

Build a WooCommerce T-Shirt Store with Printful

Launch your own print-on-demand t-shirt business using WordPress, WooCommerce, and Printful with no inventory required.

Business Instructor: Jordan Mitchell • 5 sections • 51 lessons • 16.50h total

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About this course

Starting a t-shirt business used to mean buying bulk inventory, renting warehouse space, and hoping your designs would sell. Print-on-demand changed that. With Printful handling production and shipping, you only pay when an order comes in. This course walks you through setting up a complete WooCommerce store connected to Printful so you can focus on design and marketing instead of logistics.

You'll learn how to install and configure WordPress and WooCommerce, design t-shirts using Printful's mockup tools, build a professional storefront, connect payment gateways, and test the full order workflow. We'll also cover SEO for your product listings, email marketing integration, social media promotion, and paid ad strategies to help you grow. Each section includes step-by-step walkthroughs, real configuration examples, and practical exercises you can follow along with.

Course curriculum

Foundations and Setup

- **How Print-on-Demand Works and Why It Fits T-Shirt Businesses (14m)**
We'll break down the POD business model, how Printful handles fulfillment, and what your role looks like as the store owner.
- **Setting Up Your WordPress Hosting and Domain (22m)**
A step-by-step guide to choosing hosting, registering a domain, and installing WordPress from scratch.
- **Installing WooCommerce and Running the Setup Wizard (18m)**
Walk through the WooCommerce installation process and configure currency, location, and basic store settings.
- **Creating Your Printful Account and Generating an API Key (12m)**
Sign up for Printful, navigate to API settings, and generate the key you'll need to connect your store.
- **Connecting Printful to WooCommerce via Plugin (16m)**
Install the Printful integration plugin, enter your API key, and verify the connection between both platforms.
- **Configuring WooCommerce General Settings for Your Store (20m)**
Set up store address, selling regions, currency display options, and review settings that affect your storefront.
- **Understanding Printful Products, Pricing, and Profit Margins (25m)**
Explore Printful's product catalog, base pricing structure, and how to calculate your retail prices for healthy margins.
- **Planning Your T-Shirt Brand: Name, Niche, and Audience (18m)**
A brainstorming session to define your brand identity, target customer, and the type of designs that will resonate with them.

Product Creation and Configuration

- **Choosing the Right T-Shirt Blanks from Printful's Catalog (15m)**
Compare popular blank options like Bella+Canvas 3001 and Gildan 64000 based on quality, fit, and price point.
- **Preparing Your Design Files: Sizes, Formats, and DPI Requirements (20m)**
Learn the exact file specs Printful needs, including resolution, color profiles, and safe print areas for each product.
- **Using Printful's Mockup Generator to Create Product Images (22m)**
Step-by-step walkthrough of uploading designs, positioning them on shirts, and exporting high-quality mockup photos.
- **Creating Your First Printful Product and Syncing to WooCommerce (18m)**
Build a product inside Printful, set retail pricing, and push it directly to your WooCommerce store.
- **Editing WooCommerce Product Listings: Titles, Descriptions, and Tags (25m)**
Write clear product titles and descriptions that help customers make buying decisions and support your SEO goals.

- **Setting Up Product Variations: Sizes, Colors, and Styles (20m)**
Configure size and color variations in WooCommerce so customers can select exactly what they want.
- **Creating Product Categories and Organizing Your Catalog (14m)**
Set up a logical category structure that makes browsing easy for customers and helps with site navigation.
- **Adding Additional Printful Products: Hoodies, Mugs, and More (22m)**
Expand beyond t-shirts by adding complementary products and syncing them with your WooCommerce catalog.
- **Bulk Uploading and Managing Multiple Products Efficiently (16m)**
Use CSV imports and Printful's batch tools to add products faster when you have a large catalog.
- **Setting Up a Pricing Strategy That Balances Profit and Sales (18m)**
Analyze Printful base costs, competitor pricing, and perceived value to set prices that work for your market.

Storefront Customization and Branding

- **Selecting a WordPress Theme for Your T-Shirt Store (16m)**
Compare free and premium themes that work well with WooCommerce and look good for apparel shops.
- **Customizing Your Homepage to Showcase T-Shirt Collections (28m)**
Build a homepage with featured products, collection highlights, and a clear call to action using the block editor.
- **Designing Your Shop Page Layout and Product Grid (20m)**
Configure the WooCommerce shop page with filtering, sorting, and a grid layout that puts your designs front and center.
- **Creating and Uploading Your Brand Logo and Favicon (12m)**
Design a simple logo, export it in the right formats, and upload it to your WordPress site header and browser tab.
- **Setting Your Brand Colors, Fonts, and Global Styles (18m)**
Apply consistent colors and typography across your site using the WordPress Customizer and global style settings.
- **Configuring the Cart and Checkout Pages for a Clean Experience (22m)**
Customize cart page layout, checkout fields, and remove distractions to reduce cart abandonment.
- **Adding Essential Pages: About, Contact, FAQ, and Policies (20m)**
Write and publish the supporting pages every online store needs, including return policy and privacy page.
- **Testing Mobile Responsiveness Across Devices (15m)**
Use browser tools and real devices to check that your store looks and works well on phones and tablets.

