

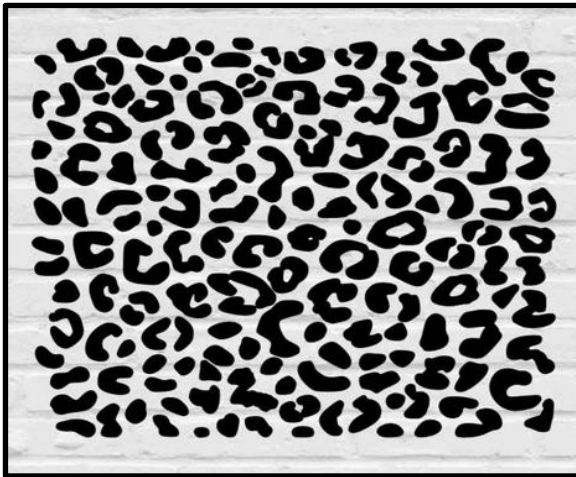
POPULAR PRINTABLES MONTHLY

Month 7

Amy Harrop

Hot Printable Niche Strategy Report:

Learn More About the Popular **SVG File** Niche!



<https://www.etsy.com/listing/938399630>



<https://www.etsy.com/listing/933554894>

Hot Niche Alert: SVG Files!

The world of low content products and printables continues to be profitable, easy to enter, and incredibly rich in a wide variety of categories, methods and marketplaces. And it's still expanding! Products for this market are easy to create and people buy them over and over again.

My goal with every newsletter is to make it as easy as possible for you to tap into this pool of buyer-ready traffic. This month, I will be digging into the large category of SVG files. I'll start out by explaining what they are. 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 Are SVGs?

SVG stands for **Scalable Vector Graphic** and it is a graphic file type used for rendering two-dimensional images on a computer screen.

You may be familiar with other file formats for graphics like PNG, JPEG, etc. These types of files store data on a grid called a bitmap. I won't go too in-depth on the details, but these formats are great for photographs where detail and exact colors are needed.

The problem with PNGs, JPEGs, etc. arises when you attempt to scale up the image. Have you ever seen a graphic that appeared pixelated? The images below show a photograph of a butterfly on the left. On the right is the same image blown up. You can see how pixelated it looks at a bigger size.



Unlike these formats, the SVG format stores images as vectors. A vector, which is a type of graphic made up of points, lines, curves and shapes based on mathematical formulas, is completely scalable. The graphic will look the same at 2 inches as it will at 2 feet.

SVGs also take less storage space and load faster. There are many advantages to using SVGs, though they aren't the ideal choice for every graphic or situation.

Now, all that background explains what an SVG is...how can you create, market and sell them?

SVGs are a great digital product you can create and sell for people looking for cut files to use on their craft cutting machine, i.e. Cricut, Glowforge, etc or scalable graphics for clip-art. They purchase these files to create designs they can put on mugs, t-shirts, scrapbooks and more.

The buyers may be purchasing your SVG files for personal use or to create their own physical or digital products to sell. Either way, SVG files are easy to make and offer all the advantages of printable products. **These files are completely digital, so there is no need for you to do anything beyond listing your product online.**

