

POPULAR PRINTABLES MONTHLY

Month 4

Amy Harrop

Hot Printable Niche

Strategy Report:

Learn More About the Popular **Pregnancy** Niche!



<https://www.etsy.com/listing/1038388027/>



<https://www.etsy.com/listing/789742935/>

Hot Niche Alert: Pregnancy Printables!

The printables market shows no sign of slowing down and I continue to look for hot new niches to share with you. This month, I will be diving into the world of printable pregnancy products. 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 Pregnancy Products?

Pregnancy printables are digital files for products that are relevant to the lives of women who are pregnant, planning to become pregnant or anyone wanting to purchase gifts for women who are expecting.

Products in this niche include journals, planners, stickers, artwork and announcements. *Also consider creating a line of these types of products related to babies - announcements, baby journals, photo props, etc – it's an easy way to bring back customers who purchased your pregnancy products.*

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 one of your printable pregnancy products, 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 your customers research, record and celebrate one of the most joyous times in their lives.

Just Look at These Successful Sellers!

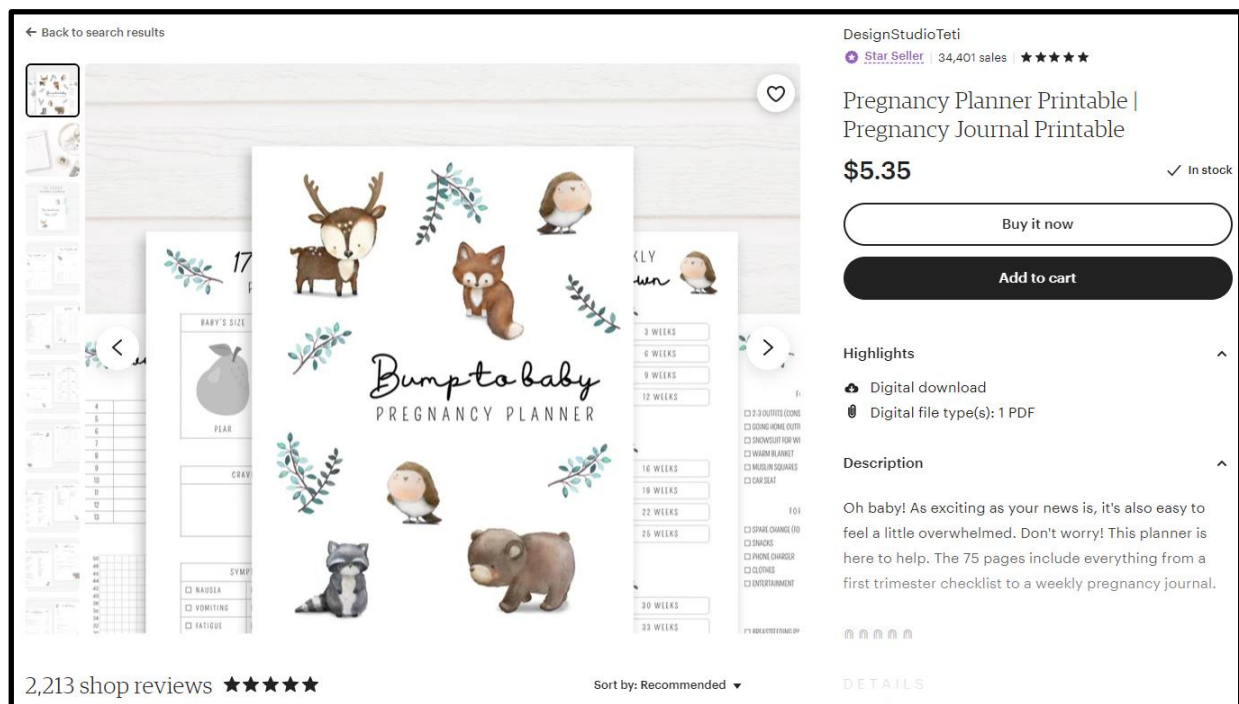
Pregnancy products are a growing printables market, if you'll pardon the pun.

Many women are waiting later in life to have children which often means more income to purchase pregnancy-related products and a strong desire to commemorate the experience.

