



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?"**



The background features two large, irregular teal-colored shapes. One shape is on the left side, and the other is on the right side, both with soft, organic edges.

Type YES in the chat
if that's you

YES

(spoiler: it's most of us)



LET'S DO THE MATH

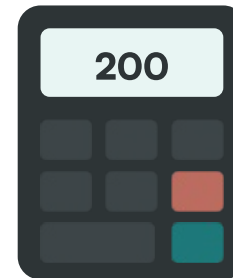
The Dead Weight Calculator

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



If you have 200 listings...

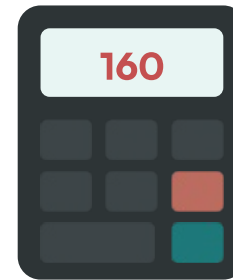
Let's break down what this really means...



If you have 200 listings...

Listings not selling (80%)

160 dead listings



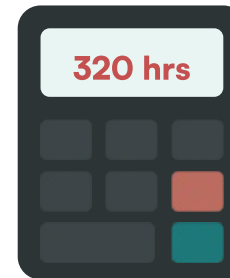
If you have 200 listings...

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160 dead listings

Hours creating those

~320 hours lost



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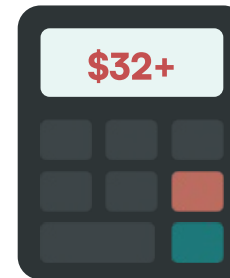
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Listing fees paid

\$32+ wasted



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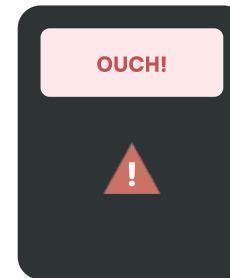
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Algorithm confusion

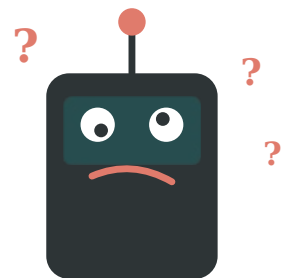
PRICELESS damage





But here's what's worse...

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



The algorithm gets confused

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

The Etsy Algorithm

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"**





You've probably heard...

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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

VS

Seller B

30

focused listings

\$3,800/mo

average revenue



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...

