

# **Creating Template Products**

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# Creating Template Products

A Zazzle Template is a product that contains images and/or text placeholders that are easily personalized by the buyer. This is a great way to allow your customers to make a product personal to them, while removing the complexity of designing something from scratch.

Popular template products include greeting cards which allow the customer to upload their own picture, t-shirts for sports teams with a player's last name on the back, personalized wedding announcement postage and invitations, business cards, and more.

When a customer views a template product page, all they have to do is fill out one or more simple fields to personalize the product. Then they can click the **Add to Cart** button to buy the product.

Zazzle Template Products can also be used in conjunction with the Zazzle API allowing the placeholder images and/or text to be populated from your website.

See <http://www.zazzle.com/api> for more information about the Zazzle API.

The following is an example of a template product on which customers can add their own image and text:

The screenshot displays a Zazzle product page for a 'Template Shirt'. The main image shows a white t-shirt with a placeholder box labeled 'YOUR IMAGE HERE' and text below it reading '<Your Text Here>'. Navigation tabs at the top include 'Model', 'Product', and 'Design'. To the right, the product title 'Template Shirt' is shown with an 'In stock!' status. Below the title are fields for 'Size' (with a dropdown and 'Size Chart' link) and 'Quantity' (with a dropdown set to '1' and a note 'shirt. Only \$11.02 in bulk!'). A price of '\$16.95 per shirt' is displayed next to an orange 'Add to cart' button. A 'Personalize it' section is highlighted with a red border, containing instructions to 'Fill out the field(s) below to personalize this design.' and a 'Clear all' link. Under 'Image 1', there is a placeholder box with 'YOUR IMAGE HERE' and 'Change | Clear' links. Under 'Text 1', there is a text input field containing '<Your Text Here>'. Below the 'Personalize it' section is a 'Choose your style and color' section with a 'See all...' link. At the bottom left, there are 'Views' and 'Models' tabs, with 'Models' showing 'front' and 'back' views of the shirt, and a 'Customize it!' button.

[http://www.zazzle.com/template\\_shirt-235859385108715923](http://www.zazzle.com/template_shirt-235859385108715923)

# How to Make a Template Product

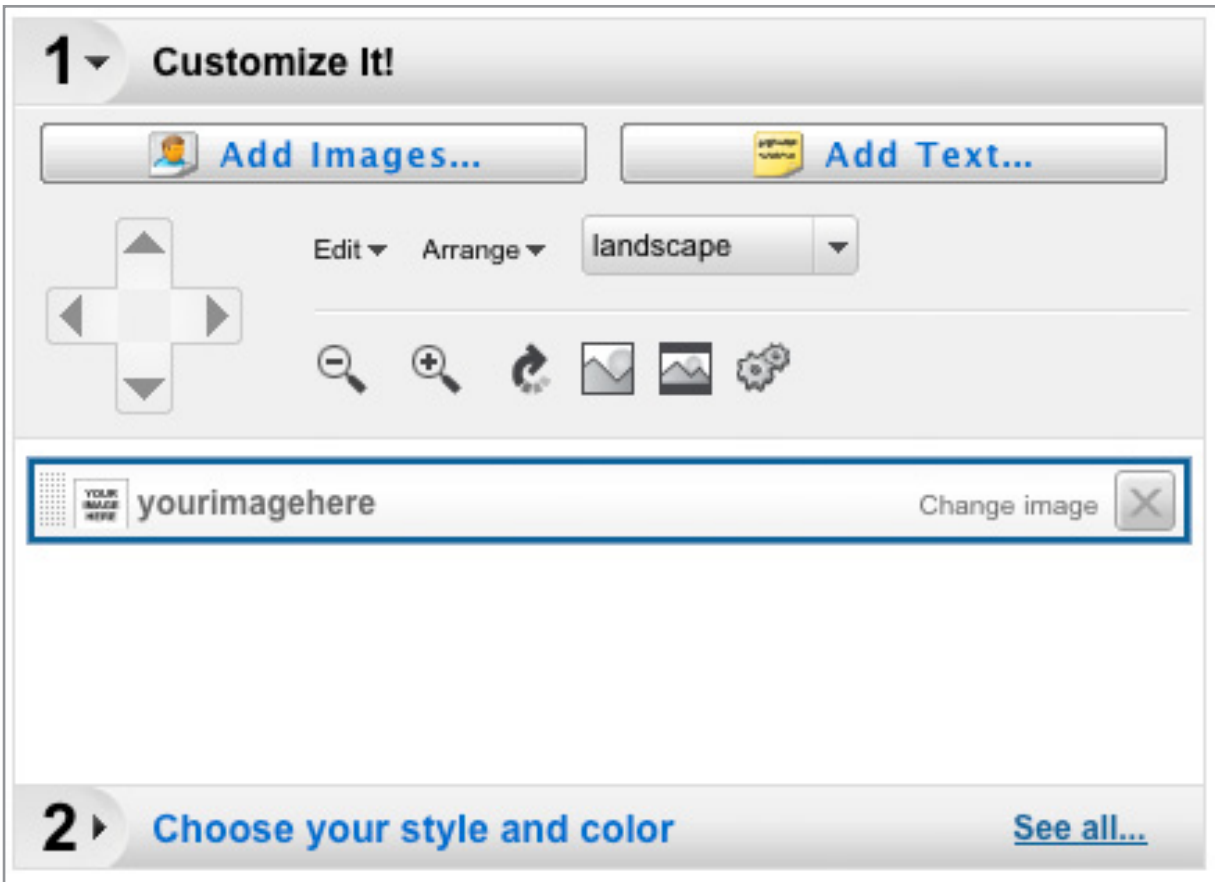
This tutorial will show you how to create the example product above. If you have created products on Zazzle before, the process is the same, with just a few additional steps to define your template. You can make a product become a template by simply defining which image(s) or text object(s) the buyer can replace.

