

POPULAR PRINTABLES MONTHLY

Month 8

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Hot Printable Niche Strategy Report:

Learn More About the Popular **Classroom Decor** Niche!



<https://www.etsy.com/listing/1164074955>



<https://www.etsy.com/listing/818394287>

Hot Niche Alert: Classroom Decor!

The beauty of making low content products and printables lies in their ease of creation, the broad range of categories they encompass and the miniscule quantity of time and money they take to market and sell. They also don't require inventory or shipping...such a great market for newbies and pros alike!

Each and every newsletter you receive is focused on one hot niche, and several sub-niches, to make it as easy as possible for you to tap into a pool of buyer-ready traffic. This month, I am headed back to school...we'll be exploring the category of printable classroom décor.

First, I'll start out by explaining what types of products make up this niche. Then we'll discuss the target audience and dive into the research I've compiled on the profitable sub-niches. Finally, I'll provide lots of tips, tricks, templates and bonuses to help you hit the ground running.

What is Printable Classroom Decor?

As you know, a printable product is a digital product—something you create once and sell many times. Your customers will buy and download the digital file and print it on a home or, in the case of classroom décor, a school printer or choose to have them printed professionally.

Teachers often create or buy items to give their classrooms a little pizzazz and make them more appealing to students. Classroom printables are printable products focused on classroom, home school, or other educational environments. They may be designed to teach something, to remind students of essential information, or simply to add some color and cheer to the classroom.

Just Look at These Successful Sellers!

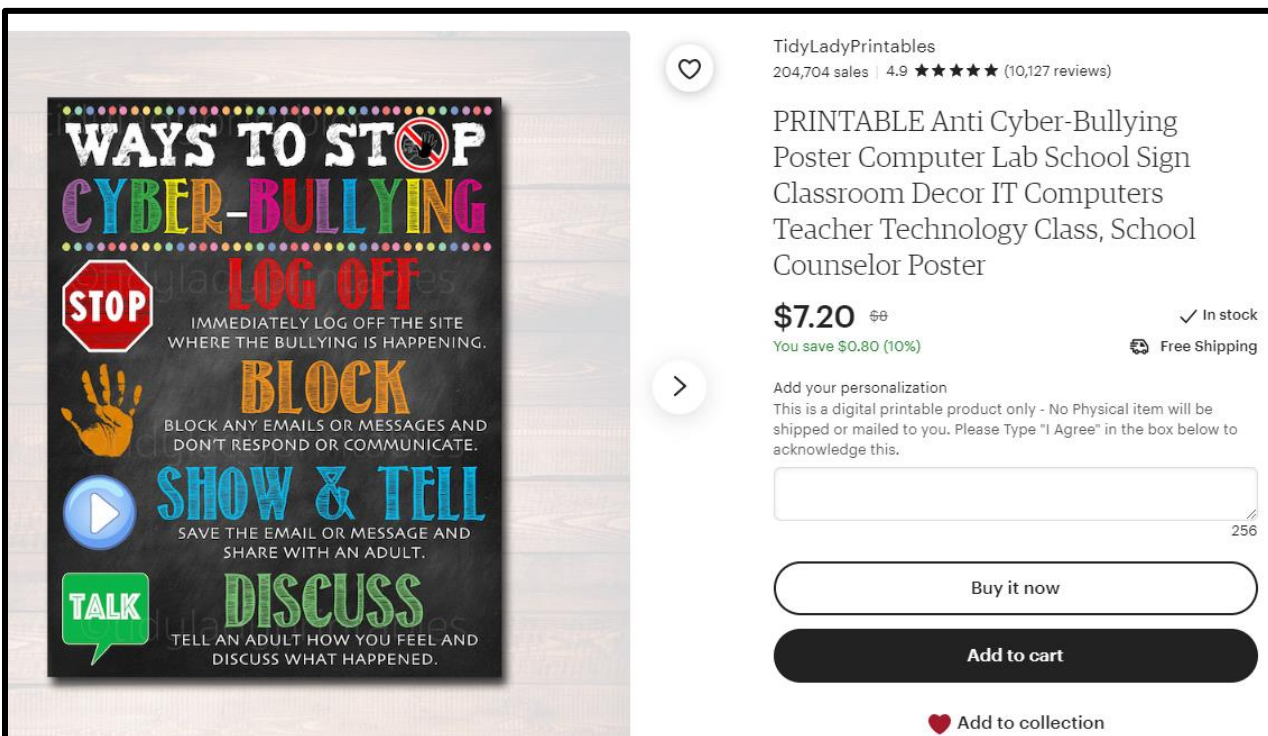
The category of classroom décor is booming on multiple marketplaces. Etsy, Amazon Ignite, Tes and Teachers Pay Teachers all offer a huge opportunity to sell these classroom printables.

