

Stephanie's Clothing & Accessory Training (2021) Course Outline

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Here more detailed information about what you will be learning with this 2-Day Class. I can also split this training class in 3 days. (optional) If you would like for me to do that, contact me so we can that up.

All together these 2 classes are 5 hours long in total

Day 1: (This Class is 3 hours long)

- How Print on Demand Works
- Types of stores you can open
- How to set up your store
- How to design your storefront
- How to get affordable graphics & patterns for your clothing and accessories

Day 2: (This Class is 3 hours long)

- How to get your store found on search engines and social media websites and apps
- How to get a lot of internet traffic to your store
- How to advertise your business on and offline
- Where to get promotional products from
- How to start a sole proprietorship, LLC, or a corporation with your clothing store
- How to get your clothing store named trademarked
- How to get a Duns number so you can have a business credit profile

- How to get big chain stores to sell your products

Course Details for Day Two Class

- How Print on Demand Works

In this class, I will teach you about the Print on Demand industry and explain in detail on how to start a print of demand business where you don't need any inventory, and no experience to start.

- Two types of stores you can open

In this class, I will be teaching you on how you can open up store fronts on different websites, like websites for free.

- How to set up your store

In this class, I will be teaching you one on one on how to set up your store accounts.

- How to design your storefront

In this class, I will be teaching you how to design your online stores.

- How to get affordable graphics & patterns for your clothing and accessories

In this class, I will show you to get affordable designs if you don't have any graphic design skills, I will give you all the information on the connections of how to find freelancers to create your designs. If you would like to make your own designs, I will introduce you to a software where you can design your graphics for free that you can put on t-shirts, phone cases, household items, and accessories

- How to get your store found on search engines and social media websites and apps

In this class, I will teach you how to get found on search engines like Google Chrome, Firefox, Opera, Internet Explorer, and Duck Duck Go. This is very

important because people will be able to find your store and buy from you. You will also learn how

- How to get a lot of internet traffic to your store

In this class, you will learn how to get more internet traffic to your store. You will learn ways to get visitors to go to your website. I will give you the resources on how to get paid traffic and non-paid traffic to your storefront

- How to advertise your business on and offline

In this class, I will teach how to advertise or promote your business on and offline. You will learn ways to share information about your store fronts to online users and offline potential customers.

- Where to get promotional products from

In this class, I will be teaching you where to get your promotional products from. You will be able to buy business cards, flyers, car bar banners for an inexpensive price. If you want to design your graphics on your own, I will give you're the information on how to design your graphics for free.

- How to start a sole proprietorship, LLC, or a corporation with your clothing store

In this class, I will be teaching you how to get your business license so you can have a legitimate business for your clothing store. I will show you how to get a business EIN number from the IRS and a state tax id, you can be able to pay your state taxes for your store through your state and how to pay taxes for your store through the IRS and the State of Georgia or whatever state you live in.

- How to get your clothing store named trademarked and copyrighted

In this class, I will teach you how to get your clothing and accessories store name trademarked through the United States Patent and Trademark office. I will introduce you to a website where you can find affordable attorneys to file your

trademark and I will also give you information on how to copyright your designs, so your company name and design won't get stolen on and offline.

- How to get a Duns number so you can have a business credit profile

In this class, I will teach you how to get a Duns number so you can have a business credit profile for your clothing and accessories store. This credit profile will basically give you a business credit profile so you can build business credit and get funding from loans and grants through the government and other companies.

- How to get big chain stores to sell your products

In this last class, I will teach you how to get your products sold in big chain stores like Wal-Mart, Target, and other stores like this. I will give you all of the details on how to do this.

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