

The Holiday Playbook *for Etsy & Print on Demand Sellers*

The actual path from zero to your first ten thousand: what to sell, what to ignore, and the handful of decisions that separate shops that stall out from shops that compound.

FREE • REPLAYS INCLUDED

Heather Marie • \$500K+ in shop sales

BEFORE WE START • DROP A NUMBER IN THE CHAT

Where are you with your shop right now?

1

Looking to start

No shop yet, or a shop with nothing listed in it.

2

Just began

Shop is open, some listings up, waiting on traction.

3

Been selling a while

Orders are coming in and you want the next level.

Type 1, 2 or 3. Today works for all three, but I want to know who I'm talking to.

HOW I GOT HERE

I've been all three of those answers.

THE FIRST SHOP

I started it the hard way

Scanning patients full time, listing at night, guessing at what would sell. It worked well enough to keep going and not well enough to explain why.

THE RESTART

Then I rebuilt from zero

I took what I had learned and started over on purpose this time, with one niche and a listing cadence instead of a hundred half-tested ideas.

NOW

The third time of building was 10X faster

Same person, different system. What took 30 hours a week now takes 3 hours at most.

I teach this because nobody handed me the second or third version. I had to go get it, and it cost me hundreds of hours, ad spend, business expenses, mistakes and listing fees.

WHY I CAN SAY THAT WITH A STRAIGHT FACE

I have watched this happen on repeat, *with my own shops and with my clients.*

MY OWN SHOPS

\$500K+

in sales since the articles were written, built with the same five pillars you are getting today.

MY STUDENTS AND
1:1 CLIENTS

\$5M+

in recorded print on demand sales across the courses and programs this system is built on.

AS FEATURED IN

Business Insider

Printify

Side Hustle Nation

How to Sell Your Stuff

The sellers who get there are not the ones with the best designs. They are the ones who picked a buyer, built a catalogue, and kept showing up after the season ended. I have coached this enough times to know which part people skip.

Results are individual and vary. These are past shop and client results from prior courses and 1:1 programs. Figures are revenue, not profit. Nothing here is a promise of income, and your results depend on your work, your niche and your market.

WHO I AM, AND WHO I BECAME

I was an MRI tech, *then I built a business.*

STUDENT • HAYLEY
Six figures lifetime, hit
this year. Four years,
3,387 orders.

STUDENT • KIM
Crossed six figures lifetime
on July 5. 2,066 orders.



PRINTIFY • SUCCESS STORIES

From 0 sales in Jan to \$250,000 by Dec: how I quit my
medical job for POD

[PRINTIFY.COM • READ THE ARTICLE](#)

BUSINESS INSIDER • SMALL BUSINESS

How I made \$181K from Etsy print on demand

I was an MRI technologist working in a hospital when I started my
Etsy print on demand store.

SIDE HUSTLE NATION • EPISODE 520

Building a \$15K a month print on demand business on Etsy

The Side Hustle Show interview on how the shop went full time.

HOW TO SELL YOUR STUFF ON ETSY • EPISODE 64

Heather makes \$15K per month with print on demand on Etsy

A top 10% business podcast. The full walkthrough of how the shop runs.

CLIENT 1 • SHOP ONE
\$597,058 across four years
of listing.

CLIENT • 11 MONTHS
\$100,120 in under a year, one niche.

These are my results. They are not a promise of yours.

WHY I TEACH THESE MASTERCLASSES

Because every year, someone in
this room becomes *the next success
story*.

Not the one with the best designs. The one who took the playbook home, picked a buyer, and kept listing after the season ended. I have watched it happen enough times to know it could be you.

DAY 01 • TODAY WE WILL COVER

Here is *where we are going*.

01	Who I am and why print on demand	How I got here, and the business of one	10 min
02	The facts	The market, the real competition, the rising bar, and a five minute break	20 min
03	The one lifetime lesson	The seven places method	8 min
04	The playbook	Five pillars for Q4, start to finish	50 min
05	Q&A	Your questions, live, all of them	30 min

Two hours of teaching, then your questions.

SECTION TWO

What sellers say holds them back *every year from just starting.*

Three myths. All three cost you a Q4.

Have you thought this, or do you right now?

Print on demand is saturated.
Everyone is doing it.

THE FACTS

A market growing 23% a year is not saturated.
Saturated markets shrink.

Global POD
market size
CAGR 23.6% ·
2026–2033

\$57.5B

\$10.8B

\$13.1B

2025

2026

2033 projected

Forecasts vary by firm, with Persistence Market Research projecting \$45.1B by 2033 and Brainy Insights \$61.5B. Every major firm projects 20%+ annual growth through 2033.

Source: Grand View Research, June 2026

Have you thought this, or do you right now?

Etsy has too much competition. Not
worth starting or continuing.

THE ACTUAL MARKET

Buyers are spending *more per person*, not less.

Etsy, Q2 2026

87M

active buyers

\$2.6B

GMS in Q2, up 7.5% year over year

\$124

GMS per buyer, up 2.8%

15:1

ratio of buyers to sellers, if you just divide 87 million by 5.7 million

That division is the technicality everyone reaches for, and it is not right either. **Both numbers count people who aren't really there.**

Source: Etsy Inc. Q2 2026 shareholder letter / 10-Q, August 2026. Third consecutive quarter of marketplace growth.

THE PART NOBODY SAYS OUT LOUD

5.7 million “active sellers.” *Approximately 1% are doing this full time.*

5.7M

“Active sellers.” Etsy counts a shop as active if it has had one charge in the past year. A single listing fee counts. Dormant shops count. Abandoned shops count.

