RESEARCH / CREATE / LAUNCH / LEARN

A PRACTICAL PLAN FOR DIGITAL PRODUCT SELLERS

Etsy Digital Product Launch Planner

Build with intention.
Learn from real results.



A working companion from your first product idea to a clear, measurable 90-day plan.

INSIDE YOUR WORKING PLAN

01 Research customers and opportunities.

02 Prepare files, listings and pricing.

03 Track results and choose the next test.

SHOP / OWNER

Premium printable planning tools • Independent educational resource • SimpleLifeCalc

OWNER & WORKING CONTEXT

Make it yours



A useful plan starts with a specific shop, a defined customer and enough room to learn.

THIS PLANNER BELONGS TO

SHOP NAME / SHOP URL

START DATE

REVIEW DATE

MY NUMBER-ONE GOAL FOR THIS PLANNER

USE & SCOPE

For your personal use and your own shop. Reprint the working pages as needed; do not resell, share or distribute this planner. This is an independent SimpleLifeCalc resource, not affiliated with or endorsed by Etsy or Gumroad. No sales or income outcome is guaranteed.

Print at actual size on US Letter. Fields are designed for handwriting or PDF annotation; they do not calculate automatically.

START HERE

A plan you can reuse

Work through the sequence once, then return to the pages that support your next decision.

01 Begin with one product

Define your customer and niche, collect evidence, then choose a product you can make and support well. Treat research as evidence to test, not a promise of demand.

02 Prepare the whole experience

Create usable files, a clear listing and a price supported by your costs. Complete the quality and launch checks before publishing.

03 Keep a review rhythm

Update the listing tracker weekly and the financial dashboard monthly. Reuse the research, SEO, image and pricing pages for each new product.

MY WEEKLY REVIEW DAY / TIME

MY MONTHLY REVIEW DATE

Keep dated exports, fee records and source links alongside this planner. Small samples are useful signals; they are not a final verdict.

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What's inside

Select a section below or use the PDF bookmarks to return to any page.

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Five working stages: foundations → research → create → launch → grow. Reprint only the worksheets you need.

01 / FOUNDATIONS

The digital product business



A reusable file can serve many buyers. The business still needs useful products, clear communication and a sound cost model.

Digital products avoid physical shipping and inventory, but design, software, fees, promotion and customer support still cost time or money. Etsy supports instant downloads and made-to-order digital items; describe the delivery method accurately.

FIVE PRODUCT DIRECTIONS TO EXPLORE

DIRECTION	EXAMPLES
Printables	Planners, trackers, worksheets
Templates	Editable documents and design systems
Art downloads	Print-ready artwork in stated sizes
Design files	Original SVG or other compatible assets
Guides	Useful instruction, checklists and references

BUILD FEES INTO THE MODEL

Etsy lists a US$0.20 listing fee and a 6.5% transaction fee. Listings expire after four months; renewals can create further charges. Payment processing varies by country. Offsite Ads, currency conversion, regulatory fees, tax on fees and setup costs may also apply.

Offsite Ads: attributed orders generally use 15% below the US$10,000 sales threshold over 365 days or 12% once reached; participation becomes mandatory after crossing the threshold. Verify eligibility, attribution, the fee cap and your account’s current terms before pricing.

Official reference: Etsy fees and payment policy

FOUNDATIONS / DIRECTION

Your shop vision

Define the customer and the change your product helps them make.

MY SHOP IN ONE SENTENCE

MY IDEAL CUSTOMER / SITUATION / PRIORITIES

THE PROBLEM MY PRODUCTS HELP SOLVE

90-DAY PROFIT TARGET

ONE-YEAR PROFIT TARGET

HOURS AVAILABLE / WEEK

WHY THIS BUSINESS MATTERS TO ME

Targets are planning choices, not forecasts. Profit targets include business costs; track revenue separately.

FOUNDATIONS / DEMAND, COMPETITION & FIT

Choose a useful niche



Look for a customer you understand and a problem you can address with a distinctive product.

Use three lenses: evidence of demand, the competitive landscape and your ability to create something useful. A narrower audience can make your offer clearer; it does not guarantee easier ranking or more sales.

