

Delete based on **feelings** data.

Who's ready to  
**declutter** their shop?

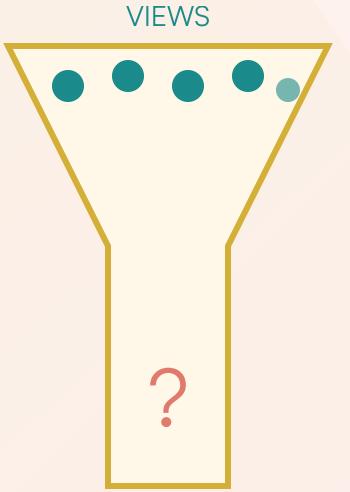
➡ "DECLUTTER MODE"



## OPTIMIZE CRITERIA

A listing goes in OPTIMIZE if:

- ★ Getting views but not converting to sales
- ★ A few sales but not as many as similar listings
- ★ Good product, weak presentation



Getting views but no sales?

Your listing isn't **converting**.

**Fix these:**

- | Main photo
- | Price point
- | Description clarity

Not getting views at all?

Etsy can't find you.

**Fix these:**

- | Title keywords
- | All 13 tags
- | Category relevance





## QUICK WIN

The fastest optimization?  
Better main photo.

That single change can 2-3x your clicks.

Who has listings that  
need **polishing**?



"OPTIMIZE MODE"



COLUMN 3

# SCALE

Double down on winners.

## SCALE CRITERIA

A listing goes in SCALE if:

 Consistent sales month over month

 High conversion rate (views → sales)

 Proven demand — people want this

**Most sellers try to invent new  
winners.**

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Smart sellers multiply existing ones.

## 3 Ways to Scale a Winner



### NICHES

Same product,  
different audiences



### SEASONS

Same product,  
different times



### STYLES

Same concept,  
different looks





WRITE THIS DOWN

Don't create more.  
Multiply what works.



Inside the Accelerator, this becomes  
a weekly 15-minute routine.

Templates. Checklists. No guessing.



COMING TOMORROW

**My complete 90-day scaling roadmap.**

The exact system behind my 7-figure shop.

Who's ready to  
scale winners?

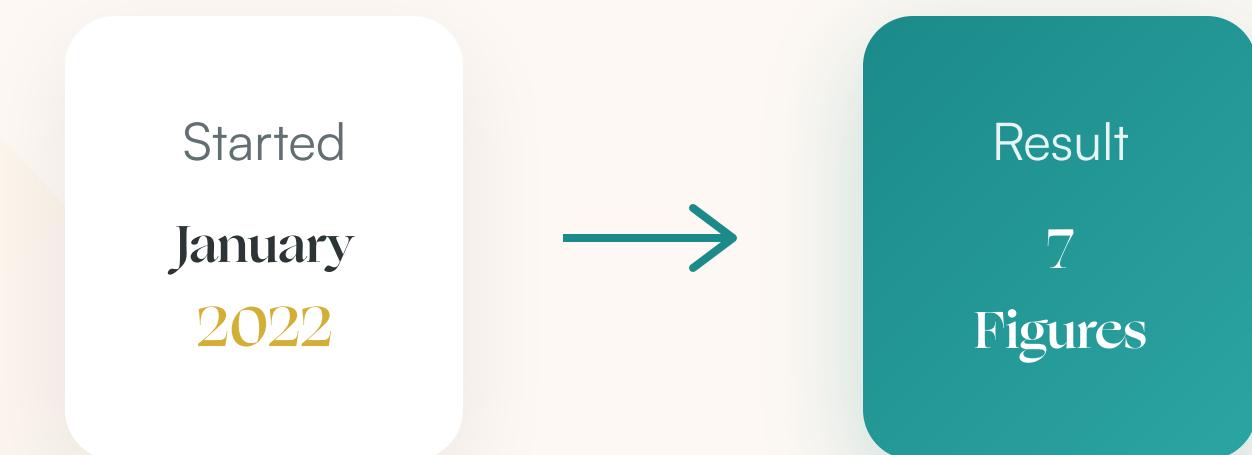
► "SCALE MODE"



THE TIMING ELEMENT

Why **NOW**  
Matters

Remember when I told you where I started?





**January is  
different.**

Let me show you why.



## The January Gold Rush



### New Year Energy

Buyers ready to invest



### Less Competition

Sellers recovering from  
Q4



### Algorithm Reset

Fresh listings get love



### 90-Day Runway

Perfect timing to build



### B2C Buyer

Personal use  
shopper

**Teachers. Parents. Organizers.**

**Want:** Templates, planners, printables

**January mood:** Goal-setting, fresh start energy

**Sellers. Creators. Coaches.**

**Want:** Commercial-use templates, done-for-you products

**January mood:** Planning their product line for the year



**B2B Buyer**

Business use  
shopper



**This window is closing.**

Every day you wait, more sellers wake up.

The best time to start? NOW.