
ListingOS *the AI-powered POD listing system*

How I create 700 listings in 3 days. The full system behind the volume, from research and design direction to mockups, titles, tags and publishing, and exactly where AI does the heavy lifting without turning your shop into generic slop.

FREE • REPLAYS INCLUDED

Heather Marie • \$5M+ in client shop sales



CHAT QUESTION · BEFORE WE START

Where are you watching from, and how many listings are live in your shop?

Your city

+ your listing count

TYPE YOUR ANSWER IN THE CHAT NOW

WHERE WE LEFT OFF

DAY 1 REPLAY IS IN YOUR EMAIL

Yesterday was the playbook. Today is the system that runs it.

23%

Annual POD
market growth
through 2033.

1%

Reach 6 and 7
figures on Etsy.

75/25

Evergreen to
seasonal. The
blend doubles
the year.

28

Listings in month
one, done
manually.

32

Listings from one
concept. 8
phrases, 4
palettes.

Cadence, an evergreen niche, and a design you can multiply. Everything today sits on top of those three.

DAY 02 • TODAY WE WILL COVER

Here is *where we are going*.

01	Where yesterday left off	The bottleneck, and what is actually holding sellers back	8 min
02	The divide	Why AI changes print on demand, and who it leaves behind	10 min
03	The mistakes	What to avoid before you automate a single thing	12 min
04	Demo of AI + Automation	The listing system running live, end to end	8 min demo video

Ninety minutes again. The last thirty are your questions, and I will pull up real shops.

YESTERDAY, IN ONE DIAGRAM

Seven horcruxes. Today we build two of them.



01

Products

One design, every adjacent product it belongs on.



02

Audiences (niches)

Adjacent niches that share your buyer, not brand-new ones.



03

Designs

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



04

Brands

LLCs, incorporations and DBAs. Gap, Old Navy, Banana Republic 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 interest, investments, the 9 to 5, the side quest (POD).

Designs and marketing are the two that multiply everything else, and both come down to getting listings out consistently.

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BEFORE WE START

What's actually holding sellers back?

Put your number one bottleneck in the chat. I want to see whether this room matches what I hear every week.

THE SAME ANSWER, OVER AND OVER

It isn't traffic, and it isn't pricing. It's *getting listings out consistently.*

Everything else people worry about sits downstream of output. You cannot rank, test or learn from listings you never published.

WHERE THE OUTPUT ACTUALLY STOPS

Four places the work stalls.

01

Niche research

Hours of scrolling that ends without a decision you trust.

02

SEO hesitancy

Titles and tags rewritten five times because nobody told you what right looks like.

03

Mockups & photocards

The design is done and the listing still sits there, waiting on images.

04

Decision fatigue

Forty small choices per listing, and by the third one you are done for the day.

None of these are talent problems. Every one of them is a decision you are making from scratch, every single time.

SO HERE IS THE REFRAME

A system is just the decisions you *already
made once.*

That is what today is. Four bottlenecks, one decision made in advance for each, and the output stops depending on how you feel that morning.

SECTION 01

The Great Divide of 2027

ADOPTION · THE GAP · WHAT IT IS WORTH

Day 2 · ListingOS



CHAT QUESTION · BE HONEST

How are you using AI in your shop right now?

1 · Not at all

2 · Listings

3 · Designs

4 · Everything

TYPE YOUR ANSWER IN THE CHAT NOW

THE GREAT DIVIDE OF 2027

Online sellers who use AI,
and those who don't.

THE REFRAME

AI is not coming for your shop. A seller *with an AI system* is.

SAME DESIGNS

Same blanks, same Printify, same Etsy search you are competing in right now.

