SHOP REVIEW · CASE STUDY

Every Season Shirt Co

[ES]

Shirts for every holiday on the calendar, plus school, faith and family

43,100+ sales · On Etsy since early 2024 · 4.9 stars



Based in	United States
On Etsy since	Early 2024
Numbers from	A real print on demand shop on Etsy, kept anonymous
Prepared by	Not Zero Yet
Review date	November 8, 2026
Shop type	PRINT ON DEMAND

At a Glance

43,100+	4.9	2,200+	1,900+
LIFETIME SALES	STARS FROM 6,900+ REVIEWS	LISTINGS	SALES, 30 DAYS TO NOV 8

Every Season Shirt Co is a made up name for a real print on demand shop on Etsy that opened in early 2024. I rebuilt its storefront with my own designs so you can see how it's set up, and I left out the seller's name, the real shop name, product titles and photos. Every number in this review comes from the real shop, rounded down.

The Example Shop

Here's the shop the way a buyer would see it, rebuilt with my own designs. Each listing stands for one kind of shirt the shop sells, and the parts in brackets are what you'd swap for your own niche. The real shop sells a lot of illustrations, but I only drew text designs, since that's what this review teaches.

EXAMPLE SHOP Made by Not Zero Yet to show the shop's format. This is not a real Etsy shop!

[ES]

Every Season Shirt Co

Shirts for every holiday on the calendar, plus school, faith and family

43,100+ sales · On Etsy since early 2024 · 4.9 stars

Sections

All listings	**2,200+**
Featured picks	360+
Christmas	320+
Halloween	280+
Comfort Colors	260+
School	190+
Fall	80+
Faith	70+
Awareness causes	60+



Custom [Name] Family Thanksgiving Shirt, Matching Family Tee, Front and Back Print

$4.44 ~~$14.79~~ **70% off**



A Very [Hobby] Christmas Shirt, Funny [Hobby] Christmas Gift

$4.44 ~~$14.79~~ **70% off**



Comfort Colors Spooky Season [Pet] Mom Shirt, Halloween [Pet] Lover Tee

$9.99 ~~$33.30~~ **70% off**



Comfort Colors Blessed [Mama] Shirt, Christian [Mama] Gift, Faith Tee

$9.99 ~~$33.30~~ **70% off**



[Grade] Grade Teacher Shirt, Back to School Teacher Tee, Teacher Gift

$4.44 ~~$14.79~~ **70% off**



Be Gentle With Your [Mind] Shirt, Mental Health Awareness Tee

$4.44 ~~$14.79~~ **70% off**

I made Every Season Shirt Co, the designs, and this storefront to show how the real shop is set up. It isn't a real Etsy shop. The section counts, the $4.44 and $9.99 sale prices and the 70% off all come from the real shop, researched on November 4 and 8, 2026. I left a few smaller sections out, a political collection among them.

What Works

A Section for Every Holiday

This shop has a section for nearly every holiday on the calendar, from Cinco de Mayo to Christmas, and the two big ones are stocked deep. That's where the made up name in this review comes from.

- 320+ Christmas listings and 280+ Halloween listings, plus sections for fall, summer, Easter and the 4th of July
- More than a third of its 2,200+ listings sit in a holiday or season section
- 350+ sales in the 7 days to November 8, according to third party research data

Niches That Sell Between the Holidays

Between the holidays, the shop leans on buyers who wear a shirt all year: teachers, nurses, church families and sports fans. Its most favorited text design is a mental health phrase, which fits any month of the year.

- A school section of 190+ listings and a faith section of 70+
- Smaller sections for awareness causes (60+), sports (20+) and nurses (20+)
- Four of its eight most favorited designs are faith, teacher or mental health shirts

Two Prices, Set by the Blank

Most of its listings sit at one price, and the ones on a Comfort Colors tee sit at a higher one, with Comfort Colors as the first words of the title. A buyer who wants that brand by name finds it right away, and everyone else gets the cheaper shirt.

- $14.79 for most listings and $33.30 for Comfort Colors listings, before the sale (third party research data)
- A Comfort Colors section of 260+ listings
- On sale, its product cards run from $4.44 to $9.99

Tags That Follow the Calendar

Its most used tags are Christmas and Thanksgiving searches, which is exactly where buyers are in November. The rest are custom and family searches, which fit the custom front and back shirts near the top of its storefront.

- christmas sweatshirt is its most used tag, on 20+ of the 500 listings the research data tracks
- Thanksgiving tags fill 6 of its 12 most used tags
- custom family shirt, personalized shirt and family matching are each on 12 or 13 tracked listings

What Sells

The research data had no sales estimates for this shop, so these are its most favorited designs, as of November 8, 2026, with the favorites in the second column. A favorite means a shopper tapped the heart to save the listing, and it isn't a sale. I described each design by its format instead of quoting the product title. Look at the flags: the top one is political, one is built on a pop star's song lyric, and most of the rest are full illustrations. I don't recommend making anything trademarked, even when those designs are bestselling and trending. The last row is the one design I have a sales estimate for, from listing data pulled November 4.

