

# 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.

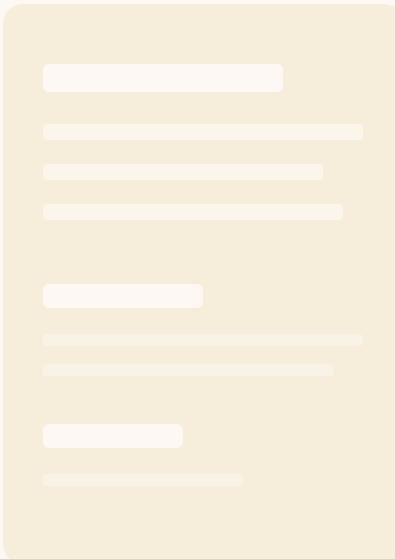
Perfect mockups are nice.

**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

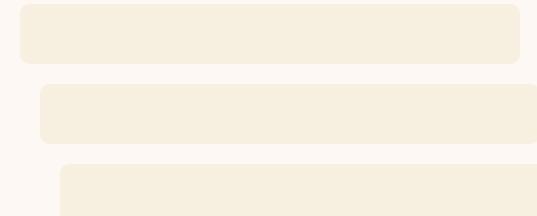
On Friday, you just:

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**.

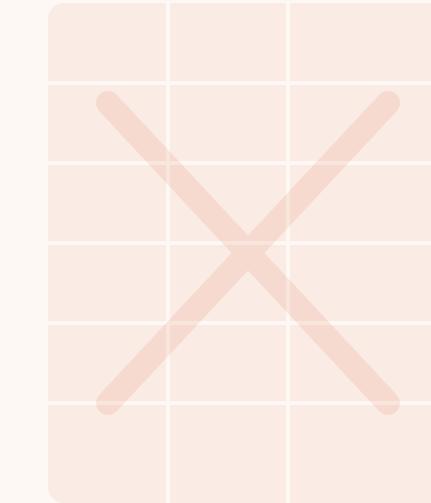
That's the rhythm.

**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:



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.