



Start Your Own Screen-Printing Business: A User's Guide to Printing and Selling T-Shirts

By Charese Mongiello, Joan Mongiello

iUniverse, United States, 2008. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. Start Your Own Screen-Printing Business provides the mentorship for both beginning and experienced entrepreneurs to obtain a solid step-by-step education on how to silk screen, sell the finished products, utilize available resources, and purchase the best equipment. In conjunction with their family's company, Joan and Anthony Mongiello have relied on their more than twenty years of experience to help more than six thousand people launch and successfully operate their own T-shirt print shops. Together, the Mongiellos show you how much fun and easy it is to print T-shirts and make money doing it. The Mongiellos leave no stone unturned as their professional guidance teaches: Profit expectations from immediate to long-range Sales and marketing techniques specifically tailored for a silk-screening business Basic materials needed The ins and outs of the printing process Procedures on burning a silk screen and obtaining artwork Uses of the leading types of inks Silk-screening has quickly become a multi-billion-dollar industry in the past few years. Potential business owners will appreciate the expert leadership provided by the Mongiellos as they gain extensive knowledge...



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