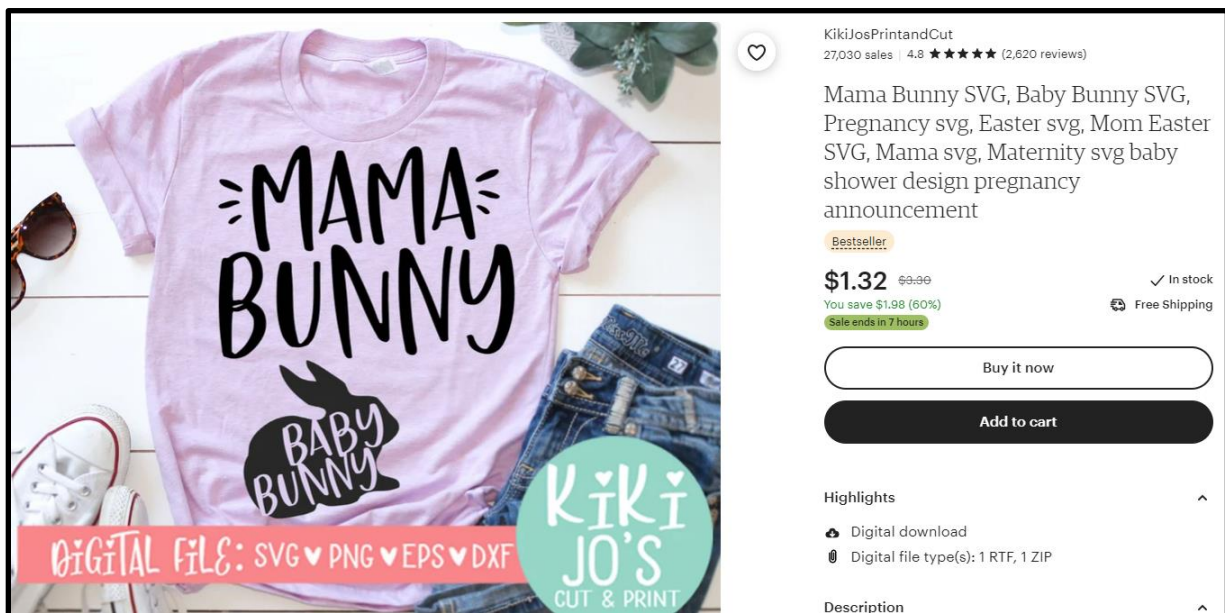
Just Look at These Successful Sellers!

If you search SVG on Etsy, for example, you will find a wide range of products and sellers. There are quite a few people selling trademarked designs - Disney, Yellowstone, etc, but I would strongly advise you NOT to go down that path.

Instead, we'll focus on the successful sellers who offer in-demand SVG files in a variety of legally available niches. **You'll note from their seller stats that this is a successful niche.** As long as you don't wander into the realm of trademarked property, the sky's the limit on what you can create.

It's both fun and instructional to take a look at what is being created, and how it's being marketed, by people who are doing well in this category. Let's take a look at a few super successful sellers of SVG files.

[KikiJosPrintandCut - Etsy](#)



<https://www.etsy.com/listing/679011163>

KikiJosPrintandCut is an Etsy shop with 27,000+ sales. They specialize in SVG and other cut files and offer a large range of designs and themes.

The example above is a best seller. KikiJo's sells the digital files for this cute bunny pattern in a zip folder with 5 file formats included - SVG, EPS, PNG, DXF and JPEG. That way the buyer can utilize whichever format is best suited for their project.

This entails very little extra work for the seller, but widens the audience for their products.

[RedFoxDesignsUS—Etsy](#)