ENCOURAGING SIGNALS

- [ ] A specific recurring need
- [ ] Relevant products draw interest
- [ ] You understand the buyer
- [ ] You can differentiate honestly
- [ ] You have the skills or a learning plan

QUESTIONS TO RESOLVE

- [ ] Demand evidence is thin
- [ ] Offers seem interchangeable
- [ ] Required rights are uncertain
- [ ] Support needs exceed capacity
- [ ] The price may not cover costs

MAKE THE NICHE CONCRETE

“Budget planners” is broad. “Budget planning for freelancers with irregular income” gives you a clearer customer and use case. Investigate whether the need exists and how your product would help.

THE NICHE I WANT TO INVESTIGATE

FOUNDATIONS / COMBINE THREE LENSES

Niche brainstorm

Explore audiences, formats and angles. Aim for several combinations before judging them.

AUDIENCES	PRODUCT TYPES	ANGLES / NEEDS

Examples: new freelancers + spreadsheet + irregular income; busy parents + printable + weekly routines. Generate around 15 combinations if useful, then shortlist five.

MY FIVE STRONGEST COMBINATIONS

01

02

03

04

05

FOUNDATIONS / COMPARE DELIBERATELY

Niche decision scorecard

Rate each idea from 1–5. Higher is more favorable. Scores organize your judgment; they do not validate demand.

NICHE / IDEA	DEMAND	LOW COMP.	SKILL FIT	PROFIT	INTEREST	TOTAL /25

USE A CONSISTENT INTERPRETATION

1 = weak evidence or fit; 3 = mixed; 5 = strong. “Low competition” means a plausible gap, not simply few search results. Profit potential requires a realistic price and cost estimate. Leave uncertain ratings provisional.

THE NICHE I WILL TEST FIRST

THE EVIDENCE THAT COULD CHANGE MY CHOICE

02 / RESEARCH

Find product ideas



Begin with the buyer’s task. Study the market to understand needs, while creating your own original offer.

WHAT DOES THIS BUYER STRUGGLE WITH?

WHAT NEARBY PRODUCTS DO THEY ALREADY CONSIDER?

WHAT COMPLEMENTARY PIECES COULD FORM A USEFUL BUNDLE?

WHICH FORMATS WOULD MAKE THE PRODUCT EASIEST TO USE?

Five starting prompts: simplify a routine; help someone decide; organize a project; teach a focused skill; make a repeatable task easier. Respect licenses and intellectual-property rights; do not copy competitors’ artwork or wording.

RESEARCH / CAPTURE BEFORE COMMITTING

Product idea bank

Mark promising ideas, then compare effort and your interest. Reprint this page as your catalog grows.

PICK	PRODUCT IDEA	FORMAT	AUDIENCE	EFFORT	INTEREST
☐					
☐					
☐					
☐					
☐					
☐					
☐					
☐					
☐					
☐					
☐					

Effort: low / medium / high. Interest: 1–5. These are planning judgments, not evidence of buyer demand.

RESEARCH / NOTICE PATTERNS, FIND A GAP

Competitor research

Record observable facts from relevant listings. Date your research; prices and search results can change.

SEARCH PHRASE / DATE / MARKET

SHOP / LISTING	PRICE	REVIEWS / EVIDENCE	WHAT WORKS	POSSIBLE GAP

Reviews are not a sales count. Treat third-party sales estimates as estimates, record their source, and mark unknowns. Search position can be personalized and is not proof of commercial success.

PATTERNS I NOTICE

HOW MY OFFER COULD DIFFER

RESEARCH / LEARN WITHOUT COPYING

One-listing deep dive

Choose one relevant competitor. Separate observation from inference.

SHOP / LISTING / RESEARCH DATE

TITLE / PROMISE / BUYER LANGUAGE I NOTICE

HERO IMAGE: WHAT IS CLEAR, MISSING OR CONFUSING?

STRENGTHS TO UNDERSTAND

- [ ] Clear product promise
- [ ] Useful previews
- [ ] Specific instructions
- [ ] Evidence of buyer satisfaction

EVIDENCE / NOTES

WEAKNESSES TO INVESTIGATE

- [ ] Unclear deliverables
- [ ] Missing compatibility details
- [ ] Unanswered buyer questions
- [ ] A need not fully addressed

EVIDENCE / NOTES

MY ORIGINAL DIFFERENTIATION PLAN

RESEARCH / SIGNALS, FEASIBILITY & RIGHTS

Validate before building

Use the checklist to identify what you know and what still needs testing.

