

Introduction & Foreword by Sarah



Hi there! I am Sarah, founder of Wholesale Ted, one of the largest YouTube channels dedicated to giving actionable advice on how to build a REAL Print On Demand business. And in this ebook... I'm going to teach the 3-step formula to true financial freedom from the corporate rat race 💰.

But just a warning... *it might not be what you were expecting...*

You see in life, there are really only 3 ways that most people can become financially free & beat the corporate rat race:

1. Get lucky, and win the lottery.
2. Get lucky, and be born into a wealthy family.
3. Make their own luck, and build a REAL business.

Most people in life who were not lucky to be born into a rich family choose option #1, and hope for a miracle. And while miracles are nice, rather than leave my life to chance, I decided to choose option #3 and take control of my destiny so that I could fulfill my life dream of traveling around the world, rather than be chained to a desk. And y'know what?



I can safely say that I have absolutely, 100%, **ZERO** regrets!

One of the things I love about option #3 is that unlike #1 & #2, building a business isn't based on luck. It's based on LEARNING skills. And we are all in control of doing that. Unfortunately, what I've noticed is that some people seem to think that building a business is out of our control. They think it is all about "luck," and that some people get "lucky" and they are the ones that will succeed. I can sum it up by showing you a comment someone left on the channel:



Negan • 1 week ago

Chip Fisher I don't assume people's businesses will fail because mine did, I assume people's businesses will fail because 90% of businesses fail. Chances are you won't be the 10% that succeed

And I'll tell you now: I see this all the time, and I hate it when people try to spread misinformation like this. It's exactly people like Negan who *think* they are trying to start a business, but are actually Googling this instead:



How to get rich quick



Google Search

I'm Feeling Lucky

They treat their Print On Demand stores as a get-rich-quick-scheme and look for "tricks" or "hacks" to make money fast. They are looking for what I like to call "magical money machines," where if they "invest \$100" they'll "get \$200 back." It's something [I discuss in this video here](#).



And it's exactly these people who fall for an ad that promises them that if they just spend \$4,997 and buy someone's "program" that they can follow "step-by-step" they'll "get rich" overnight and well, surprise surprise...

It doesn't work!

And when it doesn't work, guess what these people say?

1. That "business" just wasn't the "right one."
2. That "businesses" are a "scam" because only some people get "lucky" at "finding a way to make money."

Well, let me tell you now: businesses aren't "luck." In fact, I'll tell you exactly what a "business" is now. It's when you:

1. Find or create great products to sell.
2. Put those products in front of the right people.
3. Give those people a great reason to buy.

That's it! No "secret tricks" here. It comes down to learning these 3 *skills*. And do you know why 90% of people's businesses "fail"? It's because they want tricks. They aren't willing to dedicate themselves to learning these 3 skills. And so 90% of people give up before they learn them. Not because of "luck."

Think about it. If you wanted to become a fine dining masterchef after never having cooked a meal in your life, and I said to you, hey, read these 5 books written about fine dining from master chefs themselves:



And you read them, do you think your first meal would be a fine dining masterpiece?

Of course not!

Education is *helpful*, but to learn the *skills* required to become a great chef, you still need to cook lots and lots of meals. Well, learning the *skills* required to run a successful, money-making business is no different! And every person's journey to learning those 3 things well will be different. Some people will have natural talent & learn it fast. For others, it will take much longer.

But once you learn how to do those 3 things well, you quickly discover that there are opportunities EVERYWHERE and it's not based on "luck." That's why I was able to successfully import products from overseas & sell them for huge profits when I was just 15. For more information on how I got start selling, I highly recommend watching my video, [How I Built 5 Sources Of Income In My 20s](#).



So I have to be honest with you. Inside this ebook, you aren't going to learn any "tricks." Instead, you're going to learn lots of techniques that successful 6-figure print on demand stores are using to do these 3 things well:

1. You'll learn real techniques used by stores like mine to research products that our customers love.
2. You'll learn real techniques used by stores like mine to get traffic to their products to their target, niche market.
3. And you'll learn real techniques used by stores like mine to present these products in a way that will make customers want to buy them.

This is the key to running a successful store, and these 3 things can be broken down into 6 steps!

Step 1: They Pick A Great Niche For Their Store

So, you might be thinking, “but Sarah... what’s a niche?!”