TEN TIMES THE LISTINGS

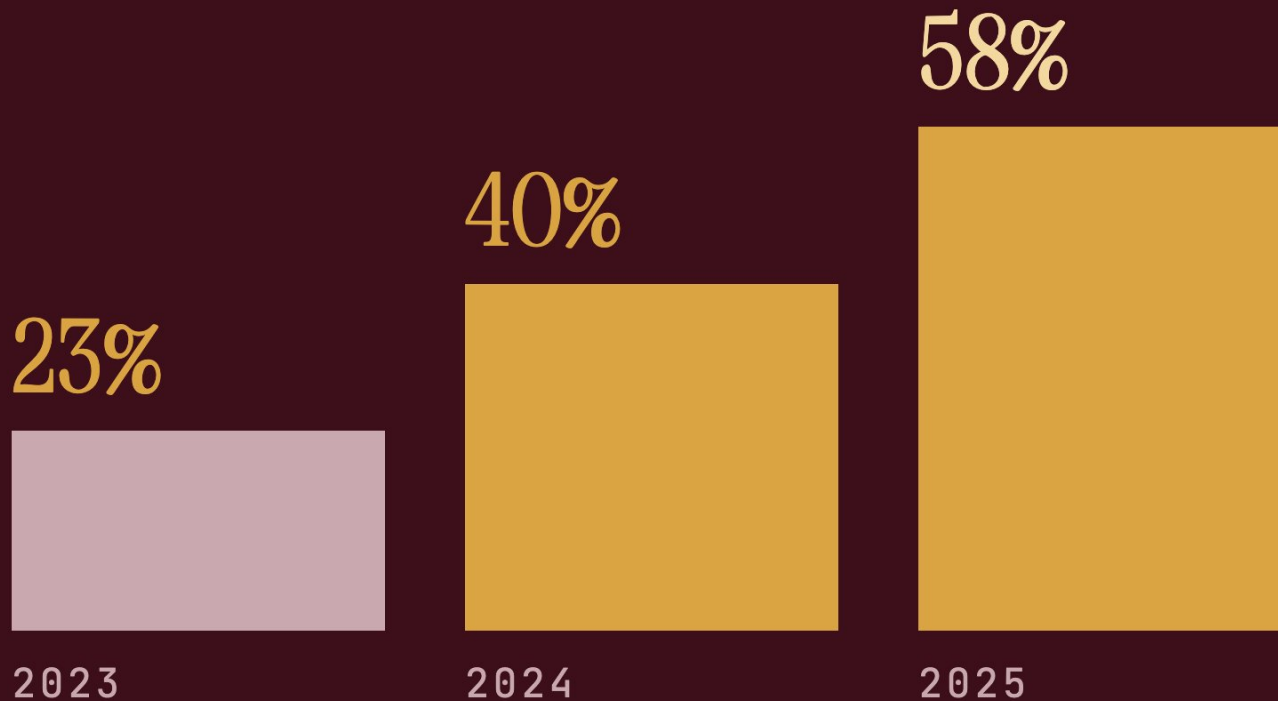
Research, copy, mockups and publishing running as a system, in the hours you spend on one listing by hand.

THE ONLY QUESTION

Not whether AI shows up in your niche this Q4. Whether it shows up on your side of the search results.

THE FACTS

Adoption is moving faster than smartphones or broadband did.



Small businesses using AI, year over year. In three years it went from a minority habit to the majority.

Source: U.S. Chamber of Commerce Empowering Small Business reports, 2023 to 2025 (23%, 40%, 58%). Stricter definitions that measure AI inside core production, such as Census and SBA, put the figure nearer 17 to 20 percent. The direction is the same in every source.

Nearly everyone

has the AI tools now, and most are paying for at least one of them

Almost none

of them run it inside a repeatable system. That is what I talk to sellers about every day.

Almost everyone has the tools. Almost nobody has a system. That gap is the whole opportunity.

Adoption figures: U.S. Chamber of Commerce Empowering Small Business report, 2025. The systems point is my own, from working with sellers daily.

WHAT CLOSING THAT GAP IS WORTH

91%

of small businesses using AI report revenue increases

Source: Salesforce, 2025

The tools are not the advantage anymore.

Everyone in your niche can open the same chat window you can. What they cannot copy is a system that turns it into listings every week.

That revenue lift is not going to whoever subscribes first. It goes to whoever ships consistently.

If you could create *500+ listings* in the next 3 months, what would that do to your next 365 days?

WHY I BUILT THIS TRAINING

Done with intention, strategy and proven concepts, the next generation of top POD sellers will be *AI-powered*.

SECTION 02

Before we go further, *the mistakes*

WHAT NOT TO DO WITH AI

Day 2 · ListingOS



CHAT QUESTION · QUICK SHOW OF HANDS

Have you ever had a listing flagged, a trademark scare or a refund from your own design placement error?

