



Decorator's Growth Guide 2027

Turn short runs, rush jobs, and reorders
into profitable growth with MOQ1 –
without adding pressure to your
production floor.



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BY THE END OF SECTION 2

You'll know exactly what to do Monday morning.

This guide is about the work you don't take.

Your shop is built around bulk – and it should be. Every run you quote, schedule, and print works because the setup is spread across enough pieces to pay for itself. Every system in the building is tuned to that math, because that math is what pays. **Nothing in this guide argues with it.**

This guide is about everything that math forces you to leave on the table: the six-piece order, the two-day turnaround, the reorder too small to reschedule around. The requests you decline, quote high enough to make go away, or run at a loss because the client matters. **There's now a profitable answer for that work, and it doesn't touch how you run your shop today.**

And let's name the real question up front. The numbers will make sense within a few pages – the harder question is whether you'd let anyone else decorate for your customers. You've built a business on controlling that from art to box, and handing off production isn't a small thing. We'll get there directly, and we'll bring proof.

HOW THE GUIDE IS ORGANIZED

- **The case** – why this is worth doing, and why it's possible now.
- **The plays** – which orders to route, what to tell clients, how to price it.
- **The mechanics** – build it, promote it, and see what it's earning.

**By the end of Section 2,
you'll know exactly what to
do Monday morning.**

Section 01

The Case

The business case for saying yes to more of the orders your clients already need.

Saying no to short runs is **still** costing you.

You know these requests. Eight hoodies for a client's new hires. A dozen tees for an event ten days out. A reorder of six from a run you printed in March.

Good clients, real money – and no good way to say yes.

So they get one of three answers. A flat no. A quote padded until the job walks away on its own. Or a yes you eat, because the relationship is worth more than the margin you just gave up. Whichever answer you give, work your clients wanted to hand you either goes somewhere else or gets done at a loss to keep the peace.

And that work adds up to real revenue – order after order of it, from clients who already trust you, already have artwork on file, and would rather buy from you than shop around.



Stop turning away the small jobs.
Stop running them at a loss, too.

The same setup for 6 pieces as for 200. You know **the math.**

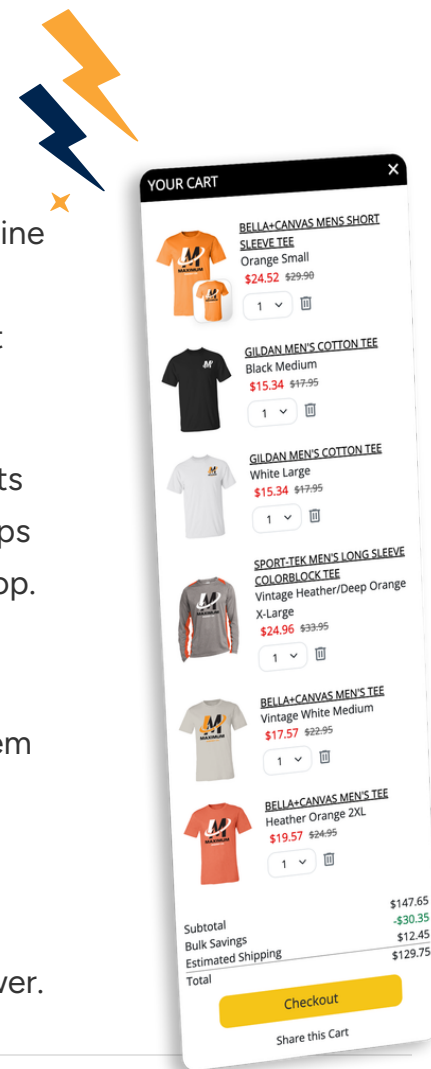
This was never about willingness. Art prepped, screens burned or transfers staged, machine dialed in – whatever your process, a short run carries fixed setup labor that a long run spreads across pieces. Across 200, that labor disappears into the unit price. Across six, it swallows the job.