In fact, Teachers Pay Teachers has had over 5 million teachers shopping and buying from their site, Amazon has a separate marketplace just for digital education products, and Etsy continues to be a leader in sales for digital and low content products.

My point is that printable classroom décor is a great niche to consider expanding the number of marketplaces you use to bring in sales. You don't have to have educational experience or be a teacher to use or sell on any of these sites.

Let's take a look at some of the creative content that can be found in this niche and the people who are successfully selling it. Inspiration can be drawn from these star sellers and their stores. It also doesn't hurt to take some time to look at some of the sellers who are not doing well and consider what you should avoid in your own product lines.

[TidyLadyPrintables - Etsy](#)



<https://www.etsy.com/listing/713109268>

TidyLadyPrintables, an Etsy shop with over 200,000 sales, hits it out of the park with this anti-bullying classroom poster. Relatively easy to create and all digital—no product fulfillment or shipping—and yet Amber, the owner, is able to charge more than \$7 for this décor product!

She's designed hundreds of different posters and they all sell for a minimum of \$5.40. That is a lot of profit and not uncommon for this category. Many of the posters are almost identical to each other with one small change.

For example, Amber has nearly 400 different listings for first and last day of school signs. Take a look at just a few examples and imagine how long it took her to create the first one...and then how long it might take to make all the subsequent signs. This is a super smart strategy from a very successful seller.




https://www.etsy.com/shop/TidyLadyPrintables?ref=simple-shop-header-name&listing_id=713109268§ion_id=19632811&sort_order=price_asc

She also has all these signs with “Mom” instead of “Dad”. **This entails very little extra work for the seller, but widens the audience for her products.**

The Core Coaches - TeachersPayTeachers

Editable Morning Greeting • Morning Greetings Social Distancing • Spring

★★★★★ 7.6k Ratings



Grade Levels
PreK - 6th

Subjects
Life Skills, Classroom Management, Classroom Community

Resource Type
Printables, Bulletin Board Ideas

Formats Included
✓ Zip
✓ Internet Activities

Pages
133 pages

\$4.00

Add one to cart

Buy licenses to share

+ Add to Wish List

Share this resource

f t p

Report this resource to TpT

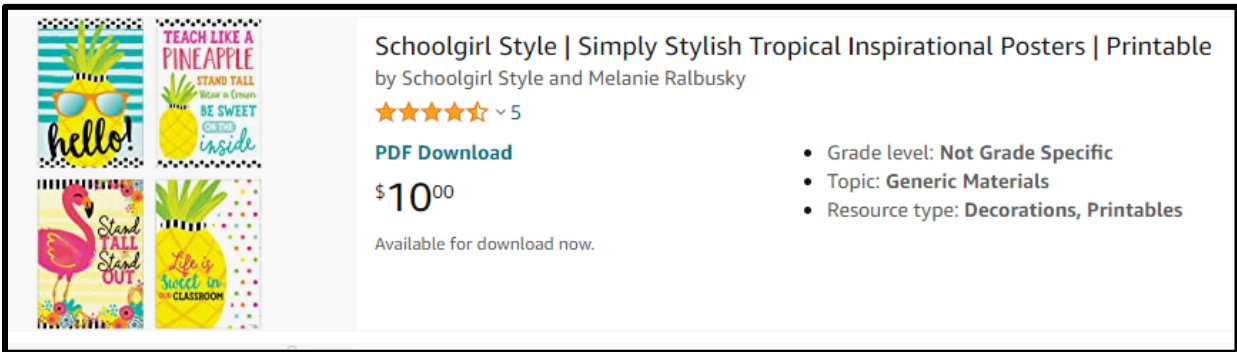
<https://www.teacherspayteachers.com/Product/Editable-Morning-Greeting-Morning-Greetings-Social-Distancing-Spring>

Here's a great example of a Teachers Pay Teachers seller who is doing very well with printable classroom décor. This printable door sign offers many options for morning greetings including different colors, shapes, actions, etc. It is editable by the customer which means no extra work for the seller, but the buyer gets exactly what they want.

