

# POPULAR PRINTABLES MONTHLY

August 2023

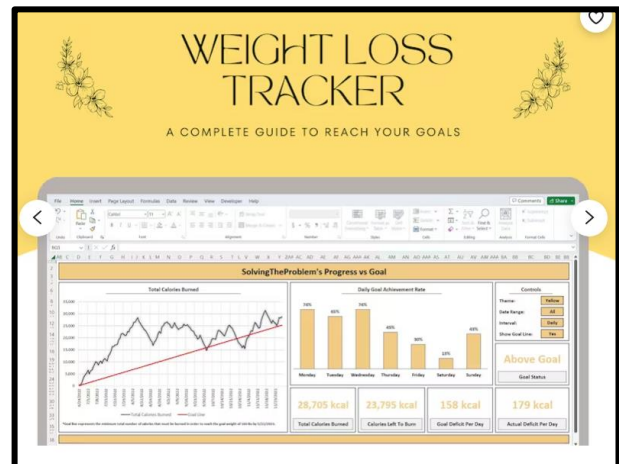
Amy Harrop  
Succeed With Content

## Hot Printable Niche Strategy Report:

Learn More About the Popular  
**Digital Trackers** Niche!



<https://www.etsy.com/listing/1465440772>



<https://www.etsy.com/listing/1394130991>

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# Hot Niche Alert: Digital Trackers!

In the ever-evolving digital landscape, the world has witnessed a remarkable surge in the popularity of digital trackers. These innovative products, including fitness trackers and financial trackers, have revolutionized the way we monitor and manage various aspects of our lives.

Not only do they provide valuable insights and data, but they also offer a range of benefits for both creators and consumers:

- Empowering Personal Accountability:

Digital trackers empower individuals to take control of their lives by providing real-time data and analytics. Fitness trackers, for instance, monitor daily activity levels, heart rate, and sleep patterns, helping users make informed decisions about their health and well-being. By creating and selling these trackers, you can contribute to a culture of personal accountability, inspiring individuals to adopt healthier lifestyles and achieve their goals.

- Meeting Consumer Demand:

The demand for digital trackers is growing rapidly as more people recognize the benefits of monitoring their progress and activities. **By tapping into this demand, creators have an opportunity to cater to a wide range of consumer needs, resulting in increased sales and audience growth.**

- Enhancing User Experience:

Digital trackers go beyond mere data collection by incorporating user-friendly interfaces and intuitive features. They provide personalized feedback, reminders, and notifications, making the user experience more engaging and interactive. By creating and selling digital trackers, you have the opportunity to

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develop innovative and user-centric products that enhance the overall customer experience. **This focus on user satisfaction can result in long-term customer loyalty – meaning repeat buyers -- and positive brand reputation.**

In this newsletter, we'll make sure you have everything you need to be successful in this hot digital niche...

- First, we'll give a brief overview of what trackers are.
- Then we'll discuss the target audience.
- Next, we've conducted research into which sub-niches are most sought after and what successful sellers in each are creating.
- Keywords are the next section...including those that can boost your products' exposure and, ultimately, your sales.
- Finally, we'll provide lots of tips, tricks, templates and bonuses to help you get your first dozen digital trackers created and up for sale.

*Let's get started!*

## **So What are Digital Trackers?**

There are two kinds of digital trackers and many different sub-niches.

The first kind of digital tracker is a device that utilizes sensors, connectivity, and data analysis to monitor and track various aspects of our lives. These trackers come in different forms and serve different purposes, catering to diverse user needs.

Fitness trackers, for example, are designed to monitor physical activity, heart rate, sleep patterns, and calories burned, providing users with valuable insights into their overall health and fitness levels.

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The second kind of tracker is what we'll be focusing on in this newsletter. **It's a digital download or printable product that users fill in to track some type of activity.** They can be printed and filled in by hand with pen or pencil or downloaded to a phone, tablet or computer and filled in by typing in the information.

For example, financial trackers focus on monitoring expenses, tracking budgets, and analyzing investment performance, assisting individuals in managing their finances more efficiently.

*We'll discuss more types of printable or digital trackers a little later in the newsletter.*

Each type of tracker offers specific features and functionalities, enabling users to gain better control over different areas of their lives and make more informed decisions based on the data collected.

## **Just Look at These Successful Sellers!**

Digital trackers is a niche that is very popular and is growing in demand...and there is a HUGE range of trackers to branch out into. But before beginning a new product line, it's a great idea to look at what successful sellers are doing.