1%

Are at 6 and 7 figures, starting around the \$200K to \$300K mark, and running it as a full-time income. That is the room you have been comparing yourself to.

You are not behind 5.7 million businesses. Most of that number isn't competing with you at all.

Seller count and definition: Etsy Inc. Q2 2026 10-Q, August 2026. The 1% figure is my own estimate from four years of my shop and student shops, not an Etsy-published number.

HUNDREDS OPEN A SHOP, GET SET UP, LOSE STEAM AND GO QUIET

Extinct, dormant, *or erupting.*



Extinct

Listed once or twice and never came back. The shop is still up. The seller left.



Dormant

Real listings and real work, but all of it months ago. Etsy still counts it as an active seller.



Erupting

Still listing and still testing. This is the shop you keep studying, and the one you can become.

A hundred shops in your niche, and one is erupting. Stop studying that one and be it. This is almost never about talent, it is about cadence, which is the part you can fix.

A THOUSAND SHOPS IN ONE NICHE

Most are quiet. *A handful are erupting.*



Every square is a shop in your niche. Most of them went dormant, and they still count as active sellers when you look at the number. You have been measuring yourself against the red ones. Cadence is what moves a square from one colour to the next, and it is the part you control.

HOW TO THINK ABOUT YOUR COMPETITION

You know the line about the five people you surround yourself with? *Niche research works the same way.*

The five shops you study before you enter a niche are the five shops winning page one. They are not the market. Judging your shop against them is like judging your income against the five richest people you follow.

The opening is further down the page, past the top five.

Have you thought this, or do you right now?

Only older, established shops make it.
Not new ones or ones that try again.

THE FACTS • LISTED IN THE PAST 6 MONTHS

Every single year, *I watch new shops break through.*

Product Analytics

Tag Analytics

Listings Analyzed : 32

Customize

Filter

Export

Product

Keywords to include (comma-separated)

Keywords to exclude (comma-separated)

Price

Max

Min

Last 6 months

Applies only to the metrics below

Sales

Revenue

Growth Rate

Trends

Max

Min

Total Sales

Total Reviews

Listing Age

Total Favorites

Max

Min

6

Min

Max

Min

+ Save Filter

Reset

☐	Custom Pet Photo And Nam...	\$13.82	5,981	\$82,657		2311% ↑	4,868	959	6 Mo.	9,871	☆ ...
☐	Custom 3D Sculpted Dog Fi...	\$78.01	3,151	\$245,810		27667% ↑	2,376	501	6 Mo.	12,443	☆ ...
☐	Stained Glass Birth Flower Pl...	\$86.42	2,789	\$241,025		114800% ↑	2,925	320	5 Mo.	10,304	☆ ...
☐	Personalized Birth Flower N...	\$18.16	2,256	\$40,969		90700% ↑	2,416	255	5 Mo.	3,503	☆ ...
☐	Alien Pen Holder Desk Orga...	\$12.49	1,100	\$13,739		61300% ↑	1,474	267	4 Mo.	9,013	☆ ...
☐	Custom Preppy Seersucker ...	\$16.88	1,040	\$17,555		34600% ↑	864	51	5 Mo.	973	☆ ...
☐	Personalized Pokemon Card...	\$13.73	303	\$4,160		28100% ↑	435	83	3 Mo.	1,265	☆ ...
☐	Personalized Wooden Cross...	\$40.50	274	\$11,097		21400% ↑	288	52	3 Mo.	420	☆ ...

Listing age: three to six months. The top row did 5,981 sales and \$82,657 in that window. Everyone's journey is unique, and this is what a working catalog looks like rather than a fluke.

Third-party marketplace data via Everbee. Results vary and depend on your own work, niche and market conditions. Not a guarantee of earnings.

LET'S CHANGE THAT TODAY

Start publishing. Perfect is not the goal anymore, so *remove it.*

My first bestseller was the listing I almost didn't publish.

I thought it wasn't good enough. I posted it because I had nothing else ready that night.

Then it happened again. And again. It still happens to me, four years in, and it is the whole reason I publish before I feel ready.

YOU CANNOT SELL WHAT YOU NEVER POSTED.

PULSE CHECK

Which one is *actually yours*?

Type 1, 2 or 3 in the chat

1

Too much competition, the market is saturated

2

I do not have the time it would take

3

I am not a designer, my stuff will not be good enough

I am asking because the rest of today is built on whichever number you just typed. Watch the chat, you are not the only one who typed it.

Q&A + WATER BREAK

5:00

Continue in 5. Drop your questions in the chat.

Back in five minutes

SECTION THREE

The Q4 *Playbook*

LISTING CADENCE · EVERGREEN NICHEs · DESIGN TEMPLATE

FREE WORKBOOK

Download link in the chat, live only

ONE MORE THING FIRST

Before we talk about the playbook, I want to
put something in *perspective*.

YOUR ONE LIFETIME PLAYBOOK LESSON • DROP
#TEAMVOLDE IN THE COMMENTS

I want every one of you to be *Voldemort.*

Terrible person. Excellent risk management. He split himself across seven things so no single loss could finish him.

The average person's income relies on one employer, one paycheck, one platform and one product: themselves. One is a risk. So let's talk about 7.

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PUT A PIECE OF YOURSELF IN SEVEN PLACES

The seven horcruxes of a business that survives.



01

Products

Digital, physical, print on demand, handmade, service based.



02

Audiences (niches)

Adjacent niches that share your consumer, or brand-new ones.



03

Designs

Phrases, graphics, font choices, color palettes, variations.



04

Brands

LLCs, incorporations and DBAs. Gap, Old Navy and Athleta all sit under one parent company.



