
30 STEPS TO PRINTABLE SUCCESS



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Creating a plan for your business is essential for any entrepreneur. You need to lay out a set of steps that will push you and your brand towards the greatest possible chance of thriving with your new endeavors.

Trying to tackle everything at once will only cause a lack of organization and efficiency. You could become overwhelmed, which will end up stalling your overall progress. With 30 smaller steps to follow, you can follow a trail that leads to success.

Choosing to create your business with printables requires research and a targeted niche. You can target a wide audience with a broad selection of printables, or you can tune in to a specific niche.

Below, you'll find the important tasks necessary to build a printables brand that stands out among the competition and helps you cater to the needs of a hungry audience desperate for immediate downloads they can put to use in their lives.

Step 1: Brainstorm Your Printable Products

One of the many reasons people choose to sell printable products is due to the wide variety of printable options available. For example, printables can be templates for to-do lists, weddings, budgeting, events, and any other planning needs.

You can even sell printable stickers for customers to use in their journals and planners. Some printables can be more structured, with detailed design and layouts, while others can be left blank, leaving the details up to anyone who purchases them.

You can also create specific pages for calendars, planners, and journals. If you can design a piece of paper to be a useful product, you can sell it as a printable. Once you figure out what kind of printables you want to sell, you can focus on the lens you use for your target audience.

Choosing a specific category for printables will allow you to narrow down your audience and focus on people who will desire your products. That doesn't mean you can't later branch out into more options, but you want to have a starting point in mind.

Step 2: Create a Customer Avatar

Once you can create an image of who your target audience is, you can begin to plan out how to market to them. Once you can correctly characterize your customers, you will be able to properly understand what they are looking for in a quality product.

For example, if you are looking to focus on printables that provide organization, you could market towards other entrepreneurs, parents, students, and anyone else with a busy schedule.

If you want to focus on a certain age group, you can change up the aesthetics of your printables to make them most appealing towards your target audience. Or you can focus on weddings.

You can create printables for invitations, to-do lists, thank you cards, and welcome sheets. There will always be wedding planners and engaged couples on the lookout for printables that fit their wedding themes.

For teachers, you could create charts for tracking students achievements, goals, and grades. You can also sell lesson planners, teaching samples, and other organization tools.

Anything that provides time management and scheduling is popular. People are looking for printables that make their life easier, like schedules, planners, mood and habit trackers, personalized lists, and time blocks.

Step 3: Get Creative with Your Business Name

The name that you choose for your business will largely define your brand. First impressions matter, so your business name has to give potential customers an idea of exactly what it is that you sell.

Your name will also help you specify to your audience what niche of printables you are selling. Your brand's name should be able to help consumers directly connect your business to your products.

It should be seen as a beacon pointing directly towards the type of printables you sell. Take time to brainstorm a list of potential names for your brand. You want to keep the name short enough that it doesn't overwhelm, and creative enough to stick out.

Your name has to be just as calling and attention-grabbing as the rest of your brand vision (color scheme, graphics, labels). Once you've come up with a list, research the names to see if there are any brands with the same name, or one close to it.

Once you've found a name that is unique enough to stand on its own, but also fits in with other similar brands, you can move forward. Having a catchy, niche-relevant name will be great for business!

Step 4: Purchase Branding Elements for Your Business

Once you've taken the time to come up with a brand name, you can start to plan out the visual aesthetics of your business. Choosing a color scheme is an essential first step, since it will go into every aspect of your designs.

If you feel creative enough, you can create your own graphics for your brand. Websites like Canva and Adobe can be used to create your own visuals. Canva has a free version, so you can test out some of your ideas before taking the dive and purchasing any type of subscription.

There are tutorials throughout different blogs and YouTube videos that can help you understand the basics. If you aren't feeling up to that job, there are plenty of graphic artists who are willing to work with you to create your vision.

You can find many artists through a quick social media search. If you are looking to have a more contractual job, create a job listing on Fiverr or Upwork. There will be plenty of freelancers on those sites who can send you their portfolio.

Step 5: Legally Structure Your Printables Business

When you start any successful business, it's important that all accounting and legal matters are taken care of. Getting ahead of any paperwork or legal issues ensures a smooth startup.

Planning out your finances will help you stay organized and on the right side of the law. How you choose to present your printables business will be important when tax season arrives.

You can set up your brand as a limited liability company (LLC), which basically means that all finances for the business will only affect the business, and not you personally. For example, all debt that you may gain when running your business will only apply to that LLC.

If you are unsure of what route to take legally, hire an accountant or consult a lawyer. It will always be beneficial to make sure your finances are organized and correctly done so that you never worry about any unforeseen issues later on.

