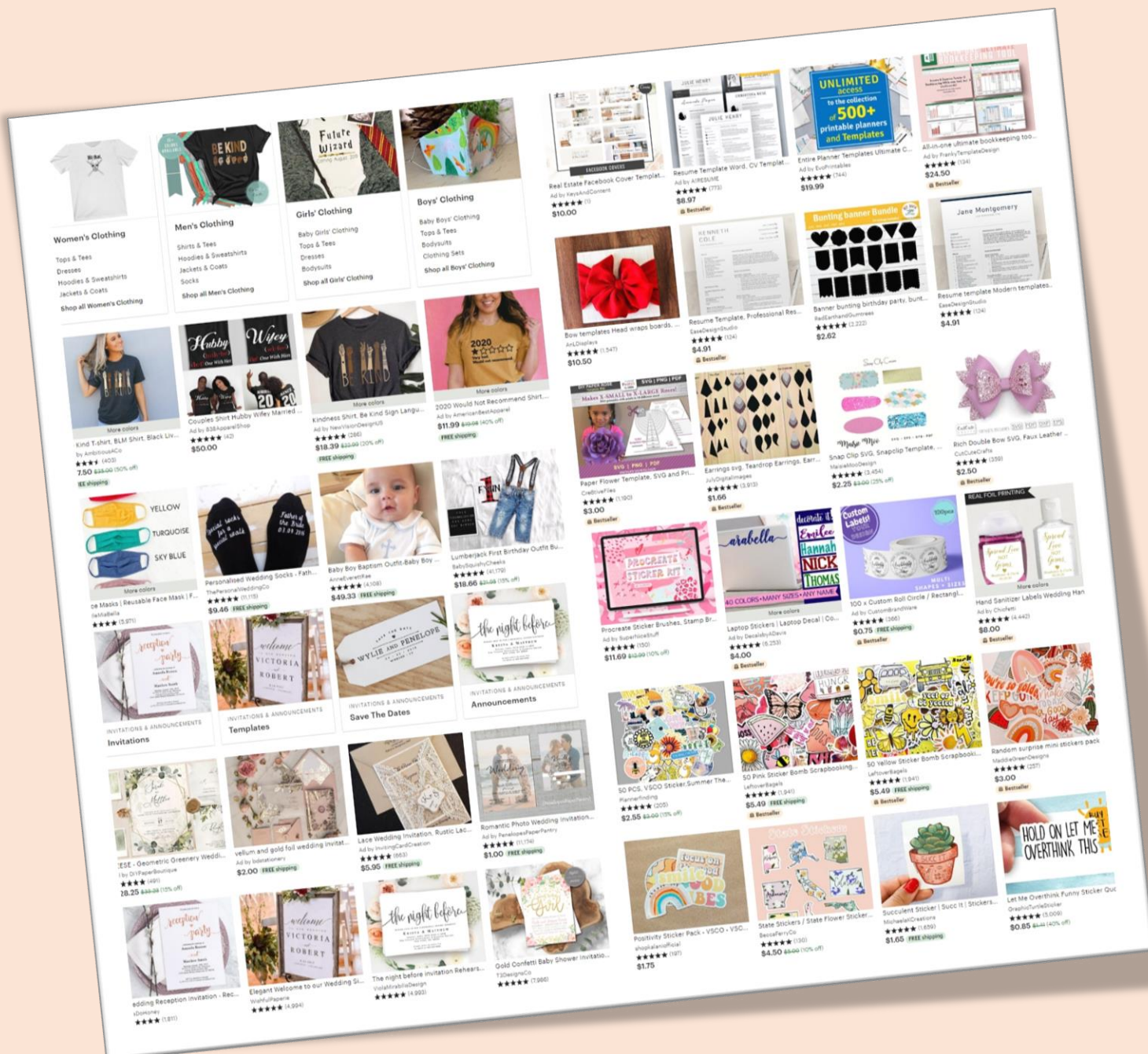


# HOTSHEET REPORT:

## 5 EASY TO DO ETSY PRODUCT LINES YOU CAN DO RIGHT NOW!



Created & Produced By Stuart Turnbull & Bart Hennin

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# 5 EASY TO DO ETSY PRODUCT LINES YOU CAN DO RIGHT NOW!

*Written By: Stuart Turnbull & Bart Hennin*

## Intro:

We are on a constant lookout for lucrative Etsy niches that are simple to do. In this 'Hot Sheet' report, we will reveal 5 high demand Etsy product lines you can do in 2020! These are easy to do and lucrative!

**TIP: *How do we know the top products to sell?*** – Here's the secret (you can use this method to discover even MORE niches)... You can use a tool called [Erank](#) to find the top Etsy sellers in various categories. The free version of this tool is all you'll need – simply register for an Erank account and connect your Etsy shop.

