

Let's get  
real for a sec...

Your shop might be full of products that are  
actively hurting your success

# A question for you...

How many listings in your shop  
haven't sold in **90+ days?**

Drop a number in the chat!

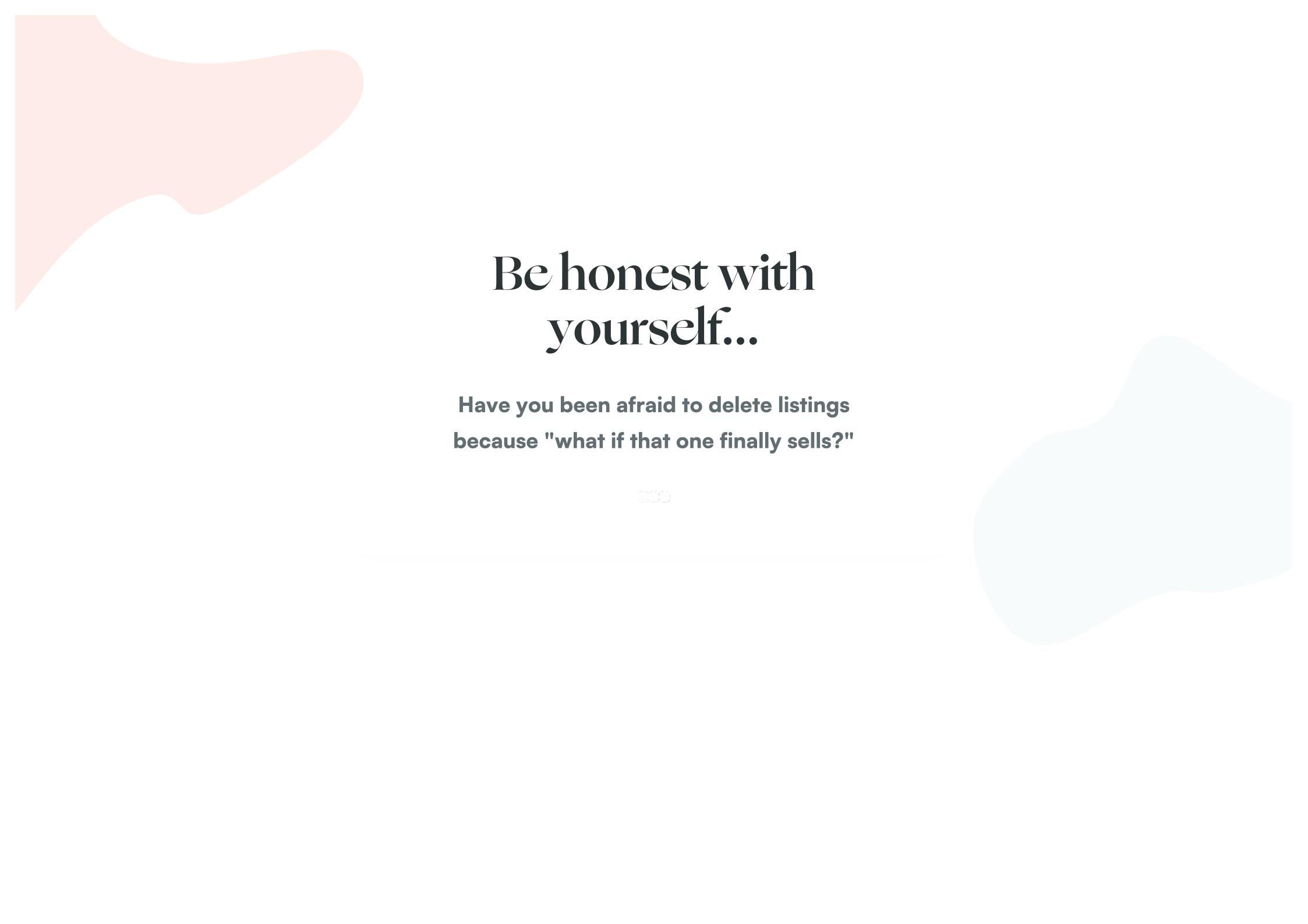
Now imagine...

What if you **deleted** those  
listings  
and it actually **helped** your  
shop?