Step 6: Use Your Competitors as References

The best way to discover what sells involves research on products that are actively selling in your target printable niche. Of course, you can't steal someone else's idea, but that doesn't mean you can't find inspiration.

You'll be able to see what types or printables sell the best. For example, you could get on Etsy and search wedding printables. The bestselling printables will be marked, and you can compare them to your printable ideas.

You can scroll through different engagement printables and invitations to get a better idea of the common traits of a bestselling printable. You can even scroll through different social media sites like TikTok to see how your competitors are marketing their printables.

This will help you determine what type of content gets the most engagement, and track that to its popularity in stores. The most important aspect of conducting market research is to use it as an indicator of what the audience is hungry for.

Step 7: Equip Yourself with the Right Tools

If you decide to create your own branding, you will already be prepared to create printables. Using the knowledge you've already gained from apps like Canva and Adobe, you can begin to experiment with the tools on each.

Most other options (PowerPoint or Google Slides) can be downloaded for free. You may have to pay for a subscription, but it will be worth it if you can master the tools needed to create unique and efficient printables for your customers.

Step 8: Design a Set of Basic Templates for Your Brand

If you plan on creating a long-lasting business, you'll need a plethora of printable options in your store. Instead of starting from scratch for each printable you make, create basic templates that you can use over and over again for different printables.

For example, if you are creating a calendar for teachers, you would want a basic calendar, with extra designs added. So creating a basic outline of a calendar would be useful when creating calendars for different groups of people.

With a layout of templates to turn to, you will have a portion of your work already done. This will save you money in the long run, as well as time and energy. When you can cut your time in half and focus on making each design the best it can be, your products will be able to reflect that.

Step 9: Find Quality Images that are Free of Copyright

As you are creating your templates, you'll need to include images in your designs. In order for you to avoid any legal issues, you need to make sure any images you use are royalty-free.

Adding images to your printables can make them more eye-catching and personable. It is a way to make each printable appear creative and unique. Consumers want products that appeal to the senses and look like thought has been put into them.

If you use copyrighted photos for your printables, your business could get sued. This could lead to copyright strikes and various other complications. It is best to stick to royalty-free sites when searching for your photos.

For example, sites like Pixabay provide thousands of different images and photos for you to select from. Just make sure you understand the commercial use rights and if you can tweak them to make them more unique, that's even better!

Step 10: Provide a Space to Store Your Printables

Now that your templates are ready, you will need a place to store and organize them. Since you've already looked at competitors, you should have a basic understanding of the file sizes you will need.

Make sure you have everything labeled properly so that you never lose an important template. Organization is key to a successful business, especially when you will be selling downloadable files.

Step 11: Get Your Etsy Shop Ready

Etsy is known to be a popular hub for any creative business. Printables are very common, and people know to search for them on Etsy. Getting an account set up on Etsy is simple to do.

If you have all of the basic information prepared ahead of time, the process will be quick and easy. Make sure the name you choose aligns with the specific niche of printables you are selling.

You'll want your shop name to fit in with other shop names, while standing out as its own distinguished name and business. This will help you build a business that your customers will always recognize.

If you've already established a brand name (especially through an LLC), you should use that name across all selling platforms and social media pages. It is important to stay cohesive throughout your brand, so that your name can build an empire.

Step 12: Create Answers for FAQ from Your Customers

Every time you create a listing, customers are likely to have the same types of questions. Creating a basic FAQs list will prevent having to answer the same questions over and over again.

You can then copy and paste that same FAQ in each listing, so that your customers are provided with as much information as possible. If you are unsure of what questions to start with, you can look up common questions that fit in with your printable niche.

For example, they may want to know if they can resize the printable or sell it on their own website. They might need to know where to find their file after purchase, too. Every time you get a question, add it to your FAQ list.

Step 13: Create Your Own Pricing Scale

In order to stay organized, you need to create a pricing scale that reflects all of the printables you have available. If you've already researched your competitors, you should have an idea of the pricing of other printable businesses like yours.

Once you've done enough research, you will know what sells best when it comes to singles, packets, bundles, and other printable packages. You may want to consider pricing your products slightly lower as you are getting started, since you don't have high ratings and reviews to give credit to your work.

If you offer custom printables, you should add on to your basic pricing depending on the amount of effort and time you put into your custom projects. Make sure to discuss pricing with your clients ahead of time so that there aren't any issues later on.

Step 14: Make Your First Etsy Listing

Once you've got everything planned out and set up, you are ready to create your first Etsy listing. When it comes to selling products, the description is incredibly important. Etsy's algorithm will take your description and title and send it to the correct search results, so make sure you only include keywords for your printable niche.

Every photo you add to the listing should be professional and appealing. This means that your photos should have quality lighting, staging, a solid background, and high resolution.

