

Vexels Merch #41 Digest

2021 was a year of challenges, and we hope 2022 to be a year where we reap a lot of the fruits of the labor we've been doing in the past 12 months.

Let's dive in and check out what we have in store for the first few months of the brand new year.



New Year, New Goals, New Paths

The new year season always brings new winds of inspiration, productivity, and learning about the print-on-demand business.

By now, most Merchers have some degree of experience, whether they've been successful, or still struggling to make recurring sales.

Print-on-demand is Unique for Each Seller

Since Print-on-demand is a very unique business model in that **it really depends more on each seller than on the platform itself**, in 2022, we would like to encourage you to learn more about **your own business** and how you can become 1% better at it.

While every now and then we talk about how awesome KDP is, at this time of the year it's an especially great option to consider since many people are taking up the beginning of the year as a **starting point for resetting their mindsets** and organizing their lives differently.

Journals, diaries, trackers, planners, lined notebooks, all of these are amazing product opportunities to seize in this particular time of the year.

Some ideas to kick-start your creative juices:

- Side-hustle Productivity planner
- Workout planner
- Business progress journal
- Emotional journal
- Pet journal
- Floral lined notebook
- 2022 Goal tracker
- Prayer journal

[Check our KDP interior templates here](#)

2022
Will BE
MY year

List of Niches, Keywords, & Concepts for January

Here's a list of ideas that might inspire you:

- Pipe smoker
- Trickster
- Flight attendant
- Trivia master
- Kids asking 'why'
- Grape stomping
- Bread baking
- Chess endgame
- Debating
- Orienteering
- Book Restoration
- Candle making
- Garage sales
- Falconry
- Spelunking
- Disc golf
- Vinyl collecting
- Scrapbooking
- VHS collecting
- TikTok dance



Productivity: More Designs, More Opportunities

Over the years, one of the most sought-after perks of outsourcing design for Merch has been the option to **create a variety of original designs quickly**, while keeping a high level of quality.

Vexels T-shirt Maker is an online tool that we constantly upgrade in order to deliver **the most productive Merch design-creating experience possible**, and we are happy to say we currently have our best version so far.

In terms of growing your t-shirt business, having the ability to create multiple professional-level t-shirt designs in a short amount of time is a **game-changing factor**.

