PRODUCT BREAKDOWN · NO. 4

The [Role] Since [Year]



Format	THE [ROLE] SINCE [YEAR]
From	A personalized 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

110+
ESTIMATED SALES

21 mo
ON ETSY, AS OF NOV 8

16
REVIEWS, NOV 8

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

This personalized 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, and the buyer types in the year.

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



The [Role] Since [Year] Shirt, Personalized [Role] Gift, Custom Year Varsity Tee, Comfort Colors Shirt

Source listing: 16 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 red line under the title comes from an original Etsy listing that uses the same format.

Is It Selling?

It's a slow, steady seller, and that's the kind I'd rather learn from. It has more than 110 estimated sales in 21 months, and on November 8 it showed Etsy's Pick, a badge Etsy's own team puts on listings it chooses to feature.

- 110+ estimated sales since it was listed in January 2025
- On Etsy for 21 months as of November 8, 2026
- 16 item reviews, so at least 16 of those sales are real orders
- Showed Etsy's Pick on November 8, 2026

Sales are estimates from third party research data, read November 8, 2026. Etsy doesn't publish sales per listing. The 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, with one catch. The design is a few words of type and no additional artwork at all, but the year belongs to the buyer, so every order needs its own print file made from what they typed in the personalization box. TypePress makes those files. Type each order as its own design, a blank line apart, and download them all at once. The source shirt arches the top line, and TypePress's Pattern tab can do that once you remove the pattern.



1. A varsity font, like a college sweatshirt
2. All caps, with the role as the big word
3. A small line under it with the year
4. The year changes with every order

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

How Do You Make Your Own?

Swap the title in the first [bracket] and let the buyer fill in the year. I wouldn't reuse the source shirt's title. I'd fill it with family roles instead, since the Niche Library already sorts siblings, parents, grandparents and partners, so every one of these is a new listing of your own. Each order still needs its own file with the buyer's year, and TypePress makes those in one batch.



SISTER



MIDDLE SISTER



TWIN



BIG SISTER



AUNT



GRANDPA



DOG MOM



HUSBAND

> USING THE OLDEST ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> The Oldest Since 1988 Shirt, Personalized Sibling Tee, Oldest Child Gift, Custom Year Varsity Shirt, Comfort Colors Tee

These are examples for demonstration purposes only, and the years stand in for what a buyer would type. 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, and the listing was running a sale when I read it. A personalized shirt also takes more of your time per order, so I'd price it higher, not lower. 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 4, 2026, while it ran 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 Family Roles**
Start in the Niche Library with siblings, parents and grandparents.

2 **Fill the Blank**
Use a title the buyer would wear, like the oldest or the fun aunt, and ask for their year in Etsy's personalization box.

3 **Set It in TypePress**
All caps in Graduate, then one file per order with the buyer's year.

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 role, the word personalized, and related keywords in it.

6 **Price It**
Run it through the Not Zero Yet profit calculator, and charge for your time.

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 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.