Emotional decisions → Data decisions

Delete based on ~~feelings~~ data.

Who's ready to declutter their shop?

💬 "DECLUTTER MODE"

COLUMN 2
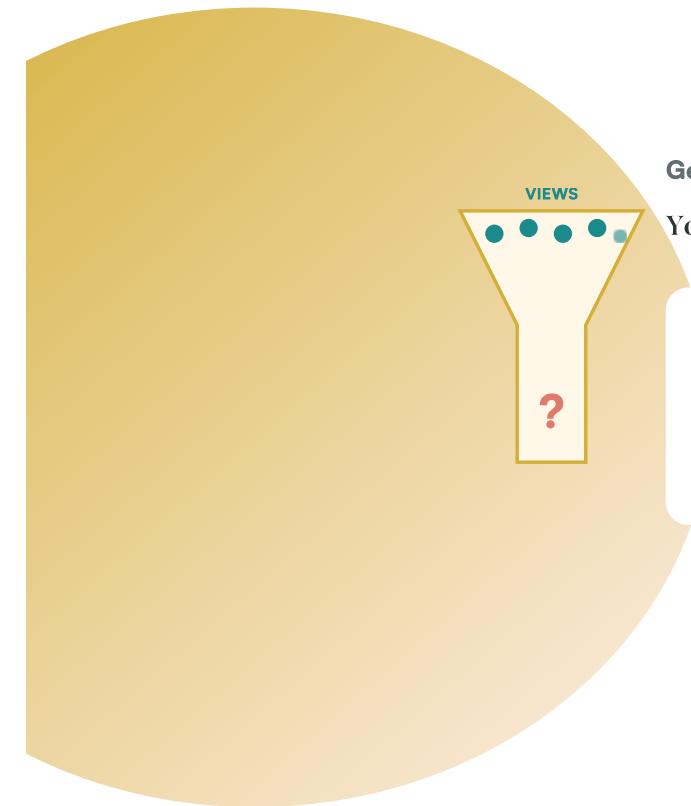
OPTIMIZE

Fix what's almost working.

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**

VIEWS

?
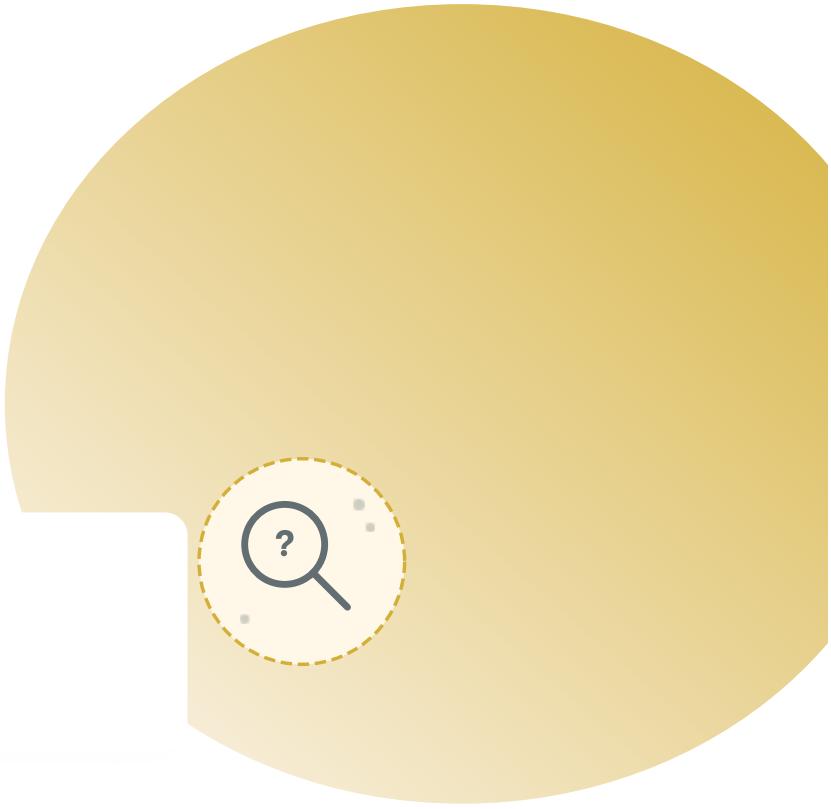
Getting views but no sales?