PRODUCT	FAVORITES	WHAT TO KNOW
A social justice slogan	3,900+	POLITICAL The most favorited listing in the shop, with 80,000+ views. It's a political message, so that's all I'll say about it.
A cat added to a famous sunflower painting	2,400+	ILLUSTRATION The painting is old enough to be in the public domain, but the design is a full illustration, so it takes art skills to make something like it.
A retro Christmas faith shirt with the wise men on camels	2,000+	ILLUSTRATION The most views a day of any design on this list. It's a full drawing with a retro script phrase over it.
A mental health awareness phrase in block letters	1,500+	TEXT ONLY It's just words and a small heart on a sweatshirt, which makes it about as quick to make as a design gets.
A teacher phrase wrapped in folk art flowers	1,100+	ILLUSTRATION The flowers carry it as much as the words do, so it takes more than a font to make something similar.
A retro Christian mom phrase with a Bible verse under it	1,000+	TEXT ONLY On a Comfort Colors tee at the higher of its two prices. It's stacked retro lettering with a few small flowers.
A gym checklist joke built on a pop star's song lyric	980+	TRADEMARKED Song lyrics belong to their writers, and the title names the song, so I don't recommend making anything like it.
A black cat booping a skeleton hand	950+	ILLUSTRATION It's a cute Halloween drawing on a Comfort Colors tee.
Let's Be Better [Group], a kindness statement	40+ sold	TEXT ONLY Sales, not favorites: an estimate from listing data pulled November 4, 2026. 30+ of those sales came in the last month, and it was in 20+ carts that day. It's the design I'd study, on the next page.

The Design I'd Study

Most of this shop's favorite designs are full illustrations, one is political, and one is built on a song lyric. Art like that takes an illustrator or a lot of work with AI image tools, and that's not what Not Zero Yet is about. My tools are built for text designs, words and simple layouts you can make yourself and use across a lot of niches. So the design I'd study here is the kindness statement. It's only words, and it's the one design in this shop with a sales estimate behind it.



- 40+ estimated sales in 13 months, 30+ of them in the last month (third party research data, November 4, 2026)
- It sold a few in March, nothing from April to August, a few more in September and 30 in October, so I'd give a new design time before you decide it failed.
- In 20+ carts on November 4, with 130+ favorites and 1,600+ views
- Words only, on a Comfort Colors 1717 in adult and youth sizes, at $13.99 for an adult medium on a 70% off sale

Swap who you're talking to, and the line works for any group that wants a kind shirt to wear together: a team, a class, a street or a family. The Niche Library has the niches, and TypePress sets every version in a few minutes.



SOCCER TEAM



SCHOOL



NEIGHBORHOOD



FAMILY REUNION

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 sellers' designs.

The Product Price and Profit

So what does a t shirt here actually cost? A product card is the little box in Etsy search with the photo, the title and a price. On this shop's cards that price is a sale price: the bold number is what a buyer pays, the crossed out one is the original price the seller set, and the badge says how much is off. The seller turns the sale on and picks the original price, so 70% off tells you more about the list price than about a bargain. The Comfort Colors card I looked at shows $9.99 for one color, Mustard, while an adult medium in Black is $13.99 plus $7.67 shipping. Check the size and color you'd actually buy before you trust a product card.

ON THE LISTING	PRICE
What the product card shows: one color, Mustard, 70% off	$9.99
Comfort Colors tee, adult medium in Black	$13.99
The list price behind the 70% off on that product card	$33.30
Shipping fees for one shirt	$7.67
The lowest product card on the shop page, also on sale	$4.44

Here's the profit a similar listing would make at these prices, plus $7.67 shipping, through Printful and Printify, after Etsy's fees:

COMFORT COLORS 1717 TEE	BUYER PAYS	ETSY FEES	MADE AND SHIPPED	PROFIT	THROUGH OFFSITE ADS
Medium at $13.99, through Printful	$21.66	$2.51	$20.35	**loses $1.20**	**loses $3.80**
Medium at $13.99, through Printify Choice	$21.66	$2.51	$16.64	**$2.51**	**loses $0.09**
Card price, $9.99, through Printful	$17.66	$2.13	$20.35	**loses $4.82**	**loses $6.94**
Card price, $9.99, through Printify Choice	$17.66	$2.13	$16.64	**loses $1.11**	**loses $3.23**

> A similar listing makes $2.51 profit per shirt through Printify Choice and loses $1.20 through Printful at $13.99, before Etsy Ads, refunds and misprints. Through Offsite Ads even Printify Choice loses 9 cents, and at the $9.99 card price both suppliers lose money. This shop may have print costs I can't see from the outside, so do your math before you price anywhere near this.

