The First Sale Map.

The route to your first t-shirt sale, and the same loop that gets you the second, the third and every one after. Six stops, and at every one: what to believe, who to become, and exactly what to do. Built from 97 coaching calls and the loop behind around 70,000 shirts.



6
stops on the route

7
days, one task a day

45
minutes a day, with a list

1
loop, repeated every week

From **Will Jack** · over $2 million in print on demand sales, around 70,000 shirts

THE ROUTE

Your map to the first sale.

Six stops to your first sale. Then you go round again from stop 2 for the second, the third and every one after. Most people who don't get there skipped a stop, or quit between stop 5 and stop 6.

At every stop: the belief to build, who you become, what you do.



YOUR PACKING LIST

Everything you need for the trip.

Tick each one off before stop 1. Don't add more tools than this. Every extra app is another thing to set up instead of selling. Some are my referral links, they cost you nothing extra.

Before you set off

- [ ] **Your store**
  Shopify, start on the trial.
  Start Shopify

- [ ] **Your print partner, pick one**
  Gelato is what I use now: it prints in the country your customer is in, so shipping is faster and cheaper, and it works wherever you live. **Printify** has the biggest US catalogue and is where I started. Both are free to join, and you only pay for a shirt after a customer has paid you.
  Gelato or Printify

- [ ] **Your domain**
  Find an expired domain free on ExpiredDomains.net, then buy it on Namecheap. Never the free myshopify address.
  ExpiredDomains then Namecheap

- [ ] **A Facebook ad account**
  A Facebook page and Meta Business account for your store. That's where your tests run.
  Meta Business

For finding and making

- [ ] **Research**
  PodSpy shows you what's already selling. 50 free credits when you sign up.
  PodSpy

- [ ] **Check the sales**
  EverBee shows the sales numbers on an Etsy listing, so you know a design really sells.
  EverBee

- [ ] **Phrases and page copy**
  Claude, with the prompts in this map.
  Claude

- [ ] **Designs and mockups (optional)**
  Text-only designs are free. For art and mockups, Kie.ai runs the big image models cheaply. A bit more technical.
  Kie.ai

- [ ] **Talk instead of type (optional)**
  Wispr Flow. I dictate almost everything to Claude with it.
  Wispr Flow

After the first sale, not before

- [ ] **Reviews**
  Loox, so buyers can leave photo reviews. Real people, real photos.
  Loox

- [ ] **Email**
  Omnisend, so you can email the people who bought.
  Omnisend

- [ ] **Upsells**
  Upsell.com (it used to be ReConvert), an offer after they pay.
  Upsell.com

BEFORE THE MAP

If it hasn't worked yet, I know that feeling.

If you've tried this before and it didn't work, you're right. It didn't. And it feels horrible. I was exactly there.

I was working on yachts and I wanted out. The reason I do any of this is to be free. So I tried everything the internet told me to. Seventeen different Facebook pages. A different idea every week. Every video, every guru, every "this is the one".

Then I had a proper fight with my dad. He was shouting "nothing's working, nothing's working", and the worst part was he was right.

So I let go. I stopped chasing ideas and asked one question: what's this print on demand thing? I found one course and followed it step by step, no skipping. Step one was don't invent anything, find what's already selling. I found the best-selling cat t-shirt on eBay and Amazon, made something similar, and put a small ad behind it.

Two sales on the first day. I remember sitting there thinking, this is it. You just have to implement.

When I told a guy on the boat I was leaving, he said "you'll be back in two weeks." Five years and around 70,000 shirts later, I haven't been back.

> **It was never me. It was jumping between ideas. One path, one step at a time, and let the market answer instead of my head.**

Looking back, the steps were the easy part. What changed first was what I believed was possible. Then who I was being every day: someone who tests, not someone who hopes. Then the actions got easy, because they were just what that person does.

That's what this map shows at every stop: the belief to build, who you become, and what you do.

One honest line before you start. Most designs won't sell. In one 90 day stretch I tested 66 products and 10 made money. In one store's first 77 days, 32 of its 43 campaigns were switched off early. That's what normal looks like, and it's why this map plans for five tests, not one.

