

5 Digital Products to *Sell* Using Claude AI

Copy-and-paste prompts for sellers building digital products, print on demand, and Etsy shops — without starting from a blank page.

A HEATHERXSTUDIO GUIDE

Prompts · Notes · Customization · Resources

The shortcut to *scroll-stopping* digital products.

Five proven product categories. Five copy-and-paste prompts. One AI assistant that helps you build it all faster than ever.

This guide gives you the exact prompts to spin up five of the best-selling digital product categories on Etsy and beyond: **PNG clipart bundles, budget spreadsheets, habit and meal planner worksheets, wall art (digital + printable POD), and social media template bundles.**

Every prompt is designed to be pasted directly into Claude AI. Each one ends by asking the right questions so the output actually fits your brand and audience — not someone else's generic template. Adjust the prompts. Swap the palettes. Layer in your voice. These are starting points, not scripts.

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From prompt to product.

01 Open Claude AI

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

02 Copy the prompt exactly

Paste the full prompt — including the questions at the bottom. The questions are what turn a generic output into something that fits your shop.

03 Answer each set, one at a time

Claude will work through Style, Branding, and Purpose with you. Give it as much detail as you can — hex codes, audience, tone, vibe references.

04 Use plugins to take action

Connect the **Canva** plugin to generate or edit designs without leaving Claude. Connect **Google Drive** to pull from Sheets, Docs, and brand files. Plugins turn Claude from a brainstorm partner into a build partner.

05 Refine, then publish

Take outputs into Canva, Google Sheets, Kittl, or your tool of choice. Tweak until it feels like your brand, then upload to Etsy, Shopify, or your storefront.

SCALING TIP · PROJECTS & SKILLS

As your shop grows, move each product line into its own **Claude Project** — load brand colors, voice, target buyer, and past listings as project context. For repeatable workflows (Etsy SEO listings, mockup briefs, weekly carousel batches), build **Skills** Claude can run on command. This is how solo sellers operate like a team of five.

PNG Clipart *Bundles*

A best-seller across Etsy and Creative Market — PNG clipart bundles are evergreen, lightweight, and infinitely remixable.

COPY & PASTE INTO CLAUDE

PNG Clipart Bundle Generator Prompt

I want to create a **PNG clipart bundle** to sell as a digital product (Etsy / Creative Market / POD-ready). Before generating concepts, listing copy, or design briefs, ask me the following questions **one set at a time**:

Set 1 — Theme & Concept:

- What is the overall theme of the bundle? (e.g. woodland animals, coastal florals, retro coffee, boho desert, baby safari, vintage botanicals)
- How many individual PNG elements should the bundle include? (e.g. 20, 50, 100+)
- Should the elements be standalone illustrations, scene-builders, or a mix?

Set 2 — Style & Aesthetic:

- What is the art style? (e.g. watercolor, flat vector, line art, hand-drawn pencil, 3D rendered, retro halftone)
- Do you have a specific color palette or mood? (share hex codes or describe — e.g. dusty pastels, earthy neutrals, bright primaries)
- Any reference brands or aesthetics I should pull from? (e.g. Rifle Paper Co, Pottery Barn Kids, Anthropologie)

Set 3 — Use Case & Audience:

- Who is buying this bundle? (other Etsy sellers, scrapbookers, teachers, POD designers, small business owners)
- What end products will buyers create with it? (t-shirts, stickers, planner inserts, invitations, mugs)
- What's the price point and bundle size you're aiming for?

Once I answer all three sets, generate:

- A full **element list** for the bundle (every PNG to design)
- An **SEO-optimized Etsy listing title** (140 characters max)
- An **Etsy listing description** with bullet points and use cases

- 13 long-tail Etsy tags (20 characters max each)
- A Midjourney / image-AI prompt set I can use to generate each style consistently

CUSTOMIZATION NOTE

Swap the example themes in Set 1 to match your niche library. If you sell in one consistent style (e.g. only watercolor), hard-code that into Set 2 to skip the question and speed up output.