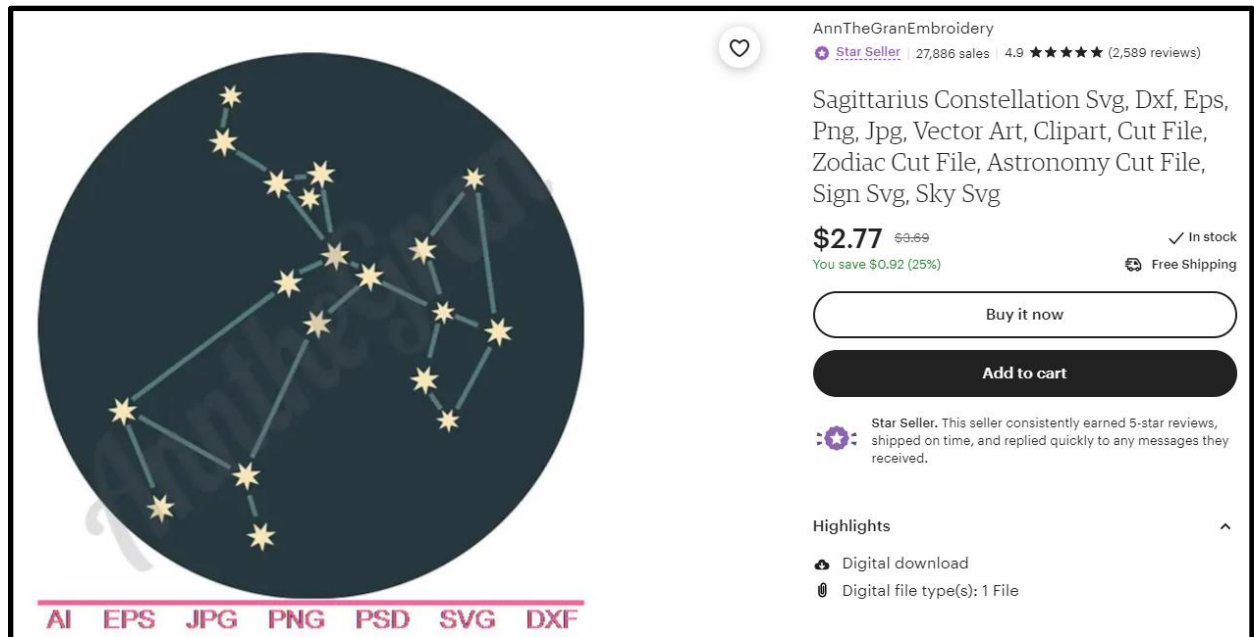


<https://www.etsy.com/listing/566305547/>

Another Etsy store that focuses solely on SVG files, RedFoxDesignsUS enjoys a 5-star review rating and can claim over 68,000 sales. This shop offers a similar price-point for their digital downloads and if you can think of a holiday or celebration, they've got it covered.

Though these products are not high-ticket items, most are under \$5, the work that goes into creating them is so miniscule that it's almost pure profit...they are that quick and easy to make!

[AnnTheGranEmbroidery - Etsy](#)



AnnTheGranEmbroidery takes things a step further. Ann, the owner, offers nearly 500 SVG cut file products and appears to do quite well. She's pulled in nearly 28,000 sales though her price point is higher than our other two seller examples.

But Ann also offers pattern files for other crafting projects as well. Embroidery, quilting and sewing all require different file formats than Cricut machines and Ann caters to many types of crafters by including them in her product listings.

The two products below are based on the same idea. Once she had that image created, Ann made one (on the right) into an SVG file. She then took the same

idea and created a file formatted for embroidery machines. **One idea, two products and double the audience.**



<https://www.etsy.com/listing/609111223>



<https://www.etsy.com/listing/628008741/>

Tapping into This Growing Audience

Now that we've taken a look at a few examples of the success some sellers are having with SVG files, let's take a look at the audience for these products.

SVG files themselves are not an end-product, at least not in the marketplaces most low content publishers utilize. SVG files can be used in building websites and other program design use, but we're focusing on their use by craftspeople.

Unlike printable journals or coloring pages, the goal is not to print out an SVG file and make use of it. Instead, SVG files are used to program crafting machines into how to cut out a design in some medium, usually vinyl or paper. Or they can be purchased to use as digital clip-art.

The market for these digital files are either crafters wanting an SVG file to design something for themselves or gifts or other sellers who buy SVGs to add graphic elements to the physical products they sell.

So you have 1) crafters and 2) sellers of homemade goods. It probably won't surprise you to hear that women make up the majority of both categories.

Beyond gender, the audience doesn't narrow much; you will find women of all ages and backgrounds looking to purchase SVG files and the low price point means there are few economic limitations for your audience.

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

SVG files in general are a saturated category on Etsy, meaning competition is high and newcomers may get lost in the surplus of sellers. **All of these niches have an Etsy Competition rank of over 100,000:**

- SVG
- SVG files for Cricut
- Halloween SVG
- Christmas SVG
- SVG Files
- Flower SVG
- SVG Bundle
- Cricut SVG

The fact that there is a great deal of competition for SVG files should not be disheartening. It's actually a good sign as it means these products are in demand and the niche is worth exploring.

