



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Start a Custom T-Shirt Business!

Design it. Wear it. Sell it. Turn blank shirts into walking billboards for YOUR brand.

Ages 10 - 14

Best for: **THE MAKER** entrepreneur type

Every Person You See Is Wearing a Shirt

Think about that for a second. Every single person you pass today is wearing a shirt. School spirit week? Custom shirts. Birthday parties? Matching shirts. Sports teams? Shirts. Family reunions? Shirts. Inside jokes between friends? You guessed it — shirts.

The custom t-shirt market is worth over \$10 billion globally and it's growing every year. And you don't need a factory, a screen printing press, or even a computer to get started. You can make custom shirts right at your kitchen table with methods that cost under \$3 per shirt.

\$10-30

Startup cost

\$3-5

Cost per shirt

\$15-25

Selling price each

4 Ways to Make Custom Shirts (Pick Your Level)

Fabric Markers

Startup: \$8

Hand-draw directly on shirts. Unique, artistic, one-of-a-kind. No equipment needed.

Iron-On Vinyl

Startup: \$15-\$25

Cut designs from vinyl, iron onto shirts. Clean, professional look. Uses household iron.

Bleach Stencil

Startup: \$5

Spray diluted bleach through stencils on dark shirts. Edgy, trendy look. Super cheap.

Print-on-Demand

Startup: \$0

Design online, company prints & ships. Zero inventory. You just design and market.

Sneak Peek: From the Full Guide

"The biggest money in custom t-shirts isn't selling one shirt to one person. It's selling 10-20 MATCHING shirts to a GROUP. Think about it: a birthday party needs 12 matching shirts. A sports team needs 15. A school club needs 20. A family reunion needs 30. One group order at \$15/shirt is \$180-\$450 in a single sale. And the group organizer does your marketing FOR you — they collect sizes and payments from everyone. You just make the shirts."

The Full Startup Guide Covers:

- ✓ Step-by-step instructions for all 4 methods (fabric markers, iron-on vinyl, bleach stencil, print-on-demand)
- ✓ Where to buy blank shirts for \$2-\$4 each (way cheaper than you'd think)
- ✓ Pricing strategy: individual sales vs. group orders vs. custom commissions
- ✓ The "Group Order Gold Rush" — how to land bulk orders from teams, clubs, and events
- ✓ Design ideas that sell: school spirit, funny quotes, custom names, trending styles
- ✓ How to take orders, manage sizes, and deliver on time
- ✓ The print-on-demand path: \$0 startup, no inventory, design from your phone
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

Ready to Wear Your Business on Your Sleeve?



Every shirt you wear is a walking advertisement. Make it YOUR design and YOUR brand.

NEXT STEP

Custom T-Shirt Business Complete Startup Guide

10 pages covering all 4 methods step-by-step, blank shirt sourcing, pricing for individuals and groups, design ideas, order management, print-on-demand setup, and your first-week plan with printable worksheets.

\$9.99 instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99 on Amazon

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Parents: The full guide includes safety notes for each method. Iron-on vinyl requires a household iron (adult supervision for younger kids). The bleach stencil method uses diluted bleach in a spray bottle and should be done outdoors with parent supervision and gloves. Fabric markers and print-on-demand require no special safety measures. All methods are age-appropriate with basic adult awareness.