And the requests keep coming – demand was never the problem. Setup labor is what puts the ceiling on what you can profitably say yes to, and below some piece count, a job stops being worth the production time it consumes. You know where that point sits in your shop.

The ceiling you can't see

Here's the part the math hides. Your clients know your minimums – they've absorbed them so completely they've stopped asking. The 12-piece add-on to a program you already printed. The replacement piece for the one that went missing. The new-hire batch, three months after the main run.

Those orders exist. They just never reach you, because everyone already knows the answer.



The most expensive nos are the ones nobody has to say out loud.

Route the short runs. Keep your presses on the work that **pays**.

MOQ1 is an on-demand production channel for exactly the orders your setup math can't touch. **No minimums – one piece or one hundred, every order ships.** No setup on your side, nothing to stock, and production runs in 1–2 days. Your profit is built into every product, and you can raise your margin anytime and keep the difference.

It works through a branded online shop – your client's logo, your products, live in seconds. Send the six-piece request there instead of declining it. And give every bulk client a standing shop alongside their program, so the add-ons, reorders, and one-offs have somewhere to go the moment they come up – whether or not you're there to take the call.

Nothing about your shop changes. The big runs stay on your equipment, on your schedule, at your standard. Think of this as a second production lane running alongside your shop – **overflow capacity for the work that never penciled out.** It doesn't replace anything you run, and it doesn't consume anything either: the short-run revenue comes back without costing an hour of press time, and the capacity you protect stays on the runs that pay.

One piece or one hundred – **every order ships.**



The real question: who's doing **the printing?**

The economics were never the hard part. The hard part is that your reputation rides on decoration you control from art to box, and routing an order to MOQ1 means putting someone else's print in front of your customer. That's the trade, and it deserves a straight answer.

The answer is **DIGISOFT®** – full-color digital decoration, produced in 1–2 days. But we're not going to sell you on quality with adjectives or survey numbers. You judge decoration for a living, so the proof here is physical, not printed.

I placed an order on a Wednesday and the product was in my mailbox the next Wednesday. There's no way anyone can beat that timeline.

MOQ1 Customer

ORDER TO MAILBOX · 7 DAYS



DIGISOFT



Don't trust our quality claim. Test it against yours.

Before you route a single client order, build a shop for the client you trust most: your own. Upload your logo, pick your colors, launch – it's live in seconds, and it's the same build you'll run for clients later. Then order your sample from it, with your own artwork on it.

You'll be judging two things at once. **The print** – color, feel, how it washes, held to the standard of work coming off your own press. And the experience – **the storefront**, the ordering, the box that shows up, exactly as your clients will see it. If either one isn't good enough for your customers, don't send them there.

And one rule to keep for good: never promise a client that an on-demand piece will exactly match work that came off a different process. If a client will expect a match – a replacement, an add-on to a run you printed yourself – order that piece first and compare it to the original, so you're setting the expectation with the sample in your hand.

We think it will pass – which is why the first requirement of this guide is testing the product yourself.



END OF SECTION 01

That's the case. Section 2 gets **specific.**

Which orders to route, what to tell your clients, and how the pricing works – what to actually do Monday morning.



Section 02

The Plays

Which orders to route, what to tell clients, how to price it.



The plays: what to run, what to say, what to charge.

The case is made. This section is the part you use: **four plays, in the order most shops should run them**, each with the exact move and the exact words. Nothing here requires new equipment, new staff, or a change to how you produce your real runs.

One thing before the plays. If you haven't built your own shop and ordered your sample from it, stop and do that first – it's the foundation every play stands on, and Section 1 explains why. Nothing below goes in front of a client until you've checked the sample yourself – and by then, you'll have run the build once already.

WHAT STAYS ON YOUR EQUIPMENT

- **The run is above your line** – that's your best margin, and your equipment wins there.
- **The job is spec'd to a particular blank or brand** outside the MOQ1 catalog – handle those through your usual suppliers, like always.
- **It's contract or program work** you already price profitably.

