Printable Bundle Launch Checklist for Etsy

A free companion checklist from Pickzox — take your first LittleWiz Studio bundle from idea to listed product without missing a step.

Phase 1: Niche & Topic (before you generate)

- ■ Picked ONE specific niche (e.g. “dinosaur tracing ages 3–5”), not a broad category.
- ■ Checked Etsy: top listings in the niche show real sales and 100+ reviews (demand proven).
- ■ Noted 3 gaps in competitor listings (missing ages, weak mockups, thin page counts) to beat.
- ■ Chosen bundle topic + age range (3–12) + language for the Skill Path generator.

Phase 2: Generate & Quality-Check

- ■ Generated the bundle; counted actual pages (ignore the “up to 60” ceiling).
- ■ Reviewed EVERY page: spelling, age-appropriateness, no broken/blank AI output.
- ■ Exported at 300 DPI print quality (never list a 72-DPI file).
- ■ Generated the cover and picked the strongest of the 5 mockups as the lead image.

Phase 3: Listing SEO

- ■ Main keyword in the first 55 characters of the title.
- ■ All 13 tags filled with multi-word buyer phrases (checked against Etsy search suggestions).
- ■ Description answers: what's included, page count, file format, delivery method, print instructions.
- ■ Priced competitively for launch ($3–$7 singles, $9–$19 bundles); plan to raise after reviews.

Phase 4: Launch Marketing (first 30 days)

- ■ Published the 5 Pinterest pins with keyword-rich titles, each linked to the listing.
- ■ Posted the 5-slide Instagram carousel.
- ■ Set up the hosted freebie lead page and linked it from the listing.
- ■ Pinned 5–10 fresh pins daily (consistency beats bursts).
- ■ Tracked Etsy Stats weekly: which keywords drive views → make more of those.

Phase 5: Iterate

- ■ At 10 sales: asked buyers for reviews; fixed any quality complaints same-day.

- ■ Created 2–3 variations of the winning bundle (new themes, same structure).
- ■ Bundled bestsellers into a higher-priced pack.
- ■ Expanded winners to Amazon KDP (paperback) and Teachers Pay Teachers.

Prepared by Pickzox as a free bonus for readers of the LittleWiz Studio review. Work the checklist in order — most sellers fail by skipping Phase 1 and Phase 4.