1 The Practice Business

WHAT PEOPLE TELL ME ON CALLS

"If my first designs don't sell, I'm not cut out for this."

"I've tried this before and it didn't work."

"I don't really believe it'll work for me."

WHAT HAPPENED TO ME

Before I'd sold a single shirt, I'd call my friend in Canada every Monday and Friday and say, I'm selling t-shirts online. I'm doing this. I could see it in his eyes, he believed me, and it wasn't even true yet. Then I just did it.

THE BELIEF TO BUILD

Every design is a test, and a test can't fail, it can only teach me something. I'm here to learn the process.

WHO YOU BECOME

Someone who learns from every result. Not someone who needs every design to win.

WHAT YOU DO

- [ ] Block 45 minutes a day, the same time, with one task written the night before.
- [ ] Tell one person you're doing this, and tell them on a schedule.
- [ ] Plan for five tests, not one. Only about one in five experiments works as planned.

Done when: Your slot is in the calendar and one person knows.

FILL THIS IN · STOP 1

The one person I'll tell, and when:

My 45 minute slot, every day:

2 Model Success

WHAT PEOPLE TELL ME ON CALLS

"It's saturated. Everyone's selling t-shirts."

"I need a totally original idea."

"I can't tell what will sell."

WHAT HAPPENED TO ME

My first ever sale came from the best-selling cat t-shirt on eBay and Amazon. I made something similar, put a small ad behind it, and got two sales the first day. I got the idea from Tony Robbins: just look at what's working and model success. And an old Scottish guy who'd done millions told me, what sells is always the design I don't care about.

THE BELIEF TO BUILD

Someone is already selling what I'm going to sell. My job is to find it and make it better, not to invent it.

WHO YOU BECOME

A researcher who follows the data, not their own taste.

WHAT YOU DO

- [ ] Search one word on PodSpy for something people are into: fishing, nurses, chickens.
- [ ] Open the products themselves. Read each product's own reviews and sold numbers, never the shop's totals.
- [ ] Save the three with the most proof and ask what they have in common (prompt 1). Two hours, then decide.

Tool: PodSpy, 50 free credits podspy.ai · Check the sales on EverBee everbee.io

Done when: Three bestsellers written down, and what they have in common.

FILL THIS IN · STOP 2

My one word:

The three bestsellers, and what they have in common:

3 The Phrase That Pays

WHAT PEOPLE TELL ME ON CALLS

"I'm not creative. I can't design."

"I need a hundred designs before I start."

"My designs are good, so they should sell."

WHAT HAPPENED TO ME

My art teacher told me I was so bad at art. I've sold more art than anybody I know. One of my biggest ever sellers was literally just words. And the one I told my designer to bin, she ignored me, I tested it anyway, and it paid for my life for two years.

THE BELIEF TO BUILD

The phrase is the product. Fonts sell shirts, pictures decorate them. Four designs is enough to start.

WHO YOU BECOME

Someone who sells an identity, the "that's me" feeling, not a pretty picture.

WHAT YOU DO

- [ ] Write ten phrases with Claude from what the bestsellers have in common (prompt 2).
- [ ] Keep the four strongest. One phrase leads, a picture only earns its place if it helps.
- [ ] Look at each one small on your phone at arm's length. If it doesn't land in two seconds, cut it.

Tool: Claude for the phrases. Text-only designs are free and they sell. For art, Kie.ai runs the big image models cheaply kie.ai

Done when: Four designs that read in two seconds at arm's length on your phone.

FILL THIS IN · STOP 3

My four phrases:

4 The Mockup

WHAT PEOPLE TELL ME ON CALLS

"I need the website perfect first."

"Nobody buys from a store they've never heard of."

"I'm not techy."

WHAT HAPPENED TO ME

I once spent two months making a website perfect. Then I watched my first customer check out on an iPad and realised I could have been advertising the whole time. And I can have a design that sells all day long, change the mockup, and it won't sell.