PALETTE IDEAS · PNG CLIPART BUNDLES

Woodland Nursery



#A8B5A0



#D4A373



#E9DCC9

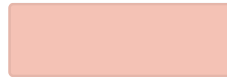


#7B5E3F

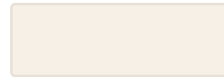
Coastal Florals



#A8C5D6



#F4C2B5



#F7F0E6



#8DAFA0

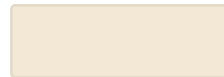
Retro Coffee



#6B4423



#D2A86A



#F2E8D5



#A8534A

TOOLS THAT PAIR WELL

Kittl is excellent for finishing AI-generated clipart and exporting clean PNGs at scale. Use code **HEATHERYT** for 25% off your first month of Pro — kittl.pxf.io/WDZVPG

NEW TO ETSY?

Get **40 free Etsy listings** when you open your shop with my referral link — etsy.me/4nBtJP4

Budget *Spreadsheets*

Aesthetic, functional, and shareable — color-coded budget templates are one of the highest-converting digital products on Etsy right now.

COPY & PASTE INTO CLAUDE

Budget Spreadsheet Generator Prompt

I want to create an **aesthetic budget spreadsheet** to sell as a digital product (Google Sheets / Excel compatible). Before generating the structure, formulas, or design system, ask me the following questions **one set at a time**:

Set 1 — Function & Scope:

- What type of budget is this? (monthly household, paycheck-to-paycheck, debt payoff, sinking funds, savings tracker, business expense tracker, wedding, baby, travel)
- What time frame should it cover? (weekly, monthly, quarterly, annual, or a full multi-tab system)
- What tracking categories should be included? (income, fixed bills, variable expenses, subscriptions, savings goals, debt, net worth)
- Should it include automatic formulas, charts, or visual dashboards?

Set 2 — Branding & Design:

- What is the visual style? (minimalist, boho, modern, dark mode, cottagecore, Y2K, professional)
- What color palette should it use? (share hex codes or describe — e.g. sage green & cream, dusty pink & mocha, navy & gold)
- How many color variants do you want to offer in the listing? (1, 3, 5, or a full rainbow set)
- What fonts should I recommend? (Google Sheets / Excel font names only)

Set 3 — Purpose & Audience:

- Is this for personal use, a paid Etsy product, or a freebie lead magnet?
- Who is the target buyer? (young professionals, moms, debt-free journey crowd, ADHD-friendly, small business owners)
- Do you want me to write the listing title, description, and tags too?

Once I answer all three sets, generate:

- A complete **tab-by-tab structure** with column headers
- The **exact formulas** needed in each calculated cell
- A **design specification** with color codes, font choices, and visual hierarchy
- A short **"How to Use" guide** to include as a PDF cover sheet
- **Etsy listing copy** with SEO title, description, and 13 tags (if requested)

CUSTOMIZATION NOTE

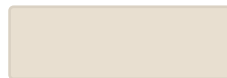
If you build in Google Sheets specifically, add a line in Set 1 asking which native Sheets features to use — conditional formatting, drop-downs, or pivot tables. This makes the output ready to drop into a template.

PALETTE IDEAS · BUDGET SPREADSHEETS

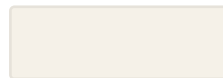
Sage & Linen



#9CAF88



#E8DFD0



#F5F1E8



#4A5D3F

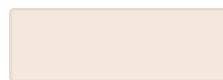
Dusty Rose & Mocha



#D4A5A0



#8B6F5F



#F4E8DC



#5C4838

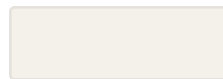
Navy & Gold



#1E3A5F



#C9A961



#F4F1EB



#5B7A99

NICHE-VALIDATE BEFORE YOU BUILD

Use **Everbee** to validate which budget spreadsheet styles are actually selling on Etsy before you design — free trial at everbee.io

Habit & Meal Planner Worksheets

Daily, weekly, ADHD-friendly, wellness, workout — the worksheet category is endlessly remixable and consistently in demand.

COPY & PASTE INTO CLAUDE — MEAL PLANNER VERSION

Meal Planner Generator Prompt

I want to create a **printable PDF meal planner using Canva**. Before you start, ask me the following questions **one set at a time**:

Set 1 — Style & Layout:

- What's the overall aesthetic? (e.g. boho/earthy, clean & minimal, bright & playful, elegant & luxury, cottagecore, modern farmhouse)
- What time span should it cover? (daily, weekly, monthly, or a combo)
- What sections do you want included? (e.g. Breakfast, Lunch, Dinner, Snacks, Grocery List, Water Tracker, Prep Notes, Calories/Macros)

Set 2 — Branding & Design:

- What paper size? (US Letter 8.5x11, A4, A5, or multiple)
- Do you have a specific color palette? If yes, share your hex codes. If no, describe a vibe (e.g. sage green & linen, dusty rose & cream, mocha & oat)
- What font style feels right? (handwritten & organic, clean serif, modern sans-serif, mixed)
- Should it be fill-in-the-blank style, checklist style, or both?

