

# POPULAR PRINTABLES MONTHLY

Month 2

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## Hot Printable Niche Strategy Report:

Learn More About the Popular **World Maps** Niche



<https://www.etsy.com/listing/680357382>

<https://www.etsy.com/listing/954120816>

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# Hot Niche Alert: World Maps

A focus on the printables market allows you to have an enormous range of creativity in different products, markets and target audiences, *all while requiring very little effort or cost.*

To find what is currently trending – and thus more profitable - I’m always looking for hot new niches to share with you! This month, I will be traversing the world of printable world maps. **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 World Maps?

Printable world maps are digital documents that encapsulate the world in a 2-D image. These printable files are easy to create and can be simple or beautifully artistic depending on the audience you are targeting.

**These files are completely digital, so once created, 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 and they are able to download and print themselves.

You don’t have to worry about:

- Product Inventory
- Storage
- Order fulfillment
- Shipping
- Returns

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## Take a Look at These Successful Sellers

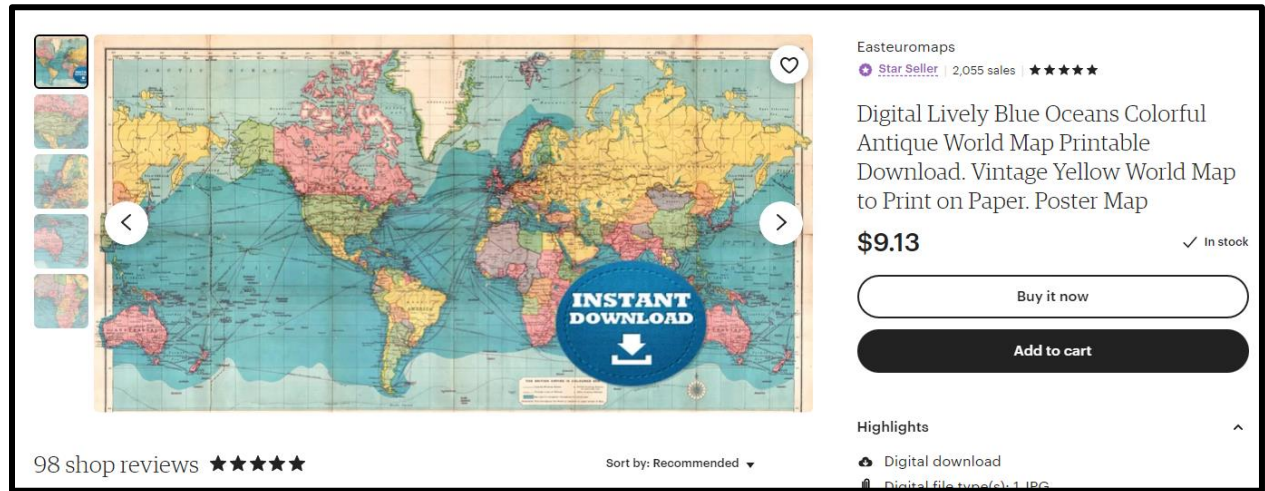
World maps is a fun and diverse printables market. Black and white maps with little more than countries named and outlined may be what comes to mind when you think of a world map, but there are many successful sellers who have taken world maps to whole new levels.

This category encompasses:

- Educational products
- Art
- Traveler's memorabilia

We'll cover these further in-depth later, but let's take a look at a few successful sellers that do well with printable world maps to give you an idea of what your shop could become.

