



# Shopify + Printify Launch Kit

Everything You Need to Go from Zero to Live Store in 7 Days

**TEN STREAMS LAB**

[tenstreamslab.com](https://tenstreamslab.com)

## Contents

1. Store Setup Checklist
2. Printify Integration Steps
3. Pricing Calculator & Formula
4. Supplier Comparison Guide
5. Ad Copy Templates
6. Launch Day Checklist
7. First 30 Days Roadmap

# 1. Store Setup Checklist

## Shopify Account Setup

- Sign up at [shopify.com](https://shopify.com) (first 3 months for \$1/mo on most plans)
- Choose Basic Shopify plan (\$39/mo after trial — all you need to start)
- Set store name and URL ([yourstore.myshopify.com](https://yourstore.myshopify.com))
- Purchase custom domain or connect existing one (Settings > Domains)
- Set up Shopify Payments (requires SSN/EIN and bank account)
- Add PayPal as alternative payment method
- Set store currency and timezone

## Theme & Branding

- Install a free theme (Dawn recommended — clean, fast, conversion-optimized)
- Upload logo (PNG with transparent background, minimum 500px wide)
- Set brand colors in theme editor (primary, secondary, background)
- Set favicon (32x32px icon)
- Set up navigation menu (Home, Shop, About, Contact)
- Create homepage sections: hero banner, featured products, trust badges, reviews
- Add footer links (Privacy Policy, Terms, Refund Policy, Contact)

## Essential Pages

- About page — your story, why you started, what makes you different
- Contact page — email form or direct email address
- Privacy Policy — use Shopify's auto-generator (Settings > Legal)
- Terms of Service — use Shopify's auto-generator
- Refund Policy — customize Shopify template for your specifics
- Shipping Policy — processing time, carriers, estimated delivery
- FAQ page — 8-12 common questions answered

## Technical Setup

- Connect Google Analytics (Shopify Preferences > Google Analytics)
- Connect Facebook Pixel (Online Store > Preferences)
- Install Klaviyo or Mailchimp for email marketing (free tiers available)
- Set up abandoned cart emails (Marketing > Automations)
- Enable Shopify's review system or install Judge.me (free)
- Test checkout with a real order (then refund yourself)

■ Set up Google Search Console and submit sitemap

## 2. Printify Integration Steps

- Create Printify account at [printify.com](https://printify.com) (free)
- Go to My Stores > Connect > Select Shopify
- Enter your Shopify store URL and authorize the connection
- Printify app appears in your Shopify Apps section
- In Printify, go to Catalog > browse products
- Select product and print provider (compare cost, location, rating)
- Upload design using Printify's design tool
- Position design, select variants (colors, sizes)
- Generate mockup images using Printify's mockup generator
- Download all mockup images to upload to your store listing
- Set pricing in Printify (or adjust after publishing in Shopify)
- Click 'Publish to Shopify' — product appears as draft in Shopify
- Edit the Shopify listing (title, description, SEO fields, tags)
- Add your downloaded mockup photos to the listing
- Set product as Active when ready to sell

### Printify to Shopify Order Flow

Customer orders on Shopify → Shopify notifies Printify automatically → Printify prints and ships directly to customer → Tracking number sent to customer via Shopify. You never touch inventory.

### Printify Settings to Configure

- Enable automatic order approval (Settings > Orders > Auto-approve)
- Set up payment method in Printify for automatic fulfillment billing
- Enable shipping tracking notifications to customers
- Set your default print provider for each product category
- Order samples of all new products before selling at scale

### 3. Pricing Calculator & Formula

#### The Complete Pricing Formula

Retail Price = Base Cost / (1 - Target Margin %)

Simplified: Retail = Base Cost x Markup Multiplier

For Shopify (no marketplace fees): Base Cost x 2.5-3x | For Etsy (with 9% fees): Base Cost x 3x then subtract 9%

#### Interactive Pricing Calculator

| Line Item                               | Shopify Example | Your Numbers |
|---|-----------------|--------------|
| Printify Base Cost (print + ship)       | \$14.00         | \$ _____     |
| Shopify Transaction Fee (2.9% + \$0.30) | \$1.16          | \$ _____     |
| Target Profit                           | \$14.00         | \$ _____     |
| Recommended Retail                      | \$29.99         | \$ _____     |
| Actual Profit                           | \$14.53         | \$ _____     |
| Profit Margin                           | 48%             | _____ %      |

#### Pricing by Product Type

| Product           | Base Cost | Shopify Retail | Etsy Retail | Target Profit |
|-------------------|-----------|----------------|-------------|---------------|
| Unisex T-Shirt    | \$10-14   | \$28-35        | \$32-40     | \$12-18       |
| Women's T-Shirt   | \$12-16   | \$30-38        | \$34-42     | \$12-18       |
| Hoodie            | \$22-30   | \$54-70        | \$60-75     | \$22-32       |
| Mug 11oz          | \$7-10    | \$20-26        | \$22-28     | \$10-14       |
| Mug 15oz          | \$9-12    | \$24-30        | \$26-34     | \$12-16       |
| Tote Bag          | \$9-13    | \$22-30        | \$26-34     | \$10-16       |
| Canvas Print 8x10 | \$12-18   | \$30-40        | \$35-45     | \$14-20       |
| Phone Case        | \$9-14    | \$24-32        | \$28-36     | \$12-16       |

|               |         |         |         |         |
|---------------|---------|---------|---------|---------|
| Sticker Sheet | \$4-7   | \$12-18 | \$14-20 | \$7-12  |
| Pillow Cover  | \$15-22 | \$38-50 | \$42-55 | \$18-26 |