YES

NO

NOT YET

TYPE YOUR ANSWER IN THE CHAT NOW

THE UNCLE BEN RULE

“With great power comes *great responsibility.*”

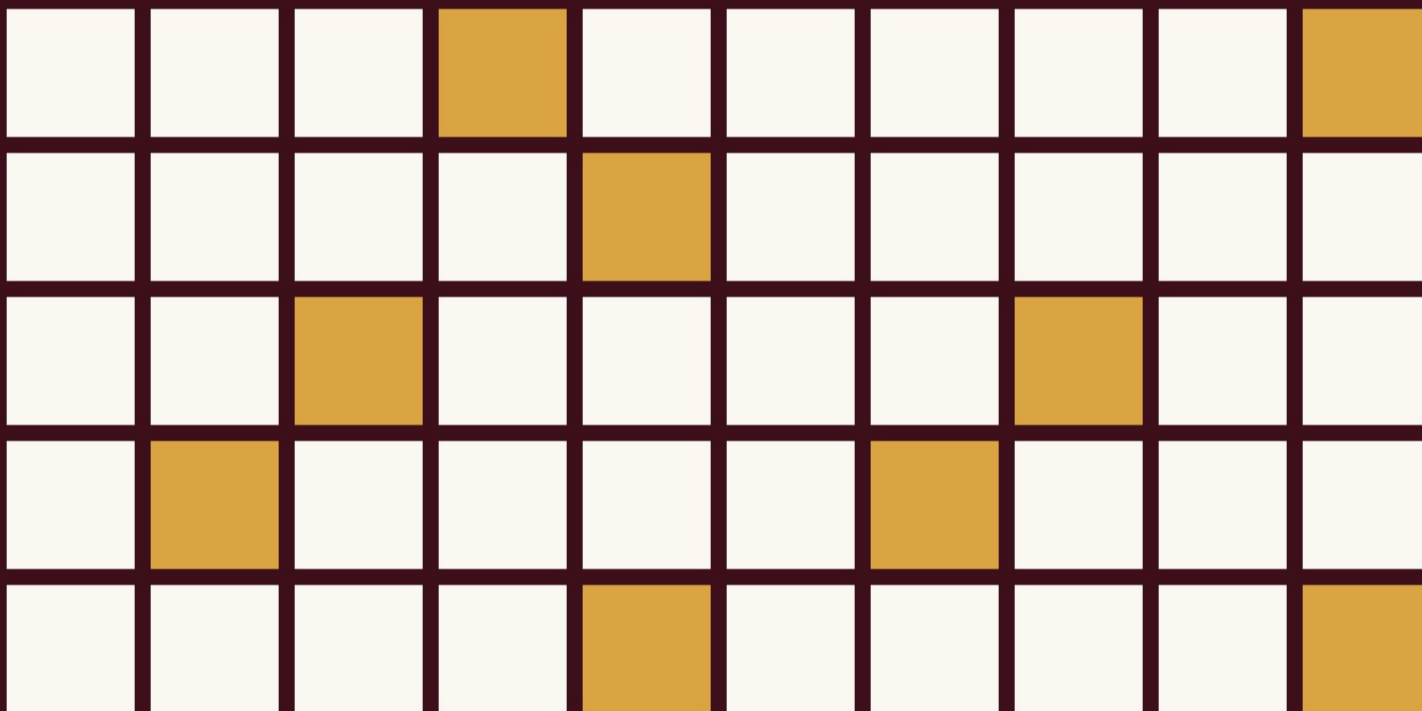
AI handed every seller on Etsy a thousand listing horsepower overnight. It did not hand anybody judgment. That is still your job, and right now it is the only thing separating the shops that scale from the shops that get flagged.

MORE LISTINGS IS NOT THE FLEX. BETTER LISTINGS IS.

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THE HONEST PART ABOUT VOLUME • 01

Volume does not equal sales. *Testing* does.



Every serious brand tests the market with new products, constantly.

Walmart does it. Target does it. Plenty of top Etsy shops carry well over 1,000 listings.

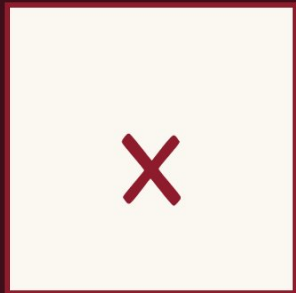
THIS SEASON'S TESTS

LISTING COUNT IS NOT THE GOAL. LEARNING IS.

