



**How do I find customers for
my custom apparel business?**

There are a lot of consumers who buy custom apparel, but how do you find them? This guide will focus on how to seek out customers. Sometimes they find your business by themselves, but it's always better to be proactive, especially when you're just starting out.

Finding customers for your custom apparel business is a lot like finding customers for other types of businesses. Let's go through six steps that will help you get customers.



Step 1: Select your target audience

Start small. Choose a niche or type of consumer that you'd like to target. You may want to target an audience that you are more familiar with that has something in common with yourself. Perhaps they would be people with a shared interest.

Here are some examples to get you thinking:

- ▶ Baking enthusiasts
- ▶ Environmentalists
- ▶ Cat lovers
- ▶ Chocoholics
- ▶ College students
- ▶ Grandparents
- ▶ Teachers
- ▶ Comic book fans

Another option is to target businesses. Here are some ideas:

- ▶ Local restaurants
- ▶ Lawn care companies
- ▶ Fitness programs
- ▶ Summer camps
- ▶ Record studios
- ▶ Home renovators
- ▶ Independent grocery stores
- ▶ Auto repair shops



Step 2: Research your target audience

Now that you've selected your target audience, it's time to learn more about them. You'll be able to do this by talking to them, researching online, and sometimes just thinking things through to their logical conclusions. Here are some questions that will help you better understand your target audience:

- ▶ Are they primarily male or female?
- ▶ What is their average age range?
- ▶ Where do they live?
- ▶ What activities are they interested in?
- ▶ What are their values?
- ▶ How do they prefer to shop?
- ▶ How do they prefer to be communicated with?
- ▶ Are they tech savvy?
- ▶ What is their income range?
- ▶ What is their education level?
- ▶ What is their marital or family status?
- ▶ What are some of their primary everyday challenges?
- ▶ What drives them to make purchasing decisions?
- ▶ How do they define a "good product"?



Step 3: Craft a message

Now that you know a little more about your target audience, you can create a marketing message that appeals to them. This message should be personalized to this particular target group, and it should make them want to purchase your custom apparel.

There are many tutorials online that teach you how to craft a good marketing message, so we'll keep it simple here with quick formula:

Target audience's needs or interests + How you can fulfil them = What they get after they purchase + What they need to do

Here are two examples; one targeting individuals with a particular interest, and one targeting businesses with a particular need.

Example 1:

Love your cat? Get these "I Love My Cat" shirts and more at Bob's Apparel. You'll be able to show your unwavering love for your feline anywhere you go. Order yours online today.

Example 2:

Building team unity can be hard. Our printed T-shirts are perfect for giving away at team building events. They'll make your team feel like a family! Just send us your company logo and we'll do the rest.