The market is open to a wide variety of sub-niches in the pregnancy arena.

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

[DesignStudioTeti-Etsy](#)

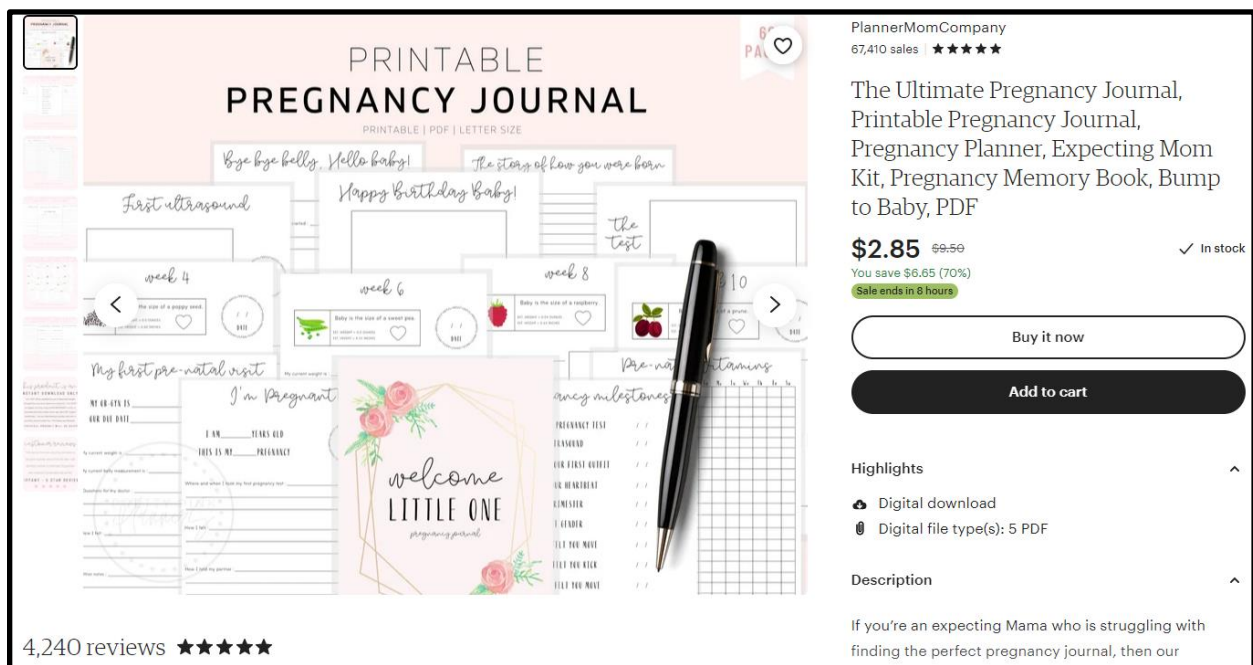


Boasting a 5 star rating, over 34,000 sales and 2200+ reviews, DesignStudioTeti is an Etsy shop that specializes in printable planners, calendars, resume

templates and more. They have several items related to pregnancy or babies and most are priced around \$5.

Carmen Goldenbelt, the owner, has included tons of pages in this planner bundle, making it a very good value for consumers. Cleverly, Carmen is offering the exact same package with a change out for graphics and fonts in multiple themes to appeal to more buyers.

[PlannerMomCompany—Etsy](#)



The screenshot shows the Etsy listing for the 'PRINTABLE PREGNANCY JOURNAL' by PlannerMomCompany. The main image displays a collage of various journal pages, including a 'First ultrasound' page, a 'Happy Birthday Baby!' page, a 'week 4' page, a 'week 6' page, a 'week 8' page, a 'week 10' page, a 'My first pre-natal visit' page, a 'I'm Pregnant' page, a 'welcome LITTLE ONE' page, and a 'Pregnancy milestones' page. A black pen is placed over the 'welcome LITTLE ONE' page. The listing includes the following details:

- PlannerMomCompany**: 67,410 sales, ★★★★★
- Title**: The Ultimate Pregnancy Journal, Printable Pregnancy Journal, Pregnancy Planner, Expecting Mom Kit, Pregnancy Memory Book, Bump to Baby, PDF
- Price**: \$2.85 (original price \$6.65, 70% off). A green banner indicates 'Sale ends in 8 hours'.
- Availability**: In stock (checked).
- Buttons**: 'Buy it now' and 'Add to cart'.
- Highlights**: Digital download; Digital file type(s): 5 PDF.
- Description**: If you're an expecting Mama who is struggling with finding the perfect pregnancy journal, then our
- Reviews**: 4,240 reviews, ★★★★★.