The secret to success is to find the sub-niches where demand is still high, but competition is low. To provide you with that data, I've completed the research to show you which sub-niches are profitable, growing and where the demand is

not yet being met. **This kind of research can save you time, money and energy and you'll be able to create products that will actually sell.**

And that's what this newsletter is all about. I've spent hours on market research to provide you with the following pages of popular and expanding sub-niches with low competition.

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

★ I am not including any sub-niches that are trademarked

Keywords	Average Searches	Average Click-Through-Rate	Etsy Competition	Google Searches
Sunflower SVG	6,146	80%	19,911	22,200
Butterfly SVG	5,045	96%	16,989	18,100
Horror SVG	4,200	93%	30,615	1,900
Juneteenth SVG	3,691	119%	4,174	3,600
Mermaid SVG	3,385	72%	12,181	6,600
Skull SVG	3,170	59%	24,310	8,100
Skeleton SVG	2,989	51%	13,039	2,900
Winnie The Pooh SVG	2,879	99%	1,754	3,600
Messy Bun SVG	2,781	86%	10,198	4,400
Snowflake SVG	2,734	93%	17,377	12,100

I could actually keep going for another page or two...there are **SO MANY** sub-niches in the SVG category that have high demand and low competition! The ten I've included in the table above have the highest average searches on Etsy (for non-trademarked keywords).

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:

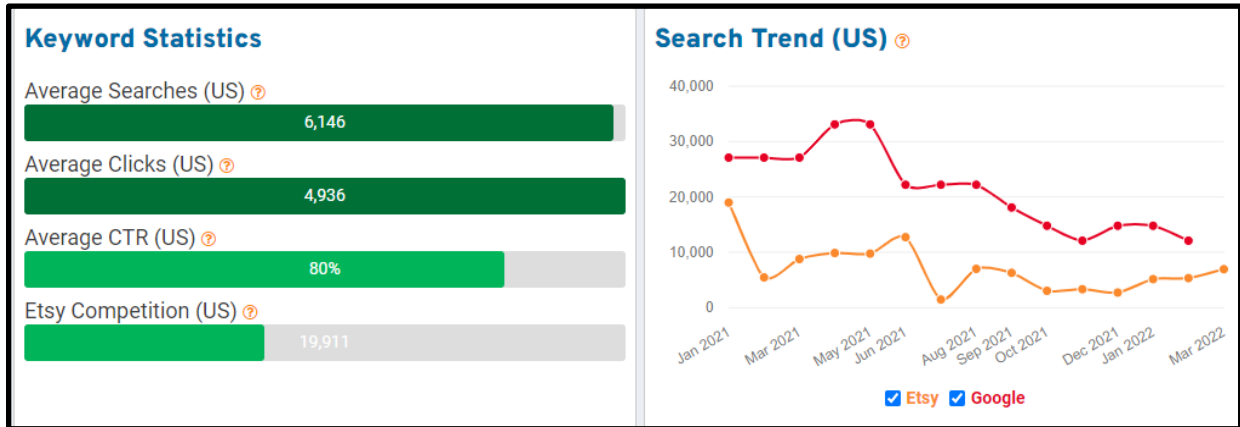
- Sunflower SVG
- Butterfly SVG
- Mermaid SVG

The top two - Sunflower and Butterfly, clearly are heads and tails above the rest in terms of Etsy searches and Google searches. I chose Mermaid even though the searches were fewer than some of the other keywords because competition is so low, Click-Through-Rate is high and there is still clearly demand.

I'd highly encourage you to explore all of the sub-niches...demand is high across the board!

