

Your First Merch Drop Toolkit

See how much money you're leaving on the table and how to fix it.

Not selling merch yet?

That's already costing you big time.

If you have fans, you have the potential.

This toolkit helps you calculate what you're missing, avoid the biggest mistakes, and launch a drop that actually sells.

Even if it's your first time.

Your Merch Profit Calculator

Find out how much profit you're missing by dropping music without merch.

👉 [\[Click here to open the Merch Calculator\]](#)

The No-BS Merch Launch Guide

Why Most Artist Merch Fails — And What to Do Instead

The 3 Mistakes That Quietly Kill Merch Sales:

1. **Generic designs fans don't care about**
→ Printing your name on a blank tee won't sell. Design from lyrics, inside jokes, or visual themes that your fans already connect with.
2. **Guessing your prices instead of knowing your margins**
→ Set your price using actual POD costs and desired profit, not just what "feels right." Use the calculator to find your pricing sweet spot.
3. **Launching without a warm-up or context**
→ Cold-launching kills momentum. Post 3–5 teasers in the week before: polls, mockups, behind-the-scenes, or pre-save style links.



The 3 Moves That Actually Sell Merch (Even With 1K Followers):

1. **Drop 1-3 items, max**
→ Too much choice decreases conversions. Focus on your strongest concept, not a full collection.
2. **Frame your drop as limited, even with POD**
→ Set it as a limited drop. Urgency boosts sales, even if technically unlimited.
3. **Design merch like it's part of the music**
→ Match your sound and story. If your music is nostalgic, abstract, gritty, or bright, your merch should reflect that same energy visually.

👉 [\[Click here to open the Merch Calculator\]](#)

Want help designing and launching your merch drop?

👉 Visit: vmxmedia.agency or [Book a Free Call](#)

