



# The Marketing Alchemy

Tips that work like Magic

## Welcome!

### Welcome, Etsy Boss!

Thanks for watching my YouTube video about the **hottest digital products** you can sell on Etsy in 2025.

This guide breaks down each product idea from the video, plus a few secret tools to help you start creating and selling today. Whether you're just getting started or looking to grow your shop, this PDF gives you the ideas and shortcuts you need to succeed.

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# The 10 HOT Digital Product Ideas

## 1. AI Art Prompt Packs

Sell pre-written prompts for **Midjourney**, **DALL-E**, or **Leonardo AI** so your customers can create stunning images with ease. Bundle prompts by niche (fantasy, kawaii, retro, etc.).

**Tools:** ChatGPT, Midjourney

**Pro Tip:** Make sample images using the prompts to show results and upsell bundles.

## 2. Notion Templates

From planners to business dashboards, Notion templates are booming. Help students, freelancers, or moms stay organized.

**Tools:** Notion, Canva for mockups

**Pro Tip:** Add a short setup video to increase perceived value.

## 3. Niche Digital Planners

Instead of generic planners, focus on hyper-specific audiences—like ADHD-friendly weekly planners, small biz launch planners, or homeschool mom schedules.

**Tools:** Canva, GoodNotes, PDF editors

**Pro Tip:** Offer matching digital stickers as a bonus.

#### 4. Printable Wall Art with a Twist

Combine popular aesthetics (like boho, mid-century, or cottagecore) with QR codes linking to Spotify playlists, affirmations, or digital experiences.

**Tools:** Canva, QR code generator

**Pro Tip:** Use seasonal or trending quotes for fast traffic.

#### 5. SVG Cut Files for Cricut

Crafters are always looking for unique SVGs for vinyl projects, mugs, and t-shirts. Hand-lettered designs or holiday bundles sell well.

**Tools:** Inkscape, Illustrator, Canva Pro

**Pro Tip:** Bundle designs by theme (Christmas, pets, sarcastic quotes).

#### 6. Digital Stickers for GoodNotes

These are huge with students, digital planners, and journaling fans. Offer themed packs (e.g. productivity, mood, seasonal).

**Tools:** Procreate, Canva, Affinity Designer

**Pro Tip:** Include a “how to use” PDF to reduce customer questions.

#### 7. Mini E-Books or Workbooks

Turn your knowledge into short, actionable guides. Popular niches: journaling prompts, mental wellness, side hustle guides.

**Tools:** Google Docs, Canva, Designer.io

**Pro Tip:** Add editable fill-in sections to boost interactivity.

#### 8. Lightroom Presets

Instagram creators and photographers buy these to level up their content. Travel, moody, and film-style presets are in demand.

**Tools:** Adobe Lightroom

**Pro Tip:** Show “before and after” images in your Etsy gallery.

## 9. Custom Fonts

If you have a hand-drawn style, convert your lettering into downloadable fonts. These are evergreen and great for branding kits or Cricut designs.

**Tools:** Calligraphr, Fontself

**Pro Tip:** Bundle with matching graphics or logos.

## 10. Financial Spreadsheets & Budget Planners

Everyone wants to manage money better. Offer templates for wedding budgets, small biz income trackers, or personal finance.

**Tools:** Google Sheets, Excel, Notion

**Pro Tip:** Add an explainer video to increase trust and value.

## Bonus Tools to Help You Start Today

Here are some beginner-friendly tools and free resources to help you build your Etsy empire:

- **Mockup Generator:** [www.smartmockups.com](http://www.smartmockups.com)
- **Free Fonts & Icons:** [www.fontspace.com](http://www.fontspace.com), [www.flaticon.com](http://www.flaticon.com)
- **Keyword Research:** [www.erank.com](http://www.erank.com) (great for Etsy trends!)
- **AI Prompt Tool:** [Use ChatGPT or [www.promptbase.com](http://www.promptbase.com) for inspiration]
- **Free Commercial Use Images:** [www.unsplash.com](http://www.unsplash.com) | [www.pexels.com](http://www.pexels.com)
- **Design Tool for Beginners:** [www.canva.com](http://www.canva.com)

## Let's Stay Connected!

Thanks again for downloading this guide! 📧

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