

DESIGN TO EARN DOLLAR

PDF GUIDE

DESIGN TO EARN DOLLARS

The Practical Guide to Creating & Selling
Custom Products Online'

FOLLOW EVERY STEP AND ABOVE ALL GET
CREATIVE.

DAY 1

WHAT YOU ARE BUILDING

Before you begin, let me explain the business in simple terms.

Your Business Model

AI Design → Print-on-Demand → Online Store → Customer Order → POD Supplier → Customer

You create the design.

You put the design on a physical product using Printify or Printful.

You list the product in your store.

A customer buys it.

You receive the customer's order and payment.

The POD company produces the product and ships it directly to the customer.

You don't buy inventories beforehand.

What You Need

- Smartphone or computer
- Internet connection
- Chat gpt
- Canva
- Printify or Printful account
- Selar or Shopify store
- Payment method
- Bank account
- Social media account
- A small testing budget if you want to run ads

DAY 2

CHOOSE YOUR NICHE & FIRST PRODUCTS

Your target market is the US, know that

Don't start by creating random designs.

Start with **one specific customer**.

For this guide, choose ONE:

OPTION A — GIRLS AGES 2–10

Examples:

- Cute animals
- Butterflies
- Bows
- Flowers
- Princess-inspired original characters
- Unicorns
- Birthday designs
- Dance/ballet
- Personalized names
- Positive/cute phrases

OPTION B — MOTHER & CHILD

Examples:

- Mama + Mini
- Mother + Daughter
- Mother + Son
- Matching flowers
- Matching hearts
- Matching animals
- Birthday matching

- Mother's Day
- Vacation matching
- Personalized matching designs

OPTION C — PET LOVERS

Examples:

- Dog lovers
- Cat lovers
- Dog moms
- Cat moms
- Pet parents
- Breed-specific designs
- Paw designs
- Pet names
- Rabbit lovers
- Bird lovers
- Reptile lovers
- Personalized pet designs

YOUR TASK

Choose ONE niche.

Then write:

My niche: _____

My target customer: _____

My first product: _____

My design theme: _____

NOW RESEARCH 10 PRODUCTS

Go to:

- Etsy
- Amazon

- Pinterest
- TikTok
- Google Trends

Search your niche.

For example:

“dog mom shirt”

“matching mother daughter shirts”

“girls butterfly shirt”

Save 10 products that appear repeatedly or have strong engagement.

Record:

- Product
- Price
- Design style
- Colors
- Target customer
- What makes it appealing

YOUR 10-PRODUCT RESEARCH SHEET

Product	Price	Design Style	Why It Could Sell

Your goal: identify patterns before creating your own designs.

DAY 2

CREATE YOUR DESIGNS WITH AI

Now you're going to create the artwork.

STEP 1 — Choose Your AI Tool

Use an AI image-generation tool capable of producing commercial-quality artwork.

You can also use ChatGPT to develop and refine your prompts.

STEP 2 — Create Your First 10 Design Ideas

Do NOT try to create 100 designs.

Start with 10.

For example, if you're in the pet niche:

1. Paw + Heart
2. Dog Mom
3. Cat Mom
4. Pet Parent
5. Personalized Pet Name
6. Dog Bone
7. Cat Whiskers
8. Paw Constellation
9. Minimalist Paw
10. Breed-inspired design

STEP 3 — Generate the Artwork

Use this prompt structure:

Create a [SUBJECT] in a [STYLE] style, designed specifically as a clean apparel graphic. Use [COLORS]. Keep the composition centered and simple, with strong

visual clarity and clean edges. Use a transparent or plain background. Do not include unnecessary objects, mockups, clothing, people, watermarks or logos.

Replace the words in brackets.

STEP 4 — Generate Variations

Don't settle for the first image.

Generate several versions.

Change:

- Colors
- Style
- Composition
- Character
- Typography concept
- Decorative elements

Choose the strongest version.

STEP 5 — Clean the Design

Open the artwork in Canva or another editing tool.