Also on Etsy, PlannerMomCompany owner Nichole has designed hundreds of planners. She's racked up over 67,000 sales and 4,000+ 5-star reviews. She offers a dozen different pregnancy journals, all printable, for sale and has also expanded to offer newborn planners and baby books. She most likely draws in repeat customers this way.

LifeSimplyOrganized - Etsy

LifeSimplyOrganized
Star Seller 3,883 sales | 4.9 ★★★★★ (396 reviews)

The Ultimate Pregnancy Journal - Printable Pregnancy Journal - Bump to Baby book - Pregnancy Planner - Instant Download

\$11.30 ✓ In stock
Free Shipping

Buy it now

Add to cart

Highlights

- Digital download
- Digital file type(s): 4 PDF

Description

This pregnancy journal is THE Ultimate Pregnancy

Tina Baker, owner of LifeSimplyOrganized, sells digital and printable products “to help you organise your life, manage your time and work towards achieving your goals.”

Her sales numbers are lower than our other two examples - 3,883 sales - but her Ultimate Pregnancy Journal/Book/Planner is priced at \$11.30 and continues to sell well.

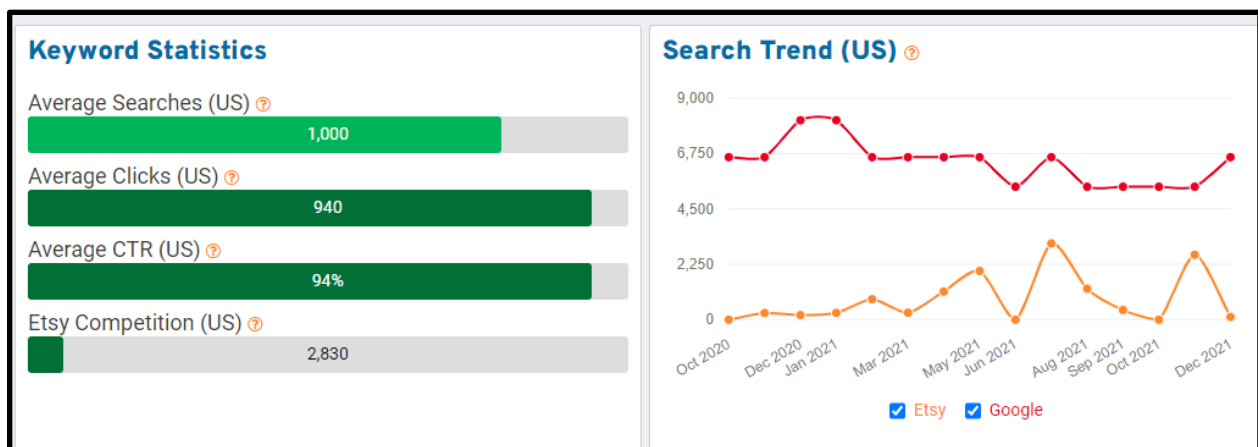
Tapping into This Growing Audience

After showing you a few examples of the success some sellers are having with pregnancy printables, let's take a look at the audience for these products.

