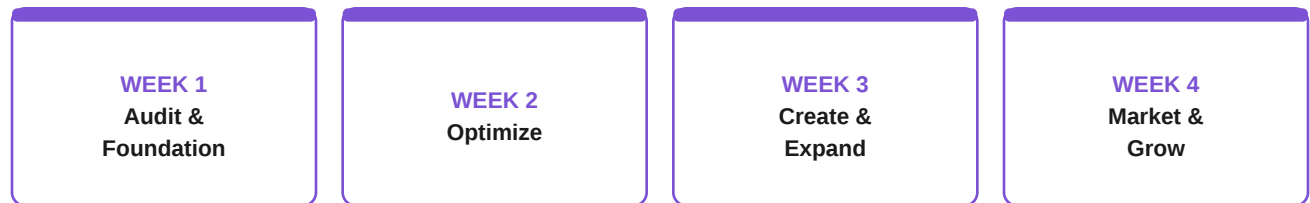


30-Day Etsy Shop Growth Plan

A daily action workbook for building a profitable Etsy shop — one focused task at a time.

YOUR 4-WEEK ROADMAP



WHAT'S INSIDE

- 30 daily action tasks — one focused step at a time
- A starting-point self-assessment and progress tracker
- Weekly review worksheets to lock in your progress
- A full 30-day results review and 90-day growth plan

Created by

Courtney Nichole

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You made the right decision.

This workbook is built on one belief: systems beat motivation.

I built my Etsy shop from zero to nearly \$1 million in sales — not because I worked harder than everyone else, but because I worked on the right things in the right order. I studied what was working, built repeatable systems, and showed up consistently.

Along the way I learned the most important lesson of my business life: build something you actually own. Use Etsy as the launchpad — not the destination.

This workbook gives you one focused task per day — each one building on the last, each one moving your shop measurably forward. Follow it in order. Do the work. Trust the system.

Success leaves clues. These are mine.

HOW TO USE THIS WORKBOOK

- Complete one day at a time. Resist the urge to skip ahead.
- Read "Why This Matters" before starting each daily task.
- Complete the full checklist before moving to the next day.
- Use the Weekly Review pages to lock in what you have learned.
- Return to your Progress Tracker each week to see how far you have come.



MEET YOUR MENTOR

Courtney Nichole

I'm an Etsy educator who scaled a shop to nearly \$1 million in sales — and learned the hard way why every seller needs to build a business they truly own. Now I teach sellers the exact systems that work, so you can grow with confidence and never depend on a single platform.

— Courtney Nichole

30-Day Progress Tracker

Complete each day fully before checking it off. Consistency is the system.

Day 1 Starting Point ☐	Day 2 Know Customer ☐	Day 3 Study Competitors ☐	Day 4 Research Market ☐	Day 5 First Impression ☐	Day 6 Biggest Opportunity ☐
W1 Week 1 Review ☐	Day 8 Rewrite Titles ☐	Day 9 Tags & Attributes ☐	Day 10 Improve Photos ☐	Day 11 Descriptions ☐	Day 12 Audit Pricing ☐
Day 13 Reduce Friction ☐	W2 Week 2 Review ☐	Day 15 Validate Idea ☐	Day 16 Plan Listings ☐	Day 17 Listing #1 ☐	Day 18 Listing #2 ☐
Day 19 Listing #3 ☐	Day 20 Organize Sections ☐	W3 Week 3 Review ☐	Day 22 Pinterest Setup ☐	Day 23 Create 5 Pins ☐	Day 24 Email List ☐
Day 25 Review System ☐	Day 26 Analyze Stats ☐	Day 27 Etsy Ads ☐	W4 Week 4 Review ☐	Day 29 Results Review ☐	Day 30 90-Day Plan ☐

AUDIT & FOUNDATION

Before you optimize anything, you need clarity on where you actually stand. This week is about gathering honest data — about your shop, your market, and your customer.

What you will accomplish this week:

DAY 1 Starting Point Assessment

DAY 2 Define Your Ideal Customer

DAY 3 Study Your Competitors

DAY 4 Research What's Selling

DAY 5 Audit Your First Impression

DAY 6 Identify Your Biggest Opportunity

DAY 7 Week 1 Review

WEEK MINDSET

Success leaves clues. This week, you are becoming a student of what works — before you build anything new.

