

How to create and sell printable planners on Etsy

MODULE 5

LAUNCH

*A workbook to help you launch your shop
and its beautiful products*

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MODULE 5: LAUNCH

In this Module you will learn:

- Why SEO is essential for a successful Etsy shop
- How to find Etsy tags and keywords
- Where to place Etsy keywords
- How to write a great product description
- How to price your products
- How to include product disclaimers
- How to publish your first listing

TABLE OF CONTENTS

Lesson 1: Why SEO is essential for successful Etsy sellers

Etsy tags and keywords research 4

Lesson 2: Etsy tags and keywords

Etsy tags and keywords research 5

Lesson 3: How to find successful keywords

Tools for keyword research 7

Etsy tags and keywords research 8

Keywords and tags list 10

Lesson 5: How to write a product description 11

Lesson 6: Pricing your products

Product pricing calculator 12

Lesson 7: Product disclaimers

Product listing information 13

You did it checklist 14

Welcome! This is the workbook to accompany the *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!

ETSY TAGS AND KEYWORDS RESEARCH

Brainstorm all the ways that your customer might search for your product or how you would describe it in your own words.



ETSY TAGS AND KEYWORDS RESEARCH

PRODUCT

Ask the following questions to help identify your keywords for the topic or product.

WHY?

WHAT?

HOW?

WHEN?

WHERE?

WHO?

Use the keywords above to construct long-tail keywords/tags:

LONG-TAIL KEYWORDS / TAGS

- RELEVANT?
- DEMAND?
- LOW COMPETITION?
- ENGAGEMENT?
- IS IT NICHE?

ETSY TAGS AND KEYWORDS RESEARCH

PRODUCT

Use these categories to write keywords/tags that relate to your product.

ITEM

COLOUR

OCCASION

STYLE

USES

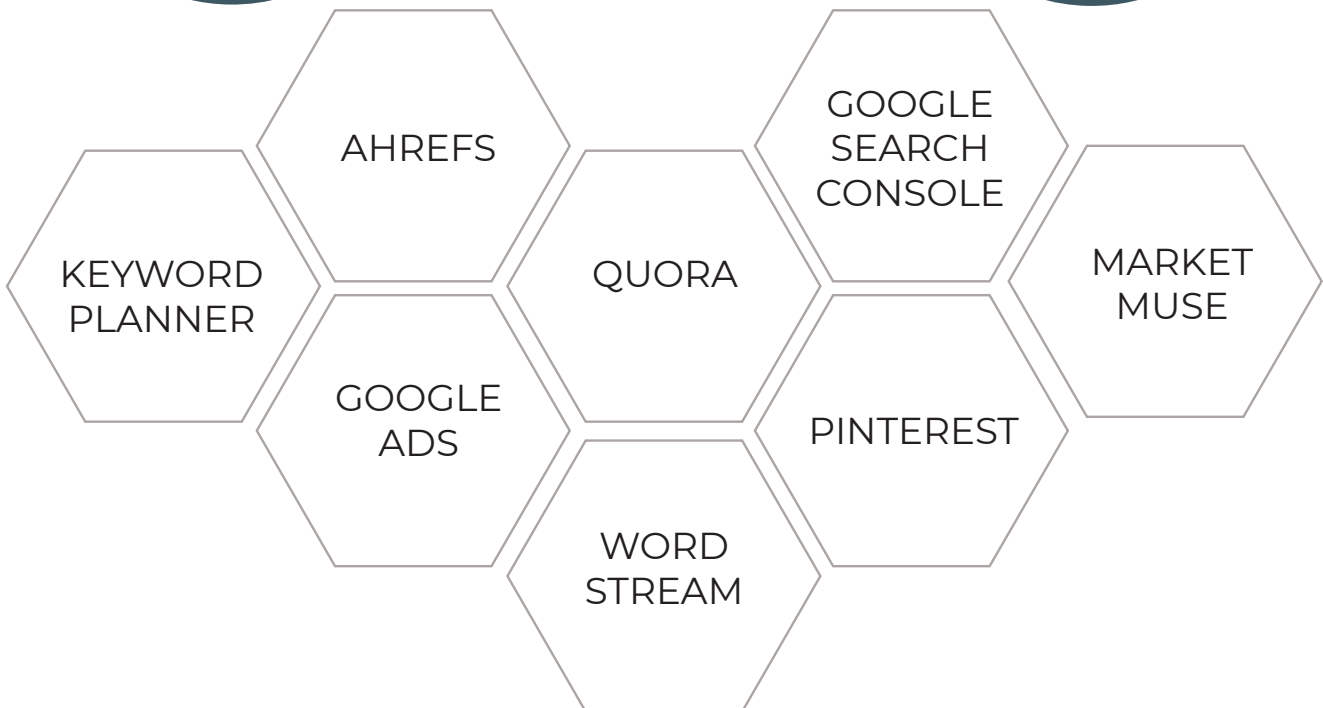
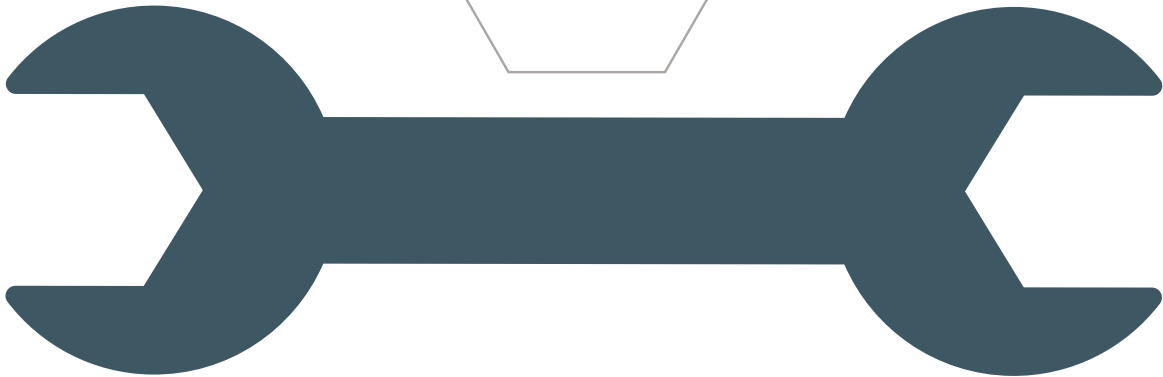
WHO USES IT?