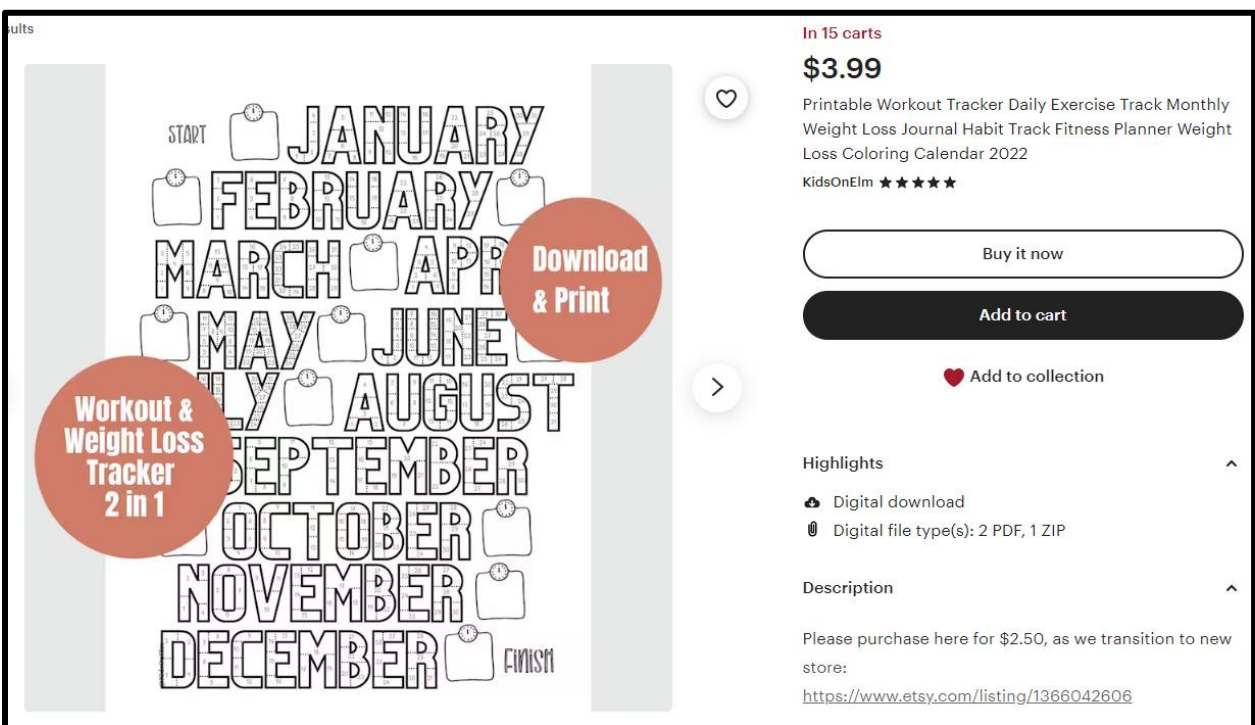
Examining what the competition is doing before creating content is essential for several reasons.

- Firstly, it allows you to gain valuable insights into the market landscape, understanding what strategies and content formats are already prevalent.
- By analyzing the competition, you can identify content gaps or areas of opportunity that have not been adequately explored, helping you differentiate your content and offer something unique.

- Furthermore, studying the competition enables you to learn from their successes and failures, understanding what resonates with the audience and what doesn't.

**Ultimately, by keeping a close eye on the competition, you can stay relevant, innovative, and ensure that your content stands out in a crowded digital space.**

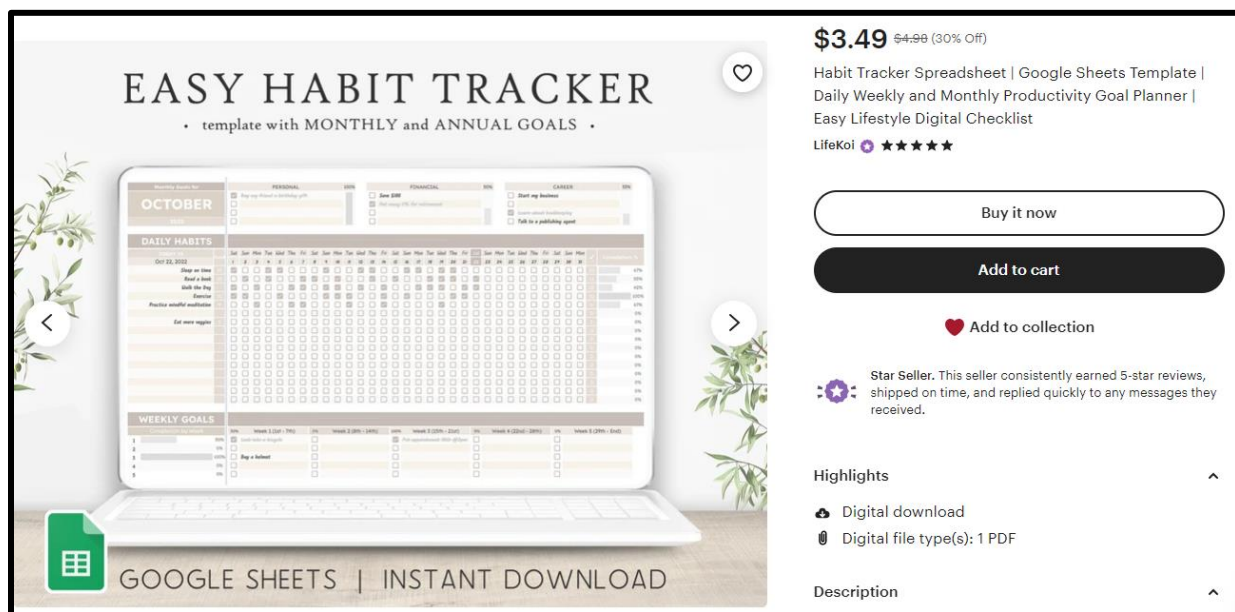
[KidsOnElm - Etsy](#)



