Start Your Own Screen-Printing Business: A User's Guide to Printing and Selling T-shirts

Charese Mongiello

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Start Your Own Screen-Printing Business provides the mentorship for both beginning and experienced entrepreneurs to obtain a solid step-by-step education on how to silk screen, sell the finished products, utilize available resources, and purchase the best equipment.In conjunction with their family's company, Charese and Anthony Mongiello have relied on their more than twenty years of experience to help more than six thousand people launch and successfully operate their own T-shirt print shops. Together, the Mongiellos show you how much fun and easy it is to print T-shirts and make money doing it. The Mongiellos leave no stone unturned as their professional guidance teaches:Profit expectations from immediate to long-rangeSales and marketing techniques specifically tailored for a silk-screening businessBasic materials neededThe ins and outs of the printing processProcedures on burning a silk screen and obtaining artworkUses of the leading types of inksSilk-screening has quickly become a multi-billion-dollar industry in the past few years. Potential business owners will appreciate the expert leadership provided by the Mongiellos as they gain extensive knowledge about the silk-screening business and the lucrative opportunities it offers!

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