First, draw your default line

Every play starts from the same decision: which orders route to MOQ1 and which stay on your equipment. **Your line is wherever setup stops paying for itself.** For most shops that's simply the stated minimum – if you quote a 24-piece minimum, everything under 24 routes. If you've been taking small jobs grudgingly, draw the line where the math actually breaks, not where you've been tolerating it.

Treat it as your default routing rule, not a fence. Below the line, the store is usually the better answer; above it, your own production usually wins – and rush timelines, product specs, and client preference can still change the call. Your pricing, your quoting, and your schedule stay exactly as they are.



The order you'd normally decline.

This is the play that pays first. The next time a request comes in under your line – the eight hoodies, the six-piece reorder – you don't decline it, pad the quote, or eat the setup. You send a link.

If the client already has a store, this takes less time than writing the no. If they don't, build one on the spot: upload their logo, pick their colors, launch – the same three moves you ran for your own shop. The store is live in seconds, pre-stocked, with your profit built into every product.

WHAT TO SAY

Good news – I've got a way to do this one now. I've set up an on-demand store for you: full-color print, 1–2 day production, no minimum quantity. Your logo's already loaded – order right from here: [\[link\]](#). Anything over [\[your minimum\]](#) pieces, keep sending straight to me like always.



WHAT TO DO

- Set your line (previous page) so there's no per-order deliberation.
- When a below-line request lands, open the client's store – or create it in the moment.
- Reply with the link instead of a decline or a padded quote.
- Let MOQ1 handle production, shipping, and customer service on the order.

WHY THIS WORKS

The request was already coming to you – this play just changes the answer. The client gets speed and a yes; you get revenue on an order that used to cost you either the job or the margin. And the last line of the script protects your core business: the store handles what's below the line, and everything above it stays yours.

The deadline your calendar **can't take.**

Some jobs aren't too small – **they're too soon.** The event is ten days out, your schedule is full, and bumping a real run to squeeze in a favor costs more than the favor earns.

Routing solves the same problem from a different angle: MOQ1's 1–2 day production means the client's deadline stops depending on your calendar. You keep the client, the schedule stays intact, and the job still pays you.

WHAT TO SAY

My production schedule can't hit your date on this one – but your store might. 1–2 day production, and it ships direct. I checked the timing, and there's a real path to your date. Your logo's already loaded: [\[link\]](#).

WHAT TO DO

- When the deadline is inside your booked window, check the piece count against your line – rush plus small is the clearest routing case there is.
- Check the timing against their date before you reply – then send the store link with the math spelled out, so the client sees the yes immediately.
- Keep genuinely large rush jobs as your judgment call – the play is for the ones you'd otherwise turn down.

WHY THIS WORKS

A no on a rush job is the most memorable no a client gets – it's the one they're desperate about. This play converts your worst service moment into your most impressive one, without touching the schedule that pays your bills.



Close every big run with an open door.

Section 1 called out the orders that never reach you: the add-ons, replacements, and stragglers that trail every bulk job. **This play captures them with one habit change** – every bulk delivery now ships with the client's store link attached.

You already have the artwork. The store takes seconds to set up. From then on, "can I get two more?" has an answer that doesn't involve your press, your calendar, or even your attention – and you earn on every order it takes.

WHAT TO SAY

Your order's delivered – and one more thing. If anyone needs extras, replacements, or one-offs between now and your next run, your store is always open: [\[link\]](#). No minimums, 1–2 day production, ships direct. The next big run still comes through me.



WHAT TO DO

- Build the store from the run's artwork before final delivery – it's already in your system.
- Where a client will expect a match to the original run, order the piece yourself first – set the expectation with the sample in hand, and never promise an exact match across processes.
- Include the link in your delivery email, every time, as standard practice.
- Add the store's QR code to the box or packing slip so the answer travels with the goods – it's ready to download in the store's Marketing tab.
- Start with your last 90 days of completed runs: send each of those clients their link this week.

WHY THIS WORKS

The trailing orders on a bulk job were always real demand with no profitable answer. Now the answer is standing before the question gets asked – and because the store handles each order on its own, it's revenue that never touches your production schedule.

