Etsy Listing Title & Price Worksheet

Turn one finished product into a listing that can sell. Work through the three boxes below for every product you launch.

1 — TITLE OPTIONS (write 3, then pick 1)

Use the CurioCraft title bank as your starting point. Put your main search words in the first 40 characters. Keep each title clear and honest — never promise what the product does not do.

Option A	_____
Option B	_____
Option C	_____
Picked title	_____

2 — KEYWORDS BUYERS SEARCH FOR

Write the 5 search phrases your buyer would type into Etsy. Check each one: would you type it yourself?

1	_____
2	_____
3	_____
4	_____
5	_____

3 — PRICE CHECK (cost and profit)

Digital products have almost no cost per sale, but your time is the cost. Price for profit, not for fear. The vendor's own Etsy prices run $1–$18, with an average of $11.90 — use that range as a reality check, not a rule.

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Your price	$ _____
Etsy fees (approx.)	$ _____
You keep per sale	$ _____
Sales needed for $100	_____ sales
Why this price?	_____

LAUNCH DATE

Product: _____ Launch date: _____

Rule of thumb: a listing with a clear title, honest photos, and a fair price beats a clever listing every time.

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