<https://www.etsy.com/listing/1150939475>

In this example, Etsy shop KidsOnElm has created a simple PDF that buyers can print out and color in as they meet their fitness goals each month.

It is one single page and yet it brings in nearly \$4...a great passive income source that takes literally minutes to create!



<https://www.etsy.com/listing/1321025062>

In our first example, we looked at a printable tracker. Now we'll take a look at an example of a digital tracker...you can easily create a tracker like the one above in Google Sheets, Excel or other software programs and sell the digital download.

The buyer never needs to print anything... he or she simply buys your tracker, downloads it and inputs the data they want to track on their phone or computer.

Etsy Star Seller LifeKoi brings in \$3.49 for this digital habit tracker. In addition to the Google Sheets tracker template, they also include instructions and ongoing support for their buyers...a really nice bonus that most likely brings in those customers who are new to digital tracker products and may be a bit hesitant.

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# Tapping into This Growing Audience

Since trackers can be created to address myriad different needs, the audience for them also varies widely. In the next section, I'll share three sub-niches that have incredible demand yet reasonable competition. But first we'll take a look at what people are looking for with trackers, regardless of competition.

On Etsy, when people are searching for a tracker of any kind, the top 10 most searched phrases are:

1. "Habit Tracker"
2. "Weight Loss Tracker"
3. "Expense Tracker"
4. "Password Tracker"
5. "Budget Tracker"
6. "Debt Payoff Tracker"
7. "Tracker"
8. "Medication Tracker"
9. "Goal Tracker"
10. "Initiative Tracker"

So your biggest audience, on Etsy at least, would be people searching for solutions to track:

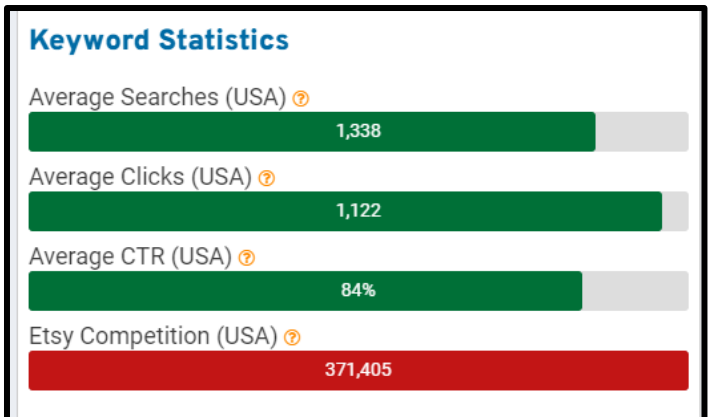
- Habits
- Weight Loss
- Financial Matters
- Passwords
- Medication
- Goals/Initiative



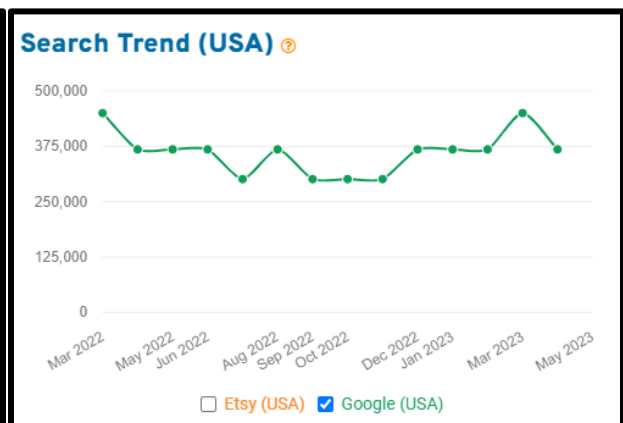
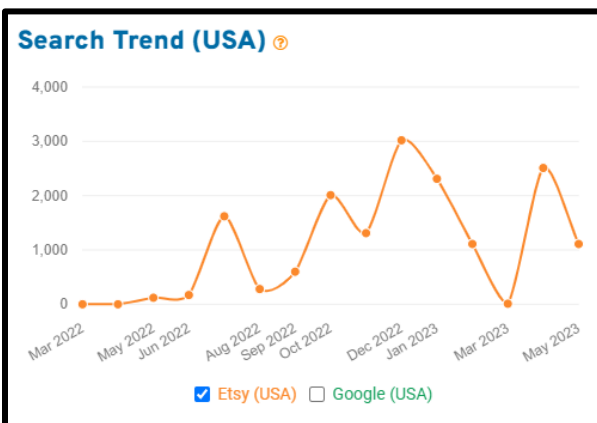
# Digging Deeper: Low-Competition, Popular Sub-Niches