The sellers, The Core Coaches, have received over 50,000 reviews for their products and over 7,000 for just this product alone. And all that traffic puts eyes on their other products, many of which are priced higher than this one.

These ladies at Core Coaches are teachers, but that is not a requirement to sell on Teachers Pay Teachers. It really is a wonderful marketplace.

Schoolgirl Style - Amazon Ignite



[Amazon Ignite Seller - Schoolgirl Style](#)

Here's an example of a successful seller of classroom décor on Amazon Ignite. Amazon Ignite allows you to sell your original teaching resources—like printables, lesson plans, and classroom games—as digital downloads. It's free to join but it does require an invitation.

Schoolgirl Style and Melanie Ralbusky offer this set of 4 posters, delivered as a PDF, for \$10. **This is a great example of selling products as a set or a bundle.** Bundling offers customers increased value for their money and may convince them to spend a bit more on a set rather than the single poster they were considering buying.

Tapping into This Growing Audience

Now that we've taken a look at a few examples of the success some sellers are having with classroom decor, we'll switch gears and consider the audience for these products.

Printable classroom décor is primarily for use in classrooms, so the primary customers are teachers. However, this is not as limiting as it might sound. Think beyond Mrs. Markey, the 5th Grade Science teacher. Other people who are buying these products include:

- Public School Teachers
- Private School Teachers
- College or University Professors
- Homeschool Parents
- Learning Co-Op Teachers
- Day Care Professionals
- Specialty Learning Instructors
 - Music Academies
 - Dance Studios
 - Kids' Cooking Schools
 - Sports Clubs
 - And many more

The key is to think about your actual audience...the students. If you're creating a poster for chemistry class, you might use humor or keep it very serious. Either way, it would be different than a Classroom Rules poster for kindergarteners which would likely involve fun, bright colors and simple graphics.

Customers for printable classroom décor may be men or women, young or old, but they all want to either help instruct their students or make their classrooms more appealing, or both.

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

It may not surprise you that classroom décor in general is a saturated category on Etsy. **All of these niches have an Etsy Competition rank of over 50,000:**

- Classroom Wall Décor
- Classroom Décor
- Classroom Prints
- School Sign
- Teacher Décor

But there are many sub-niches in this category that are worth exploring. It can take time and focus to find them as keywords for these types of products vary greatly.

The key is to find the sub-niches where demand is high, but competition is low. I've completed this research for you to save you time, money and energy and I'll recommend several products that have a better potential for high sales.

Remember, any of these sub-niches are worth exploring further. I'll focus on a few in the next section, but the others are definitely in-demand products that could complement your line of printable classroom décor.

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

Keywords	Average Searches	Average Click-Through-Rate	Etsy Competition	Google Searches
First Day of School Sign	4,101	66%	15,914	14,800
Bulletin Board	1,455	88%	14,219	49,500
Space Poster	1,452	92%	20,153	2,400
Periodic Table Poster	756	36%	1,023	1,300
Anatomy Poster	732	70%	6,318	1,600
Bulletin Board Letters	674	60%	955	2,900
English Classroom	647	83%	2,681	480
French Poster	632	59%	28,853	1,300
Bulletin Board Border	620	49%	462	8,100
Feelings Chart	578	102%	1,321	22,200

The key to evaluating this research is to find the keywords with the best combination: high Etsy searches, high CTR - Click Through Rate, which means the customer follows through by actually clicking on a product, low Etsy competition and high Google searches (which can indicate a niche is trending and may sell well in other marketplaces besides Etsy).

