

PRINT-ON-DEMAND SERIES

Print-on-Demand Product Launch Planner

Take your next product from idea to a confident, organized launch — with worksheets, checklists, and trackers built for beginners.

14

DAY PLAN

BUILT FOR

Printify

Printful

Etsy

Shopify

Amazon

All POD sellers



START HERE

Welcome

Print-on-demand makes it easy to create a product — but creating is not the same as launching. A great design that nobody can find, priced wrong, or posted with no plan simply will not sell. A launch is what turns a product into sales.

This planner walks you through every step in order, the same way for any platform — Printify or Printful for production, and Etsy, Shopify, or Amazon for selling. No experience needed. Just follow the pages.

What this planner helps you do

- **Choose** a product and niche people actually want to buy.
- **Plan** a design, listing, and price that are set up to sell — and profit.
- **Launch** with a clear checklist, marketing plan, and day-by-day calendar.
- **Learn** by tracking sales and reviewing what worked for your next launch.

Work through the sections in order — each one builds on the last, ending in a real launch. Print the worksheets and fill them in by hand, or type into them on a tablet. Reuse the checklist, calendar, and trackers for every new product you launch.

► TIP

Do not wait for the "perfect" product. Launch a focused first product, learn from the data this planner captures, and improve with each release. Done beats perfect — every time.



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GETTING STARTED

The POD Launch Roadmap

Here is the whole journey on one page. A focused launch takes about two weeks of preparation. Follow these ten steps in order — each has its own worksheet ahead.

- 1 Pick your product**
Choose a POD item that fits your niche and prints well.
- 2 Research your niche**
Find an audience and a gap you can fill.
- 3 Plan the design**
Turn your idea into a clear, sellable design.
- 4 Build the listing**
Write a keyword-rich title, tags, and description.
- 5 Set your price**
Cover costs and fees, and keep a healthy profit.
- 6 Run the launch checklist**
Make sure everything is ready before you go live.
- 7 Plan your marketing**
Decide how people will discover your product.
- 8 Map launch week**
Plan posts and tasks day by day.
- 9 Track your sales**
Record orders, revenue, and profit as they come in.
- 10 Review & improve**
Learn what worked and plan your next launch.

◆ A 2-WEEK LAUNCH TIMELINE

PHASE	STEPS	SUGGESTED TIMING
Plan the product	1-5	Days 1-7
Launch it	6-8	Days 8-14
Track & improve	9-10	Launch week + after

► TIP

Do not skip the planning steps to rush to launch. Most POD products that flop were never badly made — they were poorly researched, priced, or marketed. The front pages are where launches are won.

01 PLAN THE PRODUCT

Product Selection Worksheet

Start by choosing the right product. The best POD products combine real demand, a healthy profit margin, reliable print quality, and reasonable shipping. Score a few options before you commit.

- T-Shirt
- Hoodie
- Mug
- Tote bag
- Poster / print
- Phone case
- Sticker
- Sweatshirt

→ **HOW TO USE THIS PAGE**

List 3–4 product ideas. Score each from 1–5 on demand, profit, and print quality, then total the scores. The highest-scoring product is your strongest first launch.

EXAMPLE — SUMMIT SUPPLY CO.

PRODUCT IDEA	DEMAND	PROFIT	PRINT QUALITY	TOTAL
Graphic t-shirt	5	4	5	14
Ceramic mug	4	4	4	12
Tote bag	3	3	4	10

Summit Supply Co. picks the **graphic t-shirt** — highest demand, strong print quality, and a dependable margin.

YOUR TURN — FILL THIS IN

PRODUCT IDEA	DEMAND (1–5)	PROFIT (1–5)	PRINT QUALITY (1–5)	TOTAL

▶ **TIP**

For your first launch, choose one simple, proven product — a t-shirt or mug. Master the process on something easy before expanding into trickier items like all-over-print or apparel with sizing.

02

PLAN THE PRODUCT

Niche Research — Find Your Niche

A niche is the specific audience and theme your product serves. "T-shirts" is not a niche; "funny shirts for trail runners" is. A clear niche makes you findable, memorable, and easier to market.

→ HOW TO USE THIS PAGE

Brainstorm niche ideas where a passionate audience meets a buying intent. Score each on three things: **audience size**, **your interest/knowledge**, and **competition gap** (room to stand out).

EXAMPLE — SUMMIT SUPPLY CO.

