

BEE BETTER DAILY

Custom Merch Made Simple

A buyer's guide to mugs, shirts and print-ready artwork

beebetterdaily.com



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INTRODUCTION

Custom mugs, tumblers and shirts are easy to order and easy to get wrong. This guide explains the choices in plain language: which product fits your goal, how printing methods differ, how to prepare artwork a printer can use, how to check quality before you pay for a full run, and how to price and sell the result. It is written for teams, event organizers, small businesses and creators who are ordering merchandise for the first time or who want fewer expensive surprises. Each chapter ends with action steps, and the last pages give you ready-to-use order and proof checklists.

HOW TO USE THIS BOOK

Get the most from it

Read one chapter at a time, and stop to do the action steps before moving on. Each chapter begins with what you will learn and ends with key takeaways and a short list of actions. Worksheets are meant to be written on: print the pages, or type your answers into a separate document.

You do not have to read in order. If you already know the basics, jump to the chapter that matches your next decision. Examples are illustrative and use made-up numbers and businesses, so adapt them to your own situation.

Treat the book as a working document. Highlight, annotate and come back to it when you are about to make the next decision.

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CHAPTER

01

Start with the goal

IN THIS CHAPTER

- Why the goal decides every later choice
- A one-sentence order brief
- How to set a realistic budget and date

Before you pick a product, decide what the merchandise is for. The goal changes almost every later choice: the product, the quantity, the print method, the quality level and the budget.

Goal	What matters most	Good starting product
Team or staff uniforms	Durability, consistent sizing	T-shirts
Events and giveaways	Low unit cost, quick turnaround	T-shirts, mugs
Gifts for clients	Quality feel, presentation	Mugs, tumblers
Selling to customers	Margin, design appeal	Whatever your audience already buys

Write one sentence: 'I want [quantity] of [product] for [purpose] by [date], with a budget of [amount].' Everything in this guide helps you fill in that sentence.

Be honest about the date and budget

Most ordering problems start with an unrealistic date. Printing, approval and shipping take time, and every revision adds days. Work backward from the date you need the items in your hands and add a buffer of at least a week. If the budget is tight, reduce the number of colors, the print size or the quantity before you reduce quality.

EXAMPLE: A REALISTIC BRIEF

A neighborhood charity wants 60 T-shirts for a volunteer day on the 20th, with a budget of 600 and a one-color logo on the chest. Working backward: items must arrive by the 13th, production takes about two weeks after proof approval, so the proof must be approved by the end of the month before. The brief makes the timeline clear on day one.

KEY TAKEAWAYS

- The goal decides product, method and budget
- Write a one-sentence order brief
- Work backward from the date and add a buffer

ACTION STEPS

- [] Write your one-sentence brief
- [] Set a budget range, not a single number
- [] List the date you need the items in your hands