200+ listings

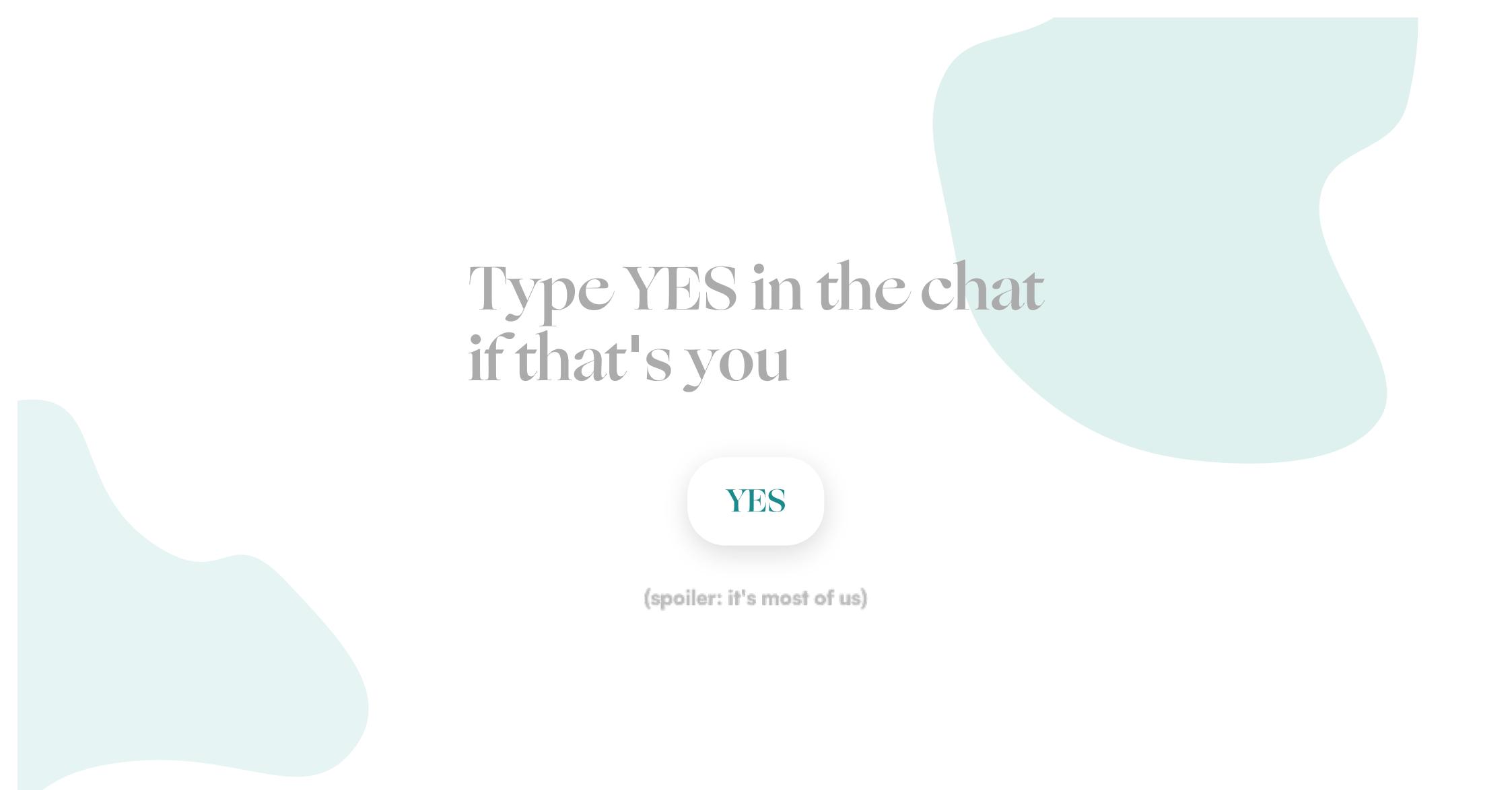
30 best-sellers



# Be honest with yourself...

**Have you been afraid to delete listings  
because "what if that one finally sells?"**

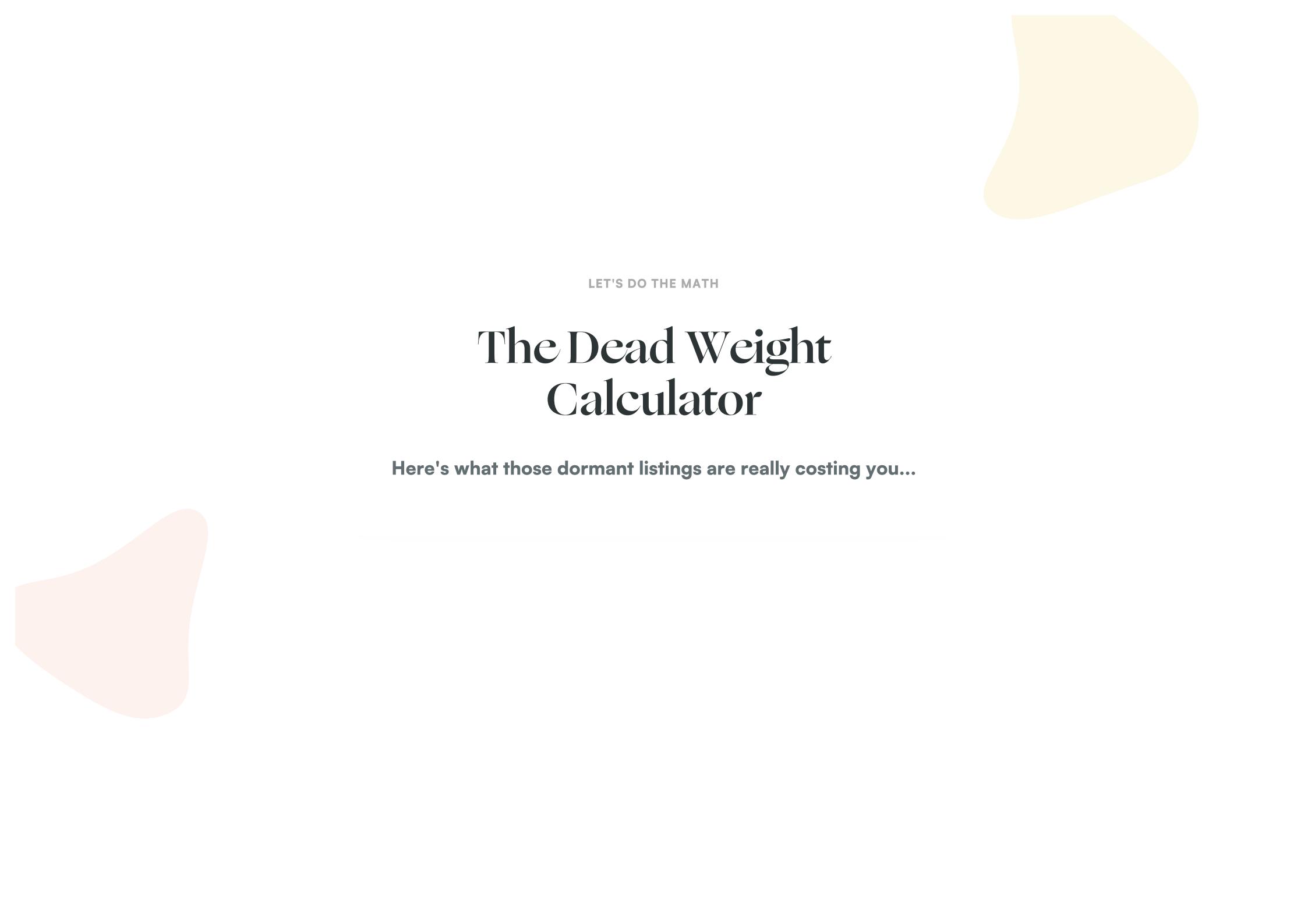
ccc



Type YES in the chat  
if that's you

YES

(spoiler: it's most of us)



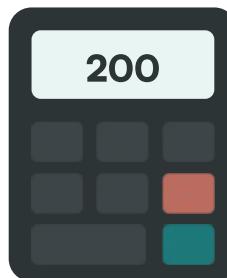
LET'S DO THE MATH

# The Dead Weight Calculator

Here's what those dormant listings are really costing you...

# If you have 200 listings...

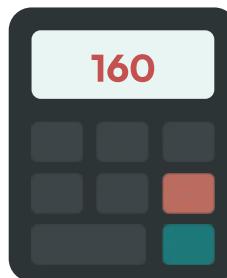
Let's break down what this really means...



If you have 200 listings...

Listings not selling (80%)

160 dead listings



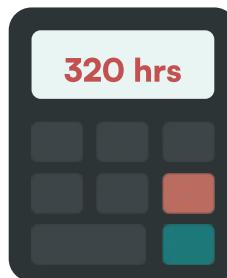
## If you have 200 listings...