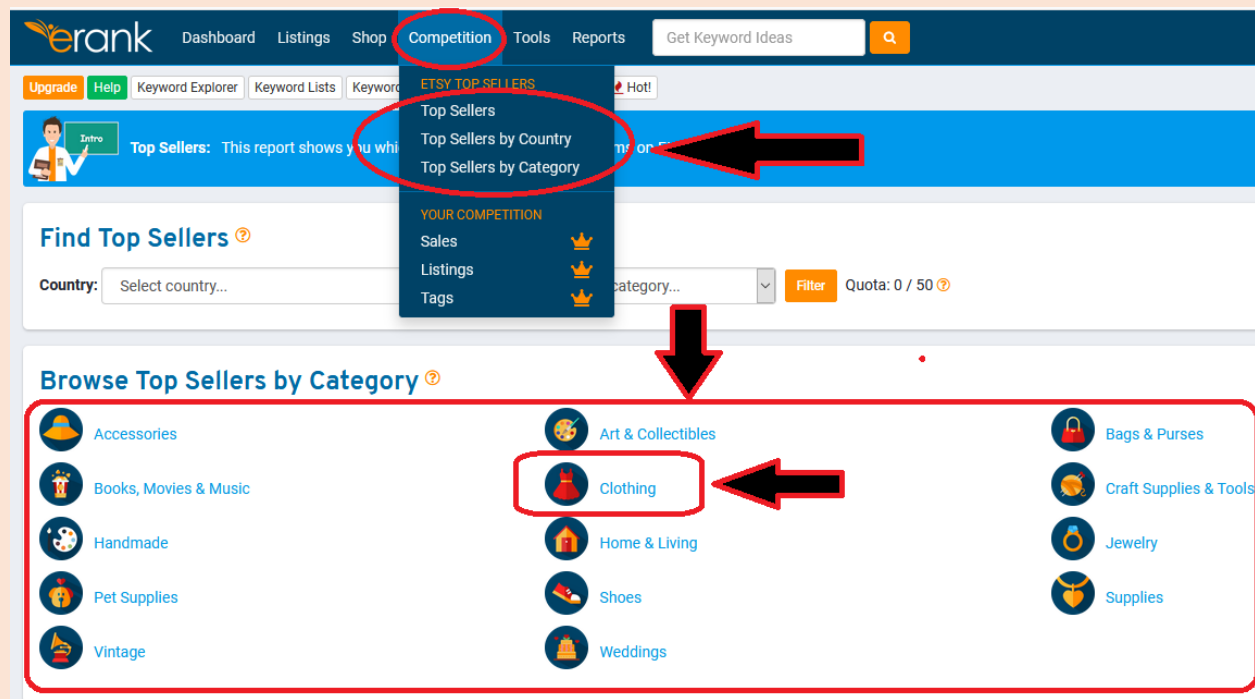
Once set up (again, it's free), simply click on the "Competition" tab up top (ref screen shot on following page).

You can select

- Top Sellers
- Top Sellers by Country **or**
- Top Sellers by Category

And then choose from a list of categories.

I selected the 1<sup>st</sup> option "Top Sellers" and then selected the "clothing" category (since I know I can do 'Print On Demand' clothing). I could have also picked other niches in the Digital Printables niche, etc.



Rank	Shop	Sales
1	<a href="#">zoeyesattic</a>	273,345
2	<a href="#">Dare2bStylish</a>	217,152
3	<a href="#">BabySquishyCheeks</a>	213,850
4	<a href="#">signaturetshirts</a>	205,930
5	<a href="#">OliverandOliviaKids</a>	181,540
6	<a href="#">LittleMiaBella</a>	177,280
7	<a href="#">OnceUponATimeTuTus</a>	172,386
8	<a href="#">ShopatBash</a>	163,244
9	<a href="#">Up2ournecksinfabric</a>	156,811
10	<a href="#">CustomMania</a>	150,557
11	<a href="#">silkandmore</a>	149,414
12	<a href="#">ZenThreads</a>	140,618
13	<a href="#">strongconfidentYOU</a>	139,124
14	<a href="#">SymbolicImports</a>	134,178
15	<a href="#">my2lilpixies</a>	132,598
16	<a href="#">FallenStarCoutureInc</a>	127,932
17	<a href="#">LilMeStore</a>	122,371
18	<a href="#">notPERFECTLINEN</a>	120,622
19	<a href="#">PremiumSoftThreads</a>	117,801
20	<a href="#">SheSquatsClothing</a>	114,640
21	<a href="#">eBollo</a>	113,797
22	<a href="#">BoooTees</a>	111,486

← Here are my results...

Now we can click through to each shop and see what they are selling!

FOR EXAMPLE...See the 3<sup>rd</sup> shop down at left?

**BabySquishyCheeks** is closing in on a quarter million sales made since 2013 and is currently doing in excess of 2,300 sales a month with 621 listings in the BABY CLOTHING niche.

Onesies, Toddler Tshirts, Bibs, Pillows, Blankets... are all HOT ITEMS right now. People are spending more time at home and thus, are shopping more... and KIDS are who they're shopping for!

That's just 1 example... In this guide, we have researched the top selling trends in 2020 on Etsy and we will reveal 5 easy to do Etsy product lines you can do right now!

