

Heather Studio

TRACKER

90 DAY CHALLENGE

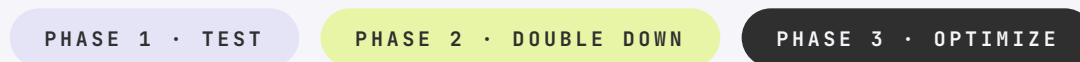
90 Day Challenge *Tracker.*

Your roadmap from zero to Etsy momentum.

Three paths. Three phases. Ninety days. Test what sells, double down on what works, then optimize the winners. Pick the path that matches where you are today and log every listing you publish.



THE THREE PHASES



INSIDE THIS TRACKER

PAGES 02-07

The guide

Your path, your schedule, your setup page and the six rules that keep it going.

PAGES 08-19

The 90 days

Ninety daily log rows, twelve weekly reflections and three checkpoint audits.

PAGES 20-22

The payoff

Performance log, day 90 summary and the plan for your next 90 days.

START HERE

How this tracker *works.*

Six steps. Do them in order and the rest of the challenge runs itself.

1

Pick your path

Not started, started but not growing, or growing and ready to scale. Page 3 tells you which one you are and what your daily pace is.

2

Pick your schedule

Daily, one bulk day, or themed days. Page 5. The schedule matters more than the number.

3

Fill in your setup page

Page 6. Write your start date, your targets and your reason. This is the page you come back to on the hard days.

4

Log what you publish

Check the box, write the niche, name what you published. Sixty seconds, not six minutes. Fill in rows on the days you actually publish, not on a schedule you wish you had.

5

Answer the weekly reflection

This is where a log becomes data. Skip these and you are just counting listings.

6

Run the audits at day 30, 60 and 90

Each audit tells you what to keep, what to cut and what to build next.

THE THREE PHASES

PHASE 1

DAYS 1-30

Test

Go wide. Try niches, products and styles fast enough to get real data by day 30.

PHASE 2

DAYS 31-60

Double down

Go deep on the winners. More listings, more variants, better SEO in the niches that moved.

PHASE 3

DAYS 61-90

Optimize

Keep creating, start refining. One new listing and one improved listing per day.

STEP ONE

Choose your *path*.

Three paths, one challenge. Pick the one that matches where you are today, not where you want to be.

PATH 1

Haven't started yet

No shop yet, or a shop with no listings and no sales.

PHASE 1 1 / day

PHASE 2 2 / day

PHASE 3 1 new + 1 fix

120

LISTINGS IN 90 DAYS

PATH 2

Started, not growing

Listings are live but views and sales stay flat. Usually under 100 sales.

PHASE 1 2 / day

PHASE 2 3 / day

PHASE 3 2 new + 2 fix

210

LISTINGS IN 90 DAYS

PATH 3

Growing, ready to scale

Sales are steady and repeatable, and you have time or help to add volume.

PHASE 1 3 / day

PHASE 2 5 / day

PHASE 3 3 new + 3 fix

330

LISTINGS IN 90 DAYS

READ YOUR NUMBER AS A WEEK, NOT A DAY

One a day means seven a week. If your life only gives you Sunday, Tuesday and Saturday, publish two, two and three. The weekly total is the target. The daily number is just the easiest way to picture it.

WHY PHASE 3 LOOKS DIFFERENT

Phase 3 counts a fix the same as a new listing. Refreshing a title, swapping a photo or adding a variant to a listing that already gets views usually earns more than publishing something brand new, which is why every path does both.

THE ONLY RULE THAT MATTERS

Every number here is suggested, not required. A path you can actually finish beats a path that looks impressive on day one and gets abandoned by day nine. Drop a path before you drop the habit.

MY PATH FOR THIS CHALLENGE

☐

PATH 1 • NOT STARTED

☐

PATH 2 • NOT GROWING

☐

PATH 3 • SCALING

Your path, your version of *the challenge*.

Same 90 days. Very different jobs. Read your column and ignore the other two.