THE BELIEF TO BUILD

People buy what they see in the photo. I don't need a perfect store, I need one page that sells.

WHO YOU BECOME

Someone who puts things live before they're perfect.

WHAT YOU DO

- [ ] Set the store up to the minimum: the Shopify trial, your print partner connected (Gelato or Printify), a free theme with your logo and two colours, payments switched on, and one shipping price for everyone.
- [ ] Add the policy pages: refund, privacy, terms of service, shipping and contact. Shopify writes the first four for you from its templates in Settings, then you check them.
- [ ] Put all four designs live. Main photo: the shirt on a wood background, never the print company's free mockups. Each page: the phrase as the title, three short lines, the saving (prompt 3). Order one sample.

Tool: Shopify trial shopify.pxf.io · Print partner, pick one: Gelato, what I use now try.gelato.com, or Printify try.printify.com/podforless

Done when: Four product pages you'd buy from yourself, the policy pages live, and a sample ordered.

FILL THIS IN · STOP 4

My store name: _____

The day my first product page goes live: _____

5 Test Small

WHAT PEOPLE TELL ME ON CALLS

"Ads are gambling. I'll just do it organically."

"People say you need hundreds for ads."

"I could lose everything."

WHAT HAPPENED TO ME

I once had a really funny shirt that cost one cent per engagement. I thought it was a winner. Nobody bought it, because nobody would wear it. Cheap likes and buyers are two different rooms.

THE BELIEF TO BUILD

Ads are an investment in data, not an expense. I decide the most I can lose before I start, and that's the price of an answer.

WHO YOU BECOME

Someone who lets the market decide, instead of their head.

WHAT YOU DO

- [ ] Room one, the room that likes: one design, one engagement ad, a lifetime cap set inside the ad, about 48 hours. Under 4 cents per engagement passes. Over 7 cents after 24 hours is a no.
- [ ] Room two, the room that buys: a design that passed goes into a sales test, same post. A sale in the first three days, judge it on five. No sale by your cap, switch it off.
- [ ] Write your loss limit on the costs page before you open Ads Manager.

Tool: Facebook Ads Manager. Facebook Feed only to start.

Done when: The test is live, with the cap set inside the ad.

FILL THIS IN · STOP 5

The most I'll spend on my first five tests: _____

I check results once a day at: _____

6 Go Again

WHAT PEOPLE TELL ME ON CALLS

"I'm about to give up."

"It got likes but no sales."

"I don't have time. I've got a job and kids."

WHAT HAPPENED TO ME

On the boat I'd tell myself, I'm going to the gym in the engine room for five minutes, and if I don't like it I'll come back. I never came back after five minutes. Make the first step so small you can't say no to it. Most people quit in the same fortnight, right before it works.

THE BELIEF TO BUILD

A test that doesn't sell is the market talking, not a verdict on me. The next test is the move.

WHO YOU BECOME

A seller who sells on the bad days. A no-sale day doesn't change tomorrow's task.

WHAT YOU DO

- [ ] Log the test on your scoreboard and read which of the three outcomes it was.
- [ ] Start the next phrase the same day. Change one thing at a time: mockup first, then price.
- [ ] Three questions every day with a friend doing the same: what did you do yesterday, what are you doing today, any blockers?

Tool: Your scoreboard, page 13.

Done when: The result is logged and the next test is picked.

FILL THIS IN · STOP 6

My accountability friend, and when we check in:

On a hard day, my five minute version:

THE ROUTE IN SEVEN DAYS

7

Seven days. One task a day.

Each day has one job and a clear "done when". If you finish early, stop. The urge to do more is the same urge that makes people build a perfect website for two months and never run an ad.

