

Starting A Clothing Line Newsletter - Santos Studios

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Are you in need of an 'all in one' video which has all the steps you need from product design to launch?

Then this email is for you.

You may have seen many of the FTGU videos online and have been inspired to take leaps and bounds in your business.

Well this free **Masterclass Video*Link** compiles all the steps and information to consider when starting an apparel or product business, without having to sift through your pesky YouTube history to locate individual tips, when you're short on time.

Waaay back when John started out, he posted crucial videos like How To Design And Print TShirts and Goal Setting.

If you have little time and are starting out in you company or would like a quick refresher, this **Video** *link is a must see.

Some of what you'll learn:

- How a Business Plan will assist you with a marketing plan, projections and audience targets.
- Downloadable templates to assist your business to flow smoothly
- The most **crucial** statement you need for your business!
- How far ahead you should set your goals *hint more than a few weeks! 😊
- How to effectively build a team
- How to streamline transactions...and a whole lot more.

Annd drumroll..... there are guests!

Hear how **JASON HILL**, the Founder of 'Mentality' clothing, capitalised on his Instagram marketing to build his followers to close to 2 million.

How **ROXANNE RONCAL**, Creative Strategist, creates her hashtags specifically to reach her demographic.

How **MIKE LEISURE**, Designer and Artist, uses his Graphic Design elements for both design and marketing.

How **AGAZIY ASEFA** in Sales, measures KPI's and focuses on key holidays for optimum sales.

This FREE Masterclass video is accessible to anyone on YouTube and with easy to follow chapters. You're able to skip ahead if you need...!

One of the questions on a recent video we received was.... ***"can you help me with my new product ... it's a traveling bag. I know all your videos is on how to start clothing businesses?"***

Yes, these tips relate to a multitude of products, not only clothing apparel!

Get ahead of the game and watch below!

***Screenshot of video with link**

PS: Here are 4 tips from the video you could start today to prepare for the launch of your brand:

- Decide if you are a business or a side hustle
- Create an executive summary of 5 pages with all the important notes for your brand and launch
- Decide on your MISSION STATEMENT* more detail on this in the video
- Set your goals ahead of time to create structure.