	PATH 1 HAVEN'T STARTED	PATH 2 NOT GROWING YET	PATH 3 READY TO SCALE
FOCUS ON	Getting the shop live and the first listing published in week one. Build your mockup and SEO templates early so every day after is faster.	Diagnosis plus volume. Every listing gets researched tags and a strong first photo, and every row gets its niche logged so week four tells you the truth.	Systems and delegation. Each row is a brief a VA can work from. Batch by theme day and track return per listing, not per day.
IGNORE FOR NOW	Conversion math, ads, variants, refreshing listings. None of it matters until there is data to read.	Your old listings, a second shop, and every trend on your feed. Fix what you publish before you fix the archive.	One off listings that cannot be templated, repeated or handed off to somebody else.
WIN CONDITION	A live shop, 30 days with no gaps, and finally enough listings to see a pattern.	Three niches you can name with proof, and a design to publish workflow under 20 minutes.	A pipeline your team runs without you, plus three to five full collections built from proven winners.
IF YOU FALL BEHIND	Never double up to catch up. Skip the missed day and restart the streak today.	Halve the daily target for the week but keep publishing daily. Pace is recoverable, rhythm is not.	Protect the optimization work first. New listings can wait a day. Refreshes on proven listings compound.

PATH 1 ONLY

Before day one

Knock these out in week one, then start counting.

- ☐ Shop name, banner and profile photo
- ☐ Shop policies and about section
- ☐ Printify or Printful connected to Etsy
- ☐ One design template you can reuse
- ☐ One mockup set you can reuse
- ☐ A title and tag formula you can copy

Switching paths mid challenge

Moving down a path is a strategy, not a failure. Moving up mid challenge is how people quit in week six.

If you are ahead of pace at day 30, do not raise your daily number. Add variants, sizes and colors to the listings that already get views. Same effort, better odds.

Path 2 sellers: if 30 days of volume changes nothing, the problem is the product or the photos, not the pace.

STEP TWO

Choose your *schedule*.

There is no single right way to hit your number. Pick the one that fits your actual life.

OPTION A

Daily Creation

Create your daily number every single day. Best if you have consistent daily time. Small progress compounds fast and the habit locks in early.

OPTION B

One Bulk Day

Block four to eight hours on one day, usually Saturday or Sunday, and build the whole week at once. Best for full time jobs and unpredictable weekdays.

OPTION C

RECOMMENDED

Themed Days

A different job each day. The most efficient method for most sellers because your brain stays in one mode instead of switching all day.

SAMPLE THEMED WEEK

MON	Design Day	Create new designs only. Nothing else.
TUE	Product Setup + Mockups	Load designs into Printify or Printful. Generate and refine every mockup.
WED	Buffer / Catch Up	Finish anything left from Monday or Tuesday. Light day by design.
THU	SEO + Publish	Write titles, tags and descriptions from keyword research. Publish everything.
FRI	Marketing + Social	Pin to Pinterest, post to Instagram and TikTok, reply to your people.
SAT	Review + Analytics	Check sales, top performers and listing stats. Plan next week.
SUN	Rest or Trend Research	Fully rest, or scroll Etsy, Pinterest and TikTok for what is coming.

MY SCHEDULE FOR THIS CHALLENGE

☐ DAILY ☐ ONE BULK DAY ☐ THEMED DAYS

PICK ONE AND COMMIT

Switching schedules every week is the same as having none. Give the one you choose a full 30 days before you decide it does not work.

IF YOU BULK CREATE

Build in one block, then publish across the week instead of dropping everything at once. You still hit the same weekly total, and steady activity reads better than one big spike.

STEP THREE

Set your 90 days.

Fill this in before day one. Come back to it on the days you want to quit.

SHOP NAME

START DATE

DAY 90 DATE

MY PATH

MY SCHEDULE

LISTINGS PER DAY

90 DAY LISTING GOAL

90 DAY REVENUE GOAL

SALES GOAL

WHY I AM DOING THIS

The real reason. Not "more sales".

