PRODUCT BREAKDOWN · NO. 3

Support [Your Local Thing]



Format	SUPPORT [YOUR LOCAL THING]
From	A text shirt from an Etsy shop with 27,000+ sales
Prepared by	Not Zero Yet
Breakdown date	November 8, 2026
Product type	TEXT SHIRT

At a Glance

100+
ESTIMATED SALES

8 mo
ON ETSY, AS OF NOV 8

20+
IN CARTS, NOV 8

$7 to $11
PROFIT PER T SHIRT AT $24.99

This text shirt has sold more than 100 times in 8 months, by third party estimates. 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 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!



Support [Your Local Thing] Shirt, [Niche] Varsity Tee, [Niche] Lover Gift, Comfort Colors Shirt

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 red line under the title comes from an original Etsy listing that uses the same format.

Is It Selling?

Yes. It picked up more than 100 estimated sales in 8 months, and on November 8 it sat in more than 20 carts with Etsy's Bestseller badge, Etsy's own sign that an item has sold well recently. The format is still selling right now.

- 100+ estimated sales since it was listed in March 2026
- In more than 20 shoppers' carts on Etsy on November 8, 2026
- Etsy's Bestseller badge on both visits that day
- 25 item reviews, and each review is a real order

Sales are estimates from third party research data, read November 8, 2026. Etsy doesn't publish sales per listing. The carts, badge and reviews are 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 one fixed word with a short phrase under it and no additional artwork at all, so there's nothing to draw and no need to outsource. The varsity font does the work of making it look like a college sweatshirt, and you can type every version into TypePress and make them in one batch. The source shirt arches the top word and wears the print down on purpose, and TypePress's Pattern tab can arch and distress the letters once you remove the pattern.



1. A varsity block font
2. All caps, stacked on three lines
3. The fixed word sits on top
4. One light color on a bold tee

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

How Do You Make Your Own?

Keep the word "support" and swap out what's in the [bracket]. The source shirt backs a cause, and I'd keep yours friendly and away from anything political by filling it with the local places and people a shopper loves to cheer for. The Niche Library already has the jobs and hobbies behind them, from the local farmer to the theater, so every one of these is a new listing of your own.



> USING THE LOCAL FARMER ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> Support Local Farmers Shirt, Farmers Market Tee, Local Farmer Gift, Varsity Farm 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 $23.00 plus $4.95 shipping, through Printful	$27.95	$3.11	$20.35	**$4.49**	**$0.30**
At the source listing's $23.00 plus $4.95 shipping, through Printify Choice	$27.95	$3.11	$16.64	**$8.20**	**$4.01**

> $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 $23.00 plus $4.95 shipping, the same tee makes $4.49 profit through Printful and $8.20 through Printify, and that price was already 25% off when I read it. A sale price on its own isn't a price to match. Do your math to keep yourself profitable before trying to match it.

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 is the adult M price on its Etsy page, read November 4, 2026, while it ran a 25% 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 Local Favorites**
Start in the Niche Library with the jobs and hobbies people cheer for.

2 **Fill the Blank**
Use a local place or person, like farmers or the library, and keep it friendly.

3 **Set It in TypePress**
All caps, in Graduate, the varsity 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 niche, 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 estimate comes from third party research data and the carts, badge and reviews from the listing's Etsy page, all read on November 8, 2026, and the price from the same Etsy page 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.