Check:

- ☐ Background removed
- ☐ Unwanted objects removed
- ☐ Artwork centered
- ☐ Text corrected
- ☐ Design looks clean
- ☐ Design doesn't contain another company's logo
- ☐ Design doesn't copy another creator's artwork

DOWNLOAD PRINTABLE DOC.

Before uploading your artwork to Printify or Printful:

Check the file

Use:

PNG

with a transparent background whenever appropriate.

Make sure the artwork is large enough for the product you're printing.

IN CANVA

1. Create a new design.
2. Upload your AI artwork.
3. Remove the background if necessary.
4. Add your text manually.
5. Adjust the size.
6. Center the design.
7. Check the edges.
8. Export as PNG.
9. Keep the original editable file.

Create a folder:

MY POD BUSINESS

Inside it:

- AI Originals
- Final PNGs
- Mockups
- Product Images
- Product Descriptions

DAY 3

OPEN YOUR PRINTIFY OR PRINTFUL ACCOUNT

You can use either platform.

OPTION 1 — PRINTIFY

Create your account

1. Go to Printify.
2. Create your account.
3. Verify your email.
4. Complete your profile.
5. Open the product catalog.

Find Your Product

Search for:

T-shirt

Select the product you want.

Then compare the available print providers.

HOW TO CHOOSE A PRINTIFY PROVIDER

Don't automatically choose the cheapest provider.

Check:

- ☐ Product price
- ☐ Print price

- ☐ Shipping price
- ☐ Shipping destination
- ☐ Production time
- ☐ Provider rating
- ☐ Reviews
- ☐ Product colors
- ☐ Available sizes
- ☐ Print area

PRINTFUL

Repeat the same process:

1. Create your account.
2. Verify your email.
3. Browse products.
4. Select your product.
5. Upload your design.
6. Position the artwork.
7. Select colors and sizes.
8. Generate mockups.

WHICH ONE SHOULD YOU USE?

For your first product:

Compare the SAME product on both platforms.

Example:

Printify:

Product + shipping = \$16

Printful:

Product + shipping = \$19

Selling price:

\$34.99

Then calculate your actual profit after payment and advertising costs.

Don't choose based only on the base product price.

PUT YOUR DESIGN ON THE PRODUCT

Now you're actually creating the product.

PRINTIFY

1. Open your product.
2. Click to create the product.
3. Upload your PNG.
4. Drag the design into position.
5. Adjust the size.
6. Select product colors.
7. Select sizes.
8. Preview the product.
9. Generate mockups.
10. Save the product.

PRINTFUL

1. Choose your product.
2. Click "Add Design."
3. Upload your PNG.
4. Position the design.
5. Check the print area.
6. Select colors.
7. Select sizes.
8. Review the mockups.
9. Save the product.

DOWNLOAD YOUR MOCKUPS

Choose several good-looking mockups.

Ideally have:

- Front view
- Close-up
- Lifestyle image
- Different colors
- Different sizes where relevant

These are what you'll use to advertise and list the product.

DAY 3

SET UP YOUR STORE — SELAR OR SHOPIFY

You have TWO ways to sell.

OPTION A — SELAR + MANUAL POD ORDER

This is the simpler option if you want to start with less setup.

STEP 1 — Create Your Selar Account

1. Create your account.
2. Complete your profile.
3. Set up your payment information.
4. Create a product.

STEP 2 — Create Your Product Listing

Upload:

- Product mockups
- Product name

- Description
- Sizes
- Colors
- Price
- Shipping information

STEP 3 — COLLECT THE CUSTOMER’S INFORMATION

Because Selar does not automatically send the order to Printify/Printful in the same way an integrated Shopify store does, collect the information you need to fulfill the order.

Your checkout/order form should capture:

- Full name
- Email
- Phone number
- Full delivery address
- City
- State/region
- ZIP/postal code
- Country
- Product selected
- Size
- Color

STEP 4 — CUSTOMER ORDERS

Customer pays you through Selar.

You receive the order information.