## 4. Supplier Comparison Guide

| Provider                | Best For             | US Ship Time | Quality | Price  |
|-------------------------|----------------------|--------------|---------|--------|
| Monster Digital         | T-shirts, hoodies    | 2-5 days     | ■■■■■   | \$\$   |
| Printify Choice         | Mugs, drinkware      | 3-7 days     | ■■■■    | \$     |
| Printful (via Printify) | Embroidery, premium  | 2-5 days     | ■■■■■   | \$\$\$ |
| Awkward Styles          | All-over print (AOP) | 3-7 days     | ■■■■    | \$\$   |
| Dimona Tee              | Budget t-shirts      | 3-8 days     | ■■■     | \$     |
| Fifth Sun               | Activewear, leggings | 3-7 days     | ■■■■    | \$\$   |
| Prodigi                 | Art prints, canvas   | 4-8 days     | ■■■■■   | \$\$   |

### How to Evaluate a New Provider

- Check their average production time in the Printify catalog (shown on provider card)
- Read their reviews in Printify — look for comments on print quality and color accuracy
- Order a sample BEFORE publishing any products with them
- Check their return/reprint policy (what happens if print quality is bad?)
- Prefer providers with US production facilities for faster domestic shipping

## 5. Ad Copy Templates

### Template 1 — Facebook/Instagram Ad (Identity-based)

Headline: 'The [NICHE] Gift They Actually Want' Primary Text: You know that [NICHE] in your life who has everything? This one's different. Our [PRODUCT] is made for people who take their [NICHE PASSION] seriously. [BRIEF PRODUCT DESCRIPTION — 1 sentence]. ■ Ships in [X] days | ■ [SIZE/COLOR OPTIONS] | ■ Perfect for [OCCASION] Limited quantity — order yours today. CTA Button: Shop Now

### Template 2 — Facebook/Instagram Ad (Problem/Solution)

Headline: 'Finally, A [PRODUCT] That Gets It' Primary Text: Tired of [COMMON FRUSTRATION]? Same. That's exactly why we made this. [PRODUCT NAME] — [BENEFIT IN ONE LINE]. No [PAIN POINT]. Just [POSITIVE OUTCOME]. Grab yours before we sell out. CTA Button: Shop Now

### Template 3 — Pinterest Ad Copy

Pin Title: [PRIMARY KEYWORD] | [OCCASION] Gift Idea Description: Looking for the perfect [OCCASION] gift for [RECIPIENT]? This [PRODUCT] is designed for [TARGET PERSON] who loves [NICHE]. Ships fast — arrives in time for [OCCASION]. Tap to shop all designs. | Ten Streams Lab

## 6. Launch Day Checklist

### The Day Before Launch

- All products are Active (not Draft) in Shopify
- Prices set correctly on all variants
- Shipping rates configured and tested
- Test order completed successfully
- All product photos uploaded (minimum 3 per product)
- All product descriptions complete
- Printify auto-fulfillment enabled and payment method set
- Email welcome sequence active in Klaviyo/Mailchimp
- Social media profiles created and linked in store footer
- Google Analytics receiving data (test by visiting store)

### Launch Day

- Remove password page (Online Store > Preferences > disable password)
- Post launch announcement on all social channels
- Share store link with 10 personal contacts and ask for feedback
- Pin your best product to Pinterest (10-15 total pins on launch day)
- Post in 2-3 relevant Facebook Groups (value-first, not spam)
- Monitor Shopify dashboard throughout the day
- Respond to any customer messages within 2 hours
- Screenshot your first sale — you'll want to remember this

## 7. First 30 Days Roadmap

### Week 1 — Foundation

- Publish 10-20 initial product listings with full SEO optimization
- Start pinning to Pinterest daily (use Tailwind or manual scheduling)
- Order samples of your top 3 products
- Set up your first email capture pop-up (10% off first order)
- Join 3-5 Facebook Groups in your niche — participate genuinely

### Week 2 — Traffic Building

- Review which listings are getting views — double down on winners
- Create Instagram or TikTok account — post 3x this week
- Reach out to 3 micro-influencers for product gifting collaborations
- Add 5-10 new product listings
- Optimize low-performing listing titles and tags

### Week 3 — Conversion Optimization

- Analyze traffic-to-sale conversion rate in Shopify Analytics
- Test new thumbnail photos for top-viewed products
- A/B test 2 different price points on a product
- Add a product bundle (buy 2 + get discount)
- Request reviews from your first customers

### Week 4 — Scale What Works

- Identify your top 3 products by sales — create 5+ variations of each
- Start Shopify/Meta ads at \$5-10/day on proven products only
- Set up Google Shopping (Shopify > Sales Channels > Google)
- Plan next month's content calendar
- Review monthly financials — revenue, COGS, profit margin
- Set Month 2 revenue goal based on Month 1 actual data

#### Realistic Month 1 Expectations

Most new Shopify POD stores make \$0-200 in their first month. This is normal. Month 1 is data collection — finding out which products get traction. Stores that iterate consistently typically see \$500-2,000/month by Month 3-4.