Set 3 — Purpose & Audience:

- Is this for personal use, a digital product to sell on Etsy, or a freebie/lead magnet?
- Who is the target audience? (e.g. busy moms, health-conscious women, meal preppers, general wellness)
- Do you want a title or logo on the planner, and if so what should it say?

Once I answer all three sets, generate the best possible Canva design using my exact branding, color palette, and layout preferences — optimized for print-ready PDF output.

CUSTOMIZATION NOTE

This same three-set structure works for **any worksheet** — habit tracker, ADHD daily planner, workout log, gratitude journal, cleaning schedule. Swap "meal planner" for your worksheet type in the opening line and update Set 1 sections to match.

PALETTE IDEAS · HABIT & MEAL PLANNERS

Boho Earthy



Clean & Minimal



Bright & Playful



Wall Art *Digital & Printable POD*

Sell the same artwork twice — once as an instant-download digital file, once as a print-on-demand poster, canvas, or framed print.

COPY & PASTE INTO CLAUDE

Wall Art Generator Prompt — Digital + POD

I want to create **wall art** to sell as both an instant-download digital product **and** a print-on-demand physical product (poster, canvas, framed print). Before generating concepts, art prompts, or listing copy, ask me the following questions **one set at a time**:

Set 1 — Concept & Style:

- What is the wall art theme or concept? (e.g. botanical line art, abstract shapes, vintage travel posters, baby nursery animals, minimalist quotes, boho desert)
- What art style? (line art, watercolor, mid-century modern, 3D render, photographic, hand-lettered typography, collage)
- Should this be a single piece, a 2-piece set, a 3-piece gallery wall, or a larger collection?

Set 2 — Branding & Color:

- What color palette should the art live in? (share hex codes or describe — e.g. terracotta & sage, dusty pastels, monochrome black & cream)
- What room or vibe is the art designed for? (nursery, modern living room, boho bedroom, home office, kitchen, gallery wall)
- Any aesthetic references? (e.g. Rifle Paper Co, Pottery Barn, Anthropologie, mid-century Scandinavian)

Set 3 — Sizing, Format & Audience:

- What print sizes should the digital download include? (standard: 5x7, 8x10, 11x14, 16x20, 18x24, 24x36, plus A-series and ISO ratios)
- Which POD platform will the physical version live on? (Printify, Printful, Society6, Fine Art America, Redbubble)
- Who is the target buyer? (new parents, homeowners, college students, gift shoppers, designers)

Once I answer all three sets, generate:

- A **concept list** of individual art pieces in the collection
- A **full image-AI prompt set** (Midjourney / Kittl / DALL-E) to create each piece in a consistent style
- A **file-prep checklist** for the digital download (DPI, color profile, file formats, size ratios)
- A **mockup brief** describing the lifestyle scenes for the Etsy listing photos
- **Etsy listing copy**: SEO title, description, and 13 tags

CUSTOMIZATION NOTE

For nursery and baby art, narrow Set 1 to your micro-niche (e.g. woodland animals, safari, ocean, jungle). The tighter the niche, the easier Etsy SEO becomes — and the easier it is to build a cohesive collection.

PALETTE IDEAS · WALL ART

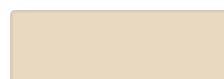
Terracotta & Sage



#C97B5F



#A8B596



#E8D9C0



#5D4A3C

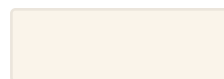
Pottery Barn Kids



#D4B59A



#A6B8B0



#FAF4EA



#8C7A65

Mid-Century Modern



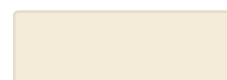
#D97D54



#E8B85D



#2C5F5D



#F4EBD8

TOOLS THAT PAIR WELL

Printify is my go-to for POD wall art — wide product range and easy mockups. Use code **HEATHER20** for 20% off your first order — try.printify.com/ou8hgmzkax8e

Social Media *Template Bundles*

BEST FOR
ETSY · CREATIVE
MARKET · DIRECT DM
SALES · LEAD
MAGNETS

Carousels, hooks, captions, and Reels covers — a complete template bundle is one of the highest-value digital products you can sell.

