Getting Started!

Thank you so much for getting the Etsy Seller Planner! My goal is to make your life easier and keep you on track and working effectively. There are many pages in this planner and the intention is not that you will use every one, everyday. Instead you should find a calendar that you like that lets you work effectively, and then pick and choose the forms that will help you get the job done!

I am a current Etsy seller with two stores (one vintage and one digital) so many of these forms are ones that I developed to make my life easier! I also worked on this planner with the help of current Etsy sellers who let me know the things that they struggle with time-wise! Using this planner will help streamline your systems and (as one gal put it) make sure that important things don't get lost in your "bermuda desk"!

Please do not hesitate to email me if you have any questions... tara@marketingartfully.com

Walkthrough Video >> The link to the "how to use this planner" video is www.PaperlyPeople.com/EtsySellerPlanner

Some of the sheets have their own videos...just check the bottoms!

Forms included:

Calendaring

- **Todos Todays** - This worksheet is perfect for a day that you have lots to do! Track your "must dos", Etsy "to dos", affirmations, tasks and time.
- **Daily Appointment Calendar** - This handy calendar page is great if you are established and running like a well oiled machine. With places to put your appointments, must dos and to dos, it helps you stay on track all day!
- **Monthly Perpetual Calendar** - Great for doing your "ahead" planning of trips, kids vacations and critical due dates.
- **3 Month Calendar** - This one is good for when you want to be able to see your quarterly obligations all in one place! Do your goal setting, monthly must dos and plan for admin and work days.
- **Etsy Monthly Goals Worksheet** - Track you Etsy goals including Views, Favorites, Orders and Revenue. Additionally you can plan out your promotions, product launches and "must dos" for the month.
- **Daily Review Sheet... Tracking Everything!** - The best way to make sure you know the heartbeat of your Etsy business is to track everything including Views, Favorites, Orders, Revenue and # of Listings and Renewals.

Esty Selling Sheet

When you are getting ready to list a new product, it is super handy to have all the information at your fingertips! These forms will help you stop losing all of your hard work in your "bermuda desk!"

- **Etsy Selling Sheet (Vintage)** - Selling vintage items is a little different than selling handmade. We have a huge variety of items, BUT there are some themes and work that we can do in advance, especially if you have some items that you list the same kinds of over and over. Use this form to track sourcing notes, profitability, tags and materials.
- **Etsy Selling Sheet (Handmade)** - Having a successful handmade business is all about making sure that your expenses (including your time) justify the price you are able to charge. Use this form to research competitor pricing, set your pricing and track tags, materials and material costs.

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Product Development

- **New Product Development (Handmade)** - When you are getting ready to launch a new handmade product, it is best to research all the ins and outs including checking compeitors, figuring out who your perfect buyer is and setting proper pricing levels.

- **Cost Comparison Worksheet** - While there is a little flexibility in pricing depending on the quality and craftsmanship of your item, the market actually sets the prices of things. You can use this sheet to check out competitor pricing. For handmade this is normal, but many vintage sellers do not understand this step in pricing and marketing categories of products.

Working Sheets

- **Shipping Supplies** - There is nothing worse than running low on your favorite kind of packaging and then having to figure out where you got it or what you should be paying for it! Use this sheet to track your shipping supplies, costs and dates ordered.

- **Custom Product Order Form** - All of us from time to time have a custom request, whether it is to buy some of your items in quantity or to design a whole new item. Use this sheet to track buyer info, shipping address, description and notes.

- **Etsy Picking Sheet** - This is an awesome sheet for vintage sellers to record their purchases, but it also works for handmade sellers who are at a tradeshow or sale sourcing supplies to make their items. Record Item, Category, Source, Amount Paid, Date and even a competitive price if available.

- **Etsy Photography Sheet** - I have developed a super easy system for taking pictures and recording all the relevant information about a product so I can sit in front of the TV and list away without having to have hundreds of items cluttering up my room!

Sales

- **Successful Sales Event** - We all know a good sale can drive revenue, but managing all the pieces of that process can be daunting! Use this sheet to track all the bits and pieces of holding a successful sale like choosing the sale type, making sure your graphics are done, and then working through the whole sale starting 10 days before right through the bonus after day.