There is a high search rate for “Tracker” on Etsy; in the United States, Etsy users search for this term an average of 1,338 times each month. And the search rate on Google is even higher...300,000+ searches on a monthly basis.

As you might expect, there is also a corresponding high competition rate, meaning there are already tons of sellers on Etsy offering “Trackers” for sale... *which is why I’ve done some deep digging and researched some popular sub-niches that DON’T have high competition!*



You can see in the graphs below that searches remain high and steady throughout the year for Google with many peaks and valleys on Etsy...there are high points in all four seasons, so there’s really no bad time to add trackers to your store.



Eranks.com

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Now we'll take a look at some of the most popular sub-niches for the tracker market and where lower competition rates spell out a much higher rate of success for newcomers!

You'll note that some of the top ten searched-for trackers are not listed below as their competition rates were too high...you don't want to get lost in an oversaturated market.

**Sub-categories with high Etsy searches and relatively low competition:**

Keywords	Average Etsy Searches	Average Click-Through-Rate	Etsy Competition	Google Searches
Weight Loss Tracker	2675	103%	18,481	4400
Expense Tracker	2340	122%	21,362	6600
Password Tracker	1714	103%	4257	590
Debt Payoff Tracker	1385	124%	4404	720
Medication Tracker	1182	99%	3812	1000
Initiative Tracker	1085	125%	608	2900
Habit Tracker Google Sheet	933	135%	1313	480
Debt Tracker	902	110%	14,697	1600

***And there are more!***

The next half dozen keywords on eRank all have searches over 300/month and low competition and focus on finance or habit tracking...it's a hot topic for sure!

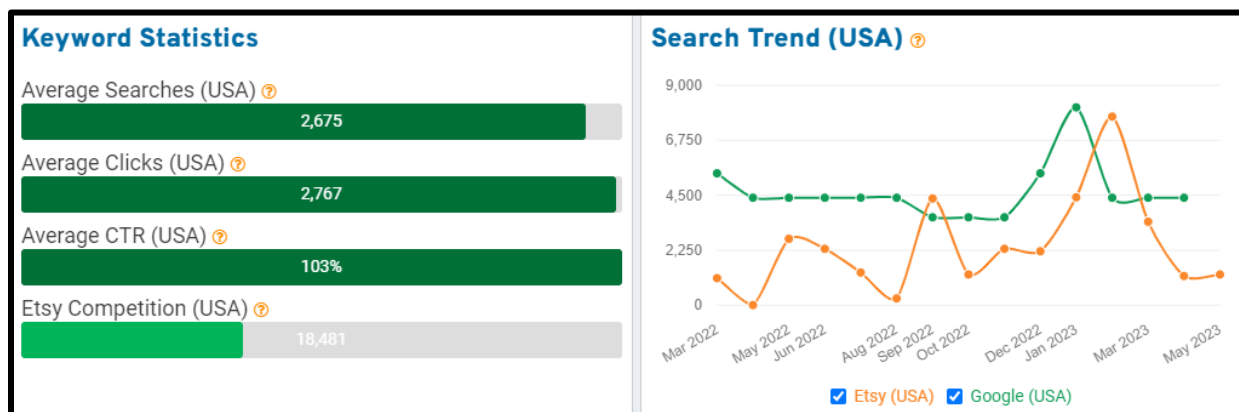
**Any of these sub-niches could be a goldmine for you and I highly encourage you to check them all out.**

Today we're going to examine the following three sub-niches as they have a very high search rate without being overrun with competition:

1. Weight Loss Tracker
2. Expense Tracker
3. Password Tracker

### **Weight Loss Tracker**

These are the stats for the highly-searched “Weight Loss Tracker”:

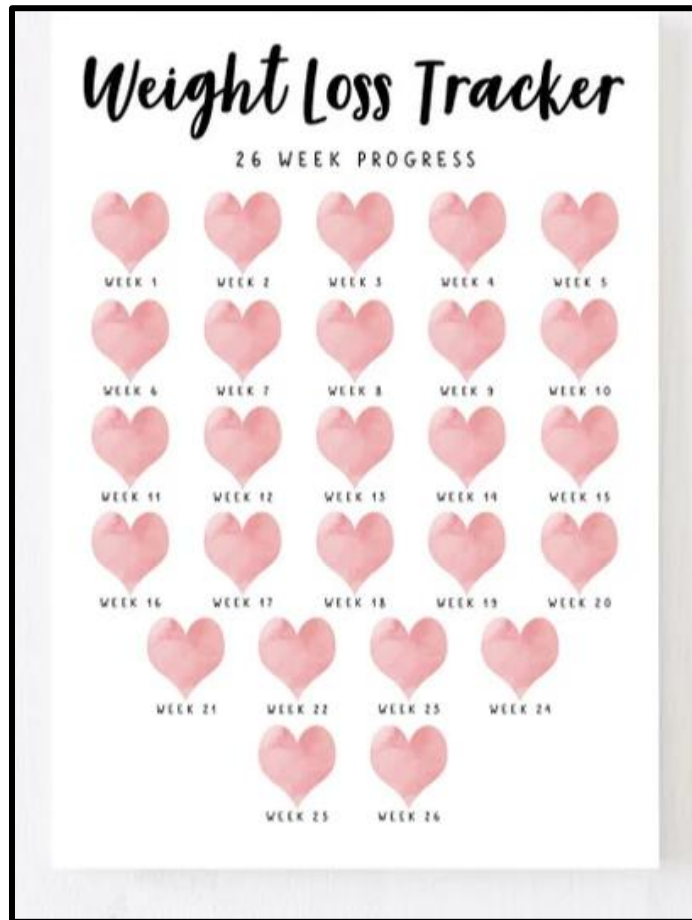


eRank

Competition is low, searches are high...what's not to love!?

Weight loss trackers are popular in printable form as well as digital form; you can choose whichever appeals more to you. I will mention that digital trackers tend to sell for a higher price point, so it would be beneficial to give them a try.

Here are examples of both types:



<https://www.etsy.com/listing/1099137864>

This printable weight loss tracker is a Best Seller from Etsy shop MeandMyUK. It sells for about \$2 and consists of one simple page with a few words and a heart to represent 26 weeks of weekly weigh-ins. Buyers get 5 versions of this sheet, identical except for different colored hearts.

This particular listing is for a PDF...you could choose to make something similar but offer it in an editable version to appeal to even more buyers.

**This is such a simple model to use and there are endless tweaks you could make to create your own version!**



<https://www.etsy.com/listing/1050649154>

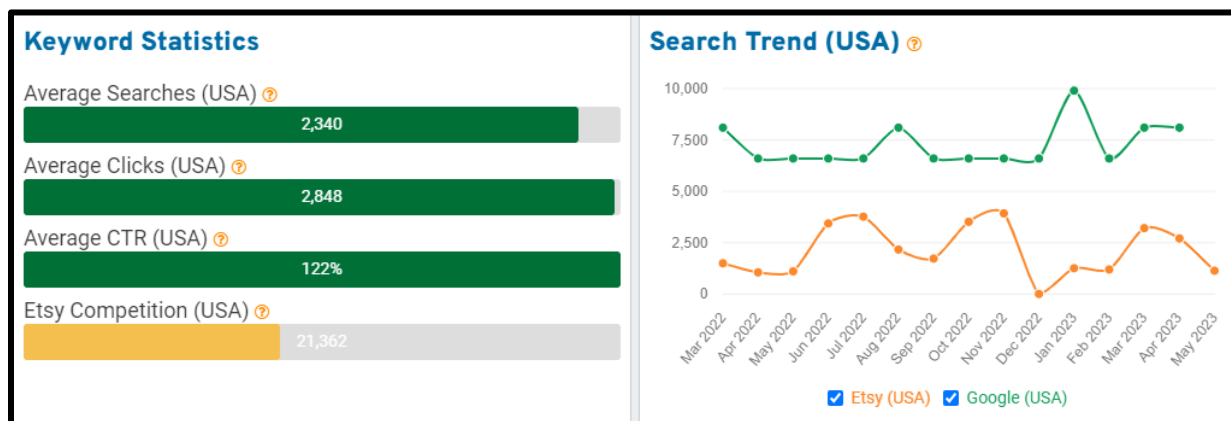
This digital fitness planner has been designed for use in PDF annotating apps such as Goodnotes and Notability. Complete with hyperlinked bookmarks and click throughs, this 199 page PDF has everything needed for tracking a 12 week weight loss and fitness journey.

It's really quite lovely with a soft, blush and nude colour palette and beautiful calligraphy titles and brings in almost \$8 for Etsy Star Seller CabrelliDesignUK.

