



SIMPLE LIFE CALCULATOR · SELLER TOOLKIT

THE ETSY SELLER'S WORKBOOK

# Etsy Product Research *Worksheet*

*Find profitable product ideas before you open your shop.*

A fill-in-the-blanks workbook that takes you from a blank page to a validated, profitable product — with the brainstorming grids, market research worksheets, scorecards, and profit math the guesswork-free sellers use.

FOR

Beginner & Intermediate Sellers

FORMAT

Print & Fill In

INSIDE

11 Worksheets & Scorecards



# Contents & How to Use

## How to get the most from this workbook

- 1 **Print it and write by hand.** The act of writing forces the honest thinking that keeps you from launching a product nobody wants.
- 2 **Research at least 5 ideas in parallel.** Falling in love with one idea is the fastest way to ignore its red flags. Compare.
- 3 **Let the numbers decide.** The Scorecard and Profit Worksheet turn opinions into a ranking you can act on with confidence.
- 4 **Watch the callouts.** **Research Tips** show you where to look; **Common Mistakes** show you what sinks new shops.

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# Why Product Research Matters

On Etsy, the product you choose matters more than almost anything else you'll do. A great product in a hungry market forgives a hundred beginner mistakes. A beautiful product nobody is searching for will sit unsold no matter how good your photos are. Research is how you find the first kind before you spend a single dollar on materials.

Most sellers skip this step because it feels slower than just listing something. But a weekend of research is far cheaper than months of dead inventory, relisting fees, and the slow discouragement of a silent shop. This workbook makes that research fast, structured, and honest.

## Q RESEARCH TIP

Research is just three questions in disguise: **Do people want this? Can I make it profitably? Can I stand out?** Every worksheet here is built to answer one of them.

## THE MOST COMMON MISTAKES NEW SELLERS MAKE

- ⚠ **Following passion, ignoring demand.** Making what you love without checking if anyone searches for it.
- ⚠ **Entering saturated markets blind.** Competing against 100,000 listings with no point of difference.
- ⚠ **Forgetting fees in the math.** Pricing on material cost alone and losing money after Etsy's cut.
- ⚠ **Copying top sellers exactly.** Becoming a worse, cheaper version of a shop that already won.
- ⚠ **Chasing a trend too late.** Jumping on a fad as it peaks and inventory piles up.
- ⚠ **Picking hard-to-ship items.** Choosing fragile or bulky products that eat profit in shipping.

## ⊗ COMMON MISTAKE

Treating research as optional. The sellers who quit in month three almost always skipped this step — they validated their idea **after** launching instead of before.

## Product Idea Brainstorming

Dump every idea — good, bad, and wild. Quantity first, judgment later. For each idea, quickly rate three things on a 1–5 scale: how **interested** you are, how **difficult** it is to make, and its **profit potential**. Circle a number in each column.

**Interest** 1 = meh · 5 = excited    **Difficulty** 1 = easy · 5 = hard    **Profit** 1 = thin · 5 = strong

| #  | PRODUCT IDEA | INTEREST  | DIFFICULTY | PROFIT    |
|----|--------------|-----------|------------|-----------|
| 1  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 2  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 3  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 4  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 5  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 6  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 7  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 8  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 9  |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 10 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 11 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 12 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 13 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |

### Q RESEARCH TIP

Mine real demand sources for ideas: Etsy's own search bar autocomplete, the "Searches related to" bar, Pinterest trending, and the questions people ask in your niche's forums and groups.

# Product Idea Brainstorming

| #  | PRODUCT IDEA | INTEREST  | DIFFICULTY | PROFIT    |
|----|--------------|-----------|------------|-----------|
| 14 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 15 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 16 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 17 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 18 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 19 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 20 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 21 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 22 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 23 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 24 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 25 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |
| 26 |              | ① ② ③ ④ ⑤ | ① ② ③ ④ ⑤  | ① ② ③ ④ ⑤ |

**Shortlist:** circle the 5 highest-scoring ideas above to carry into the Market Research Worksheet.

03

STEP 2 · INVESTIGATE

# Etsy Market Research Worksheet

## PRODUCT A

PRODUCT NAME .....

PRIMARY SEARCH TERM .....

COMPETING LISTINGS ..... AVERAGE PRICE .....

☐ BEST-SELLING FEATURES (WHAT DO THE TOP LISTINGS HAVE IN COMMON?)

.....

.....

.....

☐ COMMON CUSTOMER COMPLAINTS (READ THE 1-3 STAR REVIEWS)

.....