Sunflower SVG

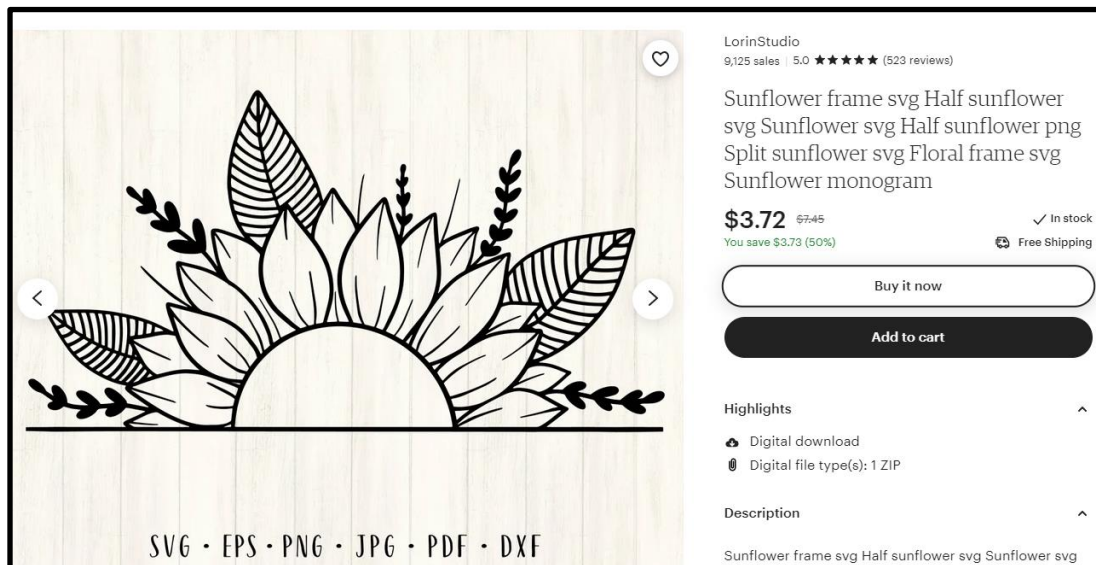
These are the stats for “Sunflower SVG:”



<https://erank.com/keyword-tool/tags?keywords=sunflower+svg&source=etsy>

Searches on Etsy have remained steady for the past six months and sunflowers in general are a popular keyword search on Etsy. The searches are high for “sunflower” “sunflowers” sunflower PNG” “sunflower tumbler” and more.

Let’s take a look at an example of what is currently doing well in this sub-niche.



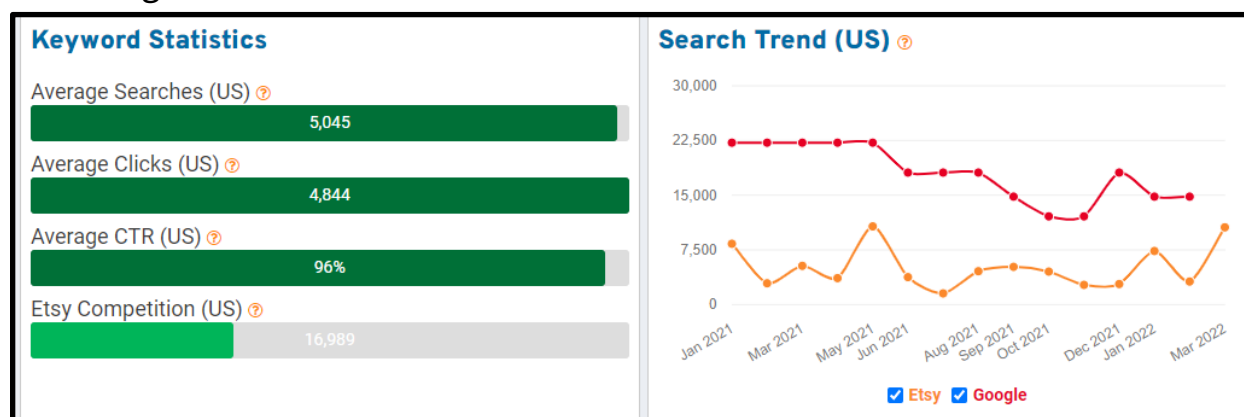
<https://www.etsy.com/listing/939165634>

[LorinStudio](#) sells this sunflower frame SVG for \$3.72 and they have over 9,000 sales. The buyer gets a zip file with several different file formats including SVG, PNG, JPG and PDF.

Offering the file in a variety of formats means it can be used in many different ways...which means a larger audience of buyers.

