PRODUCT BREAKDOWN · NO. 21

[Two Words] for Romance Readers



Format	[two] [words]
From	A text shirt in a shop with 900+ sales
Prepared by	Not Zero Yet
Breakdown date	November 8, 2026
Product type	TEXT SHIRT

At a Glance

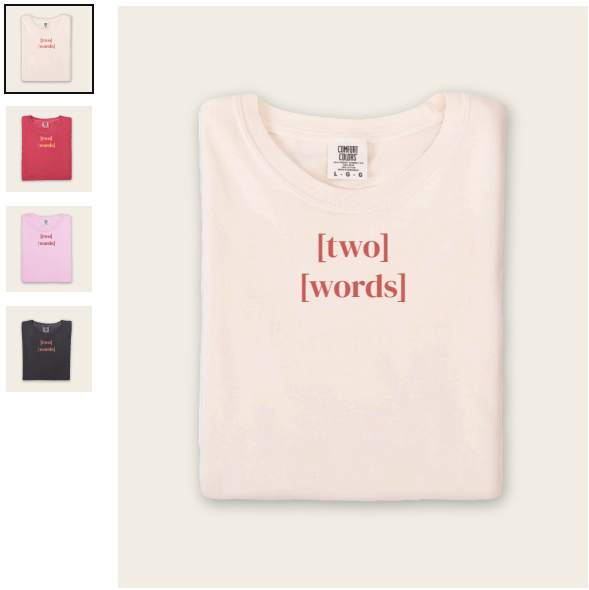
8 ESTIMATED SALES	**5 mo** ON ETSY, AS OF NOV 8	**1** ITEM REVIEW, NOV 8	**$7 to $11** PROFIT PER T SHIRT AT $24.99

This text shirt is an early signal, with an estimated 8 sales in almost five months on Etsy. I rebuilt it as an example listing with my own words 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!



[Two Words] Shirt, Romance Reader Tee, [Trope] Book Lover Gift, Bookish Comfort Colors Shirt

Source listing: 1 item review 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 on it were sourced from the original Etsy listing this breakdown is based on.

Is It Selling?

It's too early to call this one a proven seller. It has an estimated 8 sales in the almost five months since it was listed, and the Etsy page showed one item review and no carts the day I looked. I still think the format is worth learning, because two words that only romance readers get is an idea you can write for a dozen tropes in an afternoon.

- 8 estimated sales since it was listed in June 2026
- On Etsy for almost 5 months as of November 8, 2026
- 1 item review, and each review is a real order, so at least one sale is certain

Sales are estimates from third party research data, read November 8, 2026. Etsy doesn't publish sales per listing. The review count is 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 two words stacked in a heavy serif, with no artwork at all, so there's nothing to draw and no need to outsource. The joke is reader talk that only romance readers fully get, and that's exactly why it sells to them. A shopper who gets it feels like the shirt was made for them, and TypePress can set eight versions of it in one sitting.



1	A heavy serif with soft curves
2	All lowercase
3	Two words, one on each line
4	One bright color on a light tee

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

How Do You Make Your Own?

Swap both words in the [brackets]. The original borrows a word from a food menu that romance readers use for how steamy a book is, and that joke only lands with them, so the route I'd take is new two word lines for the same readers. Each one below winks at a trope, which is a story pattern readers search for by name, like slow burn or fake dating. None of them names a book, an author or a character, and that keeps you away from someone else's work.



SLOW BURN



ENEMIES TO LOVERS



GRUMPY SUNSHINE



FRIENDS TO LOVERS



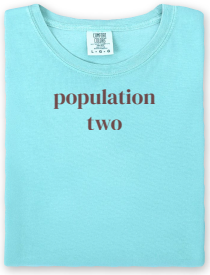
FAKE DATING



SECOND CHANCE



FORCED PROXIMITY



SMALL TOWN

> USING THE SLOW BURN ONE TO CREATE AN EXAMPLE LISTING TITLE
>
> Still Waiting Shirt, Slow Burn Romance Reader Tee, Bookish Gift, Romance Book Lover Shirt, Comfort Colors Book Club 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. Romance tropes aren't in the Not Zero Yet Niche Library yet, so each caption names the trope its line is for.

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 $20.99 plus $5.99 shipping, through Printful	$26.98	$3.01	$20.35	**$3.62**	**loses $0.43**
At the source listing's $20.99 plus $5.99 shipping, through Printify Choice	$26.98	$3.01	$16.64	**$7.33**	**$3.28**

> $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 $20.99, the same tee makes $3.62 profit through Printful and $7.33 through Printify, and a sale that comes through Offsite Ads loses 43 cents through Printful. 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 Tropes**
Start with the ones readers already search for, like slow burn or fake dating.

2 **Write Two Words**
Say the trope sideways so only a reader gets it, and never name a book, an author or a character.

3 **Set It in TypePress**
Lowercase, stacked, in a heavy serif like DM Serif 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 trope, 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 review count from the listing's Etsy page, both read on November 8, 2026. The tee price and shipping are what the listing showed on Etsy on November 4, 2026. I left out the seller's name, product title, photos and the words on the shirt. 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.