

Your Etsy Business

Start with a clear idea. You can refine it as you learn what your customers respond to.

SHOP NAME

Working name - it does not have to be final yet.

WHAT WILL YOU SELL?

Describe your product idea in one clear sentence.

PRODUCT TYPE

☐ Physical ☐ Digital ☐ Print on demand (POD) ☐ Not sure yet

WHY THIS NICHE?

Consider your skills, interests, buyer demand, and what makes this a good fit.

MY 6-12 MONTH GOAL

Focus on a meaningful milestone you can influence - not a guaranteed income outcome.

Target Customer

Picture one specific buyer. A focused customer profile makes product and marketing decisions easier.

MY IDEAL BUYER IS

Think about life stage, interests, style, occasion, budget, or shopping habits.

WHAT ARE THEY LOOKING FOR?

What words might they type into Etsy? What result would feel perfect to them?

PROBLEM OR NEED MY PRODUCT ADDRESSES

Examples: saves time, celebrates an occasion, personalizes a gift, or expresses a style.

THREE PRODUCTS THIS BUYER MAY WANT

- 1

- 2

- 3

Use competitor research for market context and inspiration. Build an original offer - never copy.

FIRST PRODUCTS TO LAUNCH

#	PRODUCT IDEA	PLANNED PRICE (\$)
1		
2		
3		
4		
5		

THREE COMPETITORS TO RESEARCH

SHOP / LISTING	WHAT THEY DO WELL	HOW MY OFFER CAN BE DIFFERENT
1		
2		
3		

Estimate the costs required to open and run your shop. Check Etsy's current fee pages before finalizing.

Budget tip: keep estimates realistic, separate one-time costs from recurring costs, and leave a small cushion for surprises.

EXPENSE	ESTIMATED COST (\$)
Etsy fees Listing, transaction, payment processing, setup (if applicable)	\$ _____
Design / tools Software, fonts, subscriptions, equipment	\$ _____
Materials Supplies, samples, packaging, shipping materials	\$ _____
Mockups / photos Photography, props, mockup files	\$ _____
Marketing Ads, promotions, email tools	\$ _____
Other Licenses, insurance, education, contingency	\$ _____
TOTAL	\$ _____

Marketing Plan

Choose a few repeatable actions. Consistency and learning matter more than trying every channel at once.

ETSY SEO

Keywords, titles, tags, categories, attributes, listing quality

PINTEREST

Boards, pin topics, posting rhythm, seasonal content

SOCIAL MEDIA

Platform, content themes, posting rhythm, engagement

EMAIL

Signup incentive, welcome email, launch and product updates

OTHER

Partnerships, local events, content, communities, or another channel

MY PRIMARY TRAFFIC CHANNEL WILL BE

90-Day Goals

Set targets you can review monthly. Results vary, so pair outcome goals with actions you control.

START DATE _____

90-DAY FOCUS _____

TRACKER	MONTH 1	MONTH 2	MONTH 3
LISTINGS			
TRAFFIC / VISITS			
SALES			
REVENUE (\$)			
MAIN ACTION			

READY TO MOVE FROM PLANNING TO LAUNCHING?

BUILD ME BIG

Continue with the Etsy Beginner Launch Kit

