

7 “sure-fire” ways to sell your custom scarves

1. Create a “pre-sales” order form to send out via email and make available for download on your website prior to receiving your scarves.
2. Promote your new scarves via Facebook and Twitter with a link to Paypal for easy online ordering
3. Sell your scarves onsite at games, tournaments and practice sessions.
4. Set up a free online store at www.bigcartel.com. Link the store to your existing website and then promote the new store via the web, email, Facebook and Twitter.
5. Give each player the responsibility of selling a specific number of scarves to friends and family.
6. Include scarves as part of the standard kit issued to players along with shirts, shorts and socks.
7. Sell advertising on the scarves to a local business. Include a company logo on one end of the scarf in exchange for the cost of the scarves. Great promotional opportunity for local businesses.