1. Go to <http://www.zazzle.com/create> and choose the type of product you would like to make. In this example, we will select “Men’s Shirts”.
2. Find the style of shirt you would like to create and click the “Create one now!” button below it. In this example, we will choose a Basic T-Shirt.
3. The Zazzle Design Tool appears, for the purposes of this tutorial, you may click Cancel on the Get Started window that appears.
4. Let’s add the image first. Please click the Add Images button.

## Design Tool Add Images and Add Text Buttons

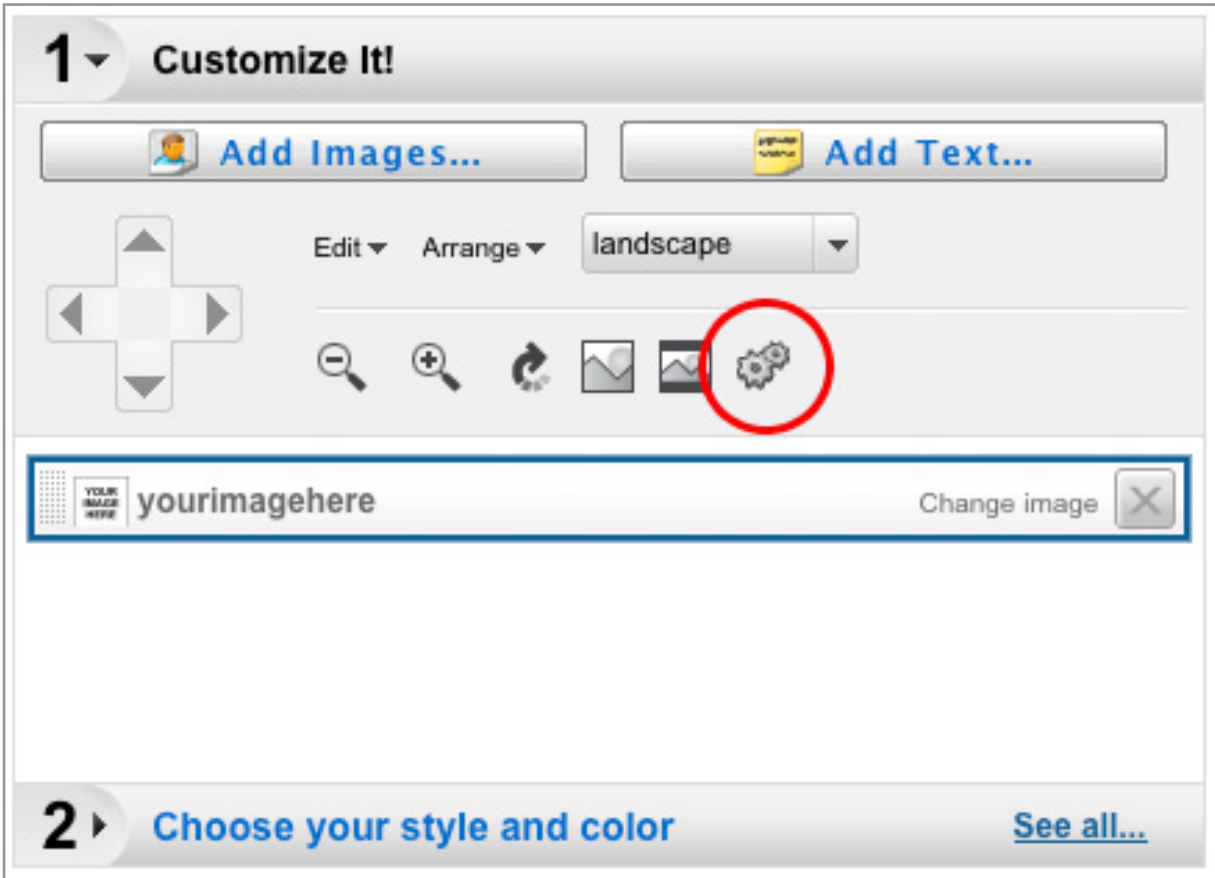
5. After you click Add Images you may either choose to Select images to upload from your computer, or choose an image from you Zazzle account. You may need to create a nice placeholder image like the example below in your favorite graphic design program. Many examples can be seen in the [Zazzle Templates Store](#).

6. The image will appear on your shirt, and the Customize It section of the page will display a row for the image you have just added.



