

MARKETING



ESBA: ELITE SPORTS BUSINESS ACADEMY

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My number one takeaway from this video

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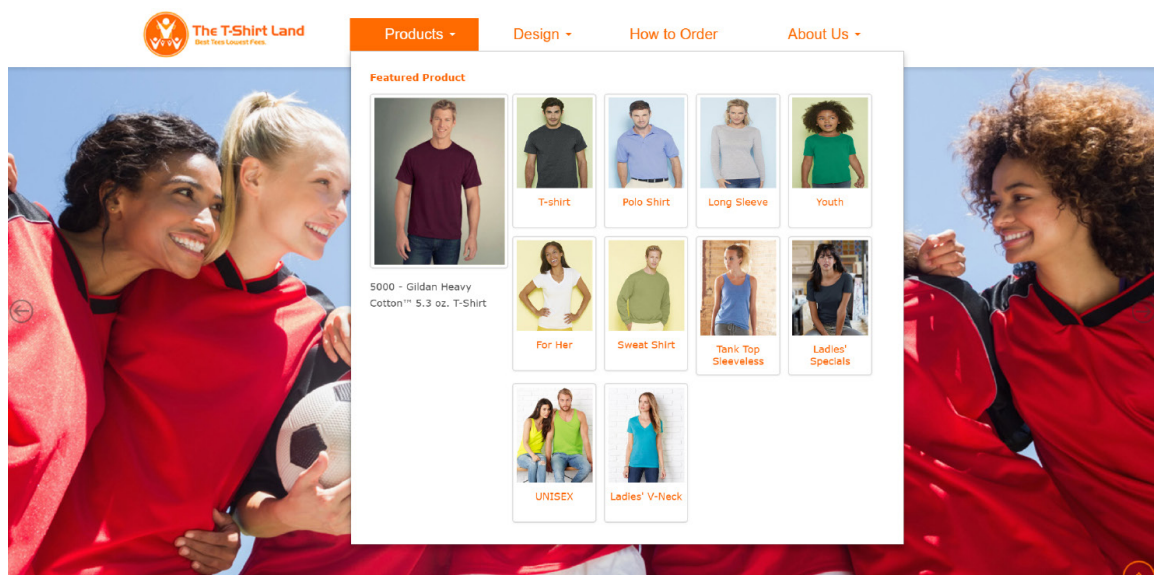
SUCCESS IS IN THE DETAILS

While many trainers may come out with t-shirts or gifts, such generosity has not been our experience as we've observed trainers throughout the years. A big reason for this is that many view generosity as cost-prohibitive, meaning the cost outweighs the benefits. We respectfully disagree.

Generosity breeds generosity. And t-shirts work as an advertisement. Just like Facebook likes for you to make their customers look and feel good, identifying something about themselves to share with the world makes your clients feel good too. And as t-shirts typically retail for around \$15, your perceived generosity is even higher.

T-SHIRTS

GFT retailer for shirts: [The T-shirt land](#)



Tips to keep cost minimal:

- ☐ **Catch a sale:** The T-shirt land is known for their great sales around major holidays. If you save to order at Christmas, for example, you'll typically get a bonus 10-35% off coupon plus you'll get a last-minute deduction for your taxes for the year.
- ☐ **Limit your design to 2 colors.** Typically 3+ colors doubles your cost.
- ☐ **Print only on 1 side.** However, the cost is minimal enough GFT typically orders for two.