- **Black Friday Weekend Sale** - In retail Black Friday is a super important sale day! But you have to make sure you are prepared and taking advantage of that whole sale weekend. Use this sheet to scope out your Thanksgiving Day, Black Friday and Cyber Monday sales!

- **Etsy Annual Sale** - This may be my new favorite sheet. I can get bogged down in work and forget that having sales is an important part of a retail business. This sheet lets you scope out cool reasons for sales, schedule them and make sure you aren't getting stale with your sales!

Social Media

- **Rocking My Social Media!** - While this is a planner, I couldn't ignore the power of social media! Use this sheet to do mega-social tasks everyday including posting, checking messages, commenting and sharing.

- **Etsy Social Calendar** - Because I am so visual I love an editorial style for doing my work. This social media calendar lets you pick your own tasks to do on Facebook, Twitter, Instagram and Pinterest daily in a great visual format!

Covers

- There are three different cover designs to use for your planner!

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To Dos | _____ to _____ Month _____ Year _____

Must Dos

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Appointments

_____ ____ am/pm

_____ ____ am/pm

_____ ____ am/pm

Affirmations

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Etsy ToDos

- ☐ Product Development / Sourcing
- ☐ Listed new item(s)
- ☐ Updated+renewed item
- ☐ Added new pic to old item
- ☐ Posted shop update
- ☐ Answered convos
- ☐ Made Treasury
- ☐ Checked Promoted Listings
- ☐ Checked Google Promotions
- ☐ Checked stats

_____ Views # _____ Faves

_____ Saless $ _____ Rev

Top Sources:

1. _____
2. _____
3. _____

Top Keywords:

1. _____
2. _____
3. _____

Tasks & Time

- ☐ _____ | _____
- ☐ _____ | _____
- ☐ _____ | _____
- ☐ _____ | _____
- ☐ _____ | _____
- ☐ _____ | _____
- ☐ _____ | _____
- ☐ _____ | _____
- ☐ _____ | _____
- ☐ _____ | _____

Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

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To Dos Today

Date: _____ / _____ / _____

Appts/Schedule

- ☐ 6 _____
- ☐ 6^{30} _____
- ☐ 7 _____
- ☐ 7^{30} _____
- ☐ 8 _____
- ☐ 8^{30} _____
- ☐ 9 _____
- ☐ 9^{30} _____
- ☐ 10 _____
- ☐ 10^{30} _____
- ☐ 11 _____
- ☐ 11^{30} _____
- ☐ 12 _____
- ☐ 12^{30} _____
- ☐ 1 _____
- ☐ 1^{30} _____
- ☐ 2 _____
- ☐ 2^{30} _____
- ☐ 3 _____
- ☐ 3^{30} _____
- ☐ 4 _____
- ☐ 4^{30} _____
- ☐ 5 _____
- ☐ 5^{30} _____
- ☐ 6 _____
- ☐ 6^{30} _____
- ☐ 7 _____
- ☐ 7^{30} _____
- ☐ 8 _____
- ☐ 8^{30} _____

Must Dos

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____

To Dos

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
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- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Notes:

_____

_____

_____

_____

_____

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Month: _____ Year: _____

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

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Month: _____ Year: _____

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Month: _____ Year: _____

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Month: _____ Year: _____

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

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Monthly Goals

Views Goal: _____ Act: _____

Favs Goal: _____ Act: _____

Orders Goal: _____ Act: _____

Rev Goal: _____ Act: _____

New Products: _____

••• Week 1 •••

Orders Goal: _____ Act: _____

Rev Goal: _____ Act: _____

New/Renew Goal: _____ Act: _____

Shop Updates Goal: _____ Act: _____

Sale: _____

Results: #_____ Rev: $_____

••• Week 2 •••

Orders Goal: _____ Act: _____

Rev Goal: _____ Act: _____

New/Renew Goal: _____ Act: _____

Shop Updates Goal: _____ Act: _____

Sale: _____

Results: #_____ Rev: $_____

••• Week 3 •••

Orders Goal: _____ Act: _____

Rev Goal: _____ Act: _____

New/Renew Goal: _____ Act: _____

Shop Updates Goal: _____ Act: _____

Sale: _____

Results: #_____ Rev: $_____

••• Week 4 •••

Orders Goal: _____ Act: _____

Rev Goal: _____ Act: _____

New/Renew Goal: _____ Act: _____

Shop Updates Goal: _____ Act: _____

Sale: _____

Results: #_____ Rev: $_____

Monthly Theme

_____

_____

Promotion Days / Holidays

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

Featured Product / Product Launch:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Top 3 Things To Focus On This Month!

