PRODUCT BREAKDOWN · NO. 22

A Little [Mood Word]



Format	**a little [mood word]**
From	A text shirt in a shop with 1,000+ sales
Prepared by	Not Zero Yet
Breakdown date	November 8, 2026
Product type	TEXT SHIRT

At a Glance

4 ESTIMATED SALES	**5 mo** ON ETSY, AS OF NOV 8	**Etsy's Pick** BADGE ON ETSY, NOV 8	**$7 to $11** PROFIT PER T SHIRT AT $24.99

This text shirt is an early signal, with an estimated 4 sales in five months, but Etsy's own team picked it to feature. I rebuilt it as an example listing with my own words so you can see its format, and I left out the seller's name, product title and photos.

The Example Listing

Here's the format as a listing you could make yourself. The parts in brackets are what you swap.

EXAMPLE LISTING Made by Not Zero Yet to show the phrase format. This is not a real Etsy listing!



A Little [Mood Word] Shirt, Funny [Niche] Tee, [Niche] Lover Gift, Retro Comfort Colors Shirt

Source listing: Etsy's Pick badge, November 8, 2026

$24.99 + $5.99 shipping

Your Shop Name

Size

Select an option

Color

Select an option

Add to cart

I made the design and this listing to show the format of a phrase to use in a typographic design. It isn't a real Etsy listing, and the real numbers on it were sourced from the original Etsy listing this breakdown is based on.

Is It Selling?

This one is an early signal, and I'll be upfront about it. It has an estimated 4 sales in the five months since it was listed and no reviews yet, but Etsy's own team picked it to feature the day I looked. That badge is why I chose it, and a made up mood word is a format you can scale to any niche.

- 4 estimated sales since it was listed in May 2026
- On Etsy for 5 months as of November 8, 2026
- An Etsy's Pick badge, which Etsy's own team puts on listings it chooses to feature
- No item reviews and no carts showed on Etsy the day of my research

Sales are estimates from third party research data, read November 8, 2026. Etsy doesn't publish sales per listing. The badge is what the listing's Etsy page showed the same day.

Is It a Scalable Design?

A design you can make with TypePress by Not Zero Yet

Yes. It's three words on one line with no artwork, so there's nothing to draw and no need to outsource. All the work is in the last word, an everyday mood bent into a cuter word that doesn't exist in the dictionary. That kind of made up word is easy to scale, because every niche has its own words you can bend the same way.

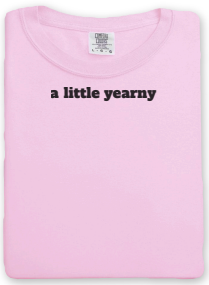


1. A chunky retro serif
2. All lowercase, no punctuation
3. Three words on one line
4. One color, centered on the chest

This is my version of the layout, with the mood word in brackets, so you can replace it with your own and scale.

How Do You Make Your Own?

Keep "a little" and swap the word in the [bracket]. The original's word may come from a character in a romance book, and a shirt that leans on someone else's book is a risk I wouldn't take, so every word below is my own. Start with readers, then take the same trick to any niche in the Niche Library: give a word from that niche a mood ending, or pick a real word that sounds like a mood, like knotty for knitters.



BOOKS



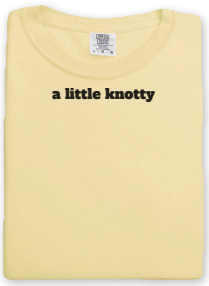
BOOK NERD



LIBRARIAN



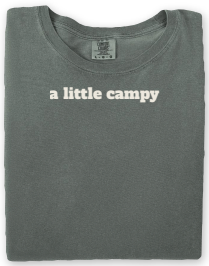
FANTASY BOOKS



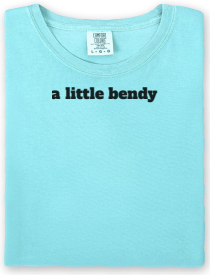
KNITTING



HOCKEY



CAMPING



YOGA

> USING THE LIBRARIAN ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> A Little Shushy Shirt, Funny Librarian Tee, Librarian Gift, Book Lover Shirt, Retro Comfort Colors Library Tee

These are examples for demonstration purposes only. Search every exact line on the USPTO's free trademark search before you list it, and DON'T COPY other seller's designs. Niche names come from the Not Zero Yet Niche Library.

