

How to Create and Sell Printable Planners on Etsy
MODULE 2

INVESTIGATE

A workbook to help you figure out your niche, target customer, and how to make a desirable product.

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MODULE 2: INVESTIGATE

In this Module you will learn:

- How to identify your target customer
- How to gauge interest in your product
- How to analyse your competition
- How to incorporate trends into your product idea
- How to develop a product
- How to find your Etsy niche

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Welcome! This is the workbook to accompany *How to Create and Sell Printable Planners on Etsy* course.

How to use the workbook

Download and save the workbook before filling in your answers.

This is an editable workbook. Click inside the boxes or above the solid lines to type in your answers.

Here's how it works. In this course, I'll share with you everything I know about building an Etsy business. But knowledge alone isn't enough - you need to take action. That's why I created this editable workbook for you to download or print and fill in the blanks, so you know exactly what steps to take to create your awesome Etsy business.

I designed the workbook to follow the lessons in the course. If you find yourself getting stuck, go back to the course and see if the lesson can help you.

If you still need help, then you are welcome to reach out to me with questions. You can contact me at miri@miricampbell.com and I'll be more than happy to help.

In the meantime, download your workbook and get to work growing your Etsy business. I can't wait to see what you create!

YOUR TARGET CUSTOMER

This section will help you to work out who your ideal customer is. By the end of this step you should be really clear who it is that you're serving and what you can do to help them.

Make up a fictional person who represents your audience so that you can picture them as you make products for them.

NAME: _____

PHOTO	A QUOTATION
AGE: _____ WORK: _____ FAMILY: _____ LOCATION: _____ SPENDING: _____	GOALS & ASPIRATIONS

HOBBIES & INTERESTS

MOTIVATION & INSPIRATION

FEARS & CHALLENGES

FAVOURITES

CUSTOMER SUMMARY

YOUR TARGET CUSTOMER SURVEY

Now that you have identified your ideal customer you can go talk to them (online or in-person) to get further insights into their fears, concerns, wants and needs. Ideas for questions you could ask include:

What does a typical day/week look like for you (related to the product)?

What are your biggest frustrations (related to your product)?

What needs to happen to solve the problem of [*specific pain points*]?

