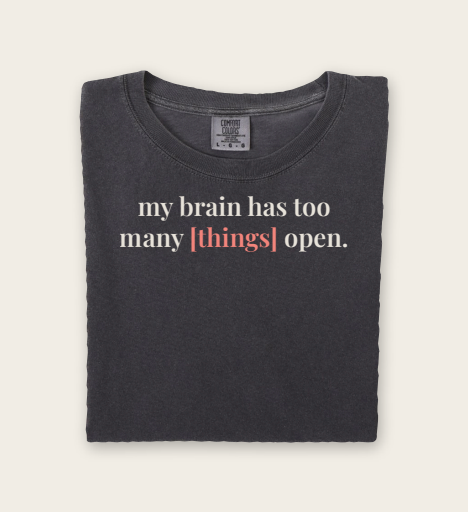
PRODUCT BREAKDOWN · NO. 15

My Brain Has Too Many [Things] Open



Format	my brain has too many [things] open.
From	A text shirt from an Etsy shop with 66,000+ sales
Prepared by	Not Zero Yet
Breakdown date	November 8, 2026
Product type	TEXT SHIRT

At a Glance

60+ ESTIMATED SALES	**24 mo** ON ETSY, AS OF NOV 8	**9** ITEM REVIEWS, NOV 8	**$7 to $11** PROFIT PER T SHIRT AT $24.99

This busy brain shirt has been on Etsy for two years, in a shop with more than 66,000 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!



My Brain Has Too Many [Things] Open Shirt, Funny [Job] Tee, [Job] Gift, Minimalist Text Shirt, Comfort Colors Tee

Source listing: 9 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?

It's a quiet seller, with more than 60 sales in two years by third party estimates, from a shop with more than 66,000 sales. I'd study it for the format hiding inside it more than for its own sales.

- 60+ estimated sales since it was listed
- On Etsy for 24 months as of November 8, 2026
- 9 item reviews on Etsy, each one a real order, so at least 9 sales
- An Etsy's Pick badge on November 8, 2026, which Etsy's own team puts on listings it chooses to feature

Sales are estimates from third party research data, 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

Yes. The design is one short sentence in a plain serif with no artwork at all, so there's nothing to draw and no need to outsource. Only one word changes from shirt to shirt, so you can make the whole set in bulk in TypePress in a few minutes, which is exactly why it's worth studying.

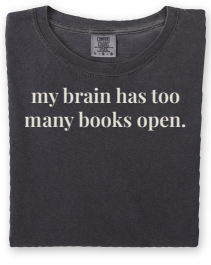


1	A plain book serif
2	All lowercase
3	Two lines, with a period at the end
4	One color, centered on the chest

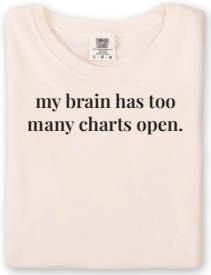
This is my version of the layout, with the swap in brackets, so you can replace it with your own and scale.

How Do You Make Your Own?

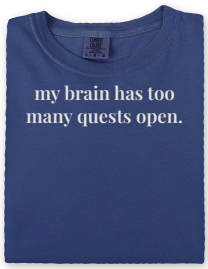
The original is a joke about a busy brain that's written for everybody, which makes it hard to aim at one niche. There's a phrase format hiding inside it, though. Keep "my brain has too many" and "open," and swap the word in the middle for something a job or hobby always has going. A nurse has charts open and a gamer has quests open, and the Niche Library already has those jobs and hobbies, so every one of these is a new listing of your own.



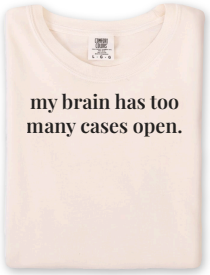
BOOK NERD



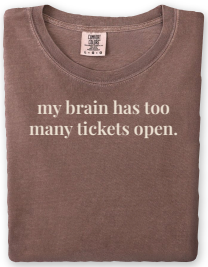
NURSE



GAMER



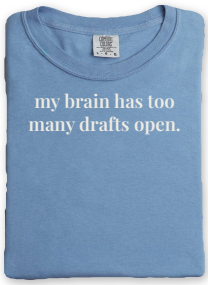
LAWYER



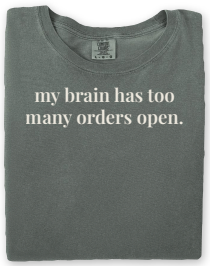
SOFTWARE ENGINEER



KNITTING



WRITING



SMALL BUSINESS OWNER

> USING THE BOOK NERD ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> My Brain Has Too Many Books Open Shirt, Funny Book Nerd Tee, Book Lover Gift, Reading Shirt, Bookish 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 $15.13 (its lowest M price) plus $5.99 shipping, through Printful	$21.12	$2.46	$20.35	**loses $1.69**	**loses $4.85**
At the source listing's $15.13 (its lowest M price) plus $5.99 shipping, through Printify Choice	$21.12	$2.46	$16.64	**$2.02**	**loses $1.14**

> $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 lowest price, $15.13, the same tee loses $1.69 through Printful and makes $2.02 profit 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. The source listing's price changes by color, and $15.13 is the lowest adult M price on its Etsy page, read November 8, 2026, while the shop was running a 35% 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 Jobs or Hobbies**
   Start in the Niche Library.

2. **Fill the Blank**
   Use the thing that job or hobby always has going, like charts for a nurse or quests for a gamer.

3. **Set It in TypePress**
   All lowercase on two lines, in a plain serif like Playfair Display.

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.