A “niche” is a category of items. For example, in many of my video tutorials on the channel, you might have noticed that I use the dog niche. I’ll create products that are dog themed, that someone who loves dogs would be interested in.

To find out what a niche is, I recommend watching my video: [Best 5 Niches To Make \\$25,622 A Month On Etsy.](#)



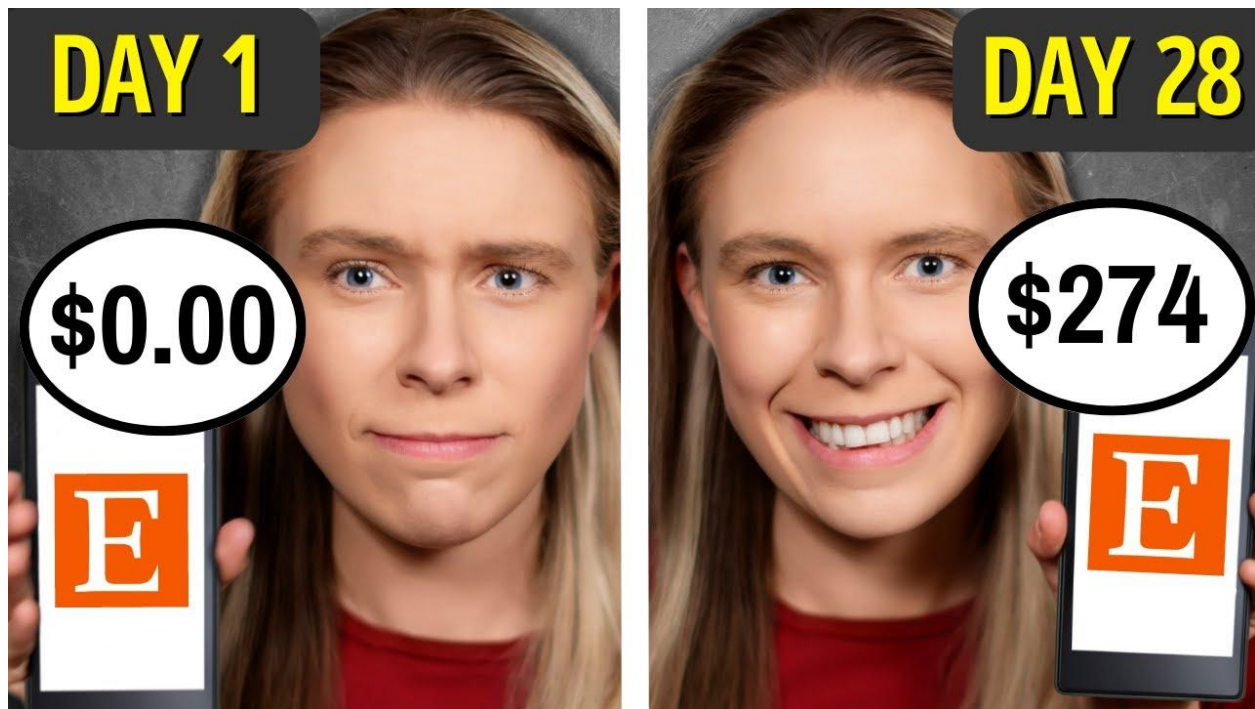
When you pick a niche or “niche down,” it means you create products mostly focused on this specific type of customer. Alternatively, you can go the opposite route and instead create a “general store” where you don’t niche down, and make products on a wide range of topics.

So then, which is better? This is a good question that I get asked a lot. And y’know? Honestly, neither is “better” than the other. They are just different, and they each have pros & cons. But I think it is easier to make sales faster if you niche down, and there are 3 reasons why:

1. You get to build and design a store that appeals to a specific type of customer, and so it’s easier to pick store branding that matches it, to increase your conversions.

2. By picking a niche customer, it is easier for you to get upsells and get customers to order multiple items at once, which earns you a lot more money.
3. And, perhaps most importantly, it gives you an algorithmic edge, especially on Etsy. From my experience on Etsy, the website will give new products a “boost” and put it in front of a small group of customers, to see if they click on it. If they do, they’ll keep pushing your item and giving you traffic for free. And one way that they pick that group of customers, is by seeing if you have previously sold items successfully in that niche before. So if you had a mug in the dog-niche that customers liked, if you release another mug in that same niche, Etsy has data on what types of customers it can put your mug in front of to test, which will dramatically increase your chances of being successful.

