
10 Claude Cheat *Codes* for Your POD Shop

Research, design, list, and sell with one assistant doing the heavy lifting — ten copy-and-paste prompts that take you from first idea to repeat revenue.

A HEATHERXSTUDIO GUIDE

Research • Create • List • Promote

Ten cheat codes. One *assistant*.

These are the exact Claude workflows I use to run my print-on-demand shop like a team of five — research, design, listing, and promotion, all moving without me ever starting from a blank page.

Every cheat code comes with a copy-and-paste prompt built to drop straight into Claude, and each is mapped to one of the four stages every POD shop runs on: **Research, Create, List & Optimize, and Promote**. Work them in order to build a shop from scratch, or grab the one that fixes your biggest bottleneck and run it this week.

Adjust the prompts. Swap in your niche, your numbers, your voice. These are starting points, not scripts.

INSIDE THIS GUIDE

	The Full Workflow	04
	Resources & Tools	05
01	Niche Gap Finder	06
02	Bestseller Autopsy	07
03	Bestseller Design Scaling	08
04	SEO Title & Tag Writer	09
05	Trend-to-Design Brief	10
06	Pinterest Marketing Expert	11
07	Trend Forecaster	12
08	Pricing Strategist	13
09	Slow Listing Diagnosis	14
10	Email & SMS Campaign Writer	15
	Run It This Week	16

From prompt *to product.*

01

Open Claude

Head to claude.ai or the desktop or mobile app. A free account works for most of these prompts; longer, repeatable projects benefit from Pro.

02

Copy the prompt exactly

Paste the full prompt, including the questions at the bottom. Those questions are what turn a generic answer into something that fits your shop.

03

Feed it your real data

Everbee exports, competitor listings, your costs, your numbers. The better your input, the sharper the output. Vague in, vague out.

04

Use plugins to take action

Connect the Canva plugin to design without leaving Claude. Connect Google Drive to pull from Sheets and brand files. Plugins turn Claude from a brainstorm partner into a build partner.

05

Refine, then ship

Take outputs into Kittl, Canva, or your tool of choice, make it sound like you, then list on Etsy, Shopify, or your storefront.

SCALING TIP • PROJECTS & SKILLS

As your shop grows, move each workflow into its own Claude Project — load your brand colors, voice, target buyer, and bestsellers as project context. For repeatable jobs like SEO listings, mockup briefs, or weekly Pinterest batches, build Skills that Claude runs on command. This is how a solo seller operates like a team of five.

THE FULL WORKFLOW

From first idea to *repeat revenue.*

Ten cheat codes, mapped to the four stages every print-on-demand shop runs on.

RESEARCH

Find the gap before you create.

- Niche Gap Finder
- Bestseller Autopsy
- Trend Forecaster

CREATE

Turn signal into product.

- Bestseller Design Scaling
- Trend-to-Design Brief

LIST & OPTIMIZE

Get found and convert.

- SEO Title & Tag Writer
- Pricing Strategist
- Slow Listing Diagnosis

PROMOTE

Drive traffic and repeat sales.

- Pinterest Marketing Expert
- Email & SMS Campaign Writer

RESOURCES & TOOLS

The tools I *actually* use.

The platforms and free trainings I use across HeatherXStudio and Creative Cove LLC. Some are affiliate links — using them supports this guide and the free content that comes with it.

Etsy — 40 Free Listings

REFERRAL • 40 FREE

New to Etsy? Get 40 free listings when you open your shop with my referral link — perfect for testing every cheat code in this guide without paying listing fees upfront.

etsy.me/4nBtJP4

Print on Demand Crash Course

FREE

My free beginner course and the foundation for everything in this guide. Learn how to sell digital and POD products on Etsy and Shopify, the right way.

studio.heatherxstudio.com/etsypodcrashcourse

Kittl

HEATHERYT • 25% OFF

AI-powered design platform — my favorite tool for finishing AI-generated artwork and exporting clean, scalable assets. Use code HEATHERYT for 25% off your first month of Pro.

kittl.pxf.io/WDZVPG

Everbee

FREE TRIAL

Etsy SEO and product-research tool — validate which keywords, niches, and product types are actually selling before you build.

everbee.io

Printify

HEATHER20 • 20% OFF

My go-to print-on-demand provider — wide product range, easy mockups, and Etsy plus Shopify integrations. Use code HEATHER20 for 20% off your first order.

try.printify.com/ou8hgmzkzax8e

AFFILIATE DISCLOSURE

Some links above are affiliate or referral links. I may earn a small commission or shop credit if you make a purchase, at no extra cost to you. I only recommend tools I use and trust in my own business.

