
The Ornament *Cheat Sheet*

*Five blanks compared, three niches that carry every 24, real
Printify costs, and the engraving rules behind an ornament
listing that can do six figures — in eight pages.*

A HEATHERXSTUDIO GUIDE

Niche · Blank · Design · List



Three niches that carry *every* Q4.

Ornaments sell all year, but these three gift moments are what turn a listing into a six-figure listing. Every one of them is an event the buyer only gets once — which is exactly why they'll pay keepsake prices.

01 Engagement & Newlywed

HIGHEST AOV

The strongest ornament niche there is. A couple gets exactly one "first Christmas engaged" and one "first Christmas married" — and the buyer is often not the couple, it's a mother, a maid of honour, or a friend who wants the gift to look expensive. Cover both states in one listing so you catch either search.

SEARCH THE BUYER IS TYPING

newly engaged ornament

first christmas married

newlywed gift

engagement ornament 2026

02 First Home & New Homeowner

YEAR-ROUND

Someone closes on a house and half their circle needs a gift within the month. This is the niche that keeps selling in March, which is what makes ornaments a real business rather than a ninety-day sprint. Put the year on it — dated designs are the reason people buy a second one next year.

SEARCH THE BUYER IS TYPING

new home ornament

first home christmas

housewarming gift

our first home 2026

03 Pregnancy & Baby's First Christmas

HIGHEST EMOTION

Two separate products hiding in one niche: the ultrasound keepsake for an expecting parent, and baby's first Christmas for the year after. Grandparents, aunts and uncles buy this one hard, and they don't price-compare. A pregnancy reveal ornament for a dad or a grandpa is an underserved corner worth owning.

SEARCH THE BUYER IS TYPING

baby first christmas

ultrasound ornament

pregnancy announcement

expecting ornament

USE THIS AS INSPIRATION, NOT A TEMPLATE

Copycat culture is the default on Etsy and it's why so many ornament shops flatline. Study **what** is selling in these niches — the occasion, the personalization, the price point — then bring your own product type and your own design to it. Cloning one listing gets you one listing's leftovers.

Don't sell the ornament *everyone* sells.

Ceramic is the default, which is why ceramic is a price war. Engraved and specialty blanks let you charge two to three times more for the same amount of work — here are the five worth your attention, with live Printify costs.



HEATHER'S PICK

Crystal Glass Ornament (*Engraving*)

CHILL · US & DUBAI

\$5.60 \$4.13 Premium

Etched, not printed. Reads as a real keepsake in hand. Cheapest premium blank here, highest ceiling on price. Circle or heart.



MOST PREMIUM

Glass Ornaments

PRINTED MINT

\$19.00 \$13.77 Premium

Bevelled edge, real weight. The most expensive blank here and it feels it. Only works if you price at \$42+ — but it justifies that price in the hand.



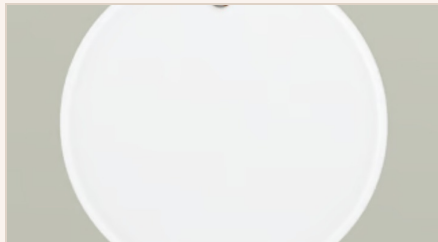
THE DEFAULT

Ceramic Decoration Ornament (ipc)

SWIFTPOD

\$4.83 \$3.81 Premium

A second offer, not your brand. Cheap and reliable, but it's what the whole marketplace sells at \$6–\$10. Fine as a lower-priced companion listing.



Acrylic Ornament with Ribbon

ACRYLIC IDEA FACTORY

\$12.22 \$8.86 Premium

See-through, full colour. Takes colour that engraving can't. Price at \$32+. Printed Mint's plain acrylic runs cheaper at \$11.26 (\$8.16 Premium).



Sled Ornaments

DISTRICT PHOTO

\$12.77 \$9.25 Premium

Shape is the differentiator. Nobody scrolls past a wooden sled in a sea of circles. Great for family and first-Christmas designs.