Your Starting Point Assessment

WHY THIS MATTERS

You cannot improve what you have not measured. Before you change anything, you need an honest baseline — a clear picture of where your shop actually stands today.

TODAY'S TASK

Score your shop across 6 key areas on a scale of 1–10: SEO, Photos, Listings, Pricing, Branding, and Customer Experience. Be honest. This is your starting line, not your final grade.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Score your SEO (titles, tags, keywords): ____ / 10
- ☐ Score your Photos (quality, variety, impact): ____ / 10
- ☐ Score your Listings (descriptions, clarity): ____ / 10
- ☐ Score your Pricing (profitable, competitive): ____ / 10
- ☐ Score your Branding (cohesive, professional): ____ / 10
- ☐ Score Customer Experience (policies, ease): ____ / 10
- ☐ Write your top 3 improvement priorities below

■ Mark complete before moving on

Define Your Ideal Customer

WHY THIS MATTERS

Every decision in your shop — what you create, how you write titles, what photos you take — should be made for one specific person. Building for everyone converts no one.

TODAY'S TASK

Define your ideal customer in detail. Who is she? What problem is she trying to solve? What words would she type into Etsy search? What outcome is she hoping for?

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Describe your customer's life situation in 2–3 sentences
- ☐ Identify her top 3 problems or frustrations
- ☐ List 5 keyword phrases she would search on Etsy
- ☐ Write the outcome she wants in one clear sentence
- ☐ Name what she worries about before purchasing

■ Mark complete before moving on

Study Your Top Competitors

WHY THIS MATTERS

Success leaves clues. The shops at the top of your market have already proven what works. You do not need to copy them — but you do need to understand exactly why they are winning.

TODAY'S TASK

Find 3 top-selling shops in your niche. Study their best listings: what keywords do they prioritize, what do their photos communicate, and what are buyers saying in their reviews?

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Identify Shop 1 and note their top 3 keywords
- ☐ Identify Shop 2 and note their top 3 keywords
- ☐ Identify Shop 3 and note their top 3 keywords
- ☐ Note what buyers praise most across their reviews
- ☐ Identify one gap or underserved need in the market
- ☐ Write one thing you can do differently or better

■ Mark complete before moving on

Research What Is Actually Selling

WHY THIS MATTERS

Creating from preference is a starting point. Understanding what the market is already buying is a business strategy. Your next products should be validated by data, not intuition alone.

TODAY'S TASK

Search your primary product category on Etsy, sorted by Bestseller. Study the top 20 results: what product types, styles, and price points are dominating? Note every pattern you see.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ List the top 5 product types showing up in bestsellers
- ☐ Note the most common price range for top sellers
- ☐ Identify the dominant style or aesthetic
- ☐ List 3 keywords appearing repeatedly in top titles
- ☐ Identify at least one underserved product opportunity
- ☐ Write your validated product idea for Week 3

■ Mark complete before moving on

Audit Your First Impression

WHY THIS MATTERS

A customer decides whether to stay or leave your shop within seconds. Your banner, profile photo, announcement, and About section are doing that work — whether you have thought about it or not.

TODAY'S TASK

Review your shop with fresh eyes. Pretend you are a customer finding it for the first time. Does it immediately communicate who you are, what you sell, and who it is for?

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Review your shop banner — does it reflect your brand?
- ☐ Review your profile photo — does it build trust?
- ☐ Review your shop announcement — current and clear?
- ☐ Review your About section — does your story build credibility?
- ☐ Update at least one element that feels off
- ☐ Note what a first-time visitor would think in 5 seconds

■ Mark complete before moving on

Identify Your Biggest Opportunity

WHY THIS MATTERS

Information without decision is just noise. You have spent this week gathering data. Today you turn it into a clear, committed action that moves your shop forward.

TODAY'S TASK

Review your notes from Days 1–5. Based on everything you have learned, identify your single biggest opportunity — the one change that would have the most meaningful impact right now.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Review all notes from Days 1–5
- ☐ Write your #1 biggest opportunity in one sentence
- ☐ Write the specific action it requires
- ☐ Set a clear deadline for completing it
- ☐ Remove one non-priority from your current plan
- ☐ Commit: circle your #1 focus for the next 3 weeks

■ Mark complete before moving on

Week 1 Review

Set aside 15 minutes. Answer honestly. What you capture here drives your next week forward.