Summit Supply Co.'s niche: outdoor & hiking enthusiasts who love trail humor and nature quotes. Passionate, gift-friendly, evergreen year-round, and full of sub-niches (climbers, campers, national-park fans).

NICHE IDEAS

NICHE IDEA	AUDIENCE (1-5)	MY INTEREST (1-5)	COMPETITION GAP (1-5)	TOTAL

🔗 REFLECTION QUESTIONS

Which niche scored highest — and do you understand its audience well enough to speak their language?

What makes your take on this niche different from what is already out there?

▶ TIP

Favor evergreen niches (hobbies, professions, pets, identities) over short-lived trends. Evergreen products keep selling for years; trend products spike and die fast.

02

PLAN THE PRODUCT

Niche Research — Keywords & Competitors

People find POD products by searching. Collect the exact words your customers type, and study the top sellers to spot what works — and where there is a gap you can fill.

→ **HOW TO USE THIS PAGE**

Search your niche on Etsy or Amazon. Note the **keywords** that auto-complete and appear in best-seller titles. Then study 3 top competitors: their price, reviews, and what they do well or poorly.

Keyword Ideas (what customers actually search)

1	1
2	2
3	3
4	4
5	5

Competitor Snapshot

EXAMPLE — SUMMIT SUPPLY CO.

A top hiking-tee shop sells at \$24 with 2,400 reviews; great photos, but generic "funny hiking" designs. **Gap:** specific trail/park names and better mockups — room for Summit Supply Co. to stand out.

COMPETITOR SHOP	PRICE	REVIEWS	WHAT THEY DO WELL	GAP I CAN FILL

▶ **TIP**

Reviews are free market research. Read 1- and 2-star reviews of competitors — the complaints (sizing, print, shipping) tell you exactly what to do better.

03 PLAN THE PRODUCT

Design Planning Worksheet

Now plan the design itself. Great POD designs are clear, on-niche, and readable even as a small thumbnail. Sketch your concept and plan a few variations before you create the files.

→ HOW TO USE THIS PAGE

Describe your design concept and message, then plan variations (colors, text tweaks) to offer as options. Run the design through the quality checklist before sending it to production.

EXAMPLE — SUMMIT SUPPLY CO.

Summit Supply Co.'s design: bold retro mountain badge with the text "Adventure Awaits." Offered on forest green, black, and navy shirts. Simple, legible at thumbnail size, and unmistakably outdoorsy.

DESIGN CONCEPT

PLAN	YOUR NOTES
Main concept / message	
Style (retro, minimal, bold, cute...)	
Colors / shirt colors	
Variations to offer	

Design Quality Checklist

- Readable as a small thumbnail
- Clearly fits the niche
- Original art (no copyrighted images)
- High resolution (300 DPI)
- Transparent background (PNG)
- Looks right on every shirt color

▶ TIP

Test your design at thumbnail size on your phone. If you cannot read it or tell what it is in a tiny preview, simplify it — that is the size most shoppers first see.

04 PLAN THE PRODUCT

Product Listing Planner

Your listing is your salesperson. A keyword-rich title, full tags, clear photos, and a benefit-focused description help shoppers find *and* choose your product.

EXAMPLE — SUMMIT SUPPLY CO.

Example title: "Adventure Awaits Hiking Shirt — Retro Mountain Tee, Outdoor Gift for Hikers & Campers." Keyword-rich, readable, and specific to the niche.

BUILD YOUR LISTING

ELEMENT	YOUR DRAFT
Title (front-load main keywords)	
Description — opening hook	
Description — features & benefits	
Variants (sizes, colors)	

Tags / Keywords (aim for all 13 on Etsy)

<p>1 _____</p> <p>2 _____</p> <p>3 _____</p> <p>4 _____</p> <p>5 _____</p> <p>6 _____</p> <p>7 _____</p>	<p>1 _____</p> <p>2 _____</p> <p>3 _____</p> <p>4 _____</p> <p>5 _____</p> <p>6 _____</p> <p>7 _____</p>
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▶ TIP

Put your most important keywords at the front of the title and use every tag slot you are given. Each tag is another way a customer can find you — an empty slot is a missed sale.

05

PLAN THE PRODUCT

Pricing Worksheet

Price for profit, not just to match others. Add up every cost — product, shipping, and platform fees — then add your profit. A common POD rule: price at **2 to 2.5×** your base cost.

$$\text{Retail price} - (\text{Base cost} + \text{Shipping} + \text{Fees}) = \text{Profit per sale}$$

EXAMPLE — SUMMIT SUPPLY CO.