I've chosen the following three sub-niches as they bring in the best ratio of searches and CTR to competition:

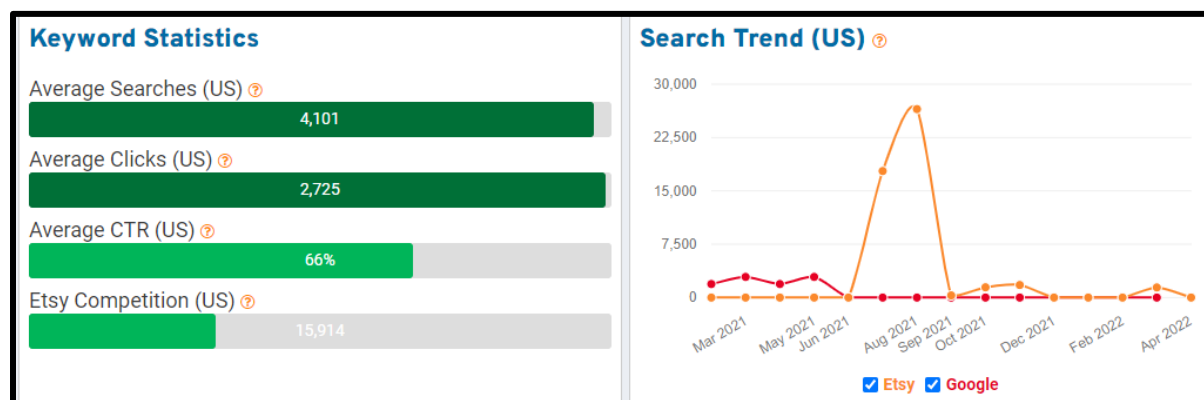
- First Day of School Sign
- Bulletin Board
- Space Poster

It's worth checking out some of the other niches as well. The more products you create, the more traffic you'll get and the more options you'll have for product lines and bundling.

First Day of School Sign

Signs for the first (or last) day of school are often purchased by parents for at-home use, but I've personally seen teachers use these for photo opps as well.

Here is a look at the strong stats for this sub-niche:



<https://erank.com/keyword-tool/tags?keywords=first+day+of+school+sign&source=etsy>

Searches on Google are fairly steady throughout the year, but Etsy has a huge spike during the summer months. This is the lead-up to the first day of school in the U.S., typically occurring in August or September.

The example below is for a successful listing on Etsy. [SparklePrintable](https://www.etsy.com/listing/839274186) sells this customizable first day of preschool sign for just under \$6. The customer can purchase and then use Corjl to personalize.



<https://www.etsy.com/listing/839274186>

This type of first day of school sign would best be marketed to parents. Here's an example of a generic printable that might be attractive to teachers:



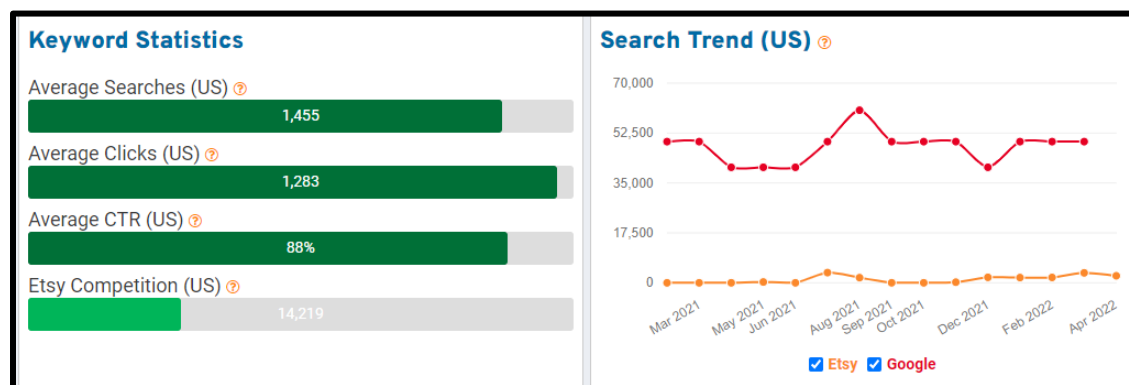
<https://www.etsy.com/listing/724002477/>

You can see there are many different themes and designs you can utilize to create First Day of School Signs. **Just keep in mind these are mainly used for younger children, so design accordingly.**

Bulletin Board

There are three different keywords for this sub-niche that stand out in our research; all are found in the table on page 10. We'll treat this as a blanket category of "Bulletin Board," but the specific sub-niches are bulletin board letters and bulletin board borders.