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
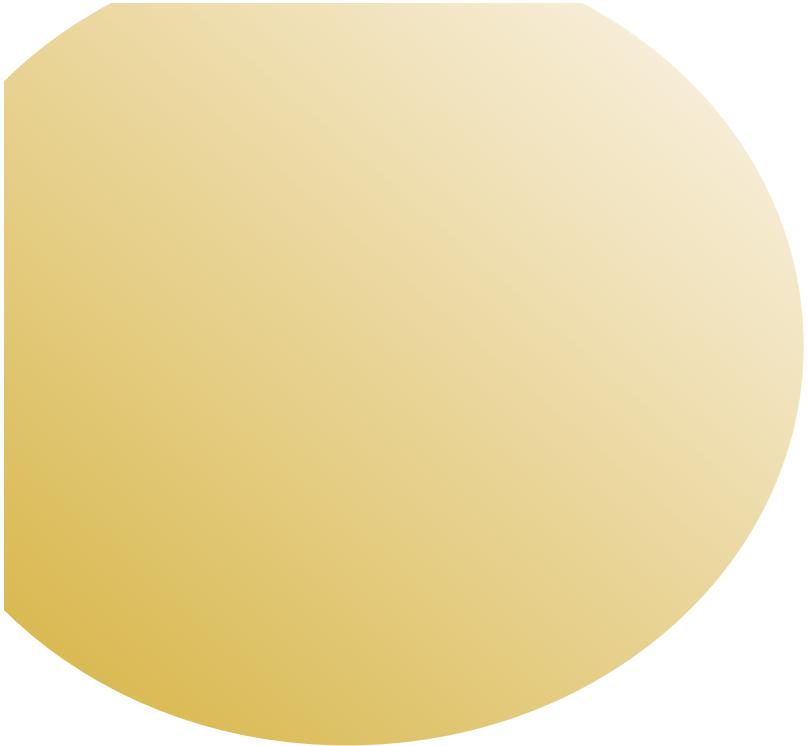
QUICK WIN

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.

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

The Scaling Math

$$1 \times 3 = 3$$

winner × variations = winners

You already did the hard work. Now **multiply** it.

WRITE THIS DOWN

Don't create more.
Multiply what works.

Inside the Accelerator, this becomes
a weekly 15-minute routine.
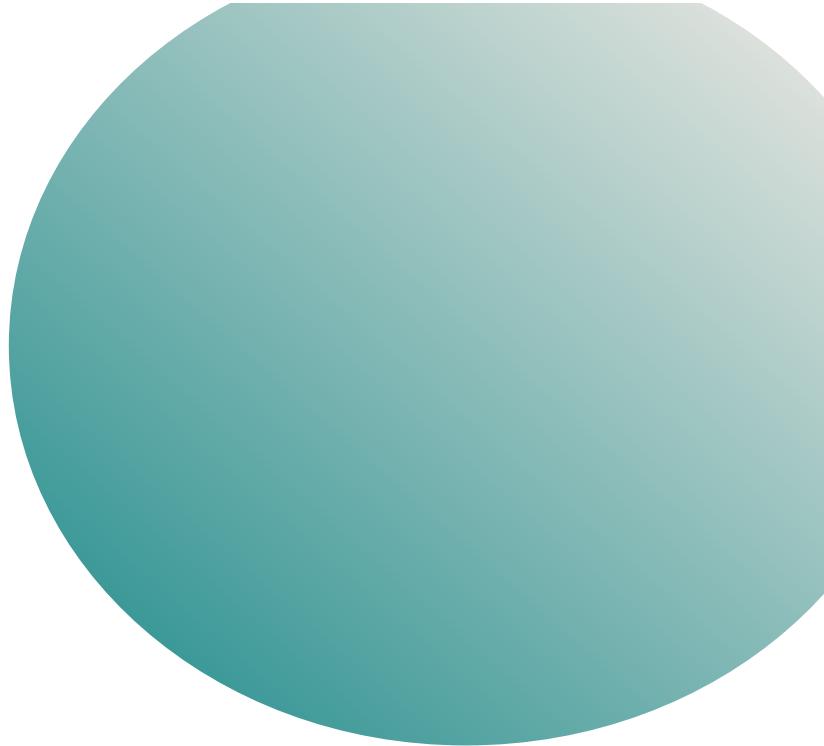
Templates. Checklists. No guessing.

