

FREE Etsy Starter Checklist

Your Step-by-Step Launch Guide to Start Selling Digital Products on Etsy – No Skills Needed

☒ PART 1: ACCOUNT SETUP

- ☐ Create an Etsy seller account: <https://etsy.com/sell>
- ☐ Set your shop name (short, relevant, easy to remember)
- ☐ Add a profile picture (logo or icon – no face needed)
- ☐ Write a short shop bio and welcome message
- ☐ Add payment + tax info to receive payouts

☒ PART 2: YOUR FIRST DIGITAL PRODUCT

- ☐ Choose a digital product type:
 - Printable (planner, tracker)
 - Prompt Pack
 - Canva Template
 - Coloring Page
 - Mini Guide / eBook
- ☐ Create it using free tools:
 - Canva (for layout/design)
 - ChatGPT (for written content or ideas)
 - Google Docs or PowerPoint (optional formatting)
- ☐ Export your final product as PDF or PNG

☒ PART 3: ETSY LISTING CHECKLIST

- ☐ Title: Use 1-2 keywords + clear benefit
- ☐ Description:
 - What it is
 - What's included
 - How to use it
 - How to download
- ☐ Price: Start between \$2.99-\$9.99
- ☐ Tags: Use 13 relevant SEO-friendly keywords
- ☐ Category: Choose one that matches the product type
- ☐ Thumbnail/Mockup: Design a clear preview in Canva
- ☐ Upload digital files

- ☐ Enable digital delivery

PART 4: PROMOTION BASICS


- ☐ Create 2–3 Pinterest pins to drive traffic
- ☐ Share listing in 1–2 relevant Facebook groups (no spam!)
- ☐ Optional: Create a short TikTok or YouTube faceless video
- ☐ Add shop link in your social bios

BONUS: TOOLS TO SAVE TIME

- ☐ Everbee (Product research on Etsy)
- ☐ EtsyHunt (Keyword & competitor research)
- ☐ Remove.bg (Transparent backgrounds for mockups)
- ☐ Creative Fabrica (Graphics/fonts for commercial use)

TIP FOR SUCCESS:

Start small. One product. One listing. One sale. Then scale.
Don't aim for perfection—aim for progress.

 Want more help?

Watch the full "\$0 to Profit" series on YouTube!

 <https://www.youtube.com/@allyoucanmake5273>

 Need product ideas? Grab the 50 Digital Product Ideas guide [optional bonus]