Give every bulk client a store on **day one**.

The first three plays are reactive – better answers to requests you already get, protecting your margin one order at a time. **This one changes what it's like to buy from you.** Every bulk client you invoice gets a standing store as part of their program, announced, not requested.

This is the play that reaches the invisible orders – the ones clients stopped asking about because they learned your minimums. You can't win back a request that never arrives. A standing store means it doesn't have to arrive; the answer is already up.

WHAT TO SAY

We've upgraded your program. You now have a standing online store with your logo – anyone on your team can order one piece or a hundred, anytime, with 1–2 day production, shipped direct. Bulk orders still come through me the way they always have; the store covers everything in between. Take a look: [\[link\]](#).



WHAT TO DO

- List your top bulk clients – start with three, not thirty.
- Build each a store from artwork on file. Launch takes seconds each.
- Announce it as an upgrade to their program, not a new thing to learn.
- Check the store's reporting monthly and mention results in your regular client conversations – Section 3 covers what to look at.

WHY THIS WORKS

Plays 1–3 capture the orders you see. This one captures the ones you don't – and it changes what you are to the client: not the shop with minimums, but the vendor whose program includes an always-open store. The more useful that program becomes between bulk runs, the less reason your client ever has to look somewhere else – and it earns whether or not you're there.

Pricing: your profit is already in there.

There's no rate sheet to build and no pricing to configure. **Your profit is built into every product in the store automatically** – from the first order, before you touch anything.

When you want more, raise your margin on any product and keep 100% of the difference. The natural places to raise: products where short-run work has always carried a premium in your shop. Small orders were never supposed to be priced like bulk – the store simply makes the premium profitable instead of apologetic.

And when a store order runs bigger than a piece or two, **Mix & Max Wholesale™** is already working for you: built-in bulk pricing that lets a client mix products and sizes and hit wholesale discounts from just 4 units. You don't quote it, you don't calculate it – the store handles the price break, and your profit stays built in.

YOUR BULK QUOTING DOESN'T CHANGE

The store prices the work below your line – you price everything above it, same as always.



Monday morning, in five moves.

Run this section in one week:

- 01 **Build your own shop and order your sample from it** – if you haven't already. One build teaches the whole process; nothing goes client-facing until you've checked the print yourself.

- 02 **Draw your line** – the piece count where setup stops paying. Write it down; tell whoever answers your email.

- 03 **Build three stores** from artwork you already have – your three best bulk clients.

- 04 **Send three links** – the Play 4 announcement script, personalized.

- 05 **Change one habit** – every delivery email from now on carries the client's store link.