1. What did you learn about your shop this week that surprised you?

2. What is your shop's biggest strength right now?

3. What is your shop's biggest weakness right now?

4. What is your #1 priority going into Week 2?

MY WEEK 1 SCORE (circle one)

How would I rate my effort and consistency this week?

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OPTIMIZE

Now that you understand your shop and market, it's time to fix what's already there. Better titles, better photos, better pricing. Optimization before creation.

What you will accomplish this week:

DAY 8	Rewrite Your Top Listing Title
DAY 9	Optimize Tags & Attributes
DAY 10	Improve Product Photos
DAY 11	Rewrite Listing Descriptions
DAY 12	Audit Your Pricing
DAY 13	Reduce Purchase Friction
DAY 14	Week 2 Review

WEEK MINDSET

Optimize before you scale. The goal this week is not to create more — it is to make what exists work harder.

Rewrite Your Top Listing Title

WHY THIS MATTERS

Your title is your primary SEO signal. Most sellers write titles that describe their product rather than match what buyers actually search. The algorithm rewards search-match, not creative naming.

TODAY'S TASK

Choose your most important listing. Research the exact phrases real buyers use to find it. Rewrite the title leading with your strongest keyword phrase — search match first, description second.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Identify your most important listing
- ☐ Research 5 buyer search phrases using the Etsy search bar
- ☐ Write a new title leading with the strongest keyword
- ☐ Remove all filler words and decorative language
- ☐ Confirm title is under 140 characters
- ☐ Save and publish the updated title

■ Mark complete before moving on

Optimize Your Tags and Attributes

WHY THIS MATTERS

Tags tell Etsy's algorithm exactly what your listing is. Most sellers waste tags by repeating title words or using single vague terms that are too broad to rank for.

TODAY'S TASK

Review the tags on your top 5 listings. Replace duplicate or single-word tags with specific long-tail buyer search phrases. Fill all 13 tag slots and complete every available attribute field.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Review all 13 tags on your top 5 listings
- ☐ Remove tags that duplicate words already in your title
- ☐ Remove any single-word or vague tags
- ☐ Replace with specific long-tail buyer search phrases
- ☐ Fill all 13 tag slots on every reviewed listing
- ☐ Complete all available attribute fields

■ Mark complete before moving on

Improve Your Product Photos

WHY THIS MATTERS

SEO brings buyers to your listing. Photos make them buy. Your first image is your single most powerful conversion tool — it needs to stop the scroll and create immediate desire.

TODAY'S TASK

Review your top listing's photos against the 6-image framework: lifestyle shot, full product view, scale image, detail shot, use case image, and the problem-solved shot.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Audit current photos against the 6-image framework
- ☐ Identify the missing shot types
- ☐ Confirm your first photo would stop a scroll
- ☐ Check that scale is clearly communicated
- ☐ Create a shot list for your next photo session
- ☐ Update at least one photo on your top listing today

■ Mark complete before moving on

Rewrite Your Listing Description

WHY THIS MATTERS

Buyers do not read descriptions the way you think they do. They scan for reassurance. Your description should lead with the outcome they want — not a paragraph about your product.

TODAY'S TASK

Rewrite your top listing description using this structure: lead with the buyer's desired outcome, address their top 3 objections, then list product specifications at the bottom.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Write the outcome your buyer wants in 1–2 sentences
- ☐ Identify their top 3 purchase objections
- ☐ Address each objection directly in the description
- ☐ Move all specs to the bottom of the description
- ☐ Add a natural next-step CTA for the buyer
- ☐ Confirm the description reads clearly on mobile

■ Mark complete before moving on

Audit Your Pricing Strategy

WHY THIS MATTERS

Most Etsy sellers underprice out of fear or overprice without justification. Neither builds a sustainable business. Profitable pricing requires knowing your true costs — not just material costs.

TODAY'S TASK

Calculate your true profit margin on your top 5 products. Include materials, production time, Etsy fees, and payment processing. Adjust pricing on any product below a sustainable margin.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Calculate material cost for each top product
- ☐ Calculate production time cost (hourly rate x hours)
- ☐ Calculate Etsy fees (6.5% transaction + \$0.20 listing)
- ☐ Add payment processing fee (~3%)
- ☐ Determine true profit margin for each product
- ☐ Adjust pricing on any listing below sustainable margin

■ Mark complete before moving on

Reduce Purchase Friction

WHY THIS MATTERS

Every unnecessary decision you ask your customer to make is a reason they might not complete the purchase. Simple does not mean limited — it means intentional.