Blurry photos with dark lighting will only deter customers. With printables, if you are just using the exact file photo for them, you will not have to worry about lighting and background.

But always double-check your photos to make sure the file formatting didn't change at all. Once you have all of your photos, pricing, an informative description, and a title ready, you can list your first printable.

Step 15: Add Bundle Options to Your Etsy Shop

Some people are looking to buy printables in bulk to create their own journals, calendars, planners, and invitations. If you offer bundles or packages of different printable options, you have the opportunity to bring in more revenue.

Offering a discount on these bundles can also incentivize customers to get the most for their money. For example, you could sell one sheet of stickers, or bundle together a "book" of similar stickers with a slight discount.

Step 16: Reward Loyal Customers

Once you've begun to bring in a steady stream of customers, you should focus on getting good reviews, and turning those initial customers into loyal and frequent ones.

One of the best ways to get great reviews is to reward the unexpected. When you sell a bundle of printables, throw in an extra printable as a free gift to show your appreciation for the sale.

This is a great way to thank customers while also providing them with extra quality content. You can even include a link back to your listing where they can leave a review and say something like, "Let us know how we did!"

Step 17: Strategize Exposure with Keywords and SEO

As you are creating descriptions and titles for your listings, it is essential that you use the right keywords. On any social media site or selling platform, keywords are used to place your products in the right search results.

The goal is to make your products easy to find for new customers. You can find various keyword tools online that will allow you to search your niche in order to discover the best keywords to use in your titles and descriptions.

Some of these tools will be free, but many require a subscription or one-time payment. You can get basic ideas from free tools, but for more data such as search volume and trends, the paid tools will be best.

Step 18: Utilize Paid Advertisements for Your Printables

Once you've created enough listings to make your shop seem full and professional, you can turn to the physical marketing aspect. You may want to make sure you have some solid reviews and views ahead of time.

Creating an ad campaign requires knowledge on your business budget. You need to decide how much you are willing to spend on marketing, and what social media sites you want to focus on.

Some of the best social media sites for ad campaigns include Instagram, TikTok, Pinterest, Facebook, and Etsy. When you create an ad campaign, you have to choose a spending limit for each day, and determine how many days you want the campaign to run.

You will also have the option to choose a target demographic based on age, gender, and location. If you don't have a local business, the location settings won't matter to your brand's success.

Step 19: Use Pinterest to Gain Exposure for Your Brand

Pinterest gained its popularity due to its aesthetics and the ability to pin anything at any time. Pinterest has a visual search engine, which enables creators to brainstorm and find inspiration.

In order to get your printables on Pinterest, you'll need to pin your product photos to Pinterest boards. Create different boards that are labeled with what your printable niche is, so that it will be easy to find by users.

There are group boards many entrepreneurs use to post their own Pins and work together to share Pins of other marketers. You might be able to find group boards for printable creators to join as a boost for your business.

Step 20: Use TikTok's Influence to Introduce Your Brand

TikTok's popularity is responsible for many small businesses becoming top name brands. Trends and ideas influence consumers to purchase products based on those trends.

Look into the kind of content other small businesses are making and learn what generates the most engagement. In order to keep your brand's image cohesive, make sure both your username and TikTok name are your business name.

This ensures that customers will have a better chance recognizing you and your business. Try to post on TikTok frequently, since that is one of the things you have to do in order to end up on more For You Pages.

The goal is to make your content bright, informative, and personable. People love seeing the creation process and also seeing orders that get fulfilled, if applicable to your business with custom printable orders.

Step 21: Spy on Top Sellers with Instagram

It is up to you to use every social media available to gain exposure for your brand. Instagram is another place to post examples of your printables, in an aesthetic way. You can create calendars or journals from your printables and show them in real life photos, so that viewers can get an idea of the live product.

You can also see what kind of printables influencers and other people are using by searching hashtags related to your printable niche. You can see what kind of content those consumers are posting, which may help you with your marketing and design.

Step 22: Make Discounts to Encourage Potential Customers

There aren't many people in the world who would turn down a good deal. Offering seasonal sales and special discounts is a great way to incentivize potential customers to take that step and make a purchase.

For example, if someone recently added some of your printables to their cart but didn't go through with the official purchase, you can use the information they provided and offer them a special discount code.

Or you can offer a shop-wide sale on the printables that a lot of people seem to add to their cart, but don't always purchase. You can also use discounts to determine if your prices may be too high.

Step 23: Go the Extra Mile to Inform Your Customers

Create tutorials and classes to share your knowledge with your customers on the many uses of your printables. You can inform people who were on the edge about all of the special qualities of your printables and how to use them, which may convince them to purchase.

Some consumers may not even know how to download the printables after a purchase. Your tutorials can be posted on any social media platform. For videos, you may want to try YouTube, TikTok, and Instagram Reels.