STEP 5 — CREATE A MANUAL ORDER

Go to Printify/Printful.

Create a manual order.

Enter the customer’s:

- Name
- Address
- Product
- Size
- Color

Pay the POD provider.

They produce and ship the product.

STEP 6 — SEND TRACKING

When the POD company provides tracking:

Send the tracking information to the customer.

That's your Selar workflow.

OPTION B — SHOPIFY + PRINTIFY/PRINTFUL

This is the better option if you want more automation.

STEP 1 — CREATE SHOPIFY

1. Create your Shopify account.
2. Enter your business information.
3. Choose your store name.
4. Choose a Shopify theme.
5. Add your logo.
6. Add your domain.
7. Set your store currency.

STEP 2 — BUILD YOUR STORE

Create:

- Homepage
- Shop page
- Product collections
- About page
- Contact page
- Shipping policy
- Return/refund policy
- Privacy policy
- Terms of service

STEP 3 — CONNECT PRINTIFY

Inside Shopify:

1. Open the Shopify App Store.
2. Search for Printify.
3. Install the official Printify app.
4. Connect your Printify account.
5. Select your store.
6. Authorize the connection.

STEP 4 — CONNECT PRINTFUL

If using Printful:

1. Open the Shopify App Store.
2. Find the official Printful app.
3. Install it.
4. Connect your Printful account.
5. Authorize your store.

STEP 5 — PUBLISH YOUR PRODUCT

Create the product inside Printify/Printful.

Publish it to Shopify.

The product should then appear in your Shopify store.

THE AUTOMATED WORKFLOW

Customer orders



Shopify receives order

↓

Printify/Printful receives order

↓

You pay fulfillment cost according to your setup

↓

Product is manufactured

↓

Product is shipped

↓

Customer receives tracking

This reduces manual work compared with Selar.

DAY 4

SET UP PAYMENTS & YOUR BANK ACCOUNT

This is one of the most important chapters for Nigerian and Ghanaian sellers.

FIRST RULE

Use your real business and identity information.

Do not create a fake US address.

Do not use somebody else's identity.

Do not use a VPN to pretend you're located in another country.

Your Shopify store can target customers in the US without pretending that your business is located in the US.

SELAR PAYMENT SETUP

1. Open your Selar dashboard.
2. Go to payment/payout settings.
3. Complete the required verification.
4. Add your eligible bank/payout details.
5. Check which currencies and payment methods are available to you.
6. Complete verification.
7. Test your checkout.

SHOPIFY PAYMENT SETUP

Your available payment options depend on your business country.

If Shopify Payments isn't available for your location, use an eligible third-party payment provider supported by Shopify.

PROCESS

1. Choose your payment provider.
2. Create the provider account.
3. Complete business verification.
4. Add your bank account.
5. Enable the payment methods available to you.
6. Connect it to Shopify.
7. Complete any required verification.
8. Test checkout.

Important: Payment-provider availability changes. Always check the provider's current eligibility requirements before building your entire business around one payment method.

PRICE YOUR PRODUCTS & CALCULATE PROFIT

Never choose your price randomly.

Use this formula:

SELLING PRICE

minus

PRODUCT COST

minus

SHIPPING

minus

PAYMENT FEES

minus

STORE/PLATFORM COST

minus

ADVERTISING COST

=

ACTUAL PROFIT

EXAMPLE

Selling price:

\$34.99

Product + printing:

\$12

Shipping:

\$5

Payment fees:

\$2

Advertising cost per sale:

\$7

Other costs:

\$1

Estimated profit:

\$7.99

CREATE YOUR OWN CALCULATION

Selling price: \$_____

Product cost: \$_____

Shipping: \$_____

Payment fee: \$_____

Advertising: \$_____

Profit per order: \$_____

YOUR \$150/WEEK TARGET

If you make:

\$10 profit per order

You need:

15 orders per week

If you make:

\$15 profit per order

You need:

10 orders per week

If you make:

\$20 profit per order

You need:

7.5 orders per week

The goal is therefore not simply:

“Get lots of sales.”

