

NWG 2025

# MERCH DESIGN FOR THE DIYER

KATIE GARLAND



*WHAT IS MERCH AND  
WHY SHOULD I DO IT?*



*OK GREAT, I WANT TO DO  
IT. WHERE DO I START!?*



# *CHOOSE YOUR DISTRIBUTION*

- How will you sell?
- What method?
  - POD
  - DIY
  - Dropshipping
  - Wholesale



# *YOUR OWN WEBSITE*

- Pros

- Full control over design
- More professional
- You get all the customer data

- Cons

- You'll be responsible for taxes/permits
- Most expensive upkeep
- Harder to get traffic



# *MARKETPLACES*

## *ETSY, REDBUBBLE, ETC*

- Pros

- Usually no tax liability
- Easier to get traffic
- Better shipping rates

- Cons

- Not as much control for design
- Competition



WHAT IF I TOLD YOU THAT YOU  
ALREADY HAVE A HUGE POT OF  
MERCH IDEAS TO PULL FROM?



# *SPORTS ROMANCE*

- Team Jerseys
- Fan apparel (hats/tees/etc)
- General sports tees for your sport
  - I \*heart\* baseball
  - I \*heart\* baseball romances
  - Soccer Moms Read Romance Novels



# *CHILDREN'S BOOKS*

- Stuffed animals
- Blankets
- Coloring books
- (Note: use caution with products for kids!)



# *HISTORICAL ROMANCE*

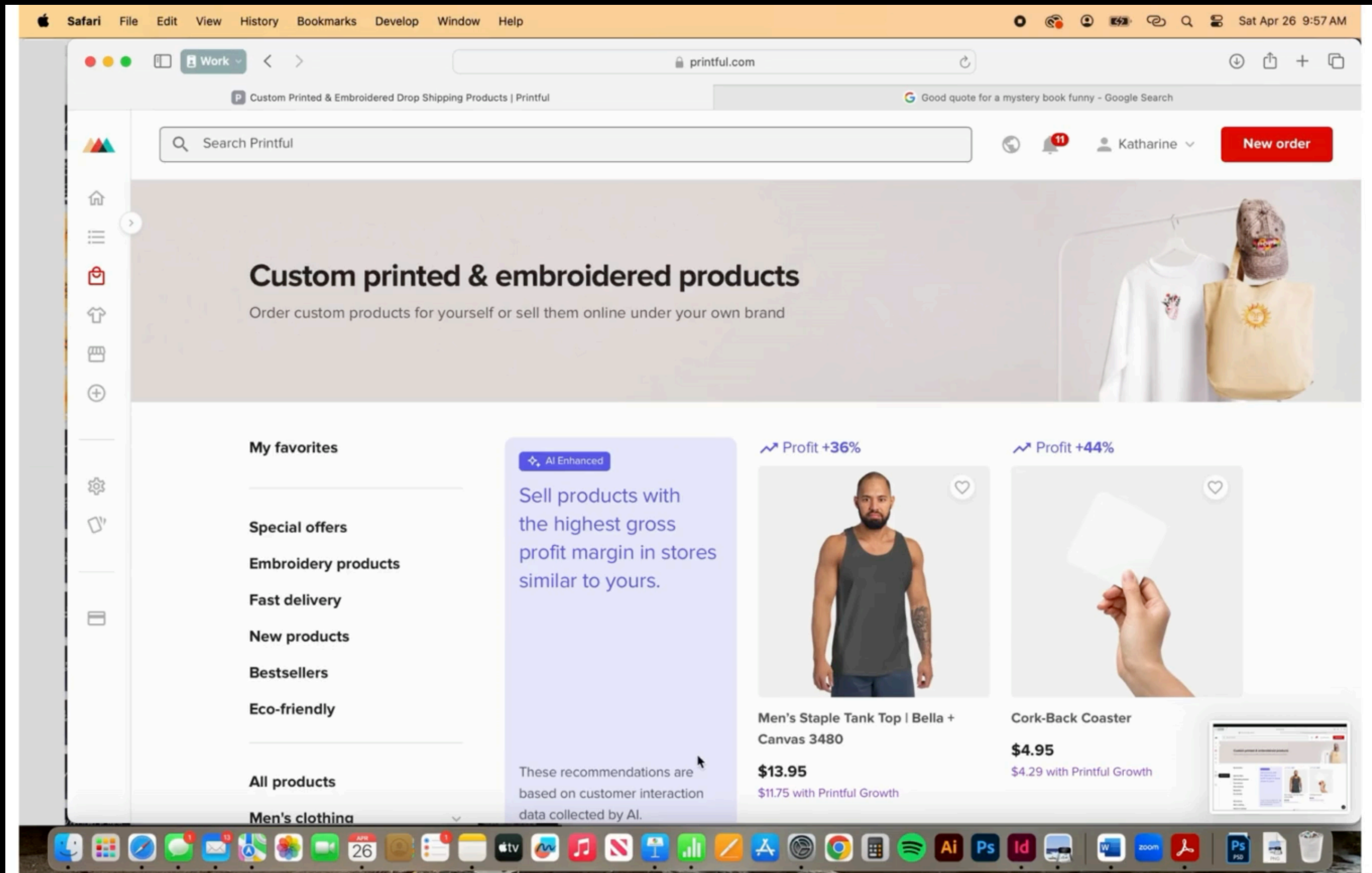
- Stationery
- Quotes from the books
- Quirky phrases
  - Looking for my Mr. Darcy
  - He's a 10, but he's a scoundrel
  - I time travel with books