HOW TO CHOOSE

Lead with the blank nobody else is using.

Ceramic is where the price war is. **Engraved and specialty blanks are where the margin is** — same listing work, two to three times the return.

Start with one specialty blank done properly. Add ceramic later as your budget option, not your flagship.

CHECK WHERE YOUR PROVIDER PRINTS — BEFORE YOU LIST

Some ornament providers warehouse in China. If your buyers are US or Canada based, that's a shipping-time and shipping-cost problem you'll eat in refunds and bad reviews. Chill prints US and Dubai; Liam is Canada based. Confirm the location, then set your processing and shipping times honestly.

You are not trying to be the *cheapest*.

Low price signals low quality, and nobody shops Etsy to save money — they shop Etsy because they want a gift that looks like it cost something. Here is what actually lands in your pocket at each price point.

CRYSTAL ENGRAVED · \$29.99

LINE	AMOUNT
Sale price	\$29.99
Blank (Chill)	- \$5.60
Etsy transaction 6%	- \$1.80
Processing ~3%	- \$0.90
Listing fee	- \$0.20
Profit per order	\$21.49

With Printify Premium the blank drops to \$4.13 — profit rises to **\$22.96**.

CERAMIC · \$15.00

LINE	AMOUNT
Sale price	\$15.00
Blank (SwiftPOD)	- \$4.83
Etsy transaction 6%	- \$0.90
Processing ~3%	- \$0.45
Listing fee	- \$0.20
Profit per order	\$8.62

Same listing work, same customer service — for 40% of the return.

The three pricing rules

- **\$15 to \$30 is the ornament market.** A personalized engraved crystal piece belongs at the top of it — price at \$29.99 and don't apologize for it.
- **Do not offer free shipping on ornaments.** Absorbing shipping on a \$15 item eats most of what you just made. Charge it, state it clearly, move on.
- **Chasing \$6 listings is a trap.** After 6% Etsy plus roughly 3% processing, there is nothing left. You cannot out-cheap a seller who is willing to make nothing.

PRICE FOR THE LABOUR, NOT JUST THE BLANK

Every personalized order is a photo you have to convert, a mockup you have to send, and an approval you have to chase. At ten orders a day, \$20 profit each is a real business — at \$6 profit each it is a part-time job you gave yourself. The margin above is what pays you for the custom work.

Engraving has *rules*. Break them and it won't print.

Engraving is not printing. The machine reads one thing — is this pixel solid, or is it not. Everything below is what separates a crisp etch from a muddy, half-legible mess.

01 Design in two values, never in colour

Solid black engraves. Transparent does not. Colour is simply ignored, so a design that looks great on screen can arrive as an unreadable blob. Build in black on transparent from the start.

02 Thicken anything thin — especially script

Fine script strokes drop out entirely. In Kittl, add a **Block Shadow** to the text, set offset to zero, then increase the width. Angle doesn't matter. This fattens the letterforms until the laser can actually hold them.

03 Vectorize photos to two or three colours

Remove the background, then vectorize. Two colours for a clean silhouette, three if you want a little dimension. Add a border or outline — it's the single fastest way to make a flat vector read as an etched portrait.

04 Use a white block shadow to stop overlap

When the portrait sits over your text, give the portrait a **white** block shadow at zero offset and widen it. That knocks a clean cutout around it so nothing superimposes.

05 Export PNG · background removed · 300 DPI

Print area is **900 × 900 px** for the circle and **946 × 900 px** for the heart. Stay inside the dashed line — the grey band outside it is wraparound, and anything there will not transfer the way you designed it.

Copy & paste — the cartoon portrait prompt

Turn this photo into a **clean two-tone cartoon portrait** of the couple, front facing, shoulders up, simple bold linework, no background, no gradients, high contrast. Keep every line **thick enough to survive laser engraving** — nothing hairline. Flat illustration style, black on white.

Then, to template it: save the exact prompt and the exact model you used. Every future order runs the same prompt through the same model so all your customers get the same house style — that consistency is your product, and it's what stops you reinventing the design on every single order.