05

Marketing

Ads, email, SMS, social media, blogs, articles.



06

Platforms

Etsy, your own website, social media, other platforms.



07

Income streams

Active, passive, semi-passive. Savings, investments, the 9 to 5, the side quest (POD).

Nobody builds all seven this year. You build the next one. Tomorrow we do designs and marketing, because those two are what make the rest possible.

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THE BIGGEST Q4 MISTAKE

Most sellers chase the holiday rush. *A few build for the whole year.*

CHASING THE RUSH

Burnt out by January

Listings go up for their first season, aimed at whatever is trending that week. When the rush ends, so does the income, and so does the motivation.

BUILDING ON PURPOSE

Still earning in March

Building for all year long sales with intention, with the buyer identity in mind and a scaling strategy behind every listing. Q4 is the spike, not the plan.

BOTTLENECK CHECK

Where does it *actually* stall for you?

Type A, B, C or D

A

I have not started,
I am stuck picking
a niche

B

I have listings up and
almost no views

C

I get views, almost
no sales

D

I sell, but it is flat and
I cannot scale it

Whatever letter you typed is a pillar, and we are about to walk all five. Keep your letter in your head, I will tell you which pillar fixes it.

Customer avatar & research



01

Customer avatar & research

Niche, demographics, and the phrase she types.

02

Product value
Proprio, customer
problems, value
proposition, benefits

03

The packaged
offer
Proprio, the
offer, price

04

Analysis results &
feedback loop
What the customer
wants to see, where to
get it, how to

05

Scaling strategy
& finding customers
The same others, new
channels

Get this one wrong and the other four cannot save it. Everything downstream is built from her.

CHAT CHECK

What is your split *right now, honestly?*

Type your guess, like 90/10

Mostly seasonal

Almost everything you sell
only sells in Q4

Even-ish

A bit of both, no plan behind it

Mostly evergreen

It sells year round and Q4 is
a bump

Most of the room is going to type something heavy on seasonal. That is not a failure, it is just the reason January feels like starting over.

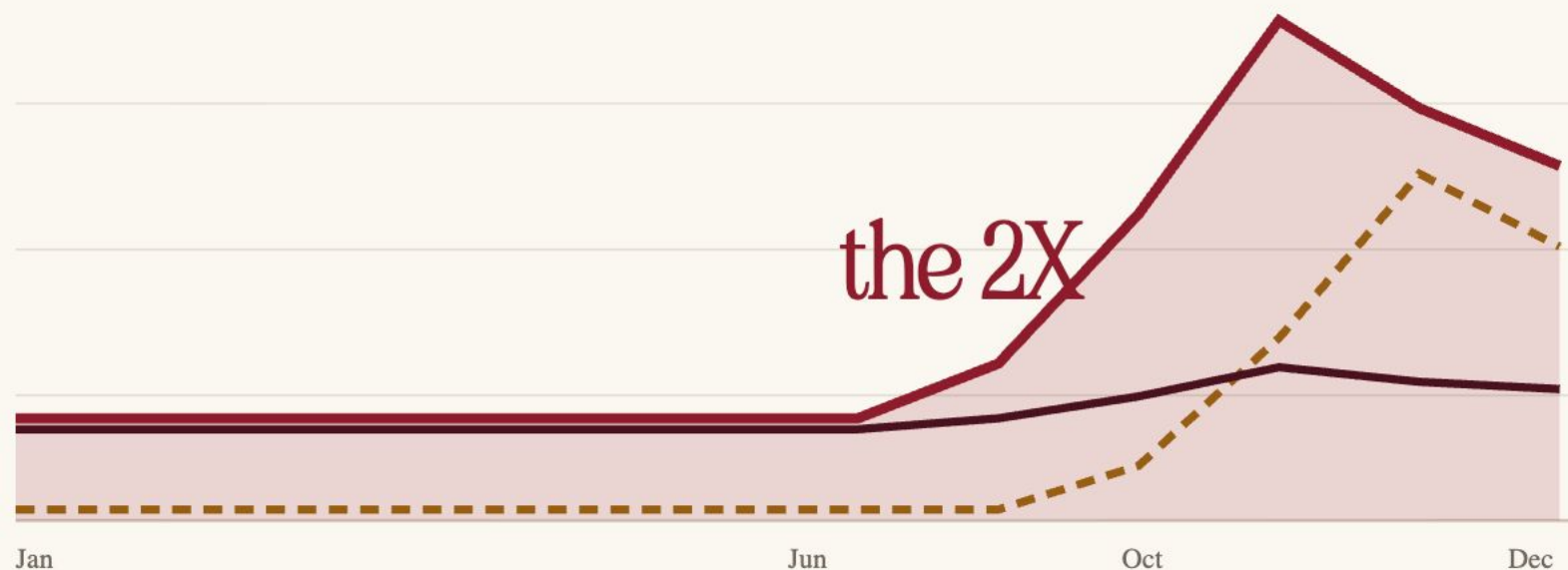
MONTHLY REVENUE, ILLUSTRATIVE

Three shops. Same listing count. *One doubles.*

Shop B • 100% seasonal

Shop A • 100% evergreen

Shop C • 75/25 blended



Shop B is 100% seasonal. Near zero for eight months, then one tall Q4 spike.

Shop A is 100% evergreen. Steady all year, and it does lift in the gift season, just not dramatically. Same yearly total as Shop B.

Now both together. Shop C blends 75/25, so the evergreen baseline keeps earning underneath the Q4 spike. The shaded gap between the two lines is the 2X.

