TOOLS:

Research/Branding

Market Pulse Website - I check this about once a week. It generally just keeps me up to date on what is happening in the Etsy market place with policies, trends, etc. https://www.marketplacepulse.com/articles

GEM Website - If you are a vintage/retro seller, this tool pulls every vintage piece of clothing for sell on the web…and puts it into one place. Great for research and inspiration! https://gem.app

Pinterest Website - I start my day with around 20 minutes of waking up…and pinning my favorite designs on pinterest. It's a great way to wake your brain up and get inspired first thing in the morning.

Answer the Public -This website is great for finding out exactly what problems you need to solve for your customer. If you already have a niche…type that in. If you don't, type in a generic keyword like "tshirt". It will pull up every question anyone on the internet is asking around this topic. https://answerthepublic.com/

USPTO trademark office - Don't break the law!! When you get a tshirt idea, do a USPTO search (if you're in the US) to check for an already owned trademark/copyright. You'd be surprised what you aren't allowed to use and can get in trouble for. https://www.uspto.gov/trademarks/search/using-trademark-electronic-search-system

Design

Kittl - Great for non-artists and artists! This is a paid program (similar to canva) and is geared towards Vintage designs. You can switch out fonts, images and colors to make a unique design that it looks like you've paid a million for. https://www.kittl.com/

Canva - A staple for any designer/non-designer in the POD industry. This allows you to create any design you can imagine, with access to their font and graphics library. I absolutely recommend the paid version…but you can still do a lot without it! https://www.canva.com/

ProCreate - A cheap, one time paid iOS app for your ipad that allows you to hand draw, manipulate fonts, and create really fun designs. See the "YouTube" section for a training channel I highly recommend! https://apps.apple.com/us/app/procreate/id425073498

Photoshop - I use this to create realistic mockups of my designs on tshirts. You absolutely do NOT need this platform. You can do similar things with Placeit.com and Canva. It's just my personal preference since I've been using it for years.

Creative Fabrica - Not a designer? This site has you covered! You'll get access to THOUSANDS of fonts, POD ready graphics and more! Just be careful, since there are a lot of other folks who use these designs as well…so you'll end up with a lot of tshirts identical to other sellers. https://www.creativefabrica.com/

Creative Market - Pricy, but gorgeous designs by artists. USUALLY a little less prevalent on Etsy, due to the price tag. They have great shirt designs and mockups. Just make sure you are purchasing the commercial license and are sure the design will be popular. (Don't use them until you've figured out your selling aesthetic.) https://creativemarket.com

Envato - Another great place to look for designs and fonts and mockups. They are also the owners of "PlaceIt" a mockup store for images and videos. https://elements.envato.com/

Printify - I mean…do I EVEN need to go into this one? Printify will help you figure out your ideal product! Make sure, in the beginning especially, you're really playing around with various product ideas and what your designs look good on!

Marketing/ Sales

Later - If you're looking to streamline your social media, this is the program I love. It connects with Instagram and Pinterest. Spend one day a week (or month) pre-planning your social media…and let Later do the rest! https://later.com

Wix - Printify connects with a lot of different websites, but I've found Wix to be my favorite. It's easy to have your website up in a day. You can move website elements around to where YOU want them. And the mobile editor is top notch! https://www.wix.com/

Marmalead - There are a LOT of keyword research tools out there, but Marmalead is my go to when I need to find what is working for sellers….or get new ideas for keywords and designs. https://marmalead.com/

Keywords Everywhere (Chrome) - I've been using this Chrome plugin for years! It shows Google search information on the Etsy platform, google platform, Pinterest platform…ALL the platforms…as you search. This comes in handy when you just want to quickly see the popularity of a potential keyword.
https://keywordseverywhere.com/

Etsy Mockups and Size Charts - I, personally, purchase mockups on Etsy, simply because of quality and the ability to support a small business. Type your product and the word "mockup" into the search engine to see what Etsy sellers can offer you! You can also use other program like "PlaceIt".

Canva (videos) - Etsy is big with Videos…and they are (as of May 2022) now being found in Google search results. Check out the Canva video section and get creative with how you use your products in videos!

Pexels (stock images) - Pexels is a free stock image site which has a pretty great collection of shirt, tote and mug mockups! https://www.pexels.com/

YouTube Teachers - Learning (and continuing to learn) is a huge part the POD process!! And, honestly, the best schooling I've ever had has been on Youtube. Here are a few of my favorite Youtubers…but there are 100's!!!!

       Ryan Hogue - (POD How To)
       Shimmy Morris - (POD How To)
       PODcast - (POD How To)
       Bardot Brush (ProCreate How To)

Organization

Shift - If you want to get organized in your work and personal life…I couldn't recommend a better tool than Shift. With this platform, I keep all FOUR of my shops separate…in addition to my Amazon shops, my Wix website, my personal and business finances, my marketing research and ever design tool. It works with ALL Chrome extensions and runs SUPER fast. I've been an avid user for a few years now.
https://tryshift.com/

Airtable - Out of all of my tools, Airtable is the one I've used and trusted the longest. This is a spreadsheet system that helps me keep track of published designs, if my orders have shipped out, a VERY basic financial overview (I recommend using a more finance forward system like QuickBooks for taxes and comprehensive finances). I am in my Airtable DAILY.   https://airtable.com/invite/r/yMzYHZiL

      If you want to check out how I use my Airtable system, here's a link to the way mine is set up!! Customer names have been redacted. https://airtable.com/shrGndMJlhyIsO1A0

ToDoist -This is a to-do checklist system that works with Shift and syncs to my phone. I believe it works with a TON of different platforms…but this is how I use it.
https://todoist.com/auth/login?success_page=%2Fapp%2Ftoday

YNAB - Great for personal finances! Not business finances. But this system helps to build a healthy relationship with money. https://www.youneedabudget.com/

Last Pass - We work with a LOT of different tech in life…and last pass helps me to keep all of my passwords organized across all of my technology. https://www.lastpass.com/

Printify - I wouldn't feel HALF as organized without Printify. This company helps me keep organized with product creation, sales, customer service, creativity. Across the board…just a HUGE part of my business.

OrbitKit - If you plan to publish across different platforms and/or different stores, OrbitKit has you covered! I use them to organize my designs in one place, and keep track of where those are published on the internet. Not ONLY do they keep track of where they are published…but you can adjust titles, tags and descriptions an publish to every platform with the click of one button!! (I do this to create/publish "Drafts" to Etsy!) And they sync with Printify!!! https://www.orbitkit.com/

Goals

Progress App - I am a huge goal setter. My goal is to have 1000 items in my two largest stores before 2023. With this goal in mind, I use the Progress App. This lets me plug in my goal…and mark it as I go. It keeps track of my percentage of completion, as well as keeps track of when I am expected to complete my goals and if I'm on track! https://apps.apple.com/us/app/progress-goal-tracker/id1548213909

Customer Service

Printify - Printify is my biggest tool when it comes to Customer Service. THEIR amazing customer service has allowed me to provide my own customers with quick resolutions and quick answers when they need it. Instead of working with 3-4 different print providers and their OWN customer service…I can work with one.

Wix - Wix has a great phone app that allows me to chat with customers if I'm not behind my computer desk!! Most other websites require an additional payment for this…but not Wix.

ToDoist - (Covered and linked in the last section.) (I have a "tag" for anything customer service related that needs to be taken care of in each store. So it keeps my daily tasks separate from my important customer service, handle-immedatiately, tasks.