HEATHERXSTUDIO · FREE COMPANION WORKBOOK · DIGITAL EDITION

# THE Q4 PLAYBOOK & CALENDAR WORKBOOK

Fill this in while you watch the masterclass. Every worksheet matches a section of the training, so you leave with a finished plan for October, November and December instead of a page of notes.

Your name

Shop name

Date started

Your Q4 revenue goal

## What is inside

- The five pillars, one worksheet each
- The seven places method, so no single listing carries your shop
- Your October, November and December calendar
- The revenue math worksheet
- The AI mistakes checklist

**PLEASE READ**

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START HERE

# HOW TO USE THIS WORKBOOK

Work the pages in order. Each one takes five to fifteen minutes and builds on the one before it. Do not skip the foundation pages to get to the calendar, because the calendar is only useful once you know what you are putting in it.

| | | |
|---|---|---|
| 01 | FOUNDATION | Who you sell to, and the split between evergreen and seasonal |
| 02 | PRODUCT | Your niches, your blanks, and the phrases you scale |
| 03 | LISTINGS | Titles, tags, pricing, and the anatomy that converts |
| 04 | SIGNALS | The numbers you read every week |
| 05 | CADENCE | How many listings, how often, through December |

## Before you go further, answer these three

Hours per week I can give this

Listings live in my shop now

The one thing that stopped me last Q4

**THE RULE FOR THIS WHOLE WORKBOOK**

Written down beats remembered. A plan you can see is a plan you can hand to a tool, a team member, or future you in December when you are tired.

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PILLAR 01

# FOUNDATION: WHO YOU SELL TO

You are not selling to everyone who likes mugs. You are selling to one person, with one occasion and one budget. Fill this in before you design anything.

## Build the buyer

Who is buying (be specific)

Who are they buying it for

The occasion or moment

What they type into Etsy search

What they are really buying, the feeling behind it

## The 75 / 25 split

Roughly three quarters of your catalog should sell all year. One quarter is the seasonal bet. Seasonal alone is a shop that starves in February.

My evergreen core, 75 percent

My seasonal bets, 25 percent

## Work backwards from the sale

Target sales this quarter

Profit per sale

Revenue that gets me there

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PILLAR 02

# PRODUCT: YOUR SHOP MATRIX

Three core niches, and under each one the microniches and blanks you will actually produce. This is the page you come back to on every run.

### CORE NICHE 01

MICRONICHES

BLANKS I WILL USE

### CORE NICHE 02

MICRONICHES

BLANKS I WILL USE

### CORE NICHE 03

MICRONICHES

BLANKS I WILL USE

## Scaling phrases

One phrase, many microniches. Write five that can be reskinned across every niche above.

01 02 03 04 05

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PILLAR 03

# LISTINGS: ANATOMY AND PRICING

A listing is a product page, not a label. Write your formula once, then make every listing follow it.

## Your title formula

Write it once, reuse it forever

An example title built from the formula

## Your 13 tags

Long tail, no phrase repeated more than twice, written the way a buyer searches.

01

02

03

04

05

06

07

08

09

10

11

12

13

## Pricing worksheet

Blank + print cost

Shipping

Etsy fees

My price

Profit per unit

Margin percent

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PILLAR 04

# SIGNALS: YOUR WEEKLY NUMBERS

Guessing is the most expensive habit in this business. Pick the day you check, then check the same five numbers every week.

The day I check my numbers

| WEEK | VIEWS | VISITS | ORDERS | CONV % | WHAT I CHANGED |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
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PILLAR 05

# CADENCE: HOW MUCH, HOW OFTEN

Pick a number you can hold in December, not the number that sounds good in September.

Listings per week

Listings per month

Designs per run

Run day each week

What I will stop doing to make room for this

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THE ONE LIFETIME LESSON

# PUT A PIECE OF YOUR SHOP IN SEVEN PLACES

No single listing, product, niche or platform should be able to take you out on its own.

Name your seven. Some are products, some are traffic sources, some are income streams. One of them will happen by accident, and that is allowed.

01

02

03

04

05

06

07

### THE HONEST CHECK

If one of these disappeared tomorrow, would the shop still stand? If the answer is no, that one is not a piece, it is the whole thing.