A few listings *carry the whole shop.*



More volume takes *more strategy*, not less.



ONE BAD
FOUNDATION



× 1,000 LISTINGS, ALL SUNK AT ONCE

WHAT COPIES ITSELF

Wrong print placement.

A cut off design.

AI reusing the same keywords.

Any one of these kills organic growth for all thousand at once.

THE PART
NOBODY SAYS

Sellers using AI are making more mistakes than ever, faster than ever.

What AI is getting sellers *in trouble for*.

THE MISTAKE

DO THIS INSTEAD

01

Fees stack up fast

\$0.20 per listing, every 4 months, sold or not.



A ramp, not a flood

Scale what earns views. Let the rest expire.

02

Trademark risk climbs

AI will write a protected phrase if nobody stops it.



Check before you list

Keep a never-use list. Run maybes through USPTO.

03

Dead SEO and suspensions

Repeated keywords and copied listings get flagged.



Write your SEO rules once

Then make AI follow them on every listing.

READ THIS TWICE

AI is not a lawyer, and *neither am I.*

No tool runs a real trademark search for you, and no tool catches everything. Trademarks get filed every day. A checker lowers your risk, it does not remove it.

Due diligence on every listing you post is yours. You check the phrase, you check the design, and you are responsible for what goes live in your shop. AI cannot replace legal or professional help.

This is why every mistake we just covered is worth your time. The system makes the check part of the routine instead of an afterthought.

ETSY'S RULES ON AI

AI can help you. *It cannot be you.*

RULE 01

You are the creator
behind the screen.

AI cannot be an autonomous
version of you.

RULE 02

Disclose it when AI made
the design.

Etsy has a setting for it. Hiding
it loses the shop.

RULE 03

No bots. Not on listings,
not on customer service.

AI drafts the message. A
human reads it and sends it.

YOU CREATING

You write a unique prompt, then you judge
the output.

AI CREATING

AI writes it, makes it and posts it. Nobody looks.

THE ELEVATOR OF SUCCESS

“AI is only as good as you train it, and your training is as good as your own education. *That is why not anyone with AI can be successful.*”



WHAT SETS THE MAX FLOOR

Experience

+ Education

+ Human Direction

= Your Ceiling of Success

Yes, but not the whole thing.

HAND IT OVER

Phrase variations, keyword research, title and tag drafts, bulk descriptions, social captions, repetitive file prep.

KEEP IT YOURS

Niche choice, design direction, what a finished product actually looks like, and the judgment call on whether a listing is good enough to publish.

A keyword repeated across your title and tags *only counts once*.

TITLE

Nurse Mug, Nurse Coffee **Mug**, Funny **Nurse Mug**, **Nurse** Gift **Mug**, **Mug** for **Nurse**

13 TAGS

nurse
mug

nurse
coffee
mug

funny
nurse
mug

nurse
gift
mug

mug
for
nurse

nurse
mug
gift

cute
nurse
mug

nurse
appreciation
mug

rn
nurse
mug

nurse
life
mug

nurse
mug
funny

new
nurse
mug

nurse
coffee cup

13 slots. 2
keywords.

Etsy reads "nurse" and "mug" once, then ignores the repeats. The other eleven slots could have been buyers, occasions and styles. Titles and tags are where this shows up the most, and AI will hand you thirteen versions of one phrase without blinking.

MISTAKE 02

Feeding AI someone else's design and calling the output yours.

What it costs

Takedowns, and a shop with no identity of its own.

Why it fails anyway

You are entering the market a year late, at their price, with their idea.

Do this instead

Study the structure, then build your own phrase list and palette.

These are obvious AI. *Buyers see it in half a second.*



TELL 01

The same model in every shop. Same hair, same jaw, same pose, because everyone typed the same one line prompt.



TELL 02

The design is mush or painted on. Words that are not words, no fabric texture, no fold through the print.



TELL 03

Postcard lighting. Yacht at golden hour, five identical smiles in front of a mountain. Nobody's product photo looks like that.



WHAT IT COSTS

Zero sales, zero views on the nutcracker listing after a month. Buyers scroll past, and the ones who order get a refund.