The 75/25 rule

A 50 LISTING EXAMPLE

■ 38 evergreen ■ 12 seasonal

HOW YOU SPLIT THE CATALOG

38 evergreen

12 seasonal

WHEN EACH HALF ACTUALLY EARNS

Evergreen 38



Seasonal 12

4 listings, 3 times a year



J F M A M J J A S O N D

The seasonal 12 go out in batches of four, three times a year. The evergreen 38 earn for twelve months, which is what pays you in March.



Etsy

now

Cha-ching! You made a sale.

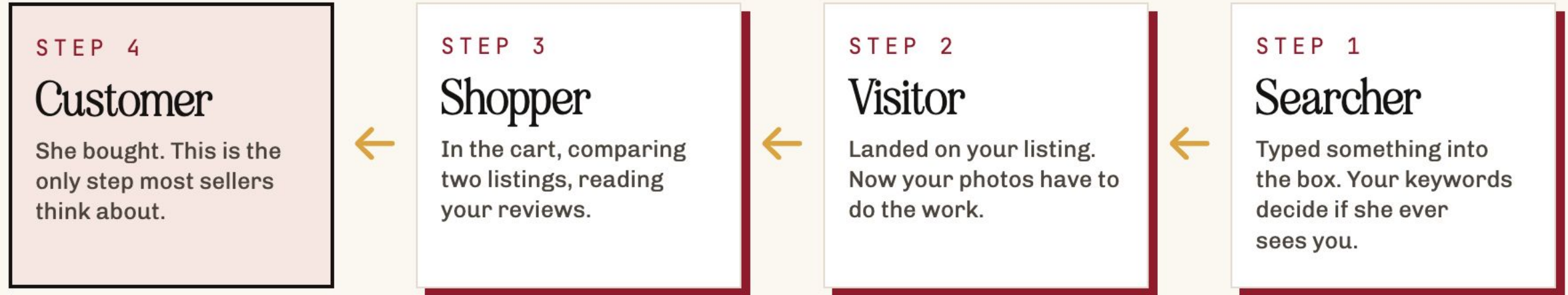
Someone just bought your listing. Tap to see the order.

But how did she *become your customer?*

LET'S REVERSE ENGINEER THIS

CHA-CHING! YOU GOT A SALE.

Before she was a customer, she was four other people.



Work right to left and every decision gets easier. Work left to right and you are guessing.

AND BEFORE SHE WAS A SEARCHER

She was a 20 year old student nurse, bored at a dinosaur museum, drinking a matcha latte, waiting on her boyfriend outside the restroom.

A

dinosaur fanatic

,

matcha lover

,

girlfriend

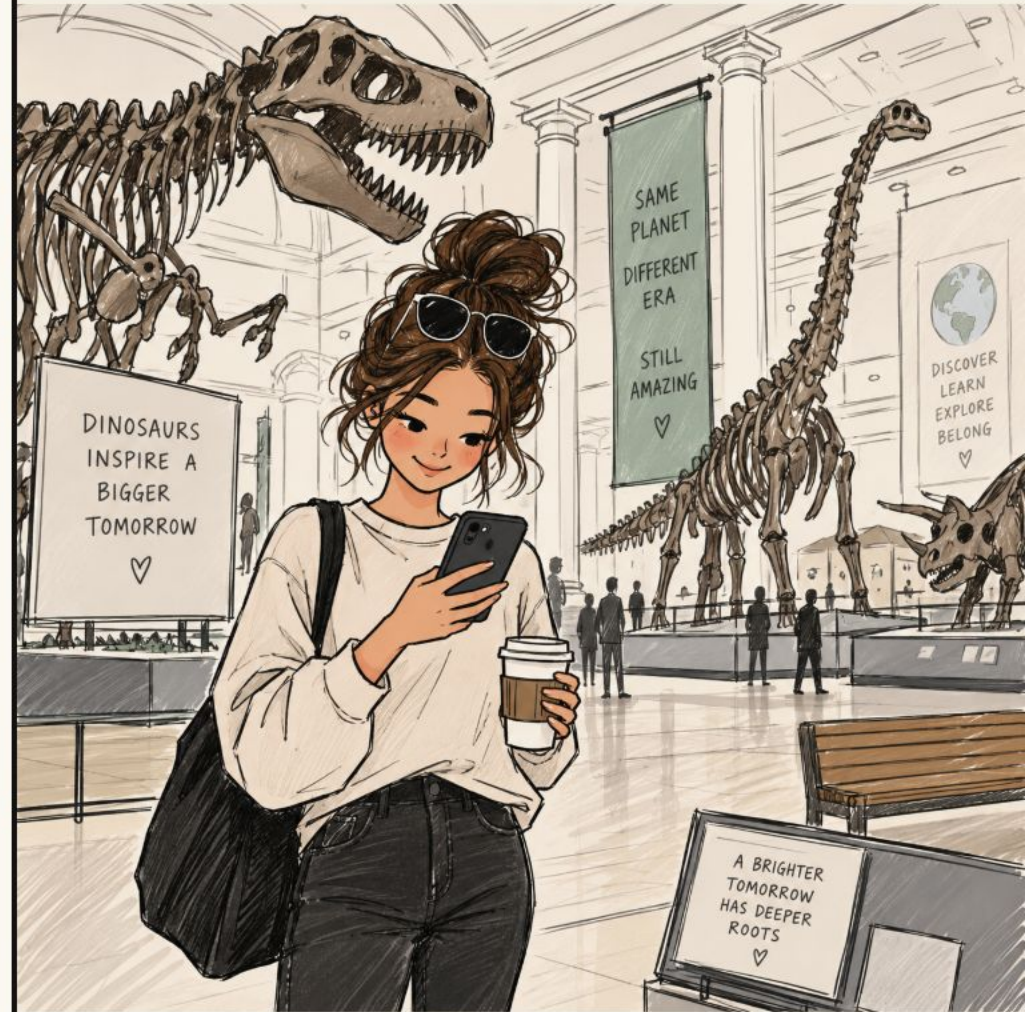
,

future nurse

and

soon-to-be graduate

. Five niches in one person, and every one of them sells longer than a seasonal listing.



