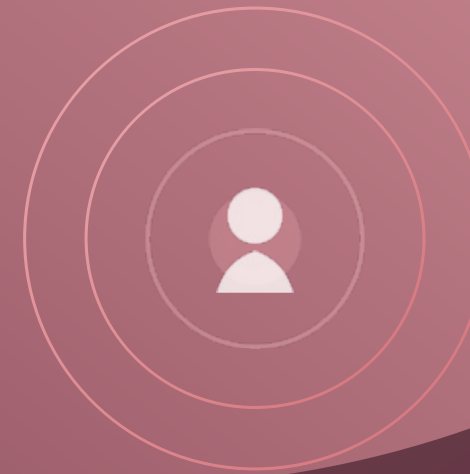


SLIDE 71

How to Find Profitable Digital Product Audiences on Etsy

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.



1

STEP ONE

What do you want from your Etsy shop?

\$1K

/month

\$3K

/month

\$5K

/month

\$10K+

/month

Be honest about your income target. Not every niche can realistically support every goal. We'll use this at the end to decide if a niche is worth your time.

2

STEP TWO

Understand the difference

PRODUCTS

WHAT you sell

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

AUDIENCE

WHO you sell to

Busy moms, teachers, crafters, book lovers, homesteaders, etc.

NICHE = Products + Audience

"Reading journal for busy moms" "SVG bundle for sublimation crafters"

Most struggling shops only think in products. We want to think in niches.

Product-First vs Audience-First

✗ PRODUCT-FIRST (STRUGGLE)

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

✓ AUDIENCE-FIRST (WINS)

"I help homeschool moms stay organized."
"I help book lovers track their reading."
"I help sublimation crafters with fresh designs."

Same "type" of product. Completely different strategy.

3

STEP THREE

Choose the customer first (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.

products for them

Once you've picked an audience, ask: **"What would be genuinely useful or fun for them?"**

THINK ACROSS DIFFERENT DIGITAL FORMATS THEY MIGHT WANT:



eBooks / Guides



Planners & Checklists



Trackers & Journals



Templates & Printables



SVGs / Clipart / Graphics

👉 Your goal: A list of product ideas that all serve the same person.

Top 3 Traits of Profitable Audiences

01

Have a recurring need or obsession

Hobbies, routines, lifestyles, beliefs.

02

Are tied to seasons / holidays / trends

Christmas, back-to-school, summer, graduations, new year goals.

03

Need multiple types of products

At least 3—5 different digital formats (planners, trackers, checklists, invites, templates, etc.).

Remember: If they only ever need one tiny product from you, it's hard to hit bigger

PROFITABLE NICHE EXAMPLE

Sublimation Crafters

People who sell sublimation products (tumblers, mugs, shirts, bookmarks, 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 EXAMPLES

More Profitable Audience / Niche Examples

SVGers & Clipart Crafters

Need SVGs, clipart bundles, fonts, graphics.

Life Roles & Identity Niches

- Homeschool moms
- Cat moms
- Nurses
- Teachers
- Coaches

Interests / Awareness Niches

- Gardening
- Reading
- Gaming
- Neurodiversity

These types of audiences can use multiple products + multiple themes across the whole year.

Reading Audience / Niche Example

If your audience = book lovers / readers, you could sell:

Reading trackers / planners / journals

Reading challenge printables

TBR (To Be Read) lists

Bookshelf art & quote printables

Printable & POD bookmarks

POD apparel (shirts, totes, sweatshirts)

Printable & POD stickers

One audience. Lots of product angles.

Can't think of products for your audience?

Use tools to help you brainstorm:



On Etsy

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



In ChatGPT

"Give me a list of 10 digital products I could sell to [your audience] on Etsy."



In eRank

Look at related keywords and see what formats keep coming up.

Let the data brainstorm with you.

VALIDATION

Validate Profitability

You're not guessing. You're checking.

ON ETSY:

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

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

ON PROFITTREE:

- 1 Filter by Revenue
- 2 Check monthly revenue and listing age

You want proof that money is actually moving.

Do the results meet your goal?

Go back to your income goal from Step One. Ask: "Does this niche have enough demand to support \$X/month?"

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

REMEMBER:

\$3

digital file niche

vs

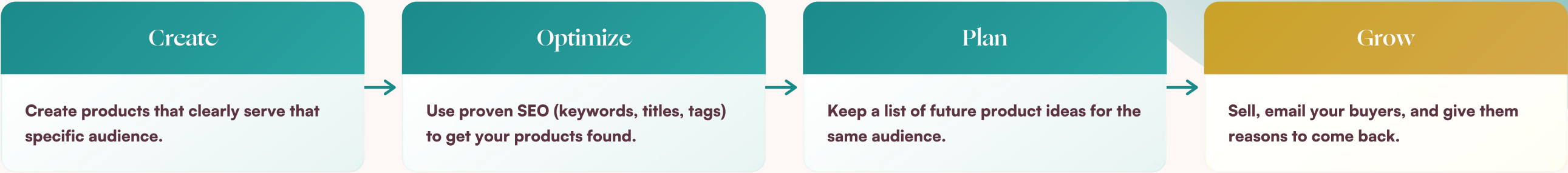
\$175

website template niche

Those are very different earning potentials—even if both are "digital products".

ACTION STEPS

Once your audience / niche is validated...



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

BRIDGE TO DAY 2

Before we dive into MINE...

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

Next, I'll show you how to **MINE real demand** on Etsy so you're never guessing what to design again.

▶ Up next: The MANUAL version of MINE