FIRST...here is a list of top trending product lines (from this list, we will pare down which items are easiest to create and sell for new sellers and/or sellers with no specialized skills).

## Best Selling Items on Etsy in 2020

This is not a “comprehensive” list... But it's a pretty good start!

1 Stickers

2 Notebooks & Journals

3 Candles

4 Jewelry

5 Home Décor/Posters

6 Personalized Items

7 Digital Designs/ Graphics Designs

8 Party Bags

9 Organic Cosmetics



10 Wedding Products/Stationary

11 Baby/Toddler Products

## Paring Down Our List:

Obviously, we can't (easily) do all of the above so let's now pare down our list to easily doable items.

We note that the simplest products to do on Etsy are either items we can

- Create using a 'PRINT ON DEMAND' (POD) partner OR
- Create as DIGITAL DOWNLOADS.

Let's eliminate the items from the above list that don't fall into either of those categories...

1 Stickers [**Digital**]

2 Notebooks & Journals [**Digital & POD**]

~~3 Candles~~

~~4 Jewelry~~

5 Home Décor/Posters [**Digital & POD**]

~~6 Personalized Items~~

~~7 Digital Designs/ Graphics Designs~~

~~8 Party Bags~~

~~9 Organic Cosmetics~~

10 Wedding Products/Stationary [**Digital**]

11 Baby/Toddler Products [**POD**]

And there you have it! A TOP TRENDING LIST of simple products you can do in 2020 and beyond!

Let's take a closer look at each product line (there are many sub-niches in each!).

## **Simple Product Line #1 - Stickers:**

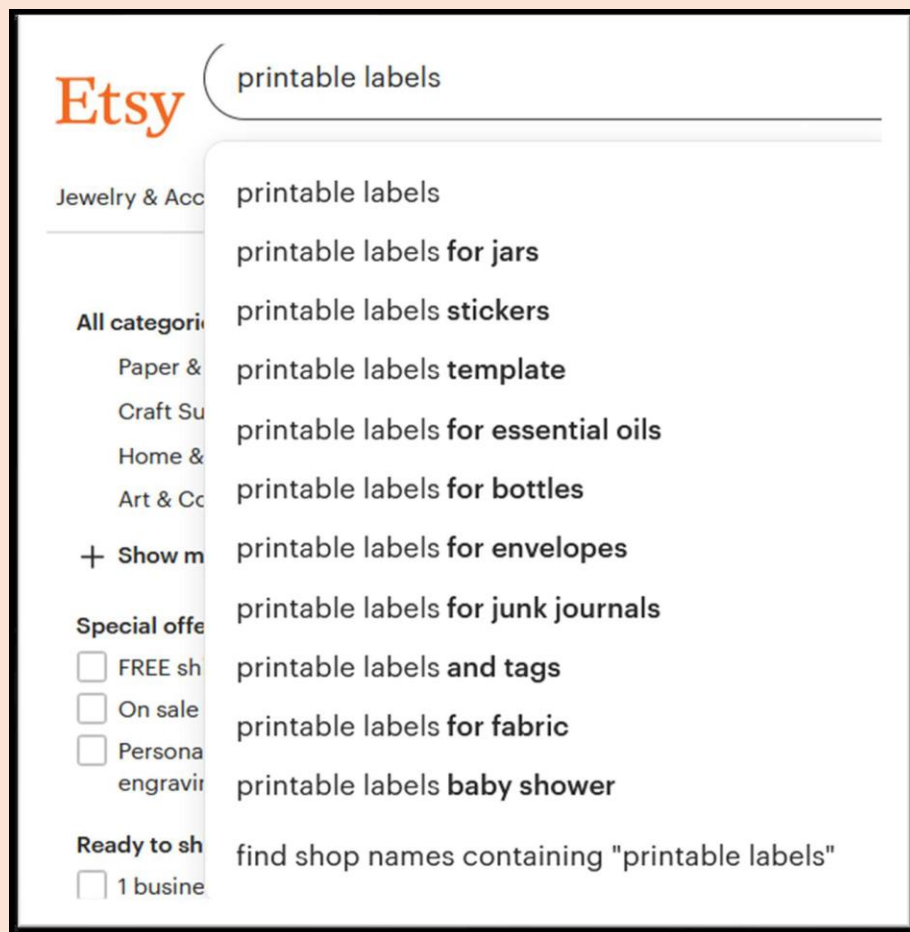
Stickers are a wonderful niche on Etsy! You can offer stickers as **digital downloads** your customer prints out OR you can buy sticker packs cheap off Amazon, Walmart, or other, and print the labels yourself and sell as PHYSICAL products!