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Q4 CALENDAR

# OCTOBER

Build the catalog. Everything you list now has time to rank before the rush.

My one goal for this month

Listings target

## WEEK 1

DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL

NOTES

## WEEK 2

DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL

NOTES

## WEEK 3

DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL

NOTES

## WEEK 4

DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL

NOTES

## WEEK 5

DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL

NOTES

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Q4 CALENDAR

# NOVEMBER

Cyber week and the peak. Stop adding, start pushing what already has views.

My one goal for this month

Listings target

## WEEK 1

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

## WEEK 2

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

## WEEK 3

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

## WEEK 4

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

## WEEK 5

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

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Q4 CALENDAR

# DECEMBER

Ship dates and last minute buyers. Personalization and digital carry the month.

My one goal for this month

Listings target

## WEEK 1

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

## WEEK 2

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

## WEEK 3

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

## WEEK 4

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

## WEEK 5

| DATES | DESIGN RUN / THEME | LISTINGS | TRAFFIC / EMAIL |
|---|---|---|---|
| | | | |

NOTES

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# WORK BACKWARDS TO YOUR NUMBER

Pick the revenue number first, then let the math tell you how many listings and how much traffic it takes. This is the page that turns a wish into a plan.

## 01 THE GOAL

Revenue I want from Q4

## 02 PROFIT PER ORDER

What I actually keep on an average order

## 03 ORDERS NEEDED

Goal divided by profit per order

## 04 CONVERSION RATE

My current rate, or 2% if I do not know it yet

## 05 VISITS NEEDED

Orders divided by conversion rate

## 06 LISTINGS NEEDED

At my average views per listing, how many that takes

### IF THE NUMBER LOOKS IMPOSSIBLE

Do not lower the goal first. Raise the profit per order, or extend the timeline. A higher priced product with the same traffic changes this page faster than anything else on it.

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BEFORE YOU AUTOMATE ANYTHING

# THE AI MISTAKES CHECKLIST

Tick each one before you run a batch. Every item here is something sellers are getting wrong at speed right now, which is the expensive way to get it wrong.

- [ ] I know my listing fees at this volume. Etsy charges $0.20 per listing every four months, whether it sells or not.
- [ ] I have a never use list of protected words and phrases, and I check anything borderline before it goes live.
- [ ] No phrase repeats more than twice across a listing, and descriptions are written for the buyer, not the algorithm.
- [ ] Every batch has a reason: real search demand, workable competition, and a place on my seasonal calendar.
- [ ] My blanks, print areas, image order and personalization wording are decided once and written down.
- [ ] I run one test product before any batch, so a mistake cannot copy itself a hundred times.
- [ ] I have a weekly reporting habit, so I know what to scale, what to fix and what to drop.
- [ ] I have looked at every AI written listing with my own eyes before it published.

### AI IS NOT A LAWYER, AND NEITHER AM I

No tool runs a real trademark search for you and no tool catches everything. Trademarks are filed every day. A checker lowers your risk, it does not remove it. Due diligence on every listing you publish is yours, and AI cannot replace legal or professional help.

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WHERE YOU GO FROM HERE

# THREE PATHS, PICK THE ONE THAT FITS

You have the whole playbook now. There are three honest ways to put it to work, and every one of them can get you there. They just cost different things.

PATH 01 · ON YOUR OWN

## USE THIS WORKBOOK AND BUILD IT YOURSELF

It works. It is the path I took, and it cost me 200+ hours over three years. You pay in time instead of money.

PATH 02 · LEARN THE FAST PATH

## ACADEMY 3.0 + THE AI MAGIC BUNDLE

My flagship course plus the AI Magic Masterclass and plugin, which teach you to set up your own listing pipeline. $497 for everything together, or $197 for AI Magic on its own.

**heatherstudio.com/q4bundle**

PATH 03 · THE FAST PATH, BUILT FOR YOUR SHOP

## STUDIOOS, AND THREE MONTHS WITH ME 1:1

Instead of learning the system and adapting it yourself, I build it around your shop, your niches and your standards, then coach you through running it. Founding cohort, limited seats.

**heatherstudio.com/studioos**

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THE FINE PRINT

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