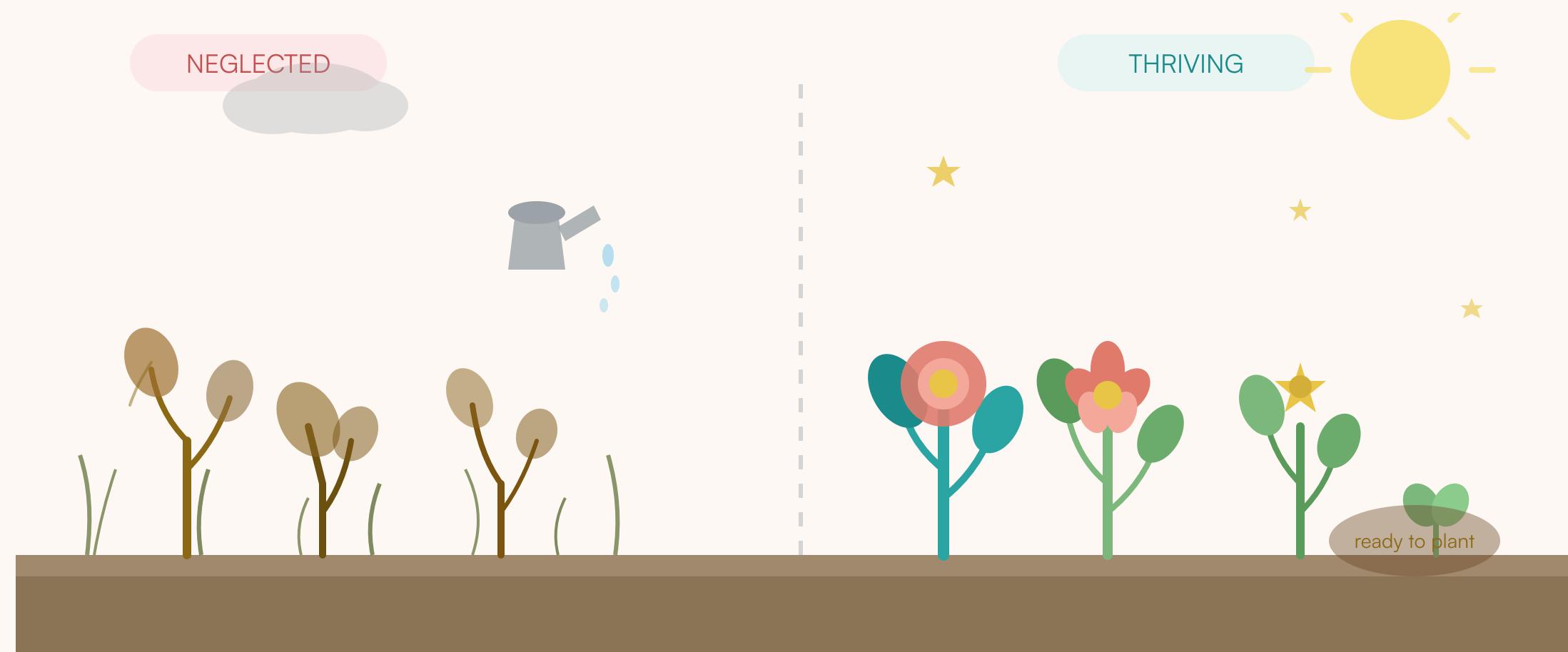


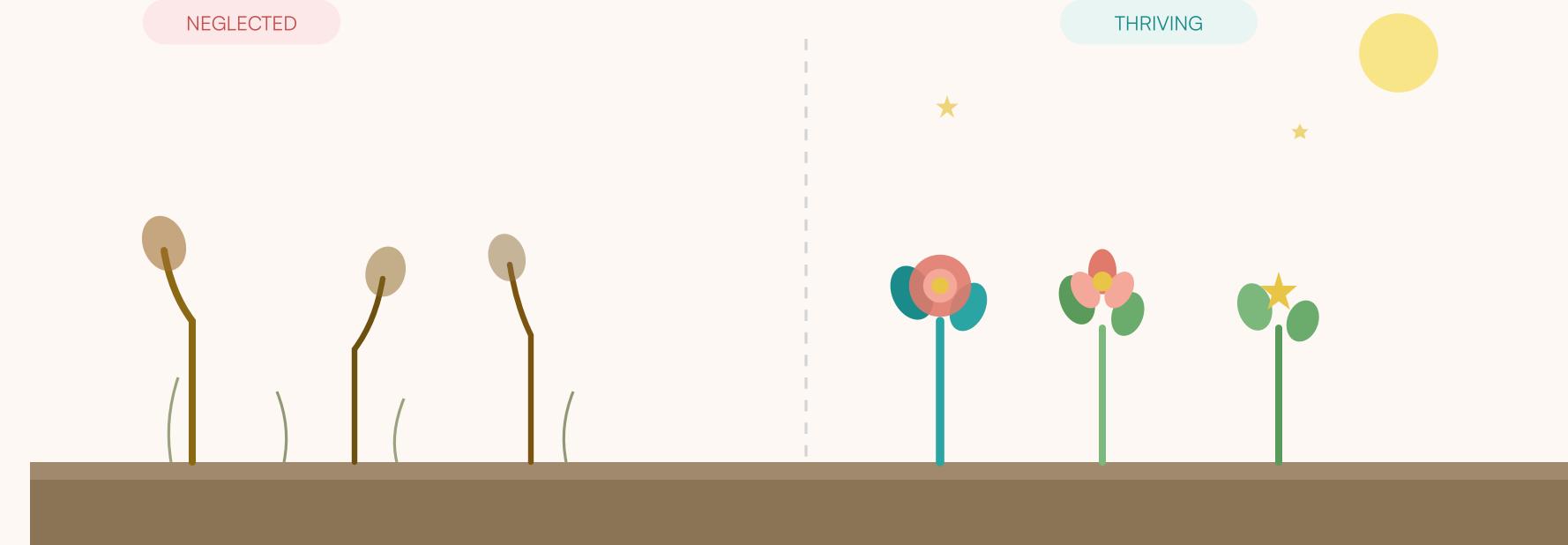
THE METAPHOR THAT CHANGES EVERYTHING

Think of Your Shop Like a Garden...



THE METAPHOR THAT CHANGES EVERYTHING

Think of Your Shop Like a Garden...



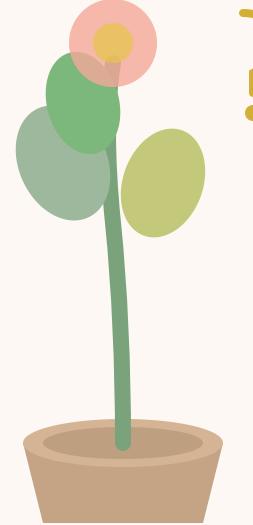
*"You can't plant new seeds if you're still
watering dead plants."*

Every Listing Falls Into One of Three Categories



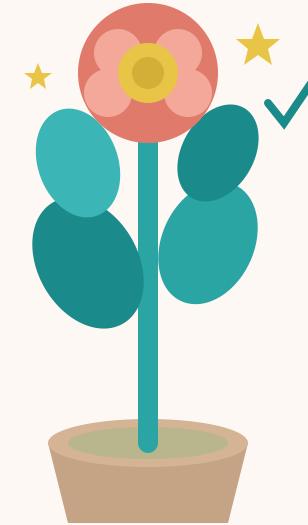
Dead Plants

No sales in 6+ months
Buried in search
Time to pull them out



Struggling Plants

Occasional sales
Could go either way
Need optimization



Thriving Plants

Consistent sales
Bringing in traffic
Give them more!

This Week, You Have Permission to Let Go

We're going to give you a framework for deciding what stays, what goes, and what gets your energy.





BEFORE I SHOW YOU THE FRAMEWORK...

I need to address something
uncomfortable.

Why is it so hard to **delete** listings?