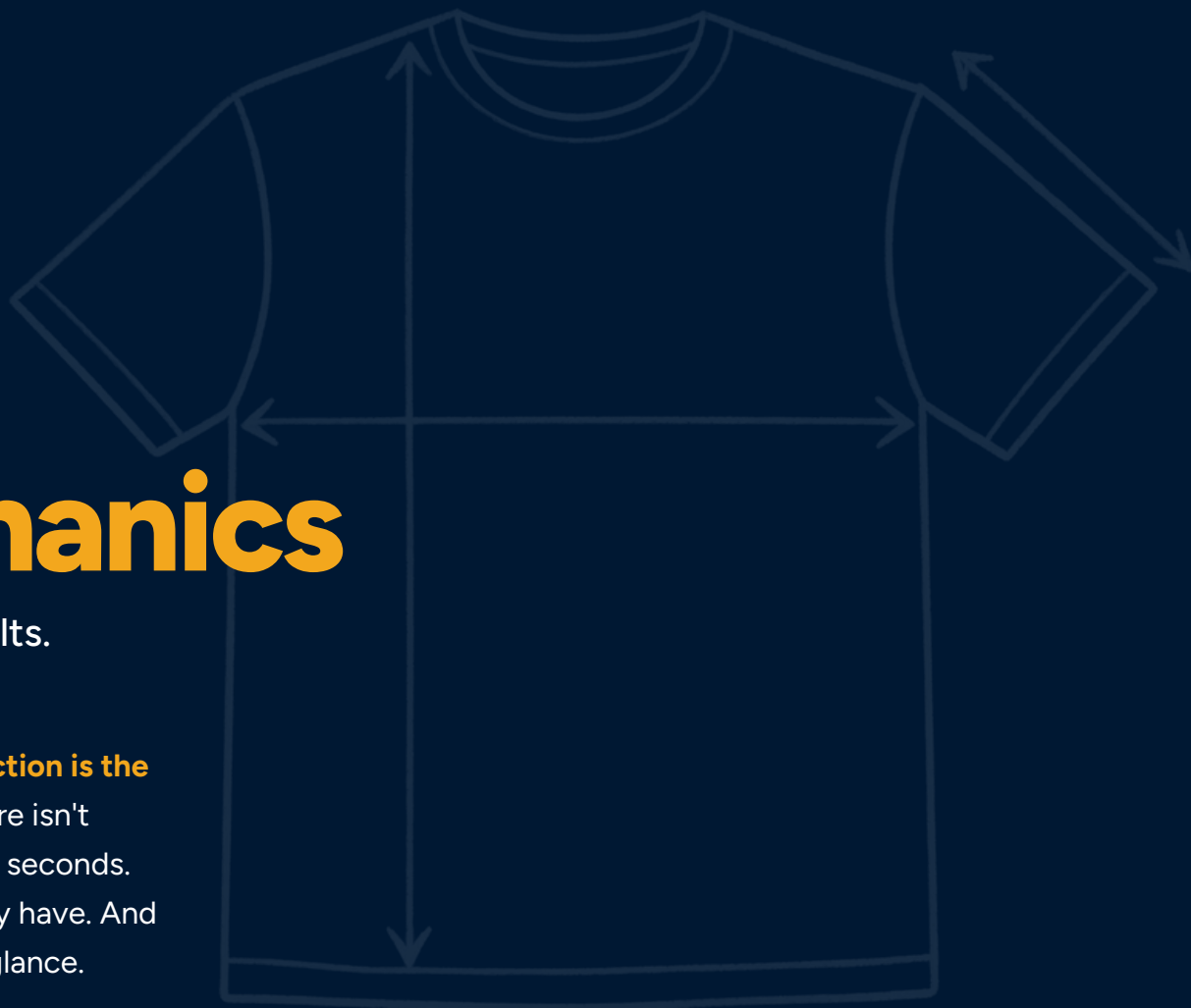
That's the whole ramp. The next request under your line answers itself – and Section 3 shows you how to build, promote, and read the results.

Section 03

The Mechanics

Build it, roll it out, read the results.

The plays told you what to run. **This section is the operating manual** – short, because there isn't much to operate. Building a store takes seconds. Rolling it out rides on habits you already have. And the reporting reads itself in a monthly glance.



If you're reading this without an MOQ1 account, the pathway for you is at the end of this section – everything before it still applies the day you're in.

Build: live in seconds, tuned in minutes.

A store build is three moves: **upload the client's logo**, **pick their colors**, **launch**. It goes live pre-stocked, with your profit already built into every product. That's the whole required part – live in seconds.

The tuning is optional and worth a few minutes for your best clients: curate the product selection to what their people actually order, feature the pieces you know move, and add their artwork variants. The catalog covers 200+ product types across 10,000+ SKUs, so the curation question is what to leave out, not what's available.

A store runs three ways, and you choose per client. If handing a client direct access feels like too much on day one, don't – run their orders through the store yourself first, and open it up when you've watched it work.

Control isn't something you give up to use this; it's a dial you set.

THE BUILD, PER CLIENT

- Upload logo, pick colors, launch.
- Curate products to what their people actually wear and use.
- Feature the proven movers from their order history.
- Choose the mode: self-serve, catalog, or managed by you.

You decide how much hand-off

Self-serve

A portal their whole team orders from directly.

Catalog

A catalog you present and sell from.

