

POPULAR PRINTABLES MONTHLY

Month 1

Amy Harrop

Hot Printable Niche Strategy Report:

Learn More About the Popular **Affirmation Card** Niche



https://www.etsy.com/listing/987406407/motivational-cards-60-pack-variety?ref=shop_home_feat_4&frs=1&bes=1

https://www.etsy.com/listing/848907658/50-teenage-affirmations-digital-download?ref=shop_home_rec_1&crt=1

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Hot Niche Alert: Affirmation Cards

The printables market continues to flourish and I'm always looking for hot new niches to share with you! This month, I will be diving into the world of printable affirmation cards. **We'll talk about the target audience and the profitable sub-niches and then I'll provide lots of tips, tricks, templates and bonuses to help you get started!**

What Are Printable Affirmation Cards?

Printable affirmation cards are printable files that use short sentences or phrases to bring about some change of attitude in the card reader, usually motivation or inspiration. They can be used for meditation, daily affirmation or even artwork. An abundance of research has shown that daily self-affirmation can reduce or eliminate stress¹.

These files are completely digital, so there is no need for you to do anything beyond listing your product online. Most marketplaces will deliver the file automatically to your customer after they have purchased it.

Once a user has purchased a set of your printable affirmation cards, they are able to download the file and print it from the comfort of their own home. That's all it takes, and these card sets are ready to help bring calm, clarity, positive thinking or even humor to your customers over and over again.

¹Critcher, Clayton R. and David Dunning. Self-Affirmations Provide a Broader Perspective on Self-Threat. https://sites.lsa.umich.edu/sasi/wp-content/uploads/sites/275/2015/11/Critcher_AffPersp.pdf

Take a Look at These Successful Sellers


Affirmation cards are a growing printables market. While this type of daily affirmation was once considered “New-Agey” or a spin-off of tarot cards, the demographics of people using this positive-message routine have expanded to include men, women and even children. You may have seen some of the popular videos highlighting parents standing in front of the mirror with their child and asking them to repeat positive messages about themselves.

This is a market that has room to grow further! And the benefit of selling printable products is that you can make a single file and sell it an unlimited number of times. Then tweak it to fit a different audience and repeat. No need to print anything, deal with inventory, or bother with shipping. You can simply create your printable files, list them online, and let the sales roll in.

Let’s take a look at a few super successful sellers that do well with printable affirmation cards to give you an idea of what your shop could become.

TrendyFoxStudio—Etsy

← Back to search results



AFFIRMATION Cards

INSTANT DOWNLOAD - PRINTABLE

1,179 reviews ★★★★★

TrendyFoxStudio
★ Star Seller | 12,376 sales ★★★★★

Printable Affirmation Cards, Affirmation Deck, Motivational Cards, Self Care Printable, Encouragement Cards, Positive Daily Affirmation

\$5.59 ~~\$6.99~~ ✓ In stock
You save \$1.40 (20%)

Buy it now

Add to cart

Highlights

- Digital download
- Digital file type(s): 1 PDF

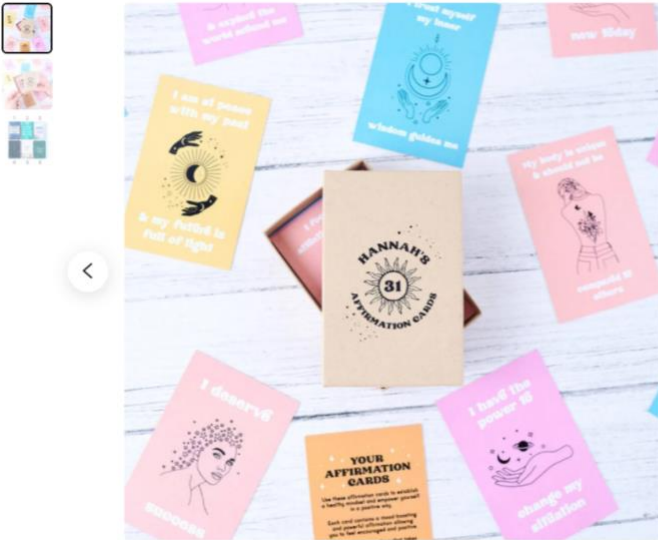
Description

** This item is a DIGITAL FILE (PDF). Nothing physical is shipped to you. **

Boasting a 5 star rating and 1000+ reviews, TrendyFoxStudio is an Etsy shop that focuses on a range of templates and printables. Their affirmation card line includes simplistic, boho and badass--though clearly targeting women, they appeal to a range of tastes.

