



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Start a Tie-Dye Clothing Business!

Turn plain white shirts into wearable art — and get paid for every colorful creation.

Ages 8 - 14

Best for: THE MAKER entrepreneur type

The Business That Never Goes Out of Style 🌈

Tie-dye has been around for thousands of years — and right now, **it's bigger than ever**. Major fashion brands sell tie-dye shirts for \$30-60. But here's the thing: a handmade tie-dye shirt with unique, one-of-a-kind patterns is MORE desirable than a factory-made one. Kids across the country are selling custom tie-dye at school events, online through parents' social media, and at neighborhood stands. One 11-year-old in Texas made over \$500 in a single summer selling tie-dye at her neighborhood pool. The process is fun, the results are always stunning, and people literally line up to buy.

< \$20

STARTUP COST

\$15-25

PER SHIRT SALE

60-75%

PROFIT MARGIN

🐞 The Best Part? No Two Are Alike

Here's the magic of tie-dye: **every single piece is 100% unique**. Even if you use the exact same technique and colors twice, the pattern will be different. That means every customer gets a one-of-a-kind piece of wearable art. You can literally tell people "No one in the world has this exact shirt." Try saying THAT about something from a store. This uniqueness is your biggest selling point and justifies premium pricing.

✅ Why Tie-Dye Is a Money-Making Machine

- ✓ Plain white t-shirts cost \$2-4 at craft stores or in bulk online
- ✓ One tie-dye kit (\$10-15) makes 10-15 shirts — that's \$150-375 in sales
- ✓ Summer is PEAK season — everyone wants colorful, fun clothes
- ✓ You can dye shirts, socks, tote bags, pillowcases, bandanas — anything cotton
- ✓ People buy them as gifts, for teams, for camp, for parties
- ✓ The process is FUN — this barely feels like work

🧠 Best-Selling Tie-Dye Items



Classic T-Shirts



Matching Sock Sets



Canvas Tote Bags



Scrunchies & Headbands

👁️ Sneak Peek: From the Full Guide

"The 'Tie-Dye Party' is your single most profitable sales channel. Offer to host a tie-dye station at birthday parties, summer cookouts, or neighborhood block parties. Charge \$8-12 per person — you bring the shirts, dye, rubber bands, and gloves. Each kid makes their own shirt to take home. A party with 10 kids = \$80-120 for 2 hours of work. The birthday parent LOVES it because you handled the entertainment. The kids LOVE it because they made something cool. And at least 3-4 parents will message you afterward wanting to buy more."

The Full Startup Guide Covers:

- ✓ 6 tie-dye techniques from beginner to advanced (spiral, crumple, bullseye, ice dye)
- ✓ The exact dye brands that produce vibrant, wash-proof colors
- ✓ The "Tie-Dye Party" hosting model — your highest-earning strategy
- ✓ Pricing by item type: shirts, hoodies, socks, accessories
- ✓ How to take custom color requests and team/group orders
- ✓ Care instructions to include with every sale (prevents complaints)
- ✓ Photographing your work for social media sales
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

Unlock the Full Guide →

Ready to Dye Your Way to Profits? 🌈

Every shirt is a canvas. Every color is your signature. Summer's calling — let's make it colorful.

NEXT STEP

Tie-Dye Clothing Complete Startup Guide

8 pages covering 6 techniques, best dye brands, the Tie-Dye Party model, pricing, custom orders, care instructions, photography, and your first-week plan.

\$7.99

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

Get the Book on Amazon →

Parents: Tie-dye involves fabric dyes that can stain skin, clothing, and surfaces. The guide covers full safety protocols: always wearing rubber gloves, using protective plastic sheeting, working outdoors or in a garage, and wearing old clothes. We recommend only fiber-reactive dyes (like Tulip One-Step), which are non-toxic and designed for home use. Parents should supervise the initial setup and help younger kids (8-10) with rubber bands and dye application. All dyeing should happen outdoors. This is a wonderfully creative, hands-on business that teaches both art and entrepreneurship.