Use the keywords above to construct long-tail keywords/tags:

LONG-TAIL KEYWORDS / TAGS

- RELEVANT?
- DEMAND?
- LOW COMPETITION?
- ENGAGEMENT?
- IS IT NICHE?

TOOLS FOR KEYWORD RESEARCH



ETSY TAGS AND KEYWORDS RESEARCH

KEYWORD/TAG	MONTHLY SEARCHES	ENGAGEMENT	COMPETITION

ETSY TAGS AND KEYWORDS RESEARCH

Visit competitors' shops and identify which keywords they are ranking for. This isn't so that you can copy them but more to help generate different ideas for your own keywords.

COMPETITOR:

KEYWORD/TAG	NOTES

COMPETITOR:

KEYWORD/TAG	NOTES

KEYWORD AND TAGS LIST

After your keyword research and analysis, keep a record here of all of the keywords for your business.

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HOW TO WRITE A PRODUCT DESCRIPTION

Write your meta-description as the beginning paragraph of your product description. Google will use the first 157 characters of your product description in a search. Therefore, write 2 - 3 concise sentences describing your product and the value it gives. End with a call-to-action.

Now write the rest of the description using the checklist at the bottom of the page.

Include meta-description with a call-to-action		Structure text with headers, easy to scan text and bullet points		Mention how popular product is	
Have a friendly conversation with target customer		Highlight a feature followed by its associated benefit		Use word <i>you</i> more often than <i>I, me, we, us</i>	
Give links to other products and to shop front page		Use sensory words to appeal to customer's imagination		Avoid overuse of adjectives and adverbs	
Use keywords		Tell a story about the product		Include disclaimers and information for customer	

PRODUCT PRICING CALCULATOR

PRODUCT	
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MATERIALS

QUANTITY	DESCRIPTION	COST

TOTAL

LABOUR HOURLY RATE =

DESCRIPTION	TIME	COST

TOTAL

EXPENSES RECORD ALL EXPENSES FOR THE MONTH

DESCRIPTION	COST

TOTAL

A. TOTAL EXPENSES	B. # ITEMS WANT TO SELL IN 1 MONTH	EXPENSES VALUE (A/B)

PRICING CALCULATOR

MATERIALS	+	LABOUR	+	EXPENSES	+		X2	=	PRODUCT PRICE

PRODUCT LISTING INFORMATION

Here is an example product listing description for the planner we created in Module 3. Feel free to use this and adapt it for your own product.

