



#### WRITE THIS DOWN

"Buyers are planning their year in January.  
If I'm not ready, **they buy from someone else.**"

This is NOT the time to wait.



Type "**JANUARY**" if you're  
committing to reset your shop  
*before* the new year.

— This is your window. —



Enough theory.

Let's actually  
DO this.

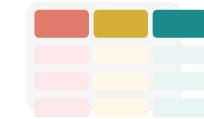
Right now.

Open these in another tab:



**Etsy Dashboard**

Your Listings page



**3-Column Sheet**

DELETE | OPTIMIZE |  
SCALE



**15 Minutes**

Honest evaluation time

# The Rules for This Exercise



## No emotion.

Data makes the decision.



## No overthinking.

10 seconds per listing.

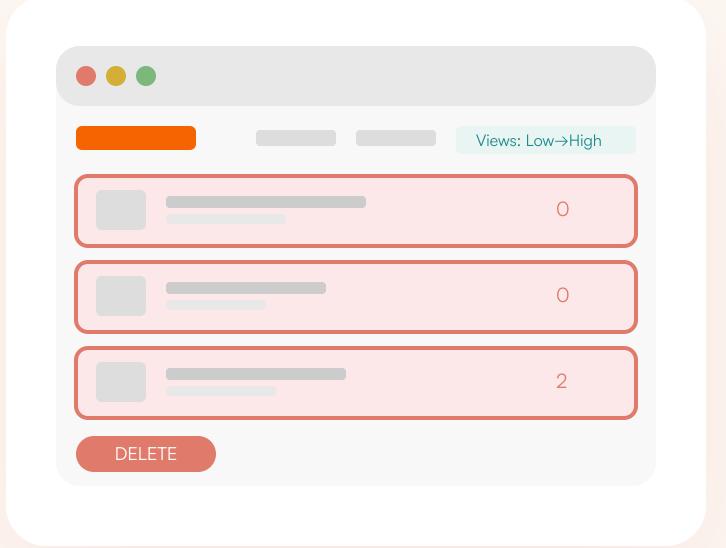


## No "but what if..."

Trust the criteria.

We're doing surgery, not therapy.

## STEP 1



### Find the **DELETES**

Filter by: Views (lowest first)

- ✖ Zero views after 120 days
- ✖ Zero favorites
- ✖ No sales in 120 days

These are obvious. Move fast.

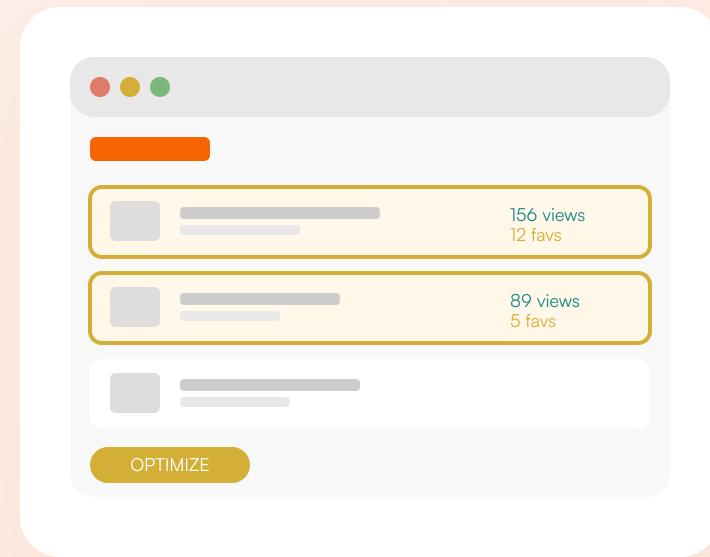
## STEP 2

### Find the OPTIMIZES

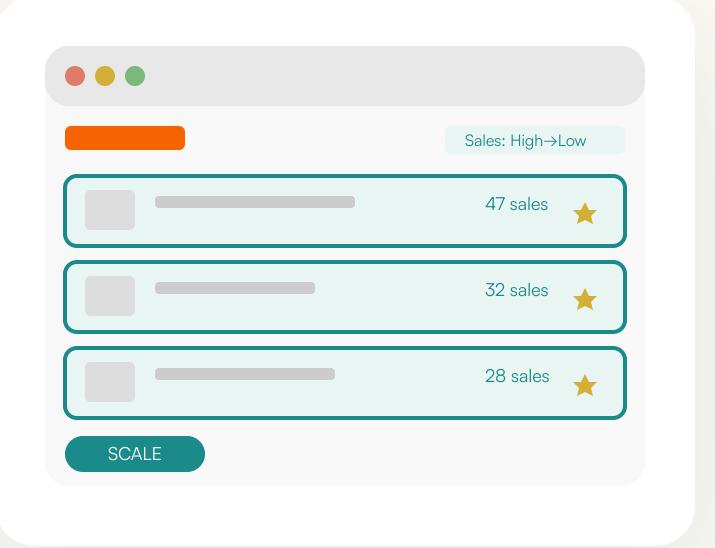
Look for listings with potential:

- Has views
- Has favorites
- No sales (or very few)

These just need tweaking.