Butterfly SVG

The stats for “Butterfly SVG” also show a fairly steady search trend for both Etsy and Google.

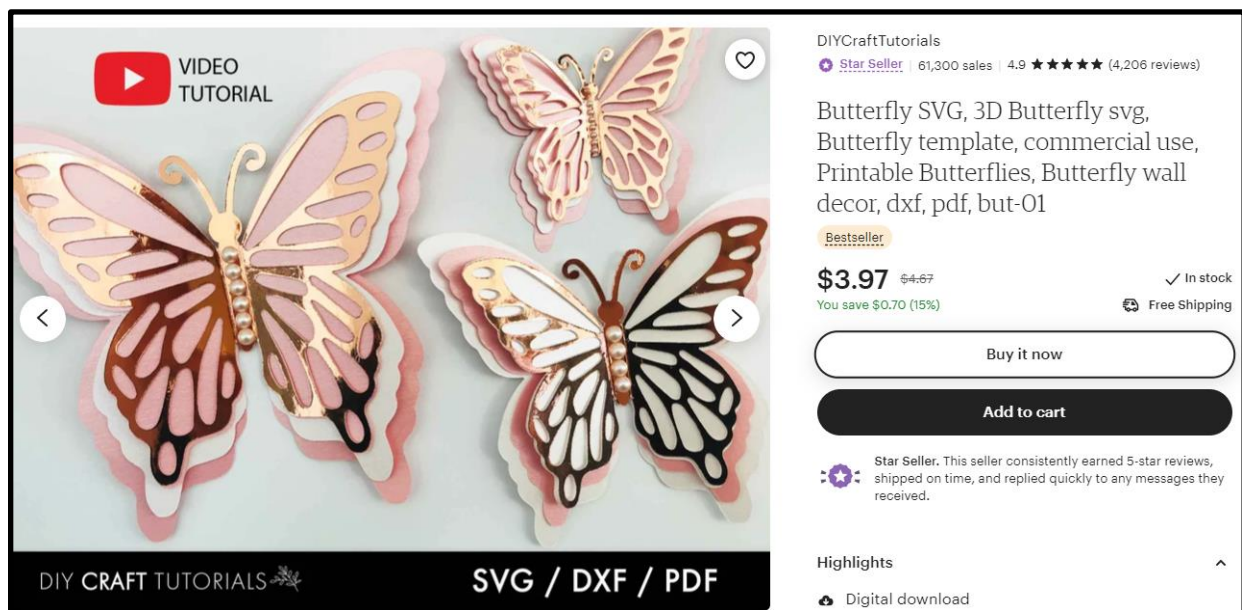


As with Sunflower SVGs, searches on Google for Butterfly SVGs are very high. It would be a good idea to consider selling your SVG files on more marketplaces than just Etsy. [Design Bundles](#), [The Hungry Jpeg](#), and [Creative Market](#) are just a few of the most popular ones.

Be sure to zip your files and add a licensing disclosure with your files to make sure people don't misuse your work.

The following example is sold as a zip file with different file formats including SVG for \$3.97. It's a bestseller for DIYCraftTutorials, an Etsy shop with 60,000+ sales.