For photos, you can post on just about any social media site, like Pinterest, Instagram, and Twitter. This effort shows people that you care about your products, business, and customers.

A lot of customers will appreciate your energy, and it may make them more loyal to your brand specifically. Take the FAQ list and turn them into video answers so that people know you're responsive.

Step 24: Start Brainstorming and Creating New Printables

Once you have an idea of what kinds of printables sell in your niche, you can begin to add more variety to your store. People will keep coming back to your shop if they know you will be adding new printables for them to browse.

The goal is to build onto your business so that it is constantly growing and evolving with trends and time. Take the time to think about your current printable niche, and what types of printables may be missing from your catalog.

Think about every aspect of the topic you've chosen, and try to determine what other printable ideas could be helpful. For example, if you started out with health planners or calendars for weight loss, think about other health management issues people may want to plan for and create products for them.

Step 25: Expand Your Printable Empire

Once your Etsy shop has achieved some of your business goals and you feel confident in your audience, it is time to expand so that you can continue to grow. Getting your products on Shopify is a great next step.

Shopify may not drive customers right to your profile, but it does take less money from your business overall. Etsy charges a percentage of each sale, along with extra fees. Shopify has levels of subscriptions, depending on the size of your business.

You can also use both platforms so that your customers have more options to choose from when it comes to purchasing. You can use Etsy for its audience, and Shopify for its organization and price.

Step 26: Create Variations of Your Printables

In order to have as many options available as possible for your customers, you should create variations of each printable. This could be as simple as changing the colors, sizes, images, and fonts.

Small changes may seem tedious, but it is all about what a customer prefers. Some consumers may prefer blue over purple, college ruled over wide ruled, and bold text over regular.

Adding these variations will make your printables much more customizable. It will also bulk your product options, so that it seems as if you have many more products than you've actually created.

Creating separate listings for each variation will also help you with your marketing research. You can watch sales to determine what colors, images, and fonts sell best for your brand.

Learning more about your audience will help you with marketing and any future printables that you may create. Sometimes you might try something new and it flops, but other times you'll have a hit on your hands because you tried something no one else was doing.

Step 27: Utilize Positive Ratings and Reviews

When your product images and descriptions are not enough to convince a potential customer to purchase, your reviews will be the next place they look. It is important to let others speak for your work, since they won't appear as biased as the business owner.

In order to bring in reviews, you will have to encourage your customers. Don't be afraid to ask customers for a review after they've made a purchase. You can simply message or email them to thank them for their purchase, while also asking for a review.

You can then use those reviews on your storefront to highlight the great things customers have to say about your printables. You can include them in descriptions or social media posts to show others how reputable your business is.

Step 28: Consider Adding a Shipping Option

Some potential customers may now have the option to print out your printables. In order to expand your business, you can offer print on demand orders (PODs). All you would have to do is print out their printables and ship them out, so that they receive physical copies of your products.

This would require a quality printer that your business can rely on, even if you get large orders. It may be a big purchase, but expanding your accessibility is important. People may want to go this route if their printer is broken, or they cannot afford one.

Sometimes people order PODs as gifts, especially if they are in a time crunch. Whenever you print and ship the orders, make it special, such as wrapping it in beautiful tissue paper with a branded sticker holding the tissue paper together or with a ribbon wrapping it up nicely.

Step 29: Build a Team for Your Printable Business

As your business grows and expands, you may find that you no longer have time for every single task, especially the tedious and less important ones. If you are struggling with this, it may be time to hire some outside help.

If you want to push your business to grow as quickly as possible, you won't be able to do everything by yourself. You can start off by hiring someone to handle the longer and less essential tasks.

This could involve customer service, organization, packaging, and even social media. Don't be afraid to spend money on the things you aren't as successful at. Hiring someone to handle the tasks you don't thrive in will only make your business thrive, especially if you can hire someone skilled enough.

You could also just stick to hiring an assistant, and assign them various general tasks throughout the day. This will help you split some of the workload, while still getting to control all aspects of your business.

Step 30: Reflect on Your Progress and Analyze the Numbers

As time goes by and your business grows, you need to focus on where it is growing, and where it is not. Knowing your top selling printables is helpful for marketing, but knowing your worst selling printables is just as important.

You can know what to remove from your store (or tweak so that it converts well), while also learning what makes these printables different from the rest. This will help you when you create new printables, so you will know what to avoid.

Analyze your sales and profits to learn more about what is working and what isn't. Look for spikes in sales to see if they connect to ad campaigns and other marketing attempts you've made, like TikTok or Instagram posts. Every business is different, so you need to focus on what works best for you and your brand.

The goal is to make the most of your time and effort, so that you work efficiently. Launching a printable business may take time and research, but is a great way to get creative and grow your brand.