1. _____
2. _____
3. _____

Must Dos

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____
- ☐ 4. _____
- ☐ 5. _____
- ☐ 6. _____
- ☐ 7. _____
- ☐ 8. _____
- ☐ 9. _____
- ☐ 10. _____

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Daily Review Sheet - Tracking Everything!

Month _____

No.	Views	Favorites	Orders	Revenue	# List/Renew	Notes
1.	#_____	#_____	#_____	$_____	#_____	_____
2.	#_____	#_____	#_____	$_____	#_____	_____
3.	#_____	#_____	#_____	$_____	#_____	_____
4.	#_____	#_____	#_____	$_____	#_____	_____
5.	#_____	#_____	#_____	$_____	#_____	_____
6.	#_____	#_____	#_____	$_____	#_____	_____
7.	#_____	#_____	#_____	$_____	#_____	_____
8.	#_____	#_____	#_____	$_____	#_____	_____
9.	#_____	#_____	#_____	$_____	#_____	_____
10.	#_____	#_____	#_____	$_____	#_____	_____
11.	#_____	#_____	#_____	$_____	#_____	_____
12.	#_____	#_____	#_____	$_____	#_____	_____
13.	#_____	#_____	#_____	$_____	#_____	_____
14.	#_____	#_____	#_____	$_____	#_____	_____
15.	#_____	#_____	#_____	$_____	#_____	_____
16.	#_____	#_____	#_____	$_____	#_____	_____
17.	#_____	#_____	#_____	$_____	#_____	_____
18.	#_____	#_____	#_____	$_____	#_____	_____
19.	#_____	#_____	#_____	$_____	#_____	_____
20.	#_____	#_____	#_____	$_____	#_____	_____
21.	#_____	#_____	#_____	$_____	#_____	_____
22.	#_____	#_____	#_____	$_____	#_____	_____
23.	#_____	#_____	#_____	$_____	#_____	_____
24.	#_____	#_____	#_____	$_____	#_____	_____
25.	#_____	#_____	#_____	$_____	#_____	_____
26.	#_____	#_____	#_____	$_____	#_____	_____
27.	#_____	#_____	#_____	$_____	#_____	_____
28.	#_____	#_____	#_____	$_____	#_____	_____
29.	#_____	#_____	#_____	$_____	#_____	_____
30.	#_____	#_____	#_____	$_____	#_____	_____
31.	#_____	#_____	#_____	$_____	#_____	_____
Total	#_____	#_____	#_____	$_____	#_____	_____

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Etsy Selling Sheet (Vintage) | Date Bought _____/ _____ / _____ | Price Paid $_____ Price Sold: $_____ Date Sold _____ / _____ / _____

Product Name (140 Characters) : _____

_____

Sourcing Notes

- ☐ Profitable? _____
- ☐ Top Price To Pay $ _____
- ☐ Put on Bolo List
- ☐ Multiples Sold

Photos

- ☐ Pictures Taken (5)
- ☐ Candids/Marketing Taken (4)

About

Who Made It? ☐ Other Company

Category: _____

> _____ > _____

Price: $ _____ Qty: _____

Renewal Options ☐ Manual ☐ Auto

Type ☐ Physical

Description Keypoints: _____

_____

_____

Section _____

Additional Search Terms

Occasion: _____

Style: _____ > _____

Recipient: _____

Notes: _____

_____

Item Info

Weight _____ lbs. _____ oz.

Size: Height _____ in. Width _____ in. Deep _____ in.

Shipping Info - Calculated / Manual Shipping

Shipping Weight: _____ lbs. _____ oz.