SAME TOOL, RIGHT PROMPT

AI mockups, and they pass

The AI mockup was never the problem. *The cheap model and the lazy prompt were.*



REAL LIGHT

One light source that matches the scene. Sun on the shoulder, shade under the arm.

REAL FABRIC

The camo wraps the body. Folds run through the print. Nothing floats.

YOUR REAL DESIGN FILE

Placed from your own file, not generated, so the lettering stays crisp.

A CURRENT MODEL, A FULL PROMPT

Nano Banana, ChatGPT image or Kling, with your product photo as the reference and a prompt that names the light, fabric and scene.

THE BAR

Real photos, professional mockups, real sales

Real photos still win on Etsy, *by a landslide*. This is the bar your AI mockup has to clear.

709 SALES, 3.41%
CONVERSION, REAL PHOTO

Real garment, real hands, real light. Shoot your bestsellers. Use AI mockups to launch fast, then replace them with real photos on anything that sells.

SECTION 03

Automation, *the trigger*

THE PLAIN-ENGLISH VERSION OF THE TECHNICAL PART

Day 2 · ListingOS



CHAT QUESTION · YOUR TURN

If you could hand off one task tomorrow, which would it be?

Research

Designs

Mockups

SEO

Publishing

Orders

TYPE YOUR ANSWER IN THE CHAT NOW

AI does not execute unless you tell it to.

Without automation, hooks or an API it sits there waiting for your command.
That waiting is what most people are paying for.

HOW 700 LISTINGS ACTUALLY GET MADE

Four steps. Two of them run without me.

01 • MANUAL

Design × ∞

One concept, your phrase list, your palettes. This is the part only you can do.



02 •
AUTOMATED

Products built
in Printify

Claude creates them through the API and an MCP server. No clicking.



03 •
AUTOMATED

Mockups with
automation.

Batched against a mockup plan, on the real products.



04 • YOU
APPROVE

Etsy drafts

Titles, tags and alt text written, waiting for your yes.



You do this

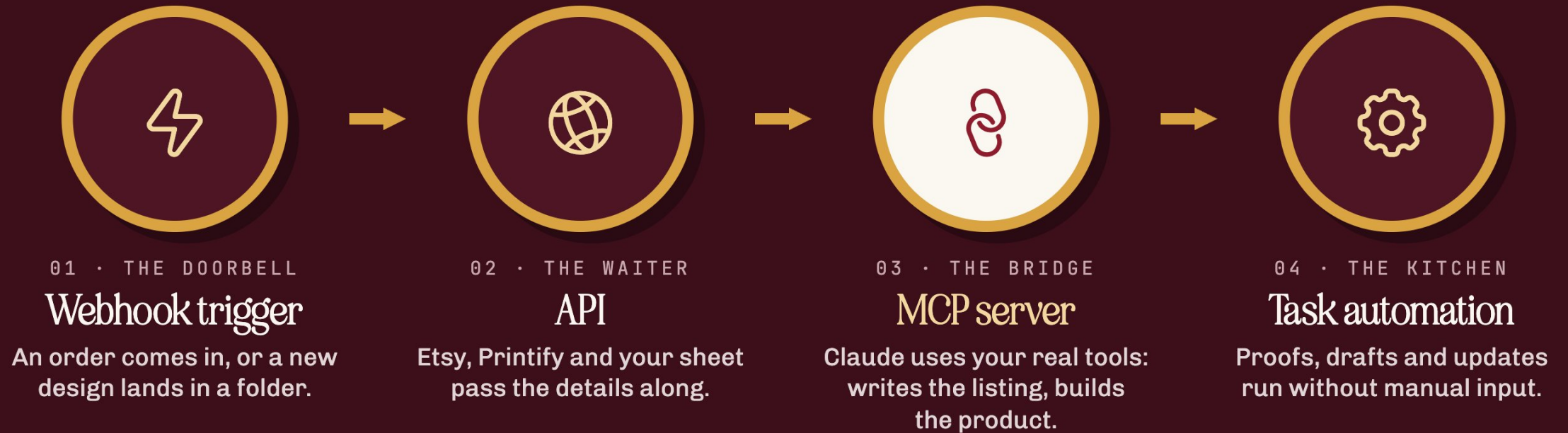


The system does this

Three days of work, not three months.

WHAT HAPPENS AFTER THE TRIGGER

One event starts *the whole chain*.