Even when you KNOW they're not selling?



Because when you delete a listing...

You're also deleting the **TIME** you spent learning how to make it.

The **HOURS** you spent creating it.

The **HOPE** you had when you listed it.

That listing feels like a piece of *you*.

And deleting it feels personal.



Type **"FELT THAT"** in the chat

if you've ever kept a listing live
just because you spent so much time on it.

No judgment. We've ALL done it.

LET ME TELL YOU WHAT HAPPENED

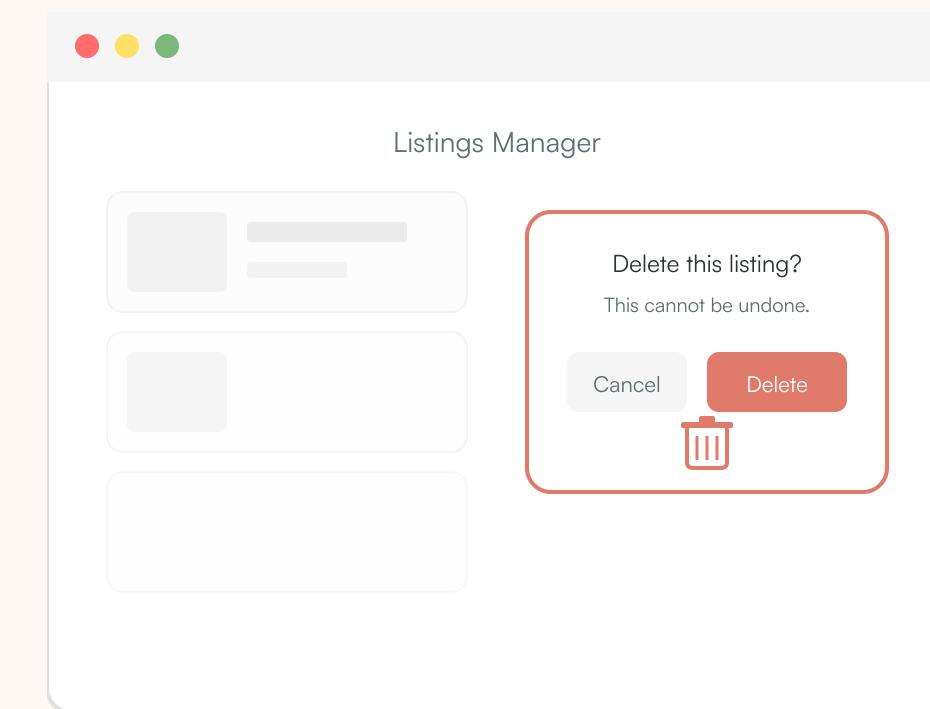
when I finally stopped being
emotional about my listings...



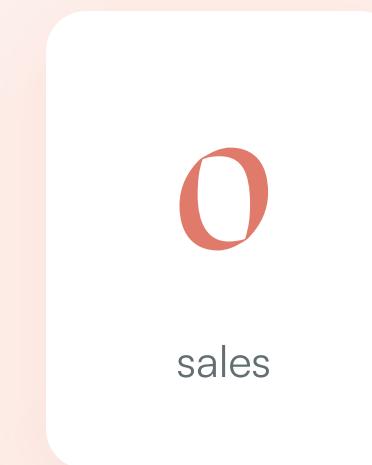
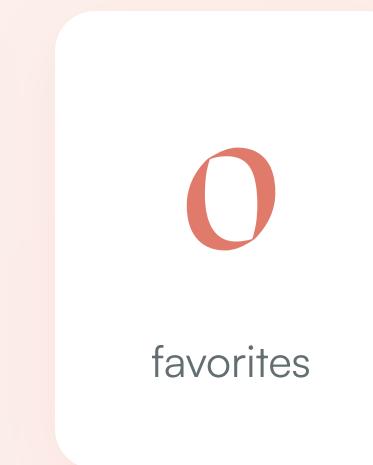
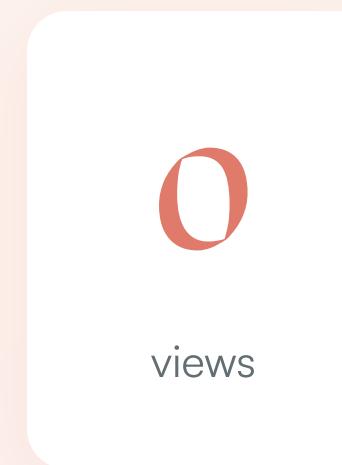
IN MY FIRST TWO MONTHS OF DIGITAL
PRODUCTS...