Niche Gap *Finder*

Paste your Everbee data into Claude to surface high-demand, low-competition sub-niches before you create a single listing.

COPY & PASTE INTO CLAUDE

Niche Gap Finder Prompt

I'm a print-on-demand and Etsy seller hunting for a profitable sub-niche before I design anything. I'm going to paste in raw Everbee or eRank keyword data — analyze it and find the gap.

First, ask me:

- What broad niche or product type am I in? *[e.g. wall art, tees, mugs, digital planners]*
- What's my design strength or angle? *[e.g. minimalist line art, funny quotes, boho]*

Then, once I paste my data:

- Score every keyword on a **demand-vs-competition matrix** and flag the high-demand, low-competition zone
- Surface **5 specific sub-niches** sitting in that gap, with the exact long-tail phrases buyers are searching
- For each, tell me why it's underserved and what product format fits best
- Rank them by how fast I could realistically launch

Don't recommend anything saturated just because the volume is high. I want the gap, not the crowd.

CUSTOMIZATION NOTE

Swap in eRank, Sale Samurai, or Marmalead data — the matrix logic works on any keyword export. Validate the winner before you design.

TOOLS THAT PAIR WELL

Validate demand with Everbee before you build anything. **Free trial — everbee.io**

Bestseller *Autopsy*

Feed Claude a top competitor's listing and its reviews. It tells you what buyers wish it delivered — that becomes your next product.

COPY & PASTE INTO CLAUDE

Bestseller Autopsy Prompt

I'm going to paste a competitor's Etsy listing plus a batch of their reviews, including the 1- to 3-star ones. Run a full autopsy.

Tell me:

- What buyers **love** (so I keep it) and what they **complain about** (so I fix it)
- The unmet needs hiding in the negative and mid reviews — sizing, print quality, missing variations, gift use cases
- **3 product ideas** that directly answer those complaints, each framed as "they wanted X, so I'll make Y"
- The angle and keywords I'd use to position my version as the upgrade

Quote the review language back to me where it's useful. I want to write my listing in the buyer's own words.

CUSTOMIZATION NOTE

Run this on three competitors at once and look for the complaint that shows up in all of them. That repeated gripe is your fastest opening.

Bestseller Design *Scaling*

Hand Claude your winning design and get 20–30 niche and phrase variations — new listings without redesigning from scratch.

COPY & PASTE INTO CLAUDE

Bestseller Design Scaling Prompt

I have one design that's selling well and I want to scale it into a full product line without starting over each time.

Here's my winner: *[describe it — subject, style, text or phrase, target buyer]*.

Generate 25 variations I can spin off:

- **Niche swaps** — same layout, new audience (nurse → teacher → dog mom)
- **Phrase swaps** — same vibe, fresh wording and occasions
- **Seasonal & gifting angles** — birthday, Christmas, retirement, new baby

For each variation give me the new text or concept, the target buyer, and a one-line SEO hook. Group them so I can batch-design the whole set in one Kittl or Canva session.

CUSTOMIZATION NOTE

The fastest scaling keeps the design identical and only swaps the text. Start there, then branch into new layouts once a sub-line proves itself.

TOOLS THAT PAIR WELL

Kittl is my go-to for finishing and batch-exporting designs. **Code HEATHERYT for 25% off Pro** — kittl.pxf.io/WDZVPG

SEO Title & Tag *Writer*

Paste product details and get Etsy-optimized titles, all 13 tags, and descriptions written in bulk — minutes instead of hours.

COPY & PASTE INTO CLAUDE

SEO Title & Tag Writer Prompt

Act as my Etsy SEO copywriter. I'll paste one product or a whole list. For each one, write a complete, ready-to-publish listing.

For every product, give me:

- An **SEO title** front-loaded with the highest-intent keyword, max 140 characters, readable not stuffed
- All **13 tags**, each 20 characters max, mixing long-tail buyer phrases with gift and occasion terms, no duplicate phrasing
- A **description** that opens with a 2-line hook, then bullet benefits, use cases, what's included, and a soft CTA

Match Etsy's current best practices and keep the tone warm and human, not robotic. Ask me for the product details now.

