



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.

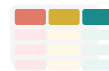
Let's actually
DO this.

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.

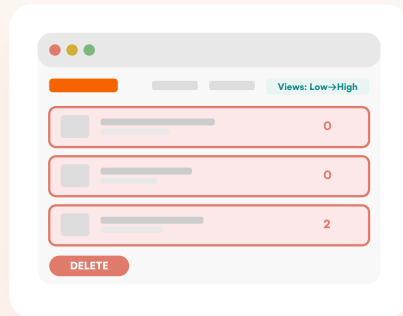
10 seconds per listing.



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.



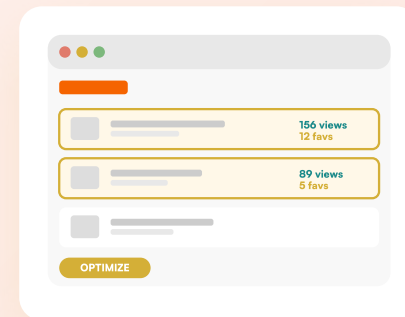
STEP 2

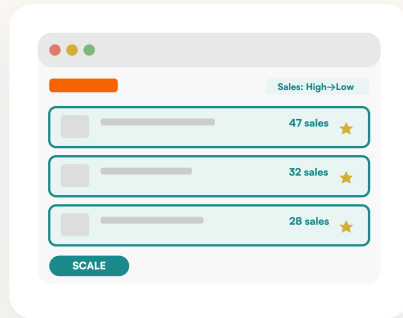
Find the **OPTIMIZES**

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.





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

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