# Digital Download Launch Checklist

From idea to your first digital sale on Etsy

## Idea

- [ ] Pick a product people search for: planners, printables, templates, wall art, patterns.
- [ ] Check demand: search Etsy and Pinterest, look at reviews and bestsellers in the niche.
- [ ] Find your angle: a style, niche or feature competitors are missing.

## Files

- [ ] Export in the formats buyers expect (PDF, JPG, PNG, SVG) and common sizes (A4, US Letter).
- [ ] Check Etsy's current limits for digital files (number of files and size per file).
- [ ] Add a short instructions PDF: how to download, print or edit, and who to contact.
- [ ] Add your license terms: personal use, commercial use, no reselling of the files.

## Listing

- [ ] Create clear mockups: show the product printed, framed or on a screen.
- [ ] Say clearly in the title and first photo that it is a digital download.
- [ ] Use keywords buyers search for, fill in all 13 tags and attributes.
- [ ] Price based on value and competitors, consider bundles for a higher order value.

## After launch

- [ ] Pin every product to Pinterest with several different pin designs.
- [ ] Ask happy buyers for reviews and add more products to the same collection.