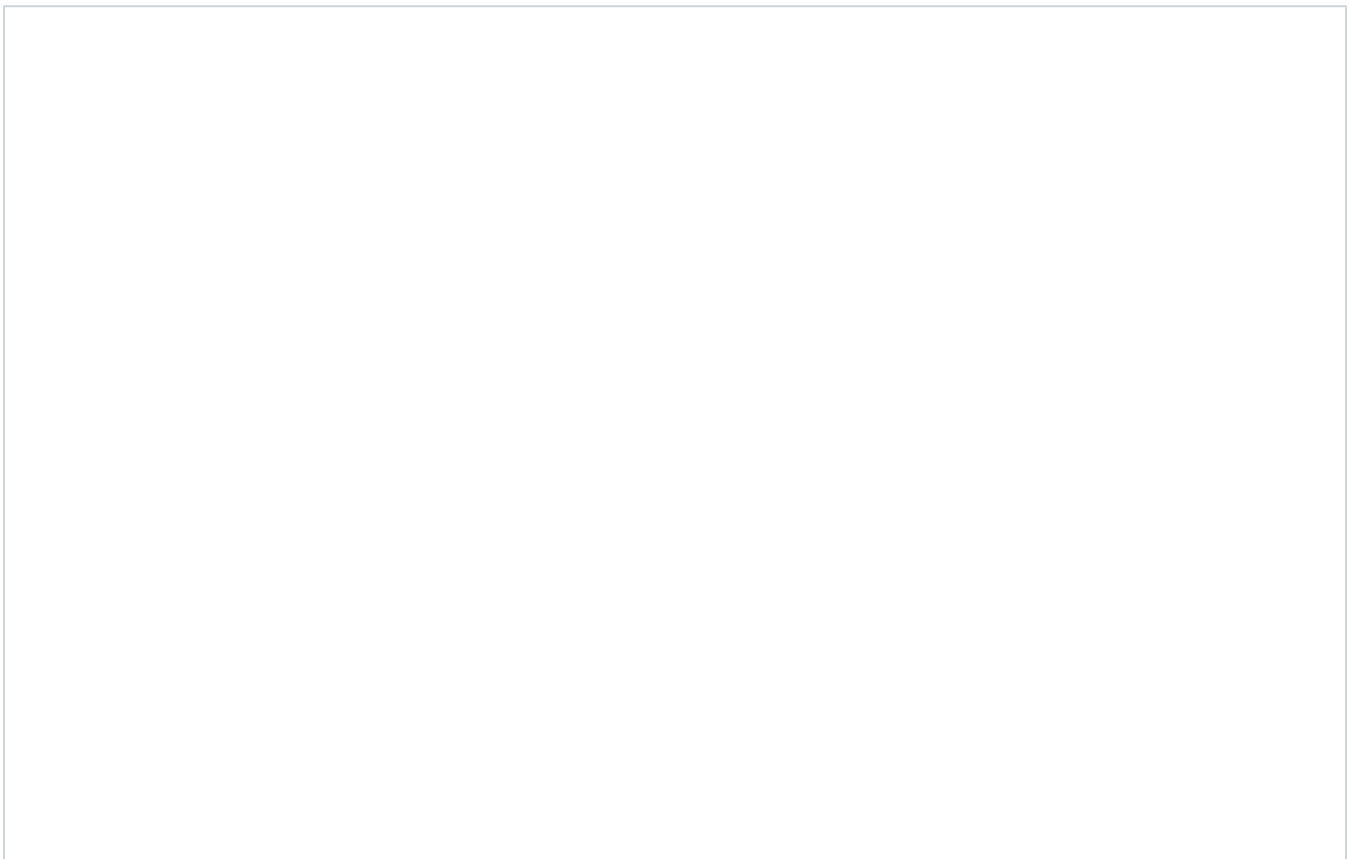
What have you already tried that doesn't work?

What has stopped you from taking action?

What would you consider a perfect solution around [*issue/problem*]?

If you could wave a magic wand and get the results you are after, what would that look like?

Plan out the questions you will ask in your survey:



The goals of your survey are to help to understand your potential customers and gain insights related to your product. The answers to the survey should help you to work out if the printable planner products you offer are what your potential customer needs and wants right now.

GAUGING INTEREST

You want to find out if people are interested in your product and actively searching for it. If no one is searching for it then no one is going to buy it. Use the tools outlined here to gauge interest for your product. Make notes about the key terms and keywords you searched for and judge whether your product idea is one that sparks interest.

GOOGLE KEYWORD PLANNER

MARMALEAD

ERANK

PINTEREST

GAUGING INTEREST

BLOGS

EXISTING PRODUCTS

SOCIAL MEDIA POSTS

ETSY FORUMS

From the information you've collected, you should now have a good understanding about how interested your ideal customer might be in your new product.

COMPETITOR RESEARCH

Have a look at your largest competitors. Try not to get swept up in a wave of comparison, however. Remember, the task here is to help you to make informed decisions about how best to serve your customers. Rather than feeling discouraged, see your competitors as inspiration for how your business could grow and where you could be in a few months. Having a mindset that focuses on collaboration and building relationships will serve you much better than feeling that you have to compete with other people.

1. IDENTIFY YOUR COMPETITORS: THEIR STRENGTHS & WEAKNESSES

Make a list of all of your competitors in your niche and their strengths and weaknesses.

COMPETITOR	URL	STRENGTHS	WEAKNESSES

COMPETITOR RESEARCH

2. DETERMINE YOUR COMPETITORS' GOALS AND STRATEGIES

What strategies do they use to engage with customers?

What are they trying to achieve?

What sets them apart from other similar businesses?