CUSTOMIZATION NOTE

Paste 5–10 products in one go and have Claude format the output as a table you can copy straight into a listing spreadsheet.

Trend-to-Design *Brief*

Claude converts a trending aesthetic into a specific design direction you can take straight into Kittl.

COPY & PASTE INTO CLAUDE

Trend-to-Design Brief Prompt

I keep seeing a trend I want to design into, but I need it turned into something I can actually execute. The aesthetic is: *[name it — e.g. cherry-coded, coastal grandmother, cluttercore].*

Build me a design brief I can take straight into Kittl or Canva:

- A **color palette** with 4–5 hex codes
- A **typography direction** — the font feeling plus 1–2 specific pairings
- Key **motifs, icons, and visual elements**
- The **mood** in one tight sentence
- A **layout direction** for my product: *[wall art / shirt / sticker / etc.]*
- **5 design concepts** in this aesthetic, each with the text or subject spelled out

Then give me an image-AI prompt for the strongest concept so I can generate it consistently.

CUSTOMIZATION NOTE

This same brief structure works for any aesthetic. Save your favorite output as a Claude Project file and reuse it as your house style.

Pinterest Marketing *Expert*

Claude writes keyword-rich pin descriptions and board strategies that drive consistent free traffic — no camera required.

COPY & PASTE INTO CLAUDE

Pinterest Marketing Expert Prompt

You're my Pinterest marketing strategist for an Etsy and POD shop. My product is: *[describe it and drop the link]*. My buyer is: *[who]*.

Give me a free-traffic plan:

- **10 pin titles and descriptions** written for Pinterest search, each with a natural hook and a soft CTA to the listing
- **5 boards** this product should live in, plus 3 niche boards I should create
- A simple **weekly pinning rhythm** I can keep up solo — fresh pins vs. repins
- **3 pin-design directions** I can make in Canva without ever showing my face

Optimize everything for what Pinterest search actually rewards right now.

CUSTOMIZATION NOTE

Pinterest rewards fresh pins. Ask Claude to turn one product into 5 distinct pin angles so you're never designing from zero.

Trend *Forecaster*

Claude surfaces micro-trends before they peak — so you list into demand instead of chasing it after everyone else.

COPY & PASTE INTO CLAUDE

Trend Forecaster Prompt

Act as a trend forecaster for the Etsy and print-on-demand market. My niche is: *[niche]*. I want to list INTO demand, not after it peaks.

Surface:

- **5 micro-trends** in or near my niche that are rising but not yet saturated, with the signal behind each (search behavior, cultural moments, seasonal runway, adjacent markets)
- For each: the **window of opportunity**, the product formats that'll sell, and the terms to claim early
- Which are **durable vs. flash-in-the-pan**, so I don't over-invest in a fad
- The **single trend you'd act on first** if you were me, and the first listing I should make

Be specific and current. If something already feels everywhere, tell me it's too late.

CUSTOMIZATION NOTE

Pair this with the Niche Gap Finder — forecast the trend here, then validate the exact keywords there before you commit design time.

Pricing *Strategist*

Feed Claude your costs, competitor prices, and margin targets — it pinpoints where to price for maximum conversions.

COPY & PASTE INTO CLAUDE

Pricing Strategist Prompt

Help me price a product for maximum conversions without leaving money on the table. I'll give you my base cost (production plus fees), my competitors' prices, and my target margin.

Then:

- Calculate my **true all-in cost** including Etsy fees, shipping, and transaction costs
- Show me **3 price points** — entry, sweet spot, premium — with the margin and positioning of each
- Tell me where buyers in this niche expect to land, and what price signals "cheap" vs. "quality"
- Recommend the **one price to test first** and a simple way to A/B it
- Flag any **bundle or tiered pricing** that would lift average order value

Ask me for my numbers now.

CUSTOMIZATION NOTE

Re-run this each time your POD provider changes base costs so your margin never quietly erodes.

TOOLS THAT PAIR WELL

Printify keeps base costs low so your margins hold. **Code HEATHER20 for 20% off —**
try.printify.com/ou8hgmzkax8e

Slow Listing *Diagnosis*

Views but no sales? Paste the listing in and Claude tells you exactly where the conversion is breaking down.

