared a number of other things, including whether they print at their own facilities, like MerchPond, SunFrog, and CustomCat, or outsource to a network of vendors, like Printify. There's a greater chance of consistency from print to print if they're printing from a single facility, but even then, prints will not go out perfectly every time. That's just the nature of POD.

Norman Crenshaw: Don Scott Schnure—Any strong faves?

DSS: Norman Crenshaw—Sadly, no. Ultimately I ended up contracting with a single print shop to do all my stuff.

Part 2: Comparison of Seven POD Companies

Post by Ane Susanto (May 3, 2020)



Figure 1

SUPER GOOD OK BAD	GOOTEN	SPOD	SUNFROG	GEARBUBBLE	TEELAUNCH	CC	PRINTFUL
	1	2	3	4	5	6	7
	CRISP LINES	GOOD	SUPER	GOOD	GOOD	OK	BAD
CRISP SIGNATURE	N/A	SUPER	OK	OK	BAD	VERY BAD	SUPER
VIBRANT COLORS	OK	GOOD	GOOD BUT OFF	GOOD	GOOD	OK/BAD	SUPER
COLORS MATCH ART/GRAPHICS	OK DARK	GOOD SLIGHTLY DARK	BAD TOTALLY OFF	GOOD LIGHT	OK DARK	OK LIGHT	SUPER
INK FADING	BAD FADING AT EDGES	GOOD NO FADE	GOOD NO FADE	GOOD NO FADE	GOOD NO FADE	BAD ALL FADING	GOOD NO FADE
INK PEELING/FLAKING	GOOD NO PEELING	OKAY SOME PEELING	OKAY SOME PEEL	GOOD NO PEEL	GOOD NO PEEL	BAD LOTS	GOOD NO PEEL
WHITE 'HALO' BEHIND COLORS	OK SLIGHT	GOOD NONE	GOOD NONE	OK/BAD ALL EDGES	GOOD VERY SLIGHT	BAD	GOOD
GRAPHICS SCALED TO SHIRT SIZE	GOOD	GOOD	BAD SMALL ON XL	BAD XS ON XL OFF CENTER	GOOD	GOOD	GOOD
CONSISTENCY ACROSS SHIRT STYLES	OK	?	OK	?	GOOD	BAD	GOOD
OVERALL PRINT QUALITY	MORE FADING LOOKS WORSE IN	CRISP & VIBRANT BUT PEELING & IRON-ON LOOK	GOOD PRINT BUT COLORS ARE TOTALLY OFF & NOT SCALED	CRISP & VIBRANT BUT TOO MUCH HALO AND NOT SCALED	GOOD COLOR & DETAIL JUST A LITTLE DARK	PRINT QUALITY IS BAD FOR ARTWORK	OUTSTANDING COLOR & DETAIL. GREAT SCALING

Figure 2

	GOOTEN	SPOD	SUNFROG	GEARBUBBLE	TEELAUNCH	CC	PRINTFUL
	1	2	3	4	5	6	7
CRISP LINES	✓	✓	✓	✓	☹	✗	☺
CRISP SIGNATURE	?	✓	☹	✓	✗☹	✗☹	✓
VIBRANT COLORS	✓	✓	✓	✓	✓	☹	☺
COLORS MATCH ART/GRAPHICS	☹	☹	✗	✓	☹	☹	✓
INK FADING	✗	✓	✓	✓	✓	✗	✓
INK PEELING/FLAKING	✓	☹	☹	✓	✓	✗	✓
WHITE 'HALO' BEHIND COLORS	✓	✓	✓	☹	✓	✗	✓
GRAPHICS SCALED TO SHIRT SIZE	S	M	S	XXXXXX	✓	✓	✓
CONSISTENCY ACROSS SHIRT STYLES							
OVERALL PRINT QUALITY	☹	☺	☹	☺	☹	☹	☺

Figure 3

For the POD Heads!

A couple of weeks ago, I enlisted my 9-year-old [UPDATE: She just reminded me that she turned 10 last week, and it's a big difference!] to help me compare the **print quality** on POD apparel samples I had ordered.

It was our own little homeschool POD class.

I had ordered samples from seven pod companies (see earlier post above): three to four samples (crew,



v-neck or scoop, tank) from each; all DTG [direct-to-garment printing].

Though brands and styles varied from company to company, I tried—to the extent that I could—to order the same (or at least very similar) apparel.

Based on some of the things I was looking for in print quality, we came up with 10 characteristics that would be important (and interesting) to compare. Then we each critiqued the samples based on these characteristics.

