Friday Mindset:

No research. That was Monday.

No designing. That was Wednesday.

No data deep-dives. That's at renewal time (every 4 months).

Friday is a **FINISH LINE.**

You're not being creative. You're not analyzing. You're publishing.

Listing is data entry.
Treat it like data entry.

Step 1: Bulk Mockups (30-40 minutes)

Options:

→ Bulk Mockup tool (fastest for high volume)

→ Canva with duplicated pages (good for singles)

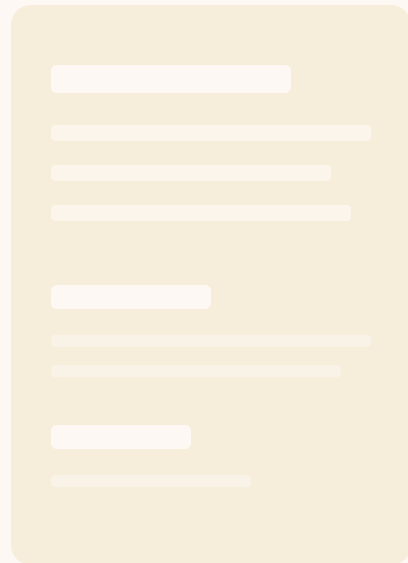5-7 clean mockups per product. That's it.

Perfect mockups are nice.

Good-enough mockups are profitable.

Step 2: Use Pre-Built Templates (20-30 minutes)

My rule: Never start a listing from scratch.

Keep templates ready with:

→ Base keywords already in

→ Title structure set

→ Description skeleton written

→ 13 tags framework filled
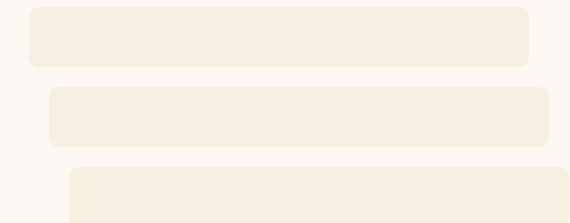
→ Standard pricing rules
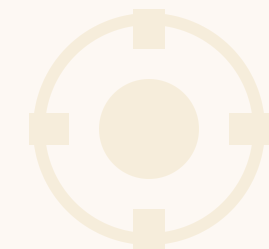
On Friday, you just:

Duplicate → Swap details → Publish

I use Vela for bulk listing.

Why Vela?

→ Edit multiple listings at once

→ Assistants can list without Etsy login

→ Keeps your account safe from flags

→ Free for basic use

(I have YouTube tutorials on this if you want the full walkthrough.)

Friday Output:

15-20 products fully live on Etsy.

From designs that were validated on Monday.

Created on Wednesday.

Published on Friday.

That's the rhythm.

That's how empires get built.
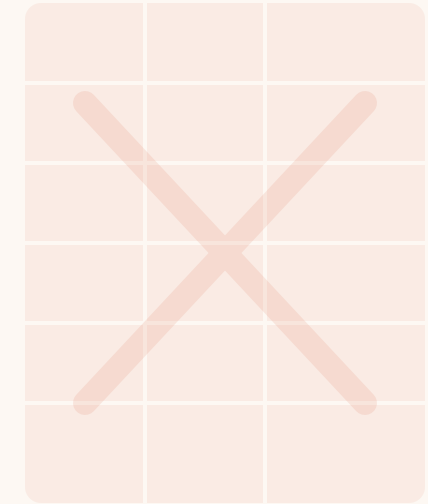
THE RENEWAL RULE

Simple Tracking Without Spreadsheet Hell

Most people think tracking means:

→ Daily spreadsheet updates

→ Obsessing over every stat

→ Hours of data analysis

That's not tracking. That's torture.

If the data is simple, the tracking should be simple.

The Renewal Rule:

4 MONTHS

Instead of tracking daily, I check listings at renewal time.

That's about every 4 months.

(When Etsy charges you the $0.20 renewal fee.)

At renewal, each listing gets **ONE question**:

Does this deserve another 4 months of my attention?

> **IMPORTANT**
>
> This is NOT a daily or weekly task. You only do this when a listing renews — about every 4 months. This keeps the system simple instead of overwhelming.