Merch That Sticks

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A guide to planning branded merchandise, from product selection and pricing to promotion.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- Choosing merchandise, materials, and product details.
- Ways to use branded goods in campaigns and events.
- Pricing and bundling considerations for a merch offer.
- Planning order handling and delivery.

Who this ebook is for

This book may be useful for business owners, founders, and independent professionals, creators and brand professionals who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

Format: Ebook. Pages: 56. Words: 8393.

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