PRODUCT BREAKDOWN · NO. 18

[Hobby Word] Manager



Format	[HOBBY WORD] MANAGER
From	A text shirt from an Etsy shop with 7,000+ sales
Prepared by	Not Zero Yet
Breakdown date	November 8, 2026
Product type	TEXT SHIRT

At a Glance

220+	19 mo	63	$7 to $11
ESTIMATED SALES	ON ETSY, AS OF NOV 8	ITEM REVIEWS, NOV 8	PROFIT PER T SHIRT AT $24.99

This gardening dad joke shirt has been selling for a year and a half in a shop with more than 7,000 sales. I rebuilt it as an example listing so you can see the phrase format hiding inside it, 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 part in brackets is what you swap.

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








[Hobby Word] Manager Shirt, Funny [Hobby] Dad Tee, [Hobby] Lover Gift, Varsity Letter Shirt, Comfort Colors Tee

Source listing: 63 item reviews 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 the format of a phrase to use in a typographic design. It isn't a real Etsy listing, and the real numbers were sourced from the original Etsy listing I found this format in.

Is It Selling?

Yes. It has more than 220 estimated sales in a year and a half, from a smaller shop with more than 7,000 sales. A shirt that sells like that in a smaller shop is less likely to be riding a big shop's traffic, so I'd pay attention to the joke behind it.

- 220+ estimated sales since it was listed
- On Etsy for 19 months as of November 8, 2026
- 63 item reviews on Etsy, each one a real order, so at least 63 sales
- An Etsy's Pick badge on November 8, 2026, which Etsy's own team puts on listings it chooses to feature

Sales are third party estimates, read November 8, 2026, since Etsy doesn't publish sales per listing. The reviews and badge are what its Etsy page showed that day.

Is It a Scalable Design?

A design you can make with TypePress by Not Zero Yet

Mostly yes. The words are two lines of varsity letters, so you can make the whole set in bulk in TypePress in a few minutes. The part that doesn't scale is the small plant drawing beside the top word on the source listing. Every hobby would need its own drawing, so my version leaves it out and lets the pun carry the shirt.



1	Varsity block letters
2	All caps
3	One word per line
4	One color, centered on the chest

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

How Do You Make Your Own?

The original is a gardening dad joke built on a real job title, so it only works for plant people. There's a phrase format hiding inside it, though. Keep "manager" and find a real job title whose first word means something else to a hobby. A bank's branch manager becomes a bird watcher, and a project manager becomes a quilter with a pile of unfinished quilts. The Niche Library already has the hobbies, so every one of these is a new listing of your own.



> USING THE BIRD WATCHING ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> Branch Manager Shirt, Funny Bird Watching Tee, Birder Dad Gift, Bird Nerd Shirt, Varsity 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 $24.76 plus $4.99 shipping, through Printful	$29.75	$3.28	$20.35	**$6.12**	**$1.66**
At the source listing's $24.76 plus $4.99 shipping, through Printify Choice	$29.75	$3.28	$16.64	**$9.83**	**$5.37**

> $7.24 profit per shirt through Printful and $10.95 through Printify at $24.99, before Etsy Ads, refunds and misprints. The source listing's price is close to mine, $24.76 plus $4.99 shipping, and the same tee makes $6.12 profit through Printful and $9.83 through Printify. That $24.76 was an 18% off sale price the day I looked, so its full price is higher than mine. Every dollar you take off the shipping comes straight out of your profit, so do your math before you lower yours.

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 $24.76 plus $4.99 shipping is the adult M price on its Etsy page, read November 8, 2026, while the shop was running a 18% off sale. 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 Hobbies**
Start in the Niche Library.

2 **Find the Job Title**
Look for a real job title whose first word means something to that hobby, like branch for bird watching.

3 **Set It in TypePress**
All caps in a varsity font like Graduate, one word per line.

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 job, 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 estimates come from third party research data, and the reviews and badge from the listing's Etsy page, all read on November 8, 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.