WHERE MCP FITS

The API moves the data. MCP is the bridge that lets AI *act on it*, inside the rules you set.

API VS MCP, IN REAL LIFE

Same task. *Three ways.*

MCP is the universal phone charger. Every app has its own plug, and MCP lets AI plug into all of them the same way.

THE TASK

“Make this design a Comfort Colors tee in five colors and save it as a draft.”

01 • NO CONNECTION

Claude writes it. You do the rest.

Copy the listing.

Open Printify, upload the design.

Pick five colors, paste, save.

You do every click.

02 • API ONLY

A developer writes code.

Someone builds a script to send it over.

Powerful, but you need a coder.

And it breaks when things change.

Great for tech teams.

03 • MCP

You ask. Claude does it.

Claude opens Printify through MCP.

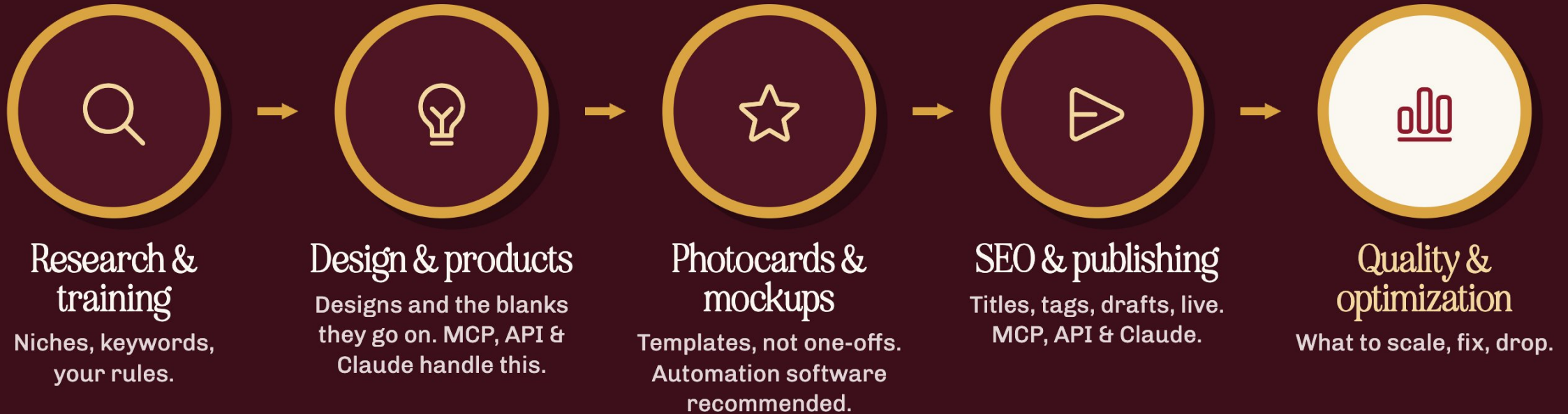
Builds the tee in five colors.

Saves it as a draft for you.

You review and publish.

EVERY AI POWERED SHOP RUNS ON A CONNECTED SYSTEM

The full AI *listing* pipeline.



THE STAGES TALK TO
EACH OTHER

Research informs the copy. The copy shapes the design brief. Optimization loops back to research. *It is a living system, not a checklist.*



Full demonstration of the AI Magic Plugin Install Kit

loom.com/share/8199786fee3a48558148623fe3ae135a



SCAN TO WATCH THE
DEMO AGAIN

The whole workflow, start to finish. Research, design brief, Printify build, mockups and Etsy drafts, sped up so you can see the shape of it.

THE MYTH

You need OpenAI or Claude to use AI in your shop.

THE FACTS

Tools with AI already built in let you scale without learning a new system.

You can run this whole playbook without ever opening a chat window.

THE ONE BRANCH THAT CHANGES THE PATH

If your listings are personalized, take the
AnywherePOD route.

Personalization is where a build-it-yourself setup breaks. Proofing, variable text and per-order files are exactly what a done-for-you tool is for.

THE ALL IN ONE I USE • 30 DAYS FREE ON MY LINK

Affiliate link

AnywherePOD. *30 days free*, only on my link.

AUTOMATED PERSONALIZATION

Names, dates and variants filled in and pushed to the order without you touching it.

MULTIVARIANT DESIGNS

One design, every color and product variant generated in a batch.

