

Vexels Merch #32 Digest

In this month's guide we are bringing more content than ever, featuring an insightful interview with one of the hottest Merch podcasts in German: Talk on Demand.



Q2 is Here!

April marks the first month of the 2nd quarter (Q2) and in this guide we wanted to give you a heads up on what's coming and some ideas that will help you focus on your production.

Here are a few key Seasonal and Niche dates you can take for inspiration:

April

- Apr 9th: Unicorn Day
- Apr 11th: Pet Day
- Apr 15th: Anime Day
- Apr 19th: Bicycle Day

May

- Mental Health Awareness Month
- May 5th: Cinco de Mayo
- May 9th: Mother's Day
- May 24th: Victoria Day
- May 31st: Memorial Day

June

- Pride Month
- June 20th: Father's Day
- June 21st: International Yoga Day
- June 21st: First Day of Summer

Hopefully these firestarters can get you inspired for the months to come!
Got any suggestions? Send us an email to info@vexels.com



Merch Tactics: Be Your Seller

It's a common idea that when selling on Merch by Amazon, Amazon "takes care of your product".

While doing a great keyword research job certainly helps, most merchers just upload their products and restart at the process of creation.

What if there's more?

There are Merch sellers who take their stores one step further and **promote their products among other familiar communities where they often participate.**

Think about your local communities, starting in your Facebook groups, or even Reddit.

Are you in a DIY group? Maybe you participate in foodie blogs, or better yet: you have your own Youtube or Instagram account where you share your recipes and exchange opinions and comments with others.

Establish connections, and be respectful (don't spam)

Being your own content creator or participating in communities are excellent ways to boost your products and store, since your audience will most likely be familiar with the niche you are selling for.

Beware of coming across as too spammy on Facebook Groups! Check their rules, as a lot of groups don't allow for self promoting or straight up selling there.

Be your own seller

If there's a specific hobby or craft you are an authority in, it will be easier for you to generate relevant content that people can engage with and be related with.

It is at this point that creating your own Merch with your branding or with popular bits of your content will help your audience bond even more with your offer.

Remember, it's not about selling your t-shirts, but about delivering quality content!



Merch Interview: Talk on Demand

Talk on Demand is an Austrian-based podcast with tons of actionable tips and content related to the world of Print-on-demand in the German language.

We reached out to them to ask them a few questions on their own road to success and how to participate in the German market.

- Hi guys, hope you are doing well! Let's start off by introducing you to our Merch community; can you tell us a little bit about how you started on Print-on-demand and your success in Merch?

We both started our print on demand journey more than 10 years ago. Like most of the European print on demand sellers we started by selling on Spreadshirt. For a long time we only saw it as a hobby that could earn some extra money by

being creative. But things got more serious in 2017 when both of us got accepted by Merch by Amazon. Long story short: 4 years later Siegfried is now a Tier 120k Seller and Tobias in Tier 30k, and we can both see this business as a full time income stream.

- How was Talk on Demand created and what do you guys try to achieve with it?

We met in a German facebook group called "Shirt Money Makers" and started calling each other and talking almost on a daily basis about print on demand. After a while we thought it was sad that many people out there don't have anybody to talk to about the t-shirt business, and so we decided that we could start our own podcast to connect with the community, as we ourselves were at that time listening to a bunch of English podcasts or youtube channels and there was no real content for the German community.

Our role model was the "Merch Minds" Podcast with Glen & Yong, and we really liked the concept of the two guys just having fun talking about what they are trying to do to become more successful. This way the Talk on Demand Podcast was born - more than 2 years and over 100 episodes ago.

- Let's talk about the current state of Merch in 2021. How do you see the Print-on-demand industry at this time, almost one year after the pandemic began?

Right now a lot of people think that the print on demand market is saturated already for us sellers, but we think the powerhouse Merch by Amazon is just getting started. And there are a lot of other possibilities with other platforms as well. The pandemic for sure was a big setback at first, but later it turned out that there is always a demand for print on demand products, and that you only have to be aware that the demand in certain niches might change anytime.

If you always try to adapt and improve there are possibilities in hard times like the last months, and a lot of people now sell better than ever before, as more and more people are ordering their stuff online.

- What expectations do you have for 2021 and beyond in regards to Print-on-demand?

Since Amazon joined the market a lot has changed in the industry. We are sure Amazon will expand even further in the next couple of years, and new marketplaces and new products will be added. Exciting years are ahead of us!

- In terms of design, and considering the tiers you are at, what ways do you take to get your designs done?



When you reach a certain Tier level we found it almost impossible to achieve the desired output without outsourcing some parts of the business. Whether it's your own illustrator or using a design platform like vexels or a virtual assistant. Ten years ago we did everything on our own. If we had had the chance to use a design database like vexels at that time, we would probably be on a completely different level right now!

- In your experience, how long can it take, and what tools do you require to achieve some moderate success in Merch?

It always depends on what you understand as "success". For a lot of people it can be a great success to earn a little side income every month by doing some creative work in a niche that they personally like. But if you want to earn a full time income by doing print on demand you should be aware that it takes a lot of work and time until you can see a steady income stream each month.

Regarding Tools: If you are doing Merch by Amazon you have to use the free Chrome Extension "[Productor for Merch by Amazon](#)". It is a massive time saver in any aspect.

For quick Amazon research we can highly recommend our own tool "Research Base", but more on that later.

- Often sellers focus too much on creating products but not on promoting them, can you share some practical examples on how to promote products or stores?

We can confirm that – right now we are focusing on organic sales, except at Merch by Amazon where we are pushing our products by using Amazon Advertising (AMS).

- Over the years we've seen a clear interest by German audiences in the Print-on-demand business, more so than in any other countries (except the US), why do you consider that is?