Honestly, this was a MUCH MORE in-depth comparison of just print quality than I would have done on my own or is really even necessary. But it was a super fun project to dive into together. Plus, we made a cool “critique chart” to organize our results. And by “we,” I mean me, because she gives zero farts about organized results.

It was startling to see how [big a contrast there is in] the print quality from company to company when put side by side [figure 1, page 34].

Interestingly, we had similar opinions across the board—we just presented our findings a little differently. Mine was a little more detailed [figure 2, page 34]. Hers was much clearer and unambiguous [figure 3, page 35].

Results

Ranked based on best print quality

1. **Printful:** Outstanding all around
2. **Gooten, SunFrog, teelaunch:** Good enough print quality, but [am] ordering more samples on larger sizes to see how the print is scaled
3. **SPOD:** Crisp and vibrant, BUT print looks like an iron-on and ink is already peeling up even before any wear or wash
4. **Gearbubble:** Decent print quality, BUT design is not scaled to size (design on XL shirt is same size as on XS shirt and looks awkward on the larger size).
5. **CustomCat:** Print quality is bad across all the samples, blurry, visible print lines, peeling, fading.

Caveat

The same design file was used for all samples, but resizing was necessary to meet the upload requirements of a few of the platforms.

I did this comparison for my needs and my brand—and also because I thought it would be a fun project to do with my kid. But I wanted to share these results here just in case it's helpful to someone else.

This is meant to be informative, not conclusive.

Follow-Up

I will do a follow-up post in the next 1 to 180 days, sharing the rest of my POD comparison based on the following:

- **Shopify integration:** How easy is the app to install and configure? [How] easy [is it] to use the interface? How easy is it to add products, variants, mock-ups? How responsive is app support?
- **Turnaround:** How fast does the order go from “purchased” to “delivered”?
- **Good communication/client support:** How well do [POD companies] communicate delays, inventory issues, shut downs. Sh*t happens, but as long as issues are well-communicated in a timely manner, we can pivot, adjust, and communicate with our customers.
- **Capacity:** How well do they respond and adapt to high-volume periods, like Black Friday/Cyber Monday and holidays? How do their facilities respond during a crisis?
- **Cost of goods and shipping:** How competitive is the pricing? Is volume pricing offered? Is there a multi-item shipping discount offered?
- **Scalability:** What other products does the platform offer?

So, stay tuned for the follow-up, 'cause that also may or may not be helpful!

Explanation of Characteristics

Crisp lines

How clean and crisp are the lines of the design? How much detail comes through on the print?

- Important for detailed and intricate designs.
- Not as important [for] designs with big block lettering or simple graphics.

Crisp signature

How crisp and instantly identifiable is the “artist signature”?

- Very few people will care about this, but this is important to me because my “artist signature” is part of my branding.
- BUT this also serves as a benchmark for how detailed the design [will be when] printed on the shirt.

Vibrant colors

How well do the colors show up on the print?

- Important if the design has lots of bright and bold colors.
- Not as important for one- to two-color designs.

(Will be reassessing after multiple washings.)

Colors match original artwork/graphics

How closely do the colors match the artwork/design file used to print?

- Important for managing customer expectations. When the actual product vastly differs from the mock-up, this can result in a bad customer experience with your brand.
- Especially important if the colors themselves have meaning (like team colors or flags).
- Not as important if the design only uses white, black, or gray.

Ink fading

Are there areas on the print where the ink is faded or printed unevenly?

- Important for clean, detailed designs.
- Not as important for distressed, “worn-in” designs where the print is intentionally faded in areas.

(Will be reassessing after multiple washings.)

Ink peeling/flaking

Are there areas where the print is lifting, peeling, or flaking?

- Important, no matter what. Prints peeling or flaking leads to a bad customer experience.

(Will be reassessing after multiple washings.)

White “halo” behind colors

How much “white underbase” shows through under the colors? (When a design with colors is printed on a dark shirt, most DTG printers first print a white underbase onto the shirt. Sometimes this leads to a white “halo” effect around the colored areas if the underbase and color layers aren’t aligned properly.)

- Important for detailed designs with lots of color ... and because it’s a pet-peeve of mine.
- Not as important for designs with white-only lettering or graphics or for prints on white or light-colored apparel.

Graphics scaled to size

Is the same size design or graphics used for all size shirts? Or is the design scaled properly on larger sized shirts?

- Important for XL–4XL sizes. If not scaled accordingly, the design will look awkwardly small on larger-sized apparel.
- Not as important if you love negative reviews and comments on your posts.

Consistency across shirt styles

Is the print quality consistent from shirt to shirt for each POD platform?

- Important if you're offering various shirt styles and want a consistent look for all your products.
- Not as important if you're only offering a single style.