Shipping Dimensions: _____ height _____ width _____depth

Processing Time: Ready to ship in _____

Used Standard Ship Pack: _____

Required Custom Shipping: _____

Postage $_____ Packaging: $_____ Add'l $_____

Tags

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____

Materials

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____

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Product Name (140 Characters) : _____

_____

Pricing

List Price: $ _____

Profit: $_____

Competing Products:

Price: $ _____ to $ _____

Photos

☐ Pictures Taken (5)

☐ Candids/Marketing Taken (4)

About

Who Made It? ☐ I Did

☐ Shop Member ☐ Other Company

Category: _____

> _____ > _____

Price: $ _____ Qty: _____

Renewal Options ☐ Manual ☐ Auto

Type ☐ Physical ☐ Digital

Description Keypoints: _____

_____

_____

Custom ☐ Buyers can request custom

Section _____

Variations: _____

Additional Search Terms

Occasion: _____

Style: _____ > _____

Recipient: _____

Shipping Info - Calculated/Manual Shipping

Weight _____ lbs. _____ oz.

Size: Height _____ in. Width _____ in. Deep _____ in.

Processing Time: Ready to ship in _____

Used Standard Ship Pack: _____

Required Custom Shipping: _____

Postage $_____ Packaging: $_____ Add'l $_____

Everywhere: By Itself $_____ With Another Item $ _____

_____: By Itself $_____ With Another Item $ _____

Tags

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____

Materials

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Materials - Total Cost $ _____

1. _____ $_____ Source _____
2. _____ $_____ Source _____
3. _____ $_____ Source _____
4. _____ $_____ Source _____

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Big Idea (working concept for product)

_____

_____

☐ #1 Competitor's Name

_____

Product Name

_____

$ _____ ☐ same ☐ similar

how they are marketing (website, facebook , videos, etc.)

_____

Brainstorming ideas: _____

_____

☐ #2 Competitor's Name

_____

Product Name

_____

$ _____ ☐ same ☐ similar

how they are marketing (website, facebook , videos, etc.)

_____

Brainstorming ideas: _____

_____

☐ #3 Competitor's Name

_____

Product Name

_____

$ _____ ☐ same ☐ similar

how they are marketing (website, facebook , videos, etc.)

_____

Brainstorming ideas: _____

_____

Who is going to buy this product?

1. _____

2. _____

3. _____

Niche Item _____ Y / N

☐ Current Main Niche ☐ Current Niche ☐ New Niche

Key features of the product:

1. _____

2. _____

3. _____

Key problems it solves:

1. _____

2. _____

3. _____

Where will you sell it? ☐ in person ☐ Your website

☐ Amazon ☐ Etsy ☐ Ebay ☐ Affiliate Sales

Levels of Selling (reduced features, free trial, bundles)

Small _____ Price $_____

Medium _____ Price $_____

Large _____ Price $_____

Product Cost

Cost of Materials $ _____

Time Cost $/hrs _____ Outside help needed? Y / N

What makes yours different/special?

1. _____

_____

2. _____

_____

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Cost Comparison Worksheet | Item _____

Item (with Keyword) _____

Etsy: Tags/Keywords: _____

Listed Price: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Ebay: Category: _____

Active Listings: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Sold Listings: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Notes: _____

Item (with Keyword) _____

Etsy: Tags/Keywords: _____

Listed Price: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Ebay: Category: _____

Active Listings: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Sold Listings: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Notes: _____

Item (with Keyword) _____

Etsy: Tags/Keywords: _____

Listed Price: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Ebay: Category: _____

Active Listings: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Sold Listings: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Notes: _____

Item (with Keyword) _____

Etsy: Tags/Keywords: _____

Listed Price: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Ebay: Category: _____

Active Listings: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Sold Listings: # Results: _____ High $_____ / Low $_____ Shipping Cost: High $_____ / Low $_____

Notes: _____

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Shipping Supplies

Item	Cost	Website/Phone	Date Ordered
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____
_____	$_____	Source _____	Ordered ___ / ____ / ____

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Order Form Date Ordered: _____ / _____ / _____ Date Delivered: _____ / _____ / _____

Billing Information

Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

Shipping Address

Name: _____

Shipping Address: _____

City: _____ State: _____ Zip: _____

Quantity	Description	Price	Total

Custom Order

Quantity	Description	Deposit	Due

Notes: _____

_____

_____

_____

_____

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Etsy Picking Sheet _____ Month _____

Item	Category	Source	Paid	Date	Research
☐ _____	_____	_____	$_____	_____/_____	☐ $_____

