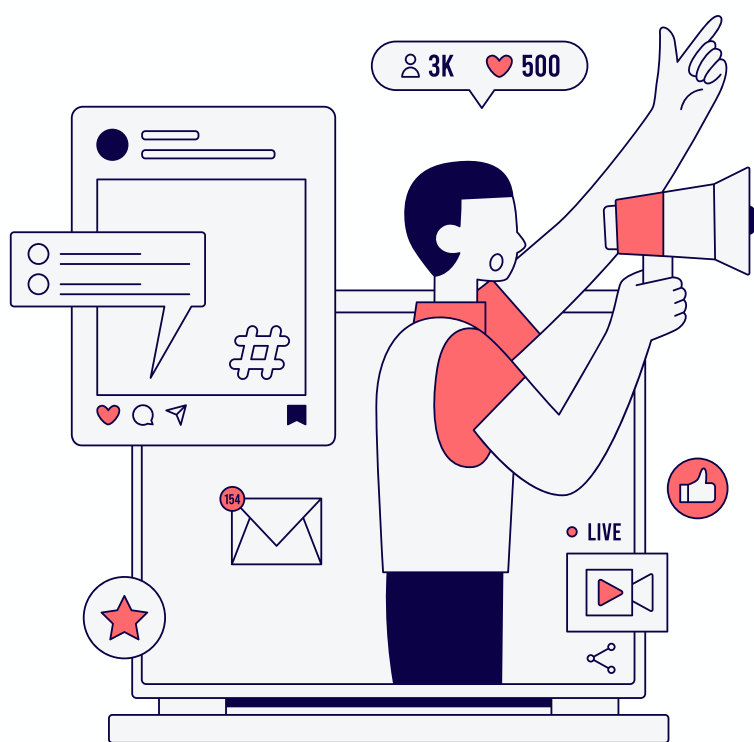




HOW TO FIND THE PERFECT “MICRO NICHE” FOR YOUR ETSY SHOP !



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CONTENTS

TABLE OF

WHAT ART PRINTABLES DO YOU LOVE TO CREATE?

WHAT ART PRINTABLE 'MICRO-NICHE'S' ARE ACTUALLY POPULAR ON ETSY?

WHAT IS YOUR TARGET AUDIENCE

LOOKING FOR IN AN ART PRINTABLE?

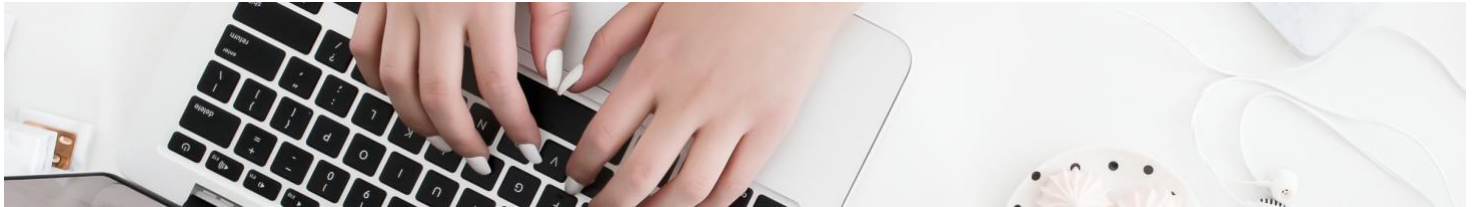
DISCOVER YOUR EXACT TARGET CUSTOMER AND HOW YOU CAN CATER YOUR SHOP TO THEM!

This workbook is going to help you narrow down and focus on finding an audience for your art printables and how you can cater to that customer niche!

Etsy is a great low maintenance selling platform once you get your shop up and running.

Do your research and get started creating art printables that you 'know' have an audience!!

WHAT KIND OF ART PRINTABLES DO YOU LIKE?



ART PRINTABLE STYLES I LIKE!

Take a look around Etsy search and see which art printables stand out to you and what you'd love to have a go at making yourself.

What type of art printables really resonate with your personal taste?

(Are they bold and bright, modern or kitsch, feature quotes or just images?)

Note down as many descriptive words as you can to represent all the different art printable styles you love and try to notice any repetitive themes.