My commitment

I am committing to this pace for 90 days, starting and signing here:

MY CHECKPOINT DATES

DAY 30 • PHASE 1 AUDIT

DAY 60 • PHASE 2 AUDIT

DAY 90 • FINISH LINE

Six rules for *the long game*.

The difference between a 90 day challenge and a 9 day one.

01 Quality over quantity

Never burn yourself out chasing a number. A burned out seller publishes nothing at all. Sustainable pace wins every time.

02 Use templates

Reusable mockup and SEO templates save hundreds of hours over 90 days and keep your shop visually consistent.

03 Batch repetitive work

Mockups, descriptions, tags. Batch them. Your brain works faster in one mode and context switching quietly kills output.

04 Track everything

A simple sheet beats fancy software. Date, niche, product type, views, favorites, sales. That is the whole system.

05 Do not delete early

Wait at least two renewal cycles, roughly eight months, before pulling a listing. Etsy SEO needs time to index and rank.

06 Rest is in the plan

One real rest day a week is part of the system, not a break from it. Ninety days is long enough to need it.

The testing *phase.*

Try everything. See what sticks. No perfection, just action.

1 / DAY

PATH 1

2 / DAY

PATH 2

3 / DAY

PATH 3

30 DAYS

TO TEST WIDE

What this phase is for

- Test as many niches as your path allows, not as many as you can imagine.
- Build the templates you will reuse for the next 60 days.
- Publish before it is perfect. Data beats polish this month.
- Log the niche every single day. Phase 2 is chosen from this page.

What to skip right now

- Deleting anything. Etsy SEO needs time to index.
- Refreshing listings that are less than 30 days old.
- Paid ads on a shop that is still finding its niche.
- Comparing your day 6 to somebody else's year three.

TEN NICHEs I AM TESTING THIS PHASE • E.G. DOG MOM, TEACHER, CAMPING

01		06	
02		07	
03		08	
04		09	
05		10	

MY PHASE 1 TARGET

Set the weekly number first, then split it across the days you can actually work.

PER DAY

PER WEEK

PHASE TOTAL

DAYS I CAN REALISTICALLY WORK

Days 1 to 14

One row per day. Hit the weekly total however your week actually runs.

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
1	☐				
2	☐				
3	☐				
4	☐				
5	☐				
6	☐				
7	☐				

WEEK 1 REFLECTION

What got views? What got favorites? What flopped?

THIS WEEK

RUNNING TOTAL

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
8	☐				
9	☐				
10	☐				
11	☐				
12	☐				
13	☐				
14	☐				

WEEK 2 REFLECTION

Which niche is pulling ahead? What felt slow in your workflow?

THIS WEEK

RUNNING TOTAL

Days 15 to 28

Halfway through the testing phase. Patterns should be showing up by now.

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
15	☐				
16	☐				
17	☐				
18	☐				
19	☐				
20	☐				
21	☐				

WEEK 3 REFLECTION

What niche, style and product type are working so far?

THIS WEEK

RUNNING TOTAL

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
22	☐				
23	☐				
24	☐				
25	☐				
26	☐				
27	☐				
28	☐				

WEEK 4 REFLECTION

Any sales yet? What did the buyer actually buy?

THIS WEEK

RUNNING TOTAL

Days 29 to 30 + audit

Close out the testing phase, then run the numbers.

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
29	☐				
30	☐				

WEEK 4 REFLECTION

Last two days of Phase 1. Finish strong.

THIS WEEK

RUNNING TOTAL

DAY 30 CHECKPOINT

Month 1 audit

LISTINGS LIVE

TOTAL VIEWS

FAVORITES

SALES

REVENUE

BEST NICHE

BEST PRODUCT TYPE

BEST LISTING

KEEP AND GO DEEPER

- 01
- 02
- 03

STOP MAKING

- 01
- 02
- 03

THE ONE DECISION FROM THIS AUDIT

What is the one thing you are changing for Phase 2?

Double *down.*

You found what works. Now go deeper and faster.