Here is a look at the stats for "Bulletin Board."



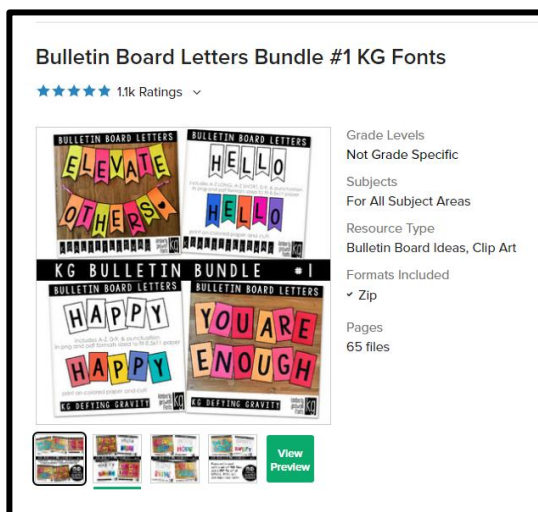
<https://erank.com/keyword-explorer?keywords=bulletin+board>

Again, the uptick in Etsy searches and the spike in Google searches occur in the summer months. The numbers for Google searches are extremely high; this would be a good sub-niche to explore other marketplaces like Teachers Pay Teachers and Amazon Ignite.

Bulletin board letters and borders are exactly as they sound...the décor teachers attach to bulletin boards to dress them up. It is common for teachers to change out bulletin board décor multiple times a year, often every month, **so there is a large potential for repeat customers.**

These are time-consuming products for teachers to create themselves, but very easy to download and print.

Here are two examples of products currently listed on Teachers Pay Teachers.



<https://www.teacherspayteachers.com/Product/>



<https://www.teacherspayteachers.com/Product/>

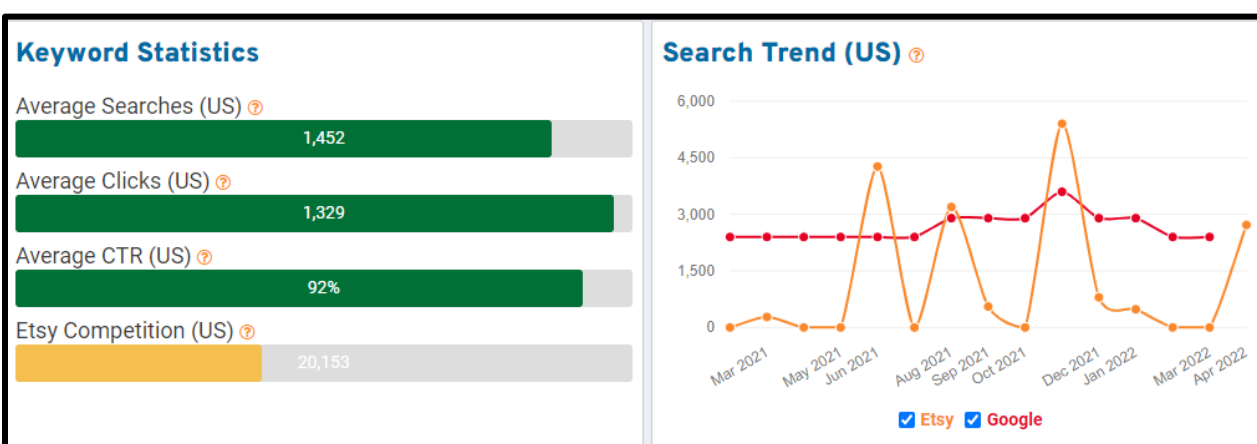
Both these products are offered in a bundle or set and widen the appeal to different customers that way. The set on the left sells for \$12 and includes a zip folder of 65 files. The set on the right is a 10-page PDF and sells for \$3.50.

Space Poster

Posters in general have very stiff competition on Etsy. It can be difficult to find a sub-niche in the poster category that is not overly saturated but still in demand.