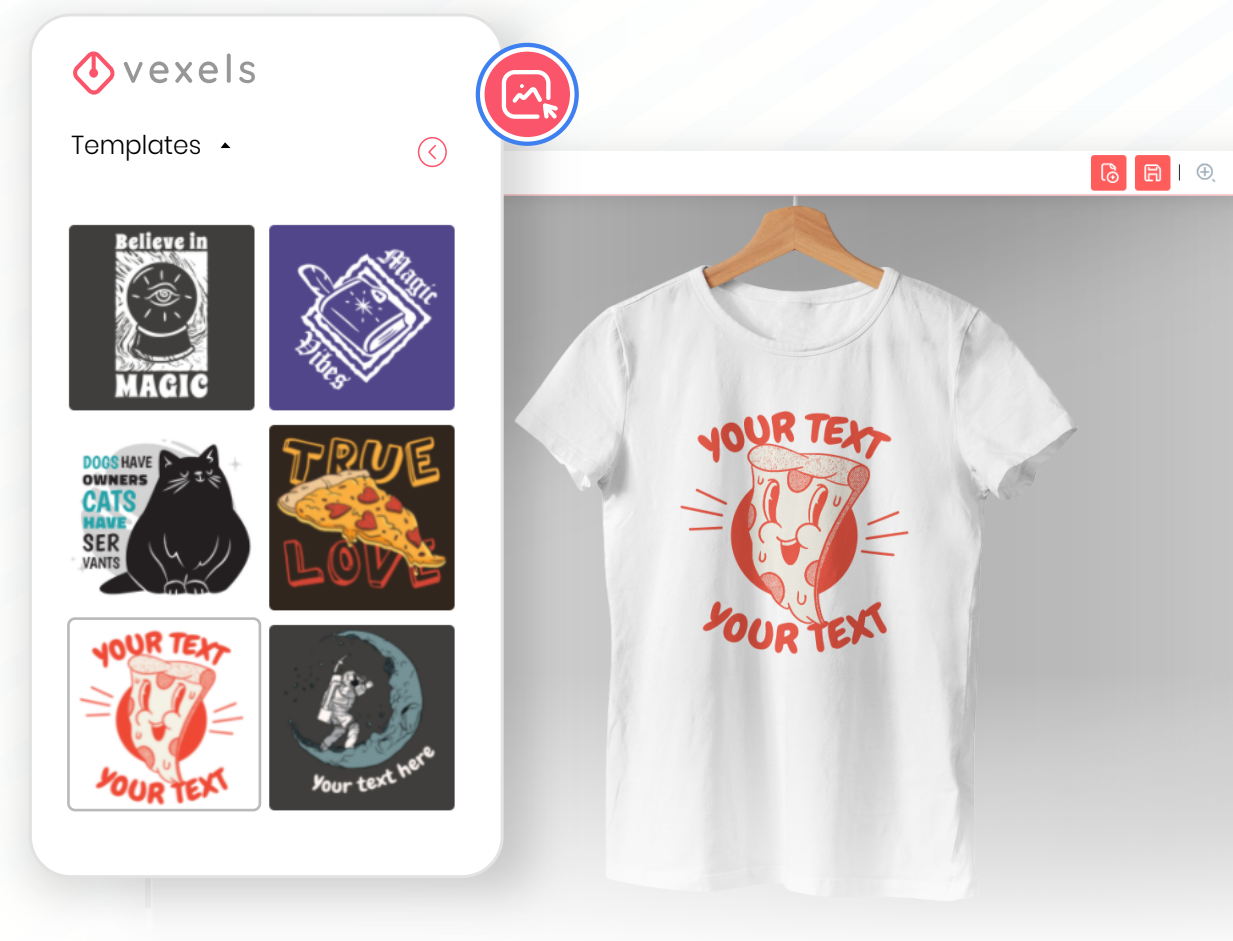
For this purpose, there are two of our T-shirt Maker's features that we want to highlight in this Digest:

Editable T-shirt design Templates

The T-shirt Maker features **editable templates** that act like your personal on-demand designer online with just one click. Browse among hundreds of ready-made templates, pick the one you see potential in, and dare to edit anything about it:

- Resize, delete, or add graphics for Base and Main elements
- Edit Text and reshape it
- Customize all colors for extra personalization
- Autosave feature – pick up where you left off!

Once you've created your piece, try altering and adding details here and there, and presto! **New designs on command!**