2 / DAY

PATH 1

3 / DAY

PATH 2

5 / DAY

PATH 3

30 DAYS

TO GO DEEP

What this phase is for

- Build 5 to 15 new listings around your top performing designs.
- Add variants and sizes to listings that already get views.
- Test two or three genuinely new product types, no more.
- Rewrite SEO using the keywords that actually brought traffic.

What to skip right now

- Niches with zero views after 30 days. Let them go.
- Starting a second shop. Finish this one first.
- Rebuilding your whole design style mid-challenge.
- Chasing a trend that has nothing to do with your winners.

MY TOP NICHEs FROM PHASE 1

01 WINNER ONE

02 WINNER TWO

03 WINNER THREE

04 WORTH ONE MORE TEST

05 WORTH ONE MORE TEST

MY PHASE 2 TARGET

Phase 2 is where most sellers quietly slow down. Set a number you can defend.

PER DAY

PER WEEK

PHASE TOTAL

DAYS I CAN REALISTICALLY WORK

Days 31 to 44

Build around the winners. Log the niche every day so week 8 makes sense.

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
31	☐				
32	☐				
33	☐				
34	☐				
35	☐				
36	☐				
37	☐				

WEEK 5 REFLECTION

Are your winning niches still performing? Any new patterns?

THIS WEEK

RUNNING TOTAL

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
38	☐				
39	☐				
40	☐				
41	☐				
42	☐				
43	☐				
44	☐				

WEEK 6 REFLECTION

Which listings get the most traction? What keywords are working?

THIS WEEK

RUNNING TOTAL

Days 45 to 58

Depth over variety. Variants and sizes count as listings too.

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
45	☐				
46	☐				
47	☐				
48	☐				
49	☐				
50	☐				
51	☐				

WEEK 7 REFLECTION

What is selling? What do buyers seem to want most?

THIS WEEK

RUNNING TOTAL

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
52	☐				
53	☐				
54	☐				
55	☐				
56	☐				
57	☐				
58	☐				

WEEK 8 REFLECTION

What would you double down on harder? What can you drop?

THIS WEEK

RUNNING TOTAL

Days 59 to 60 + audit

Two days left in Phase 2, then the mid-challenge audit.

DAY	DONE	#	NICHE / THEME	LISTINGS CREATED	NOTES
59	☐				
60	☐				

WEEK 8 REFLECTION

Close out the phase. What are your proven winners?

THIS WEEK

RUNNING TOTAL

DAY 60 CHECKPOINT

Month 2 audit

LISTINGS LIVE

TOTAL VIEWS

FAVORITES

SALES

REVENUE

BEST NICHE

BEST PRODUCT TYPE

BEST LISTING

KEEP AND GO DEEPER

- 01
- 02
- 03

STOP MAKING

- 01
- 02
- 03

THE ONE DECISION FROM THIS AUDIT

Which listings are you optimizing first in Phase 3?

Optimize *and scale.*

Keep creating. Start refining. Make what works, work harder.

1 + 1 / DAY

PATH 1

2 + 2 / DAY

PATH 2

3 + 3 / DAY

PATH 3

30 DAYS

TO COMPOUND

What this phase is for

- Expand your top three to five performers into full collections.
- Refresh one proven listing a day: title, tags, photos or price.
- Layer in seasonal and holiday designs while the traffic is there.
- Start the launch calendar for the 90 days after this one.

What to skip right now

- New niches. You are past discovery now.
- Optimizing listings with no data yet. Refresh proven ones.
- Changing more than one thing at once on the same listing.
- Quitting on day 85 because the finish line feels far.

TOP LISTINGS TO OPTIMIZE THIS PHASE

01 BEST SELLER

02 MOST VIEWS, FEW SALES

03 MOST FAVORITES, NO SALES

04 GOOD LISTING, WEAK PHOTOS

05 STRONG DESIGN, WEAK TITLE

MY PHASE 3 TARGET

Count a refresh as a listing. Both go in the boxes below.

PER DAY

PER WEEK

PHASE TOTAL

DAYS I CAN REALISTICALLY WORK

Days 61 to 74

New listing on the left, the listing you refreshed on the right.