Welcome to MiriCampbell. Get instantly organised with this Printable Planner. Download yours now!

This printable planner is an instant download and includes a daily planner, weekly planner and monthly planner as well as a gratitude log and the all-important to-do list and checklist. Plus as a bonus, there's a printable calendar.

Being super busy caring for my family and running an online business, I needed 2 things. First, I needed a tool to help me organize my head full of plans. Secondly, I craved time away from screens and an antidote to the online world.

I designed this printable planner to give me these two things.

I use this planner every day and it goes everywhere with me. Now I'm so excited to share it with you so that you too can simplify your busy life. Now you can have all of your dreams, goals and plans easily accessible and organised into this pretty planner.

BENEFITS OF THE PRINTABLE PLANNER

- * Schedule your time effectively
- * Complete your daily to do list
- * Detach from the online world for a bit
- * Show the step-by-step progress you're making
- * Reflect on what you're thankful for

INCLUDED IN THE PRINTABLE PLANNER - 9 pages:

Front cover
Daily planner
Weekly planner
Monthly planner
Gratitude lot
To do list
Checklist
Notes
Calendar

WHAT YOU WILL RECEIVE:

- 1 high resolution PDF for printing on A4 paper (210mm x 297mm)
- 1 high resolution PDF for printing on letter size paper (8.5 x 11 inches)

The files will be available for download a few minutes after you've made your purchase. Go to your Etsy account and select "Purchases and Reviews" where you'll see your files ready to be downloaded.

PRINTING INSTRUCTIONS

Open PDF using Adobe Reader (you can download it free here: <https://get.adobe.com/reader>)

In Printer Settings, select the correct page size setting for the file you are printing and then select Actual size in Page Sizing & Handling

Print on bright white paper for best effects

Please note that due to different monitor calibrations and printers, colours may differ slightly when printing.

REFUNDS

Due to the nature of this instant download file, I cannot offer refund or exchanges of your order. However, if you have any problems with the download or file, please contact me on Etsy and I will be happy to work with you to try to resolve any issue as quickly as possible.

FOR PERSONAL USE ONLY: You may not use these files for commercial use; they may not be resold, shared, copied, reproduced, or redistributed for any purpose.

PLEASE NOTE: this a printable product which is delivered by digital download. No physical product will be shipped.

I'd love to hear about your own business story and how you're using the Printable Planner so please get in touch. If you have any feedback, I'm only an email away - find me at: miri@miricampbell.com. I can't wait to hear from you.

PRODUCT PHOTOS CHECKLIST

Use this checklist to make sure your digital product photos really shine

- Use a WOW factor to grab customers' attention and compel them to click.
- Make images simple and bold.
- Create images that are in a 4:3 aspect ratio with the shortest side being at least 2000px and resolution at 72 ppi.
- Clearly display product so customers know what they're buying.
- Display information about size, colour, and materials.
- Illustrate how the product can be used.
- Help customers to imagine the product in their lives.
- Brand with your Etsy shop logo and branding.
- Use blank space to make image clear and clutter-free.
- Make use of mockups to make image look realistic.
- If making an image for a multi-page ebook, only choose 2 - 3 pages to display in the image.
- Use all of the 10 image slots Etsy provide in your listing.
- Make use of text in images to explain features and benefits of your products.
- Include positive reviews to showcase your product

CONGRATULATIONS

You have successfully completed Module 5: LAUNCH

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You did it!

Congratulations! You now have your own Etsy shop and an awesome printable planner product. This is your first step to building an incredible business. I can't wait to see how you grow.

Miri x