DAY	DO THIS	DONE WHEN	TIME
1	Start the Shopify trial, open a free Gelato or Printify account and connect them. Pick a free theme, add your logo and two colours, switch on payments.	Your print partner shows as connected and payments are on.	45 min
2	Model Success. One word on PodSpy, open the listings, save the three with the most proof.	Three bestsellers written down, and what they have in common.	45 min
3	The Phrase That Pays. Ten phrases with Claude, keep the four strongest, make them as text designs.	Four designs that read in two seconds at arm's length on your phone.	45 min
4	The Mockup. All four designs onto shirts in Gelato or Printify, publish to Shopify, wood background photos, write the pages, add the policy pages.	Four pages you'd buy from on your phone, policies live.	45 to 60 min
5	Test Small. One ad, one design, the cap set inside the ad, Facebook Feed only.	The ad is live and the cap is set.	45 min
6	Hands off. Don't check every hour. Write tomorrow's task and order one sample shirt.	You didn't touch the ad.	15 min
7	Read the answer against the rules at stop 5. Log it on your scoreboard. Decide the next test.	One line in your scoreboard and the next design picked.	30 min

The seventh day is the answer, not the sale. Some people get a sale in week one. Most get their answer in week one and their sale from the second or third test. Both are on track. What isn't on track is stopping after one.

Before day 1, tick these off

- ☐ 45 minutes blocked, same time every day
- ☐ Tomorrow's one task written tonight
- ☐ Your loss limit written on the costs page
- ☐ Stop 1 filled in: your person and your slot
- ☐ An accountability friend asked
- ☐ This map printed or saved where you can find it

BEFORE STOP 5

What the trip costs, and when to stop.

Every guide skips this page. Fear talks in absolutes, "I could lose everything". The answer is a real limit, written down, before you start. Then a loss is already decided and you can read the result calmly.

The two rooms

ROOM	HOW IT WORKS	PASS OR STOP
1. The room that likes	One design, one engagement ad, a lifetime cap set inside the ad, an end date about 48 hours out. Meta stops it at the cap on its own.	Under 4 cents per engagement passes. Over 7 cents after the first 24 hours is a no. In between, let it finish.
2. The room that buys	A design that passed goes into a sales test. Same post, so the likes and comments come with it. A daily budget you decide now.	A sale in the first three full days, keep going and judge it on five days. No sale by your cap, switch it off.

Cheap likes and buyers are two different rooms. I once had a funny shirt at one cent per engagement. Nobody bought it, because nobody would wear it. Room one gives you permission to test sales. It never proves a winner. Only a sale does.

What your first month costs

ITEM	NOTE	YOUR NUMBER
Shopify	Start on the trial. Check the current offer on the link.	$
Gelato or Printify	Free to join. You pay for the shirt only after a customer has paid you.	$0
One sample shirt	Your own design, sent to you. Proof it's real.	$
Domain (optional week one)	Find an expired one free on ExpiredDomains.net, buy on Namecheap namecheap.pxf.io	$
Five tests	Plan for five, not one. Most designs won't sell.	$
Total I'm willing to spend to learn this		**$**

FILL THIS IN · MY LOSS LIMIT

The most I'll spend on my first five tests, and what I'll do when it's spent:

I check results once a day at (never more):

FOR STOPS 2 TO 6

Copy and paste prompts.

AI

Paste these into Claude. Change anything highlighted. Never follow AI blindly though: it gives you options, the market picks the winner.

PROMPT 1 · MODEL SUCCESS (DAY 2)

Here are the best-selling t-shirts I found for `fishing`, with each product's own review count and price: `[paste the titles, phrases, reviews, prices]`. What do the bestsellers have in common? Look at the type of joke or statement, who wears it, who buys it (themselves or as a gift), the font style and the colours. Give me the 3 strongest patterns, then 10 new phrases that follow those patterns but are not copies of any of them.

PROMPT 2 · THE PHRASE THAT PAYS (DAY 3)

Rate these phrases for a t-shirt sold through a Facebook ad to people who love `fishing`: `[paste 10 phrases]`. For each one: does it land in 2 seconds when it's small on a phone? Who would wear it, and would they say "that's me"? Would someone buy it as a gift? Score each out of 10 and pick the 4 strongest. Be honest, cut anything that needs explaining.