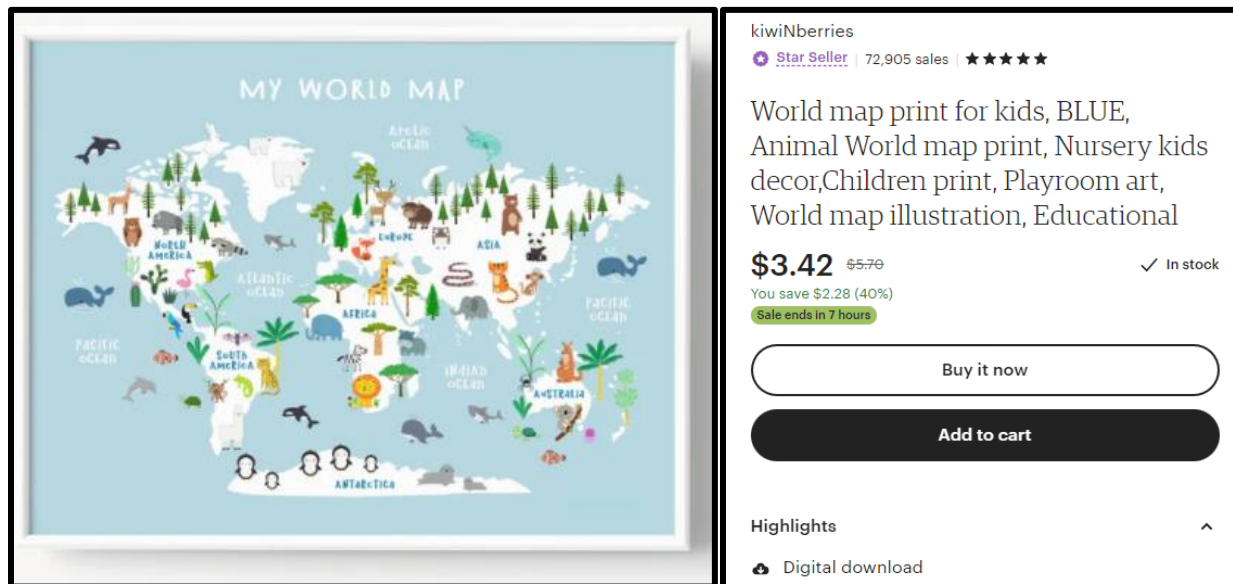
## Easteuromaps—Etsy



Tom, the owner of Etsy shop Easteuromaps, focuses solely on world maps for his profitable printables shop. Note that he has over 2,000 sales and a five-star review rating.

He has expanded his market beyond just digital, also selling maps on paper or linen. One example of his digital product line, shown above, sells for \$9.13. For a digital product that he can sell over and over again!

## [KiwiNberries—Etsy](#)




Another Etsy shop, KiwiNBerries has also garnered five-star reviews and can boast of over 72,000 sales. They’ve successfully married the concept of educational products with art, as you can see with their playful children’s printable map shown above.

Suitable for younger children, this map displays the geography of the world with adorable cartoon animals that kids will flip for. It’s art and it’s educational – KiwiNBerries has straddled the lines between multiple niches with this one.

## History Gal—Teachers Pay Teachers

### World Map Activity (Print and Digital)

★★★★★ 77 Ratings ▾



**BLANK VERSION**

**Key is included!**

**Students label 17 items**

**Key:**

- Antarctica
- North America
- South America
- Europe
- Asia
- Africa
- Oceania
- Arctic Circle
- Tropic of Cancer
- Equator
- Tropic of Capricorn
- Antarctic Circle

**Key:**

- North America
- South America
- Europe
- Asia
- Africa
- Oceania
- Arctic Circle
- Tropic of Cancer
- Equator
- Tropic of Capricorn
- Antarctic Circle

Grade Levels

6<sup>th</sup> - 10<sup>th</sup>, Homeschool 📈 Mostly used with 6<sup>th</sup>

Subjects

Social Studies - History, Geography

Resource Type

Worksheets, Activities

Formats Included

- ✓ Zip
- ✓ Google Apps™

Pages

6 slides, 3 pages

**\$3.00**

**Add one to cart**

Buy licenses to share

+ Add to Wish List

Share this resource

[f](#) [t](#) [p](#)

Report this resource to TpT

**View Preview**

History Gal has over 11k followers on Teachers Pay Teachers. She knows how much educators value time-saving educational printables. This product of hers, shown above, can be downloaded and printed in a blank version for students to fill in or she has added value by also enabling it to be used in PowerPoint and Google Slides Shows.