RESEARCH, BEFORE YOU DESIGN ANYTHING

Six answers you need before you open a design file.

01

Who she is

Age, life stage, occupation. A 20 year old student nurse is a different buyer than a 45 year old charge nurse.

02

What she calls herself

Her words, not the category. "Night shift," "ICU," "nursing school," not "healthcare worker."

03

Why she is buying

For herself, or as a gift? Gifting changes the product, the price and the mockup.

04

When she buys

Graduation, first day, certification, holidays. This is where your seasonal 25 comes from.

05

What she already owns

If she has the shirt, she does not need another one. She needs the mug, the tote, the hat.

06

What she types

The exact phrase she searches. Everything in your listing gets built to match it.

If you cannot answer all six, you are not ready to pick a product. Research is the work, not the delay.

WRITE FOR THE SEARCHER, NOT THE BROWSER

Your title is *the phrase she typed*.

WHAT MOST SELLERS WRITE

Cute Nurse Shirt, Funny Tee, Gift Idea, Trendy Top, Nurse Life

Five phrases nobody searches, competing with every other shop writing the same five.

THE ACTUAL ETSY LISTING TITLE WAS

Nursing Grad Announcement Tee, Class of 2026 Nurse Graduation Gift for Her

Buyer identity, product, occasion, year. Longer, more specific, far less competition.

🔍 RN grad tee

SEARCH

THE TITLE NEVER SAID "RN GRAD." THAT PHRASE LIVED IN THE TAGS, WHICH IS WHY ALL 13 MATTER.

Your title cannot hold every phrase she might type. Thirteen tags are where the rest of them live.

Product suite



One design, many products and colourways. This is where a catalog comes from without more design work.

BE HONEST

How many designs have you created *but never published?*

Type your number in the chat

Be honest and I will tell you mine. A design that is not a listing is not an asset yet, it is a file. That is what this pillar fixes.

MY NUMBER

500+ designs, created and never published.

Why did I not post them? *My roadblock was always this:*

THE PROCESS THAT STOPS MOST SELLERS

Five places a design *dies before it becomes a listing.*

01

Shiny object syndrome

Product selection. A new blank, a new niche, a new idea, before the last one ever went live.

02

Full mockups

Five images, every product, every colour. The design sits in a folder waiting for a photoshoot that never happens.

03

SEO creation

Title, thirteen tags, description. Staring at a blank field is where most listings quietly end.

04

Pricing

Guessing at a number, then second guessing it, then closing the tab instead of choosing.

05

Imposter syndrome

The evil brain worm asks who you think you are doing this. It gets louder the closer you get to publish.

Every one of these is a decision, not a skill. The packaged listing turns them into a checklist.

I never believed in myself,
because my imposter
syndrome stood in the way,
until I *took action* when I
didn't believe in the
possibility of success.



Selling one product type, *and then hopping categories to fix it.*

WHAT PEOPLE THINK MULTI-PRODUCT MEANS

Category hopping

T shirts

Curtains

Mugs

Phone cases

Doormats

Most sellers hear more products and picture a whole new category. Every hop is a different buyer, a different print file, a different provider and a different set of mockups. You start from zero each time and nothing compounds.

WHAT TO DO INSTEAD

Adjacent products

T shirts

Sweatshirts

Tank tops

Hoodies

Long sleeves

Same buyer, same design, same print file, same provider. One design becomes five listings and your mockup set barely changes.

One product type is the ceiling.

You do not need to jump categories to grow. You need the next product your same buyer already wears. Widen before you wander.

PILLAR 02, IN ONE LINE

Do not reinvent the wheel on designs.
*Own the wheel, and roll it to other
products.*

The design is the asset. Once it is drawn and once it converts, every new product is a placement, not a project. That is where a catalog comes from without more design hours.

HEATHER MARIE

SCALING SIDeways

The same design belongs on more than one product.

TEE	SWEATSHIRT	MUG	TOTE	PRINT	
					Teacher
					Nurse
					Dog mom
					Book lover

$$\begin{array}{ccccccc} 1 & \times & 4 & \times & 5 & = & 20 \\ \text{DESIGN} & & \text{PHRASES} & & \text{PRODUCTS} & & \text{LISTINGS} \end{array}$$

She likes the design. She just doesn't want another *t-shirt*.



Tee

Where everyone starts, and where everyone competes.



Mug

Low price, high gift rate, arrives ready to wrap.



Tote

Teachers, nurses, book lovers. Buys in multiples.



Hat

One size, no fit questions, fewer returns.



Art print

No shirt sizing at all. Pure design sale.



Blanket

The higher ticket item in every gift niche.