<p>Houseables Label Stickers, Labels for Jars, 2" x 3", Brown, Paper, Self-Adhesive, Kraft Blank Sticker, Peel, Stick On, Write, Use with Canning Jar, All Purpose, Product,...</p> <p>★★★★★ ~ 37</p> <p>\$7<sup>94</sup></p> <p>✓prime FREE Delivery Tue, Mar 10</p>	<p>Wisdompro Fancy Shape Stickers Labels for Essential Oil Bottle and Food Jars - 8 Sheet (256Pcs) - Small</p> <p>★★★★★ ~ 677</p> <p>\$6<sup>99</sup></p> <p>✓prime FREE Delivery Tue, Mar 10</p>	<p>100 2x3 Kraft Paper Label Stickers (Roll of 100 Labels) - Blank Brown Paper Kraft Labels in 3 Designs - Make Custom Stickers &amp; Craft Sticker Labels for Jars,...</p> <p>★★★★★ ~ 57</p> <p>\$9<sup>99</sup></p> <p>FREE Delivery by Fri, Mar 13 for Prime members</p>	<p>Unicliffe Essential Oil Bottle Stickers Labels Fancy Kraft Paper, 8 Sheets of Labels, 256pcs</p> <p>★★★★★ ~ 233</p> <p>\$7<sup>39</sup></p> <p>✓prime FREE Delivery Wed, Mar 11</p>
<p>40 Decorative Rectangle Write-On Labels for Bottles &amp; Jars, 2.5 x 1.5 Inches, White Matte Finish (Manchester)</p> <p>★★★★★ ~ 14</p> <p>\$7<sup>99</sup></p> <p>✓prime FREE Delivery Tue, Mar 10</p> <p>Only 5 left in stock - order soon.</p>	<p>Label Decorative Stickers Kraft Christmas Gift Tags Present Sticker Labels for Mason Jars Glass Bottles and Oil Roller Bottles, 320 pcs</p> <p>★★★★★ ~ 103</p> <p>\$7<sup>99</sup></p> <p>✓prime FREE Delivery Tue, Mar 10</p>	<p>Nardo Visgo Colored Chalkboard Labels: 168 Premium Stickers + 2 Chalk Markers- Waterproof Removable Reusable Chalkboard Stickers, Perfect for Decorati...</p> <p>★★★★★ ~ 168</p> <p>\$10<sup>99</sup></p> <p>✓prime FREE Delivery Tue, Mar 10</p>	<p>96 Premium Chalkboard Labels Bulk - Free Erasable Chalk Pen - Dishwasher Safe Chalk Board Mason Jar Labels - Removable Waterproof Blackboard Stick...</p> <p>★★★★★ ~ 2,553</p> <p>\$7<sup>99</sup></p> <p>✓prime FREE Delivery Tue, Mar 10</p>

The marketing niches for “printable labels” is virtually endless!

Just look at the niches Etsy search suggest reveals!

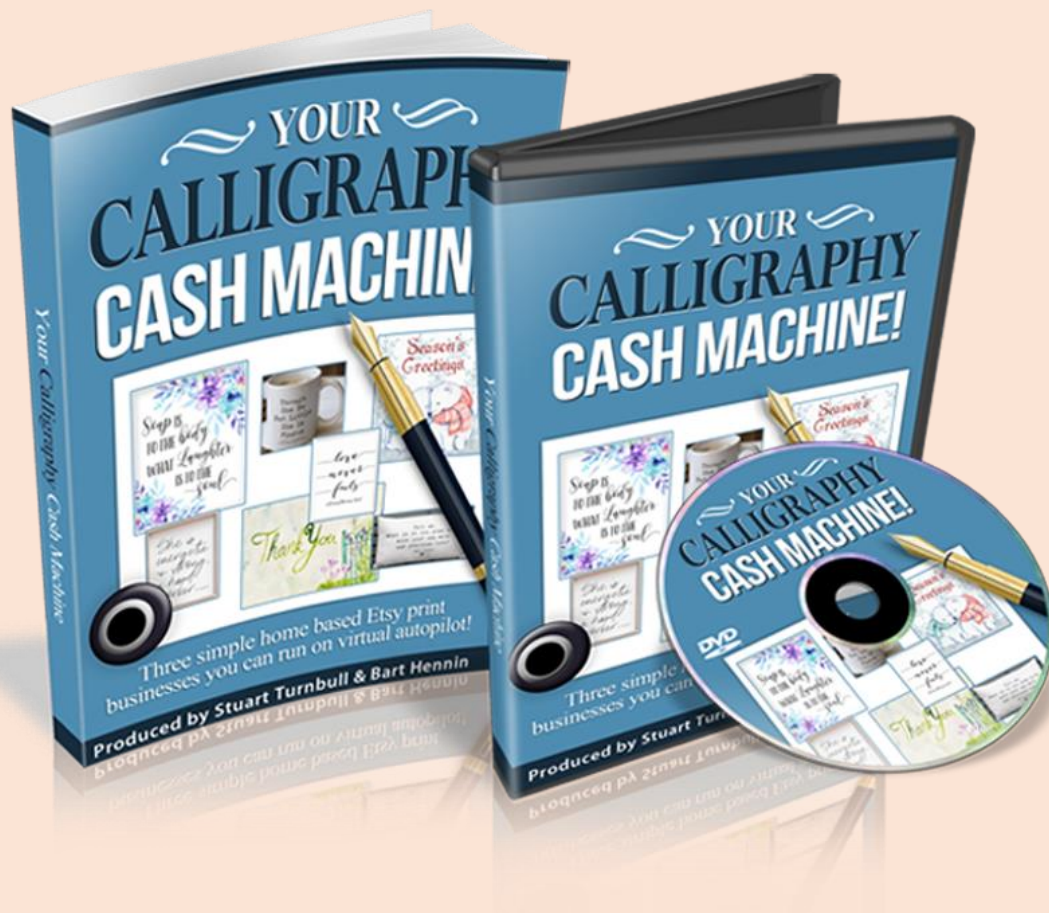




You can offer anything from “return address” labels to “jar labels” to “candy labels”, “perfume labels”, “candle or soap” labels and more!

**REMEMBER...** Many Etsy sellers are selling home-made crafts such as soaps, candles, perfumes, and more and need LABELS for their wares!

**NOTE:** We mention this niche in our comprehensive course [Your Calligraphy Cash Machine](#) which shows you in detail how to create beautiful calligraphy (using FREE fonts & FREE software) for both digital and POD products!



**NOTE:** [This popular course](#) reveals MULTIPLE ONLINE BUSINESSES you can do!

**And** it will not be going 'on sale' at all in 2020 or anytime soon **because it is ALREADY TREMENDOUSLY REDUCED in price RIGHT NOW!**

It's a \$97 VALUE but currently **only \$34** and includes some nice bonuses!

**BONUS TIP!** POD manufacturers [Printful](#) & [Printify](#) BOTH offer stickers if you want to do this niche selling PHYSICAL stickers! (On the Printify link, go to the **Catalogue** drop down menu and select "**Magnets & Stickers**").

## Simple Product Line #2 - Notebooks & Journals:

This niche has always been hot but with so many people now spending so much more time at home, this niche is exploding! Notebooks and Journals are easy to create too! You can create pages in PowerPoint, MS Word, or even Google Docs which is free.

If you have purchased previous course(s) or software to create these pages, all the better! IF NOT, you can just Google how to create these pages. There are also lots of free You Tube vids that can help you 😊

You can sell these as DIGITAL DOWNLOADS your customer prints out!

**BONUS TIP!** There are POD manufacturers that offer NOTEBOOKS & JOURNALS if you want to sell these as PHYSICAL products too! [Printify](#) is one for example (go to the **Catalogue** drop down menu and select “**Stationary**”).

Just add an attractive “niche specific” cover (unicorns, cats, skulls, steampunk... the list is endless) OR just add some simple attractive text as your cover (Baby Journal, Wedding Journal, Vacation Journal, meal journal... etc.) and you’re good to go!

## Simple Product Line #3 - Home Décor/Posters:

This line is HUGE...With people spending so much more time at home, they are spending MORE MONEY on home décor!

When we think of “home décor”, we often think of “wall hangings” which can be sold on ETSY as

- Digital downloads
- Physical prints you print out and mail
- POD items (framed paper and/or canvas prints)

But don't forget that “home décor” can also include things like pillows, pillow cases, blankets, lamps, rugs, towels, bean bags, etc. ALL of which are offered on [Printful](#) or [Printify](#)! (on Printify, go to the **Catalogue** drop down menu and select “**Home & Living**”).

**TIP:** Your designs need not be complicated either!...Often SIMPLE QUOTES are all that's needed!

**NOTE:** In the course we mentioned earlier, [Your Calligraphy Cash Machine](#) we cover in detail how to create simple yet popular POD products like these... (SEE BELOW)



Or wall hangings like these





Be kind Work hard Repeat Affiche S...



I Am a Powerful Creator, Printable P...



Follow Your Soul It Knows The Way, ...



Happy Place Sign Printable, Our Ha...

*In the middle  
of every  
difficulty lies  
opportunity*



We even include a BONUS GUIDE... Which could be a course in itself!



**NOTE:** [This popular course](#) reveals MULTIPLE ONLINE BUSINESSES you can do!

**And** it will not be going 'on sale' in at all in 2020 or anytime soon **because** it is **ALREADY TREMENDOUSLY REDUCED** in price **RIGHT NOW!**









It's a \$97 VALUE but currently **only \$34** and includes some nice bonuses!



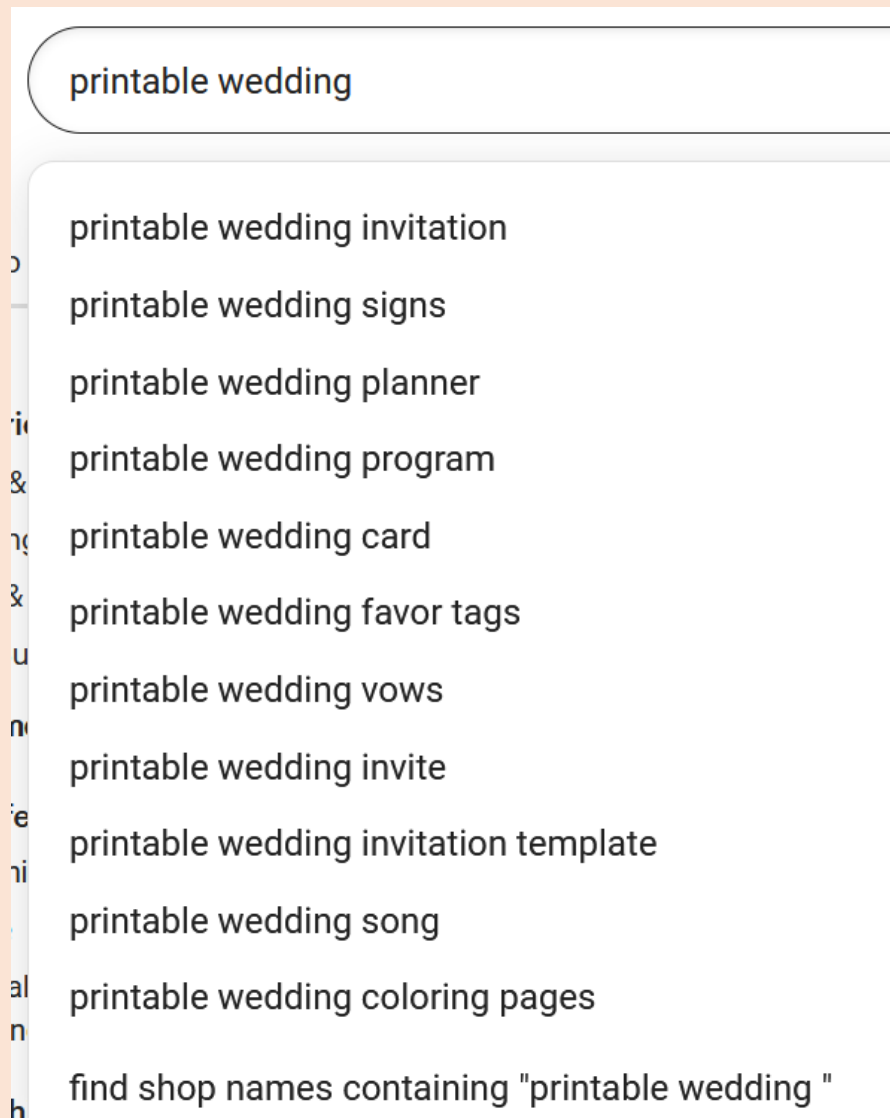
## Simple Product Line #4 - Wedding Products & Stationary:

The wedding niche has always been huge and Covid hasn't stopped people from getting married!

You can use POD to offer wedding products such as Tshirts, Mugs, etc.

 <p>More colors</p> <p>Quarantined Groom &amp; Bride #weddingP...</p> <p>Ad by SweetTouchTee</p> <p>★★★★★ (667)</p> <p>\$14.26 <del>\$15.85</del> (10% off)</p>	 <p>More colors</p> <p>My Wedding Planning T-shirt, Engagem...</p> <p>Ad by TrueLush</p> <p>★★★★★ (509)</p> <p>\$21.94 <b>FREE shipping</b></p>	 <p>Wedding Shirt, Just Married T-Shirt, Qu...</p> <p>Ad by SisTEErDesign</p> <p>★★★★★ (117)</p> <p>\$11.20 <del>\$14.00</del> (20% off)</p>	 <p>Wife Shirt, Bride shirt, Bride to be shirt,...</p> <p>Ad by RokoClothing</p> <p>★★★★★ (3,013)</p> <p>\$11.70 <del>\$14.63</del> (20% off)</p>
 <p>More colors</p> <p>Wedding Quarantine Shirt, 2020 Quar...</p> <p>NunuTeeDesign</p> <p>★★★★★ (2,295)</p> <p>\$10.11 <del>\$11.99</del> (15% off)</p>	 <p>More colors</p> <p>Wedding Quarantine Shirt, Just Married...</p> <p>PegasusApparelUs</p> <p>★★★★★ (202)</p> <p>\$12.59 <del>\$17.98</del> (30% off)</p>	 <p>More colors</p> <p>Wedding Quarantine Shirt, Just Married...</p> <p>MGdesignbyGM</p> <p>★★★★★ (1,166)</p> <p>\$13.87 <del>\$18.50</del> (25% off)</p>	 <p>More colors</p> <p>The Bridefather T-Shirt, Great Father of ...</p> <p>SomethingByUs</p> <p>★★★★★ (480)</p> <p>\$11.19 <del>\$13.99</del> (20% off)</p>

OR create PRINTABLE wedding invitations, wedding signs, wedding planners, etc.!



You could have Wedding products in one section of your shop OR dedicate an entire shop to just weddings!

## Simple Product Line #5 - Baby/Toddler Products:

Parents, grandparents, godparents, aunts & uncles, are ALL spending more time at home and these people are thinking of babies and toddlers in their lives!

Think of it... Grandma or mom is isolated at home with lots of time on their hands and thinking of her (grand) baby and shopping online. She's much more likely to pick up a gift!

Because of the fact that people are spending more time at home with their babies (or isolated from their grandbabies), they're on their mind more. So, when mom or grandma are doing online shopping, that's what they're thinking about!

Both [Printful](#) & [Printify](#) carry kids tshirts, baby onesies, and bibs!

And this is a product where simple 'text only' designs work tremendously well! **You don't need images!**

If you DO use images (or clip art), you don't need huge image sizes (like with adult Tshirts) since the print area on kids' shirts, onesies and bibs is so small.

This can be a really nice line to add to an existing shop OR you can dedicate a whole shop to this one niche!



**SIDE NOTE:** One BIG ADVANTAGE of ‘**baby**’ shirts over kids or adult shirts is that a ‘kid’ or ‘adult’ may not LIKE the shirt, but a BABY doesn’t know the difference... **Babies like everything!**

In other words, if mom thinks a particular ‘KIDS’ shirt is CUTE she still has to worry that the child may HATE it, so no sale...

BUT if mom thinks a particular ‘BABY’ shirt is CUTE, baby is too young to know the difference... SALE MADE! You can get good ideas for quotes by looking up similar shirts on Google, ETSY, Amazon, and even Pinterest!

And there you have it!...FIVE high profit, high demand product lines for 2020 and beyond!

## **BONUS SECTION! 3 More Product Lines!**

Going back to our list, we hastily crossed off some possibilities that IN FACT can work!... Let’s take a second look at items 4, 6, and 7...

#4 Jewelry

#6 Personalized Items

#7 Digital Designs/ Graphics Designs

Let’s look at the first item above...**jewelry**.

You might think online jewelry sales would be down with people going out less and isolating more BUT nothing could be farther from the truth!

Counterintuitively, jewelry sales are exploding!

My wife is a perfect example... She now works from home but yet, is buying more new clothes, handbags, and accessories than ever!

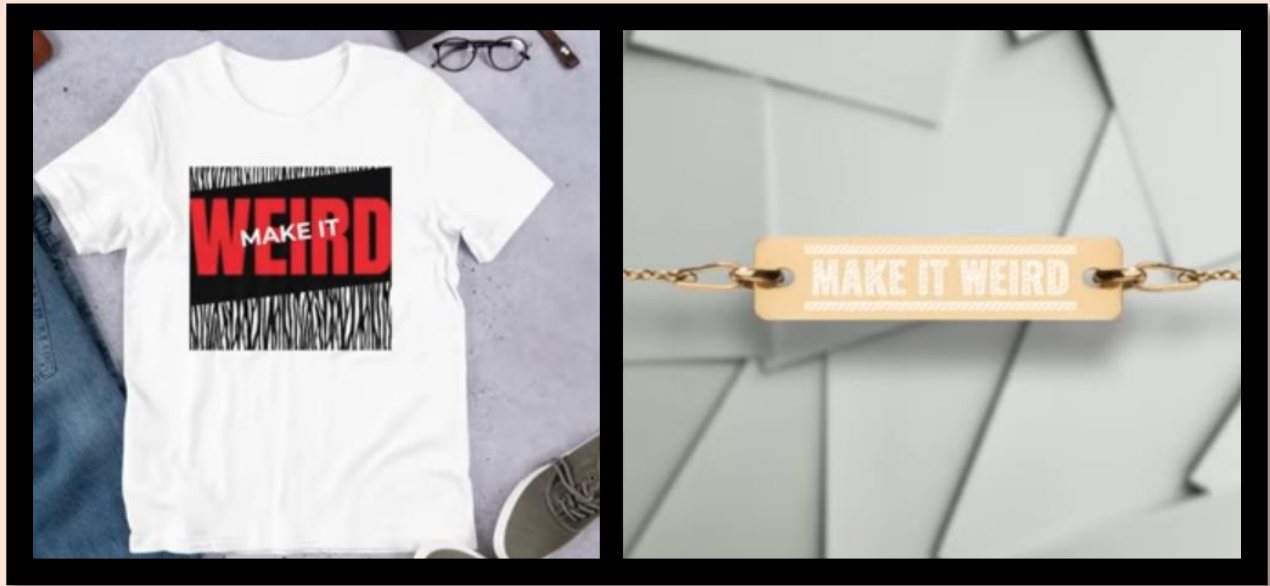
Women (and men) in these stressful times want to feel good about themselves as well as express their love for others close to them...As well, people want to express their personalities. **Jewelry does all of this!**

“OK”, you say, “but who has the time (or skill) to create jewelry??” Well the GOOD NEWS is you don’t have to!! There are a good number of POD manufacturers that offer jewelry now!

[Printful](#) for example, now has a line of attractive engravable jewelry including bracelets, necklaces, and earrings! Most pieces are available in, Black Rhodium plating, 24 K Gold plated, or 18K Rose Gold plated versions!

Printful lets you add your text and clipart (from Printful’s clipart library) directly so there’s ***no need for graphics editing or third party image editing software!***

**BONUS TIP!** If you have a *popular selling* POD product with a text based design, consider creating matching jewelry with that same design!