DEMAND SIGNALS

- [ ] A clear buyer problem
- [ ] Relevant search language
- [ ] Recent, relevant buyer feedback
- [ ] Comparable offers at viable prices
- [ ] Interest from intended customers

VIABILITY CHECKS

- [ ] A distinctive useful solution
- [ ] Skills and production capacity
- [ ] Files and software are practical
- [ ] Cost model supports the price
- [ ] Rights and licenses are verified

A DECISION AID, NOT A PASS/FAIL PREDICTION

Several independent signals are stronger than one, but a checklist cannot prove demand. Unresolved rights or unusable files must be fixed before sale. A weak signal can lead to a small test, a revision or a different product.

DEMAND CHECKS / 5

VIABILITY CHECKS / 5

BUILD / TEST / REVISE / DEFER

WHAT I STILL NEED TO LEARN / NEXT EVIDENCE TO COLLECT

RESEARCH / KEEP THE EVIDENCE VISIBLE

Demand & profit evidence

Use dated observations. Leave unknowns blank rather than inventing search volume or sales.

QUESTION	EVIDENCE / SOURCE / DATE
Main search phrase	
Competing listing count	
Comparable price range	
Reviews on three relevant listings	
Related search suggestions	
My planned price	
Estimated profit / cost assumptions	

Result counts and reviews provide context; neither proves how many buyers will purchase your product. Use page 24 to estimate profit after all relevant costs, and revisit the model as actual results arrive.

MY VERDICT / WHAT WOULD MAKE THIS A WORTHWHILE TEST?

03 / CREATE

Product creation plan



Turn the chosen idea into a clear specification and a practical production checklist.

PRODUCT NAME

DESIGN TOOL / SOFTWARE

FILE FORMAT(S)

PAGES / ASSETS / DELIVERABLE COUNT

TARGET LAUNCH DATE

INCLUDED SIZES / VERSIONS

EXACTLY WHAT THE CUSTOMER WILL RECEIVE

PRODUCTION SEQUENCE

- [ ] Outline the content and intended use
- [ ] Create the complete first version
- [ ] Apply a consistent visual system
- [ ] Proofread and test the functionality
- [ ] Export every promised file
- [ ] Write the welcome / instruction file

Digital listings do not support variations. Include clearly named versions in the download or plan separate listings; explain exactly what is included.

CREATE / TEST THE ACTUAL DELIVERY

Product quality & files

Open the exported files and follow the instructions as a buyer would. Check every promised format.

DESIGN & USABILITY

- [ ] Consistent typography and spacing
- [ ] Spelling, links and formulas checked
- [ ] Raster art suits the final print size
- [ ] Screen and print tests completed
- [ ] Clear, descriptive filenames

DELIVERY & SUPPORT

- [ ] ZIP used only when useful
- [ ] Welcome / instructions included
- [ ] Every delivered file opens correctly
- [ ] Thank-you / next steps are clear
- [ ] Software and skill needs disclosed

DIGITAL DELIVERY LIMITS

Instant-download listings accept up to five files, each no larger than 20 MB. Choose supported formats and test any ZIP. For print artwork, 300 PPI at the intended output size is a useful quality target; vectors remain resolution independent.

FINAL FOLDER / VERSION / TEST DATE

Confirm commercial-use rights for fonts, artwork and other assets. Check page sizes, margins and accessibility where relevant.

Official reference: managing digital listings

CREATE / TITLE & DESCRIPTION

Write the listing promise

Name the item clearly, then explain the benefit and exact deliverables in the buyer’s language.

TITLE / MAXIMUM 140 CHARACTERS

Favor a readable title with the item and important traits upfront. Etsy suggests considering fewer than 15 words. Avoid repetition and keyword stuffing; the title is one part of search relevance.

OPENING: WHAT IT IS, WHO IT HELPS AND WHY IT IS USEFUL

BENEFITS / USEFUL OUTCOMES

EXACTLY WHAT IS INCLUDED / COUNTS, SIZES AND FORMATS

Official reference: Etsy’s current title guidance

CREATE / DETAILS, DELIVERY & EXPECTATIONS

Answer the buyer's questions

Use clear paragraphs and readable headings. State that the item is digital and whether it is editable.