200+
listings deleted

Not deactivated. Deleted. Gone forever.



Those 200 listings were getting:



*They were designs I personally liked...
in a style that wasn't actively selling on Etsy.*



WRITE THIS DOWN

*"I was designing what I liked—
not what people were already buying."*

That was my mistake. And it might be yours too.

After I deleted those 200 listings...

BEFORE

~\$300 → \$15,000

/month

AFTER

in March 2022

In 60 days.

Let me say that again:

\$300 → \$15,000

By **DELETING** half my shop.

Let me say that again:

\$300 → \$15,000

By **DELETING** half my shop.

I didn't add more listings.

I removed the ones dragging me down.

When I hit the delete button on 200 listings...

鄗 I felt scared.

鄗 I felt sad about the time I'd spent.

But mostly?

I felt RELIEVED.

Like I could finally *breathe*.



Type **"RELIEF"** in the chat

if you think deleting some of your listings
would actually feel like **freedom**.

Most people are shocked by how good it feels.

*"
But Bailey, my listings get favorites!
Doesn't that mean they're good?
"*

Favorites don't mean your product is bad.

They mean something **STOPPED** them
from buying.



Favorites = window shoppers.

When someone favorites instead of buying:

- The price felt too high
- It wasn't 100% what they wanted
- They're "saving it" while they look for something better

Favorites show buyer **INTEREST**. But not buyer **INTENT**.

The metric that actually matters?

$$\text{Sales} \div \text{Visits} = \text{Conversion Rate}$$

That's it.

CONVERSIONS.



WRITE THIS DOWN

*"Favorites are window shoppers.
Sales are the only metric that pays your bills."*

Stop celebrating favorites. Start tracking conversions.

WHAT WE WANT

An immediate impulse to buy.

Not "I'll save this and look around."

If they're favoriting instead of buying, something needs to change:

- Price
- Design
- Mockup
- Title clarity

"

*Bailey, that's great for you...
but will it work for ME?*

"

Let me tell you about Sarah.

CASE STUDY

Sarah's Shop Before

 **300+** listings

 **\$38** /month (after fees)

 Only **3** listings had EVER sold

Multiple niches: dog lovers, wall art, digital planners, checklists...

A little bit of everything. Selling almost nothing.

What Sarah Changed

- 1 Deleted everything that wasn't performing
- 2 Picked ONE niche: digital designs
- 3 Only listed products with proven demand
- 4 Relaunched with just 30 listings

SARAH'S RESULTS



First sale

2 days

after relaunch



First month

\$150

(up from \$38)



With only

30

listings (down from 300+)

More money. 90% fewer products.

**Sarah made MORE money
with 90% FEWER products.**

Because she stopped spreading thin
and started going DEEP.

Focus beats volume. Every time.



Type **"FOCUS"** in the chat

if you're realizing your shop might be
too scattered right now.

More listings won't save you. The RIGHT listings will.



Here's something that might surprise you:

**Successful shops have MORE dead listings
than struggling shops.**

Way more, actually.

