PRODUCT BREAKDOWN · NO. 1

Mentally [Somewhere]



Format	mentally [somewhere].
From	A text shirt in a print on demand shop with 40,000+ sales
Prepared by	Not Zero Yet
Breakdown date	November 7, 2026
Product type	TEXT SHIRT

At a Glance

150+ ESTIMATED SALES	**20 mo** ON ETSY, AS OF NOV 4	**17** IN CARTS, NOV 4	**$7 to $11** PROFIT PER T SHIRT AT $24.99

This text shirt has been selling for almost two years. 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.

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



Mentally [Somewhere] Shirt, Funny [Hobby] Tee, [Hobby] Lover Gift, Comfort Colors Shirt

Source listing: in 17 carts on Etsy, November 4, 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 cart count was sourced from an original Etsy listing that uses the same format.

Is It Selling?

It's a slow, steady seller from a shop with more than 40,000 sales, and that's the kind I'd rather learn from. When a shirt keeps selling for almost two years, there is a higher chance that the format of the phrase is a winning format.

- 150+ estimated sales since it was listed
- On Etsy for 20 months as of November 4, 2026
- In 17 shoppers' carts on Etsy the day the research data was sourced
- No estimated sales in the 30 days prior to my research

Sales are estimates from third party research data, pulled November 4, 2026. Etsy doesn't publish sales per listing. The cart count is what Etsy showed the same day.

Is It a Scalable Design?

A design you can make with TypePress by Not Zero Yet

Yes. The design is made of two words and no additional artwork at all, so there's nothing to draw and no need to outsource. You can make the design in bulk and scale to different niches using TypePress in a few minutes, which is exactly why it's worth studying.



1	A typewriter font
2	All lowercase
3	A period at the end, so it reads dry
4	One color, centered on the chest

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

How Do You Make Your Own?

Keep the word "mentally" and swap out what was in the [bracket]. The version I'd make fills it with the place someone's hobby happens, and the Niche Library already has the hobbies, so every one of these is a new listing of your own.



> USING THE LAKE ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> Mentally At The Lake Shirt, Funny Lake Tee, Lake Lover Gift, Boating Shirt, Comfort Colors Summer 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 $16.70 plus $6.45 shipping, through Printful	$23.15	$2.65	$20.35	**$0.15**	**loses $3.32**
At the source listing's $16.70 plus $6.45 shipping, through Printify Choice	$23.15	$2.65	$16.64	**$3.86**	**$0.39**

> $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 price, the same tee only has 15 cents profit through Printful and $3.86 through Printify. 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 Hobbies**
Start in the Niche Library.

2 **Fill the Blank**
Use the place each hobby happens, like at the rink or the lake.

3 **Set it in TypePress**
Lowercase, in a typewriter font.

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 hobby, 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 from the listing's Etsy page, both 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.