Hearthplay First Pack Checklist

From theme choice to a live Etsy listing, step by step. Print this page and tick each step off. Built to pair with Hearthplay Studio ($17 one-time).

1. Pick your theme

[ ] Choose a theme with year-round demand (Birthday, Farm, Ocean) or a coming holiday.

[ ] Check the Etsy search bar for the theme: if shops sell similar packs, demand is real.

[ ] Avoid trademarked characters or brand names in your theme idea.

[ ] Pick a colour set that fits the theme and stays readable when printed.

2. Set up the players

[ ] Decide the player mix: Grandparent & Me, Parent & Me, siblings, or the whole family.

[ ] Use the bigger-print option for senior players.

[ ] Check that every player has their own task on the same picture.

[ ] Keep the "Just Me" edition for single-child packs.

3. Choose the pages

[ ] Pick 8-12 pages per pack: a mix of hunts, races, pencil games and talking games.

[ ] Add the answer pages at the back — buyers expect them.

[ ] Try the Mix option once to see the second versions of six page kinds.

[ ] Rebuild once with "Make new puzzles" if the first draw looks crowded.

4. Download and save

[ ] Download the ZIP right away — files are not stored in the app long-term.

[ ] Save the US Letter PDF and the A4 PDF in a folder named for the theme.

[ ] Back the folder up to a second drive or cloud folder.

[ ] Keep the 7 product photos in the same folder as the PDFs.

5. Write the Etsy listing

[ ] Paste the app's title and tags, then rewrite them in your own words.

[ ] Use the 13 tags the app wrote — add your own tags only if a slot is free.

[ ] Price the pack at $3-$7 for a first listing; check what similar packs charge.

[ ] Upload the 7 product photos in order, best page first.

6. Publish and check

[ ] Preview the listing on a phone: photos must read clearly on a small screen.

[ ] Check the listing title, tags and price one last time.

[ ] Publish, then search Etsy for your title to confirm it is live.

[ ] Note the launch date: your 50-pack monthly budget resets each calendar month.

7. After the first sale

[ ] Thank the buyer with the app's message templates, in your own words.

[ ] Ask for a review after the buyer has had time to print and play.

[ ] Watch which themes sell and build the next pack in the winning theme.

[ ] If a pack fails, change the theme or the player mix — not the price first.

Quick reminder: you can make up to 50 new packs every calendar month. Rebuilding a pack you already made does not count as a new one. The commercial licence lets you sell packs on Etsy, your own website or at markets. You may not resell the Hearthplay program or its picture library.