

MODULE 9 – T-SHIRT PRINTING HUSTLE

T-Shirt Printing Hustle

Start a Clothing Brand or Earn by Printing for Others

INTRODUCTION

T-shirt printing is one of the most profitable, beginner-friendly hustles. People buy customized shirts for:

- Birthdays
- Events
- Branding
- Clubs
- Schools
- Music artists
- Couples
- Businesses

You can earn in two ways:

1. **Print and sell your own designs**
2. **Print for clients (even without machines)**

This module teaches you how to start from zero, even with no equipment. You'll learn:

- How to design shirts
- Where to get printing services
- How to price your shirts
- How to find clients
- How to scale your earnings

SECTION 1: HOW T-SHIRT PRINTING WORKS

There are three main printing methods beginners should know:

1. Vinyl Printing (Most common & affordable)

- Used for names, numbers, simple graphics
- Long-lasting, clean quality
- Perfect for small orders

2. DTF Printing (Best for colourful designs)

- Prints any image or artwork
- Perfect for brands, cartoon prints, logos
- Clients love DTF because it looks premium

3. Screen Printing (For bulk orders)

- Used for 50–500 shirts
- Cheapest for large quantities
- Perfect for schools, churches, events

SECTION 2: STARTING WITHOUT EQUIPMENT

You do NOT need a machine to start.

You can:

- Design shirts in Canva
- Partner with local printing shops
- Charge clients retail price
- Pay printing shops wholesale price

This means:

- ✓ Zero equipment
- ✓ Zero upfront cost
- ✓ Pure profit on each order

EXAMPLE SETUP

Client buys 1 shirt for **K10,000**
You get printing done for **K4,000**
You profit **K6,000** from one shirt
Simple.

SECTION 3: HOW TO DESIGN SHIRTS (THE SIMPLE WAY)

Use **Canva**.

Search:

- “T-shirt design”

- “Typography design”
- “Streetwear design”

Replace text with:

- “King / Queen”
- “Boss Moves”
- “Hustle Mode”
- “Blessed”
- “Custom name”

Make sure your design uses:

- Bold fonts
- Simple graphics
- High contrast colors

Minimalist sells best.

SECTION 4: SELLING T-SHIRTS (2 MODELS)

MODEL A — Create Your Own Shirt Brand

You design your own shirts and sell them online.

Post on:

- WhatsApp
- Facebook
- TikTok
- Instagram

MODEL B — Print for Clients

Clients bring:

- Logos
- Names
- Photos
- Quotes
- Event themes

You design & print.

This model makes money daily.

SECTION 5: PRICING GUIDE

Single custom shirt:

K8,000 – K15,000
(Depending on design complexity)

Bulk orders:

K5,000 – K8,000 per shirt
(Orders of 10–100 pieces)

Brand design shirts:

K12,000 – K25,000 per piece
(Premium prints)

SECTION 6: WHERE TO FIND CLIENTS

- WhatsApp status
- Facebook Marketplace
- School groups
- Church groups
- Events
- College classmates
- Salons
- Gyms
- Clothing shops

Send this message:

“I do clean custom T-shirt printing. Want to see some samples?”

SECTION 7: HOW TO DELIVER LIKE A PROFESSIONAL

- ✓ Pack shirts neatly
- ✓ Deliver on time
- ✓ Send clear images before printing
- ✓ Allow revisions for designs
- ✓ Offer discounts on bulk orders

SECTION 8: 7-DAY T-SHIRT PRINTING STARTER PLAN

DAY 1: Learn designs

DAY 2: Visit 2 print shops

DAY 3: Create 10 sample designs

DAY 4: Post samples online

DAY 5: DM 20 potential clients

DAY 6: Take your first order

DAY 7: Scale by creating a catalog

SUMMARY

T-shirt printing is easy to start, highly profitable, and perfect for beginners. You can earn daily with no equipment—just creativity, consistency, and smart marketing.