.....

.....

☐ OPPORTUNITY NOTES & YOUR ANGLE (THE GAP YOU COULD FILL, WHAT YOU'D DO DIFFERENTLY)

.....

.....

.....

VERDICT ☐ Pursue ☐ Maybe — research more ☐ Pass

### Q RESEARCH TIP

A healthy niche has **demand with a weakness**: thousands of searches but top listings with mediocre photos, thin variations, or repeated complaints. That gap is your opening.

03

STEP 2 · INVESTIGATE

# Etsy Market Research Worksheet

## PRODUCT B

PRODUCT NAME .....

PRIMARY SEARCH TERM .....

COMPETING LISTINGS ..... AVERAGE PRICE .....

☐ BEST-SELLING FEATURES (WHAT DO THE TOP LISTINGS HAVE IN COMMON?)

.....

.....

.....

☐ COMMON CUSTOMER COMPLAINTS (READ THE 1-3 STAR REVIEWS)

.....

.....

.....

☐ OPPORTUNITY NOTES & YOUR ANGLE (THE GAP YOU COULD FILL, WHAT YOU'D DO DIFFERENTLY)

.....

.....

.....

VERDICT ☐ Pursue ☐ Maybe — research more ☐ Pass

### ⊗ COMMON MISTAKE

A market with millions of listings isn't "proven demand" — it's a red ocean. Look for steady demand where the **best** listings still leave customers wanting more.

## Competitor Analysis

### COMPETITOR A

SHOP NAME .....

NUMBER OF SALES .....

PRICE RANGE .....

☐ PRODUCT PHOTO OBSERVATIONS (STYLE, PROPS, LIGHTING, WHAT STANDS OUT)

.....

☐ PRODUCT VARIATIONS OFFERED (SIZES, COLORS, BUNDLES, PERSONALIZATION)

.....

☐ CUSTOMER REVIEW INSIGHTS (WHAT THEY PRAISE & WHAT THEY WISH FOR)

.....

### COMPETITOR B

SHOP NAME .....

NUMBER OF SALES .....

PRICE RANGE .....

☐ PRODUCT PHOTO OBSERVATIONS (STYLE, PROPS, LIGHTING, WHAT STANDS OUT)

.....

☐ PRODUCT VARIATIONS OFFERED (SIZES, COLORS, BUNDLES, PERSONALIZATION)

.....

☐ CUSTOMER REVIEW INSIGHTS (WHAT THEY PRAISE & WHAT THEY WISH FOR)

.....

### Q RESEARCH TIP

Sort a competitor's shop by "Most Recent" vs. their best sellers. The gap reveals what's **actually** selling now versus what they wish was selling.



## Competitor Analysis

### COMPETITOR C

SHOP NAME .....

NUMBER OF SALES .....

PRICE RANGE .....

☐ PRODUCT PHOTO OBSERVATIONS (STYLE, PROPS, LIGHTING, WHAT STANDS OUT)

.....

☐ PRODUCT VARIATIONS OFFERED (SIZES, COLORS, BUNDLES, PERSONALIZATION)

.....

☐ CUSTOMER REVIEW INSIGHTS (WHAT THEY PRAISE & WHAT THEY WISH FOR)

.....

### COMPETITOR D

SHOP NAME .....

NUMBER OF SALES .....

PRICE RANGE .....

☐ PRODUCT PHOTO OBSERVATIONS (STYLE, PROPS, LIGHTING, WHAT STANDS OUT)

.....

☐ PRODUCT VARIATIONS OFFERED (SIZES, COLORS, BUNDLES, PERSONALIZATION)

.....

☐ CUSTOMER REVIEW INSIGHTS (WHAT THEY PRAISE & WHAT THEY WISH FOR)

.....

### ⊗ COMMON MISTAKE

Studying only the #1 shop. Analyze 3–4 competitors at different sizes — the newer shops climbing fast show you what's working **right now**.

# Trend Research Tracker

Timing turns a good product into a great month. Track what's rising, note **when** it peaks, and decide whether you're early enough to ride it or too late to bother.