Candle & home

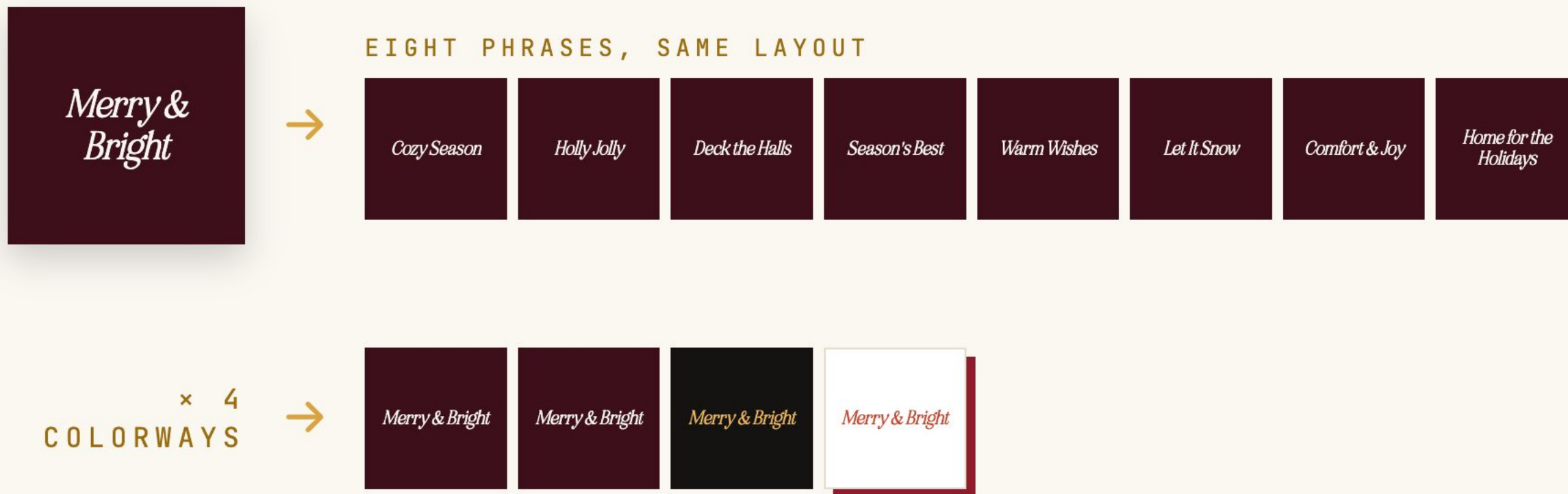
The impulse add-on that lifts your order value.

Giftable beats wearable in Q4. She is not shopping for herself, so the question is not whether she'd wear it. It's whether she can hand it to someone.

Same design. Seven listings.

Scale the phrase, then scale the palette

1 base → 32 listings



Same words, same layout. Only the phrase or the colorway changes, and each one is a separate search result.

EVERY LISTING SHIPS WITH THE SAME FIVE IMAGES

The mockup set is a template too.

01

Hero on model

The image that wins the click in search. Same crop, same light, every listing.

02

Flat lay

Shows the print clearly, with no body shape to distract from it.

03

Colour variants

All the colourways in one frame, so she sees the choice before she scrolls.

04

Detail crop

Close on the print. This is the one that answers "is this cheap?"

05

Gift context

Wrapped, held out, in a bag. The image that converts a gift buyer.

Build the set once for your first listing. After that it is a swap, not a photoshoot, which is what makes cadence possible.

THE MATH

$$\begin{array}{ccccccc} 1 & \times & 8 & \times & 4 & = & 32 \\ \text{concept} & & \text{phrases} & & \text{palettes} & & \text{listings} \end{array}$$

From one good idea. This is why the design template is the third leg of the playbook.

The packaged listing



The design is done. Now make it findable, and make sure the price still pays you.

THE PACKAGED LISTING

A design is *not a listing*.

01

Images

The five image set. She judges the whole shop on the first one.

02

Title

Her exact phrase, front loaded, then the product, then the occasion.

03

Tags

Thirteen of them, all long tail, none of them repeats of each other.

04

Price

Set before you publish, from cost and margin, not from the competition.

All four, or the listing does not go live. This is the checklist that keeps quality flat while volume goes up.

SEE THE PATTERN?

We templatize. *We do not reinvent every time we open the design software.*

STEP 01

Build the master file once

Layout, type pairing, spacing, placement guides. The part that takes real design time gets done one time.

STEP 02

Swap the variable, keep the frame

New phrase. New palette. New product placement. The layout never moves, so nothing has to be redesigned.

STEP 03

Publish on a cadence

Twenty listings out of one master file, in an afternoon, without opening a blank canvas once.

Reinventing is a job. Templating is a system.

Every slide you have seen in this pillar is the same move: build the thing once, then change one variable at a time. That is the whole trick.

EVERY PIECE OF THE LISTING, TEMPLATIZED

Build the template once. *Fill it forever.*

RESEARCH

SEO keyword bank, per niche

Fifty phrases per niche in one sheet. Titles and tags get pulled from the bank, not invented at midnight.

DESIGN

Design templates

Layout, type pairing and placement saved as a master file. Swap the phrase, swap the palette, export.

PRODUCT

Product templates

Blank, provider, print area, variants and price set once per product. Every new design drops in.

IMAGES

Mockup templates

Five image slots per product with the scene already chosen. Drop the design in, the set is done.

COPY

Title and description templates

One structure per product type: phrase, product, occasion, then the fixed shipping and care block.

PRICING

Pricing template

Cost plus fees plus ad budget plus margin, in a sheet. The price is an output, never a guess.

1 Templates make you efficient
Twenty listings in an afternoon instead of one in a weekend.

2 Templates let you hand it to AI
AI cannot run a process that only lives in your head. It can run a template all day. That is tomorrow.

PRICE BEFORE YOU PUBLISH

Build the price up. *Never guess it down.*



Gift buyers are not hunting the cheapest option. Underpricing costs you the sale and the margin at the same time.

Analyze results & feedback loop



The numbers are not a verdict on your shop. They are a pointer at which pillar to go back to.

DIAGNOSTIC

Which signal is *your shop* showing?