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. 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 12% fee on the whole order, which is what a shop past $10,000 in yearly sales pays. Run your own numbers in the Not Zero Yet profit calculator.

Keywords It Uses Now

These are the tags it leans on most, with estimated Etsy searches a month from third party research data. Almost all of them are Christmas and Thanksgiving searches, and the big Christmas ones are crowded, with more than 2 million listings competing for christmas shirt alone.

KEYWORD	SEARCHES A MONTH	NOTE
christmas shirt	14.9K	Its biggest tag by searches, and the most crowded one too
christmas sweatshirt	10.3K	Its most used tag, on 20+ of the 500 listings the research data tracks
christmas gift	5.9K	A gift search with more than 7 million listings, so the title has to say who the shirt is for
thanksgiving shirt	3.7K	Its main Thanksgiving tag, one of six Thanksgiving tags in its top twelve
personalized shirt	1.7K	Fits the custom front and back shirts near the top of its storefront
thanksgiving sweater	315	A smaller search, but it has far fewer listings than the shirt version
family matching	168	Matching family shirts get bought in sets, one for everyone at the table
custom family shirt	Under 20	It's on 13 tracked listings, but almost nobody types this exact phrase

Third party research data on the shop's tags, November 8, 2026. Searches a month are estimates of Etsy searches. The research data tracks 500 of the shop's listings, so the tag counts come from those 500.

20 Keywords to Think About

Here are twenty Etsy searches next to what already sells here, all from third party research data. Most of them are a new design you'd create yourself in the same niche. The highlighted rows have decent searches and few listings, which can mean lower competition and an easier market to enter. Rows marked "Similar Shops" are searches where newer shops like this one, opened in the last three years, already sell.

KEYWORD	SEARCHES A MONTH	LISTINGS	WHY IT'S HERE
christian shirt	5,335	518,074	SIMILAR SHOPS The broad search behind its faith section.
custom hoodie	4,680	193,768	Its custom front and back designs could go on a hoodie too.
back to school shirt	4,527	474,575	The search behind its school section, one of its biggest.
jesus shirt	3,234	349,578	SIMILAR SHOPS A faith search worth putting in titles.
nurse sweatshirt	2,823	136,985	It has a small nurse section, and sweatshirts sell into winter.
christian sweatshirt	2,411	170,853	SIMILAR SHOPS It takes the shop's faith shirts to a sweatshirt.
custom photo shirt	1,722	66,940	It's close to the custom shirts the shop already makes.
teacher sweatshirt	1,468	191,737	Fits its school section and keeps teacher shirts selling in winter.
soccer shirt	1,367	71,703	The broad search behind its small sports section.
nativity scene	1,277	57,123	SIMILAR SHOPS Add shirt, since it also covers decor.
family reunion	1,194	88,579	Families order reunion shirts in sets, like its custom shirts.
friendsgiving	1,168	71,717	SIMILAR SHOPS A Thanksgiving phrase with fewer listings.
nursing student	1,127	106,982	A narrower nurse buyer, and a good fit for graduation gifts.
jesus sweatshirt	1,056	114,078	SIMILAR SHOPS A narrower faith phrase for the cold months.
christmas family shirts	1,007	524,241	SIMILAR SHOPS Crowded, so add a family name to it.
cousin crew	917	34,803	SIMILAR SHOPS A family phrase that fits any holiday.
school nurse shirt	884	63,369	It joins its school and nurse sections in one phrase.
easter bunny shirt	615	69,997	The shop already has an Easter section to build on.
principal gifts	604	21,905	A school gift search with few listings.
soccer mom shirt	587	32,587	SIMILAR SHOPS A sports parent phrase, less crowded.

Third party keyword research data, November 8, 2026: Etsy searches a month and competing listings for each search, found from three starting phrases: custom front and back shirts, Christian Christmas shirts and Thanksgiving family shirts. Similar shops means three newer shops selling similar products, opened in 2024 and found on Etsy and in third party research data on November 8, 2026. Their names are left out for privacy.

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.

Your Notes

Room for your own notes: what you'll try first, what you want to test, the keywords you liked.

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 Review

This Shop Review is a case study built from public data: the real shop's own Etsy pages, read on November 4 and 8, 2026, and third party research data from the same days. Every Season Shirt Co is a made up name. I left out the real shop's name, its product titles and photos, and the names of the shops I compared it with, and the numbers are rounded down. The designs and the storefront are mine, made to show the format. The research data had no sales estimates for this shop's listings, so What Sells ranks its designs by favorites. Search volumes are Etsy searches a month, and nothing here estimates the shop's income. Study what works, then create your own, and DON'T COPY other sellers' designs. If this is your shop and you'd rather it came down, reach out at notzeroyet.com/contact-us.

Believe in 0.001.