## STEP 3



### Find the SCALERS

Look for your proven winners:

- ✓ Consistent sales
- ✓ Good conversion rate
- ✓ Already proven

You'll be making variations of these.



DO THIS RIGHT NOW

## Find ONE listing for each column:



ONE delete



ONE optimize



ONE scale



"FOUND THEM"

## The Delete Decision Matrix

Has this listing sold in the past 120 days?

No =  
consider  
delete

Does it fit my shop's core focus?

No = delete

Would I proudly show this to a new customer?

No = delete

Is it getting views?

No = SEO  
fix or delete

Am I keeping it just because I spent time on it?

Yes =  
**DEFINITELY**  
delete



If you answered "delete" to **2+ questions...**

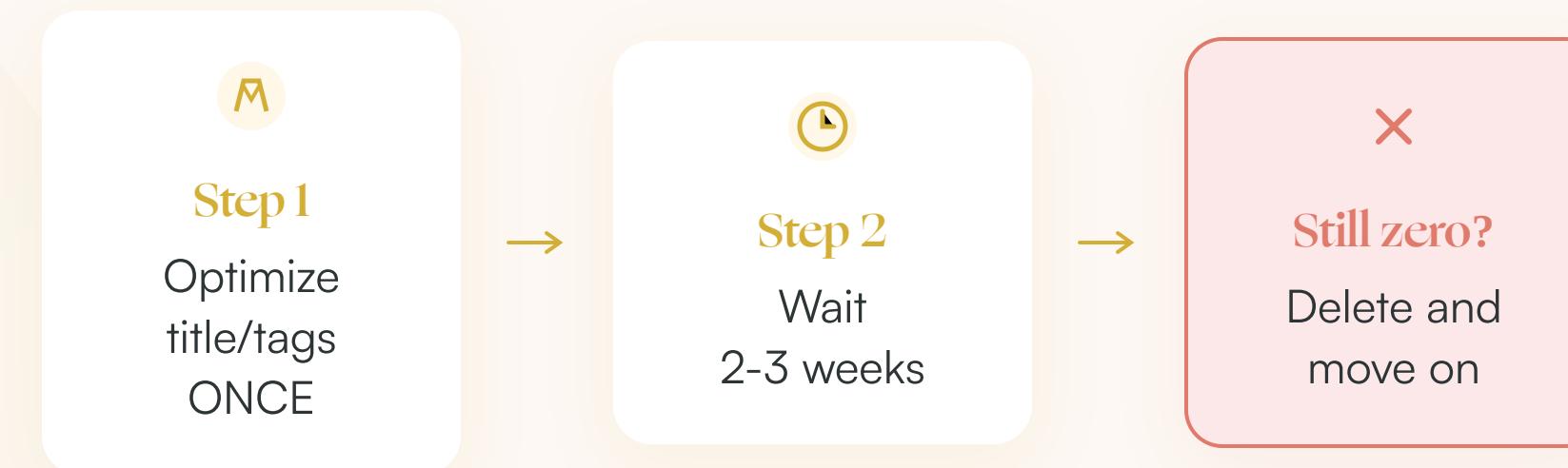
**You know what to do.**

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Stop paying Etsy to host products  
that will never sell.

# "What if my listing gets ZERO views?"

That's a **different problem**.



Zero views = Etsy isn't showing it. That's an SEO problem.



## Ask yourself:



### What TYPE?

clipart, invitations,  
planners, PNGs...



### What STYLE?

minimalist, boho,  
whimsical, western...



### What CUSTOMER?

brides, teachers,  
crafters, moms...

Your SCALE column reveals your focus.