Type the one that matches

No views

Nobody is finding it
at all

**Views, no
favourites**

Found it, kept
scrolling

**Favourites,
no orders**

Wants it, something
stopped her

**Orders on
one**

You found something
that works

Every one of those points at a different pillar. Type yours and I will tell you which one to go fix first, before you make another design.

Every number points at *one pillar to go fix.*

No views

Nobody is finding it at all

Title and tags.
Pillar 03.

Views, no favourites

She found it and
kept scrolling

Hero image and price.
Pillar 02 and 03.

Favourites, no orders

She wants it, something
stopped her

Price, shipping, reviews.
Pillar 03.

Orders on one listing

You found something
that works

Multiply it. Pillar 02,
then cadence.

Check this monthly, not daily. A listing needs a few weeks of traffic before the numbers mean anything.

PILLAR 05 OF 5

Scaling strategy & listing cadence



05

Scaling strategy & listing cadence

The same pillars, on a schedule.

Everything you just learned, repeated on a schedule. Cadence is what turns it into income.

QUICK ONE

How many live listings *do you have today?*

Type the number, zero counts

0 to 10

You are at the start, and that is the easiest place to fix

11 to 100

You have proof of work, you need cadence

100+

You have volume, you need the 75/25 split and a refresh plan

Nobody is judging the number. I want you to see the spread in the chat, because the person you are comparing yourself to is usually two rows up, not two years ahead.

Scaling is listings *and traffic*. In that order.

WHERE MOST SELLERS START

**Hundreds on ads,
hours on social,
before it has proven it sells.**



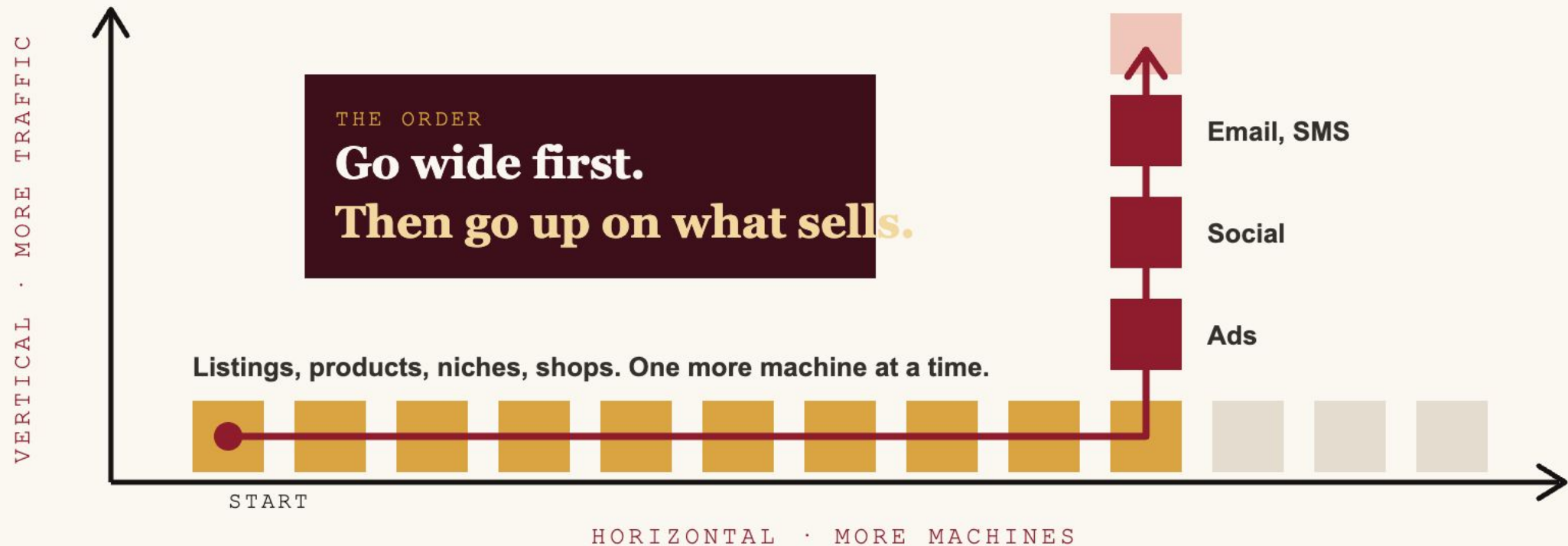
WHERE THIS PLAYBOOK STARTS

**Build the catalog.
Read what sells.
Then add traffic.**

Traffic multiplies whatever is underneath it. Zero times anything is still zero.

TWO WAYS TO SCALE

Horizontal is *machines*. Vertical is *traffic*.