Often the world maps targeting teachers are more along the lines of the example we mentioned earlier, just countries named and outlined. That doesn't mean you can't dress them up a little to stand out among other sellers. Fun colors, fonts and borders can make simple world maps fun.

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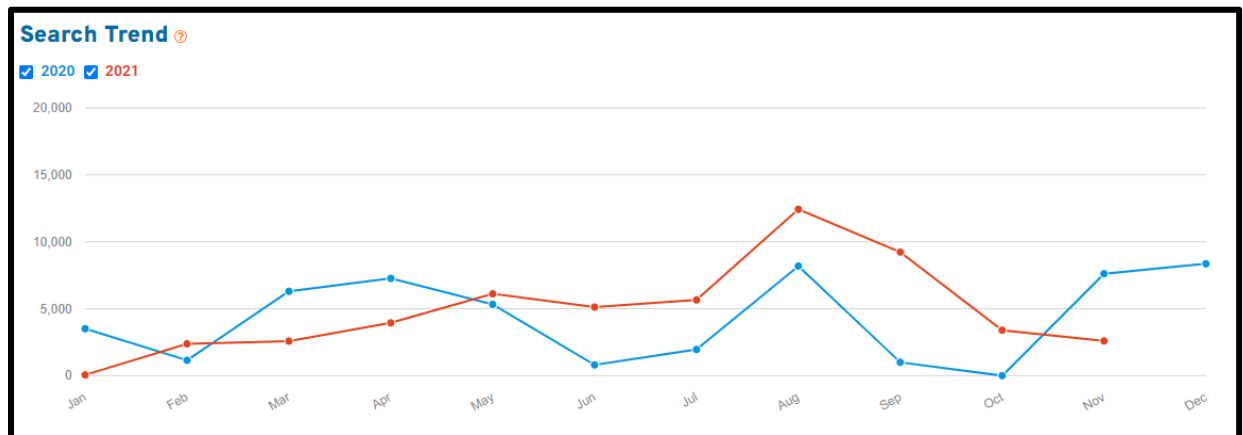
## Tapping into This Growing Audience

After showing you a few examples of the success some sellers are having with printable world maps, let's dive further into the audience for these products. As I mentioned earlier, printable world maps are purchased for a variety of reasons.

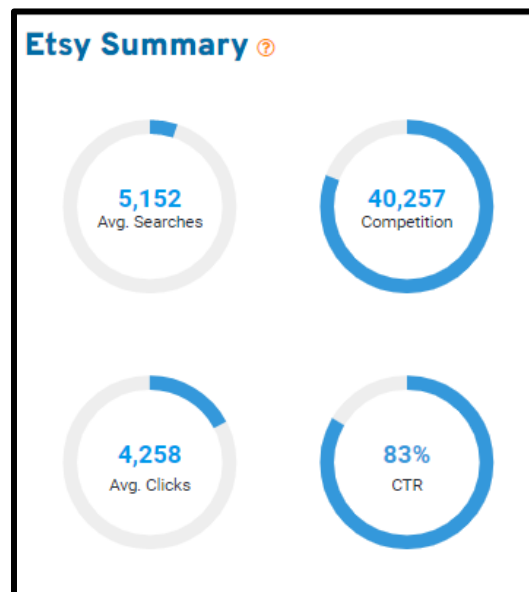
- **Men and women of all ages and backgrounds buy world maps to use as art.** These are the maps that focus on aesthetics and not necessarily accuracy.
- **For the younger target audience, maps tend to be a mix of art and educational material.** Customers may be looking for world maps to decorate a child's bedroom or playroom. Whimsy is more important than pure aesthetics or accurate rendering.
- **There is also a market in place for teachers.** Printable maps are great educational resources for in-classroom use at schools and for homeschooling families. The audience for this type of map is usually looking for correct borders, labeling, etc. Blank maps for students to fill in are also a product you can market to this audience.