When I redesigned my Etsy shop I went back and looked at what style of art prints I would actually like to create. I was surprised to find that super cute, girly and motivationally inspiring art prints resonated best with me.

Are there any 'styles' of art prints that you gravitate towards? List them below!

WHAT KIND OF ART PRINTABLES ARE POPULAR ON ETSY?

REMEMBER THIS IS A BUSINESS!

Now that we know which styles of art prints you like. It's time to take a look at what's actually popular on the Etsy platform and online!

What's making the big sales?

Using the 'Top Sellers' feature on EtsyRank, look through at least 10 best selling shop store fronts in the 100 Top Art & Collectibles list and see what styles of art printables seem to keep popping up over and over again.

Be as detailed as you can with this!
What recurring themes can you see?

It doesn't matter whether you like the designs or not, just list down anything that keeps popping up in the grey box here.

What themes keep popping up in the Top 100 list?

(e.g. funny quotes, animals, nursery, floral designs etc)

What style related keywords are popular or growing in searches on Google Trends?

What style keywords are popular?

Now using EtsyRank's 'Keyword Tool' search for big general keywords (e.g. art printable, wall art, wall decor etc) and see which style related tags pop up in it's 'related tags' section.

Don't forget to check how popular they are using the Google Trend button!

Is that style of art printable (e.g. botanical art) rising in popularity, staying consistent or falling?

Write down 5-10 art printable style tags that are staying consistent or rising in Google Trends!

THE PERFECT NICHE: ART PRINTABLES, YOU LOVE AND THAT WILL SELL!

Using the information, you've generated above can you see any of the styles of art printables that you said you'd like to create also feature in the popular section?

When I conducted my own research, I discovered that within my list of favorite styles, I really liked the look of super girly and kitsch prints with inspirational quotes and super feminine art.

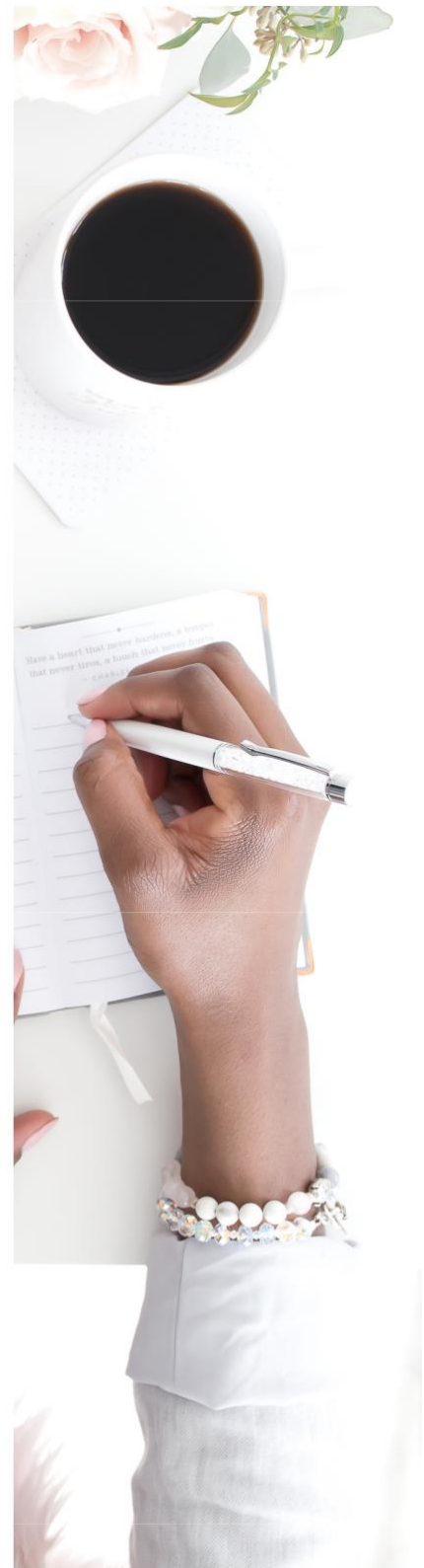
Once I went through and discovered what art printables styles and keywords were actually 'popular' on the internet and Etsy I realized that there was a fairly consistent market for girls bedroom wall art, teen room decor and that a number of the Top sellers were selling art printables that featured girly art and inspirational or funny quotes.

