Wedding Suite Etsy Listing Launch Checklist

A step-by-step checklist for turning your first generated suite into a live Etsy listing — built to go with the Wedding Suite Prompt Builder.

1. Before you generate — pick a seller, not just a pretty theme

- Pick ONE theme from the 12 in the app. Start with Garden Floral, Classic White & Gold or Boho Pampas — they sell year-round.
- Search Etsy for your theme + "wedding invitation suite" and note the top 5 listings: their prices, review counts and what buyers praise in reviews.
- Check the Etsy Wedding Suite Bestseller Finder bonus (first 48 hours) for current bestsellers in your theme.
- Decide your format first: editable Canva template, printable PDF, or both. Listings that offer both convert better.

2. Generate and finish the suite

- Run all 5 chained prompts for the same theme, style, palette and layout — never mix prompts from different suites.
- Use the placeholder invitation (Prompt 2) as your Canva template base so buyers can edit names and dates.
- Finish every piece in Canva: invitation, RSVP, details card, menu, place cards, welcome sign, thank you card.
- Proof-read every card twice. A typo in a wedding invitation is the fastest way to a 1-star review.
- Export at 300 DPI for print files and make a clean JPG preview for the listing images.

3. Mockups — make the listing look like a real product

- Create 10 listing images: 1 hero mockup of the full suite, 1 close-up of the invitation, 1 flat-lay of all 8 pieces, 1 "what is included" graphic, 1 editable-in-Canva demo, 1 size/format graphic, 1 colour-variation graphic, 1 review/testimonial slot (leave blank until you have one), 1 bundle upsell graphic, 1 lifestyle shot.
- Use a consistent background and the same palette in every mockup — buyers trust a shop that looks organised.
- Show the suite at real size next to a familiar object (a coffee cup or an envelope) so buyers judge the scale.

4. Listing SEO — use the app’s Listing Prompt, then check it

- Paste the app’s Etsy Listing Prompt output into your draft, then edit it in your own words. Never publish AI text word-for-word.

- Title: use all 140 characters. Lead with the product type ("Wedding Invitation Suite Template"), then the theme, then the format ("Editable Canva").
- Use all 13 tags. Mix theme tags (garden floral wedding), format tags (canva template, printable) and buyer-intent tags (wedding invitation suite, bridal shower).
- Description: first 2 lines must say what it is, what is included (all 8 pieces) and how the buyer edits it. Put the AI-disclosure line in the description, as Etsy requires.
- Set the price after checking 5 competitors. Launch slightly below the median, then raise it once you have 5 reviews.

5. Pricing and bundles

- Price the single suite between $8 and $15 for a first listing. A full bundle of 3 themes can sit at $19–$29.
- Create a bundle listing (3 suites, one theme family) on day one — bundles lift average order value from the start.
- Offer a printed version only if you have a print partner. Digital first keeps your costs at zero.

6. Launch week

- Publish on a Sunday evening (US time) — Etsy traffic peaks when buyers browse at home.
- Pin every mockup to Pinterest with the listing link. Wedding buyers search Pinterest first, Etsy second.
- Ask your first 3 buyers for a review with a short, polite message after delivery. Do not offer discounts for reviews — that breaks Etsy rules.
- Answer every buyer message within 24 hours. Fast replies raise your shop in Etsy search.
- After 7 days, check Etsy Stats: which search terms brought views? Rewrite the weakest tag with a term that actually converted.

Honest note: this checklist is a workflow aid, not a guarantee. Results depend on your theme choice, your mockups, your prices and how many competing listings target the same keywords. Wedding demand is seasonal — spring and autumn weddings peak, and engagement season (Christmas to Valentine's Day) is the busiest listing window.

Free bonus from PickZox — pickzox.com. Wedding Suite Prompt Builder is a separate product by Rustam San (uplr.store).