At Renewal, Every Listing Goes Into One of Three Buckets:

?

?

?

This should feel familiar from Day 1...

Three Buckets:

DEACTIVATE

(Dead Weight)

→ 0 views

→ 0 favorites

→ 0 sales

→ After at least one renewal cycle

?

?

If nobody saw it, nobody wants it.

Turn it off.

Three Buckets:

DEACTIVATE

(Dead Weight)

OPTIMIZE

(Interest But No Purchase)

- ✓ Views
- ✓ Favorites
- ✗ Sales

?

There's demand, but something broke.

Price? Mockup? Style mismatch?

Duplicate → Make changes → Test again.

Three Buckets:

DEACTIVATE

Dead weight → Turn off

OPTIMIZE

Interest, no sales → Fix and retry

SCALE ★

(The Winners)

✓ Views ✓ Sales ✓ Healthy conversion

If it sells once, assume it can sell 20 more times.

How to scale winners:
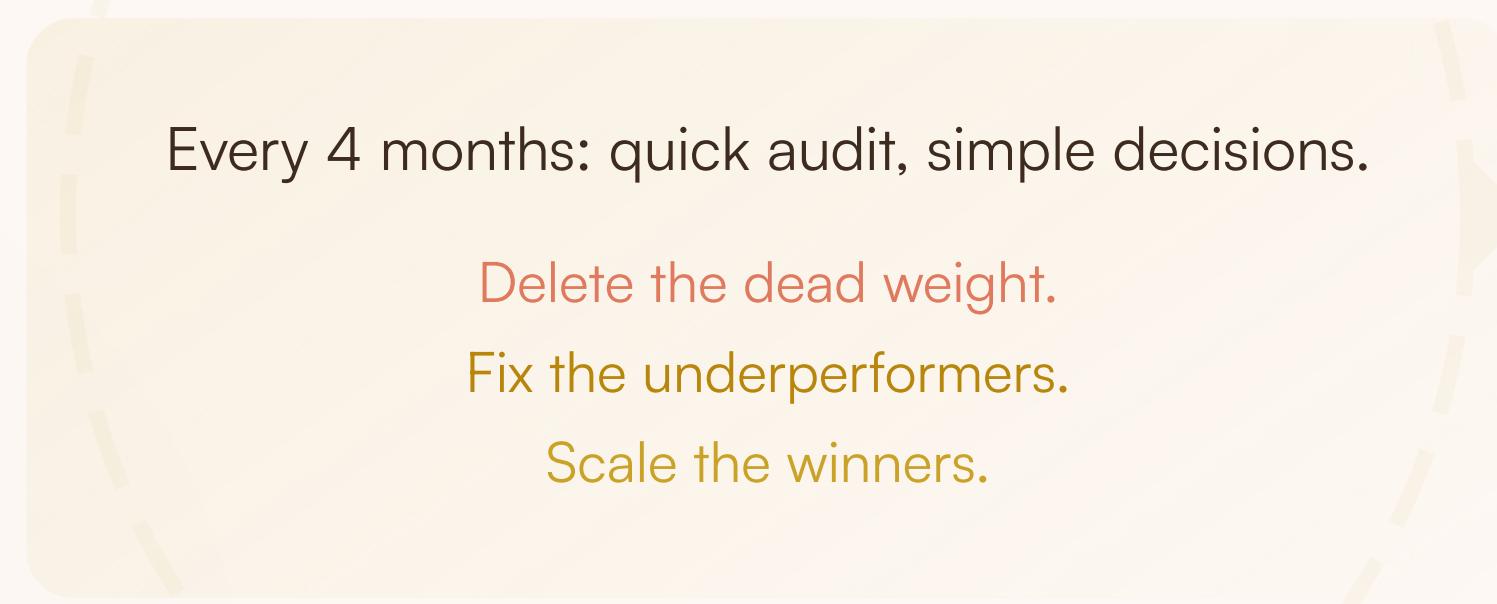
→ New audiences (nurse → teacher → hairdresser → mom)

→ New formats (PNG → tumbler wrap → sticker)

→ New seasons (base → Valentine's → Christmas)

→ Bundles (single → 4-pack → mega bundle)

This is the same DELETE / OPTIMIZE / SCALE framework from Day 1.

But now you know WHEN to apply it.

Every 4 months: quick audit, simple decisions.

Delete the dead weight.
Fix the underperformers.
Scale the winners.

That's the whole tracking system.

THE CEO MATH RULE

When Your Time Creates Money,
Money's Job Is To Buy Back Your Time

Step 1: Know Your CEO Hourly Rate

Let's say your Etsy profit is $1,000 this month (after fees).

You worked about 3 hours per week on your shop.
That's 12 hours in the month.
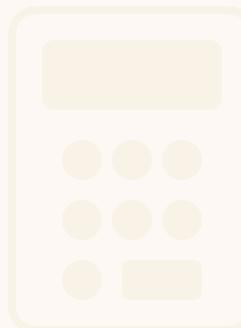
Your "CEO hourly rate" is:

$$\$1,000 \div 12 = {\sim}\$83/\text{hour}$$

So any task you can pay someone $15-20/hour to do?

That's a no-brainer to delegate.

(If you grow to $2,000/month on the same 12 hours, your time is worth ~$167/hour.)

Step 2: Apply the rule

If someone can do a task for **LESS** than your hourly rate?

Delegate it.
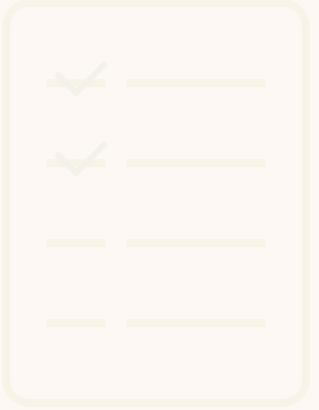
At $83/hour, paying a VA $15-20/hour to do mockups or listings

means you're keeping $60+ of value in your pocket.

Your job is the $83/hour work:

Research, creative decisions, strategy.

What to Delegate First:

→ Mockup creation (bulk work)

→ Listing uploads into Vela

→ Copying titles and tags into templates

→ Simple admin work

Anything that doesn't require YOUR creative brain.

Use tools like Vela so assistants don't need Etsy login access.
(Protects your account from flags.)