LINE	AMOUNT
Retail price	\$28.00
- Product base cost (Printify)	\$11.50
- Shipping (free shipping, absorbed)	\$4.50
- Platform fees (Etsy ≈ 10% + \$0.45)	\$3.25
= Profit per sale	\$8.75
Profit margin	31%

At \$28, Summit Supply Co. keeps \$8.75 per shirt (2.43× its base cost) — a healthy POD margin.

◆ PRICING BENCHMARK

Aim for a **profit margin of 25-40%** after all costs. Below ~20% leaves no room for ads or returns. Never forget shipping and fees — they are where new sellers lose their profit.



YOUR TURN — FILL THIS IN

LINE	AMOUNT
Retail price	
- Product base cost	
- Shipping	
- Platform fees	
= Profit per sale	
Profit margin %	

▶ TIP

Check your price against the competitors from page 07. If you are far cheaper, you may be leaving money on the table; far pricier, make sure your design or branding clearly justifies it.

06

LAUNCH IT

Launch Checklist

Before you hit "publish," make sure everything is truly ready. Working through this checklist prevents the small misses — a broken link, a missing tag, an untested order — that quietly cost sales on day one.

Product & Listing

- | | |
|--|--|
| <input type="checkbox"/> Design finalized & print-ready (300 DPI, PNG) | <input type="checkbox"/> Description written with benefits |
| <input type="checkbox"/> Mockups created for each color / variant | <input type="checkbox"/> Variants & sizes set up correctly |
| <input type="checkbox"/> Listing title includes main keywords | <input type="checkbox"/> Price set with profit confirmed |
| <input type="checkbox"/> All tags / keywords filled in | <input type="checkbox"/> Shipping profile & times set |

Go-Live & Marketing

- | | |
|---|--|
| <input type="checkbox"/> Placed a test order to check quality | <input type="checkbox"/> Email / audience notified |
| <input type="checkbox"/> Product link copied & working | <input type="checkbox"/> Promo or launch offer ready |
| <input type="checkbox"/> Launch posts drafted & scheduled | <input type="checkbox"/> Sales tracker printed & ready |

► **TIP**

Always place a test order of your own product before promoting it. Seeing the real print quality and packaging protects your reviews — the most valuable asset a new shop has.

07 LAUNCH IT Marketing Plan

A product launch needs an audience. Decide where you will announce it, what you will post, and what will make people act now. Plan it before launch day — not during.

→ **HOW TO USE THIS PAGE**

Choose 1-3 channels where your audience already is. For each, plan your pre-launch teaser, your launch-day post, and any offer. Keep it simple — a focused plan beats being everywhere.

EXAMPLE — SUMMIT SUPPLY CO.

Summit Supply Co.'s plan: tease the design on Instagram & Pinterest 3 days out, post a launch Reel on day one with a "first 48 hours: free sticker" offer, and pin product Pins for long-term search traffic.

YOUR LAUNCH MARKETING PLAN

CHANNEL	PRE-LAUNCH TEASER	LAUNCH-DAY POST	OFFER / HOOK

Launch Offer Ideas

- Intro discount
- Free shipping
- Free gift / sticker
- Limited first run
- Bundle deal
- 48-hour deal

▶ **TIP**

Build anticipation before you launch. Teasing your product for a few days means you open to a warm audience that is already waiting — not a cold start from zero.

08 LAUNCH IT Launch Week Calendar

Map your first seven days hour by hour, post by post. A clear daily plan keeps your launch consistent and stops momentum from fizzling after day one.

LAUNCH DATE

PRODUCT LAUNCHING

LAUNCH GOAL

EXAMPLE — SUMMIT SUPPLY CO.

Day 1 — Goal: big launch push · Post: launch Reel + Pin + email blast · Channel: Instagram, Pinterest, Email · Offer: 48-hour free sticker.

DAY	GOAL	CONTENT / POST	CHANNEL	DONE
Day 1 (Launch)				
Day 2				
Day 3				
Day 4				
Day 5				
Day 6				
Day 7				

▶ TIP

Do not go silent after launch day. Keep posting through the whole week — reminders, behind-the-scenes, and customer reactions often drive more sales than the launch post itself.

09

TRACK & IMPROVE

Sales Tracking — Daily Launch Tracker

Track your launch results day by day. Watching visitors, orders, and revenue together shows you what is working in real time — and whether your listing is converting.

EXAMPLE — SUMMIT SUPPLY CO.