The German speaking countries (Germany and Austria) have realized early that there is a big potential in the POD Business.

- There's a big interest in sellers from other countries to try out the German market; despite the obvious culture gaps. What would you suggest is a great way to start participating there?

You can always use various research tools to analyze what sells in different marketplaces, but another opportunity to get successful is to connect with locals, and learn more about the differences. Facebook and its various Print on Demand Groups is a place where you can easily connect to other sellers that you could offer help with your ideas and knowledge of your own culture in exchange – together you can then both improve!

- We learned that you are coming up with a brand new tool for Print-on-demand, can you tell us what it is about?

We wanted to have a research tool that helps us with our own way of research. We are not big fans of doing the typical copycat-research that a lot of sellers are doing by just focusing on the current bestsellers and copying them.

With the Research Base (<https://myresearchbase.com>) you can quickly search for current Merch by Amazon listings in specific niches and discover keywords with a high relevance at the same time. Go ahead and have a look at it, we have a lot of ideas that we are going to implement and which will improve the tool in the next weeks and months!

- Thank you so much for your time! Any final comments you'd like to share?

We would like to thank Vexels for this great opportunity and the great service you offer! Your product is a real game changer for everyone who wants to start with Print on Demand. Thanks for having us in your Merch Digest!

Siegfried & Tobias

Talk on Demand - <https://talkondemand.at>

April's Featured Niche: **Mother's Day**

April's Featured Niche: Mother's Day
Check out our [Mother's Day Graphics](#)

PSD of the Month: **Hypnotic Effect** T-shirt PSD Template



[Download Here](#)

Mockup of the Month: **Hand Holding Phone** Mockup



[Download Here](#)

May's Niche Opportunity Dates



Here's a list of some of the special Days in May where you might find a niche to exploit:

May 3rd: Lemonade Day

May 4th: Star Wars Day

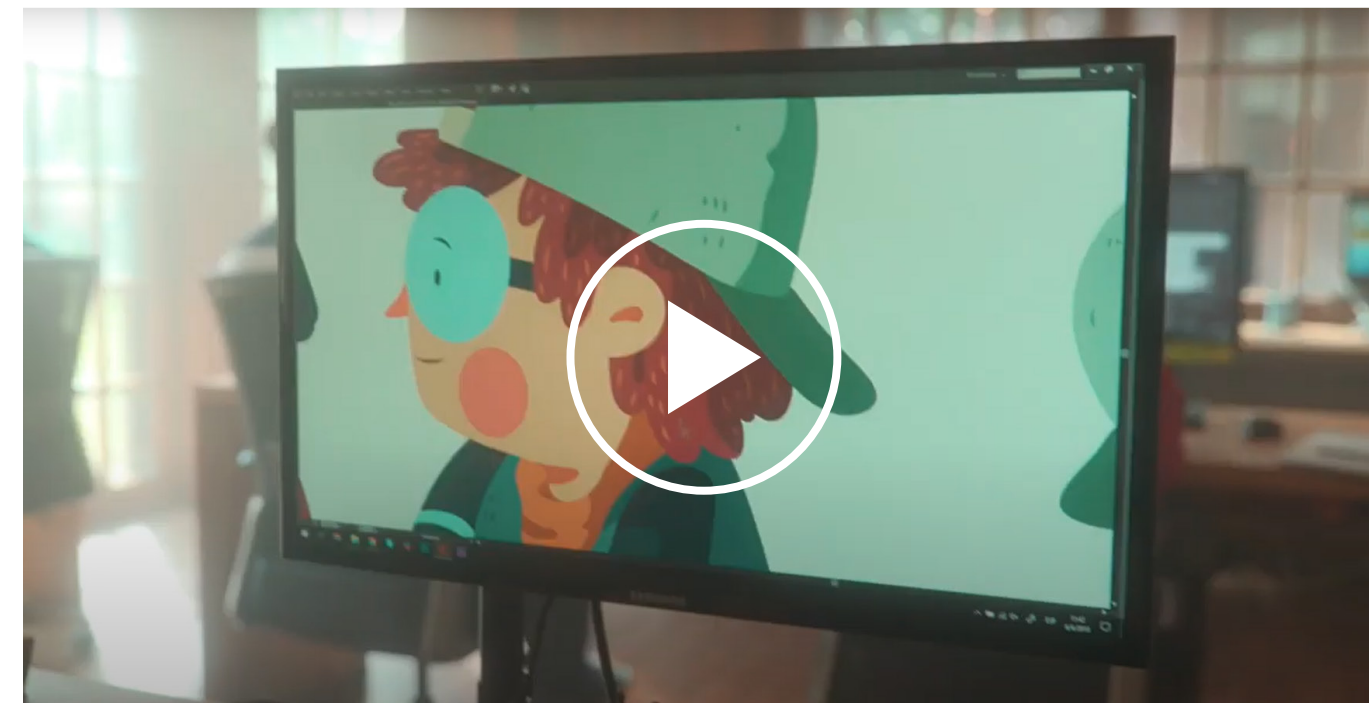
May 16th: World Whisky Day

May 23rd: Turtle Day

May 31st: No Tobacco Day

May is also **Cystic Fibrosis Awareness Month**

Visit our Channels for more Merch Tips & Hacks!



 [Vexels Youtube](#)

 [The Vexels Blog](#)

DISCLAIMER - Vexels Merch Digest

All the information, content, ideas and keywords in this Digest is to be used at your own risk. While we do our best to make sure our content complies with the market, user and platforms demands, VEXELS does not provide any guarantees on the use of any of this information, all of which is entirely up to the user's discretion. It is the user's responsibility to check for eligibility of the terms, keywords, and designs used for any print-on-demand platform or business of his/her choice.

Vexels Graphic Stock - 2021 - vexels.com