As you can see from the eRank.com chart below, searches for world maps remain steady throughout the year. There is an uptick in searches in August, which is most likely due to people looking for educational resources before school begins.



Although Etsy is a great place to sell most any kind of printable product, you can see below that there is a great deal of competition for general world maps.



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Don't be disheartened! Though there is stiff competition for world maps in the Etsy marketplace, this is still a category that's pulling in **over 1.8 MILLION Google searches**.

Keyword	Average Etsy Search (US)	Etsy Competition	Google Searches
World Map	5152	40,257	1,830,000

**Knowing where to look for the audience that is being underserved can save you time and money and ultimately lead to increased sales.** 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

World maps are in huge demand, but with that comes steep competition. It would be easy to have your products overlooked among the masses if you don't narrow your focus.

When deciding what kind of printable world maps 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
World Map Wall Art	2,206	17,993	5,400
Kid's World Map	607	9,294	9,900
Old World Map	475	4,520	8,100
World Travel Map	353	16,200	1,600

We'll look at a few of these niches to give you a clearer idea on how you can begin creating printable world maps today.

### **“World Map Wall Art”**

Wall art is a broad category and the audience looking for world maps to display as art is equally broad. The only sure thing is that people searching this sub-niche are looking for a product that is visually pleasing.

You can be as creative as you'd like. The three examples below are all world maps, but the level of detail and difficulty in creating them varies. All three products sell well.



<https://www.etsy.com/listing/691028786>



<https://www.etsy.com/listing/1003474281>

<https://www.etsy.com/listing/714831348>



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### **“Kid’s World Maps”**

This category is aimed at a younger audience and can focus on either the educational side – think geography lessons – or be created as wall art for children. Some products are both.

Which direction you go depends on what you find more engaging to create. If you like the educational focus, I’d suggest creating worksheets that can be printed or used in various software. Including an answer key is helpful for your customers, often teachers or homeschooling parents.

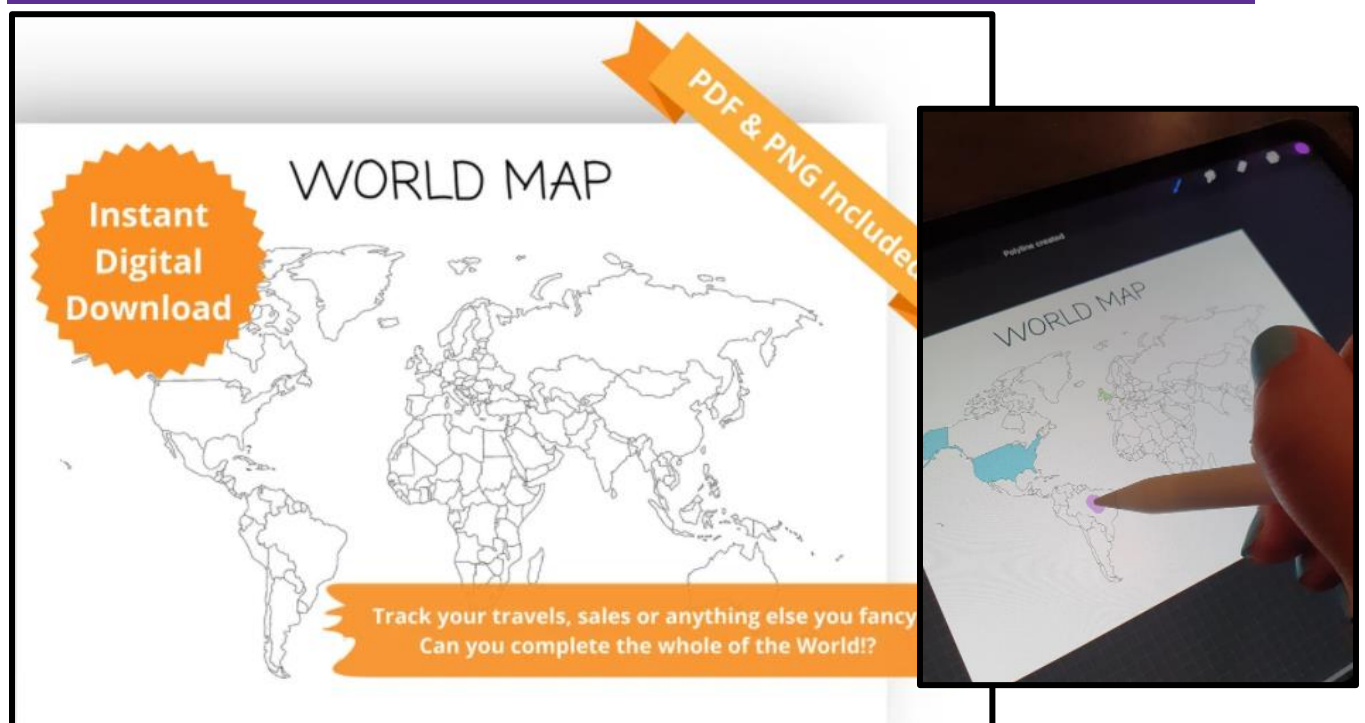
If you decide to create world maps as art for children, most of the successful sellers use bright colors, fun cartoons and other graphic elements that are playful.