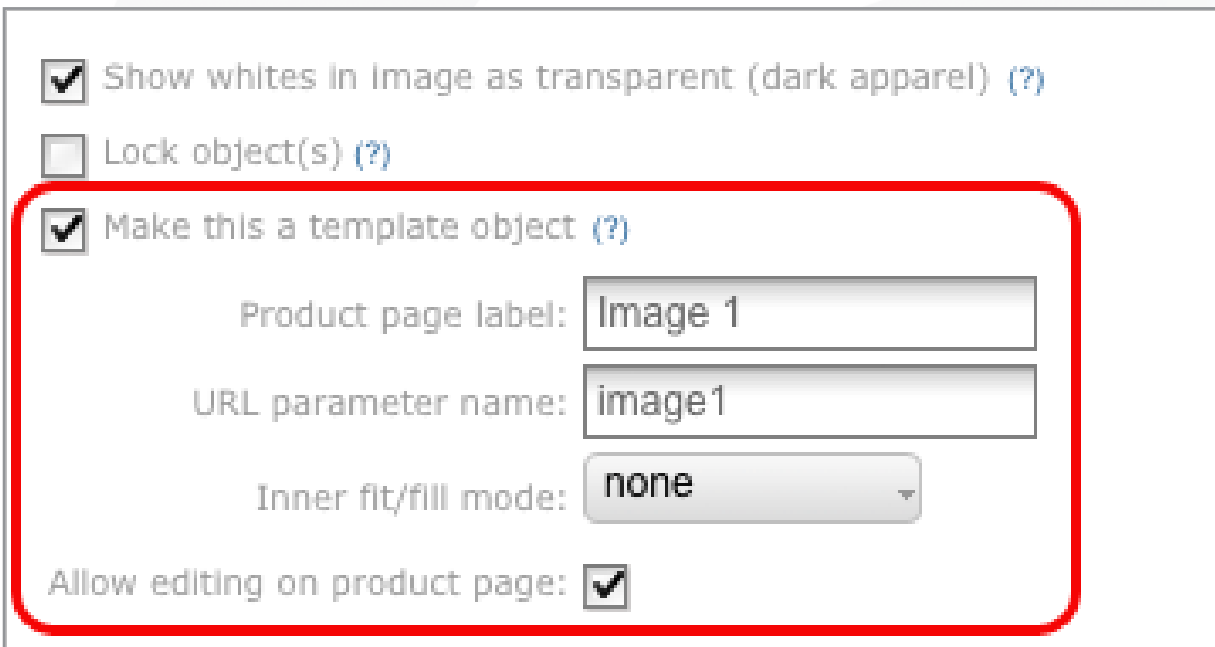
Customize It Box with an image selected

7. Now we need to configure the template options. Click the Advanced Options button, which looks like gears.



Advanced Options button

8. One of the advanced options is a checkbox labeled "Make this a template object". Check that box to display all the options available for defining this template image placeholder.