Launch, Orders, and Operations

- **Setting Up Stripe for Credit Card Payments (20m)**
Create a Stripe account, connect it to WooCommerce, and configure payment settings for card processing.

- **Adding PayPal as an Alternative Payment Method (15m)**
Enable PayPal checkout alongside Stripe so customers have multiple ways to pay.
- **Configuring WooCommerce Shipping Zones and Rates (22m)**
Set up shipping zones for domestic and international orders and align your rates with Printful's shipping costs.
- **Understanding Printful's Shipping Rates and Delivery Times (14m)**
Review Printful's current shipping tables so you can set accurate expectations for your customers.
- **Setting Up Tax Collection with WooCommerce Tax or Manual Rates (18m)**
Configure automatic tax calculation or set up manual tax rates depending on where you sell.
- **Placing a Test Order: End-to-End Fulfillment Walkthrough (25m)**
Go through the entire purchase flow from adding a product to cart through Printful receiving the order for production.
- **Understanding Order Statuses in WooCommerce and Printful (12m)**
Learn what each order status means and how to track an order's progress from pending to shipped.
- **Handling Customer Refunds, Returns, and Printful's Policy (16m)**
Set up your return policy and learn how to process refunds when Printful is the fulfillment partner.
- **Configuring Transactional Emails: Order Confirmation and Shipping Updates (18m)**
Customize the automated emails WooCommerce sends to customers at each stage of their order.
- **Installing Essential Plugins: Security, Backups, and Performance (22m)**
Add the plugins that keep your store secure, backed up, and loading quickly for visitors.
- **Pre-Launch Checklist: Final Review Before Going Live (20m)**
Run through a complete checklist covering payments, products, pages, legal notices, and mobile testing before launch day.

Growth and Marketing Strategies

- **SEO Basics for Your WooCommerce Product Pages (22m)**
Write product titles and meta descriptions that target search terms people actually use when looking for custom t-shirts.
- **Using an SEO Plugin to Optimize Your Entire Store (18m)**
Install and configure a plugin like Yoast or Rank Math to manage titles, sitemaps, and on-page SEO across your site.
- **Writing Blog Content That Drives Organic Traffic (25m)**
Plan and write blog posts around design inspiration, outfit ideas, and niche topics that attract your target audience.
- **Creating a Lookbook Page to Showcase Your T-Shirt Designs (20m)**
Build a visual lookbook using lifestyle mockups that gives visitors a sense of how your shirts look when worn.
- **Setting Up an Email List and Signup Forms on Your Store (16m)**
Choose an email marketing platform, create signup forms, and place them strategically across your site.
- **Building an Email Welcome Sequence for New Subscribers (22m)**
Write a 3-5 email sequence that introduces your brand, showcases best sellers, and encourages a first purchase.

- **Promoting Your T-Shirts on Instagram and TikTok (28m)**
Create content that performs on visual platforms, including reels, stories, and posts that highlight your designs.
- **Setting Up a Facebook Shop and Connecting Your Product Catalog (20m)**
Sync your WooCommerce products with Facebook and Instagram shops so people can browse and buy without leaving the app.
- **Running Your First Facebook and Instagram Ad Campaign (32m)**
Set up a campaign from scratch: choose objectives, define your audience, create ad creative, and set a budget.
- **Exploring Google Shopping Ads for T-Shirt Visibility (24m)**
Connect your product feed to Google Merchant Center and create Shopping campaigns that appear in search results.
- **Integrating TikTok Shop and Testing Short-Form Video Ads (22m)**
Set up TikTok Shop for direct purchasing and test video ads that showcase your t-shirts in action.
- **Using Customer Reviews and Social Proof to Build Trust (14m)**
Enable product reviews, display them prominently, and encourage buyers to share photos wearing your shirts.
- **Analyzing Store Performance with WooCommerce Reports and GA4 (20m)**
Read your sales data, traffic sources, and conversion rates to make informed decisions about where to focus next.
- **Scaling Your T-Shirt Business: Next Steps and Ongoing Optimization (18m)**
Review what's working, plan new designs, expand to new product types, and build repeatable marketing processes.

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