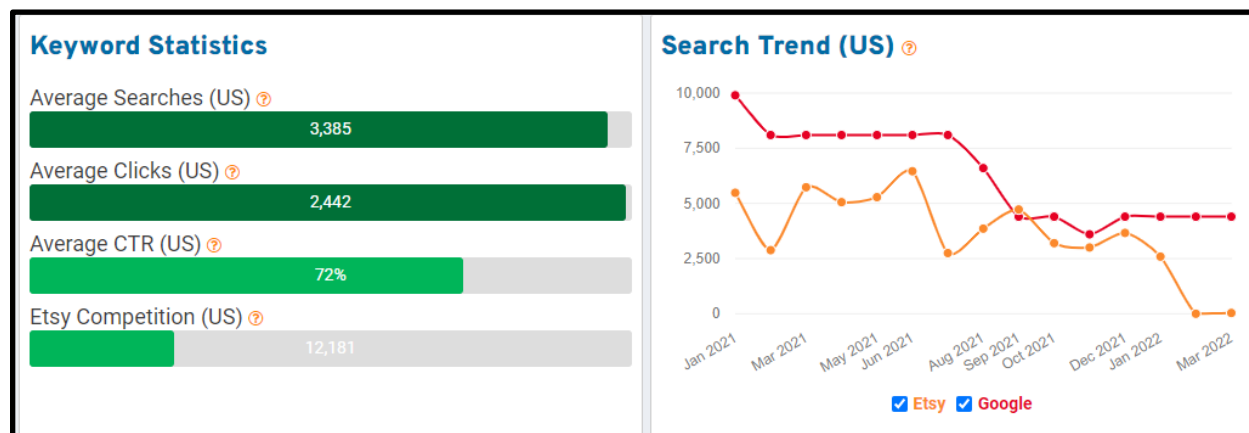
DIYCraftTutorials has gone the extra mile and provided their customers with a video tutorial. The tutorial can be found on YouTube, which costs the seller nothing but a few minutes of time to put together. **That extra step assures potential buyers that they'll have help with the process and can set a shop apart from others.**



[Etsy Seller - DIYCraftTutorials](#)

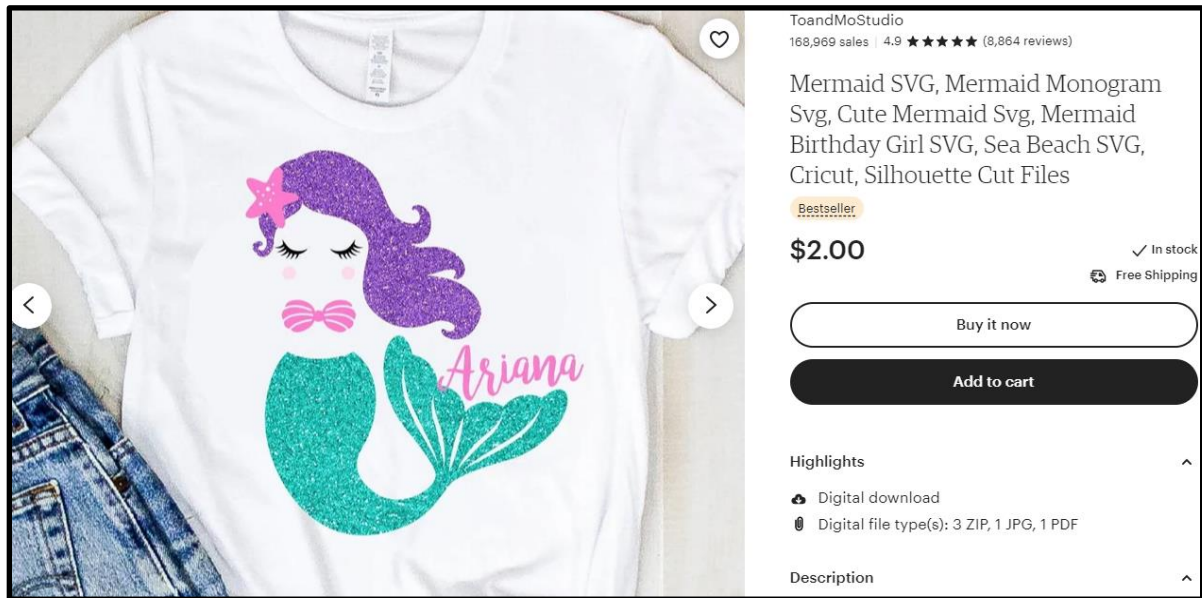
Mermaid SVG

Here are the numbers on this sub-niche:



This sub-niche is a bit all over the place for Etsy searches. Early summer months are the most popular timeframe. SVGs for mermaids may be used for clip-art and cutting crafts for summer party decor and invites and other seasonally-specific products.

ToandMoStudio is an SVG shop on Etsy with phenomenal sales and rave reviews. The adorable Mermaid SVG file below is a great example of the success you can find with this sub-niche. She's selling a zip file with six file formats for \$2.00 and it's a bestseller.