There are a multitude of possibilities for digital trackers...*they don't have to be 199 pages!* If you check out Etsy, you'll see more digital trackers with just a few pages to just a few dozen pages and price points ranging from a couple dollars to \$20+.

## Expense Tracker

Here are the stats for “Expense Tracker”:



eRank

The competition on Etsy is a little higher than the other sub-niches, but searches on Etsy and Google make up for it. Many of the other sub-niches that I researched fall under a financial tracker umbrella, accounting for a very large number of monthly searches, and the competition in this niche can be mitigated with specific keywords. More about that in the next section.

Again, we are going to take a look at both a printable version and digital version of expense trackers that are selling very well on Etsy right now.

How involved you get with the amount of content you offer is completely up to you...you can easily get a dozen one page printable trackers up in your store in one afternoon (especially with the handy templates included this month) or you can spend more time creating a digital version with extra offerings for your buyers.

**Or, like many top sellers on Etsy, you can offer a bundle of a whole slew of finance and expense-related printables!**

Here is a great example of a simple-to-make printable expense tracker:



<https://www.etsy.com/listing/955497027>

There is nothing difficult in the creation of these kinds of printables...no fancy design software needed, no artistic experienced necessary and the writing is limited to the title and column headers...buyers just need a well-organized document they can fill in with their expenses.

This listing brings in a little over \$2.00 a sale for Etsy Star Seller PlanPrintLand and is provided to buyers in two sizes and eight colors.

The shop also has a near identical listing for a “Bill Tracker” where the only difference is the word “Bills” instead of “Spending”...**these products are so easy to tweak slightly for dozens more products from one design!**

Here is an example of an Etsy Best Seller from Star Seller DigitalPlannersbyAR:



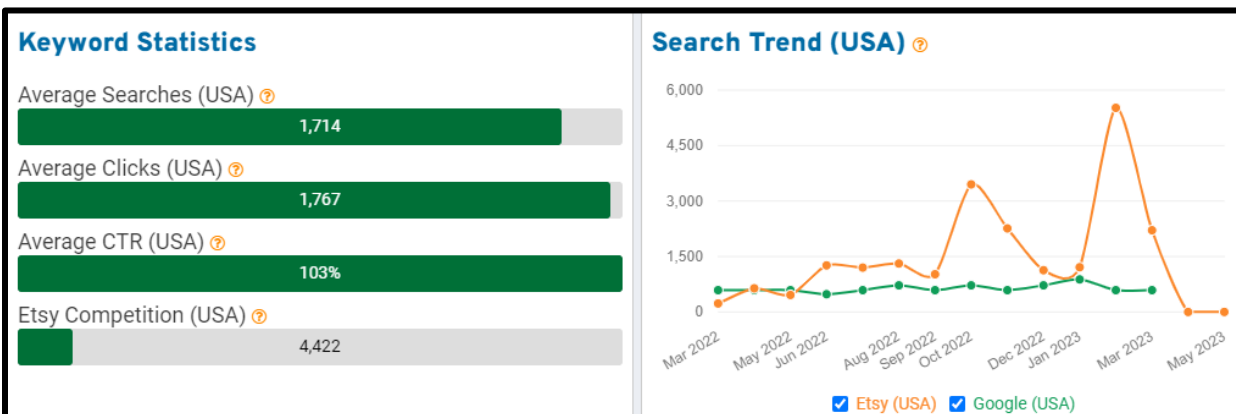
This digital expense tracker is delivered as a PDF with a link to the Expense Tracker for Google Sheets and one .XLSX file (if buyers want to use it on Excel). The shop also includes detailed instructions to help buyers get you started.

It's customizable, fully automatic and can be used on a tablet, phone or computer...the seller has really covered all the bases!



## Password Tracker

These are the stats for “Password Tracker”:



eRank

Here we have the lowest rate of competition yet for trackers. Searches are high – over 1,700 on average each month for Etsy – and there are definitely spikes in fall and spring.

As with our other tracker sub-niches, there are printable and digital versions of password trackers and I have a great example of each for you. In either format, this is the simplest tracker product to make...all a person really needs is an empty table to fill their passwords into, but of course there is a demand for cute/trendy/fun designs as well as a minimalist approach. Have some fun with it!

The first example is from Etsy Star Seller PhenixPrintable who offers this simple printable password tracker for just over \$1.



<https://www.etsy.com/listing/777902584>

This super successful Etsy seller has over 10,000 5-star-reviews including over 100 for this one easy-to-create password tracker alone. Imagine all the potential repeat sales from that kind of customer satisfaction!

As you can see, this printable tracker is just a simple table with two different layouts giving space for website, username and password. It comes in two different sizes to fit the very popular Classic Happy Planner and the Big Happy Planner binders.

The seller also provides printing instructions to walk buyers through exactly how to print including scaling, orientation, and more.