Space posters, anatomy posters and French posters all fit that bill. We'll take a look at an example of a successfully selling space poster as that niche has the highest number of searches.

Here are the stats for “Space Poster:”

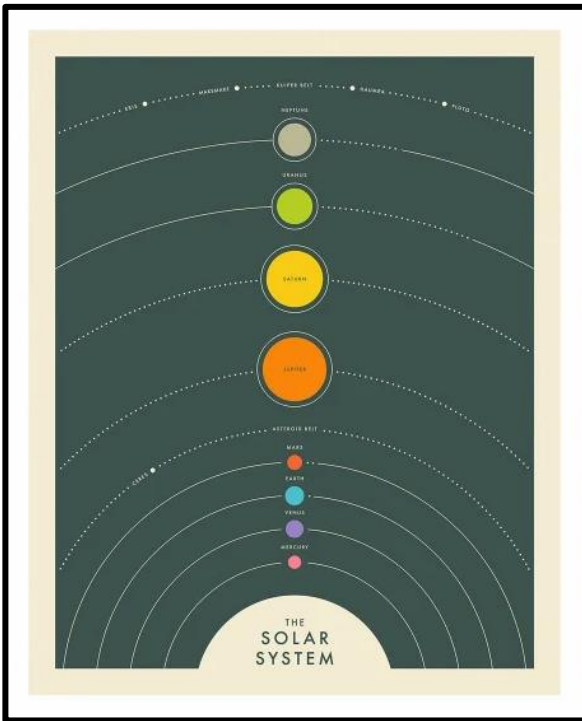


<https://erank.com/keyword-explorer?keywords=space+poster>

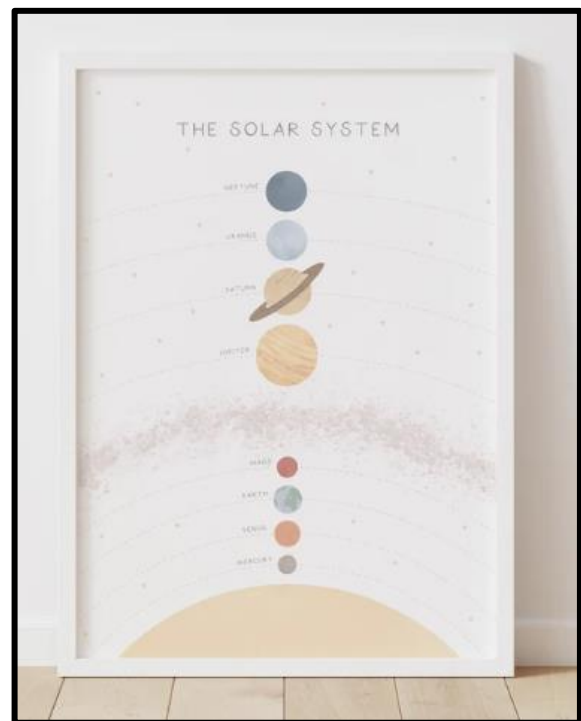
This sub-niche is a bit all over the place for Etsy searches. Early summer months and the lead up to Christmas are the most popular times. Google searches remain steady throughout the year with a small uptick leading up to the winter holidays.

This is a fun sub-niche and one that allows for creativity. Content publishers are successfully selling space posters for a wide range of students from younger children to older students.

The two examples below display this range:



[Etsy Seller - JazzberryBlue](#)



[Etsy Seller - LittleFolkPrintables](#)

Both posters share the same overall design, but each has a very different aesthetic. These are also products that overlap into other broad categories such as nursery or wall art for kids.

Though bulletin board products are really only marketable for classroom use – don't forget there is a long list of different types of classrooms – the other two sub-niches and additional classroom décor can also be marketed and sold in other categories. **Create it once – market it in multiple categories!**

The Keywords That Will Make Your Product Stand Out!

Once you have an idea of the types of products you want to create, it's time to take a look at some hot keywords. I've compiled a list of these words and phrases for this month's research. Keywords are an important consideration to developing your listings as they can really help your product stand out from others. **This means increased sales and more money in your account.**

These keywords are terms or phrases that successful Etsy sellers are using in their listings to draw in buyers. As we mentioned earlier, some of your printable classroom décor can be marketed in multiple categories so consider using a range of keywords.