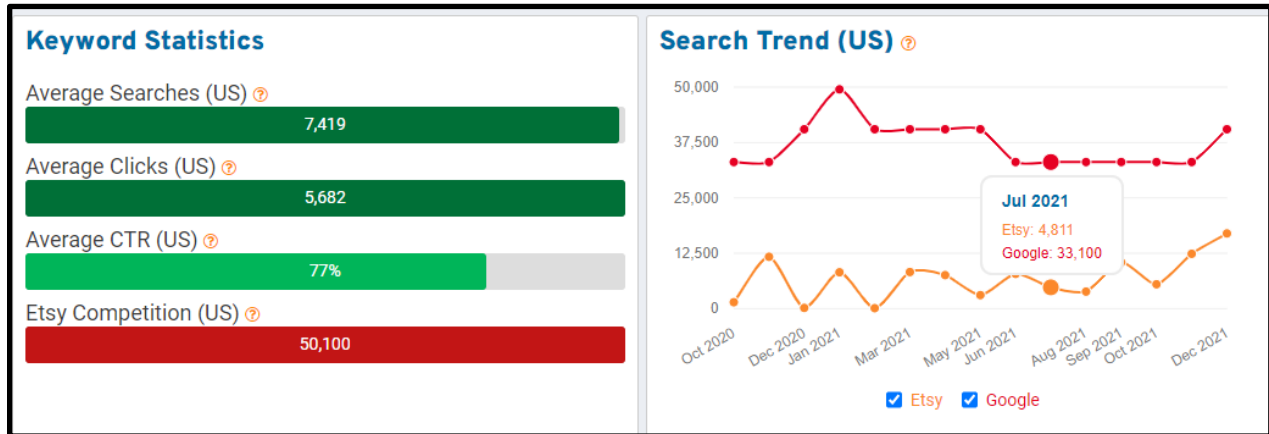
While partners and friends or family of pregnant women certainly buy pregnancy printables for the pregnant women in their lives, **the vast majority of customers are pregnant women; no surprise there.**

Women of child-bearing age and from all backgrounds purchase pregnancy-related products.

In the eRank.com chart below, searches for “**pregnancy journals**” remain fairly steady throughout the year with some small spikes in May, July and November. Google searches also spike in July. This may be the ideal time to launch a new pregnancy printables line.



Pregnancy announcements have an even higher number of searches on both Etsy and Google, but you'll note that the competition for these products is much greater as well.



This market is not overly saturated, meaning there is room for new sellers. Trying to jump into the broader categories may lead to frustration, though, as the competition is stiff.

Knowing where to start can save you time, money and energy and ultimately yield better results.

To that end, I've completed the research to show you which sub-niches are profitable, growing and ready for new content creators. In the next section, we'll look at three popular, yet unsaturated sub-niches.

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

Demand is high for pregnancy products, and printable products are just a portion of that market. Competing against sellers who have ready-made products and those that are well established in the printables market can be difficult. **Therefore, it's important to know which sub-niches are going to net you the best results.** I'm here to help! I've spent hours on market research to provide you with the following pages of popular and expanding sub-niches with low competition.

Keywords	Average Searches	Average Click-Through-Rate	Etsy Competition	Google Searches
Pregnancy Journal	1,000	94%	2,830	6,600
Digital Pregnancy Announcement	1,071	54%	15,683	1,900
Pregnancy Announcement Wine Label	542	100%	1,150	320

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

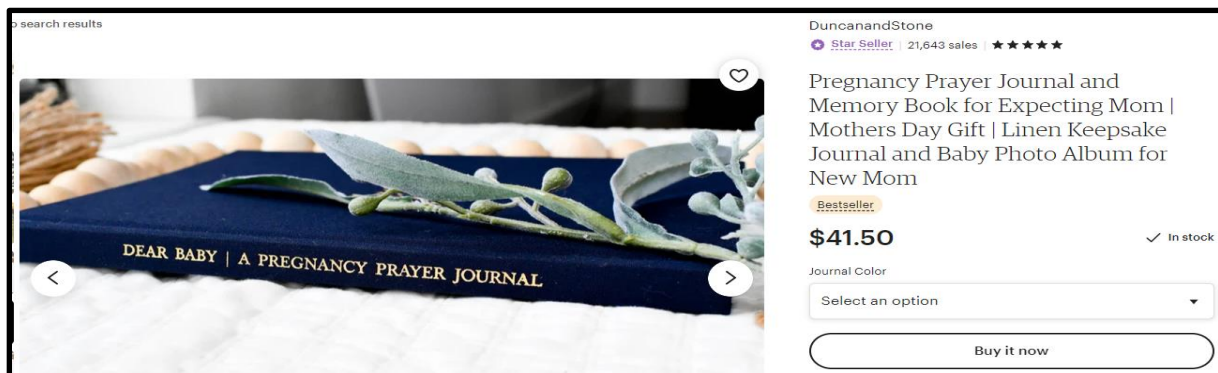
“Pregnancy Journals”

