



## TIPS & TRICKS

for launching  
your store

1

### USE STORE TEMPLATES

Use Chipply Templates to save time getting started – they're a great resource to add popular products from top vendors.

2

### LIMIT VENDORS

Consolidating items to fewer vendors makes it easier to meet MOQs and saves time when ordering.

3

### MIX PRICE POINTS

Pair premium picks with budget friendly options to boost sales.

4

### OFFER 35+ PRODUCTS

More choices mean more sales. Include women's and youth styles to cover all your bases.

5

### CATEGORIZE ITEMS

Group products by relevance – like youth, adult, and accessories – for easier browsing.

6

### USE THRESHOLDS

Reduce backorders by hiding out-of-stock items. They'll reappear once restocked.

7

### USE VERSATILE ART

Design one graphic that works across all garment colors to eliminate production set ups.

8

### LIMIT DECO METHODS

Keep decoration options like screenprinting and embroidery tight to hit minimums and control store costs.

9

### SHARE BROADLY

Send your store link to multiple contacts to widen your reach and increase sales.

10

### PAD YOUR CLOSE DATE

Set your countdown to end Friday, but keep the store open through Monday to avoid the chaos of "late" orders.