DAY	DONE	NEW LISTING(S)	OPTIMIZED + WHAT CHANGED	NOTES
61	☐			
62	☐			
63	☐			
64	☐			
65	☐			
66	☐			
67	☐			

WEEK 9 REFLECTION

What did you optimize? Any immediate impact?

THIS WEEK

RUNNING TOTAL

DAY	DONE	NEW LISTING(S)	OPTIMIZED + WHAT CHANGED	NOTES
68	☐			
69	☐			
70	☐			
71	☐			
72	☐			
73	☐			
74	☐			

WEEK 10 REFLECTION

Is search traffic improving on the listings you refreshed?

THIS WEEK

RUNNING TOTAL

Days 75 to 88

Final sprint. Change one thing at a time so you know what moved the needle.

DAY	DONE	NEW LISTING(S)	OPTIMIZED + WHAT CHANGED	NOTES
75	☐			
76	☐			
77	☐			
78	☐			
79	☐			
80	☐			
81	☐			

WEEK 11 REFLECTION

Reviews and messages coming in? What are buyers saying?

THIS WEEK

RUNNING TOTAL

DAY	DONE	NEW LISTING(S)	OPTIMIZED + WHAT CHANGED	NOTES
82	☐			
83	☐			
84	☐			
85	☐			
86	☐			
87	☐			
88	☐			

WEEK 12 REFLECTION

What is working best? What would you scale with more time?

THIS WEEK

RUNNING TOTAL

Days 89 to 90 + *final audit*

The last two days. Then look at the whole 90.

DAY	DONE	NEW LISTING(S)	OPTIMIZED + WHAT CHANGED	NOTES
89	☐			
90	☐			

WEEK 12 REFLECTION

Last two days. Finish the thing you started.

THIS WEEK

RUNNING TOTAL

FINAL CHECKPOINT

Day 90 audit

LISTINGS LIVE

TOTAL VIEWS

FAVORITES

SALES

REVENUE

BEST NICHE

BEST PRODUCT TYPE

BEST LISTING

KEEP AND GO DEEPER

- 01
- 02
- 03

STOP MAKING

- 01
- 02
- 03

THE ONE DECISION FROM THIS AUDIT

What is the one system you are keeping for the next 90 days?

Listing performance *log.*

Log your best and worst performers here. Check the numbers 30 days after publishing.

HOW TO USE THIS

You do not need every listing on this page. Track the ones that surprise you in either direction. Ten honest rows beat ninety copied ones.

DATE	LISTING TITLE	NICHE	PRODUCT	VIEWS	FAVS	SALES

MY BEST PERFORMER AND WHY I THINK IT WORKED

Design, niche, product, price, photos. Name the reason.

MY BIGGEST MISS AND WHAT I LEARNED

Wrong niche, wrong product, wrong price, wrong photos.

DAY 90

You *built this.*

Look at what came out of 90 days of showing up.

TOTAL LISTINGS CREATED

TOTAL SALES

REVENUE GOAL

ACTUAL REVENUE

TOP 3 NICHEs OF THE CHALLENGE

1

2

3

BEST PERFORMING LISTING

LISTING

PRODUCT TYPE

WHY IT WORKED

WHAT WOULD YOU TELL YOURSELF ON DAY ONE?

ONE LAST THING

You showed up for 90 days. That alone puts you ahead of almost everyone who started when you did. Now keep going. Your shop is just getting started.

Post your day 90 numbers and tag @heatherstudio. I want to see them.

WHAT COMES NEXT

Your next 90 days.

Do not stop at day 90. Set the next round while the momentum is still warm.

KEEP DOING

01

02

03

04

STOP DOING

01

02

03

04

START DOING

01

02

03

04

NEXT LISTING GOAL

NEXT REVENUE GOAL

NEXT ROUND STARTS

Collections to build out

Take a proven winner and build the full family around it.

One new product line to test

One. Not five. Diversify slowly and on purpose.

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THAT IS THE WHOLE SYSTEM

Start fast. Build *momentum*. Scale with *purpose*.

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