## ☐ SEASONAL TRENDS

| SEASON       | GIFT / BUYING OCCASIONS | PRODUCT ANGLE TO PREPARE |
|--------------|-------------------------|--------------------------|
| Q1 · Jan–Mar |                         |                          |
| Q2 · Apr–Jun |                         |                          |
| Q3 · Jul–Sep |                         |                          |
| Q4 · Oct–Dec |                         |                          |

## ☐ PINTEREST TRENDS (RISING SEARCHES, PIN FORMATS, COLORS)

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## ☐ ETSY SEARCH SUGGESTIONS (AUTOCOMPLETE & “RELATED SEARCHES”)

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## ☐ EMERGING NICHES (NEW SUBCULTURES, AESTHETICS, MATERIALS)

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## ☐ KEYWORDS TO WATCH / REVISIT NEXT MONTH

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### RESEARCH TIP

Use Pinterest as a 3–6 month **early warning system** for Etsy. What's saved heavily on Pinterest today is often what's searched on Etsy next season.

# Customer Problem Finder

People don't buy products — they buy **solved problems and better outcomes**. Map the problem to the outcome to the product, and your listings practically write themselves.

| PROBLEM THE CUSTOMER HAS | OUTCOME THEY TRULY WANT | PRODUCT THAT DELIVERS IT |
|--------------------------|-------------------------|--------------------------|
|                          |                         |                          |
|                          |                         |                          |
|                          |                         |                          |
|                          |                         |                          |
|                          |                         |                          |
|                          |                         |                          |
|                          |                         |                          |
|                          |                         |                          |
|                          |                         |                          |
|                          |                         |                          |

Q RESEARCH TIP

Find problems in the wild: scan 1–2 star reviews of competitors, “is there a...” questions in niche groups, and Etsy reviews that start with “I wish this had...”.

☐ WHO EXACTLY IS THIS CUSTOMER? (AGE, LIFE STAGE, OCCASION, BUDGET)

# Profit Potential Worksheet

A product only counts as a good idea if it makes money **after** Etsy takes its share. Fill one column per product. Subtract every cost and fee from your price to find true profit per sale.

| LINE ITEM                              |   | PRODUCT 1 | PRODUCT 2 | PRODUCT 3 |
|----------------------------------------|---|-----------|-----------|-----------|
| Selling price (what the buyer pays)    | + |           |           |           |
| Product / material cost                | – |           |           |           |
| Etsy listing fee                       | – |           |           |           |
| Etsy transaction fee                   | – |           |           |           |
| Payment processing fee                 | – |           |           |           |
| Packaging & labels                     | – |           |           |           |
| Shipping (your cost, if free shipping) | – |           |           |           |
| Ads / marketing (optional, per sale)   | – |           |           |           |
| Estimated profit per sale              | = |           |           |           |
| Profit margin (profit ÷ price)         | % |           |           |           |

Profit per sale = Selling price – (Product cost + All Etsy fees + Packaging + Shipping + Ads)

## Q RESEARCH TIP

Don't hand-calculate Etsy's fees from memory — they change and they stack. Run your numbers through the **Simple Life Calculator Etsy Fee & Profit Calculator** to get exact take-home before you commit.

## ⊗ COMMON MISTAKE

Pricing to "beat" competitors on price. After fees and shipping, a race to the bottom usually ends in working for free. Compete on value, not on being cheapest.

# Product Validation Checklist

Run each shortlisted idea through these four gates. An idea should earn a confident **yes** on all four before it deserves your time and money.

## Is there demand?

- ☐ **People actively search for this on Etsy**  
Autocomplete suggests it; listings have recent sales & reviews.
- ☐ **Demand is steady, not a fading fad**  
Interest is stable or growing, not past its peak.
- ☐ **There's a clear, reachable customer**  
I can picture exactly who buys this and why.

## Can I create it?

- ☐ **I can make or source it reliably**  
Materials, skills, or suppliers are available to me.
- ☐ **Quality is consistent and repeatable**  
I can produce the 50th one as well as the 1st.
- ☐ **Production time fits my capacity**  
I can fulfill orders without burning out.

## Is it profitable?

- ☐ **Profit per sale is healthy after all fees**  
Confirmed on the Profit Potential Worksheet.
- ☐ **Shipping won't destroy the margin**  
Item isn't too heavy, bulky, or fragile.

## Can I compete?

- ☐ **I have a clear point of difference**  
A reason a buyer picks me over the top listings.
- ☐ **I can match or beat the best photos**  
Presentation won't be my weak point.

- THIS IDEA'S VERDICT**
- ☐ All four = YES → Pursue it
  - ☐ One soft NO → Refine & recheck
  - ☐ Hard NO on demand or profit → Pass

### Q RESEARCH TIP

Any "no" isn't a dead end — it's a design brief. A profitability "no" might be fixed by a higher-value bundle; a competition "no" by a sharper niche.