Name _____

Paid: $ _____ Sell For: $ _____

Tall _____ Notes: _____

Wide _____ _____

Deep _____ _____

Weight _____ lbs _____oz

Name _____

Paid: $ _____ Sell For: $ _____

Tall _____ Notes: _____

Wide _____ _____

Deep _____ _____

Weight _____ lbs _____oz

Name _____

Paid: $ _____ Sell For: $ _____

Tall _____ Notes: _____

Wide _____ _____

Deep _____ _____

Weight _____ lbs _____oz

Name _____

Paid: $ _____ Sell For: $ _____

Tall _____ Notes: _____

Wide _____ _____

Deep _____ _____

Weight _____ lbs _____oz

Name _____

Paid: $ _____ Sell For: $ _____

Tall _____ Notes: _____

Wide _____ _____

Deep _____ _____

Weight _____ lbs _____oz

Name _____

Paid: $ _____ Sell For: $ _____

Tall _____ Notes: _____

Wide _____ _____

Deep _____ _____

Weight _____ lbs _____oz

Name _____

Paid: $ _____ Sell For: $ _____

Tall _____ Notes: _____

Wide _____ _____

Deep _____ _____

Weight _____ lbs _____oz

Name _____

Paid: $ _____ Sell For: $ _____

Tall _____ Notes: _____

Wide _____ _____

Deep _____ _____

Weight _____ lbs _____oz

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Successful Sales Event _____ Sale Date _____ / _____ / _____

Type of Sale

- ☐ Free Shipping
- ☐ Fixed amount off $ _____
- ☐ Percentage off _____ %
- ☐ Bundle Sale _____
  (4 for $100, buy more save more, BOGO)
- ☐ Free Trial
- ☐ _____
- ☐ Coupon Done

Code:_____

- ☐ Etsy On Sale Done

Annual Sales Days
New Years Day - January 1st
Martin Luther King Day - January
Groundhog Day - February 2
Presidents Day - February
Valentine's Day - February 14
St Patricks Day - March 17
Easter - March/April
April Fools Day - April 1
Cinco De Mayo - May 5
Memorial Day - May
Mother's Day - May
Father's Day - June
4th of July - July 4
Christmas In July - July
Canada Day - July
Back To School - August
Labor Day - September
Rosh Hashanah - September
Halloween - October 31
Day of the Dead - November 1
Thanksgiving - November
Black Friday - November
Cyber Monday - November
Chanukah - December
Kwanzaa - December
Christmas - December 25
New Years Eve - December 31

Creative Graphics | Ordered ◪ Done ■

☐ Facebook Banner ☐ Shop Banner ☐ Email Banner

1. Name _____ ☐ S ☐ W ☐ T
2. Name _____ ☐ S ☐ W ☐ T
3. Name _____ ☐ S ☐ W ☐ T
4. Name _____ ☐ S ☐ W ☐ T
5. Name _____ ☐ S ☐ W ☐ T

10 Days Before Sale **Date** _____ / _____ **Day** _____
Creative _____
☐ Blog ☐ Email ☐ TW ☐ FB ☐ IG ☐ G+ ☐ LI ☐ Pin ☐ _____

7 Days Before Sale **Date** _____ / _____ **Day** _____
Creative _____
☐ Blog ☐ Email ☐ TW ☐ FB ☐ IG ☐ G+ ☐ LI ☐ Pin ☐ _____

3 Days Before Sale **Date** _____ / _____ **Day** _____
Creative _____
☐ Blog ☐ Email ☐ TW ☐ FB ☐ IG ☐ G+ ☐ LI ☐ Pin ☐ _____

3 Days Before Sale **Date** _____ / _____ **Day** _____
Creative _____
☐ Blog ☐ Email ☐ TW ☐ FB ☐ IG ☐ G+ ☐ LI ☐ Pin ☐ _____

Day Before Sale **Date** _____ / _____ **Day** _____
Creative _____
☐ Blog ☐ Email ☐ TW ☐ FB ☐ IG ☐ G+ ☐ LI ☐ Pin ☐ _____

Day of Sale AM **Date** _____ / _____ **Day** _____
Creative _____
☐ Blog ☐ Email ☐ TW ☐ FB ☐ IG ☐ G+ ☐ LI ☐ Pin ☐ _____

Day of Sale PM **Date** _____ / _____ **Day** _____
Creative _____
☐ Blog ☐ Email ☐ TW ☐ FB ☐ IG ☐ G+ ☐ LI ☐ Pin ☐ _____