OakdeneDesigns—Etsy

← Back to search results



3,877 reviews ★★★★★

OakdeneDesigns
35,023 sales ★★★★★

Personalised Set Of Affirmation Cards

Bestseller

\$12.65+ ✓ In stock

Would you like your box gift wrapped?
Select an option

Add your personalization
1) Name For Box (E.g - Hannah's) [Printed As Typed]
15

Quantity
1

Buy it now

Add to cart

Hot for the holidays! Selling fast, but there's still some in stock.

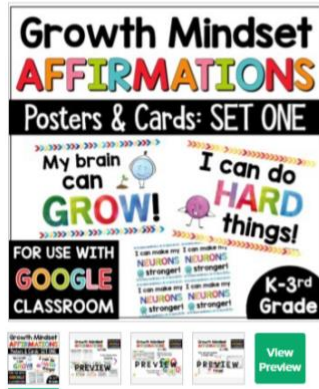
Nice choice! Enjoy free shipping to the US when you spend \$35+ at this shop.

Also on Etsy, OakdeneDesigns focuses on personalization for their products. Their affirmation cards are able to have a name added to the deck - but here's the kicker - only the box lid is personalized so the actual cards don't need to be changed. This type of personalization is an easy way to get your foot into this sub-niche without a lot of extra work.

Kirsten's Kaboodle—Teachers Pay Teachers

Growth Mindset Affirmations Posters Bulletin Board and Activities Digital Option

★★★★★ 1.1k Ratings



Grade Levels

K - 3rd, Homeschool

Mostly used with 1st and 2nd

Subjects

Classroom Management, Problem Solving, Classroom Community

Resource Type

Fun Stuff, Posters

Formats Included

✓ PDF

✓ Google Apps™

Pages

126 pages + Google Slides

TPT School Access™

Get a school-funded subscription

[Learn More](#)

\$6.75

[Add one to cart](#)

[Buy licenses to share](#)

[+ Add to Wish List](#)

Share this resource



This affirmation poster and card set is a great example of expanding the target audience to new markets. Kirsten Tulsian, the owner of Kirsten's Kaboodle, has 18 years of experience in elementary education.

She believes that students make the most progress when they are engaged in their hearts as well as their minds. In addition to selling this set as a printable standalone, she has also bundled it with other similar education-themed products which is a strategy that can greatly increase sales.

Tapping into This Growing Audience

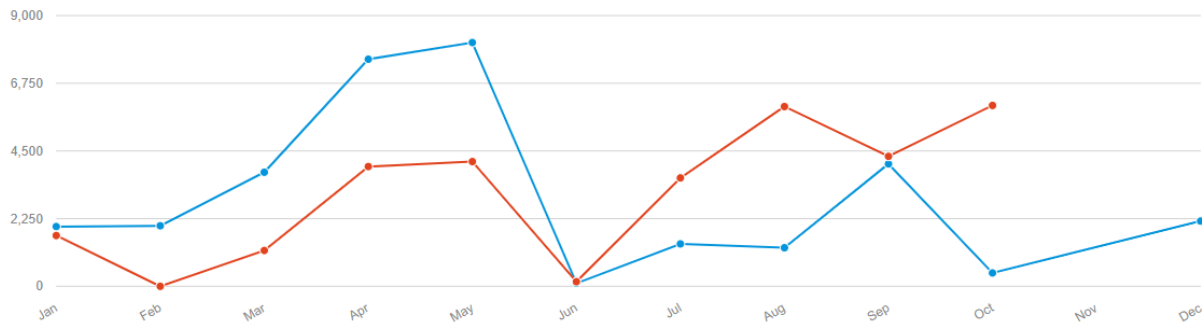
After showing you a few examples of the success, some sellers are having with printable affirmation cards, I'd love to explore further who is buying these products. While there are sellers branching out with affirmation cards targeting men, this is definitely a market that is clearly established for women and burgeoning for children and teens.