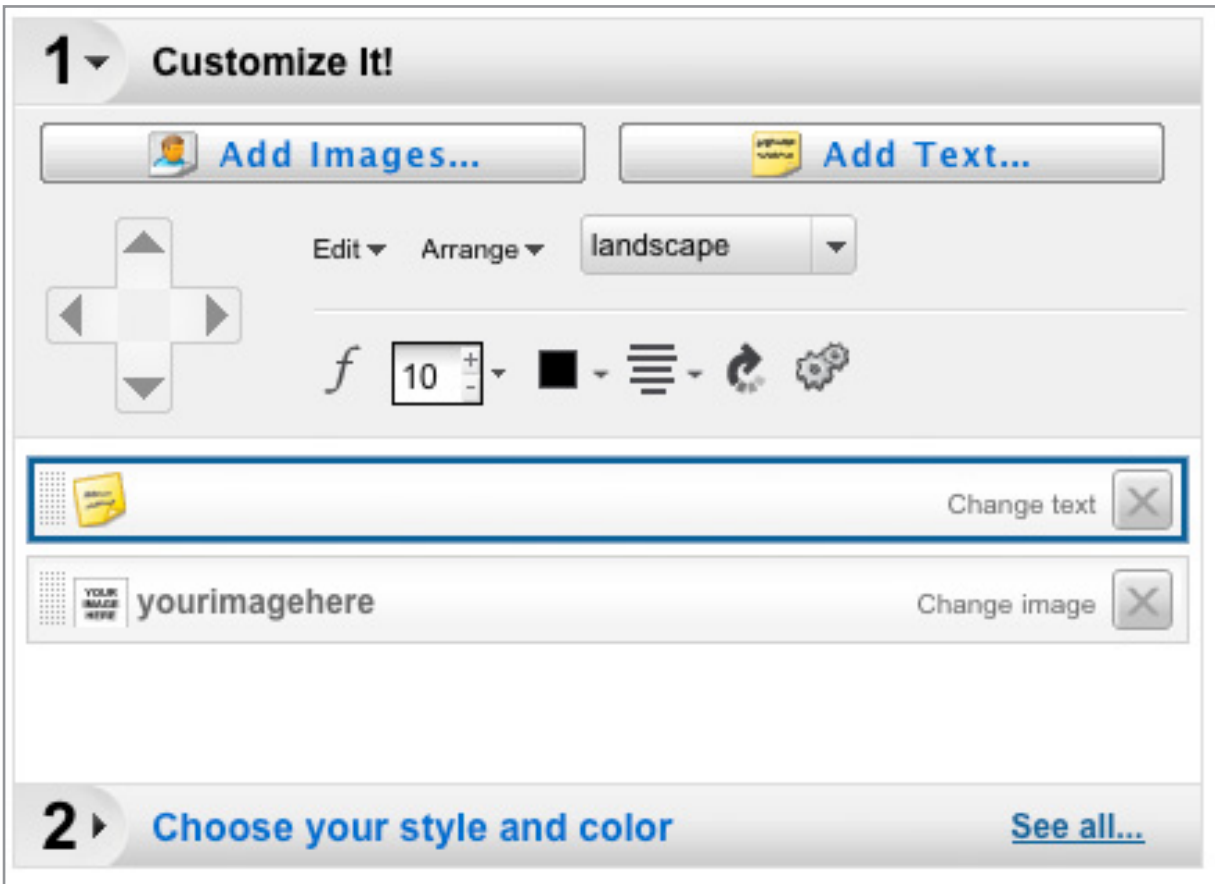


Template Image Options

## There are 4 options

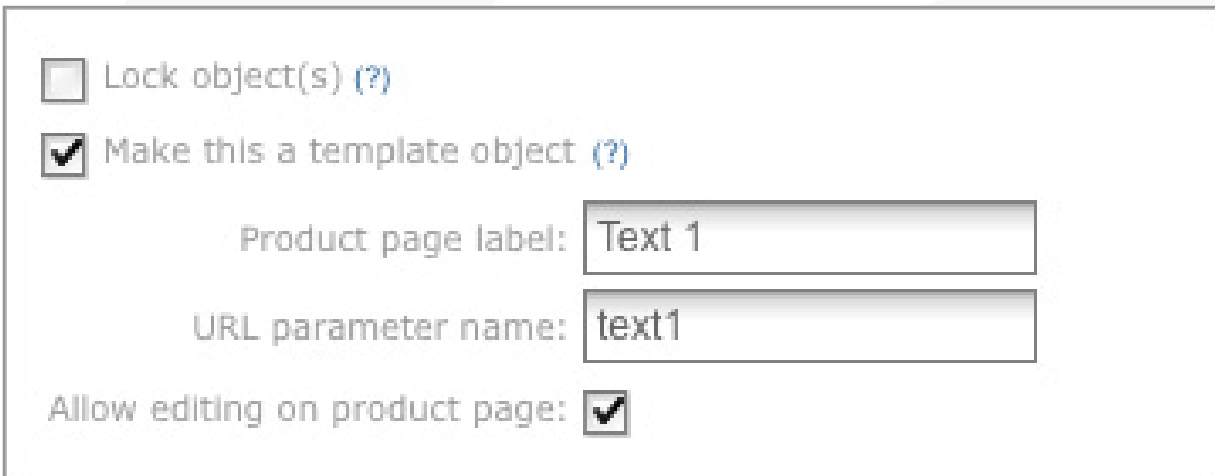
- **Product page label** - This is the label that the customer will see on the product page. Use something descriptive here, like “Your picture” or “Your logo”.
- **URL parameter name** - If you are using the Zazzle API to pass data to this product from an external source, this is the parameter name the API will use. Avoid spaces or special characters. You can safely ignore this field if you are not working with the API.
- **Inner fit/fill mode** - If your template allows the buyer to replace your placeholder image with one of her own, this setting determines how the buyer’s image replaces yours. The options are none, fit, or fill.
  - none** - If you set Inner fit/fill mode to none, the buyer’s image simply replaces your placeholder image, and may be larger or smaller than the placeholder.
  - fit** - Selecting fit will resize the buyer’s image to fit inside of your placeholder image object’s dimensions. This will ensure that their image is not cropped, but could result in borders, or “letterboxing” to appear around your image the color of the product background.
  - fill** - Selecting fill will resize their image to fill the entire dimensions of your placeholder image. If the buyer’s image is wider or taller than your placeholder, this may result in zooming and cropping of the customer’s image.
- **Allow editing on product page** - Keep this checked if you want to enable the customer to change the image on the product page. Unchecking this option is usually only done when working with the Zazzle API if you do not wish to allow the customer to personalize the product after linking over.

