

30-Day Etsy Jewelry Shop Planner

🌟 How to Use This Planner

This 30-day plan is designed to be simple and actionable — one small task per day that builds toward your first sale.

You'll move through four clear phases:

- **Foundation (Days 1–7)** — Prepare products and mindset
- **Setup (Days 8–15)** — Build the Etsy shop
- **Visibility (Days 16–23)** — Get found through photos, keywords, and branding
- **Momentum (Days 24–30)** — Promote, track, and celebrate the first sale

Keep this planner printed next to the workspace and check off each task as progress is made.

🌱 Phase 1: Foundation (Days 1–7)

Lay the groundwork for the first sale.

Day	Task	Notes
Day 1	Define jewelry focus — identify what is most enjoyable to make.	
Day 2	Choose 1–2 jewelry types (earrings, pendants, bracelets).	
Day 3	Create 3 color-based collections (e.g. Ocean Blues, Earth & Fire).	
Day 4	Decide on a shop name — write down 3 options.	
Day 5	Gather materials and prepare 5–10 finished pieces.	
Day 6	Set up a dedicated workspace for photographing pieces.	
Day 7	Research 5 successful Etsy shops in the same niche — note what stands out.	

Phase 2: Setup (Days 8–15)

Create the shop and upload the first listings.

Day	Task	Notes
Day 8	Create an Etsy seller account at Etsy.com/sell .	
Day 9	Set up Etsy Payments or link a PayPal Business Account.	
Day 10	Write the shop bio and About section — share the story in 3 sentences.	
Day 11	Design a shop logo and banner in Canva — keep it simple and cohesive.	
Day 12	Photograph products using natural light and consistent backgrounds.	
Day 13	Write product descriptions that tell the story behind each piece.	
Day 14	Add keywords and tags to all listings (use eRank or Marmalead).	
Day 15	Publish the first 5–10 listings. Congratulations — the shop is live! 🎉	

Phase 3: Visibility (Days 16–23)

Make the shop discoverable and professional.

Day	Task	Notes
Day 16	Review the shop on desktop and mobile — check for clarity and consistency.	
Day 17	Ask one friend to review listings and provide feedback.	
Day 18	Create 3 Pinterest pins linking to the shop.	
Day 19	Post 2–3 photos or short videos on Instagram (show process or finished work).	
Day 20	Research 10 hashtags related to handmade jewelry.	
Day 21	Add a thank-you message template for future buyers.	
Day 22	Review pricing — ensure it includes material, time, and profit.	
Day 23	Refine keywords based on Etsy search suggestions.	

Phase 4: Momentum (Days 24–30)

Drive traffic, build engagement, and track progress.

Day	Task	Notes
Day 24	Create a simple post or email announcing the shop launch.	
Day 25	Share behind-the-scenes photos on social media.	
Day 26	Join one Etsy Forum or Facebook group for handmade sellers.	
Day 27	Ask 2–3 friends to “favorite” listings on Etsy.	
Day 28	Analyze Etsy Stats (views, favorites, keywords).	
Day 29	Tweak one listing photo or title based on performance.	
Day 30	Celebrate progress and share the shop publicly! 🎉	

Final Notes

The first sale is not luck — it’s the natural result of small, consistent action.

Even if every task isn’t completed daily, follow the steps in order. Each one builds momentum toward that exciting “You’ve made a sale!” moment.

Keep creating, keep refining, and remember — creativity is the greatest advantage.

💜 — Alisha White