PROMPT 3 · THE PRODUCT PAGE (DAY 4)

Write the product page for a t-shirt with the phrase `"[your phrase]"`. The title is the phrase itself. Then exactly three short lines: who it's for, how it feels to wear, and why to get it today. Then one line about shipping. Plain, warm, no hype words, no exclamation marks.

PROMPT 4 · THE AD (DAY 5)

Write 5 one-line Facebook ad captions for a t-shirt that says `"[your phrase]"`, for people who love `fishing`. Each one should make them think of a real moment where they'd wear it, or a person they'd buy it for. Under 15 words each. No hashtags, no emojis.

PROMPT 5 · READ THE ANSWER (DAY 7)

Here's my test: phrase `"[your phrase]"`, cap `$[cap]`, cost per engagement `[x] cents`, link clicks `[x]`, sales `[x]`. My rules: under 4 cents per engagement passes, over 7 cents is a no, and only a sale proves a winner. Tell me which of three outcomes this is (no, likes but no sale, or a sale) and the one thing I should change or keep for the next test. One change only.

Talk instead of type. I dictate almost everything to Claude with Wispr Flow, 338,422 words so far. It's quicker than typing for long prompts. ref.wisprflow.ai

STOP 6 · GO AGAIN

6

Your scoreboard.

It's a practice business. Every design is a test, and a test can't fail, it can only teach you something. We learn or we win. Log every test here, and the pattern shows up by test three.

#	PHRASE	DATE	CAP	ROOM 1 RESULT	SALE?	WHAT I LEARNED
1			$	¢		
2			$	¢		
3			$	¢		
4			$	¢		
5			$	¢		

After each test, one of three things happened

WHAT HAPPENED	WHAT IT MEANS	DO THIS NEXT
Room 1 said no (expensive engagement)	The phrase didn't stop the scroll. That's the market talking, not a verdict on you.	Next phrase from your four. Same day.
Likes, but no sale	People liked it but didn't want to wear it, or the photo or the price got in the way.	Change one thing: the mockup first, then the price. One at a time.
A sale	Someone you've never met paid for your idea. That's the first sale.	Step 5. Pour into the winner. Don't start five new things.

Signs your momentum is real

- You do the 45 minutes on days you don't feel like it.
- You check results once, at your time, then close it.
- A no-sale day doesn't change tomorrow's task.
- You finish things and put them live, imperfect.
- After one sale, you ask how to sell two.
- You can explain what you sell in one sentence.

THE FINISH LINE, AND WHAT COMES AFTER

Destination: your first sale.

Six stops, in order, 45 minutes a day, until one lands. And when it does, remember what Tai Lopez said: if you can sell one t-shirt, why can't you sell two? If you can sell two, why can't you sell five?

> **"You treat this as a practice business. You're here to learn the process."**

The setup checklist

- [ ] Stop 1: told one person, slot blocked
- [ ] Stop 2: three bestsellers found
- [ ] Loss limit and check time written
- [ ] Shopify trial started and print partner connected
- [ ] Stop 3: four phrases picked
- [ ] Stop 4: page live, sample ordered
- [ ] One mockup on wood, one product page live
- [ ] First test live with the cap set inside the ad

Stuck on a step? Send me your scoreboard.

Message me on WhatsApp with the step you're on and what your scoreboard says. My assistant answers first, day or night, and I read every chat myself.

Message me on WhatsApp

Some links in this map are my referral links. They cost you nothing extra, and if you buy through them I may earn a commission. I only list tools I use myself. My success is your success: when you make sales, I earn through the tools I recommend, so my number one priority is that you win. Nothing in this guide is a promise of income. Most tests don't sell, and results depend on your designs, your choices and your market.

AFTER THE FIRST SALE

Your second sale, your third, and every one after.

The first sale proves the loop works. It isn't luck, and it isn't the end. Every sale after it comes from running the same loop again, every week. That's the whole business.

> HOW I GOT FROM TWO SALES TO AROUND 70,000 SHIRTS
>
> My first two sales came from one cat shirt, modelled on the bestseller, with a small ad behind it. I'd failed for two years before that, store after store. What changed is I stopped hunting for new ideas and ran the same loop every week: find what's selling, make the phrase, get the mockup right, test small, pour into the winner. Five years and over $2 million in sales later, that loop hasn't changed.