COPY & PASTE INTO CLAUDE

Slow Listing Diagnosis Prompt

I have a listing getting views but not converting. Diagnose where it's breaking. I'll paste the title, tags, description, price, a description of my main mockup, plus my views and sales numbers.

Walk the funnel and tell me exactly where I'm losing the buyer:

- **Title & tags** — am I pulling the wrong traffic, or the wrong intent?
- **Photos & mockups** — is the first image stopping the scroll and showing the value?
- **Price** — is it mismatched to the perceived quality or the niche?
- **Description & trust** — is anything creating hesitation at the add-to-cart moment?

Rank the fixes by likely impact and give me the exact rewrite for the number-one problem. Here's my listing:

CUSTOMIZATION NOTE

A high view count with no sales is almost always the main photo or the price — not the tags. Have Claude pressure-test those two first.

Email & SMS *Campaign Writer*

Claude writes your full promotional sequence so your existing customer list drives repeat revenue.

COPY & PASTE INTO CLAUDE

Email & SMS Campaign Writer Prompt

Write me a full promotional sequence to bring existing customers back. My shop is: *[name and what you sell]*. The promo is: *[sale / new drop / occasion]*. My voice is warm, real, and not salesy.

Build the sequence:

- **Email 1** — warm-up or announcement (subject line plus body)
- **Email 2** — the offer, with the value and a clear deadline
- **SMS reminder** — short, friendly nudge under 160 characters
- **Email 3** — last call, urgency without pressure

Give me **2 subject-line options** per email, keep everything in my voice, and end each with a one-line P.S. that gently points to another product.

CUSTOMIZATION NOTE

Your existing list is the cheapest revenue you have. Run this sequence on every new drop and every seasonal moment.

PICK ONE · RUN IT THIS WEEK

Steal these, then go *list*.

Start with the cheat code that fixes your biggest bottleneck — the rest compound from there. You don't need all ten this week. You need one, run today.

FREE

POD Crash Course

The free foundation everything in this guide plugs into. Learn to sell digital and print-on-demand products on Etsy and Shopify the right way.

studio.heatherxstudio.com/etsypodcrashcourse

DISCOUNT INSIDE

AI Magic Masterclass

Go deeper — the full system for running your shop with Claude, start to finish. Use my discount code, linked in the video description.

heatherxstudio.com

MORE CLAUDE + POD, EVERY WEEK

New cheat codes, walkthroughs, and shop strategy drop on the channel. Subscribe to **HeatherXStudio** on YouTube so the next one finds you.

TERMS & AI DISCLAIMER

License & *fine print.*

FOR PERSONAL USE ONLY

This guide is licensed for personal use by the original recipient. By downloading or using it, you agree to the following:

- You may use these prompts inside your own business to create products to sell on Etsy, Shopify, Creative Market, Gumroad, or any platform you sell on.
- You may modify, adapt, and customize the prompts to fit your brand, niche, and voice.
- You may not redistribute, resell, share, screenshot, repost, or claim authorship of this guide or its contents, in whole or in part.
- You may not include this guide as a bonus, freebie, or component of any product, course, membership, or bundle you sell or give away.

AI CREATION ASSISTANCE DISCLAIMER

This guide was created with the assistance of AI, specifically Claude by Anthropic. The prompts have been tested, refined, and edited by a human creator with real-world experience selling digital and POD products. They are starting points for your own creative work.

AI output is not guaranteed to be accurate, original, or fit-for-purpose. Always review, edit, and verify any AI-generated content before publishing or selling it. You are responsible for ensuring your final products comply with each platform's terms of service, copyright law, and any applicable AI-disclosure requirements, especially on Etsy.

Results from any digital product business depend on effort, niche, market conditions, and execution. No income or sales results are guaranteed.

TRADEMARKS & THIRD-PARTY TOOLS

All third-party names and platforms mentioned (Claude, Anthropic, Canva, Kittl, Everbee, Printify, Etsy, Shopify, Pinterest, Kit, Google) are the property of their respective owners. References do not imply endorsement.

© Copyright 2026 Creative Cove LLC · All Rights Reserved
HeatherXStudio · www.heatherxstudio.com · May not be redistributed, resold, or shared in any form.