Journals are a huge seller on the Etsy market with over 28,000 searches but also 50,000+ competition. Surprisingly, **pregnancy journals have a low competition rate but a high search rate on both Etsy and Google.**

In the general journal market, sub-niches that have high searches and low competition include:

- Gratitude Journal
- Personalized Journal
- Prayer Journal
- Refillable Journal
- Affirmation Journal

Pregnancy journals can be further tailored to take advantage of these often searched keywords. Combining prayer or gratitude with pregnancy in a journal product would be simple to do and your product would really stand out.



[Etsy Seller - DuncanAndStone](#)

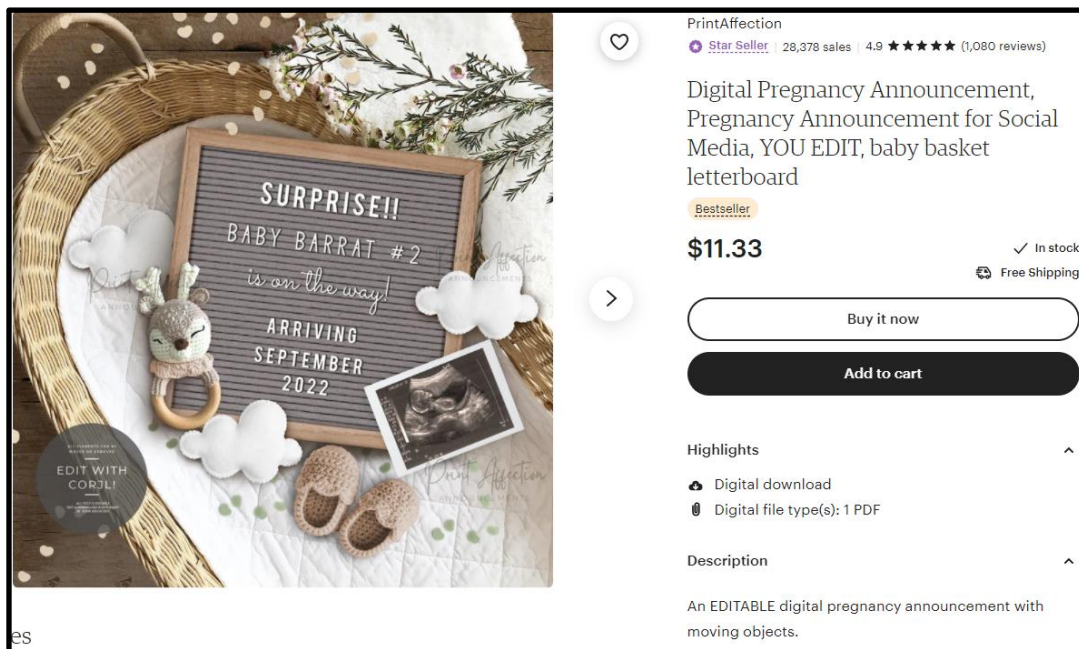
This is a physical product from Etsy seller DuncanAndStone that offers buyers a pregnancy prayer journal and sales are high. Finding a printable version proved to be difficult...there is an open space in the market for more specialized printable pregnancy journals.

“Digital Pregnancy Announcement”

With the amount of time the average adult spends on social media, **it is not surprising that digital pregnancy announcements are a sought-after pregnancy product.**

You can create one beautiful PDF of an announcement photo tableau, like the one below, and sell it over and over again for pure profit. The example below allows customers to edit the image themselves with [Corjl](#). They can change the wording, font type or color, remove items, swap out the ultrasound pic for their own, and more.

People want “Insta-ready” products and are willing to pay for them. Digital pregnancy announcements are a simple, yet fun sub-niche to dive into and the profit potential is high.