DOWNLOAD / ACCESS / SOFTWARE / PRINTING INSTRUCTIONS

FREQUENTLY ASKED QUESTIONS / CONCISE ANSWERS

POLICY NOTE / SUPPORT AND PROBLEM RESOLUTION

NEXT STEP / RELEVANT RELATED PRODUCT

Instant downloads are available after payment is confirmed; made-to-order files follow completion. Buyers download through a browser, not the Etsy app. Avoid an absolute "no refunds under any circumstances" promise; platform protections and applicable rules still matter.

Official reference: how buyers access digital items

CREATE / DESCRIBE THE PRODUCT ACCURATELY

Keyword research

Collect phrases that match the item and intended use. Record the evidence behind each choice.

SEED PHRASES / CUSTOMER LANGUAGE

RELEVANT AUTOCOMPLETE / RELATED SEARCH SUGGESTIONS

KEYWORD / PHRASE	VOLUME / SOURCE	COMPETITION / EVIDENCE	PLACEMENT

Use dated estimates only when a source provides them; otherwise write “unknown.” Put relevant phrases naturally in titles, tags, categories, attributes and descriptions. No phrase or placement guarantees rank.

Official reference: keywords, titles and tags

CREATE / SPECIFIC AND RELEVANT

Long-tail keyword bank

Combine item, audience, use, style or format only when those details accurately describe your product.

KEEP THE WORDING USEFUL

A more specific phrase can communicate intent, but it does not automatically mean lower competition or better conversion. Use natural language. Long phrases may need several meaningful tags because each tag has a character limit.

PRIMARY PHRASES / MAIN ITEM AND USE

SECONDARY PHRASES / RELEVANT TRAITS

THE STRONGEST PHRASE TO TEST FIRST / WHY

CREATE / UP TO 20 CHARACTERS PER TAG

Your 13-tag planner

Use relevant multiword phrases. Check the character count including spaces before entering each tag.

NO.	TAG / UP TO 20 CHARACTERS	COUNT
01		
02		
03		
04		
05		
06		
07		
08		
09		
10		
11		
12		
13		

TAG CHECKS

Use all relevant slots.

Vary useful phrases.

Use fitting synonyms.

Keep occasions relevant.

Avoid repeated tags.

Skip forced variants.

FIVE ALTERNATE TAGS

Official reference: tags and permitted characters

CREATE / EIGHT PURPOSEFUL PREVIEWS

Plan the image story

Use images to explain the digital product honestly. Show useful detail without implying a physical item is shipped.

IMAGE	PURPOSE	MY PLAN
1	Hero / clear product identity	
2	Lifestyle / realistic use	
3	What is included	
4	Readable close-up detail	
5	How to use or access it	
6	Benefits / practical outcomes	
7	Formats / sizes / software	
8	Relevant related product	

This is an eight-part planning sequence, not the platform limit. Etsy currently permits up to 20 photos and two videos of 5–15 seconds. Use only media that helps the buyer; preview cropping and readability on smaller screens.

CONSISTENT COLORS / TYPOGRAPHY / MOCKUP TREATMENT

Official reference: listing fields and media limits

CREATE / ESTIMATE PROFIT PER ORDER

Price with the full cost

Use one currency and the fee bases that apply to your account. Replace assumptions with actual charges as sales arrive.

PER-ORDER MODEL	AMOUNT / ASSUMPTION
Buyer-paid revenue after seller discounts / refunds	
– Transaction fee	
– Payment processing fee	
– Listing / renewal charges allocated to this order	
– Offsite Ads fee, if attributed	
– Other advertising cost allocated per order	
– Creation / tool / asset costs allocated per order	
– Labor, support and other variable costs	
– Allocated overhead / other charges / tax on fees	
ESTIMATED OPERATING PROFIT	

Profit = revenue − all listed costs, before interest and income tax. Margin = profit ÷ revenue × 100; undefined at zero revenue. Do not deduct a seller discount twice. Exclude tax collected for remittance from revenue.

PRICING CHECKS

- ☐ Comparable value researched
- ☐ Every relevant fee included
- ☐ Creation cost allocation is realistic
- ☐ Support and labor allowed for
- ☐ Margin survives a plausible discount

SINGLE-PRODUCT PRICE

BUNDLE PRICE

PROFIT / MARGIN TARGET

One-time cost per order = cost ÷ assumed lifetime orders. Test several sales volumes; allocation is an estimate.