Next, we have an example of a digital password tracker, one meant to be filled out on a phone, tablet or computer.



<https://www.etsy.com/listing/969546589>

Also an Etsy Star Seller, DigitalPlannerLand offers this digital password log that can be incorporated into Goodnotes, Notability and Noteshef...all popular PDF annotation apps for tracking various data.

For \$11.65, the seller provides this notebook log in one PDF file with Dropbox and Google Drive links to download the notebook and one PDF Instruction and tip file.

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Buyers receive a PDF notebook that includes:

- 18 Sections such as email, banking, social media, shopping, etc. for organized note-taking
- Space for unlimited recording websites, username, email, password, contact, notes, and last updated
- Personal notes with 4 paper styles (lined, dotted, grid, and blank)
- 7 Cover styles
- 200+ Digital stickers kit (pre-cropped)

There is a lot of value packed into this listing!

I want to share one more Etsy example...this one is for a password tracker that is being marketed as both a printable tracker **and** a digital tracker. The seller, FreshAndOrganized, provides instructions on how to utilize the tracker for use as a printable, or a fillable PDF or a digital planner, right in the listing.

It's an editable PDF page with bright fun colors and a well-organized layout and it sells for \$3.50.

Website	User Name	Password	NOTE
www.fakewebsite.com	fakexusername	fakexpassword27	:)
www.samplewebsite.com	sampleusername	samplepassword22	samplesecurityname

<https://www.etsy.com/listing/197369676>

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# The Keywords That Will Make Your Product Stand Out!

Selecting beneficial keywords is an incredibly important step in the listing process...the keywords you choose are how buyers will find your product in the vast sea that is Etsy. You can help ensure *your* trackers are found by hungry buyers by utilizing the keywords they are using in their searches.

With some careful research, I have found that these following terms or phrases are what successful Etsy sellers are using in their listings to target buyers of digital and printable trackers. Some apply to one sub-niche only, others to all.

## Popular keywords:

- |                |                   |                            |
|----------------|-------------------|----------------------------|
| • Organizer    | • Financial       | • Keeper                   |
| • Binder       | • Budget          | • Log                      |
| • Book         | • Bookkeeping     | • Goodnotes/Notability/Etc |
| • Journal      | • Small Business  | • Manager                  |
| • Reminder     | • Profit and loss | • Username                 |
| • Database     | • Accounting      | • Fitness                  |
| • Health       | • Monthly Budget  | • Weight Loss              |
| • Goals        | • Yearly Budget   | • Self-Care                |
| • Measurements | • Savings Tracker | • Motivation               |
| • Pounds       | • Income Tracker  | • Miles                    |

**You can also take your sub-niche title and simply add one of these in front or behind as applicable:**

- |  |                    |
|--|--------------------|
| • Printable  | • Digital          |
| • Editable or Customizable                               | • Instant Download |
| • Whatever theme you use, i.e.<br>“Minimalist” or “Boho” | • Template         |
|  | • Fillable         |

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# Free Content To Get You Started

**To get you started right away, I've curated a few great FREE resources that would be perfect to use for your printable greeting card products.**

**From fun images to gorgeous fonts, you'll find some really great options here.**

I've also included links to the licensing page for each of these resources so you can read the requirements yourself.

*Note: Free deals come and go, so check out these deals as soon as possible. If you wait, they may already be gone!*

- [Creative Market Freebies](#)
- [Creative Fabrica Freebies](#)
- [Deal Jumbo Freebies](#)
- For more graphic deals check out my curated collection of graphics, templates, and more at:

<https://succeedwithcontent.com/low-content/>

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# Tips, Tricks, and Tools

**1. Need some inspiration for different types of trackers?** The following links will give you a wealth of tracker ideas. Remember to use them for inspiration, rather than copying the ideas exactly.

- Habits: <https://www.saturdaygift.com/habit-tracker-printable/>
- Weight Loss: <https://www.printabulls.com/health-and-fitness/weight-loss-trackers/>
- Expense: <https://www.makeuseof.com/free-printable-expenses-trackers-help-stay-budget/>
- Goals: <https://www.developgoodhabits.com/goal-setting-printable/>
- Passwords: <https://www.loveourreallife.com/password-tracker-printable/>

**2. Want to increase sales...improve your product listings!** Creating a compelling product listing is a vital step. You'll need to review the image requirements and product listing guidelines for whichever market you choose, but here are some general tips to help you.

- a. Create clear and compelling product images
- b. Use your most important keywords or hashtags in your product description
- c. Highlight the benefits of your product

- 
- d. Price your product in accordance with what your competitors are doing
  - e. Create product categories to make sure people can find your digital downloads

Once you've got the perfect product listing, you can make your products live and wait for customers to flock to you.