Sale 2 and 3: don't change what's working

Tai Lopez said it best: if you can sell one t-shirt, why can't you sell two? When a design sells, keep the same design, the same post and the same audience. Don't redesign it, don't swap the photo, don't start five new things. Give it a little more budget, about 20% every two days, and judge it on the real orders in your store.

Every sale after: the weekly loop

WHEN	DO THIS	STOP
Monday	Research. Find the bestsellers coming into season. Twenty ideas a week.	2
Tuesday	Phrases. Keep the five strongest.	3
Wednesday	Mockups and pages for the five.	4
Thursday	Five small tests live, each with a cap.	5
Friday to Sunday	Read the answers, log them, pour into anything that sells.	6

Pour into the winner: scale, protect, return

Scale	About 20% more budget every two days, judged on your store's real orders, not the ad dashboard.
Protect	One flat shipping price and fair sizing, so the margin holds as you grow.
Return	Email the people who bought. Same design on new colours and products. Their second order is the easiest sale you'll ever make.

One winner a season is enough. In one 90 day stretch I tested 66 products and 10 made money. In one store's first 77 days, one product carried the whole quarter. Nine out of ten tests not selling is normal. You're always one design away.

BONUS CHAPTER

The sellers who get there, and the ones who don't.

THE NUMBER ONE TRAIT

The people who make it take it seriously. They say, this is how I'm going to make money, and I'm going to make it happen no matter what. If another human being is doing this, there's no reason I can't.

After 97 coaching calls, the difference is almost never talent, money or the niche. It's belief first, then a handful of habits. Be honest about which column you've been living in.

SELLERS WHO GET THE FIRST SALE	SELLERS WHO DON'T
✓ Take it seriously. This is how they're going to make money, no matter what.	✕ Treat it as a hobby to try. One of five side hustles they're testing to see if it sticks.
✓ Believe it's possible before they've done it.	✕ Wait for proof before they'll believe it, so they never do enough to get the proof.
✓ Follow one path, step by step, no skipping.	✕ Jump between ideas. I had 17 Facebook pages and a new idea every week.
✓ Model what's already selling, then make it better.	✕ Invent from scratch and fall in love with their own idea.
✓ Follow the data. Let the number decide.	✕ Get attached to a design. It's always the one you least expect that sells.
✓ Plan for five tests and run lots of small ones.	✕ Run one ad and give up. A man bought one of my old stores, ran one ad, and quit.
✓ Put it live before it's perfect.	✕ Spend two months on the website and never run an ad.
✓ Decide the loss limit before they start.	✕ Gamble with no limit, or never spend a cent and hope organic works.
✓ Do 45 minutes and a list on finding, making and testing.	✕ Watch four hours of videos about it and call it work.
✓ Take action scared. Five, four, three, two, one, go.	✕ Make up a story about why it won't work, because they're scared to start.
✓ Pour everything into the winner.	✕ Get one sale and start five new things.

BONUS CHAPTER

Most people quit one test before it works.

WHAT MY PRINT PARTNER TOLD ME

Most people give up because they don't experiment. They quit too quickly, or they don't take it seriously. The ones who win are the ones who kept testing.

ONE AD

I sold one of my old stores too cheap. The buyer ran one ad, it didn't work, and he gave up. One ad.

THE LAST CALL

My mate left window cleaning and started cold calling for businesses. He rang all month for one client and got nothing. On the very last day, the last call landed him a massive deal.

FIVE, FOUR, THREE, TWO, ONE

A guy I met in Liverpool told me that when he doesn't want to take action, he just counts down from five and goes. You only learn when you put it out there.

> **"If you think it's easy, you give up too quick." Build the belief first. Then the work follows.**

FILL THIS IN · MY COLUMN

The trait from the right-hand column I've been living in:

The trait from the left-hand column I'm taking on this week:

The first thing I'll do differently, and when: