Sell Your Printables:
Quick-Start Guide for Beginners

Got the junk-journal bug and wondering if those printable skills could pay? This short guide walks you from zero to your first Etsy listing for digital printable kits - no prior selling experience needed. This is a starting map, not a promise of income: results depend on your effort, niche choice, and consistency.

Step 1 - Understand the Business Model

- You sell DIGITAL files (PDF/JPG), not physical products - no inventory, no shipping.
- Buyers print at home. You create the file once and sell it unlimited times.
- Typical prices: $2-$8 per themed kit on Etsy. Volume and reviews drive income.
- IMPORTANT: only sell designs you created or have commercial rights to - never resell vault files as-is unless the license explicitly allows it.

Step 2 - Pick Your First Niche

Start narrow. 'Animal village junk journal pages' beats 'printables' because buyers search for specific themes. Look at Etsy's search bar suggestions and bestseller badges in the junk journal category to find themes with demand but beatable competition.

Step 3 - Create Your First Kit

[ ] Design 20-40 coordinating pages/elements in one visual style (Canva works fine).

[ ] Export at 300 DPI, US Letter + A4 PDF versions - this is the industry standard.

[ ] Include a simple README with printing instructions (buyers love this).

[ ] Zip the files neatly with clear folder names.

Step 4 - List It on Etsy (First-Listing Checklist)

[ ] Title: put the main keyword first, e.g. 'Woodland Animal Junk Journal Kit, Printable'.

[ ] 13 tags: use all of them; mix broad ('junk journal') and specific ('fox ephemera printable').

[ ] 10 listing photos: cover page, sample spreads, size/format graphic, 'how it works' image.

[ ] Description: state exactly what is included, file formats, sizes, and that it is a DIGITAL download.

[ ] Price: $3.50-$6.95 is a safe starting zone for a first kit.

[ ] Publish, then share the listing in 2-3 craft communities (no spam - be genuinely helpful).

Step 5 - What to Expect (Honest Numbers)

- First sale often takes 2-8 weeks for a brand-new shop with one listing.
- Shops that succeed usually have 20+ listings - one kit is a test, not a business.
- Reinvest early earnings into better mockups and more kits.
- Track which themes sell and double down on winners.

Quick Dos and Don'ts

- DO read every marketplace's rules on digital products before listing.
- DO use your own original artwork or properly licensed assets.

- DON'T copy other sellers' designs, titles, or mockup styles.
- DON'T buy fake reviews - one policy strike can end a new shop.