- **Women of all ages and backgrounds are buying affirmation cards.**
There are design lines that focus on the message, with simplistic backgrounds and no-nonsense fonts. There are lines that have lovely artwork and beautiful script. Cards with a tongue-in-cheek quirk or humorous text are also popular.
- **For the younger target audience, there are affirmation cards that focus on elementary-aged children up to teens.** As you might imagine, these products are often bright and cheerful, sometimes with cartoons, for the younger end of the spectrum and a bit more serious in tone and design for the teenaged customers.
- **There is also a market in place for teachers** - both to purchase and use affirmation cards for their students and also lines designed for teacher affirmation.

As you can see from the eRank.com chart below, searches for affirmation cards do seem to follow a pattern throughout the year. This is useful information to consider if you are thinking of launching a line of these printables--perhaps you'd want to avoid beginning in June. Sales tend to trend up in spring and in early fall.

Search Trend ?

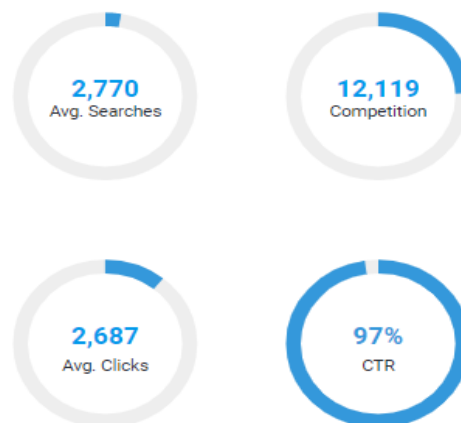
2020 2021



Etsy is a great place to consider selling printable affirmation cards. You can see from the eRank.com chart below that affirmation cards have an amazing Click-Through-Rate (CTR) and yet not a great deal of competition.

CTR simply means the ratio of clicks to searches on Etsy. For example, a 50% CTR will mean that for every 100 searches, 50 listings are clicked on. A higher CTR is better for potential sales.

Etsy Summary ?



This is a market wide open for new sellers. Knowing where to start, though, can save you time, money and energy and ultimately yield better results. To that

end, I've done more detailed research to discover which sub-niches are growing at a staggering rate in this popular market.

Digging Deeper: Popular Sub-Niches With Low-Competition

There is a great deal of demand for affirmation cards, but printable affirmation cards are a smaller slice of that pie. You'll be competing against sellers who have ready-made products and those that are also doing printable versions and know their intended audience.

When deciding what kind of printable affirmation cards, you'd like to create, it's important to know which sub-niches are going to nab you the best results. I'm here to help! Take a look at these popular and expanding sub-niches I gleaned from hours of market research.

Keyword	Average Etsy Search (US)	Etsy Competition	Google Searches
Affirmation Cards for Kids	320	4,764	480
Affirmation Cards Deck	378	1,654	260
Affirmation Wall Art	1,121	20,403	260
Couple Affirmation Cards	210	49	<50

We'll take a look at a few of these niches to give you some solid ideas that you can use to begin creating affirmation cards today.

“Affirmation Cards for Kids”

Affirmation cards for kids is a quickly growing sub-niche. In fact, experts recommend that children begin or end every day with positive affirmations.² These cards should be designed with youth in mind; simple, uplifting messages and bright colors or fun fonts are most appropriate. These products can be a lot of fun to make!

And you can delve deeper into this market--there are sub-sub-niches, too. Affirmation cards for children of color is a small slice, but one with virtually no competition and a high Click-Through-Rate.

Keyword	Average Etsy Search (US)	Average CTR (US)	Etsy Competition
Affirmation Cards for Blk Kids	192	100%	Unknown

You can also tailor affirmation cards for boys, or decks with dinosaurs, or really any special interest that a child might have.

And even better, you can easily switch out the graphics from one product and target a different audience with new images without changing anything else, i.e. the text, format or design. You can have a dozen decks ready in just a little more time than it takes to make the first!

