



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. —

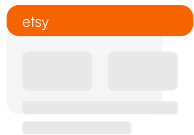


Enough theory.

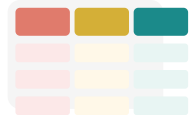
Let's actually  
**DO** this.

Right now.

Open these in another tab:



**Etsy Dashboard**  
Your Listings page



**3-Column Sheet**  
DELETE | OPTIMIZE |  
SCALE



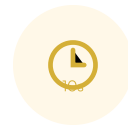
**15 Minutes**  
Honest evaluation time

## The Rules for This Exercise



### **No emotion.**

Data makes the decision.



### **No overthinking.**

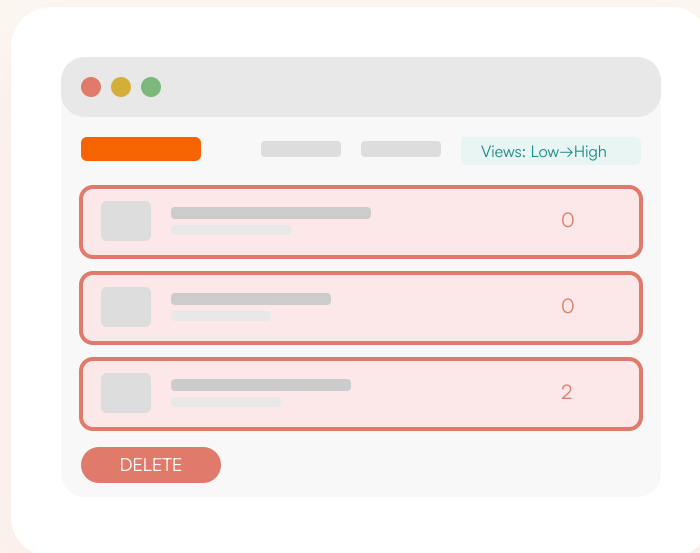
10 seconds per listing.



### **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.

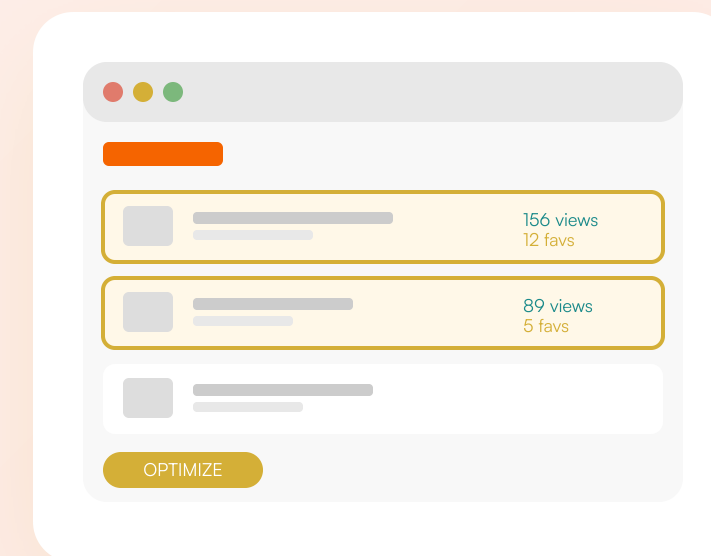
## STEP 2

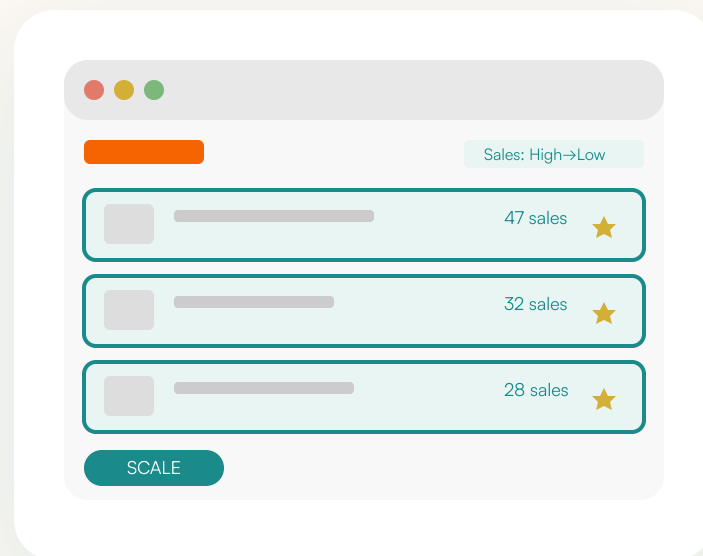
### Find the **OPTIMIZES**

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...

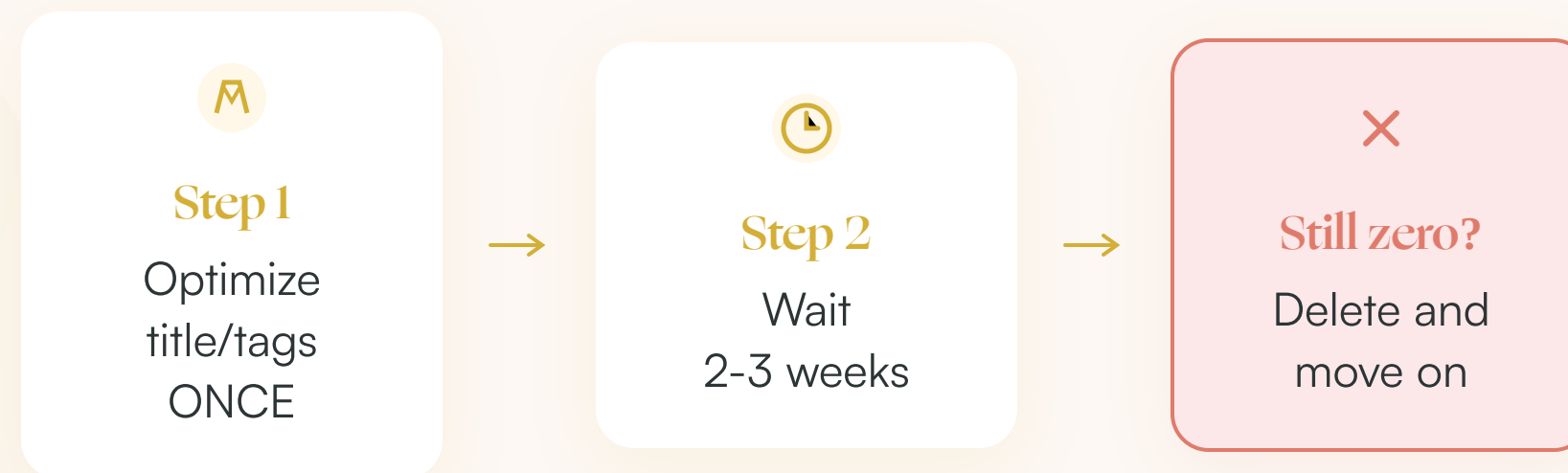
**You know what to do.**



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.



## 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.

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This is the foundation.  
Everything else builds on this.