Managed by you

An ordering tool you run yourself.



Promote: ride the habits you **already** have.

For a decorator, promotion isn't a campaign – **it's attachment**. The store link travels wherever your client communication already goes: the delivery email, the packing slip, the invoice footer, your email signature. Play 3 made the delivery email a habit; this page just widens it to every touchpoint.

For the client's side of the rollout, the built-in marketing tools do the work – and they all live in one place: the store's Marketing tab. That's where you'll find each store's QR code, ready-made flyers, and shareable assets. Hand the client a launch kit from the tab along with your announcement, and their store gets in front of their people without either of you building anything.



THE ROLLOUT

- Add the store link to your delivery emails, packing slips, and invoice template once – it rides along automatically after that.
- Download the store's QR code from the Marketing tab and print it on box labels or packing slips for bulk deliveries.
- Send the flyer and QR assets from each store's Marketing tab to the client with your announcement script (Play 4).
- Nudge quiet stores once a quarter: a two-line reminder with the link, timed to their season.

Report: a monthly glance, not a bookkeeping job.

Every store tracks its own sales, orders, and payouts in real time.

MOQ1 collects payment, handles production and customer service, and pays you out monthly – automatically. There's nothing to invoice and nothing to chase.

The monthly glance is three questions.

- 01 Which stores are **getting orders?**
- 02 What are people **actually buying?**
- 03 And which stores are **quiet?**

SHARE THE RESULTS WITH THE CLIENT

A store's numbers prove your program's value better than any pitch – and they set up the next bulk conversation.



Active stores feed your client conversations – "your team ordered forty pieces last quarter without a single one touching our production schedule" is the strongest program review line you'll ever deliver. Quiet stores get the quarterly nudge from the previous page, not a rebuild.

Reading this without an account? **Start here.**

Everything in this guide runs on a free MOQ1 account. **Free means free:** no setup fees, no platform fees, no order minimums, and nothing held back – every feature in this guide comes with the free account. You only pay when orders are placed, and your profit is built into every product.

Getting in takes minutes: go to MOQ1.com, click Create FREE Account, and fill out the sign-up form. Every account is manually reviewed – MOQ1 is exclusively for promotional products and decoration professionals, which protects your wholesale position by keeping end buyers out. Most accounts are approved within one business day.

Day one after approval, run the Monday list from Section 2 – starting with your own shop and the sample order from it. Check the print yourself before anything goes client-facing.



That's not a soft suggestion; it's the order of operations this whole guide is built on.

RESOURCES

Create your free account: MOQ1.com

Help Center: <https://1300help.com/>

User community: <https://www.facebook.com/groups/moq1community>

Create your free account:



The first 30 days, mapped.

WEEK 1

Foundation

- Your own shop built
- Sample ordered
- Line drawn
- Three client stores built
- Three announcements sent
- Delivery-email habit changed

Run the Monday list.

WEEK 2

Rollout

- Sample arrives; check it the way you'd check your own work – color, feel, run it through the wash
- Deliver launch kits to your three announced clients – everything you need is in each store's Marketing tab.
- Add the link to your packing slips and invoice template

Goal: judge the print yourself.

WEEK 3

Live routing

- Route your first real requests – the next below-line order and the next rush that lands
- Watch how the store handles production, shipping, and the customer questions you didn't get

Goal: see the machinery run.

WEEK 4

Read and expand

- Take the monthly glance
- Mention early results in client conversations
- Pick the next three bulk clients and build their stores

Goal: widen what's working.

A month in, the system is set: short-run requests have a profitable path, every delivery opens the door to the next reorder, and your best clients have an always-open option between bulk runs. **And your equipment stayed where it belongs – on the production it was built for.**

THE GUIDE, IN ONE LINE

Say yes to more business. Your presses won't even notice.

- 01 Create your free account at [MOQ1.com](https://moq1.com)
- 02 Build your own shop and order the sample
- 03 Run the Monday list from Section 2

moq1.com

CREATE. SHARE. EARN.™

