



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.

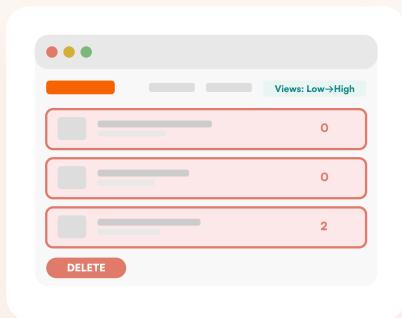
STEP 1

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.



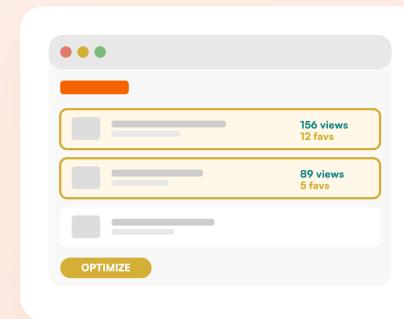
STEP 2

Find the OPTIMIZES

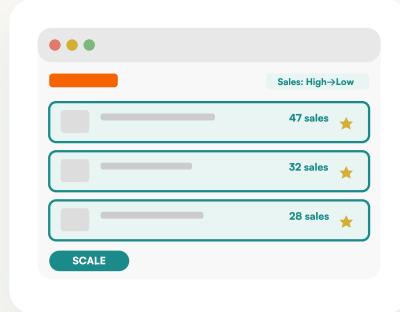
Look for listings with potential:

- ✓ 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.

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.

"How do I find my focus?"

Look at your SCALE column.

DELETE OPTIMIZE

SCALE

What do those listings have in common?



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

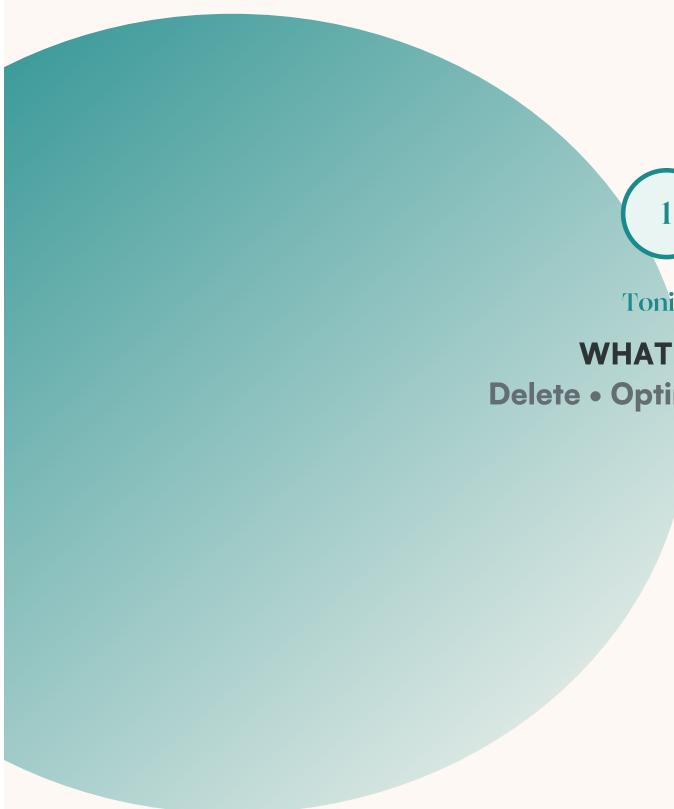
Focus isn't limiting.
Focus is LIBERATING.



**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.

1

Tonight

WHAT to do
Delete • Optimize • Scale

2

Tomorrow

HOW to create
Better products, faster

3

Day 3

**SYSTEM that runs
on autopilot**



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

**This is the foundation.
Everything else builds on this.**