### **“World Travel Maps”**

One more interesting sub-niche for printable world maps is aimed at travelers.

These maps can be blank outlines that customers can color in or use pushpins to show where they’ve traveled in the world. You can also offer customizable maps that allow the purchaser to digitally color in the countries they’ve visited before printing it themselves.

The example below sells for \$2.42 and is a very simple piece. The seller has also included an option that allows digital coloring in as mentioned above.



<https://www.etsy.com/listing/1055730609>

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## The Keywords That Will Make Your Product Stand Out

Creating products in these low-competition sub-niches is only the beginning. To help ensure your success, 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 bring your product to the forefront when customers search for it and help make your product stand out.

Keyword	Average Etsy Search (US)	Etsy Competition	Google Searches
Push Pin World Map	616	2,575	1,900
Push Pin Travel Map	320	4,584	2,400
Old World Map	475	4,520	8,100
Black and White World Map	73	2,525	6,600
Framed World Map	31	3,064	2,900
Custom Star Map	607	5,810	1,900
Antique World Map	491	4,445	880
Hand Drawn Map	237	3,390	1,000

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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 world maps. 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.



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## 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. **Check out more than just Etsy.** Teachers Pay Teachers is an educational resource marketplace that posted over \$30 Million in gross sales last year and that's just one website!
  - Also look at [Edsource](#), [LearnInColor](#) for more resources!
3. **For more in-depth training on creating educational printables that sell...**check out my [Easy Learning Printables](#). With this training course, you'll receive:
  - The Easy In-Depth Easy Learning Printables PDF Guide
  - The Easy Quick-Start, Step-by-Step Checklists
  - Over-The-Shoulder Video Training
  - Worksheets To Guide You Through the Creation Process
  - Done-For-You Learning Printable Goldmines... (Product templates you can use to quickly make unique and publish)
  - BONUS: A Quick and Easy Guide to Using Canva
  - BONUS: 200+ Hand-Curated, Royalty-Free Photo, Illustration, and Image Resources

If you're ready to start creating your very own printable publishing empire, be sure to pick up Easy Learning Printables now.

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## **BONUS: 4 DFY Templates in both Canva and PPT format**

- These templates are designed as editable files with many customizable elements.
- Each template is formatted to fit on a standard 8.5" x 11" piece of paper and I've included a range of maps. You'll get:
  - A World Map
  - A Map of the United States
  - A Kid's World Map
  - An Antique Map of the World
- You can easily modify them to create new products you can sell on marketplaces like Etsy.
- 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 printable world maps 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*