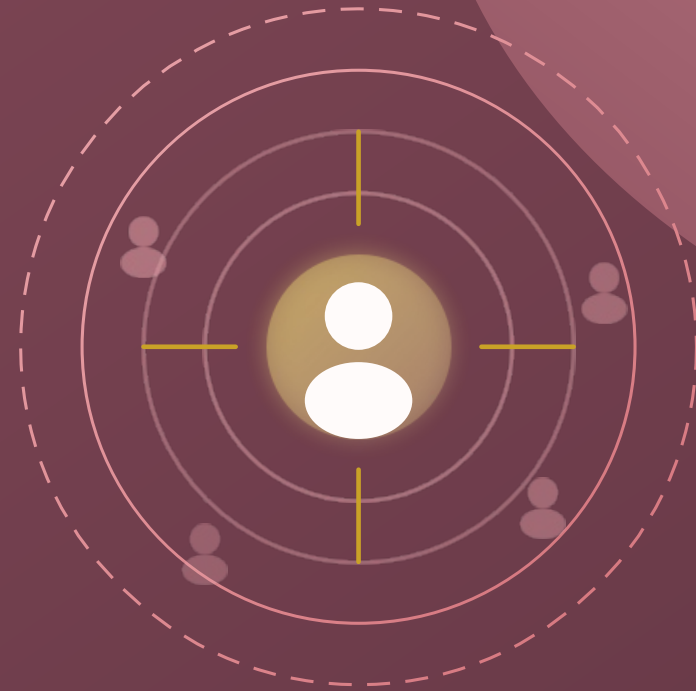


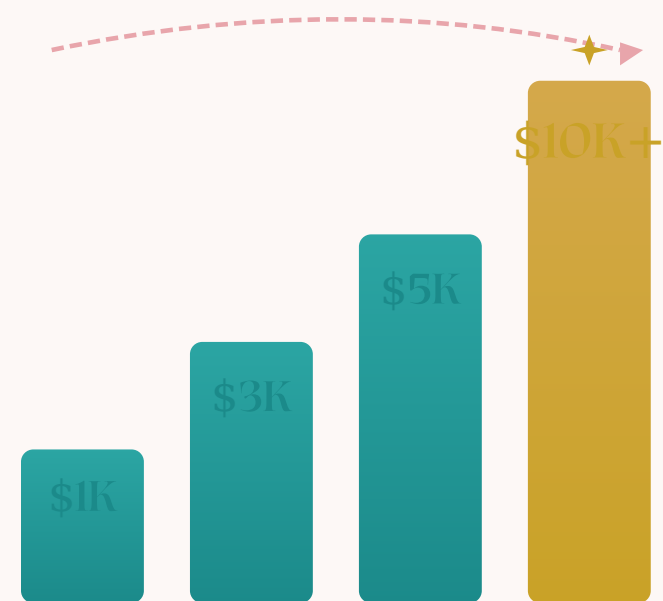
How to Find Profitable Audiences on Etsy

Before you open Canva, you need to know **WHO** you're selling to.



What do you want from your **Etsy** shop?

Be honest about your income target. Not every niche can realistically support every goal.



Understand the difference



PRODUCTS

WHAT you sell

eBooks, planners, SVGs, templates...



AUDIENCE

WHO you sell to

Busy moms, teachers, crafters...



+

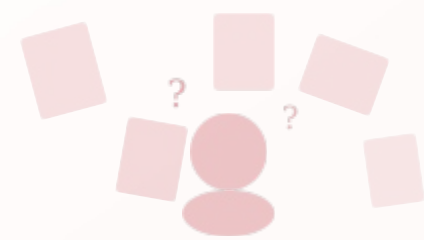


NICHE

=

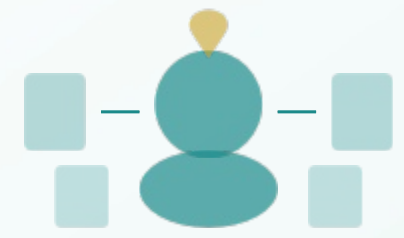
"Reading journal for busy moms"

Product-First vs Audience-First



✗ STRUGGLE

"I want to sell planners..."
"I'll just make what I feel like..."



✓ WINS

"I help homeschool moms stay organized..."
"I help book lovers track their reading..."

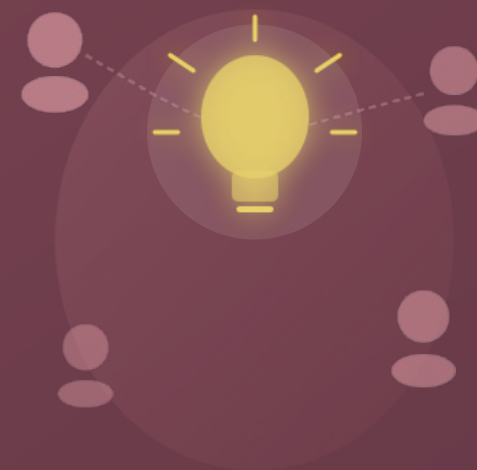
Choose the customer first

Instead of:

"What product should I sell?"