[Etsy Seller - ToandMoStudio](#)

As with all these sub-niches, the products are set-and-forget. **There is no need for customization, no inventory, no shipping.** And all three of the sub-niches we're exploring here are evergreen.

The Keywords That Will Make Your Product Stand Out!

Now that we've explored some low-competition sub-niches, it's time to take a look at some hot keywords I've compiled through 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. Since SVG files can be used for more than just Cricut machines, consider using some of these keywords - by themselves and with your sub-niche terms - to draw more eyes to your products:

SVG Cut Files	SVG files for Cricut	DXF Files for plasma
Digital Download	Silhouette	SVG Files
PNG	DFX	PNG Files
Clipart	Glowforge	Cricut
SVG Clipart	Sublimation File	Digital Clipart
Vector	Vector File	Instant Download
SVG files for Cricut and Silhouette		Sublimation PNG

The following list includes additional sub-niches that bring in high searches but have low competition on Etsy. These are the next ten sub-niches by order of Etsy searches after the top ten included in the table on page 9.

- Boho SVG
- Dinosaur SVG
- Nurse SVG
- Keychain SVG
- Earring SVG
- Cow SVG
- Mandala SVG
- 4th of July SVG
- Bee SVG
- Steampunk Wall Clock SVG

It may take a bit of know-how or research to learn how to create SVG files, but they are free, extremely quick and fun to make.

As you can see from the research, **SVG files are very popular and there are so many different sub-niches where demand outstrips the supply.**

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

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. SVG Software. There are many paid and free software programs to create SVG files or turn bitmap files into SVG files.

- For SVG conversion: Though there are some free programs you can try out, for reliable results you should consider [Vector Magic](#) . It does have a monthly fee, but may be necessary if you are converting large numbers of PNG or JPEG files to SVG files.
- For SVG creation: Again, there are many free and paid programs to look through. One of the best free versions is: [Inkscape](#). It's free and open source software. [Adobe Illustrator](#) may be worth the monthly cost if you're serious about creating SVG files.

2. Upload Images of Your Digital Art - When you sell products online, your listings play a big role in how successful you will be. That starts with the images of your products.

You can add up to 10 photos of your product to each listing on Etsy...use them all! In addition to your main image, which should be a clear image of your full design, also consider attractive photos of a product utilizing your SVG file. It could be a vinyl transfer on a mug or shirt or a design cut out of paper for scrapbooking.

Think of ways to show all the ways your product can be used...as digital clipart, as an SVG cut file, for plasma cutters or other crafting machines, etc.

The idea is to give buyers the best possible idea of what they're paying for and what they can do when they buy your digital art.

3. Public Domain Vectors - If you'd like to try out this low content niche before buying or learning any new software, **Public Domain Vectors** is a great resource for done-for-you vector files. **It has a searchable database of 60,000+ images that are free to use.**

You can search by keywords, categories, or tags. They also have a free online SVG editor that you can use to manipulate the images you find.

4. For more in-depth training on leveraging the massive amounts of free graphics available in the public domain...check out my [PD Visual Prints](#). With this training course, you'll receive:

- The Easy In-Depth Easy Personalized PDF Guide
- The Easy Quick-Start, Step-by-Step Checklists
- Over-The-Shoulder Video Training
- Tons of Done-For-You Visual Content to Help You Profit Fast
- **BONUS: Etsy Quick Start Guide** - I've created this exclusive and brand-new Quick Start Guide To Etsy to make setting up and managing your shop on this massive marketplace easy & stress-free.
- **BONUS: Canva Training** - Make your designs unique fast with this in-depth video training, full transcripts to every video, and even audio-only downloads for listening on the go.

PD Visual Prints reveals how to create multiple streams of income with Freely Available and Public Domain content with *little to no writing needed*. No Huge Learning Curve & No Special Skills Required...

Everything I'm including will give you exactly what you need to publish and profit fast!

If you're ready to learn how to tap into free, targeted and profitable traffic for rinse-and-repeat income streams, be sure to pick up [PD Visual Prints](#) 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