# Product Scorecard

Score each shortlisted idea 1–5 on every criterion, then total the rows. The highest score is your data-backed front-runner — not just your favorite.

1 = weak / risky
3 = okay
5 = excellent / strong

| PRODUCT IDEA | DEMAND | PROFIT MARGIN | LOW COMPETITION | EASE TO MAKE | MY PASSION | REPEAT POTENTIAL | TOTAL /30 |
|--------------|--------|---------------|-----------------|--------------|------------|------------------|-----------|
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |
|              |        |               |                 |              |            |                  |           |

Write a score of 1–5 in each box, then add across for the total out of 30.

Q RESEARCH TIP

If two ideas tie, let **Profit Margin** and **Low Competition** break it. Passion keeps you going, but margin and a clear lane are what keep the shop open.

# 10

STEP 9 · DECIDE

## Final Product Selection

Time to commit. Pull your top scorers forward, name the single best opportunity, and write down **why** — so you trust the decision when doubt creeps in later.

### ☐ TOP 3 OPPORTUNITIES (HIGHEST SCORECARD TOTALS)

| RANK | PRODUCT IDEA | SCORE /30 | MAIN REASON IT WINS |
|------|--------------|-----------|---------------------|
| 1st  |              |           |                     |
| 2nd  |              |           |                     |
| 3rd  |              |           |                     |

### MY #1 PRODUCT TO LAUNCH

### ☐ WHY THIS ONE, RIGHT NOW? (DEMAND + PROFIT + MY EDGE)

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### ☐ BIGGEST RISK & HOW I'LL REDUCE IT

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### MY LAUNCH COMMITMENT

I will publish my first listing by

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### Q RESEARCH TIP

Commit to **one** product to launch first. A focused shop with one strong, well-photographed product beats a scattered shop with ten mediocre ones — every time.

## Action Plan: Research to Listing

Research only pays off when it becomes a listing. Work down this plan in order — check each box and fill the target date to keep momentum.

1

### ☐ Lock your product & variations

TARGET DATE

Finalize the exact item, sizes, colors, and options you'll offer first.

.....

2

### ☐ Confirm the numbers

TARGET DATE

Re-run the Profit Worksheet with real supplier costs and the fee calculator.

.....

3

### ☐ Source materials or samples

TARGET DATE

Order what you need to make your first batch with consistent quality.

.....

4

### ☐ Make your first inventory

TARGET DATE

Produce a small, sellable batch — enough to ship quickly, not so much it ties up cash.

.....

5

### ☐ Shoot your photos

TARGET DATE

8–10 images: clear hero, lifestyle, scale, detail, variations, and packaging.

.....

6

### ☐ Write keyword-rich copy

TARGET DATE

Title, tags, and description built from your research search terms.

.....

7

### ☐ Set price & shipping

TARGET DATE

Use your validated price and a shipping profile that protects the margin.

.....

8

### ☐ Publish & review the live listing

TARGET DATE

Proof every field on the live page, then share it with your audience.

.....

#### Q RESEARCH TIP

Set a hard launch date **before** step one. "Ready" is a feeling that never quite arrives — a date on the calendar is what gets the shop open.





# You've Done the Work Most Sellers Skip

You're not guessing anymore. You have a validated product, the numbers to back it, and a plan to launch it. That's the difference between a hobby listing and a real shop.

— KEEP GOING · FREE ETSY SELLER TOOLS —



## Etsy Fee & Profit Calculator

Enter your price and costs to see exact take-home profit after every Etsy fee — no more guessing what you actually earn per sale.



## Pricing & Break-Even Tools

Find the price that protects your margin and the number of sales that covers your startup costs — before you commit.



## More Etsy Seller Resources

Calculators, worksheets, and plain-English guides for pricing, profit, and growing your shop — all free on the website, built to make the business side of Etsy simple.



### USE THIS WORKBOOK WITH THE ETSY FEE & PROFIT CALCULATOR

Run your numbers through the calculator before launching so you know exactly what you'll earn after Etsy fees.



Scan for free Etsy calculators, worksheets, and seller resources.

[SimpleLifeCalc.com](https://SimpleLifeCalc.com)

Created by [Simple Life Calculator](https://SimpleLifeCalc.com)

Free Etsy calculators & seller tools at [SimpleLifeCalc.com](https://SimpleLifeCalc.com)

Tools and guidance for smarter handmade-business decisions.