



## ServeNoMaster 131: How To Break Into The Fashion Industry

### Highlights:

[5:35] Start with a different structure like print-on-demand.

[8:26] The business model is quite simple so it's easy to invest in.

[10:28] You can run targeted ads in Facebook to sell your shirt designs.

[13:52] Use available data to come up with ideas of who you can market to.

[19:24] Wherever you are there are ways to make money.

[21:24] The key is speed to action.

[22:10] Take advantage of commemorative or memorable events in your community or currently trending topics.

[26:19] Pay attention to what is going on around you and sell to both sides of a controversy.

[27:53] Only 10% of the world have great fashion sense. Target the other 90%.

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