THE END



Relevant Member Comments

Dave Preston: Epic post. Such a huge difference between the pink/red of Printful and SunFrog.

Ane Susanto: BIG difference between SunFrog and Printful, which are at the opposite ends of the spectrum in terms of matching expectations. Fabric print version is never going to look exactly like an art file that uses colors like these, but Printful gets impressively close.

Deven Davis: Auntie Ane is the real MVP.



Note from Bret: *Deven and Ane know exactly why I had to get Deven's post (above) in print! :D*

Styles of POD Apparel

Post by Ane Susanto (May 30, 2020)

For the POD People

Print-on-demand apparel styles

Chris Cade sent me a great question, and we thought other PODheads may benefit from the discussion as well, so I'm posting my answer here.

This is all just based on my 5 years of POD experience (but that's like 12 years in normal job-having), not industry data, so I'd LOVE to hear from other PODsters on their data and selling experience with regard to apparel styles that sell.

Note: *I was really good [at] keeping meticulous and detailed records of sales on spreadsheets and notebooks. Then I'd look through the data and jot down summary notes when I wanted to make a decision on something, like which styles to test/scale/kill, for example. My answer below is based on those summary notes. So while I didn't pour through years of spreadsheets, I also didn't just pull this all [from] memory.*

The question

Do you have a specific set of shirts/styles that you stick to?

The quick and dirty

After lots of testing and learning early on, these are the styles I eventually landed on and stuck to and the styles I would still offer now:

1. Unisex crew-neck short sleeve
2. Hoodie
3. Tank
4. Long sleeve (especially for older/grandma demo)
5. V-neck OR scoop-neck short sleeve (if selling to female demo)

My Usual, Long-Winded Reasoning

Unisex/men's crew necks

The crew-neck tee is the main staple of apparel. Including a unisex/men's crew-neck as a variant is a no-brainer.

99.96% of my designs were (and still are) geared toward women, so I used to offer LADIES crew-neck rather than unisex crew. But those tended to be more junior-sized and form-fitted (no matter the brand), so there was a high rate of returns due to fit.

Also, when I offered unisex crew AND ladies crew on the same product page, unisex crew outsold the ladies crew hands down, even if priced the same or similar.

So I did away with ladies crew altogether and will only offer unisex crew option.

Hoodies

Hoodies sell well all year round to all demographics with one exception.

Exception: *Crew-neck sweatshirts sell better than hoodies for grandma niche or designs. This single switch from hoodie to crew-neck was a game changer when I was selling NFL+grandma designs (legally with official NFL approved designs and er'thang). So if you're selling to an older/senior demographic, I'd test crew-neck sweatshirts to your audience.*

Tanks

Tanks sell really well, especially to women 25–50 for all niches. They also sell to women 50–60 in certain niches like fitness, crossfit, running, sports mom, sports team fan-type niches. Not so much for the 60+ crowd.

And I don't think I've ever sold a single tank to a man. Granted, I think I tried twice so I can't say I really tested it.

Tanks sell almost year round, especially spring and summer months. February was really the only month during which tank ads didn't convert. You could say they tanked.

Post-holiday and January were big sales periods for me for tank sales because everybody heads back into the gym the first 2–2.5 weeks of the year.

Long sleeves

A long-sleeve option is important to offer for designs geared to an older/senior demographic. It's also popular in niches in which the audience wants to be more modest with their clothing. In the faith niche, for example, long-sleeve shirts outsold tank tops by a lot (I don't have the exact numbers, I literally wrote "by a lot" in my summary notes).

V-necks OR scoop necks

Offering [a] v-neck or scoop neck option for ladies was also a game changer for me. I added them as a response to all the FB comments and customer emails I got early on. The sales backed that up. I don't have exact numbers anymore though. I just know it's worth adding either a v-neck or scoop-neck option when selling to a female demo. This was particularly true for sizes L–2XL and larger.

By the way, I'm not talking neck-plunging, full-cleavage-showing, down-to-the-navel type of v-neck (which actually exists). A boatneck or men's v-neck option can work for this. The appeal to my buyers was a more relaxed fit around the neck, not necessarily to show boobage.

Styles Worth Exploring That I Haven't Tested

Leggings

I know ONE brand-owner doing very well with leggings. I haven't tested them yet because I also know a number of brand-owners who did not do well with selling leggings and one curses the thought of them still.

I think the key to leggings is to find the right POD company that prints on legging brands that are true to size. Otherwise, the rate of returns due to fit and all the customer-service issues related to that can kill your will to live.

One final word from 2020: **Masks**.