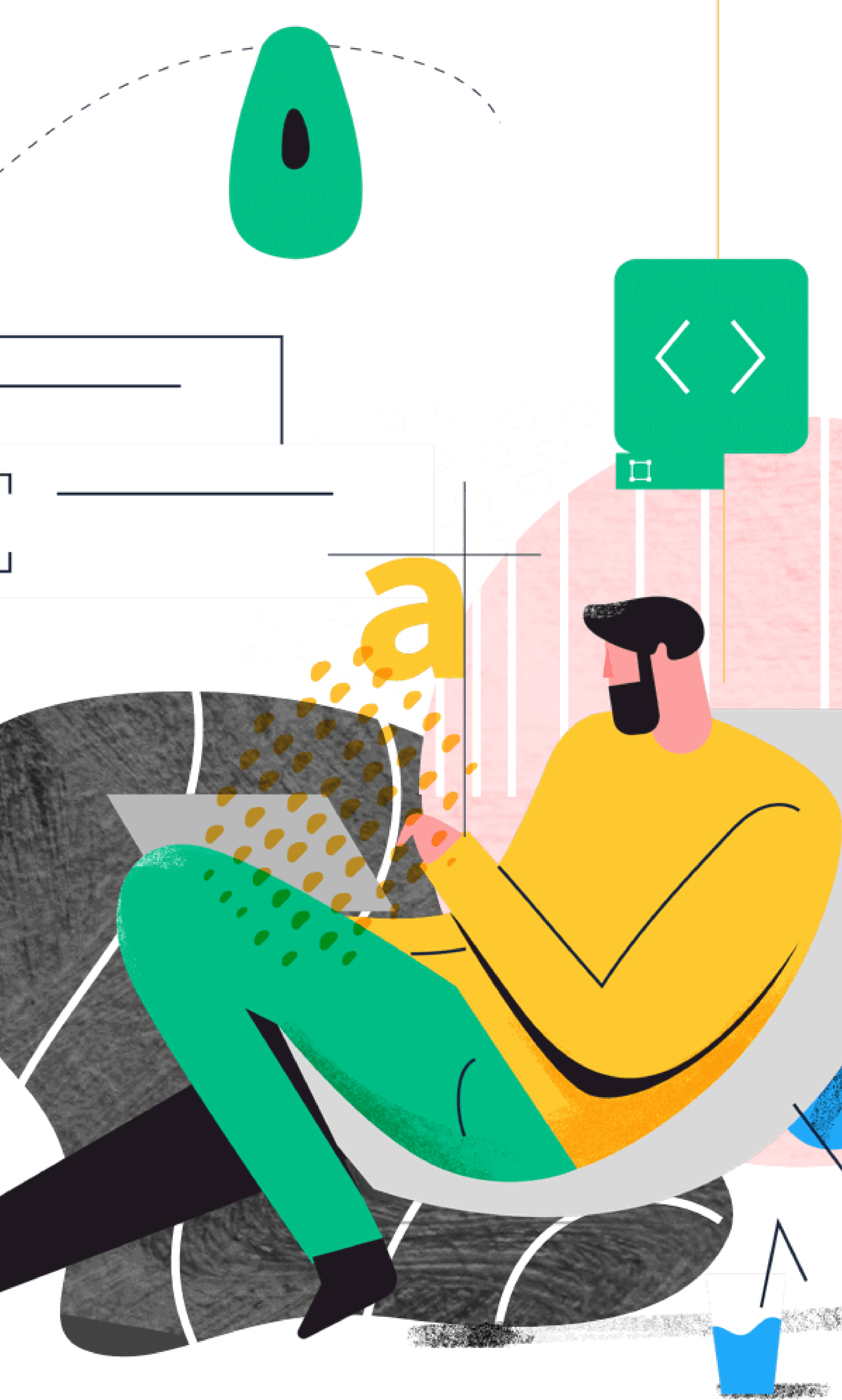


Step 4: Reach out

Now it's time to take your message to your target audience. Schedule some time every week to do this. There are many ways to reach potential clients. Here are some examples:

- ▶ Signage
- ▶ Newspapers
- ▶ Magazines
- ▶ Emails
- ▶ Online ads
- ▶ Social media posts
- ▶ Cold calls
- ▶ Your website
- ▶ Direct mail

As you reach out, keep track of what methods you are using. That way, if you notice one method not working well, you can allocate more resources to using another method. Consider it something you learn about your target audience.



Step 5: Review and revise

Reviewing and revising is important because there is always room for improvement. Here are some questions you can ask yourself to help you see how you can improve:

- ▶ Did my target audience respond well to the contact method that I chose?
- ▶ Was my target audience who I thought it was?
- ▶ Did they behave in the way I expected they would?
- ▶ What surprised me about my target audience?
- ▶ What caught their attention?
- ▶ How did they respond to the message that I crafted?
- ▶ What kinds of questions did they ask?
- ▶ Which products were they most interested in?
- ▶ Which products were they least interested in?
- ▶ What needs did they have that I was able to meet?
- ▶ What needs did that have that I was unable to meet?

Once you know what you need to change (and what you want to keep the same), you can revise your strategy to appeal more to your target audience. Perhaps you may even realize you need to change your target audience to a group of people who are a better match for your custom printed apparel. Continuous improvement is the key to business growth.

