

# Factors Influencing Seller Success on POD

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# Agenda

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**01**

**Getting to know POD**

**02**

**Problem Statement & Scope**

**03**

**Top Challenges For Sellers  
& How to Overcome Them**

**04**

**Key Factors for Seller Success**



# What is POD?

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*Print-on-Demand (POD)*

A business model where products are printed only after an order is placed—no upfront inventory needed



# How It Works

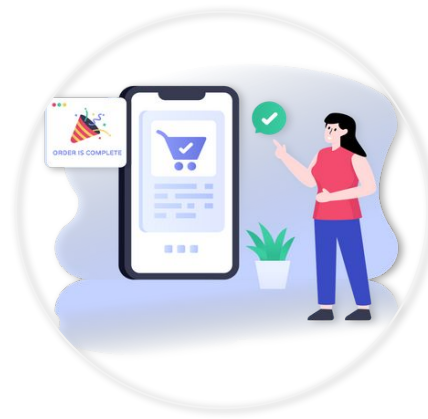
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**Design**



**Listing**



**Order**



**Production  
&  
Shipping**

# Problem Statement

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Many sellers struggle with getting started and wonder what it takes to become successful with their business.



# Scope

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- Est. 2013
- Over 2M stores
- Subscription \$49/m

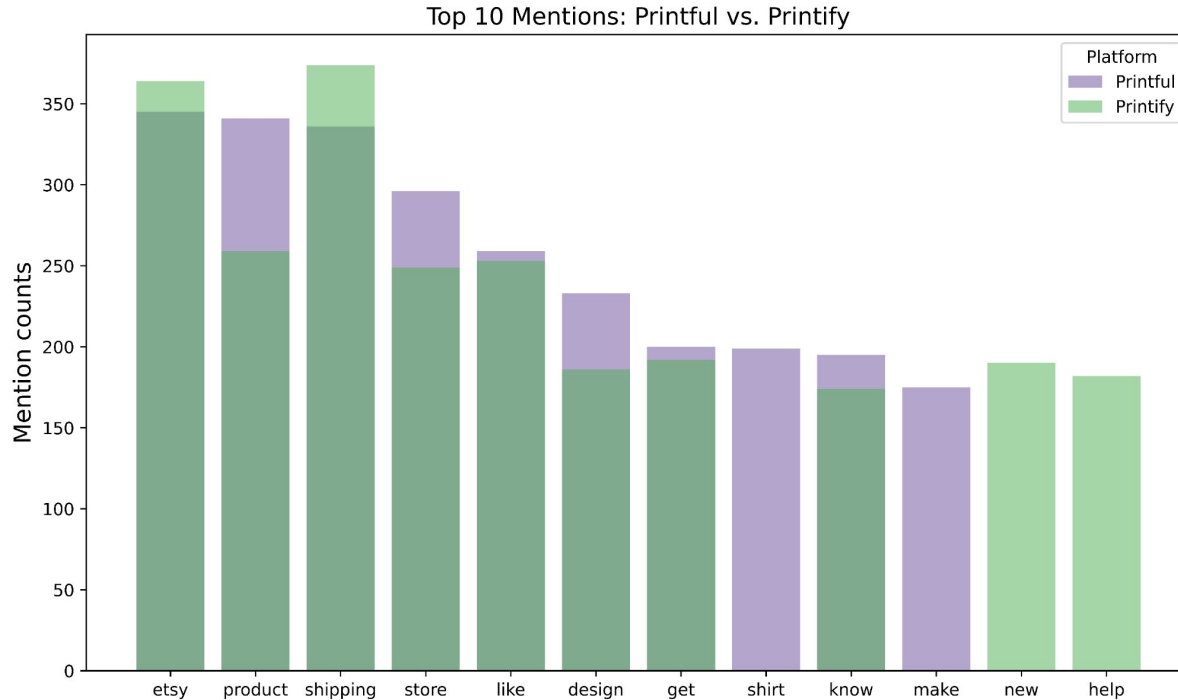


- Est. 2015
- Over 120K stores
- Subscription \$29/m

# Key Findings



# Top Challenges For Sellers



**Both platforms are most mentioned on:**

- **Etsy**
- **Product**
- **Shipping**

# Common Categories of Help Requests

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Getting  
Started



Product  
Design



Price  
Strategies

***“How to AVOID These Challenges?”***



# Tip #1: Be yourself

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The key to sales is authenticity—be yourself



Why BE YOURSELF will work:

1. Build Trust
2. Attracts a Loyal Niche Market
3. Drives Social Media Engagement

## Tip #2: Go NICHES

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There's plenty of fish in the sea → Go niches

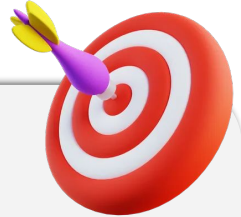
**There are plenty  
of fish in the sea**



**There are many  
other choices**

Why NICHES will work:

1. Strong Buyer Connection
2. Lower Competition
3. Repeat Purchases



## Tip #3: Know your costs

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### Profit Formula:

***Selling Price*** : The price you charge

***Costs*** : Production, Operation, and Shipping etc.

***Marketplace Fees*** : Fees charged by selling platform



$$\text{Profit} = \text{Selling Price} - (\text{Costs} + \text{Marketplace Fees})$$

## Tip #4: Know your enemies

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- Study top sellers in your niche
- Analyze their products
  - Review their pricing strategies
  - Assess their marketing



# 4 Tips to keep in mind!

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Be yourself



Go NICHES



Know your costs



Know  
your enemies



It's time to go get your fish

**THANK YOU**