Bonus Day **Date** _____ / _____ **Day** _____
Creative _____
☐ Blog ☐ Email ☐ TW ☐ FB ☐ IG ☐ G+ ☐ LI ☐ Pin ☐ _____

Sale Results:
Sold _____ Revenue $_____

Notes _____
_____

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Black Friday Weekend Sale

Thanksgiving Day Date ____/____

#thanksgivingsale

Type of Sale

- ☐ Free Shipping
- ☐ Fixed amount off $ _____
- ☐ Percentage off _____ %
- ☐ Bundle Sale _____
  (4 for $100, buy more save more, BOGO)
- ☐ Free Trial
- ☐ _____
- ☐ Coupon Done

Code:_____

Creative Graphics (Banners)

☐ FB Banner ☐ Shop Banner

Thanksgiving Day 1 ☐ S ☐ W ☐ T

Thanksgiving Day 2 ☐ S ☐ W ☐ T

☐ Email written ☐ Email sent

Posting AM Time: _____

Thanksgiving Day 1 Creative

☐ TW ☐ FB ☐ IG ☐ G+

☐ LI ☐ Pin ☐ ____

Posting PM Time: _____

Thanksgiving Day 2 Creative

☐ TW ☐ FB ☐ IG ☐ G+

☐ LI ☐ Pin ☐ ____

Overall Plan

Thursday Sale Type: _____

_____

Friday Sale Type: _____

_____

Friday Bonus Type: _____

_____

Sat/Sun Type _____

_____

Cyber Monday _____

_____

Black Friday Date ____/____

#blackfriday

Type of Sale

- ☐ Free Shipping
- ☐ Fixed amount off $ _____
- ☐ Percentage off _____ %
- ☐ Bundle Sale _____
  (4 for $100, buy more save more, BOGO)
- ☐ Free Trial
- ☐ _____
- ☐ Coupon Done

Code:_____

Creative Graphics (Banners)

☐ FB Banner ☐ Shop Banner

Black Friday 1 ☐ S ☐ W ☐ T

Black Friday 2 ☐ S ☐ W ☐ T

Black Friday 3 ☐ S ☐ W ☐ T

Black Friday 4 ☐ S ☐ W ☐ T

☐ Email written ☐ Email sent

Posting AM Time: _____

Black Friday 1 Creative

☐ TW ☐ FB ☐ IG ☐ G+

☐ LI ☐ Pin ☐ ____

Posting AM Time: _____

Black Friday 2 Creative

☐ TW ☐ FB ☐ IG ☐ G+

☐ LI ☐ Pin ☐ ____

Posting PM Time: _____

Black Friday 3 Creative

☐ TW ☐ FB ☐ IG ☐ G+

☐ LI ☐ Pin ☐ ____

Posting PM Time: _____

Black Friday 4 Creative

☐ TW ☐ FB ☐ IG ☐ G+

☐ LI ☐ Pin ☐ ____

Cyber Monday Date ____/____

#cybermonday

Type of Sale

- ☐ Free Shipping
- ☐ Fixed amount off $ _____
- ☐ Percentage off _____ %
- ☐ Bundle Sale _____
  (4 for $100, buy more save more, BOGO)
- ☐ Free Trial
- ☐ _____
- ☐ Coupon Done

Code:_____

Creative Graphics (Banners)

☐ FB Banner ☐ Shop Banner

Cyber Monday 1 ☐ S ☐ W ☐ T

Cyber Monday 2 ☐ S ☐ W ☐ T

☐ Email written ☐ Email sent

Posting AM Time: _____

Cyber Monday 1 Creative

☐ TW ☐ FB ☐ IG ☐ G+

☐ LI ☐ Pin ☐ ____

Posting PM Time: _____

Cyber Monday 2 Creative

☐ TW ☐ FB ☐ IG ☐ G+

☐ LI ☐ Pin ☐ ____

Sale Results:

Thursday

#Sales _____ Revenue $_____

Friday

#Sales _____ Revenue $_____

Saturday

#Sales _____ Revenue $_____

Sunday

#Sales _____ Revenue $_____

Monday

#Sales _____ Revenue $_____

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Jan

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Feb

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Mar

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Apr

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

May

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Jun

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Jul

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Aug

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Sep

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Oct

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Nov

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

Dec

Sale Name _____
Days _____ to _____ Type ☐ Free Ship ☐ Fixed amt off $ _____ ☐ % off _____ % ☐ Bundle Sale (Bogo, Buy 4, etc.)