THE MOCKUP RULE NOBODY FOLLOWS

Download the real blank mockup from your print provider first, then upload **that** into your AI tool and ask it to build lifestyle scenes around it. Never ask AI to invent an ornament from scratch — it will produce a product you don't sell. Starting from the true blank is why the finished images match what actually ships.

One listing, *three* buyer moments.

Your buyer may be shopping for someone newly engaged, freshly married, or celebrating an anniversary — and they'll type all three. Don't pick one. Build the title so a single listing catches every version of the same shopper.

THE TITLE FORMULA

Product + personalization · Primary occasion · Gift framing · Secondary occasion + year

Fill-in example

Personalized Engraved Crystal Ornament, **Newly Engaged & First Year Married Gift**, Custom Photo Couple Keepsake, **Newlywed Anniversary Christmas 2026**

ALL 13 TAGS — UNDER 20 CHARACTERS, READY TO PASTE

engraved ornament 17	photo ornament 14	newlywed gift 13
engagement gift 15	first christmas 15	couple ornament 15
custom ornament 15	crystal ornament 16	keepsake ornament 17
anniversary gift 16	personalized gift 17	wedding ornament 16
glass ornament 14		

Strip the generic repeats your provider auto-generates — "holiday ornament" and friends. Every duplicate tag is a wasted slot.

PERSONALIZATION FIELD SCRIPT

Add your last name and year. Message us your photo after purchase — we'll send a proof before we print.

Ask for the photo by message rather than upload. What buyers attach in the personalization box is compressed; what they message you is full resolution — and on an engraving, resolution is the whole product.

THE PHOTO CARDS THAT CONVERT

- The 5-step personalization card** — add name & date, send photo, we send a proof, you approve, we print and ship.
- The lead magnet card** — 20% off your first order when you join the email list. Free traffic you get to keep.
- A badge on the hero** — "custom cartoon from your photo," circled and arrowed. Say the offer out loud.
- A video mockup** — movement stops the scroll and Etsy favours listings that have one.

Three listing habits that separate the six-figure ornament shops

- **Write real alt text on every photo.** Etsy reads it, most sellers leave it blank, and it costs you four minutes per listing.
- **Put the year in the design and the title.** Dated keepsakes are the reason the same customer comes back and buys again next December.
- **Set your processing time honestly.** A personalized engraving needs proof-and-approve time built in. Overpromising in Q4 is how good shops collect bad reviews.

RUN IT THIS WEEK

List it now, so it's ranked by *November*.

The ornament listings doing six figures didn't appear in December — they were nine, ten, eleven months old by the time Q4 hit. A listing published in August has time to season. One published in November is just hoping.

Printify

HEATHER20 · 20% OFF

My go-to print provider — where every blank in this guide lives, with Etsy and Shopify integrations built in. Use code HEATHER20 for 20% off your first order.

try.printify.com/ou8hgmkszax8e

Kittl

HEATHERYT · 25% OFF

Where I design and vectorize every engraving file, generate the cartoon portraits, and build the lifestyle mockups. Unlimited POD licensing on a paid plan. 25% off your first month of Pro.

kittl.pxf.io/WDZVPG

Everbee

FREE PLAN AVAILABLE

The Chrome extension I use to check real listing revenue without leaving Etsy. This is how you verify a niche is selling before you design a single file.

everbee.io

Etsy — 40 Free Listings

REFERRAL

Opening a shop? Get 40 free listings with my referral link — enough to test this entire guide without paying listing fees upfront.

etsy.me/4nBtJP4

FREE

POD Crash Course

My free beginner course and the foundation everything in this guide plugs into — how to sell digital and print-on-demand products on Etsy and Shopify the right way.

studio.heatherxstudio.com/etsypodcrashcourse

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03 Glass snowflake ornament tutorial
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All blank costs, provider names, and print areas shown were accurate at the time of publication and are subject to change by the provider at any time. Always confirm current pricing, production location, and shipping times inside your own Printify account before you list or price a product.

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