MOCKUP AUTOMATION

Mockups made and attached as the products are built.

SEO BUILT IN

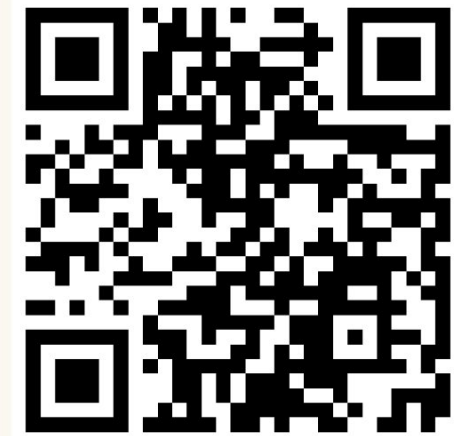
Titles, tags and descriptions written into the listing on the way out.

MULTIPLE POD PROVIDERS

Printify, ShineOn, CustomCat, teelaunch, DecoPlate and MWW in one place.

CANVA AND API

Pulls designs straight from Canva and connects to other processes through the API.



[anywherepod.com/?
ref=heather](https://anywherepod.com/?ref=heather)

The 30 day trial is only on this link. The public site does not offer it.

CONNECTS TO



Affiliate disclosure: this is an affiliate link. If you sign up through it I may earn a commission at no extra cost to you. I only recommend tools I use in my own shops. AnywherePOD sets the trial terms and pricing and may change them at any time. Logos are the property of their respective owners and do not imply endorsement.

FROM DESIGN TO MOCKUP • THE VISUAL ASSET WORKFLOW

Design fast. Mock up fast. *Ship it.*



Design in Kittl AI

Bulk design creation from your own brief.



Mockup template & photocards

Simply Listed drops each design on your saved template.



Save & deploy

Organized folders, ready for the listing in one pull.

CONSISTENT BRANDING, HOURS BACK EVERY WEEK, MORE TIME FOR STRATEGY

MOCKUP AUTOMATION TOOL · SIMPLY LISTED

Make the mockup once. *Reuse it on every design.*



ONE
CLICK



SAME PHOTO, SAME MODEL, NEW DESIGN DROPPED ON TOP



SCAN FOR THE TRIAL

14 days free

On my link only

Build a template from your own photos

It places every new design for you

Hundreds of Printify products, one click

Affiliate disclosure: this is my affiliate link and I may earn a commission at no extra cost to you. Simply Listed sets its own trial terms and pricing, which may change.

PERSONALIZATION AUTOMATION TOOL

AnywherePOD

Personalization, mockup automation and full listing creation in one tool.

01

Personalized listings
without manual proofing

02

Mockup generation
on the products you
already sell

03

Listing creation and
publishing workflows

30-DAY FREE TRIAL

Link in the chat and in your follow-up email

Disclosure: I have a paid partnership with AnywherePOD and may earn a commission if you subscribe after the trial. I use it in my own shops and would show it to you either way.

I RECOMMEND BOTH. HERE IS WHICH ONE DOES WHAT.

AnywherePOD

BATCH PERSONALIZATION

Done-for-you software

Faster setup, integrations already built

Personalization included

Automation workflows built in

Connects to the API for other processes

Claude

BATCH SOLD-AS-IS DESIGNS

You set it up yourself

For sellers who want to build it

Personalization not recommended on this path

Listing help, bulk social content

API work you wire up yourself

Run both. AnywherePOD for the personalized orders, Claude for the sold-as-is catalog. The system is the shortcut, and it runs on either.

WHAT I ACTUALLY DO

I use all three.

CLAUDE FOR

The listings

Listing assistance, bulk social content, and the API integrations that move products around.

ANYWHEREPOD FOR

The orders

Personalization, order proofs and order completion. The part I would be hiring someone to do if this did not exist.

SIMPLY LISTED FOR

The mockups

Batching mockups. One saved template, every new design dropped on it in a click.

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.

THIS WEEK

One run

One template, one product, one batch of listings, with your SEO rules written before AI touches a title.

Two free trials

AnywherePOD for personalization and orders, Simply Listed for mockups. The QR codes are on the tool slides in the replay.

Thank you for two days with me.

Take the playbook and the system home, pick your first run, and keep listing after the season ends. That is the whole game.