Where are they showing up on social media?

How and what do they promote?

2. ESTABLISH PRICE RANGES

Research the prices your competitors charge for their products. This will help you establish what your target customer is willing to pay.

3. YOUR UNIQUE SELLING PROPOSITION

How are you different from your competitors? How do you stand out?

COMPETITOR ANALYSIS

As you do your research you'll start to notice products that are missing and finding gaps in the market that you could fill. You'll also discover ways that you can be different from your competitors and stand out. You can think about a new way to create it or a different way to use it.

HOW CAN YOUR PRODUCT BE DIFFERENT?

Note down some ideas for the following areas:

Access - is there a different way for your customer to access/use your product?

Audience - could you create a product for a whole new audience?

Size - could the size of the product be altered?

Quality - consider creating either a luxurious, expensive version or a budget-friendly version

Other

TRENDS

When designing your product, keep your ideal customer in mind and think about the colors, patterns and textures they might like and aim to integrate these into your products. Use tools such as Etsy trend reports, the Stationery Trends website, Google Trends and Pantone to help you keep on top of what is current. Record your ideas here:

A large, empty rectangular box with a thin grey border, intended for recording ideas related to trends in product design.

PRODUCT DEVELOPMENT

Your products are the building blocks of your business and offer the solution to your customer's problems and pain points. Take some time here to think about what you're offering and why you offer it. Keep your ideal customer in mind throughout this process.

1. WHAT WILL YOU SELL

What products would serve your target customer?

2. HOW YOUR PRODUCT BENEFITS YOUR CUSTOMER

How will your product impact the life of your customer? What benefits will they experience?

3. HOW YOUR PRODUCT STANDS OUT

Refer to the research you did in your competitor analysis and consider the products your competitors are offering. How can you make your offering different so that it is even more valuable than what is already available?

PRODUCT DEVELOPMENT

If you already have a product you're selling then a great way to find out what your customers want is ask them directly for feedback. Often the best way to achieve this is by sharing a short questionnaire. An incentive such as a free download or coupon code might also help convince your customers to take part.

PRODUCT DEVELOPMENT SURVEY

Here are some questions you might like to use in your questionnaire to get feedback for your product ideas.

- On a scale of 1 to 10 how would you rate the quality / value for money / customer service?
- What are the things you like most about the product?
- Why did you choose this product over another brand's product?
- What did you like about the product?
- What didn't you like about the product?
- What problems did it solve?
- How do you use the product?
- How often do you currently use other similar products?
- Were the product's instructions clear and easy to understand?
- What made you want to buy the product?
- Did the product meet your expectations?
- What would have made it even better?
- Did you find everything you needed?
- Would you enthusiastically recommend this product to a friend?
- What is a problem that, if solved, would make the biggest difference to your life?
- What are your biggest challenges and how can I help you solve these challenges?
- Did you feel like a valued customer?
- What are you looking for but can't find?
- What would make your life easier?
- What was your first reaction to the product?
- How would you rate the quality of the product?
- When you are considering products like this, what are the top two things you consider?
- How innovative is the product?
- Is the product something you need or something you want?

YOUR ETSY NICHE

Developing a unique and recognizable style is the key to successfully carving out a niche for your Etsy shop. Finding your niche on Etsy will help you to develop trust with your customers, look professional, and help you stand out as an expert in your area.

HOW TO FIND YOUR NICHE

What do you do that's unique?

What can you create that solves a problem?

Can you target a specific event?

Can you target a specific audience?

What is something that you are happy to make over and over again?

How will you make your product?

How can you infuse your product with your personality? How can you make it recognizably yours?

CONGRATULATIONS

You have successfully completed Module 2: Investigate

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- How to gauge interest in your product
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- How to incorporate trends into your product idea
- How to develop a product
- How to find your Etsy niche

You did it!

Now continue learning with **Module 3: Create** where you'll learn how to create beautiful printable planner products for your shop that will bring you a stream of passive income.

See you there!

Miri x