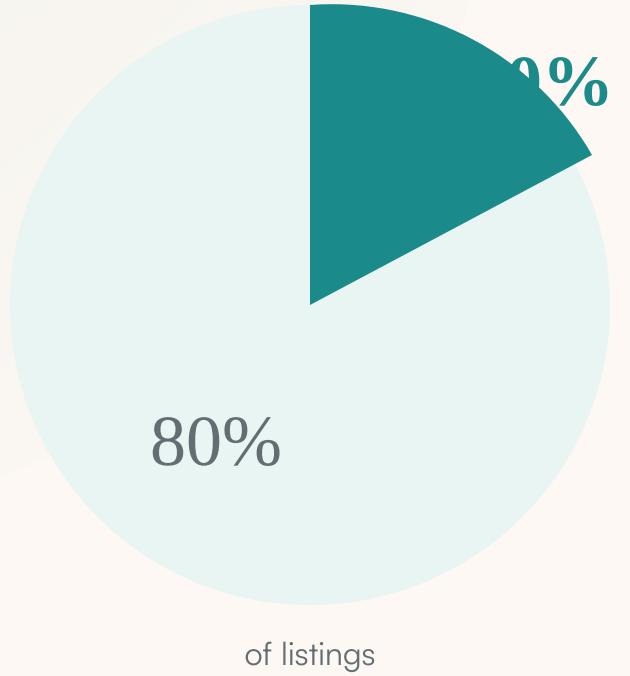
Why?

Because winners come from **VOLUME**.

You can't find your bestsellers
without testing a lot of ideas first.

Dead listings aren't failures.

They're the cost of discovery.



IN ALMOST EVERY SUCCESSFUL ETSY SHOP

**20% of listings drive
80% of revenue.**

The other 80%? They're experiments that gave you data.

The data they gave you? "This doesn't work."

That's valuable information.

The difference between struggling and successful?

Struggling Sellers

- ✖ Keep paying renewal fees on hope
- ✖ Get emotionally attached

Successful Sellers

- ✓ DELETE their dead weight
- ✓ Learn from failures and move on



This mindset shift alone —

treating listings as **experiments**, not babies

This is what I teach inside my [90-Day program](#).

Most people take YEARS to figure this out.

You're getting it tonight for free.

Here's something I want you to think about...

**How are you running
your shop **right now?****



Crafter Mode

- Keeps every listing "just in case"
- Takes it personally when something doesn't sell
- Measures success by how hard you worked



CEO Mode

- Prunes what isn't working
- Sees every listing as an experiment that gave you data
- Doubles down on what the market is actually buying

Tonight, you get to decide.

Which mode are you going to run your shop in?

Because the 3-Column Framework I'm about to show you?

It only works if you're ready to think like a CEO.

Which shop sounds like yours right now?

✖ OLD SHOP

- 200+ random listings
- Mixed everything: tumblers, planners, wall art, POD...
- "It's getting favorites!"
- Decisions based on feelings
- Paying Etsy to host dead weight