DAY	VISITORS	ORDERS	REVENUE	NOTES
Day 1	210	5	\$140	Launch Reel did well
Day 2	120	3	\$84	Pinterest traffic
Week 1 total	620	18	\$504	2.9% conversion

18 orders and \$504 in the first week, at a 2.9% conversion rate — a healthy start for a brand-new product.

YOUR DAILY LAUNCH NUMBERS

DAY	VISITORS	ORDERS	REVENUE	NOTES
Day 1				
Day 2				
Day 3				
Day 4				
Day 5				
Day 6				
Day 7				
Week 1 total				

▶ TIP

If you are getting visitors but few orders, the issue is your listing — price, photos, or reviews. If you are getting neither, it is a traffic problem. The numbers tell you which to fix.

09

TRACK & IMPROVE

Sales Tracking — Product Performance

Break your sales down by product and variant. Knowing which color, size, or design sells best tells you exactly what to restock, promote, and create next.

EXAMPLE — SUMMIT SUPPLY CO.

VARIANT	UNITS	REVENUE	PROFIT	MARGIN
Forest Green tee	8	\$224	\$70.00	31%
Black tee	6	\$168	\$52.50	31%
Navy tee	4	\$112	\$35.00	31%
Total	18	\$504	\$157.50	31%

Forest green outsold the others nearly 2 to 1 — a clear signal to lead with green in future designs and ads.

YOUR PRODUCT / VARIANT SALES

PRODUCT / VARIANT	UNITS	REVENUE	PROFIT	MARGIN
Total				

REFLECTION QUESTIONS

Which product or variant sold best — and what will you do more of because of it?

TIP

Let your bestsellers guide your next design. The variant your customers chose most is your audience telling you what they want — listen and give them more of it.

10 TRACK & IMPROVE Post-Launch Review

Every launch teaches you something. Reviewing the results — honestly and quickly — turns one product launch into a repeatable system that gets better each time.

EXAMPLE — SUMMIT SUPPLY CO.

RESULT	WEEK 1	GOAL
Units sold	18	15
Revenue	\$504	\$420
Profit	\$157.50	\$130
Conversion rate	2.9%	2.5%

Summit Supply Co. beat every launch goal. Best channel: Instagram. Biggest lesson: green sells — design the next tee in green first.

YOUR LAUNCH RESULTS

RESULT	THIS LAUNCH	GOAL
Units sold		
Revenue		
Profit		
Conversion rate		

REFLECTION QUESTIONS

What worked best in this launch — and what will you repeat?

What would you do differently next time?

What is the single biggest lesson to carry into your next product?

TIP

Schedule your next launch before the excitement fades. Consistent sellers do not launch once — they build a catalog, one improved launch at a time.



BONUS TOOLS

Design File & Mockup Specs

Use this quick reference so your designs print crisp and clean every time. Exact requirements vary slightly by provider, but these beginner-safe defaults work across Printify and Printful.

SPEC	RECOMMENDED SETTING	WHY IT MATTERS
Resolution	300 DPI	Sharp prints, no blur or pixelation
File format	PNG with transparent background	No white box around your design
Color mode	sRGB	Colors print close to what you see
T-shirt print area	~4500 × 5400 px	Fills the printable area fully
Mug wrap	~2700 × 1050 px	Correct wrap-around fit
Poster	300 DPI at final print size	Crisp at large dimensions

Before You Upload — Quick Checks

- Background is fully transparent
- Design centered in the print area
- No copyrighted logos, art, or fonts
- Checked the mockup on every color
- Text has a safe margin from edges
- File saved at full resolution

► TIP

Always preview the provider's mockup before publishing. A design that looks great on your screen can sit too high, too low, or too small on the actual product — the mockup catches it.



WRAP-UP

Your Next Launch Plan

One launch is a start; a catalog is a business. Use what you learned to line up your next products — the planning gets faster every time you repeat this process.

NEXT PRODUCT PIPELINE

NEXT PRODUCT IDEA	NICHE	WHY IT FITS	TARGET LAUNCH DATE

Your Repeatable Launch Rhythm

<p>◆ PLAN</p> <p>Product, niche, design, listing, price.</p>	<p>◆ LAUNCH</p> <p>Checklist, marketing, launch week.</p>	<p>◆ REVIEW</p> <p>Track sales, learn, plan the next.</p>
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*"A great product nobody sees does not sell.
Plan the launch, not just the product."*

Reuse this planner for every product you launch — each one easier, sharper, and more profitable than the last.