SHOP REVIEW · CASE STUDY

Whole Family Tee Co

[WF]

Gift tees for the whole family, from the baby to grandpa

6,700+ sales · On Etsy since early 2025 · One listing, every size



Based in	United States
On Etsy since	Early 2025
Numbers from	A real print on demand shop on Etsy, kept anonymous
Prepared by	Not Zero Yet
Review date	November 7, 2026
Shop type	PRINT ON DEMAND

At a Glance

6,700+
LIFETIME SALES

4.8
STARS FROM 790+ REVIEWS

1,900+
LISTINGS

920+
SALES, 30 DAYS TO NOV 4

Whole Family Tee Co is a made up name for a real print on demand shop on Etsy that opened in early 2025. I rebuilt its storefront with my own designs so you can see how it's set up, and I left out the seller's name, the real shop name, product titles and photos. Every number in this review comes from the real shop, rounded down.

The Example Shop

Here's the shop the way a buyer would see it, rebuilt with my own designs. Each listing stands for one of the shop's phrase formats, and the parts in brackets are what you'd swap for your own niche. I only drew text designs, since that's what this review teaches.

EXAMPLE SHOP Made by Not Zero Yet to show the shop's format. This is not a real Etsy shop!

[WF]

Whole Family Tee Co

Gift tees for the whole family, from the baby to grandpa

6,700+ sales · On Etsy since early 2025 · One listing, every size

Sections

All listings	**1,900+**
Licensed characters	290+
Christmas	180+
Funny and sarcastic	170+
Faith	110+
Personalized	100+
Teachers and grads	100+
Family	70+



Do Not Ask Me For [Topic] Advice Shirt, Funny [Hobby] Lover Gift, Comfort Colors Tee

$21.99 ~~$39.98~~ **45% off**



Blessed and [Hobby] Obsessed Shirt, Christian [Hobby] Gift

$21.99 ~~$39.98~~ **45% off**



Custom [Name]'s [Hobby] Club Shirt, Personalized Dad Gift

$21.99 ~~$39.98~~ **45% off**



[Subject] Teacher Off Duty Shirt, Summer Teacher Gift

$21.99 ~~$39.98~~ **45% off**



The [Family] Christmas Crew Shirt, Matching Family Christmas Tees

$21.99 ~~$39.98~~ **45% off**



Running on Coffee and [Thing] Shirt, Funny Mom Gift

$21.99 ~~$39.98~~ **45% off**

I made Whole Family Tee Co, the designs, and this storefront to show how the real shop is set up. It isn't a real Etsy shop. The sections and their listing counts, the $21.99 price and the 45% off on every listing all come from the real shop, researched on November 4 and 7, 2026.

What Works

One Listing for Every Product

Each design goes on a Comfort Colors tee, a regular unisex tee, a V neck, youth and toddler sizes, a baby bodysuit and a sweatshirt, all on the same listing. Every sale and every review lands on one page instead of being spread across six.

- About 50 options in nearly 40 colors on a single listing
- One design can dress the parent, the kid and the baby in the same family

Designs That Keep Selling After the Season

Two of its five best sellers have nothing to do with a holiday, and one of them has been selling for more than a year. Evergreen designs like that keep paying for all the uploads that didn't work.

- The county fair joke shirt went up in July 2025 and is still in the top five
- The faith shirt with a fishing pun has a Bestseller badge and was in 20+ carts in November

Most of Its Listings Have Actually Sold

I've seen plenty of shops with 2,000 listings where most of them never sold once. This one isn't like that, and it's the part I'd look at first.

- The research data tracks 500 of its listings, and more than a third of those have sold
- Across the whole shop it works out to about 3.4 sales a listing

The Blank Goes in the Title

Buyers search for the shirt brand by name, so this shop puts Comfort Colors right where they'll find it.

- Comfort Colors is in most of its titles
- comfort colors shirt is its most used tag, on 70+ listings

What Sells

These are the five designs estimated to have sold the most, plus number eight, as of November 4, 2026. I described each one by its design format instead of quoting the product title. Look at the tags: the top seller is built on characters someone else owns, two others use shapes that look a lot like someone else's logo, and most of the rest are full illustrations. I don't recommend making anything trademarked, even when those designs are bestselling and trending.

PRODUCT	SOLD	WHAT TO KNOW
A Halloween shirt built on Disney Pixar characters	340+	TRADEMARKED The best seller. The title names Disney Pixar and four of the characters, and the listing doesn't mention a license. I don't recommend making anything like it.
A knight booping a dragon's nose	280+	ILLUSTRATION No brand or character on it, but it's a full illustration drawn like a page from an old manuscript. It has the Bestseller badge and was in more than 20 add to carts on November 4.
A personalized grandpa shirt with the buyer's name on a badge	210+	LOOKS LIKE A LOGO The buyer types in the name, so one design covers every dad and grandpa. The badge is shaped a lot like a famous motorcycle brand's logo, so I'd stay away from that shape.
A county fair joke shirt	210+	LOOKS LIKE A LOGO Listed in July 2025 and still selling more than a year later. Its four leaf clover looks a lot like the 4-H emblem, which federal law protects, so I'd leave this one alone.
A faith shirt with a fishing pun	160+	ILLUSTRATION It has the Bestseller badge and was in more than 20 add to carts in November. It's mostly a line drawing, so it takes art skills to make something like it.
Do Not Ask Me For [Topic] Advice, You Will End Up With a New [Thing]	110+	TEXT ONLY Number eight in the shop, and the first design in its top ten that's a typographic design. It can be designed with free tools available on Not Zero Yet's site. So I am going to do a product break down within this review.