04 / LAUNCH

Ready to launch



Finish the product and buyer experience before publishing. Use the checks to catch preventable confusion.

PRODUCT

- [ ] All promised files are finished
- [ ] Exports and instructions tested
- [ ] Rights and licenses checked
- [ ] Download package within limits

VISUALS

- [ ] Hero clearly shows the product
- [ ] Previews show useful detail
- [ ] Text reads at small sizes
- [ ] Mockups represent delivery honestly

LISTING

- [ ] Clear title and relevant keywords
- [ ] Complete description and file details
- [ ] Price covers modeled costs
- [ ] Tags, category and attributes checked

SHOP

- [ ] Shop identity and about section ready
- [ ] Policies and support details accurate
- [ ] Payment / seller setup complete
- [ ] Contact and delivery expectations clear

Launch after essential functionality and accuracy pass. You can refine the presentation as you learn from real customer behavior.

LAUNCH / PUBLISH, OBSERVE, ADJUST

Your launch week

Choose a small promotion plan you can track. Record what happened without promising a particular sales result.

PUBLISH & VERIFY

- [ ] Preview and publish the listing
- [ ] Verify live details and media
- [ ] Test the exported download files
- [ ] Share with a relevant audience
- [ ] Record the launch date and URL

SHARE & OBSERVE

- [ ] Choose a suitable social channel
- [ ] Use relevant boards if using Pinterest
- [ ] Contact opted-in subscribers only
- [ ] Respond to genuine buyer questions
- [ ] Record early results and questions

AN EXPERIMENT YOU CHOOSE

For example, prepare three distinct posts and one or two useful pins, then review the response. Adapt the schedule to your audience. Do not buy your own listing or arrange purchases or reviews to manufacture sales signals.

VIEWS	SHOP VISITS	FAVORITES	ORDERS

WHAT I LEARNED / ONE ADJUSTMENT FOR NEXT WEEK

LAUNCH / A USEFUL OFFER, AN HONEST TEST

Plan for the first sale

Focus on actions you control: product quality, clarity, relevant traffic and helpful service.

01 Bring relevant visitors

Choose a channel your intended buyers use. Track the source and effort.

02 Try a visual discovery channel

Pinterest may fit some products. Treat it as a test, not a universal best channel.

03 Diagnose the evidence

Few views may need discovery work; questions or visits without orders may suggest unclear value. Small samples remain uncertain.

04 Test an offer thoughtfully

Use a truthful incentive only if margin supports it. Do not tie discounts to reviews.

05 Support the buyer

Resolve problems promptly. Invite optional honest feedback without pressure or compensation.

TARGET DATE / PLANNING ONLY

OPTIONAL INCENTIVE / COST

MAIN CHANNEL / TEST

ACTUAL FIRST-SALE DATE

Official reference: authentic purchases and reviews

05 / GROW

Listing performance

Compare the same period. Etsy shop visits and conversion differ from individual listing views and orders.

PERIOD	SHOP VISITS	SHOP ORDERS	SHOP CONVERSION %

Shop conversion = orders ÷ visits × 100. At listing level, use views, favorites, orders and revenue. Orders ÷ views is a separate diagnostic ratio, not Etsy's shop conversion rate. Views and visits are not successive funnel stages.

LISTING	VIEWS	FAVORITES	ORDERS	ORDERS / VIEWS %	REVENUE

BEST PERFORMER / WHY IT MAY BE WORKING	NEEDS ATTENTION / NEXT QUESTION TO TEST

Official reference: shop metrics and listing statistics

GROW / CHANGE WITH A REASON

Listing improvement log

Record the starting measure and review date. One change at a time makes the result easier to interpret.

DATE	LISTING	CHANGE	WHY / BASELINE	RESULT / REVIEW DATE

COMPARE THOUGHTFULLY

Use comparable periods and note traffic, seasonality and other changes. A week or two may reveal questions but may not provide enough data for a firm conclusion. Sequential changes are not a controlled A/B test.

GROW / LISTEN FOR USEFUL PATTERNS

Customer feedback log

Record the substance of feedback and the action it suggests. Avoid copying unnecessary personal information.

DATE	RATING / 5	WHAT THE BUYER SAID	MY ACTION

RECURRING PRAISE / WHAT TO PRESERVE	RECURRING CONFUSION / WHAT TO IMPROVE

A low rating is a signal to investigate, not permission to pressure a buyer. Fix the underlying issue and document the change.