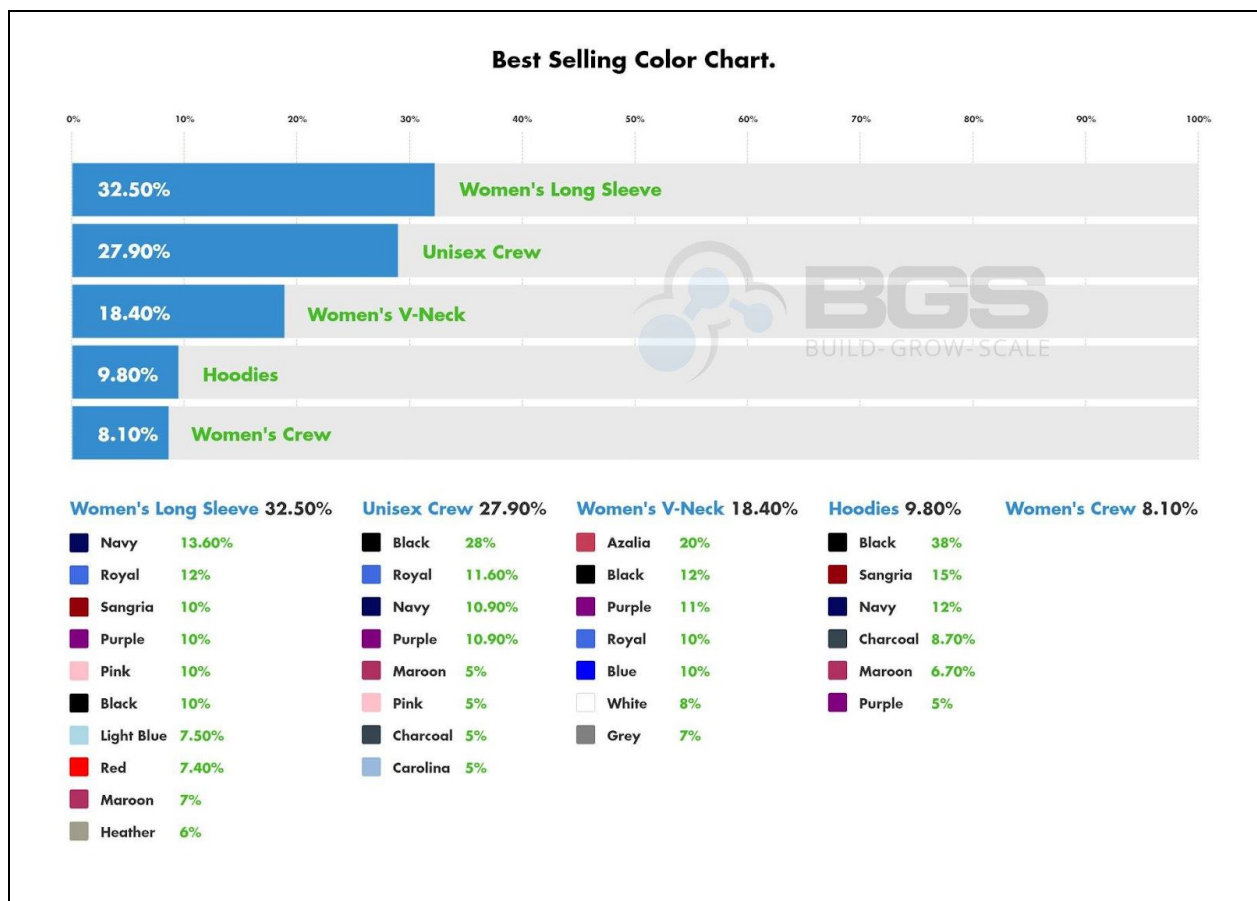
I'm sorry if this all sounds like I'm rambling. Maybe I'll organize it a little more later, but this is how it's going up for now (and will probably stay—let's be real).

22
22 Comments

Relevant Member Comments

Mark A. Shilensky: Awesome breakdown Ane—thanks!! Two quick questions ...

1. When you have these different styles up on your store, have you found better results with having them as variants in a single product or [as] separate products?
2. What shirt color options have you found to sell the best? I know Matt shared an analysis BGS compiled (I'm attaching it here for everyone's reference).



Ane Susanto: #1. Of course I have to throw that annoying four-letter word at you: TEST :D—BUT, yes, for the most part, I have had these different styles as variants on the same product page for each design.

I tested at one point listing them as separate products, but it really cluttered up the site. Same design repeating itself across the different apparel styles: it made for a really bad user experience and more comments and emails asking if it was offered in another style. I have also tested separating hoodies and crew-neck sweatshirts from the others shirt styles in the past, and that may be worth testing depending on your buyer or niche. But there wasn't a notable increase in conversions by splitting those up for me.