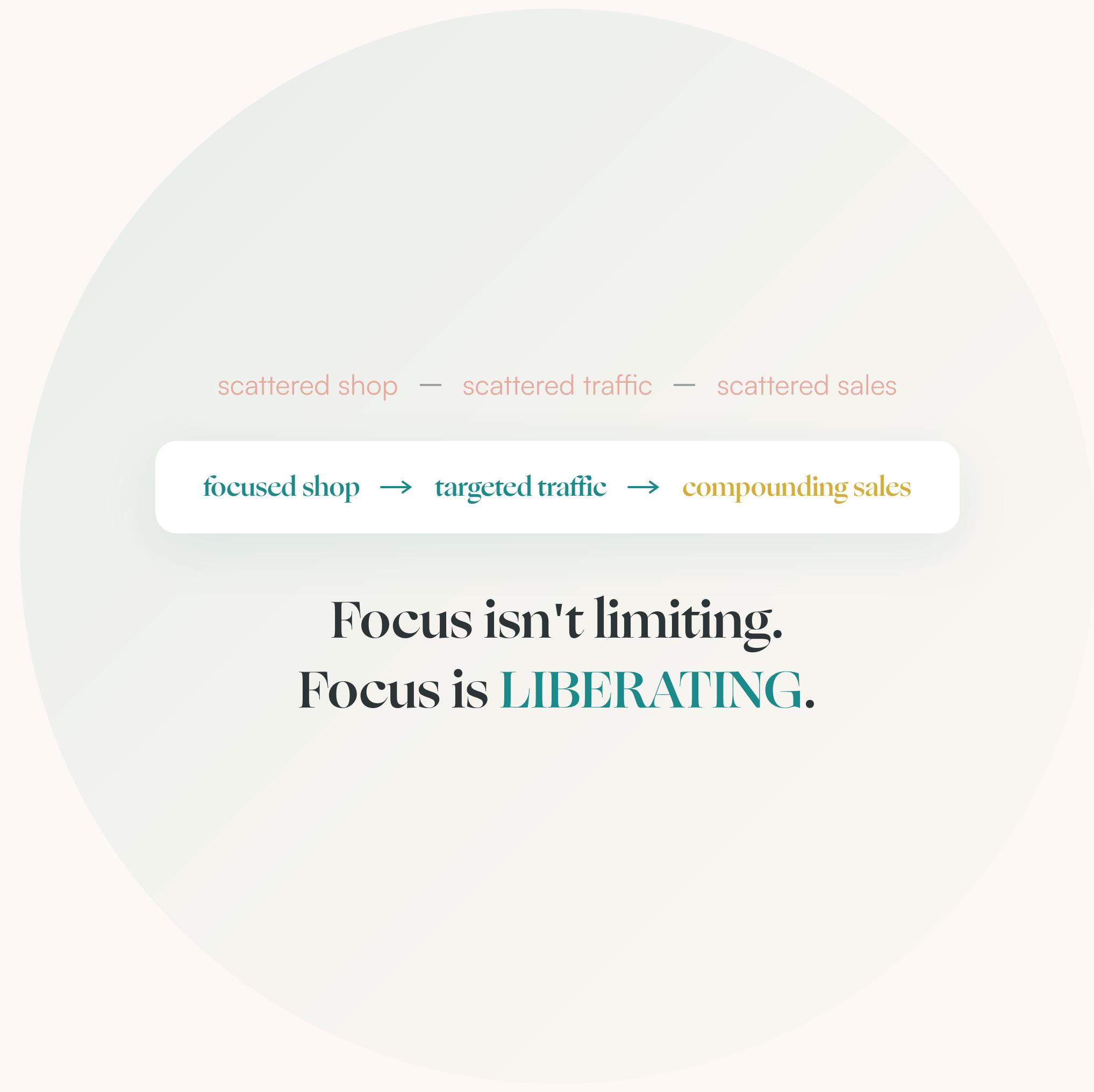
## Why Focus Matters to the Algorithm



When your shop is **50 different things**,  
Etsy doesn't know who to show you  
to.



When your shop is **ONE thing**,  
Etsy knows EXACTLY who needs you.



scattered shop — scattered traffic — scattered sales

focused shop → targeted traffic → compounding sales

**Focus isn't limiting.**  
**Focus is LIBERATING.**



What I just taught you is the same framework  
I use with my paid students.

**If all you did was apply this tonight...**

You'd already be ahead of 90% of Etsy sellers  
who keep paying for dead listings.

Tonight you learned WHAT to do.



**Tonight**

WHAT to do  
Delete • Optimize • Scale



**Tomorrow**

HOW to create  
Better products, faster



**Day 3**

SYSTEM that runs  
on autopilot





Type "RESET" if you're ready  
to clean up your shop this week.

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This is the foundation.  
Everything else builds on this.