

# How to Find Profitable Digital Audiences on Etsy

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

Let's walk through a simple way  
to pick audiences that can actually  
hit your income goals.

STEP ONE

# What do you want from your Etsy shop?

Do you want \$1K, \$3K, \$5K, \$10K+ months?

Be honest about your income target.  
This matters because not every niche  
can realistically support every goal.

We'll use this at the end  
to decide if a niche is worth your time.

S T E P   T W O

# Understand the difference



## Products - WHAT you sell

eBooks, checklists, planners, invites, SVGs, templates, etc.

## Niche = Products + Audience

"Reading journal for busy moms"

"SVG bundle for sublimation crafters"



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# Product

STRUGGLE

## Product-First Thinking

"I want to sell planners."

"I want to sell stickers."

"I'll just make what I feel like."



Same "t

STEP THREE

# Choose the customer (Audience)

Instead of asking:

**"What product should I sell?"**

Ask:

**"Who do I want to help and  
what problem or obsession do they have?"**

When you choose a specific person first  
and really understand them...

You can build an entire product lineup  
that fits their needs and keeps them coming back.

STEP FOUR

# Brainstorm & research p

Once you've picked an audience, ask: "What would they want?"  
Think across different digital formats they might want:



eBooks / guides

Your goal:

# Top 3 Traits



**Have a recurring need or obsession**

Hobbies, routines, lifestyles, beliefs.

If

## PROFITABLE AUDIENCE / NICHE EXAMPLE

# Sublimation Crafters

### Audience:

People who sell sublimation products (tumblers, mugs, sh  
etc.)

### What they need from you:

- Fresh tumbler designs
- Mug designs
- Bookmark designs
- Bundle packs

### Why they're great:

- Need constant new designs
- Follow seasons / holidays / trends
- Can buy from you over and over again

# More Profit

SVGers & Clipart  
Crafters

Need SVGs, clipart bundles,  
fonts, graphics.

READING AUDIENCE / NICHE EXAMPLE

# If your audience = book lover sell:

Reading trackers / planners / journals

TBR (To Be Read) lists

Printable & POD bookmarks

Printable & POD stickers

One audience. Lots of products.

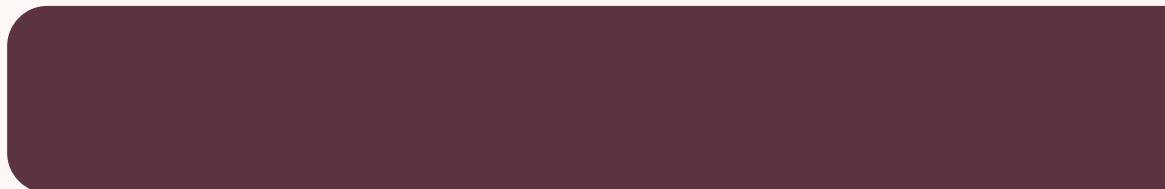
# Can't think



E

On Etsy

Search "digital download [your niche]" to see what already sells.



# Validate profitability

You're not guessing. You're checking.

## On Etsy:

- Type in your niche / product idea.
- Filter by digital downloads.
- Sort by top customer reviews / bestsellers.

Look at:

- Are there multiple sellers making sales?
- Are listings recent, not from 7+ years ago?

## On ProfitTree:

- Filter by Revenue.
- Check monthly revenue and listing age.

You want proof that money is actual

# Do the results meet you

Go back to your income goal from Step One.

Ask:

"Does this niche have enough demand to support a business?"

If not, repeat the process with different product + audience combos (planners, trackers, checklists, templates, etc.).

Remember:

A \$3 digital file niche

vs

A \$175 website template niche

Those are very different earning potentials even if both are successful.

# Once your audience / niche validated...

1

Create products that clearly serve that specific audience.

2

Use proven SEO (keywords, titles, tags) to get found online.

3

Keep a list of future product ideas for the same audience.

4

Sell, email your buyers, and give them reasons to buy again.

This is how you build a **profitable, repeat-customer** business instead of random one-off sales.

BRIDGE SLIDE — BACK TO THE

# Before we MINE...

Now you've seen how important it is to know your audience and niche.

Next, I'll show you how to find inspiration on Etsy so you're never stuck for ideas or what to design again.

Then you go straight into:  
"Tonight I'm walking you home  
Let's start with **MINE...**"