TODAY'S TASK

Review every listing with more than 5 variation options. Reduce to your 4–5 best-performing choices. Simplify or remove complex customization fields where possible.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ List all listings with 6 or more variation options
- ☐ Reduce each to 4–5 core best-performing choices
- ☐ Remove or simplify complex customization forms
- ☐ Ensure the purchase path has no confusing steps
- ☐ Read your listing as if you have never seen it before
- ☐ Confirm a buyer can complete purchase in under 60 seconds

■ Mark complete before moving on

Week 2 Review

Set aside 15 minutes. Answer honestly. What you capture here drives your next week forward.

1. Which optimization had the most immediate impact this week?

2. What did you discover about your listings that you hadn't noticed before?

3. Which area still needs the most work after this week?

4. What is your #1 focus going into Week 3?

MY WEEK 2 SCORE (circle one)

How would I rate my effort and consistency this week?

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CREATE & EXPAND

Week 2 improved what exists. Week 3 expands it. You'll validate product ideas with data and create three new listings built on research — not preference.

What you will accomplish this week:

DAY 15 Validate Your Next Product Idea

DAY 16 Plan Your Next 3 Listings

DAY 17 Create & Publish Listing #1

DAY 18 Create & Publish Listing #2

DAY 19 Create & Publish Listing #3

DAY 20 Organize Your Shop Sections

DAY 21 Week 3 Review

WEEK MINDSET

More listings means more surface area. More surface area means more chances to be found. Build consistently.

Validate Your Next Product Idea

WHY THIS MATTERS

Creating a product before validating demand is the most common mistake on Etsy. Successful sellers research before they create — not after. Data validation protects your time and energy.

TODAY'S TASK

Take the product idea you identified in Day 4. Search for it on Etsy now. Is there clear evidence of buyer demand? Are existing listings generating reviews? Where is the gap you can fill?

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Search your product idea on Etsy
- ☐ Count listings with 10 or more reviews in this category
- ☐ Note the price range of validated top sellers
- ☐ Identify what the top sellers are NOT doing well
- ☐ Define your unique angle, gap, or improvement
- ☐ Confirm this is a demand-backed, validated idea

■ Mark complete before moving on

Plan Your Next Three Listings

WHY THIS MATTERS

A shop with few listings has a small surface area. Every listing is an opportunity to be found. Consistent creation compounds — but only when each listing is planned with purpose.

TODAY'S TASK

Plan your next three listings in full before creating a single one. Define the primary keyword, price point, customer angle, and unique value for each.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Define Listing 1: primary keyword + unique angle
- ☐ Define Listing 2: primary keyword + unique angle
- ☐ Define Listing 3: primary keyword + unique angle
- ☐ Set a creation date for each listing this week
- ☐ Identify any materials or assets needed in advance
- ☐ Confirm each listing serves your ideal customer

■ Mark complete before moving on

Create and Publish Listing #1

WHY THIS MATTERS

Planning is preparation. Today you execute. Apply everything from Week 2: keyword-first title, full tags, outcome-led description, and strong photos. Do not publish until all elements are complete.

TODAY'S TASK

Build and publish Listing #1 using the Week 2 frameworks. Title first, tags second, description third, photos fourth. Quality and completeness before speed.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Write a keyword-optimized title (search-first)
- ☐ Complete all 13 tags with long-tail phrases
- ☐ Write an outcome-led description with specs at bottom
- ☐ Upload minimum 5 high-quality photos
- ☐ Set pricing at a sustainable profit margin
- ☐ Complete all attributes and publish

■ Mark complete before moving on

Create and Publish Listing #2

WHY THIS MATTERS

Each listing you add increases your shop's surface area and gives Etsy more data about what your store is. Consistency teaches the algorithm what you sell.

TODAY'S TASK

Build and publish Listing #2 using the same Week 2 framework. Use different keywords than Listing #1 to expand your shop's search footprint.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Write a keyword-optimized title (unique from Listing 1)
- ☐ Complete all 13 tags with unique long-tail phrases
- ☐ Write an outcome-led description with clear specs
- ☐ Upload minimum 5 high-quality photos
- ☐ Set pricing at a sustainable profit margin
- ☐ Complete all attributes and publish

■ Mark complete before moving on

Create and Publish Listing #3

WHY THIS MATTERS

Three new listings in one week is meaningful progress. Every listing is a long-term asset. Etsy rewards active shops — and so does your future self looking back on this month.