I discuss this boost in my video: [How I Made Money FAST With A NEW Etsy Store.](#)



So, there are definitely advantages to nicheing down. But what makes a niche a GREAT niche?

Well, from my experience, a niche is often great when YOU are a customer within it. By picking a niche where you are a customer, it will give you a big advantage.

Why? Well, because when you are a customer in a niche, you know what products you like... and you also know what products you *don't* like. You can then use this to help you design products that customers (like you) actually want to buy. Keep reading to find out more...

Step 2: They Create Great Products To Sell

So, another good question I'm often asked is this: "What is a great product?" And, well, It's simple: a great product makes customers go, "wow, that is super cool. I want it!"

That's it. That is a great product.

And so, how do I do this? By doing one thing: I create products that **fill a gap in the market**.

Filling a gap in the market means that you identify products that customers would like to buy, but can't, because they don't yet exist. Or, you find products that do exist... *but* they aren't very good, or that customers would like more variants for. You then create a product to fill that gap for them. It's a concept I discuss in this video: [My 2 Tricks To Making Money Faster](#).



This is exactly why I believe that for most people, a "great niche" is one that they are a customer in. Usually, it would be very difficult to come up with a unique product idea that fills a gap in the market. But, it is a lot easier when you pick a niche that *you* are a customer in.

When you do this, you can use *yourself* as a yardstick. What would you like to buy, but can't? What designs would you buy, that don't exist? It greatly speeds up the research process.

But of course, once you've identified product opportunities, it is time to make them! And there are 2 tools that I use to do that. The first is Canva. [I have a step-by-step tutorial video, that shows you how to do this, with t-shirts as my example:](#)



Canva has revolutionized my Print On Demand business: however, you need to know the right types of file settings to save your designs in to make them suitable for printing, which is why I highly recommend watching my video as it explains how to do it.

Another tool that I use - that is entirely optional - is AI art.

I know AI art is controversial 😊 so as I said, it is optional.

But I'll be honest: it has revolutionized my business. Previously, designers like me that weren't artists were stuck using the same stock images on apps like Canva. And while there are a LOT of images in Canva (there are millions of assets in the PRO account), when we are all pulling from the same image library... it can be easy for designs to start to look "samey."

That is where AI art came in. Thanks to apps like Midjourney & DALL-E, I now utilize that to create unique images for me, where previously I would have used stock art.

It means that my designs look unique. To learn more about using Midjourney, you can watch my video: [Start An AI T-Shirt Side Hustle.](#)



But, I do have to stress... I do not think that apps like Canva & Midjourney are “magic.”

Yes, they can create images for you, but you still need the *idea*. You need to come up with the idea for a product that your customers (such as yourself!) would like to buy, that fills a gap in the market. Then, you can use these tools to help you turn your idea into *reality*.

Step 3: They Build A Semi-Automated Online Store

So, not too long ago, I learned the importance of building up income streams that make you money even if you can't (or don't want to!) work.

You see, I was on a vacation in Canada. The night before my flight home, my stomach started feeling funny. That funny feeling turned into a strange, unbearable pain in my right abdomen which turned out to be... can you guess? [An appendicitis! I shared my story in this video.](#)



That experience did two things. Firstly, it filled me with a lot of gratitude. If you watch the video & listen to the story, you'll see that the whole ordeal was extremely expensive! It also meant that I had a long recovery period where I couldn't work, so I was very glad to have multiple streams of passive income. But secondly, it made me very sad that not everyone is as lucky as me. And so I hope with this ebook, and my channel, I'll be able to help others too. But, I digress...

