



Emotional decisions



Data decisions

Delete based on ~~feelings~~ data.

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

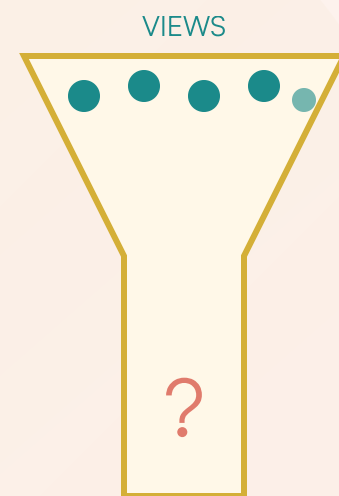
💬 "DECLUTTER MODE"



## 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.**



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?

Started  
**January**  
**2022**



Result  
7  
**Figures**



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.

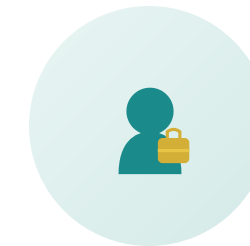
**Want:** Templates, planners, printables

**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.