Ask:

"Who do I want to help?"





eBooks



Planners



Trackers



Templates



SVGs / Graphics



Goal: Product ideas that all serve the same person



01

Recurring Need
Hobbies, routines, lifestyles



02

Seasonal / Trends
Christmas, back-to-school, holidays



03

Multiple Products

NICHE EXAMPLE

Sublimation Crafters

People who sell sublimation products

WHY THEY'RE GREAT:

- ✓ Need constant new designs
- ✓ Follow seasons & trends
- ✓ Buy repeatedly



What they need from you →

MORE EXAMPLES

More Profitable Niche Ideas



SVGers & Crafters

SVGs, clipart, fonts, graphics bundles



Life Roles

Homeschool moms Teachers Nurses



Interests

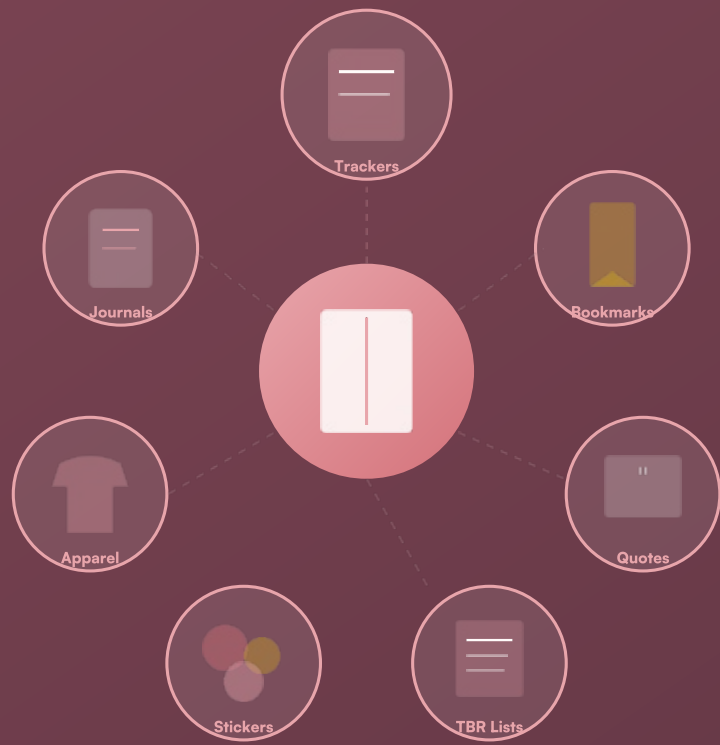
Gardening Reading Gaming

These audiences use multiple products + multiple themes all year long.

Reading Niche Example

If your audience = book lovers...

One audience.
Endless product angles.

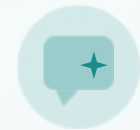


Can't think of products? Use these tools



On Etsy

Search "digital download [niche]" to see what sells



ChatGPT

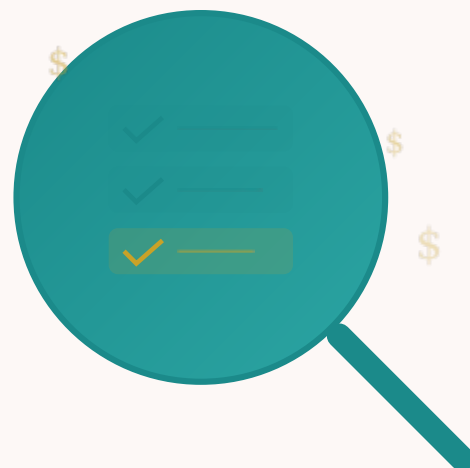
"Give me 10 digital products for [audience]"



eRank

Check related keywords & trending formats

Let the data brainstorm with you.



VALIDATION

Validate Profitability

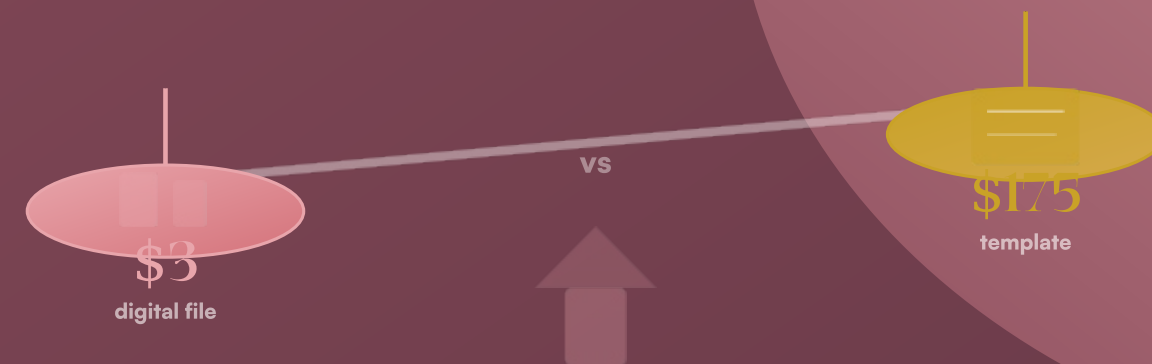
You're not guessing. You're checking.

<p>ON ETSY:</p> <p>Filter digital downloads → Sort by bestsellers → Check multiple sellers making sales</p>	
<p>ON PROFITTREE:</p> <p>Filter by revenue → Check monthly earnings & listing age</p>	

You want proof that money is actually moving.

REALITY CHECK

Do the results meet your goal?



Very different earning potentials—
even if both are "digital products"

If your niche doesn't match your goal → try a different product + audience combo

ACTION STEPS

Once validated, take action



Build a profitable, repeat-customer shop
—not random one-off sales

Before we dive into **MINE**...

Now you've seen how important your **audience and niche** are.

Next: How to **MINE real demand** on Etsy so you're never guessing what to design again.

