



Selling tangible items online can be a problematic and expensive process, however, so think hard about whether you're likely to sell enough product to make back the time needed to produce, package, ship, and bill for your merchandise.

If all that sounds like a headache — or too expensive to be worthwhile — but you're still interested in the idea, visit CafePress.com, an online retailer that lets you create branded merchandise and then handles production, orders, transactions, and even shipping for you.

CafePress.com charges a base price for its stock of T-shirts, mugs, bumper stickers, calendars, mouse pads, bags, lunch boxes, buttons, magnets, posters, books, CDs, and more. But it doesn't charge anything for you to create a store with CafePress (unless you would like to fully customize the look and feel of shop pages to match those of your Web site). Anything you choose to charge over this base price is pure revenue.

To use CafePress.com effectively, you need to create some high-quality versions of your logo (or other elements you want to use), upload them to CafePress.com, choose which products to put them on, and then advertise their availability on your blog.



You can order items from your own shop to use as giveaways, prizes, and gifts.

To get started selling hats with your logo today, visit www.cafepress.com and open a shop! Figure 14-10 shows the CafePress.com shop I set up for my Web design company, Hop Studios.

Figure 14-10: You can use CafePress.com to quickly and easily sell branded merchandise through your Web site or blog.

- Baby
- Housewares
- Hats
- Cards, Prints and More!
- Bags

[Subscribe to this shop's newsletter](#)
 Sign up and receive news and specials.

[Open a shop just like this today!](#)

HOP STUDIOS
INTERNET CONSULTANTS
<http://www.hopstudios.com/>

Welcome to the Hop Studios store. Adorn yourselves with Hop studios marketing! If you're a client, write to me at susie@hopstudios.com and let me know which product you'd like to have your logo on, and I'll create it for you.

Apparel [Back to Top](#)

[Organic Ducky Cotton T-Shirt](#)
 \$18.99

[Jr. Baby Doll T-Shirt](#)
 \$18.99

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