9. Now we will add a text object to the product. Click the Add Text button.



Customize It Box with a text object selected

10. Click the little gears button again to bring up the advanced options.



Customize It Box with a text object selected

## 11. Click Make this a template object

There are only 3 options when working with text objects


- **Product page label** - This is the label that the customer will see on the product page. Use something descriptive here that shows what to enter like “Your Name” or “City”.
- **URL parameter name** - If you are using the Zazzle API to pass data to this product from an external source, this is the parameter name the API will use. Avoid spaces or special characters. You can safely ignore this field if you are not working with the API.
- **Allow editing on product page** - Keep this checked if you want to enable the customer to change the text on the product page. Unchecking this option is usually only done when working with the Zazzle API if you do not wish to allow the customer to personalize the product.

## 12. Once you have filled out all the options, click the red **Post for Sale** link at the bottom of the page. You are then presented with the Post Product for Sale page.

### Post Product for Sale

Describe and organize your product so that other people can find it!

**Preview** (\* required field)



**Title \***  
yourimagehere, <Your Text Here>

**Subtitle**

**Description \***

(What HTML is acceptable here?)

**Tags \***

Tags help other people find your stuff. Separate your tags with a space (dog friend) or enclose them in quotes to tag a phrase ("golden gate bridge").

**Sell this design on: (?)**  
All styles and colors

Note: This will limit the number of styles/options available to customers.

**Public Category 1 \* ( Select )**  
(none selected)

**Public Category 2 ( Select )**  
(none selected)

**Store Category 1 \* ( Change | Clear )**  
> New Products

**Suitable Audience (?)**  
 G  PG-13  R

This product is a template (?)

Show "Customize It" button on the product page (?)

**Product Visibility (?)**  
 Public (everyone can see it)  
 Hidden (only you can see it)  
 Direct-only

**Royalty (?)**  
Royalty Percentage:  % (advanced calculator)  
Price for this product: \$16.95  
Royalty you will make: \$1.70

I agree to Zazzle's [User Agreement](#)

**Post Product For Sale Page with template fields highlighted**

## 13. Notice the checkbox labeled “This product is a template”. This tells you that the product contains template objects, and that it will be posted for sale as a template. Leave this box checked, or your product will not be posted as a template product.

14. Be sure to fill out the rest of the required fields on this page.

15. Click the Post It button to complete the process.

**Congratulations! You have just created a template product!**

## Template Tips

- When creating image placeholders, think about making the image contain text that says “YOUR IMAGE HERE” or “YOUR LOGO HERE”. Design a bunch of different image placeholders for different sizes.
- Keep the product page template labels short but descriptive. Use words that describe what information you want the user to fill out, like “Your name”, “Bride’s name”, “Date”, etc.
- When posting for sale, add the word “template” in the title, description, or tags so it’s easy for users to find template products.

## Templates for Embroidered Products

Creating a template for embroidered products is very similar to making a template for print products. There are, however, a couple of key differences.

1. **You cannot make an embroidered image into a template object.** The images on an embroidered product represent a fixed physical size and stitch arrangement, making them poor candidates for customer substitution.
2. **Text can cause boundary and overlapping issues.** Text CAN be made into a template object, but doing so raises the possibility that we may not be able to manufacture your product, due to overlapping text or boundary issues. **See examples below.**

### Text that oversteps its bounds

In this example, text has been replaced with much longer text that ends up being too big for the design area.



When this occurs, the product cannot be manufactured, and the buyer will see a warning icon next to the Add to cart button, like this:



## Overlapping text

It is also possible for text to overlap, again making it impossible to manufacture properly. The customer will see the same warning icon as above and have the opportunity to fix the text.



# Locking Objects

Under “Advanced options” for any object, you will see a checkbox labeled “Lock object(s)”

Show whites in image as transparent (dark apparel) (?)

Lock object(s) (?)

Make this a template object (?)

Product page label:

URL parameter name:

Inner fit/fill mode:

Allow editing on product page:

**Advanced Options – Lock object(s)**

By checking this option, the image or text object will not be customizable by a customer in the Zazzle Design Tool. This means that no one will be able to change, remove, resize, rotate, or reposition the object. All those options will be disabled. Please note the user will still be able to personalize the object on the product page if the “allow editing on the product page” box is checked.