One of the big advantages of Print On Demand is that unlike traditional stores where you have to hire staff members to run it, anyone can now “come into” your store anyday, anytime, and purchase items from you - even while you’re asleep! To find out why my stores are able to run passively thanks to Print On Demand apps like Printful and Printify, be sure to re-watch my video: [How I Built 5 Sources Of Passive Income.](#)

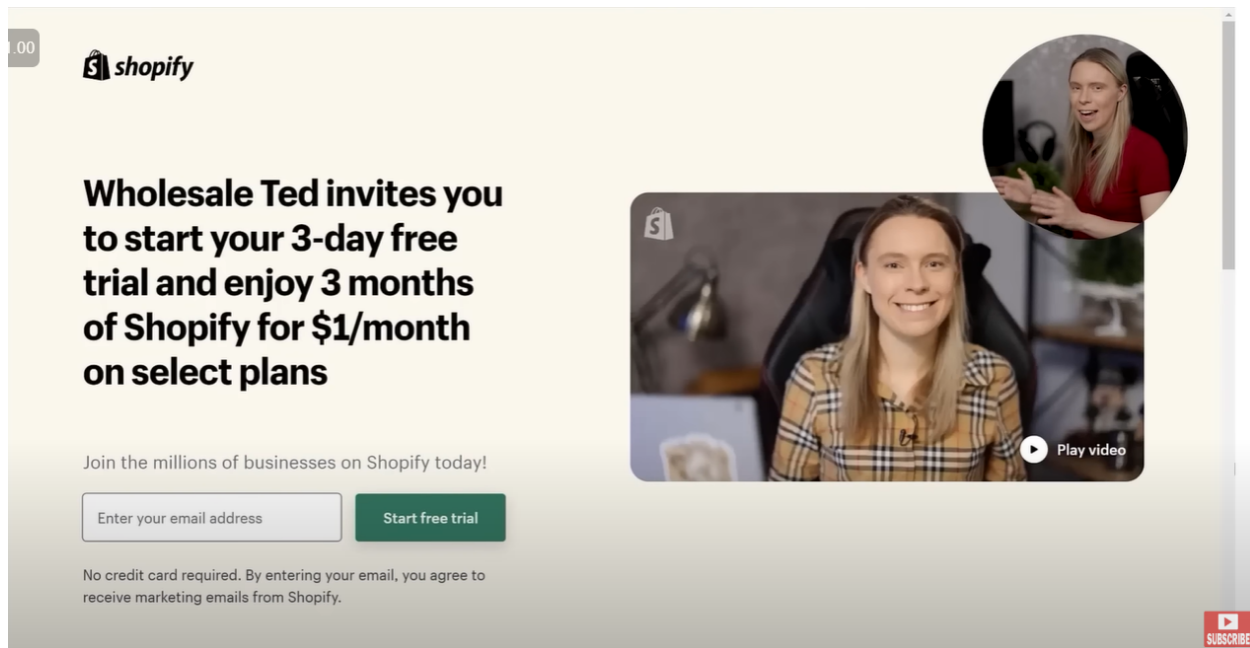


But, this leads to another question: “Sarah, where do you sell your products?”

And that’s a good question. The first place is Etsy. There are over 95 million active customers on Etsy, and they love buying POD products. To learn how to set up a store on Etsy with Printify, [watch my Etsy store tutorial here:](#)



And the second platform I sell with is Shopify. You can learn the fast & easy way of setting up a store by following my [Shopify tutorial video here:](#)