² <https://www.goodhousekeeping.com/life/parenting/g35309300/best-affirmations-for-kids/>

“Affirmation Wall Art”

This category is really thinking outside the box! If you’ve made an affirmation card deck that is especially pleasing from an aesthetic standpoint, you might want to consider branching out into affirmation wall art.

This is a snap since this product type can also be a DIY printable. Choose a particularly stunning card or consider selling as a set of two or three images that complement each other. Consider adding a border, if appropriate, and increase the size to standard picture frame dimensions, i.e., 8”x10”.

You do NOT need to be an artist to sell affirmation wall art! This type of art focuses on the text above all else. Simple uplifting messages with a pleasing background are selling very well on Etsy right now. Jump on this trend and stretch your products even further.

“Affirmation Cards for Couples”

Though this sub-niche is low in the search metric, it is high in the Click-Through-Rate and there is very little competition. Take a look at one example that Etsy seller UnbrokenMama is selling:



<https://www.etsy.com/listing/944430073>

This is a great example of how simple, yet lovely, affirmation cards can be. An uplifting message and a simple graphic are all you need. This particular set is being sold for \$12.50 and includes 20 cards with an additional 5 blank cards.

It would be very easy for the cards' creator to switch out the graphic for something more "feminine" and market it for bridal showers. As it is, this type of affirmation card can also be marketed for wedding gifts, anniversary presents and self-help.

The Keywords That Will Make Your Product Stand Out

Creating products in these low-competition sub-niches is the first step, but I want to ensure your success so I'm taking it one step further. I want to share these highly searched keywords that have very little competition on Etsy.

Using the keywords in the table below will ensure that your product comes up when customers search for it and help you make even more sales.

Keyword	Average Etsy Search (US)	Etsy Competition	Google Searches
Affirmation Cards	2,770	12,119	6,600
Mindfulness Cards	393	3,465	1,300
Affirmation Wall Art	1,121	20,403	260
Gratitude Cards	355	7,878	720

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 in your affirmation card templates. 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:

<https://rebrandablecontent.com/app/dashboard> My curated collection of graphics, templates, and more.

Tips, Tricks, and Tools

1. **Consider a free Canva account.** Whether you're a Canva expert or just getting started, you can use the templates and elements in this free online program to create affirmation cards in minutes!
2. **Expand beyond Etsy.** While Etsy is a fantastic market for printable products, take a look at some of these other resources for selling your affirmation cards:
 - Ebay
 - Amazon
 - Shopify
 - Teachers Pay Teachers
 - Online Card Stores such as <http://www.drivethrucards.com/>
3. **Get creative with your audience reach.** Consider expanding beyond broad categories such as women and children and look to solve a problem...pick an area where people need help – weight loss, fitness, relationship building, smoking cessation, etc. – and create affirmation cards that help people overcome these problems.
4. **For more in-depth training on creating card decks that sell...**check out my [***Card Deck Publishing Profits***](#). With this training course, you'll get:
 - 90+ page PDF guide: Everything you need to know to begin creating and selling inspirational, informational, educational and "just for fun" card decks today.
 - Quick-start video intro to show you just how easy it is to use "drag and drop" software to create your decks.

-
- Massive database of sites and marketplaces to promote and sell your card deck to a wide variety of niches!
 - Plus, you'll receive this awesome bonus "Getting started on FBA - How to sell on Fulfillment by Amazon": Learn everything you need to know to start selling your decks on Amazon quickly and with no expensive trial and error!

BONUS: 10 DFY Templates in both Canva and PPT format

- Each template has a customizable background, a spot for a graphic, and a spot for text.
- I've included a poker card size for POD as well as printable card size.
- You'll also find simple black and white graphics that can be used for a variety of purposes.
- Spice up your cards with the trendy backgrounds and borders.
- Everything is copyright-free so you can sell with confidence!

BONUS: Instant Listing Template Also Included

List your product in marketplaces fast with the sample description and 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 affirmation card decks in very little time with the DFY templates provided and marketing them even more quickly with the Instant Listing Templates.

*To your success,
Amy Harrop*