Etsy Junk Journal Listing Checklist

Bonus 2 for Complete Junk Journal Starter Vault — 13 steps from a finished printable to a published Etsy listing.

Before you list

1. Print one full kit at real size and check every page, pocket, and fold line.
2. Fix garbled lettering, wrong counts, and style drift — regenerate any visual that fails the check.
3. Save print files as PDF (300 dpi) and preview files as JPG, with matching colors.
4. Decide your kit size and page count, and write them down for the listing.

Mockups that sell the kit

5. Build 5 to 7 mockups: cover, flat lay, open spread, close-up of ephemera, and a size comparison.
6. Show the kit in use — a journal page with writing, a pocket holding a tag, a fussy cut on a page.
7. Keep mockup colors true to the print files so buyers are not surprised.

Title, tags, and description

8. Title: lead with the niche and the product type, then the format and the count (example: "Vintage Postcards Junk Journal Kit, 38 Printable Pages, Ephemera and Fussy Cuts").
9. Tags: use all 13 Etsy tags with niche words, product words, and buyer words (junk journal, printable kit, ephemera, fussy cuts, vintage, instant download).
10. Description: state the page count, the file types, the print size, what is included, and what is NOT included. Say plainly that the buyer prints the kit at home.

Price, publish, and aftercare

11. Price from your page count and your niche, not from other sellers' prices alone — check 5 similar kits first.
12. Publish, then check the live listing on a phone and a desktop for broken images or cut-off text.
13. Answer buyer questions fast, and update the listing if buyers keep asking the same thing.

Made by Pickzox as a free bonus for readers of the Complete Junk Journal Starter Vault review. Etsy rules change — always verify current listing, tag, and AI-content requirements on Etsy before you publish.