**Listings not selling (80%)**

**160 dead listings**

**Hours creating those**

**~320 hours lost**



## If you have 200 listings...

**Listings not selling (80%)**

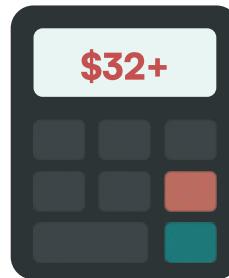
160 dead listings

**Hours creating those**

~320 hours lost

**Listing fees paid**

\$32+ wasted



# If you have 200 listings...

**Listings not selling (80%)**

**160 dead listings**

**Hours creating those**

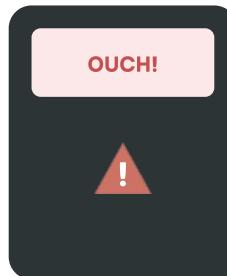
**~320 hours lost**

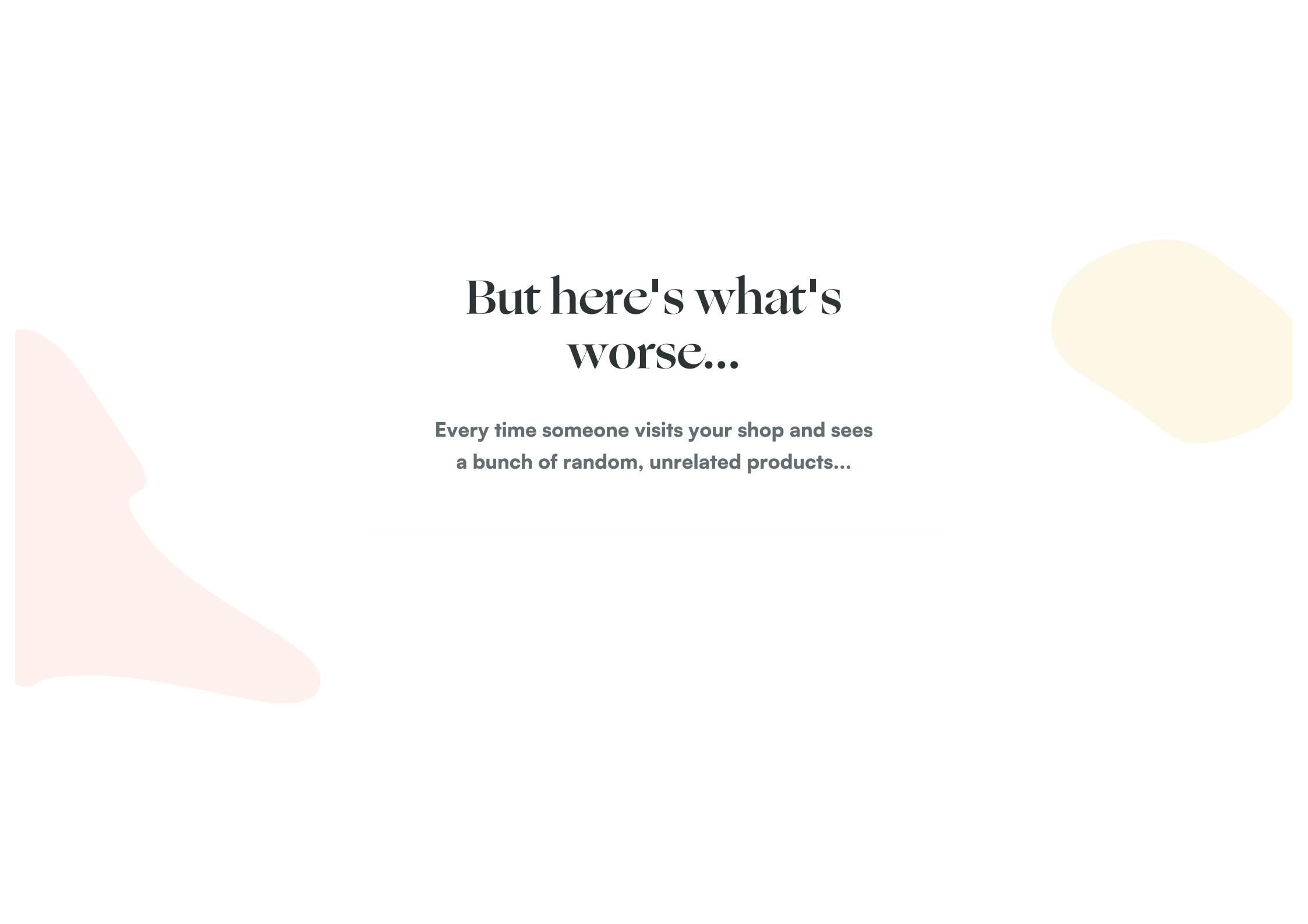
**Listing fees paid**

**\$32+ wasted**

**Algorithm confusion**

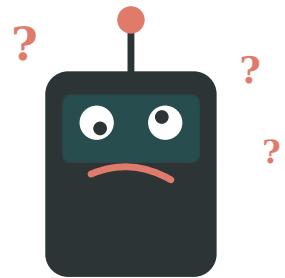
**PRICELESS damage**





## But here's what's worse...

**Every time someone visits your shop and sees  
a bunch of random, unrelated products...**



The Etsy Algorithm

## The algorithm gets confused

It doesn't know who to show your shop to... so it shows it to no one.