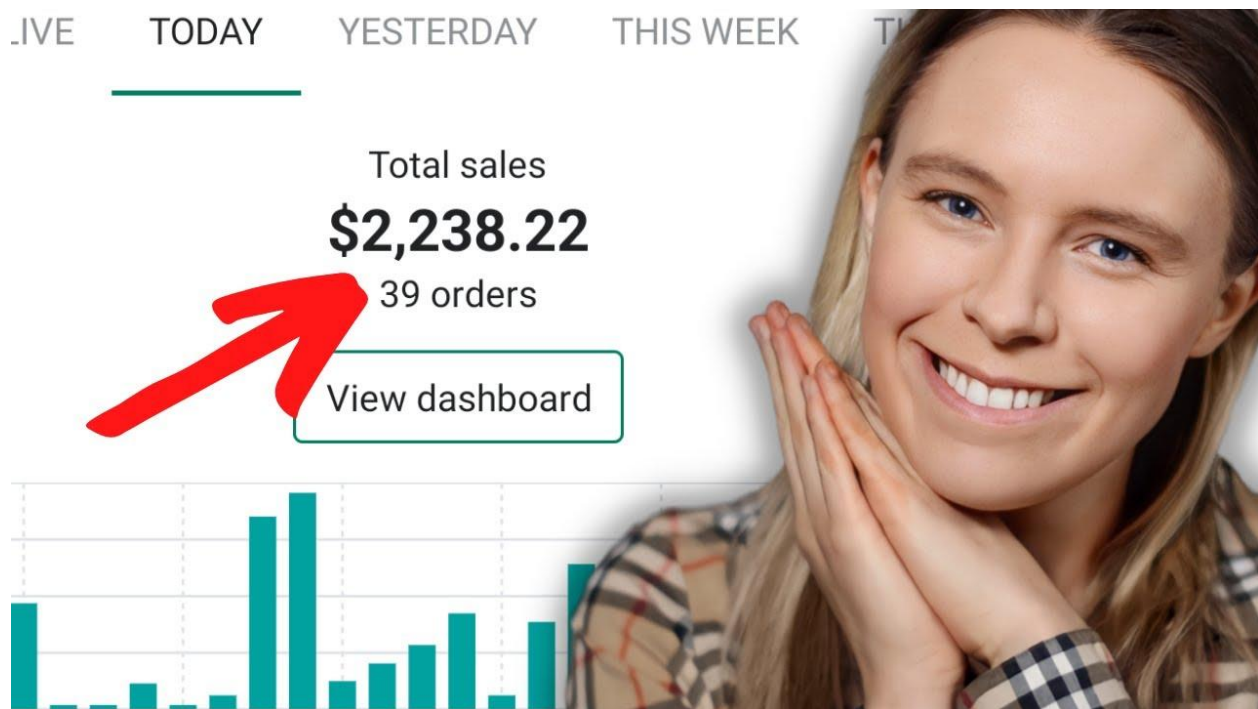
Even if you plan on having Etsy be your main traffic strategy, I highly recommend setting up a Shopify store and linking it to your Etsy profile. This will help you gain traction in Google's search algorithm as your Etsy store grows, and allow your store to become its own source of passive income, diversifying your income streams so you aren't reliant on Etsy financially.

Step 4: They Use Psychological Triggers To Upsell Customers To BIG Orders!

Yes! If you really want to maximize your store, then you don't just want to focus on customers buying 1 item. Nope! It's much better if they buy 2, or 3, or 4, or even 5+ items from you ☀️

One very effective strategy that I like to use is taking the same designs, and then placing them onto multiple products. That way, if a customer sees a design that they like on a t-shirt, it is easy for them to go "I really like this t-shirt... oh look, it's on a sticker too? Why not, I'll add that in... What's that, there are other cool stickers in here? Why not add a few of these in as well."

It's one of the simplest, most effective ways to drastically increase your Average Order Value (AOV) as a Print On Demand store. To learn more about the items I have diversified into, watch my video: [5 Products I Sell That Earn Me Passive Income Every Day.](#)



And honestly, while this video of mine I'm about to recommend is pretty old, the sales methods I discuss in it are classic. These sales tactics never change as they are based in human psychology. If you understand how and why customers buy products, then you can use that to upsell them into big orders. And in this video, I discuss the psychology behind why customers choose to buy products, and how to use that knowledge to get them to buy more from you: [10 Psychological Triggers To MAKE PEOPLE Buy FROM YOU!](#)



Step 5: They Get Customers To Come Into Their Store (And Buy Products!)

