

THE FREE LIBRARY

CATALOGUE NO.

B4

BEFORE PUBLISH

15 checks for Etsy

The 15 checks we run before every Etsy listing goes live.

FROM our own listing process

FORMAT 4 pages • tick on screen or print

BORROWED BY you

DUE BACK *never. it's yours.*

FREE

*tick it before
you click it.*

**neuro
made.**
studio

WORDS

PICTURES

FILES

Creatively wired. Intentionally made.

Before you press Publish

The checklist we run on every listing. Tick as you go; anything unticked gets fixed first.

LISTING

DATE

WORDS

- ☐ **1 The title says what it is, early.**
Lead with the words a buyer would type, like 'habit tracker printable'. Etsy favours short, clear titles; we keep ours under 15 words with no word repeated.
- ☐ **2 All 13 tags are used, each 20 characters or fewer.**
Spaces count. 'neurodivergent planner' is 22 characters, so Etsy won't take it. We found that out the fun way.
- ☐ **3 One tag names the product.**
If someone types exactly what it is, one of your tags should match it word for word.
- ☐ **4 No tags for things it isn't.**
A workbook isn't a planner. Tags that bring in the wrong people get you views that never turn into sales.
- ☐ **5 No near-duplicates.**
Singular and plural, or the same words in a different order, use two slots for one search.
- ☐ **6 The first line of the description says what it is.**
What it is, the format and who it suits, before anything else. The backstory can wait, or go.
- ☐ **7 Category and attributes are filled in.**
Buyers narrow their results with these filters, so a blank one can leave you out.

PICTURES

- ☐ **8 The first photo shows the real product.**
It has to read at thumbnail size on a phone. Etsy allows up to 20 photos and one video per listing.
- ☐ **9 Every photo matches what's in the file.**
No page in a mock-up that isn't in the download, and no promise the pages can't keep.
- ☐ **10 Every photo has alt text.**
One plain sentence about what's in the picture, for people using screen readers. Skip 'image of'.
- ☐ **11 There's a short video.**
Listing videos run 5 to 15 seconds and play without sound, so let the real pages do the talking.

Files and money

The last four, then one look at the whole thing as a buyer would see it.

FILES

- ☐ **12 Every file is attached, and you've opened each one.**
Etsy takes up to 5 files of 20 MB each, with file names up to 70 characters. Open the exact files you uploaded, the way a buyer would.
- ☐ **13 There's a 'how to open this' line.**
Say which apps you tested (ours: Acrobat Reader and Preview for typing) and what each file is for.

MONEY AND HONESTY

- ☐ **14 The price still works after fees.**
Etsy charges a listing fee, a transaction fee and payment processing. Work out what you keep before you publish, not after the first sale.
- ☐ **15 The 'how it's made' answers are true.**
Including whether AI helped make it and any production partner. Etsy asks, so answer it straight.

FIX BEFORE PUBLISHING

LAST LOOK

Press Preview and read the whole listing on a phone-sized screen before you press Publish. Typos love a big monitor.

Want the whole thing?

This checklist comes from the way we launch. The Launch Planner holds the whole process.

NM.11

Launch Planner

64 pages for planning a launch, resetting when it wobbles and looking back at what worked.

- Plan, Reset and Reflect sections, plus a short Neuroscience section
- Fillable and print & write editions, plus a two-page Quick Start
- Also made as a Notion template

SEE THE PDF WORKBOOK

SEE THE NOTION TEMPLATE

MORE FREE THINGS

New pages, checklists and prompt packs go up in the Free Library as we make them.

neuromadestudio.shop/free

*made for brains that
do things their own way.*

SHARING

Print it, fill it in, use it as often as you like. If a friend would like it too, send them the link rather than the file, and please don't resell or re-upload it.



Creatively wired. Intentionally made.