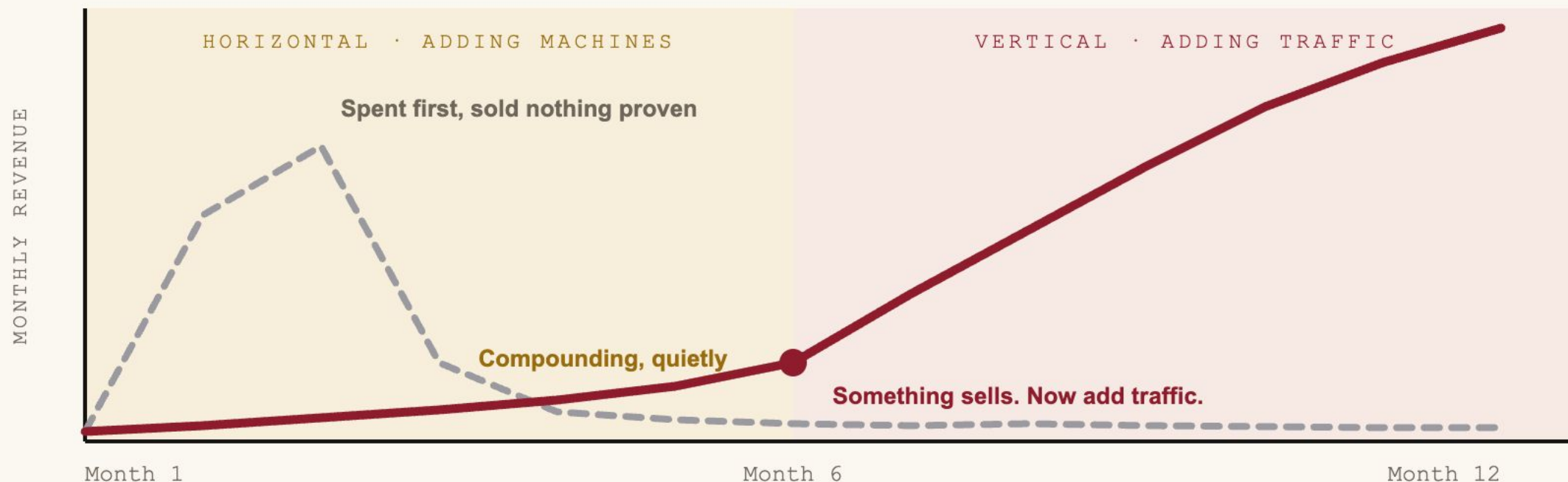


Traffic on one machine is a bet. Traffic on the machine that already sells is a multiplier.

WHAT IT LOOKS LIKE OVER A YEAR

Wide first, *then up.*

— Machines first, then traffic — Traffic first



The flat part is not failure. It is the machines being built.

Illustrative shape, not a forecast. Timing depends on your niche, cadence and how long listings take to index. Not a guarantee of results.

A CORRECTION BEFORE WE GO FURTHER

Listing volume alone does not correlate to sales.

Listing creation is skill building. It is A/B testing your products faster than anyone else, and it is how you find your winning listings. After the volume comes the spring cleanup, where you consolidate down to what sells. A lot of sellers create thousands of listings. You just never see the 5K history, because they clean it up.

Skill building

Split testing

Winning listings

Spring cleanup

LISTING CADENCE

How much to list, *by where you are.*

There is no generic number. These are the averages from working with sellers one on one, set to meet each of them where they are, not where a chart says they should be.

NEW SELLER

28

MINIMUM

listings in month one, done manually at about 7 a week. Build the foundation first, then transition to AI and automation.

INTERMEDIATE

>100

listings a month, AI and automation assisted.

ADVANCED

>250

listings a month, AI and automation assisted, running as a system.

Manual first, because you can't automate a decision you don't know how to make.

Q4 TIMELINE

What to *list* each month, not what sells that month

THIS WEEK

Christmas & holiday gifting

Whatever you want selling this December has to be live now, so it has time to index.

OCTOBER

Last minute holiday, primarily evergreen

A few last holiday listings, then the baseline that keeps earning after the season ends.

NOVEMBER

Evergreen niche, 15 to 25% seasonal

Mostly evergreen, with a small slice of Valentine's and anniversary listed now so it ranks by January.

DECEMBER

Evergreen

The season is peaking and you are already building what earns in January, when everyone else goes quiet.

Etsy listings need indexing time before they rank. Listing ahead is the whole point, because you are not listing for this month's shopper.

WHAT THE PLAYBOOK ADDS UP TO

Three months, *as arithmetic.*

\$28

average order

×

120

orders a month

×

3

months

=

\$10,080

in revenue

AT A 25% PROFIT MARGIN

\$2,520

is what you keep after the blank, printing, shipping, Etsy fees and ads. Revenue is the headline. Margin is the business.

READ THIS PART OUT LOUD

This is not typical for a brand new shop. New listings take a few weeks to index before Etsy shows them to anyone, and organic growth compounds slowly as reviews and sales come in. Month one is almost always the quietest month.

Illustrative arithmetic, not a guarantee of results. Your average order value, margin and conversion rate will differ, and nothing here is a promise of income.

THAT IS THE WHOLE PLAYBOOK

All five, together.

01

Customer avatar & research

Niche, demographics,
and the phrase
she types.

02

Product suite

Designs, adjacent
products, colour
variants, mockups.

03

The packaged listing

Images, title,
tags, price.

04

Analyze results & feedback loop

What the numbers
point at, and where
to go back to.

05

Scaling strategy & listing cadence

The same pillars, on
a schedule.

Which pillar is your weakest? Type the number in the chat.

LAST PULSE CHECK

Which pillar is *your weakest*?

Type 1, 2, 3, 4 or 5

1 or 2

Avatar and product suite, the front of the system

3

The packaged listing, titles, tags, images, price

4 or 5

Reading results and holding a cadence

Hold that number. In about ten minutes I am going to show you three ways to go fix it, and one of them is free.

You have the playbook. *Now you
need the system.*

THE LAST THIRTY MINUTES

Your questions. *All of them.*

HOW THIS WORKS

Drop your question in the chat. I will take the ones that keep coming up first, and get to as many as I can. Nothing is too basic.

If yours does not get answered live, the replay and the community are where it gets picked up.

BEFORE TOMORROW

Pick one pillar

The one you typed as your weakest. Fix that first, before you add a single new listing.

28 listings

Your month one target, done by hand, so you learn what the system will later do for you.

See you tomorrow for Day 02.

Tomorrow is the listing system end to end, the AI workflow and a demo. Same time, same link, and the replay goes out either way.