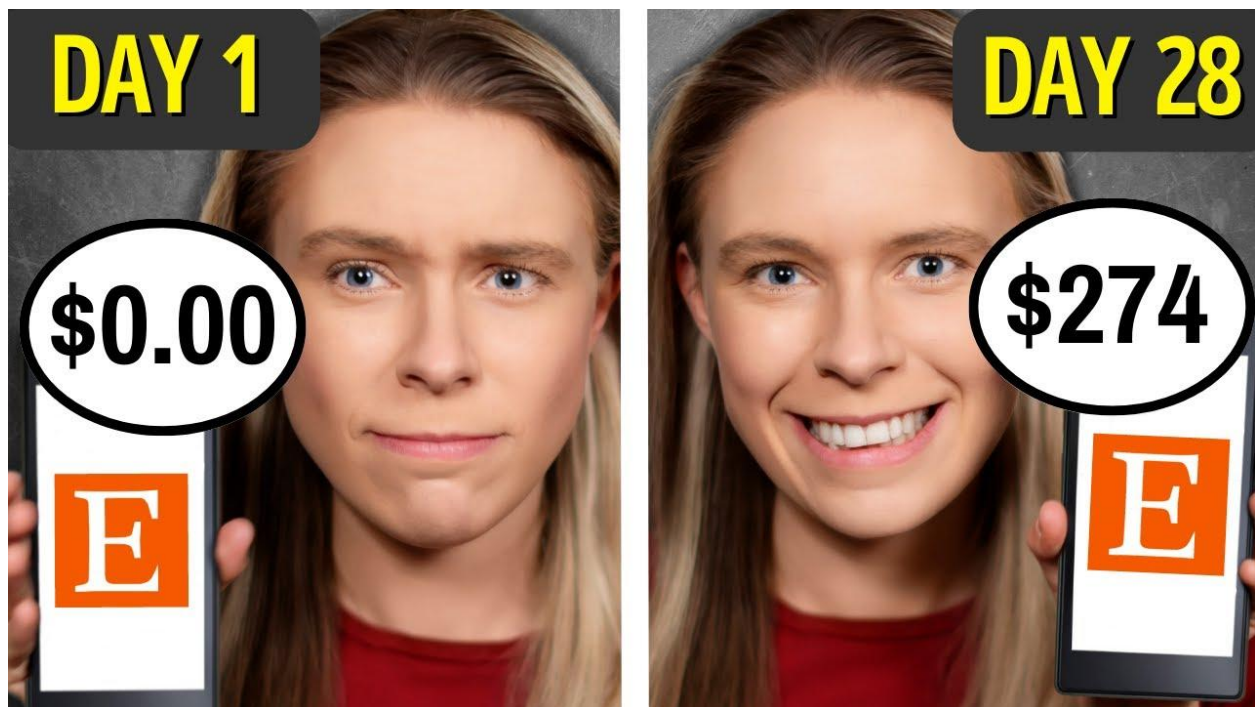
YEP. Sadly, customers don't just wander in on their own 😊 although that would be nice.

Instead, you usually have to get customers in the door yourself. And my personal favorite, #1 method for doing this online is with free traffic from algorithms.

Take Etsy. On there, Etsy's algorithm will constantly advertise products to customers browsing the app in multiple ways:

1. They will advertise a selection of chosen, curated products on their homepage.
2. They will showcase products to them when they use Etsy's search bar to find products.
3. They will promote chosen, curated products to the customer inside of their Etsy mobile app.

Learning how to get Etsy's algorithm to choose to promote and push YOUR products is key. And to understand that, you need to understand the New Product Boost strategy, and why it is so effective. It is a big topic, so I highly recommend re-watching my video that discusses it, [How I Made Money FAST With A NEW Etsy Store.](#)



Step 6: They Manage Their Business & Earn Money!

YEP. Now is the fun part! Once the sales start flowing in, it's time to ensure customers get their orders. And the wonderful thing is that if you set up your store right, a \$10,000/month store takes at MOST 1 hour a day to manage (usually much less... if any time at all).

Why? Well it's because Print On Demand companies do literally everything from you. When a customer buys an item from you, you don't have to do anything. Instead, the Print On Demand company will:

1. Print your design onto the product the customer bought.
2. Package the item & ship it out to the customer.
3. They'll then send the customer their tracking code via the app.

The customer gets their tracking code and then shortly after that, their package. This all happens automatically hands-off.

You don't have to do *anything*. It is extremely passive. To learn more, I highly recommend re-watching my video, [How I Built 5 Sources Of Income In My 20s That Earns Me \\$1,000/Day:](#)



BUT, this all depends on one thing... that you pick RELIABLE Print On Demand companies.

If you pick reliable Print On Demand companies, then they will print amazing, high-quality products on time that customers love. When customers love their products, you won't get any emails from them which makes the entire process hands-off.

