


Lesson 1: Discovering a Profitable Audience

 Prompt to use in ChatGPT:

Give me a list of 15 passionate audience types that would be great to target with digital products on Etsy. Avoid broad terms like “moms” or “teachers”—I want niche, personality-driven ideas like “vintage camper nomads” or “gothic gamer girls.” Include 1–2 sentence notes about what makes each audience unique.

 Write down 3–5 audiences that stood out to you:

- 1.
- 2.
- 3.
- 4.
- 5.

 Circle your favorite! ← This is the audience you’ll use in the next few lessons.

Lesson 2: Generating Product Ideas for That Audience

 Prompt to use in ChatGPT:

I want to design products for [insert audience]. What kinds of digital products would appeal to them? Think Etsy-style products like clipart, wall art, digital paper, SVGs, or sublimation designs. Include 8–10 specific product ideas.

 Write down your favorite product ideas:

-
-
-
-
-

 Star the ones that actually excite you to create.

Lesson 3: Validating the Niche

 Prompt to use in ChatGPT:

How can I validate whether [insert audience] is a profitable niche on Etsy? I don't have any fancy tools—just Etsy, Alura, and Google. Walk me through simple steps to check demand, competition, and product opportunities.

 What did you learn from Etsy, Google, and Alura?


Use Etsy to browse listings, Google to spot search trends, and Alura to peek at keyword data like search volume, competition, and click-through rates.

- Are people already buying products like this? Yes / No
 - What's the keyword demand like on Alura? _____
 - How competitive does the niche look on Etsy? _____
 - Any product gaps, weak listings, or ideas no one's doing yet? _____
 - After seeing all that—would you still want to serve this audience? Yes / No (Be honest. Don't chase a niche you'll hate designing for.)
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Lesson 4: Understanding What Makes Your Audience Buy

 Prompt to use in ChatGPT:

What are some emotional motivators, struggles, and aesthetic preferences for [insert audience]? I want to understand what they care about, what they're drawn to visually, and what kinds of messages or designs would speak to them.

 Insights about your niche audience:

- Motivators (why they buy): _____
- Struggles they face: _____
- Visual styles or keywords they love: _____

💬 Jot down any phrases that feel like they'd belong on a t-shirt, mug, or wall art:

👤 Lesson 5: Planning a Collection

💬 Prompt to use in ChatGPT:

Help me turn this niche — [insert audience] — into a full digital product collection. Include 3-5 related products that could be sold as a bundle or shop category, and how they would tie together.

🛒 Your starter collection:

- 1.
- 2.
- 3.
- 4.
- 5.

🎯 Theme or vibe that ties it all together:

👤 Lesson 6: Etsy SEO Starter Pack

💬 Prompt to use in ChatGPT:

Give me 5 Etsy title ideas no more than 140 characters and 13 SEO keyword tags no more than 20 characters for a digital product targeting [insert audience]. The product is [insert idea, like "printable wall art with cozy gamer quotes"]. Make sure the title sounds human and keyword-rich.

📝 Title options:

-
-
-
-
-

🔑 Tags (copy + paste into Etsy later!):

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

2. _____ 7. _____ 8. _____ 9. _____ 10. _____

3. _____ 12. _____ 13. _____

🎯 Final Thoughts

You made it through the whole process—from niche → product → validation → strategy.

Now you've got:

- ✅ A niche you're excited about
- ✅ A set of products that make sense together
- ✅ A clear idea of what your audience wants
- ✅ Etsy-ready keywords and titles

You're not guessing anymore—you've got a plan.

Now go create it. Upload it. Sell it.

And when you're ready for your next niche? Start the process again 🌟