One thing that does work well for me is to set the default or main style to the best-selling one. If I'm pushing hard on tanks or they happen to be selling well at a certain time, I make that style my default across the board. But if, let's say, there's a design for which the hoodie happens to be a top seller—even if I'm mainly selling tanks at that moment—I would set the primary/default style for that design to the hoodie. I do that with top-selling color as well. It creates a subtle pattern interrupt on collections pages that attracts the visitors' eyes and gently nudges them to those products.

AS: #2. Black and white are hands down the most popular colors according to market research, but my best-selling apparel colors are black, purple, light blue, and pink.

Again, I think this is another option that is heavily dependent on your buyer and niche. For example, black won hands down for biker and 2nd Amendment niches—I wouldn't even bother offering any other colors if I were still selling in those niches. Purple is by far the winner for the faith/Christian niche, followed by light blue and pink. Black and pink for fitness, running niches. And I know that orange and green apparel sell well in the hunting, fishing, outdoor niches. So it's a matter of knowing your audience, testing, and letting your data choose.

I'm not counting sales from NFL designs because that's its own beast. Colors were driven by team colors. Navy blue was my top-selling color for NFL because of the Patriots, Broncos, and Seahawks, followed by black because of the Steelers. I'm not saying those are the best teams—they just had the best fans because they made me the most money. :D

No matter the colors, I find, the fewer the color choices, the higher the CR. I don't offer more than 5 color options. I have in the past until I saw increased CR when I went from 12 color options (because I love colors) to 8. And then

again from 8 to 5. I'm going to test 3 and 4 color options.

My data tells me it's not necessary to offer dark grey when you're already offering black or multiple shades of what's basically the same color, like offering pink and coral. No one needs pink AND coral.

MAS: Ane Susanto Thanks, that's awesome and totally makes sense.

Chris Cade: So Ane—I have another question ... I'm curious. What were your price points on each of the above products?

Ane Susanto: You're just full of questions I have to dig up answers for :D I'll have to go back and look to be 100% sure, but from memory:

- Crew: \$20.99–\$24.99
 - Tanks: \$24.99 (I remember all the complaints on tank price for sure, but the margins were already low at \$24.99 as it was)
 - Ladies crew tee (when I still included them), v-neck, or scoop: \$23.99–\$26.99
 - Hoodies: \$34.99–\$39.99
 - Long sleeves: \$23.00–\$26.99
 - Add \$5–\$10 on each of those for licensed apparel; except hoodies went for \$60–\$70 easily.
 - Add \$5–\$7 on each price point for personalized stuff.
-

Norman Crenshaw: So awesome. Thanks for sharing! What about tumblers? Similar?

Ane Susanto: Norman, hey, sorry, in terms of what? Do you mean similar in terms of what colors sell?

NC: Ane Susanto—Yes, colors.

AS: Norman Crenshaw—I just ran my numbers for ya on tumblers (etched mugs and tumblers):

- 28%—Purple
- 21%—Teal
- 20%—Navy

- 16%—Pink
- 14%—Black
- <1%—Grey and Green combined
- 1—Coral (as in, I sold literally one coral tumbler)

My buyer is female 45–65.

NC: Ane Susanto—Thanks! That will help me to know what colors to feature and what to trim from my line-up as well. I may be going slightly younger, but women and tumblers. Dads though too, at this time.

Section 4: Other Resources

If you want to go deeper into any of the topics Ane has posted, here are a few recommendations:

1. Check out all of Ane's AMA (Ask Me Anything) sessions in the Ecom Insiders Membership Area: <https://members.ecomin Insider.com/>
2. Ask Ane a question in the Facebook group relating to one of her posts.
3. To find the original posts used in this GSD report, search "Ane Susanto" in the Facebook group and find the date of her post (which we provided in this report).
4. For new members in POD (print on demand), there's another helpful GSD (#38)—an interview with EI member Mike Armstrong, Tanner, and myself (Bret). Mike shared how he went from near broke to making \$137,000 in 7 weeks with only a \$33,000 ad spend.

Okay guys, that's a wrap! What a jam-packed edition, right? The best way to show your appreciation for Ane is to take MASSIVE ACTION and report back with your results! Or simply show your gratitude for Ane in a comment or post in the Facebook group! And take a leaf out of Ane's (and other amazing members) book and share what's happening in your business, big or small, doesn't matter. Rising tides raise all ships! See you next month :)

Tanner, Matt, and Bret