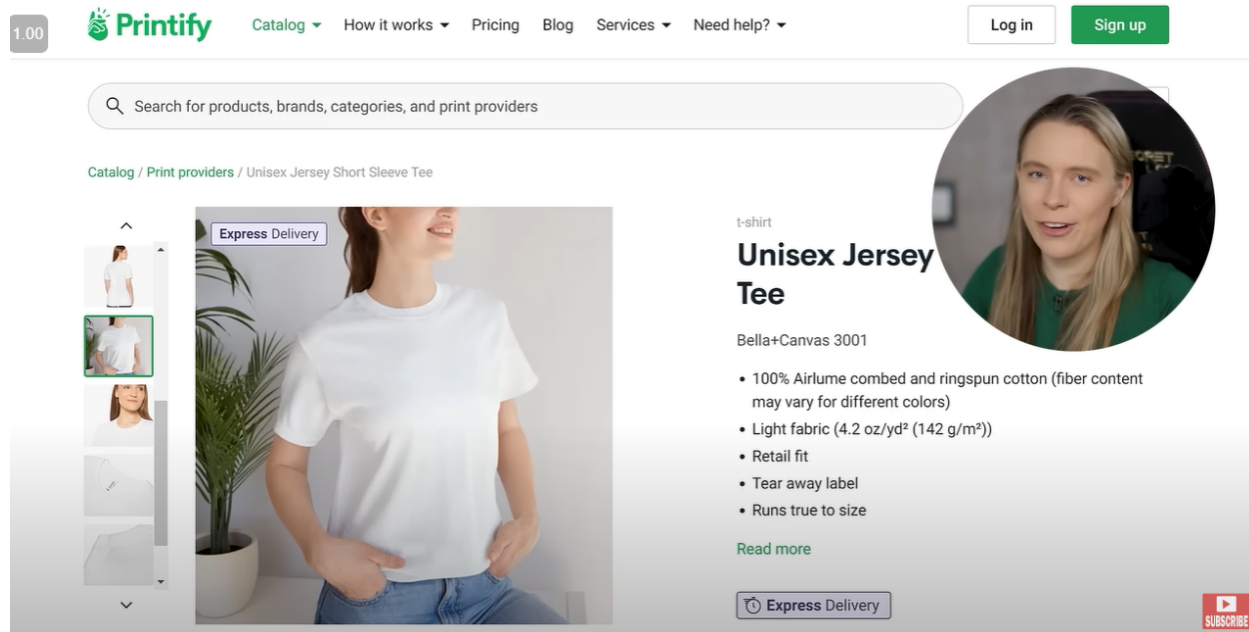
However, if you pick a bad Print On Demand company because they are cheap, that is when you start to run into problems!

A bad Print On Demand company will ship out products slowly, which will annoy customers, who will then start asking where their products are. They will also potentially print bad quality products, which will also (understandably) cause customers to email you.

My Print On Demand stores are an extremely passive source of income, because I pick amazing print partners to work with. Some of my personal favorites are:

- Monster Digital from Printify.
- SPOKE Custom Products from Printify.
- Printed Mint, either through their own website, or through Printify.
- Printful.

To learn more about my tips picking amazing Print On Demand companies, I highly recommend watching my video, [What YouTubers DON'T TELL YOU About Print On Demand:](#)



AND THAT'S IT! Now you know that 6-steps that 6-figure online stores follow to make \$10,000/month with a real business that:

1. Finds & creates great products to sell.
2. Puts those products in front of their ideal customer.
3. And gives those customers a great reason & incentive to buy!

Now I can imagine that some of you are saying, this was great Sarah, there is just one problem....

I want *more!*

I want *more* training, I want *more* tutorials, I want more help in launching my new ecommerce business. For years, I just ran my YouTube channel, but after getting a flood of requests for a curated program I decided to go *beyond* the YouTube videos. That is why I created our premium, over-the-shoulder, video training program, The Ecomm Clubhouse:



Inside, you'll learn my personal tips & tricks that I have used to earn passive income online with Print On Demand (and, as a free bonus, I also include my dropshipping tricks too, if you'd like to learn another semi-passive product sourcing method).

While there is a wealth of information available online for free, let's be honest - it's extremely disorganized. I designed The Ecomm Clubhouse to be a curated course of information I wish I'd known *before* I had started my first store.

Plus, my course has a 7-day refund policy. You can try it for yourself and see if it is right for you, and refund it for any reason, so you have nothing to lose. So, if you'd like to check it out for yourself, simply click on the link below.

[Join The Ecomm Clubhouse Now](#)