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.
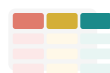
This is your window.

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.
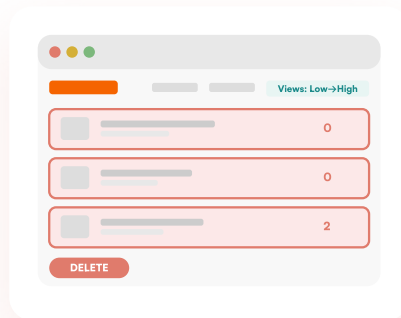**Data makes the decision.**

🕐 No overthinking.
10 seconds per listing.

💬 No "but what if..."
Trust the criteria.

We're doing surgery, not therapy.

Find the DELETES

Filter by: Views (lowest first)

❌ **Zero views after 30+ days**
❌ **Zero favorites**
❌ **No sales in 90+ days**

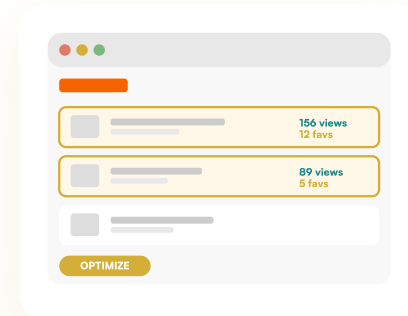**These are obvious. Move fast.**
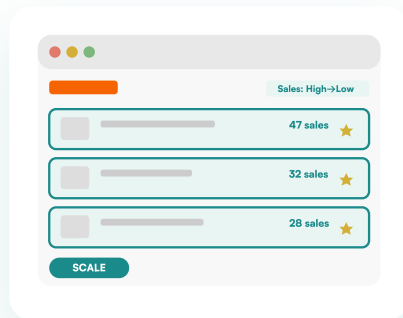
Views: Low→High

0

0

2

DELETE

Find the OPTIMIZES

Look for listings with potential:

✅ **Has views**
✅ **Has favorites**
❌ **No sales (or very few)**

These just need tweaking.

156 views
12 favs

89 views
5 favs

OPTIMIZE

Find the SCALERS

Look for your proven winners:

- ✓ **Consistent sales**
- ✓ **Good conversion rate**
- ✓ **Already proven**

You'll be making variations of these.

Sales: High→Low

47 sales ★

32 sales ★

28 sales ★

SCALE

Find ONE listing for each column:

ONE delete	ONE optimize	ONE scale

💬 "FOUND THEM"

The Delete Decision Matrix

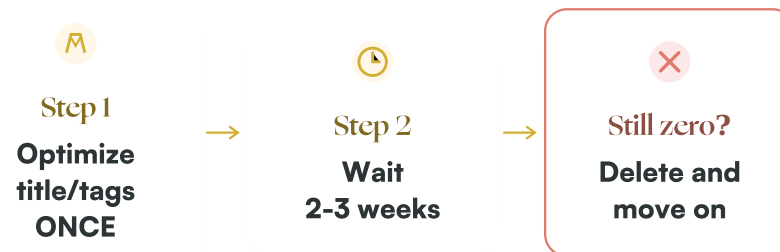|	
Has this listing sold in the past 90 days?	**No = consider delete**
Does it fit my shop's core focus?	**No = delete**
Would I proudly show this to a new customer?	**No = delete**
Is it getting views?	**No = SEO fix or delete**
Am I keeping it just because I spent time on it?	Yes = DEFINITELY delete

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**.

Step 1
**Optimize
title/tags
ONCE**

→

Step 2
**Wait
2-3 weeks**

→

Still zero?
**Delete and
move on**

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.