COMING TOMORROW

My complete 90-day scaling roadmap.

The exact system behind my 7-figure shop.
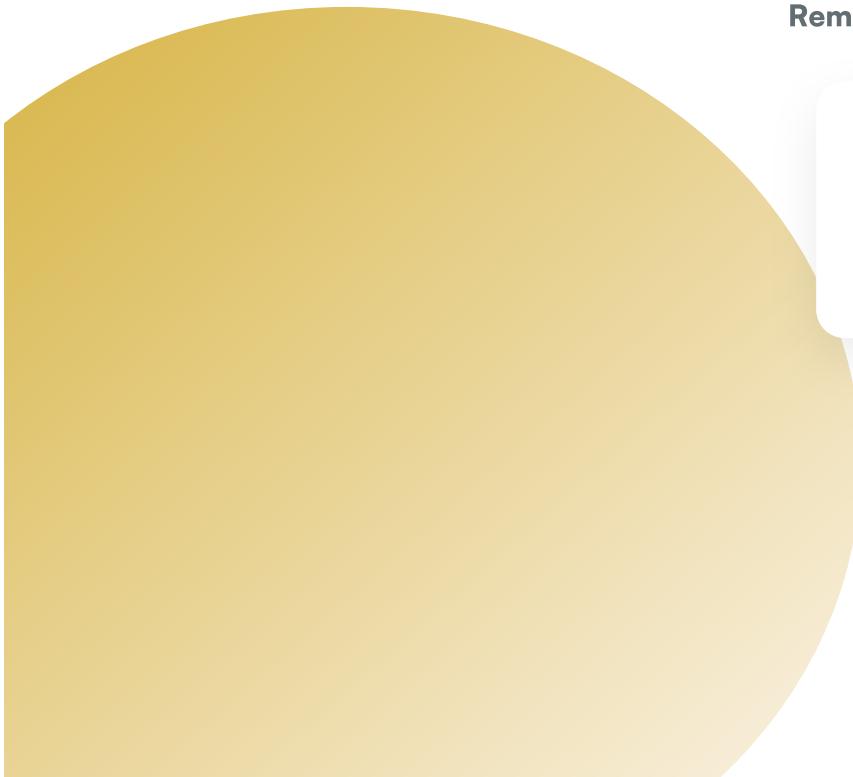
Who's ready to
scale winners?

💬 **"SCALE MODE"**

THE TIMING ELEMENT

Why NOW
Matters

Remember when I told you where I started?

Started

January

2019

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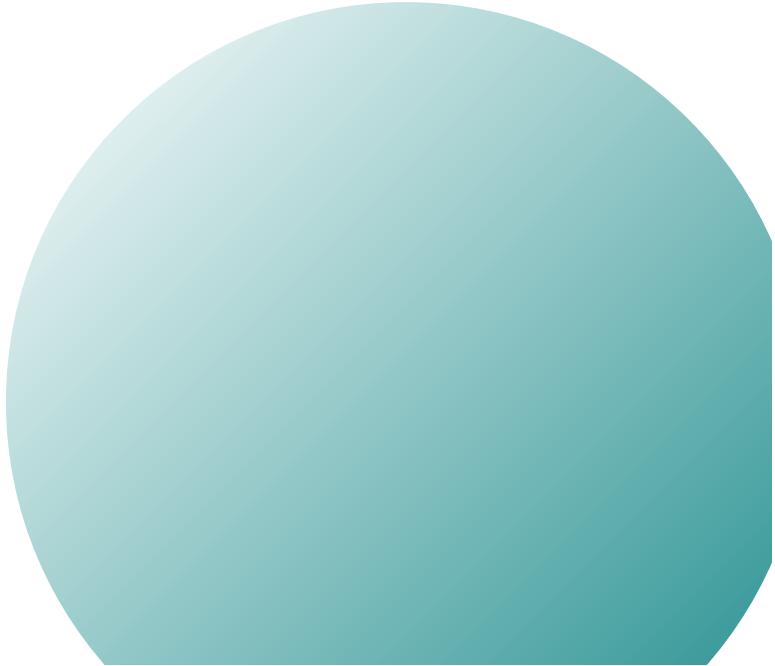
Want: Commercial-use templates, done-for-you products

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.