The goal is:

Get profitable sales.

DAY 5

GET YOUR FIRST CUSTOMERS

CREATE 10–20 creatives

You don't need the physical product in your hand.

Use:

- Product mockups
- AI-generated lifestyle scenes
- Product reveals
- Before/after design imagea

CONTENT FORMULA

HOOK

Get attention.

PRODUCT

Show what you're selling.

REASON

Explain why someone would want it.

CTA

Tell them what to do.

Example:

“Dog moms, I made this one for you.”

Show the design.

Then:

“Available in multiple colors and sizes.”

CTA:

“Shop the collection.”

RUN YOUR FIRST ADS

Once you have a product and store ready, you can test paid traffic.

OPTION 1 — META ADS

Use:

- Facebook
- Instagram

SETUP

1. Create Meta Business tools.
2. Create your ad account.
3. Connect your website.
4. Install the appropriate tracking.
5. Create a Sales campaign.
6. Select your product.
7. Upload your creative.
8. Write your copy.
9. Select your target audience.
10. Set your daily budget.
11. Launch.

START WITH TESTING

Don't immediately spend a large amount.

Test:

Creative A

Design 1

Creative B

Design 2

Creative C

Design 3

Keep the audience relatively simple at first.

Your goal is to discover:

Which product + creative combination generates purchases?

READ YOUR RESULTS & SCALE

This is where you stop guessing.

Look at:

If nobody clicks:

Your creative or hook may be weak.

If people click but don't add to cart:

Your product page, offer, design or price may be the problem.

If people add to cart but don't purchase:

Check:

- Shipping
- Price
- Trust
- Checkout
- Payment options

If people purchase profitably:

You have something worth testing further.

TURN ONE WINNER INTO A BUSINESS

When you find a design that sells, don't immediately abandon it to create something completely different.

Expand it.

ONE WINNING DESIGN

↓

Change color

↓

Change phrase

↓

Change character

↓

Create personalized version

↓

Create matching version

↓

Put it on sweatshirt

↓

Put it on hoodie

↓

Create gift version

↓

Create seasonal version

↓

Create bundle

You can turn one successful concept into an entire collection.

QUICK-START ACTION PLAN

DAY 1

Choose your niche.

DAY 2

Research 20 products.

DAY 3

Choose your first 10 design concepts.

DAY 4–5

Generate your designs.

DAY 6

Clean and prepare your artwork.

DAY 7

Create your Printify/Printful account.

DAY 8

Choose your supplier.

DAY 9

Create your products and mockups.

DAY 10

Choose Selar or Shopify.

DAY 11–12

Build your store.

DAY 13

Set up payment.

DAY 14

Test checkout.

DAY 15–20

Create organic content.

DAY 21

Launch.

DAY 22–30

Track:

- Views
- Clicks
- Add-to-carts
- Purchases
- Cost per purchase
- Revenue
- Profit

Then improve what is working.

FINAL IMPLEMENTATION CHECKLIST

NICHE

- ☐ Niche chosen
- ☐ Customer identified
- ☐ 20 products researched
- ☐ First collection planned

DESIGN

- ☐ 10 designs created
- ☐ Designs cleaned
- ☐ PNG files prepared
- ☐ Files organized

POD

- ☐ Printify/Printful account

- ☐ Product selected
- ☐ Supplier selected
- ☐ Mockups created
- ☐ Products created

STORE

- ☐ Selar OR Shopify created
- ☐ Products uploaded
- ☐ Shipping information added
- ☐ Policies added
- ☐ Payment connected
- ☐ Checkout tested

MARKETING

- ☐ TikTok account
- ☐ Instagram account
- ☐ 10+ videos created
- ☐ Organic content posted
- ☐ Ad account created
- ☐ Tracking installed
- ☐ First ad launched

SALES

- ☐ First orders monitored
- ☐ Supplier fulfills orders
- ☐ Tracking sent
- ☐ Profit calculated

☐ Winning products identified

☐ Winning designs expanded