**3. Try Empathetic Marketing.** In the early days of marketing and sales, there was a lot of emphasis on FUD: fear, uncertainty, and doubt. The idea was that you could motivate consumers to buy your products by playing on negative emotions. It was effective in some ways, but with today's savvy shoppers, it can backfire and hurt you more than it helps.

Empathetic marketing puts the focus on empathizing with your prospective customers by understanding what they need. You can do that by asking yourself these questions.

- What do my customers need?
- Why do they look for my products?
- What problem do my products solve?

For example, if you're someone who sells printable party products on Etsy, you might make your content empathetic to a frazzled parent who's overwhelmed with the time and expense involved with planning a kid's birthday party.



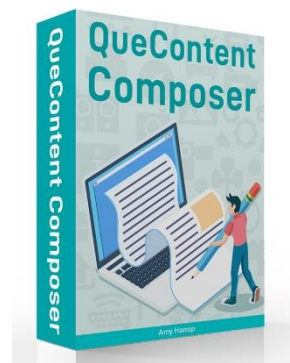
- 
- 4. Automate your content creation process to save countless hours!** If you enjoy making digital and printable products, but you'd like a shortcut that saves time and money, check out my [QueContent Composer](#):

## **What If You Could Click A Few Buttons And Grab Your Share Of This \$300 Billion In Online Profits!?**

**Use This Amazing Software Tool To Create High-Quality, Income-Producing Content, 20X Faster Than You Ever Believed Possible**

I created QueContent Composer because I believe we should all be working smarter, not harder! It produces high-quality, income generating content that doesn't tie you up all hours of the day.

**Introducing QueContent Composer...an easy-to-use web-based tool that comes preloaded with over 1500+ questions and prompts in a variety of in-demand categories.**



### **QueContent Composer:**

- Helps automate the heavy lifting of creating content
- Helps you build passive income
- Helps you create printables in a flash
- Helps you build a low content publishing empire
- Helps you create better books
- Helps you make content unique
- Helps make outlining videos, presentations, & articles easier
- And a lot more!

Take a look [HERE](#) today!

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## **BONUS: DFY Templates With Commercial-Use Rights**

- These templates are designed to be editable and free for commercial use. They are all available in easy-to-use Canva. I've included a range of templates. You'll get:
1. **Weight Loss Tracker** (Dimensions: 8.5in x 11 inches) There are a total of 5 templates for this section:
    - a. Pounds Lost
      - i. 100 Pounds Lost
      - ii. 50 Pounds Lost
      - iii. 20 Pounds Lost
    - b. Body Measurements
      - i. Female Template
      - ii. Male Template
  2. **Password Tracker** (Dimensions: 8.5x11 inches) There are a total of 3 templates for this section:
    - a. Minimal
    - b. Colorful
    - c. Fun
  3. **Expense Tracker** (Dimensions: 8.5x11 inches) There are a total of 5 templates for this section:
    - a. Debt Management Tracker
    - b. Budget Plan
    - c. Down Payment Savings Tracker
    - d. Holiday Savings Tracker
    - e. Savings Goal Tracker

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## BONUS: Social Media Mockup Templates

- These templates are designed to be editable and free for commercial use. They are all available in both Canva and PowerPoint. I've included a range of mockups. You'll get:
1. **Mockup Template #1** - Each template includes a space for you to insert your shop name and a sentence about your shop. You can also insert an image. There are a total of 3 templates for this section, 1 design in 3 sizes:
    - a. Instagram-1080x1080 pixels,
    - b. Facebook-1200x1200 pixels,
    - c. Pinterest-1000x1500 pixels
  2. **Mockup Template #2** - This template is designed to be used as a product mockup. There is space for text and images. There are a total of 8 templates, 2 design in 4 sizes:
    - a. Instagram-1080x1080 pixels,
    - b. Facebook-1200x1200 pixels,
    - c. Pinterest-1000x1500 pixels,
    - d. Etsy-2700x2025 pixels).
    - i. Design 1: Basic “desk”-type background with editable text
    - ii. Design 2: Basic Background with Shapes and Space for Text
  3. **Mockup Template #3** - This template features the sample text “We’ve got the solution. Never forget a password again!” There are a total of 3 templates, 1 design in 3 sizes:
    - a. Instagram-1080x1080 pixels,
    - b. Facebook-1200x1200 pixels,
    - c. Pinterest-1000x1500 pixels

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## **BONUS: Instant Listing Template Also Included**

Jumpstart your product listings in several marketplaces - like Etsy, Shopify and more - with the sample description listing I've included; simply customize and upload. The listing template includes a detailed description, a "how to use" section and product specifications.

You'll be creating your own digital and printable trackers in no time with the DFY templates provided and marketing them even more quickly with the Social Media Mockups and the Instant Listing Templates.

To your success,

*Amy Harrop*

Succeed With Content