## Etsy thinks:

**"This shop sells... wedding invitations? Dog  
toys?**

**Kitchen utensils? I have no idea who wants  
this stuff."**

# Result?

**ZERO organic traffic**

Those 200 listings aren't helping you.  
They're burying you.



THIS CHANGES EVERYTHING

# The Big Lie

That you've been told about Etsy success...



You've probably heard...

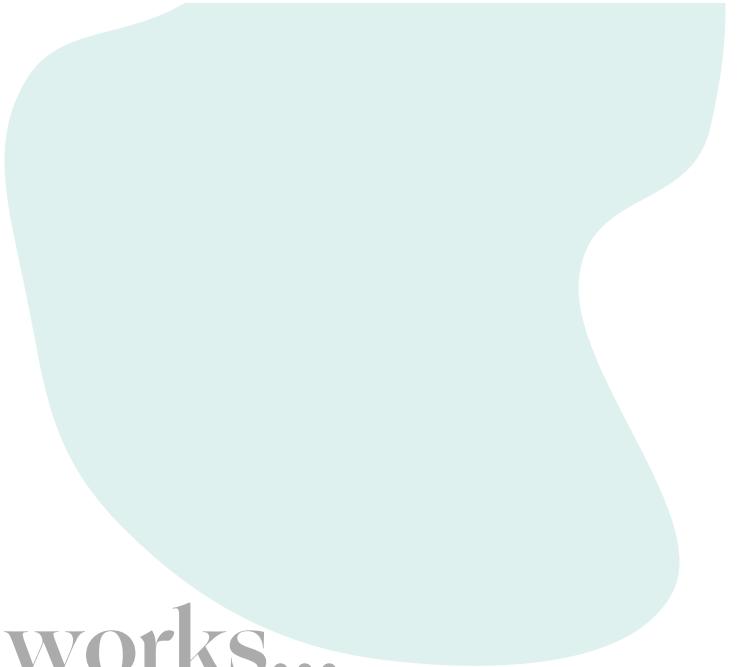
**"The more listings you have,  
the more sales you'll make"**

TRUE

You've probably heard...

"The more listings you have,  
the more sales you'll make"

FALSE



THE REAL TRUTH

Here's what actually works...



THE REAL TRUTH

**It's not about having more listings...**

1

Having the  
**RIGHT** listings



THE REAL TRUTH

# It's not about having more listings...

1

Having the  
**RIGHT** listings

2

For the  
**RIGHT** customer



THE REAL TRUTH

# It's not about having more listings...

1

Having the  
**RIGHT** listings

2

For the  
**RIGHT** customer

3

At the  
**RIGHT** price



Quality beats quantity.  
**Every. Single. Time.**

Seller A

200

random listings

\$127/mo

average revenue

Seller B

30

focused listings

\$3,800/mo

average revenue

VS



# 30x more revenue

with 85% fewer listings





# This is your permission slip

**to delete what isn't working  
and focus on what is**



# And listen...

If you've been doing this the hard way,  
it's not your fault.

# And listen...

If you've been doing this the hard way,  
it's not your fault.

The "more is more" advice is everywhere.  
It sounds logical. It feels safe.  
But it's keeping you stuck.

# The good news?

**Now you know better.**  
**And knowing is half the battle.**



THE REFRAME

# A New Approach

Let's look at what successful sellers  
are actually doing differently...

# Old Way vs New Way

## The Old Way

✗ Post everything, hope something sticks

## The New Way

✓ Research what sells, then create it

# Old Way vs New Way

## The Old Way

✗ Post everything, hope something sticks

✗ Compete on price, race to the bottom

## The New Way

✓ Research what sells, then create it

✓ Compete on value, charge premium

# Old Way vs New Way

## The Old Way

✗ Post everything, hope something sticks

✗ Compete on price, race to the bottom

✗ Work 40+ hours, make pennies

## The New Way

✓ Research what sells, then create it

✓ Compete on value, charge premium

✓ Work 10 focused hours, make thousands

# Old Way vs New Way

## The Old Way

- ✗ Post everything, hope something sticks
- ✗ Compete on price, race to the bottom
- ✗ Work 40+ hours, make pennies
- ✗ Always chasing the algorithm

## The New Way

- ✓ Research what sells, then create it
- ✓ Compete on value, charge premium
- ✓ Work 10 focused hours, make thousands
- ✓ Let the algorithm work FOR you

# Ready to make the switch?

Let me show you exactly how to build a focused,  
profitable Etsy shop from scratch...