COPY & PASTE INTO CLAUDE

Social Media Template Bundle Generator Prompt

I want to create a **social media template bundle** — Instagram carousels, hooks, captions, and post designs — to sell as a digital product (Canva templates / editable Canva links). Before generating templates, copy, or design briefs, ask me the following questions **one set at a time**:

Set 1 — Niche & Format:

- What microniche is this bundle built for? (e.g. fitness, meal prep, education, nurses/healthcare, lifestyle vloggers, small business owners, real estate agents, coaches)
- What formats should the bundle include? (Instagram carousels, single posts, Story templates, Reels covers, quote cards, before/after templates)
- How many total templates? (e.g. 10, 25, 50, 100+)
- How many carousel slides per template? (e.g. 6, 8, 10, 12 — IG sweet spot is 8–10)

Set 2 — Aesthetic & Brand Direction:

- What aesthetic direction? (editorial / magazine-style, clean minimal, playful & bold, earthy & warm, luxury serif, retro, Y2K, scrapbook collage)
- What color palette? (share hex codes or describe — e.g. terracotta, sage, navy/ochre, mustard, dusty rose)
- What font pairing feels right? (serif + sans, all serif editorial, handwritten + clean sans)
- Any visual references or brands the buyer should think of?

Set 3 — Content & Buyer Outcome:

- Should the bundle include **fully written copy** (hooks, captions, CTAs) or just blank design templates?
- How many **hooks** and **captions** should I generate?
- Who is the buyer and what outcome do they want? (more followers, more leads, more saves, more course/product sales)

- What's the price point and bundle structure? (tiered: starter / standard / premium)

Once I answer all three sets, generate:

- A complete **template list** with format and purpose for each
- A **10-slide master carousel architecture** (Hook → Problem → Index → Chapters → Recap → CTA)
- The full set of **hooks and captions** written in the buyer's voice
- A **design specification** with color tokens, font pairings, and slide dimensions (1080x1350 for IG portrait)
- **Etsy / Creative Market listing copy**: SEO title, description, and 13 tags

CUSTOMIZATION NOTE

If you sell into one specific niche (e.g. only fitness coaches), hard-code that into Set 1 and remove the niche question. The tighter you make the prompt, the more focused — and salable — the output.

PALETTE IDEAS · SOCIAL MEDIA TEMPLATES

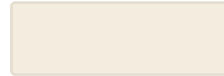
Editorial Magazine



#1F1D1A



#C44D3A



#F3ECD F



#8A8278

Playful & Bold



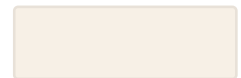
#E07B6A



#5BA8C4



#8DB87A



#F7F0E6

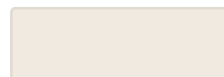
Luxury Serif



#3D2817



#B8956A



#F0EAE0



#7A6B5C

BONUS RESOURCE

If you're new to print on demand and want a foundation to plug these digital product ideas into, grab the **free Print on Demand Crash Course** — studio.heatherxstudio.com/etsypodcrashcourse

The Tools I *Actually* Use

These are the platforms, tools, and free trainings I personally use and recommend to my students. Some are affiliate links — when you use them, you support 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 using my referral link — perfect for testing every digital product idea in this guide without paying listing fees upfront.

etsy.me/4nBtJP4

Print on Demand Crash Course **FREE**

My free beginner course — 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, creating clipart, and exporting clean, scalable assets. **Use code HEATHERYT** for 25% off your first month of the Pro plan.

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. Free trial available.

everbee.io/?via=heather

Printify**HEATHER20 · 20% Off**

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

try.printify.com/ou8hgmzkax8e

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Some of the links above are affiliate or referral links. This means I may earn a small commission or shop credit if you make a purchase, at no additional cost to you. I only recommend tools I use and trust in my own business across HeatherXStudio, 2ndJune, and Creative Cove LLC.

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- 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.
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This guide was created with the assistance of AI, specifically Claude AI by Anthropic. The prompts inside have been tested, refined, and edited by a human creator with real-world experience selling digital products. They are designed to be used as 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 brand names, platforms, and tools mentioned in this guide (Claude AI, Anthropic, Canva, Kittl, Everbee, Printify, Etsy, Shopify, Google Sheets, Excel, Midjourney) are the property of their respective owners. References do not imply endorsement by those companies.