TODAY'S TASK

Build and publish Listing #3. A half-finished listing with incomplete fields hurts more than it helps. Do not publish until every section is fully complete.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Write a keyword-optimized title (unique from previous)
- ☐ Complete all 13 tags with long-tail phrases
- ☐ Write an outcome-led description with clear specs
- ☐ Upload minimum 5 high-quality photos
- ☐ Set pricing at a sustainable profit margin
- ☐ Complete all attributes and publish

■ Mark complete before moving on

Organize Your Shop Sections

WHY THIS MATTERS

Shop sections are how buyers navigate your store. Disorganized sections mean buyers cannot find what they need — and they leave. Your sections should reflect how your customer thinks, not how you categorize.

TODAY'S TASK

Review your current shop sections. Rename and reorganize them around your customer's buying occasions and needs — not your internal product categories.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Review all current section names
- ☐ Rename sections to reflect buyer intent and occasion
- ☐ Move all listings into the correct sections
- ☐ Ensure your 3 new listings are correctly sectioned
- ☐ Remove any empty or vague section names
- ☐ Browse your shop as a customer and confirm it is logical

■ Mark complete before moving on

Week 3 Review

Set aside 15 minutes. Answer honestly. What you capture here drives your next week forward.

1. How did researching before creating feel different from your usual process?

2. What did you learn from building three listings in one week?

3. What would you do differently on your next listing?

4. What is your #1 priority going into Week 4?

MY WEEK 3 SCORE (circle one)

How would I rate my effort and consistency this week?

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MARKET & GROW

Your shop is stronger than it was 21 days ago. Now we focus on driving traffic, building systems, and setting up the infrastructure for long-term growth.

What you will accomplish this week:

DAY 22 Set Up Your Pinterest Foundation

DAY 23 Create Your First 5 Pins

DAY 24 Build Your Email List Foundation

DAY 25 Build Your Review System

DAY 26 Analyze Your Shop Stats

DAY 27 Review Your Etsy Ads Strategy

DAY 28 Week 4 Review

WEEK MINDSET

Real growth requires systems, not sprints. This week you are building the infrastructure that compounds over time.

Set Up Your Pinterest Foundation

WHY THIS MATTERS

Pinterest is the most powerful free long-term traffic driver available to Etsy sellers. Unlike social media posts, pins are permanent and searchable for years. Every pin is a permanent path back to your shop.

TODAY'S TASK

Set up or audit your Pinterest business profile. Ensure your profile name includes keywords, your bio describes who you help, and your boards are organized around your customer's interests.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Convert to a Pinterest Business account (free)
- ☐ Add your primary keyword to your profile name
- ☐ Write a keyword-rich bio describing who you help
- ☐ Create or review your main product and topic boards
- ☐ Connect your Etsy shop to your Pinterest account
- ☐ Verify your website or Etsy shop URL

■ Mark complete before moving on

Create Your First 5 Pinterest Pins

WHY THIS MATTERS

One well-made pin can drive traffic to your shop for years. Pinterest rewards consistent, quality content. Five pins today is five permanent traffic paths that compound over time.

TODAY'S TASK

Create 5 Pinterest pins linking directly to your top 5 Etsy listings. Use clean, readable, text-overlay images and write keyword-rich pin descriptions for each.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Design 5 clean, readable pin graphics (2:3 ratio)
- ☐ Add a clear, bold text overlay to each pin image
- ☐ Write a keyword-rich description for each pin
- ☐ Add destination URL linking to the correct Etsy listing
- ☐ Publish each pin to the most relevant board
- ☐ Schedule 3 additional pins for later this week

■ Mark complete before moving on

Build Your Email List Foundation

WHY THIS MATTERS

Your email list is the one audience you truly own — no algorithm or platform sits between you and them. Every seller should be building a list from day one. The cost of not starting is compounding daily.

TODAY'S TASK

Identify or create a simple lead magnet that solves one clear problem for your customer. Set up a free email platform. Add a lead magnet mention to your top 5 listing descriptions.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Identify or create a simple, valuable lead magnet
- ☐ Set up a free email platform account (if not done yet)
- ☐ Create a simple opt-in landing page or link
- ☐ Add your lead magnet CTA to top 5 listing descriptions
- ☐ Add your lead magnet link to your Pinterest bio
- ☐ Set a goal: first 10 subscribers by end of month

■ Mark complete before moving on

Build Your Review Collection System

WHY THIS MATTERS

Reviews are both social proof and SEO signals. Shops with more reviews rank higher and convert better. Most sellers never actively collect them — which means most sellers leave rankings on the table.