Get your order right

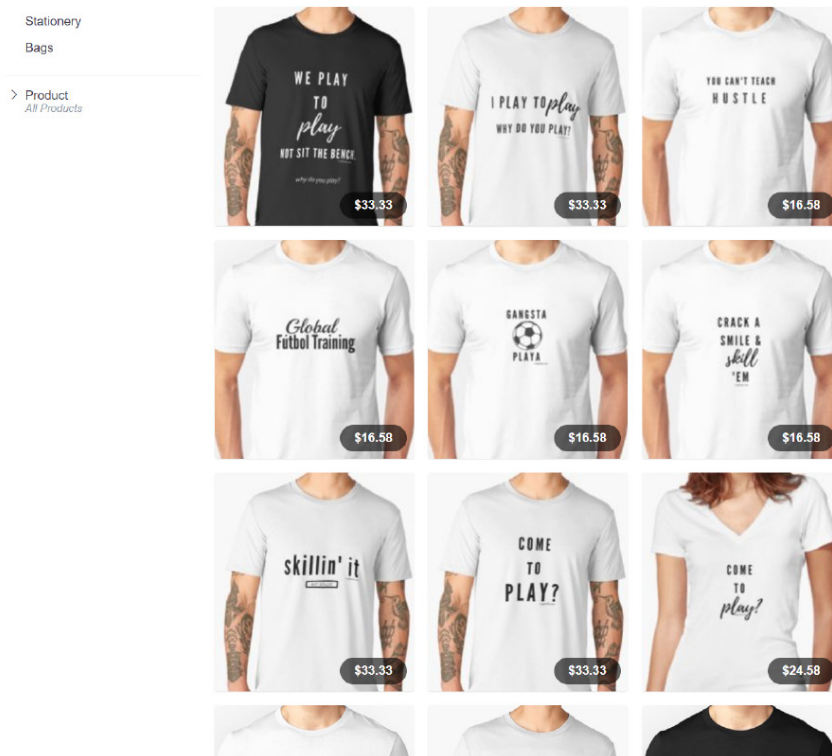
- ☐ **Order by avatar.** If you order just to have shirts for all sizes, you'll end up with shirts you can't use because your target avatar didn't wear those sizes. Generosity doesn't gain you followers if the wearer doesn't identify with the brand.
- ☐ **Stick with t-shirts.** T-shirts are popular year-round and are low cost.
- ☐ **Skip the heavy material.** The quality of t-shirts GFT has received from The T-Shirt land has been excellent. But heavy cotton doesn't do well in warmer clients. Keep the weight light and then let the athlete choose how to layer.
- ☐ **Go with dry-fit.** For yourself, as a trainer outside in the elements or one who works multiple hours in a row, looking professional and sweating less are both important to your brand and your health. Don't skimp out on the dry-fit. As you scale, also order these for your trainers.
- ☐ **Buy seasonal for yourself.** As the owner and trainer, you should always be fresh, season-appropriate. To do so with a bulk order is inexpensive.

How to use t-shirts

- ☐ **Create buy-in.** When a new student gets a t-shirt, they say that it "makes the commitment feel real" and that they are now "part of the GFT family". This is not even language Jeremie uses but the students do.
- ☐ **Set the culture.** Generosity as a culture creates big influence, Players have tweeted or texted images of their GFT t-shirts all around the world and at tournaments and games around the U.S.
- ☐ **Exponential advertising.** Multiply your wearing your own gear around town by the

number of students you have. And parents love the shirts too, although the parents must purchase their own shirts.

- ❑ **Rewards.** Oh the rewards! Anytime GFT has run a special skills challenge or 3v3 tournament, a shirt to commemorate the occasion has been essential. An ongoing challenge that engages all ages is the juggling challenge, where kids get a different color t-shirt with their juggling number on it. There are specific rules for the challenge, including the skills have to be sequential and with the same foot; witnessed by Jeremie or another trainer; video submissions not accepted. This is a big deal for the players of all ages.
- ❑ **Make extra money.** As stated above, parents like the gear as well. While a quick and easy money-maker is to simply sell from the t-shirts already in-stock, this is not a focus or key business model for GFT. The effort to predict and stock the various sizes and styles that parents and players want is a big hassle and more for those who have a facility to put the clothing on display. Instead, GFT has sourced t-shirts for families to print on-demand through [Redbubble](#). Although their cut is very high (think: you're probably going to make 30% at most from each sale), they allow you to offer any type of product you wish to your market, have print-on-demand services, good quality products and great additional income for you. When blog visitors see the shirts, they order without a sales pitch; other sports athletes have started ordering too.



VEHICLE ADVERTISING



Advertising with your vehicle can be a great source of referral or communication that you're open and tell others about what you're doing. However, the advertisement should be quality. Find a local business that has been doing wraps for a while; expect your vehicle to be gone anywhere from 4 hours to a week, depending on whether you choose a window wrap or a full-body wrap. Key tips:

- ☐ Keep the design simple. The focus of the drivers around you should be the road. Let other drivers get your message quickly.
- ☐ Keep the message keyword friendly. Just like in your web copy, certain words tell the story of your business better than others.
- ☐ White space is your friend. Less really is more.

VEHICLE MAGNETS

GFT retailer: [Sticker Mule](#)¹



Sticker Mule offers high-quality, great deals on car stickers, labels, magnets. The labels are popular with kids for their computers, skateboards and more but most popular is the car stickers. A few tips:

- ☐ Keep the design clean
- ☐ Keep the fonts legible
- ☐ Keep the message classy

As you can see, GFT has not been marketed flashy or fancy - and most of the t-shirts, decals and the window sticker haven't been updated in a few years. But they still work. So don't sweat the design!

¹The [Sticker Mule link](#) includes a \$10 credit for your first order.



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