PRODUCT BREAKDOWN · NO. 14

Let's Be Better [Group]



Format	*let's be better [group].* ♥
From	A text shirt from an Etsy shop with 43,000+ sales
Prepared by	Not Zero Yet
Breakdown date	November 8, 2026
Product type	TEXT SHIRT

At a Glance

40+ ESTIMATED SALES	**12 mo** ON ETSY, AS OF NOV 8	**20+** IN CARTS, NOV 8	**$7 to $11** PROFIT PER T SHIRT AT $24.99

This kind statement shirt comes from a shop with more than 43,000 sales, and more than 20 shoppers had it in their carts on November 8. 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!



Let's Be Better [Group] Shirt, Kind [Job] Tee, Cute [Job] Gift, Minimalist Script Shirt, Comfort Colors Tee

Source listing: in 20+ 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 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?

It's a young listing, with more than 40 sales in its first year by third party estimates, from a shop with more than 43,000 sales. More than 20 shoppers had it in their carts the day I looked, but it was also on a 70% off sale, and a big sale fills carts. I'd call it an early signal rather than a proven seller.

- 40+ estimated sales since it was listed
- On Etsy for 12 months as of November 8, 2026
- In 20+ shoppers' carts on Etsy the day the research data was sourced

Sales are estimates from third party research data, read November 8, 2026. Etsy doesn't publish sales per listing. The cart count and the sale are 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 four words and a small heart with no other artwork, so there's nothing to draw and no need to outsource. TypePress has the heart built into its Symbol tab, so you can make the whole set in bulk in a few minutes. The one thing to watch is the script. A thin script reads fine on a chest, but it gets hard to read in a small product photo, so check your mockup at the size a shopper sees it in search.



1. A thin, connected script
2. All lowercase, with a period
3. One color, centered on the chest
4. A small heart under the words

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

How Do You Make Your Own?

The original is a kind statement meant for everybody, which makes it hard to aim at one niche. There's a phrase format hiding inside it, though. Keep "let's be better" and swap the last word for the people a job deals with every day, so the shirt stays kind and gets a little inside joke. A nurse wants better patients and a bartender wants better tippers, and the Niche Library already has the jobs, so every one of these is a new listing of your own.



> USING THE TEACHER ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> Let's Be Better Classmates Shirt, Kind Teacher Tee, Teacher Appreciation Gift, Back to School 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 $13.99 plus $7.67 shipping, through Printful	$21.66	$2.51	$20.35	**loses $1.20**	**loses $4.45**
At the source listing's $13.99 plus $7.67 shipping, through Printify Choice	$21.66	$2.51	$16.64	**$2.51**	**loses $0.74**

> $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 $13.99 plus $7.67 shipping, the same tee loses $1.20 through Printful and makes $2.51 profit through Printify, and the shop was running a 70% off sale on both November 4 and November 8. 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. The source listing's $13.99 is its adult M price as third party research data showed it on November 4, 2026, during a 70% off sale that its Etsy page still showed on November 8, 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 Jobs**
Start in the Niche Library.

2 **Fill the Blank**
Use the people that job deals with every day, like patients for a nurse or tippers for a bartender.

3 **Set It in TypePress**
All lowercase, in a thin script like Great Vibes, with the heart from the Symbol tab under the words.

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 cart count and the sale from the listing's Etsy page, all read on November 8, 2026. The source listing's tee price in the price table was read 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.