PRODUCT BREAKDOWN · NO. 9

[Big Line] with a Tiny Punchline



Format	[BIG LINE] THE TINY PUNCHLINE.
From	A text shirt from an Etsy shop with 500+ sales
Prepared by	Not Zero Yet
Breakdown date	November 8, 2026
Product type	TEXT SHIRT

At a Glance

7	3 mo	7	$7 to $11
ESTIMATED SALES	ON ETSY, AS OF NOV 8	IN CARTS, NOV 8	PROFIT PER T SHIRT AT $24.99

This text shirt is only three months old, so it's an early signal and too new to call a proven seller. I rebuilt it as an example listing 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, and here that's both lines.

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



[Big Line] Shirt, Funny [Hobby] Tee, Sarcastic [Hobby] Gift, Minimalist Text Shirt, Comfort Colors Tee

Source listing: in 7 carts on Etsy, 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 a design format for a typographic shirt. It isn't a real Etsy listing, and the real data in red was sourced from an original Etsy listing that uses the same format.

Is It Selling?

It's too new to call a proven seller, with 7 estimated sales in its first three months from a shop with 500+ sales. Still, 7 shoppers had it in their carts on November 8, which tells me people are finding it. I'm breaking it down for the layout, which works for any joke you can split into a big line and a small one.

- 7 estimated sales since it was listed
- On Etsy for 3 months as of November 8, 2026
- In 7 shoppers' carts on Etsy on November 8, 2026

Sales are estimates from third party research data, read November 8, 2026. Etsy doesn't publish sales per listing. The cart count 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. The design is two lines of words with no artwork at all, so there's nothing to draw and no need to outsource. The work is in writing the joke, and once you have a list of them, TypePress sets the big line and the small line under it for every design in a few minutes.



1	A classic serif in all caps
2	A big first line
3	A small punchline under it, ending in a period
4	One color, centered high on the chest

This is my version of the layout, with both lines in brackets, so you can write your own and scale.

How Do You Make Your Own?

Keep the layout and write both lines yourself. The original's big line sounds calm on its own, and the small line under it flips it into something you don't want to hear, so the joke only lands once you read the second line. The version I'd make points that same turn at a hobby, a job or a family role from the Niche Library, so every one of these is a new listing of your own.



> USING THE DAD ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> I'm Not Lost This Is the Scenic Route Shirt, Funny Dad Joke Tee, Road Trip Dad Gift, Father's Day Shirt, Comfort Colors 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 $23.99 plus $4.95 shipping, through Printful	$28.94	$3.20	$20.35	**$5.39**	**$1.05**
At the source listing's $23.99 plus $4.95 shipping, through Printify Choice	$28.94	$3.20	$16.64	**$9.10**	**$4.76**

> $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 $23.99 plus $4.95 shipping, the same tee makes $5.39 profit through Printful and $9.10 through Printify. That's close to my price, so I wouldn't go any lower to beat it. 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. The source listing's price is its adult medium on its Etsy page, read November 4, 2026. 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 with hobbies, jobs and family roles you know well.

2 **Write the Two Lines**
A big line that sounds harmless, then a small punchline that turns it around.

3 **Set It in TypePress**
A classic serif in all caps, with the punchline on a line that starts with "- " so it prints small.

4 **Check Each Phrase**
Search both lines 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 cart count from the listing's Etsy page, both read on November 8, 2026, and the price and shipping from the listing's Etsy page on November 4, 2026. I left out the seller's name, product title and photos. 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.