Price It So It's Profitable

Here's the profit on a Comfort Colors tee through Printful and Printify after Etsy's fees, at the price I'd use and at the source listing's own tee price:

COMFORT COLORS 1717 TEE	BUYER PAYS	ETSY FEES	MADE AND SHIPPED	PROFIT	THROUGH OFFSITE ADS
At $24.99 plus $5.99 shipping, through Printful	$30.98	$3.39	$20.35	**$7.24**	**$2.59**
At $24.99 plus $5.99 shipping, through Printify Choice	$30.98	$3.39	$16.64	**$10.95**	**$6.30**
At the source listing's $21.24 plus $4.95 shipping, through Printful	$26.19	$2.94	$20.35	**$2.90**	**loses $1.03**
At the source listing's $21.24 plus $4.95 shipping, through Printify Choice	$26.19	$2.94	$16.64	**$6.61**	**$2.68**

> $7.24 profit per shirt through Printful and $10.95 through Printify at $24.99, before Etsy Ads, refunds and misprints. At the source listing's $21.24 with $4.95 shipping, the same tee makes $2.90 profit through Printful and $6.61 through Printify, and a sale that comes through Offsite Ads loses $1.03 through Printful. Maybe that shop prints somewhere cheaper than Printful, Printify, or your own supplier. Do your math to keep yourself profitable before trying to match its price.

Printful's catalog cost was pulled November 1, 2026. Printify's is the Printify Choice cost from a logged in Printify account on November 7, 2026, with the economy shipping the calculator uses. Printify Choice picks the print provider for each order, so check the cost in your own Printify account. Etsy fees are Etsy's published rates: 6.5% transaction, $0.20 listing, 3% + $0.25 payment processing. The Offsite Ads column takes Etsy's 15% fee on the whole order, which is what a shop under $10,000 in yearly sales pays. Run your own numbers in the Not Zero Yet profit calculator at notzeroyet.com/print-on-demand-tools.

Before You List

1 **Pick Five Niches**
Start in the Niche Library, and readers are a good first one.

2 **Bend One Word**
Give a word from the niche a mood ending, or find a real word that sounds like a mood.

3 **Set It in TypePress**
Lowercase, on one line, in a chunky serif like Alfa Slab One.

4 **Check Each Phrase**
Search it on the USPTO's free trademark search before you list it.

5 **Write Your Own Title**
Put the phrase, the niche, and related keywords in it.

6 **Price It**
Run it through the Not Zero Yet profit calculator.

Use the Free Print on Demand Tools by Not Zero Yet

Niche Library
notzeroyet.com/niche-library

Mix 1,300+ print on demand niches by job, family role and hobby, then check each one on Etsy.

Idea Spinner
notzeroyet.com/idea-spinner

Type a job, family role or hobby and get phrase formats in layouts Etsy sellers already use, plus titles and tags.

TypePress
notzeroyet.com/typepress

Paste your phrases, pick a look, and download print ready transparent PNGs in bulk. Open source code is coming soon to GitHub if you'd like to modify it to your specs.

Etsy Profit Calculator for Print on Demand Sellers
notzeroyet.com/etsy-print-on-demand-profit-calculator

The profit you keep on an Etsy sale, with live supplier costs built in and Etsy's ad choices.

Shopify Profit Margin Calculator
notzeroyet.com/shopify-profit-margin-calculator

The same math for a Shopify store, with live supplier costs built in.

Free Print on Demand for Beginners eBook
notzeroyet.com/print-on-demand-tools

An ebook with worksheets to help you decide the best way to start a print on demand business.

Premium Print on Demand Tools by Not Zero Yet

Etsy Profit Calculator for POD Sellers GOOGLE SHEET
printinomics.com

Price every product in your shop in one grid, with an Offsite Ads column and the supplier catalogs built in.

Shopify Profit Calculator for POD Sellers GOOGLE SHEET
printinomics.com

The same one grid pricing for a Shopify store, with a picker for your Shopify plan.

Private Shop Review COMING SOON
notzeroyet.com/private-shop-review

A Shop Review of your own shop that stays private, made just for you and never posted in Eden.

Want a Shop Review of Your Own Shop?

Submit your shop to the Eden directory at notzeroyet.com/eden. Everything you put on the form goes on your listing for anyone to see, your shop's name included. Every so often I pick a shop from Eden for a Shop Review like this one, and if it's yours, the review is public too. Anyone can download it from your listing, and your shop might come up by name in one of my YouTube videos. Not every shop gets picked.

About This Breakdown

This product breakdown uses public data. The sales estimate comes from third party research data, and the badge, the tee price and shipping come from the listing's Etsy page, all read on November 8, 2026. I left out the seller's name, product title, photos and the words on the shirt. The design and example listing are mine, made to show the format. If this is your listing and you'd rather it came down, reach out at notzeroyet.com/contact-us.

Believe in 0.001.