



Shirt Tank: Shirt Feedback

First, I want to say how incredibly proud I am of every child. They showed creativity, imagination, and confidence. Those are things that can't be taught overnight.

Now let's talk about what we noticed from a business perspective.

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First, I want to say how incredibly proud I am of every child. They showed creativity, imagination, and confidence. Those are things that can't be taught overnight.

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1. Most of the kids designed what THEY liked not what a customer would immediately understand.

One of the biggest lessons in business is this:

You are not your customer.

As business owners, we have to ask:

- Would a stranger understand this?
- Would someone who has never met me want to wear this?
- Would they know what this shirt means in three seconds?

If the answer is no, we have more work to do.

Julie – Cherry Bomb

Business Feedback

The artwork is creative, but as a customer I don't immediately understand what "Cherry Bomb" means.

When people have to stop and figure out a shirt, most won't buy it.

Think about adding language that immediately tells the customer how the shirt makes them feel or what it represents.

Sales Focus: Increase clarity so strangers instantly understand the message.

Max – God Over Money

Business Feedback

This concept is strong because it communicates values.

The biggest opportunity is upgrading the imagery so it feels cleaner and prints professionally.

Customers often judge quality before they ever read the words.

Sales Focus: Better visuals increase perceived value.

Ari – "Not Bragging, Just Facts. I'm Special."

Business Feedback

This has a clear audience.

Girls immediately connected with it, which is a great sign.

The next step is making it feel less AI-generated and more like a real clothing brand.

People buy brands—not AI graphics.

Sales Focus: Elevate the presentation while keeping the message.

Dash – Lightning Speed

Business Feedback

The branding matches your business well.

The challenge is helping customers understand what "Lightning Speed" refers to.

Specific messages usually sell better than general ones.

Sales Focus: Add context so more people relate to it.

Avery – Follow Your Dreams

Business Feedback

Creative thinking is obvious.

Right now there are too many competing ideas.

Customers should know the message within three seconds.

Simplifying the design will make it much stronger.

Sales Focus: One clear message always wins.

Thendo – Dream or Drift

Business Feedback

This is already one of the strongest collections.

The concept feels original.

The next step is making the meaning even easier for first-time customers to understand.

Sales Focus: Keep refining an already strong product.

Zhane – God Is Within Her

Business Feedback

The Scripture immediately connects with your audience.

The only thing lowering the value is the AI styling.

Professional presentation increases customer confidence.

Sales Focus: Premium presentation creates premium pricing.

Aubrey – Fear Not

Business Feedback

This already feels like something I could find inside a boutique.

The hierarchy is strong.

Only small layout improvements are needed.

This is a great example of combining faith with lifestyle apparel.

Sales Focus: Minor refinements before launch.

Jenesis – As For Me and My House

Business Feedback

The message is timeless.

Families would immediately understand who this shirt is for.

Now it's about improving typography so the design feels unique instead of AI-generated.

Sales Focus: Strong message + stronger branding.

Corey – Little Miss Motion

Business Feedback

Simple sells.

Not every shirt needs a complicated illustration.

The next step is making sure the design connects back to your overall brand identity.

Sales Focus: Keep the simplicity while strengthening the brand.

Charlotte – Don't Feel Blueberry

Business Feedback

This is memorable because it's different.

The opportunity is developing the blueberry into a recognizable character instead of just a graphic.

Characters build brands.

Think Bluey.

Think Hello Kitty.

Think M&M's.

People fall in love with characters.

Sales Focus: Build a brand around the character.

Josiah – Snack Brand

Business Feedback

You have several good ideas.

Now it's time to stop creating more and start refining your best three.

Brands grow when they become known for a few great products instead of many average ones.

Sales Focus: Build a signature collection.

Samira – Small Creator, Big Ideas

Business Feedback

This message speaks directly to young entrepreneurs.

The front of the shirt is the strongest part.

Removing extra decorations will make the message even more powerful.

Sales Focus: Let the words do the selling.

Aiden – The Only Way Is Up

Business Feedback

Excellent motivational message.

It just needs stronger typography and better hierarchy so people notice it immediately.

Sales Focus: Bigger message. Bigger impact.

ChatGPT Prompts for Improving Your Shirt Designs

1. Make My Message Easier to Understand

Prompt:

I am creating a T-shirt for kids. My current message is: "[INSERT MESSAGE]." Pretend you are a seven-figure clothing brand. Would a stranger understand this message in three seconds? If not, rewrite it into 10 clearer, catchier options that kids would actually want to wear.

2. Improve My Shirt Without Changing My Idea

Prompt:

Pretend you are the creative director of a successful clothing brand. Keep my original idea, but make it more likely to sell. Explain what should stay, what should change, and why. Focus on clarity, simplicity, and helping customers understand the message quickly.

3. Create Better Typography

Prompt:

Do NOT design the entire shirt. Only create a professional typography layout using these words: "[INSERT WORDS]." Use bold, modern typography with strong hierarchy. Do not include sparkles, brush strokes, crowns, hearts, emojis, or decorative graphics. I will add those later in Canva.

4. Create Matching Graphics

Prompt:

Based on my shirt message: "[INSERT MESSAGE]," give me 20 graphic ideas that would strengthen the message. Think like a premium clothing brand. Suggest symbols, objects, characters, or illustrations that would help someone understand the shirt immediately.

5. Make My Shirt Feel Less Like AI

Prompt:

Look at my shirt idea as if you are a professional clothing designer. Tell me everything that makes it look AI-generated. Then explain how I can recreate it in Canva so it looks like it came from a real fashion brand instead.

6. Is This Worth Buying?

Prompt:

Pretend you have never met me. You are shopping online. Would you spend your own money on this shirt? Why or why not? Be completely honest. Tell me exactly what would make you stop scrolling and buy it.

7. Find My Target Customer

Prompt:

Who is most likely to wear this shirt? Describe their age, personality, hobbies, interests, and why they would love this design. Then suggest ways to make the shirt even more appealing to that customer.

8. Simplify My Design

Prompt:

My shirt feels too busy. Help me simplify it. Tell me which elements I should remove first, which message should become the main focus, and how to make the design stronger with fewer elements.

9. Build My Brand

Prompt:

My clothing brand is called "[INSERT BRAND NAME]." My shirt says "[INSERT MESSAGE]." Does this design fit my brand? If not, explain why. Give me three new shirt ideas that feel like they belong in the same clothing collection.

10. Build a Collection Instead of Random Shirts

Prompt:

Pretend you are launching my first clothing collection. Based on this shirt: "[INSERT MESSAGE]," create three additional shirt ideas that feel like they belong together. They should have the same audience, style, and overall brand identity.