Classroom Décor	Printable Classroom Décor	Educational Wall Art
Classroom Letters	Boho Classroom Decor	Back To School
Classroom Door	Bulletin Board Ideas	Fall Bulletin Board
Teacher Sign	(insert holiday)Bulletin Board	100 Days of School
Classroom Posters	Classroom Décor Elementary	English Classroom
Educational Wall Art	Highschool Classroom Decor	Educational Posters
Homeschool Wall Art	Homeschool Printables	Classroom Wall Art

The next few sections will provide you with some free resources, tips, and tricks. I've also included bonus graphics and listing templates to help you get a running start!

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://amyharrop.com/low-content/>

Tips, Tricks, and Tools

1. How Can You Get Started Selling on Amazon

Ignite? - As we mentioned above, [Amazon Ignite](#) operates on an invitation-only basis. Unlike Etsy and some other eCommerce sites, you can't simply sign in and create an account. You must be invited – but fortunately, the invitation process is simple.

You can request an invitation by visiting Amazon Ignite and clicking the Request Invitation button. Amazon limits the number of sellers on Ignite, so you'll need to be patient and wait for them to get back to you.

While Amazon Ignite's promotional material talks about K-12 educators, you do not need to be a teacher to qualify for an invitation. You'll fill out an invitation form with some basic information and that's all you need to do. If you're already selling educational resources online, make sure to provide the URL of your website or shop. They'll also ask you what grades you'll focus on – but the information you provide isn't binding. It's easy to expand your product offerings once you're approved.

Once you've received your invitation, you'll follow these steps to get started.

1. Set up your free Amazon Ignite account.
2. Upload your resource(s).
3. Set your price and enter the product details.
4. Publish your resource.
5. There's one more step after you publish your resource. Amazon Ignite reviews each resource to ensure its quality and originality.

2. Use the Right Tools - There are lots of tools available to help you create beautiful classroom décor printables. In addition to Word, Power Point, and Excel, you should also check out Canva. They have a huge library of images and templates you can use with their free account, and you can upgrade to get access to millions more.

You can register for a free Canva account [here](#).

3. Familiarize Yourself with Educational Standards -

If you're new to creating educational resources, a good place to start is by familiarizing yourself with [Common Core Math Standards](#) and [English Language Arts Standards](#). You can also review curricula online to get a feeling for age-appropriate topics and complexity.

If you're focusing on the more decorative aspects of classroom décor, it's a good idea to see what other people are selling. You don't need to be a teacher to create educational resources that both parents and teachers will love, but you do need to familiarize yourself with the kinds of resources that sell. One of the best ways to do that is to explore the marketplaces where people sell them.

4. For more in-depth training on creating in-demand printable classroom décor in very little time...check out my [EDU Printable Decor Made Easy](#).

EDU Printable Décor Made Easy everything you need to know to publish bestselling classroom decor printables for multiple marketplaces. Includes DFY templates--simply edit, list and sell!

With this training course, you'll receive:

- The In-Depth Easy Personalized PDF Guide
- Three Handy Checklists To Start Selling Fast
- Over-The-Shoulder Video Training
- Step-By-Step Guide to Setting up Your Own Store on Teachers Pay Teachers
- 24 Done-For-You Classroom Printable Templates
- **BONUS: 100 Success Quotes**
- **BONUS: Pinterest Templates & Tools.**

This is brand-new training and implementation that has been specially created to meet the high demand for this type of content, with little to no writing necessary.

Everything I'm including will give you exactly what you need to publish fast. It's THE solution for making high-quality and easy-to-market classroom printables in a snap, so snag a copy of [EDU Printable Decor Made Easy](#) today.

BONUS: DFY Templates in both Canva and PPT format

- These templates are designed as SVG files with a transparent background.
- I've included a range of templates. You'll get:
 - **15 Quote SVG Files**
 - **4 Graphics SVG Files**
 - 2 Different Butterfly Graphics
 - 2 Different Sunflower Graphics
- 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 SVG files 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