TODAY'S TASK

Write a follow-up message template that thanks your buyer and gently encourages a review. Set it as your automated message for digital orders. Plan a packaging insert for physical orders.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Write a warm, professional follow-up message template
- ☐ Set it as your automated message for digital orders
- ☐ Plan a packaging insert reminder for physical orders
- ☐ Send a follow-up to your last 10 recent buyers
- ☐ Set a weekly calendar reminder to review responses
- ☐ Set a monthly review count goal and track it

■ Mark complete before moving on

Analyze Your Shop Stats

WHY THIS MATTERS

Data tells you what is working. Guessing costs you time and money. Million-dollar sellers use their analytics to make decisions — not to confirm what they already believe.

TODAY'S TASK

Open your Etsy Stats dashboard. Study your traffic sources, top-performing listings, conversion rate, and top search terms. Write one specific data-driven action item based on what you find.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Review your top 3 traffic sources
- ☐ Identify your top 3 best-performing listings
- ☐ Note your shop's current overall conversion rate
- ☐ Identify your top 3 Etsy search terms driving traffic
- ☐ Identify your 3 lowest-performing listings
- ☐ Write one specific action based on what the data shows

■ Mark complete before moving on

Review Your Etsy Ads Strategy

WHY THIS MATTERS

Etsy Ads amplify what is already working — they do not fix what is not. Before spending on ads, your listings must be optimized. Paying to drive traffic to a broken listing wastes every dollar.

TODAY'S TASK

Evaluate whether your listings are ready for ads. If you are running ads, review performance and pause any that have not converted after 30 days of spend.

NOTES & WORKSPACE

TODAY'S ACTION CHECKLIST

- ☐ Confirm your top listings are fully optimized first
- ☐ Review current ad spend vs. revenue generated
- ☐ Identify which listings are converting from ad traffic
- ☐ Pause all ads with zero conversions after 30 days
- ☐ Set a sustainable daily budget — start conservative
- ☐ Commit to reviewing ad performance on the same day each week

■ Mark complete before moving on

Week 4 Review

Set aside 15 minutes. Answer honestly. What you capture here drives your next week forward.

1. Which marketing action this week felt most natural and sustainable?

2. What did your shop stats reveal that you didn't already know?

3. What system do you most need to maintain consistently going forward?

4. What is your biggest remaining challenge as you finish Day 30?

MY WEEK 4 SCORE (circle one)

How would I rate my effort and consistency this week?

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Your 30-Day Results Review

Compare where you started to where you stand today. The data tells the story.

DAY 1 SCORE VS. TODAY

AREA	DAY 1	TODAY	CHANGE
SEO			
Photos			
Listings			
Pricing			
Branding			
Customer Experience			

MY TOP 3 WINS THIS MONTH

1.
2.
3.

MY TOP 3 REMAINING CHALLENGES

1.
2.
3.

Your 90-Day Growth Plan

30 days of consistent work earns the right to plan the next 90. Define your path forward.

MY 3 PRIMARY GOALS FOR THE NEXT 90 DAYS

Goal 1:

Why this matters:

Goal 2:

Why this matters:

Goal 3:

Why this matters:

THE 3 SYSTEMS I WILL MAINTAIN CONSISTENTLY

- ☐ Adding new listings every week
- ☐ Pinning on Pinterest consistently
- ☐ Growing my email list every month

MY WEEKLY NON-NEGOTIABLES

Ready for expert eyes on your shop?

Book a 1:1 Personalized Etsy Shop Audit with Courtney

[CLICK HERE](#)



You did the work.

That puts you ahead of 95% of Etsy sellers who keep doing what is not working.

YOUR NEXT STEPS

FREE RESOURCE

Etsy Shop Audit Workbook

Audit your shop like a
Million-Dollar Seller

[CLICK HERE](#)

1:1 SERVICE

Personalized Shop Audit

Expert eyes on your
specific shop

[CLICK HERE](#)

YOUR NEXT STEP

The Build Beyond Etsy Blueprint

Your next step toward a business you truly own.

[CLICK HERE](#)

"Success leaves clues. Go build something they can never take away."

— Courtney Nichole