Fresh Templates Every Week

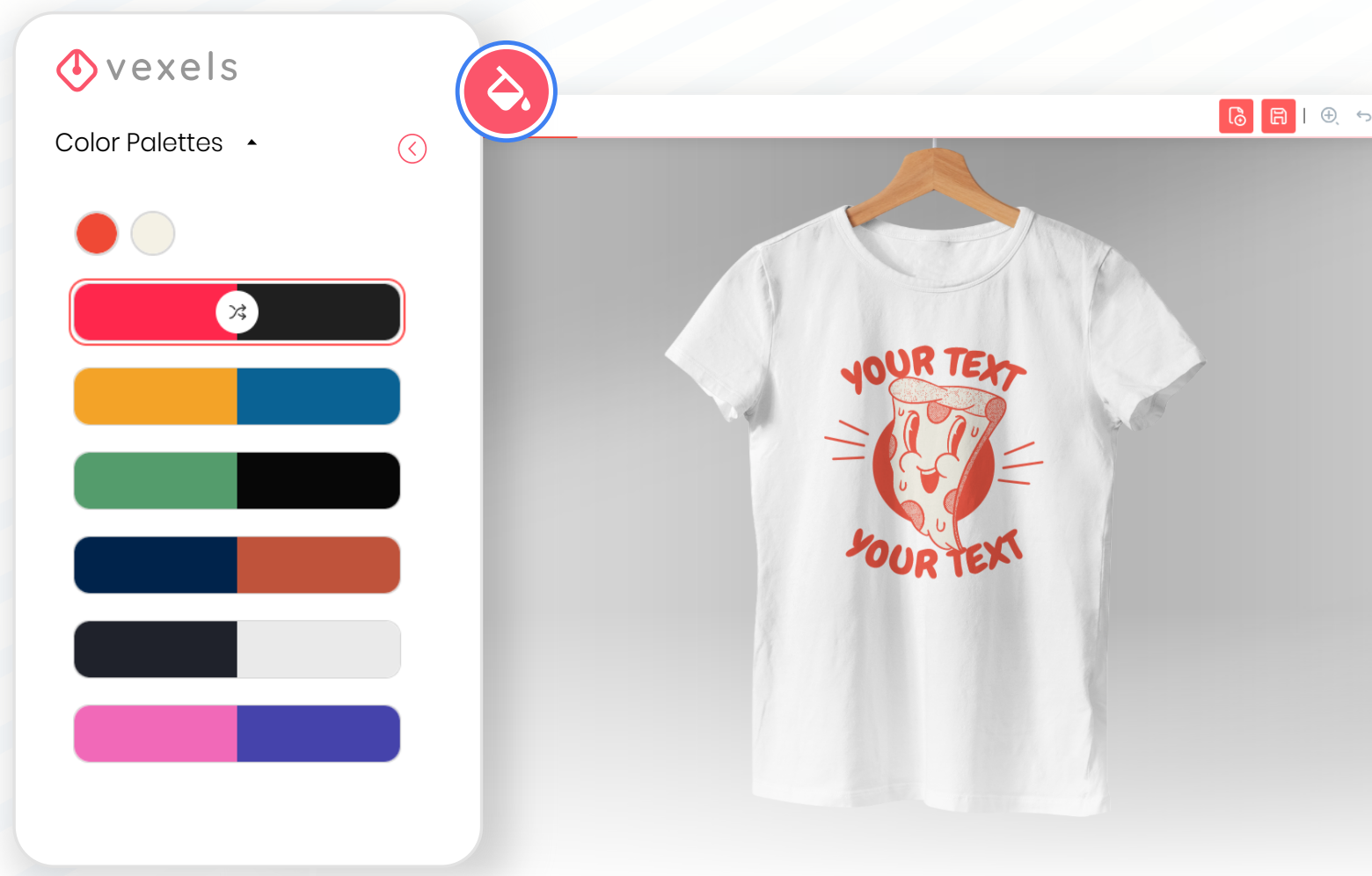
These design templates are **updated on a weekly basis**, meaning you'll always have excuses to create new t-shirt designs.

Random color scheme shuffler

Working alongside templates, the Color Palette feature is another excellent way to **generate new versions of a single creation** by auto-generating multiple color schemes with just one click.

To do this, after you've defined your core design, head over to the Color Palette tab and choose among a variety of preloaded color palettes.

Click on them multiple times to find different color variations, and feel free to use the Color Editor to change a specific color if needed. **Create and download as many as you like!**



Go Beyond!

And even though this tool was conceived to be a t-shirt creator, feel free to also use it to create designs for other products like mugs, pillows, and tote bags.

In that case, remember you will need to crop your final design file to fit the size of the product you need.

Good luck!

TRY THE T-SHIRT MAKER HERE



Open Keyword Brainstorm

Looking for a free association exercise? Pick some of these words and concepts and see where your creativity leads you:

- Pen spinning
- Ceramics
- Beatboxing
- Wrestling
- Thrifting
- Power nap
- Tabletop games
- Macrame
- Aquascaping
- Drumming



January's Featured Graphics



[Lettering Vector Illustrations](#)

Mockup of the Month: Sweatshirt in Hanger



[Download Here](#)

PSD of the Month: Wavy Text Effects T-shirt PSD



[Download Here](#)

Check Our Blog Post

19 T-shirt Design Trends for Print-on-demand in 2022

FEBRUARY'S NICHE OPPORTUNITY DATES

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

Feb 4th: World Cancer Day

Feb 9th: Pizza Day

Feb 13th: World Radio Day

Feb 19th: Pangolin Day

Feb 23rd: Pink Day

Feb 28th: Floral Design Day

January is also **Black History Month**.



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