# MYSTERY

- Pen & Notepad
- Quotes from the books
- Quirky phrases
  - Looking for my Mr. Darcy
  - He's a 10, but he's a scoundrel
  - I time travel with books







# POPULAR ITEMS

- Stickers
- T-shirts
- Hats
- Crewnecks
- Tote Bags
- Mugs





# BE SURE TO ACCESS YOUR FREEBIES!

SAPPHIRE  
MIDNIGHT  
DESIGN

BEYOND THE BOOK: MARKET YOUR STORIES TO LIFE WORKSHEET

Book/series of focus:

Main Characters (Primary)

Jobs/Hobbies of Main Characters

Ages

Education

Major Dislikes

Favorite Drinks

Favorite Meals

Favorite Treats

Favorite Outfits

Favorite Shoes

Favorite Colors

Common or Favorite Phrases/Slogans/Jokes from the Main Characters

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SAPPHIRE MIDNIGHT DESIGN

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CONTENT IDEAS

Note: this is an EXCLUSIVE & FREE list of content ideas made especially for conference attendees. Want to share with others? Send them my way—**please** don't send this list to them. I am creating a set of free resources for anyone to access with newsletter sign up and will be publishing a more robust (& well-designed) workbook (digital & physical) for sale later this year. This guide is a precursor for what's to come!

Social Media Takeovers

Set a time period where all the posts on your social media account are being written by a specific character. These can be great ways to further develop favorite side characters as well. What could these look like?

A day in the life

Life updates

Pick my outfit for XYZ Event

Diary entries

Rants about some conflict

Award posts

Milestones: i.e. birthdays/anniversaries

Social Media Prompts

Historical

Share fashion styles from the period

Share tools from period

Plan a ball – share invite on socials (clarify that it's fake – or if you ACTUALLY plan an event, clarify that it's real.)

Share facts about real historical figures that characters are based on

Share facts about places book takes place

Share trip itinerary to visit a landmark/etc

Sports Romance

Share season updates for the team

Share rules of the game

Create team logos/jerseys

Run a fantasy sports team

Share text message screens between the characters on game day

YA: create signs and posters from one main character cheering on the other

Fantasy

Share artwork of characters/places

Share maps

Ask readers which powers/abilities/etc they would want

Set up you may be an XYZ if...



*ACCESS THE SLIDES + RESOURCES AT:  
SAPPHY.BIZ/NWG-MERCH-DESIGN*



*NEED HELP? GRAB  
MY CONTACT INFO  
ON THE NEXT SLIDE!*



*GRAB A BUSINESS CARD &  
BOOKMARK ON YOUR WAY OUT!*

*PSST, YOU CAN SCAN  
THIS TO ADD ME  
TO YOUR CONTACTS!*

(Assuming the resolution is good enough!)