GROW / ONE YEAR IN VIEW

Monthly revenue & profit

Enter actual monthly totals in one currency. Revenue is after seller discounts and refunds, excluding tax collected for remittance.

MONTH	ORDERS	REVENUE	FEES	ADS	OTHER COSTS	PROFIT
Jan						
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
TOTAL						

Operating profit = revenue − fees − ads − other business costs, before interest and income tax. Fees include applicable Offsite Ads; keep that charge out of ads to avoid duplication. Other costs include tools, labor, support, assets and overhead not entered elsewhere.

BEST PROFIT MONTH

YEAR AOV = REVENUE / ORDERS

YEAR OPERATING PROFIT

GROW / UPDATE MONTHLY

Shop growth dashboard

Record the as-of date and reporting month. Separate lifetime counts from monthly results.

AS-OF DATE / REPORTING MONTH

LIVE LISTINGS / CURRENT COUNT

LIFETIME ORDERS / SHOP TOTAL

TOTAL REVIEWS / AVERAGE RATING

MONTH SHOP CONVERSION %

BEST-SELLING PRODUCT / STATED PERIOD

MONTH REVENUE

SIX-MONTH REVENUE TREND / USE ONE SCALE FOR ALL ROWS

Currency: _____ Each square = _____ Zero at the left. Shade from zero; enter the exact amount too.

MONTH	REVENUE	SHADE A COMPARABLE BAR

THE SINGLE MOST USEFUL NEXT ACTION

GROW / LAUNCH, LEARN, EXPAND

Your 90-day direction



Set a measurable goal and a review rhythm. Treat these stages as a plan you can adapt to the evidence.

Month 1 / launch

Finish a useful product and publish a clear listing. Test a relevant traffic source.

Month 2 / learn

Review performance, answer buyer questions and improve the offer.

Month 3 / expand

Repeat what has evidence behind it. Consider useful extensions and bundles.

MY MEASURABLE 90-DAY HEADLINE GOAL

PRODUCTS LIVE BY DAY 90

HOURS I WILL COMMIT / WEEK

REVENUE TARGET / CURRENCY

MY REPEATABLE DAILY OR WEEKLY HABIT

Choose targets deliberately. A publication date is under your control; a first sale or growth rate is an outcome to observe.

GROW / TURN DIRECTION INTO WORK

Months one & two

Use these as adaptable tasks. Mark completed actions and carry unfinished work to the next review.

MONTH 1 / LAUNCH

- [ ] Finish and quality-check the first product.
- [ ] Publish clear copy, relevant tags and useful previews.
- [ ] Choose and test a promotion rhythm that fits your audience.
- [ ] Share in relevant spaces where promotion is welcome.
- [ ] Record week-one statistics and buyer questions.
- [ ] Support the first buyers and invite optional honest feedback.

MONTH 2 / LEARN AND IMPROVE

- [ ] Review the tracker and select the most useful next test.
- [ ] Test a hero image or title change; record timing and other factors.
- [ ] Consider two or three related products if evidence supports them.
- [ ] Refine a repeatable weekly promotion routine.
- [ ] Evaluate a useful bundle and its full cost model.
- [ ] Respond to messages and use recurring feedback to improve.

GROW / BUILD A REPEATABLE PROCESS

Month three & beyond

Expand when the evidence and your capacity support it. Keep profitability and customer usefulness visible.

- [ ] Identify the strongest product using actual results.
- [ ] Explore two or three useful versions or related products.
- [ ] Evaluate a price or bundle test and monitor margin.
- [ ] Improve, reposition or retire weak offers based on evidence.
- [ ] Document the launch process as a reusable checklist.
- [ ] If testing Etsy Ads, set a budget and a profit-based review rule.
- [ ] Choose the next quarter’s goal and product roadmap.

RUN THE CYCLE AGAIN

For each new product, reuse the research, listing, keyword, image and pricing worksheets. Keep what works, record what changes and use customer evidence to refine the next version.

MY BIGGEST WIN THIS QUARTER

MY FOCUS FOR THE NEXT 90 DAYS

YOUR WORKING SPACE

Notes & next steps

Capture ideas, sketches, customer questions and the next useful action. Reprint this page whenever you need more room.

Keep the next step concrete.

Choose a product, test the offer, learn from the results and return to the plan.