Again, you could dedicate a single shop section to “jewelry” or you could dedicate an entire shop to this niche!

**The idea of selling POD jewelry on Etsy brings us to our next BONUS product line... Personalized Items!**

Since Jewelry is so simple (and fast!) to create on Printful (again no “image editing” or 3<sup>rd</sup> party software needed!), you can offer PERSONALIZED jewelry!

Personalized items generally command higher prices too!

However, it doesn’t stop there...You can offer OTHER personalized products too! (Mugs, Tshirts, Wall hangings...) which again generally command higher prices than ‘predesigned’ items.

The KEY to offering **Personalized Items** is to constrain your customer so the customization portion of your design takes little time to create. For example... Instead of offering this...



You could offer this...



In the former case, you are depending on your customer to send you an image that is

- The correct size/aspect ratio
- Of sufficient resolution
- Consisting of a transparent background

In the latter case, all you need is













- a name & date!

It's also faster to add a bit of (custom) text to an existing design than to get into modifying whole images.

I'm not saying you "can't" offer something like the former image...Just be sure to account for the slightly longer time it might take you to create the customization your customer asks for.

**FINALLY, we come to BONUS product line 3, *Digital Designs/Graphics Designs!***



 <p>Real Estate Facebook Cover Template...</p> <p>Ad by KeysAndContent</p> <p>★★★★★ (1)</p> <p>\$10.00</p> <p>Bestseller</p>	 <p>Resume Template Word, CV Template...</p> <p>Ad by A1RESUME</p> <p>★★★★★ (773)</p> <p>\$8.97</p> <p>Bestseller</p>	 <p>Unlimited access to the collection of 500+ printable planners and templates</p> <p>Ad by EvoPrintables</p> <p>★★★★★ (744)</p> <p>\$19.99</p>	 <p>All-in-one ultimate bookkeeping tool...</p> <p>Ad by FrankyTemplateDesign</p> <p>★★★★★ (134)</p> <p>\$24.50</p> <p>Bestseller</p>
 <p>Bow templates Head wraps boards, ...</p> <p>AniLDisplays</p> <p>★★★★★ (1,547)</p> <p>\$10.50</p>	 <p>Resume Template, Professional Res...</p> <p>EaseDesignStudio</p> <p>★★★★★ (124)</p> <p>\$4.91</p> <p>Bestseller</p>	 <p>Banner bunting birthday party, bunt...</p> <p>RedEarthandGumtrees</p> <p>★★★★★ (2,222)</p> <p>\$2.62</p>	 <p>Resume template Modern templates...</p> <p>EaseDesignStudio</p> <p>★★★★★ (124)</p> <p>\$4.91</p>
 <p>Paper Flower Template, SVG and Pri...</p> <p>Cre8tiveFiles</p> <p>★★★★★ (1,190)</p> <p>\$3.00</p> <p>Bestseller</p>	 <p>Earrings svg, Teardrop Earrings, Earr...</p> <p>JulyDigitalImages</p> <p>★★★★★ (3,913)</p> <p>\$1.66</p> <p>Bestseller</p>	 <p>Snap Clip SVG, Snapclip Template, ...</p> <p>MaisieMooDesign</p> <p>★★★★★ (3,454)</p> <p>\$2.25 <del>\$3.00</del> (25% off)</p>	 <p>Rich Double Bow SVG, Faux Leather ...</p> <p>CutCuteCrafts</p> <p>★★★★★ (359)</p> <p>\$2.50</p> <p>Bestseller</p>

The advantage here is these types of products, by definition, are **DIGITAL** and so, fulfilment is automatic and instant!

You can sell everything from [resume templates](#) to [downloadable art prints](#), to [downloadable invitations](#), and more!

**ASIDE:** Why, in this time of social isolation, would people need downloadable invitations?... **For virtual events of course!**

For example, my sister is getting married during the US Thanksgiving holiday... She's inviting people to her VIRTUAL wedding... It's going to be done remotely via ZOOM...**Guess what?...** She needs digital invitations to send people!

Here's another example... My niece just had a baby... Her baby shower was a "drive by" (people drive by in their cars and drop off gifts while remaining socially distanced)... Guess what?... She STILL needed invitations! (and thank you cards!).

So again, there you have it... ***FIVE high profit, simple to do, high demand product lines for 2020 and beyond PLUS THREE MORE BONUS high profit, simple to do, high demand product lines!!***

All you need is a 'can do' attitude and the gumption to 'take action'!

## Final Thoughts:

Bear in mind that EVERY successful Etsy seller has started out from where you are right now.

The hardest shop to open is your first one.

The hardest listing to create is your first one.

The hardest sale to get (*not that hard*) is your 1<sup>st</sup> one...then your 1<sup>st</sup> 10, then your 1<sup>st</sup> 100...

It's a snowball effect... Choose a niche you are PASSIONATE about and KEEP CREATING LISTINGS!!!

Most important...KEEP IT FUN!

Happy Selling!

Stuart & Bart