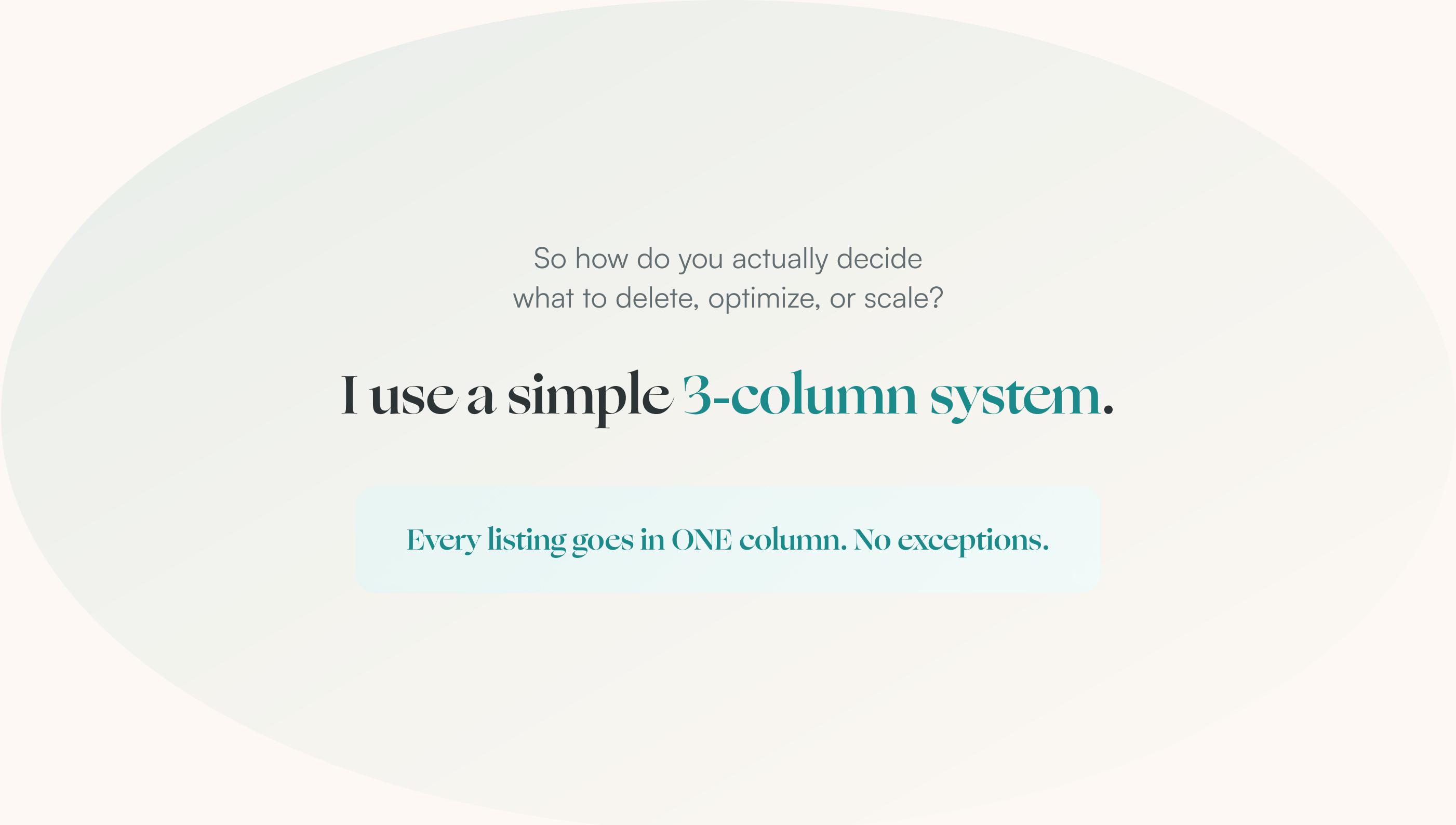
✓ NEW SHOP

- Focused niche, clear buyer
- Products based on proven demand
- "What's my conversion rate?"
- Listings treated as experiments
- DELETE / OPTIMIZE / SCALE on repeat

Tonight is where you
cross that line.

OLD SHOP → NEW SHOP

And here's exactly how we do it...



So how do you actually decide
what to delete, optimize, or scale?

I use a simple 3-column system.



Every listing goes in ONE column. No exceptions.

Every listing belongs in one of three columns:



DELETE

Remove the dead weight



OPTIMIZE

Fix what's almost working



SCALE

Double down on winners

Let me show you exactly how to sort them.



Tonight I'm teaching you how to do this manually.

Inside my [90-Day Etsy Empire Accelerator](#),
this becomes a weekly 15-minute routine
with templates and checklists.

But first, you need to understand the logic.



COLUMN 1

DELETE

Remove the dead weight.

DELETE CRITERIA

A listing goes in DELETE if:

- ✖ Zero views + zero favorites after one renewal cycle (4 months)
- ✖ No sales after first renewal period
- ✖ Design style YOU liked that isn't actively selling on Etsy
- ✖ Doesn't fit your shop's core focus anymore

If a listing has **ZERO views** after 120 days...

It means one of two things:

1

There's no demand for this product

2

Your SEO was so wrong Etsy can't
find it

Either way? It's not worth saving.

WHAT TO DO

DEACTIVATE

(don't delete permanently)

Keep the data in case you want to analyze later.

But get it OUT of your active shop.



Stop paying \$0.20 to keep dead weight alive.