[Etsy Seller - PrintAffection](#)

“Pregnancy Announcement Wine Label”

Competition in this sub-niche is very low. The searches aren’t as high as the other two sub-niches we’ve covered this month, but they are still significant. Google searches remain steady throughout most of the year with large spikes around the holidays.

People are buying these instant downloads and customizable printables to personalize gift bottles of wines for family and friends as a creative and fun way to announce their pregnancy.

These pregnancy printables are usually created as a single PDF or JPG and sell between \$4 and \$8 each. Customers can edit the product themselves and sellers utilize a range of software to offer this option, from [Adobe](#) to [Corjl](#) to [Templett](#)...**you, as the seller, are not tied into any one particular customization option.**



[Etsy Seller - InstantInvitation](#)

These digital labels really “Pair well with becoming grandparents.” They can be specialized for gifting to grandparents, aunts or uncles, co-workers and more.

The Keywords That Will Make Your Product Stand Out!

Now that you have some low-competition sub-niches to explore, I've researched the hot keywords that have less competition on Etsy. Keywords are an important consideration to developing your product listings as they can really help your product stand out from others. This means more sales and more profit in your pocket.

Keyword	Average Etsy Search (US)	Etsy Competition	Google Searches
Pregnancy Announcement Grandparents	1,712	16,951	3,600
Pregnancy Announcement Husband	1,115	5,120	5,400
Great Grandparents Pregnancy Announcement	504	902	480
Guess What Pregnancy Announcement Card	412	191	X
Pregnancy Diary	333	667	320
Pregnant Sister Gift	871	1,702	390
Expecting Mother Gift	489	10,069	5,400

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 pregnancy 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://rebrandablecontent.com/app/dashboard>

Tips, Tricks, and Tools

1. Offer Personalization.

- Personalization is a huge trend in online products in general and that includes printables. A [recent study](#)¹ found that 80% of consumers want a personalized experience when they're shopping and 42% are more likely to buy personalized products than generic ones.
- Personalization can take a couple of different forms. The first is to sell printables that are editable PDFs. That way, when someone downloads a printable party invitation or calendar, they can edit the file to make it suit their needs.
- The second option is to integrate your shop with a print on demand supplier who will print your personalized items as customers order them. This is a great option if you want to add products that aren't printable at home, such as wall art or apparel.

2. Look for Audiences That Intersect Your Original Audience. Once you've made some sales, you know that your printables are selling. A woman may not buy the same pregnancy journal again, but she might be interested in a baby journal. A good way to scale and encourage them to revisit your store is to offer products that are likely to appeal to your original audience as well as introduce your products to a new audience.

¹ Lindecrantz, Gi and Zerbi. Personalizing the customer experience: Driving differentiation in retail. <https://www.mckinsey.com/industries/retail/our-insights/personalizing-the-customer-experience-driving-differentiation-in-retail>

3. Consider More Than Just Etsy. Etsy is an incredibly powerful market, but you can diversify your sales if you also check out platforms like:

- Shopify
- Redbubble
- Zazzle
- Spreadshop
- Society6

4. For more in-depth training on creating special moments or event printables that sell...check out my [*Easy Party Printables*](#). With this training course, you'll receive:

- The Easy In-Depth Easy Party Printables PDF Guide
- The Easy Quick-Start, Step-by-Step Checklists
- Over-The-Shoulder Video Training
- Mini-Guide to Help Find Great Niches and Hot Products
- Tons of Done-For-You Templates to Help You Profit Fast
- **BONUS:** The Ultimate Resource for Free Graphics Online
- **BONUS:** Etsy Selling Secrets

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

BONUS: 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 templates. You’ll get:
 - Pregnancy Journal Templates:
 - Photo Page
 - Page for Writing
 - Combo Page - Photo & Writing
 - Pregnancy Planner Documents
 - Planner Page
 - Pregnancy Tracker
 - Pregnancy Checklist
 - Event or Party Planning Page
 - Pregnancy Announcement Label
 - “Pairs Well”
 - “I Can’t Drink”
- You can easily modify these templates 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 pregnancy products 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