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Rocking My Social Media! 5X5s for Etsy Sellers

Monday

Facebook Biz	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Liked X5	☐ Shared to Profile
Pinterest	☐ Pinned	☐ Repinned X5	☐ Commented X5	☐ Followed X5	
Twitter	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Retweet X5	
Instagram	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Followed X5	
Etsy Update	☐ Posted	☐ Shared IG	☐ Shared FB	☐ Shared Twitter	☐ Shared Pinterest

Tuesday

Facebook Biz	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Liked X5	☐ Shared to Profile
Pinterest	☐ Pinned	☐ Repinned X5	☐ Commented X5	☐ Followed X5	
Twitter	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Retweet X5	
Instagram	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Followed X5	
Etsy Update	☐ Posted	☐ Shared IG	☐ Shared FB	☐ Shared Twitter	☐ Shared Pinterest

Wednesday

Facebook Biz	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Liked X5	☐ Shared to Profile
Pinterest	☐ Pinned	☐ Repinned X5	☐ Commented X5	☐ Followed X5	
Twitter	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Retweet X5	
Instagram	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Followed X5	
Etsy Update	☐ Posted	☐ Shared IG	☐ Shared FB	☐ Shared Twitter	☐ Shared Pinterest

Thursday

Facebook Biz	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Liked X5	☐ Shared to Profile
Pinterest	☐ Pinned	☐ Repinned X5	☐ Commented X5	☐ Followed X5	
Twitter	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Retweet X5	
Instagram	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Followed X5	
Etsy Update	☐ Posted	☐ Shared IG	☐ Shared FB	☐ Shared Twitter	☐ Shared Pinterest

Friday

Facebook Biz	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Liked X5	☐ Shared to Profile
Pinterest	☐ Pinned	☐ Repinned X5	☐ Commented X5	☐ Followed X5	
Twitter	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Retweet X5	
Instagram	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Followed X5	
Etsy Update	☐ Posted	☐ Shared IG	☐ Shared FB	☐ Shared Twitter	☐ Shared Pinterest

Saturday

Facebook Biz	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Liked X5	☐ Shared to Profile
Pinterest	☐ Pinned	☐ Repinned X5	☐ Commented X5	☐ Followed X5	
Twitter	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Retweet X5	
Instagram	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Followed X5	
Etsy Update	☐ Posted	☐ Shared IG	☐ Shared FB	☐ Shared Twitter	☐ Shared Pinterest

Sunday

Facebook Biz	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Liked X5	☐ Shared to Profile
Pinterest	☐ Pinned	☐ Repinned X5	☐ Commented X5	☐ Followed X5	
Twitter	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Retweet X5	
Instagram	☐ Posted	☐ Checked Mess	☐ Commented X5	☐ Followed X5	
Etsy Update	☐ Posted	☐ Shared IG	☐ Shared FB	☐ Shared Twitter	☐ Shared Pinterest

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Etsy Social Calendar | Month: _____ Year: _____

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

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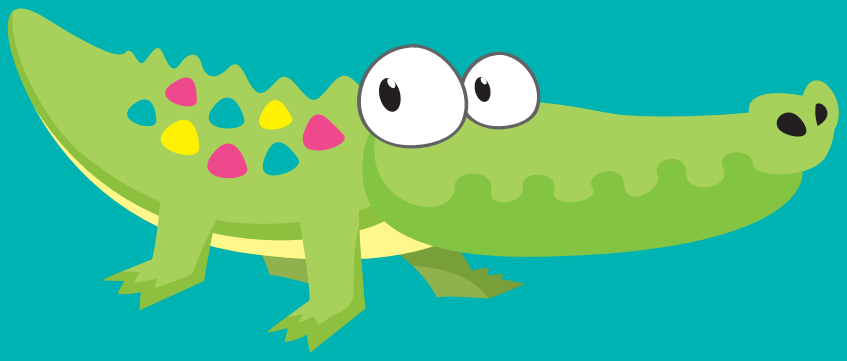

Happiness lies in the joy of achievement and the thrill of creative effort.

Franklin D. Roosevelt

https://www.youtube.com/c/MarketingArtfully