Yes I also love modern minimalist prints that features swear words and sarcastic slogans but once I'd sat down and gathered all my data I decided that I could see more of a style niche for sassy girly art printables and I decided that's what I would love to create more!

Have you found a style of art printable that looks both fun to create and has a popularity on Etsy and Google?

Really take some time to consider out of all your possible choices which art printable 'style niche' really works for you!

Once you've decided which style you want to offer in your Etsy shop, write it below!



ARE YOU READY TO DISCOVER YOUR TARGET AUDIENCE?



Now that we've decided which style of art printables we want to focus on dominating (e.g. nautical themed art printables, minimalist typography prints, animal inspired nursery art prints etc).

It's time to find out exactly what our target audience is looking for when it comes to the 'ideal' art printable in your micro niche!

In order to do that we firstly need to refine our target audience by finding out everything we can about what they like, what they enjoy doing and what they want in their home so we can cater exactly to their needs when we brand our Etsy shop and design our art printables.

This is so crucial to not only help you create your art printables but also to show you where your target customer hangs out online so you know precisely where and how to promote your products, grow your email list and interact with your target audience.

In this next section we're going to be defining who our perfect target customer is and from then on you need to keep this 'perfect customer' in mind every time you create a collection of art printables, a social media post or an email opt-in!

We're literally going to 'create' an avatar of our customer by filling out the questions below.

So take your time, do your research with each question and really consider what someone in your 'style niche' would be looking for in an art printable!

WHAT DOES MY TARGET CUSTOMER REALLY WANT TO SEE IN MY ETSY SHOP?

1. Is there a person in real life you know who represents who you'd like to sell your art printables too? If not just imagine that ideal customer instead!

2. Describe what your customers home looks like? Do they like modern decor, do they have eclectic style? Is their home cluttered, minimal, retro etc?

3. Where do they 'usually' shop for home decor. Does your 'perfect customer' like traditional retailers like Ikea, John Lewis, Wayfair or more unique shopping places like Etsy or Not On The Highstreet?

4. Describe the look of the places your target customer likes to shop online. (e.g. Ikea - modern Scandi style, NotOnTheHighstreet - Ecclectic handmade artistan etc.)

5. Does your target customer like bright bold colors, pastels, neutrals or monochrome?

WHAT DOES MY TARGET CUSTOMER REALLY WANT TO SEE IN MY ETSY SHOP?

6. Tell me about their personality? (E.g. Are they bubbly or serious?)

7. Why would your target customer be shopping for an art printable?... Do they want to add wall art to their living space, style their daughters bedroom, decorate a neutral nursery, give an inspirational gift to a friend?

8. Who are your target customers lifestyle icons on YouTube, Instagram, Pinterest or blogs? (Name 4 influencers your customer would follow)

9. Write down 6 popular quotes or slogans your customer loves. Search on Pinterest and Instagram for keywords that represent your customers style. What words or phrases keep popping up in posts!

10. Search through Etsy and see which art printable sellers would appeal to your target customer - What colors and style of fonts do they use in their Etsy banners, shop icons, listing photos etc? (e.g calligraphy font, bright accents, neutral colors)

MEET YOUR PERFECT ART PRINTABLE CUSTOMER!

Why would your art printable Etsy shop attract this kind of customer?

(I create popular quotes they love, I use colors that go with their home decor, my shop branding resonates with them)

Is there a person in real life you know who represents who you'd like your customer to be?

Now thinking about your ideal customer what is their name?

What is your perfect customer's personality like?

(fun and bubbly, calm and serious etc)

How old is your ideal customer?

Why would your customer buy one of your art printables?

(decorate a nursery, give as a funny gift etc)

What is their gender?

Photo of Avatar here

Where do they live - City or Countryside?

What colors would your customer love to see in your Etsy shop?

(bold, neutrals, pastels etc)

Which influencers do they get their style inspiration from?

What does their home decor look like?

(modern and minimalist, eclectic and rustic etc)

Use this information to help create your Etsy shop branding and EVERY TIME you create an art printable collection - remember who you're creating it for!