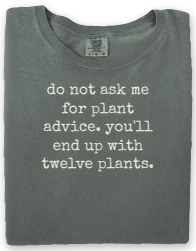
The Design I'd Study

Most of this shop's best sellers are full illustrations. They sell well, but art like that takes an illustrator or a lot of work with AI image tools, and that's not what Not Zero Yet is about. My tools are built for text designs, words and simple layouts you can make yourself and use across a lot of niches. So the design I'd study here is number eight, the best seller that's only words.

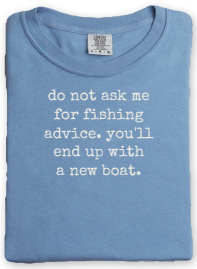


- Number eight in the shop, with 110+ estimated sales (third party research data, November 4, 2026)
- The shop sells it on two products, a dog version and a cat version, so this seller is already scaling the design across two niches.
- Words only: one version is lowercase typewriter text, the other adds a small paw print
- On the same listing setup as everything else, with about 50 options

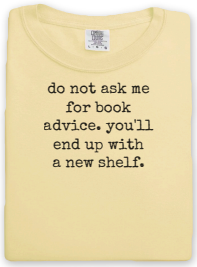
Swap what the advice is about and what someone ends up with, and the joke works for any hobby where people talk each other into buying more. The Niche Library has the hobbies, and TypePress sets every version in a few minutes.



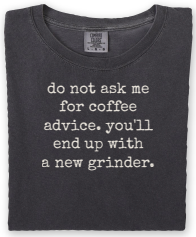
GARDENING



FISHING



BOOKS



COFFEE

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 sellers' designs. Niche names come from the Not Zero Yet Niche Library.

The Product Price and Profit

Every design here sells at the same prices. The product card on the Etsy search page shows $14.29, which is the baby bodysuit, not a shirt. A Comfort Colors tee in medium is $21.99, marked 45% off a $39.98 list price. Click into a listing and check each size and color before you trust a product card.

ON THE LISTING	PRICE
What the product card shows: the baby bodysuit	$14.29
Unisex tee, medium	$17.04
Comfort Colors tee, small to XL	$21.99
Comfort Colors tee, 2XL and 3XL	$23.09 and $24.19
Shipping fees for one shirt	$5.99
The list price behind the 45% off, Comfort Colors medium	$39.98

Here's the profit a similar listing would make at these prices through each supplier in my calculator, after Etsy's fees:

A SIMILAR LISTING	BUYER PAYS	ETSY FEES	MADE AND SHIPPED	PROFIT	THROUGH OFFSITE ADS
Comfort Colors tee, medium, at $21.99 plus $5.99 shipping, through Printful	$27.98	$3.11	$20.35	**$4.52**	**$1.16**
Comfort Colors tee, medium, at $21.99 plus $5.99 shipping, through Printify Choice	$27.98	$3.11	$16.64	**$8.23**	**$4.87**
Unisex tee (Bella+Canvas 3001), medium, at $17.04 plus $5.99 shipping, through Printful	$23.03	$2.64	$16.67	**$3.72**	**$0.96**
Unisex tee (Bella+Canvas 3001), medium, at $17.04 plus $5.99 shipping, through Printify Choice	$23.03	$2.64	$15.28	**$5.11**	**$2.35**
Unisex tee (Bella+Canvas 3001), medium, at $17.04 plus $5.99 shipping, through Teelaunch	$23.03	$2.64	$17.00	**$3.39**	**$0.63**

> $8.23 profit per Comfort Colors tee through Printify and $4.52 through Printful at $21.99, before Etsy Ads, refunds and misprints. Through Offsite Ads that drops to $4.87 and $1.16. The unisex tee makes less profit with every supplier, $3.39 to $5.11.

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. 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 12% fee on the whole order, which is what a shop past $10,000 in yearly sales pays. Run your own numbers in the Not Zero Yet profit calculator.

Keywords It Uses Now

These are the tags it leans on most, with estimated Etsy searches a month from third party research data. It already covers the blank by name and the big gift searches, so I wouldn't change much here.

KEYWORD	SEARCHES A MONTH	NOTE
comfort colors shirt	5.3K	Its most used tag, on 70+ listings, because buyers search the blank by name
gift for her	13.6K	Its biggest tag by searches, but it's only on about a dozen listings
christmas sweatshirt	10.3K	A seasonal search that matches its Christmas section
gift for him	10.3K	A gift search, so the title has to say who the shirt is for
book lover gift	7.4K	Fits its book lover shirts, a gift search that sells all year
teacher gift	5.8K	Matches its section for teachers and graduates
christmas sweater	5.4K	On a handful of listings, so there's room to use it more

Third party research data on the shop's tags, November 4, 2026. Searches a month are estimates of Etsy searches.

20 Keywords to Think About

Here are twenty Etsy searches next to what already sells here, from third party research data. Most of them are a new design you'd create yourself in the same niche. The highlighted rows have lots of searches and few listings, which can mean lower competition and an easier market to enter. The row marked "Similar Shops" is a search where a newer shop selling similar products already has a whole section.

KEYWORD	SEARCHES A MONTH	COMPETITION	LISTINGS	WHY IT'S HERE
funny fishing shirt	5,621	55	29,873	It peaked at 8,607 searches last December.
medieval fantasy shirt	5,609	52	18,550	The biggest search behind its knight shirt.
funny medieval shirt	4,692	51	13,397	How buyers type it when they want the joke.
medieval bachelorette shirt	3,881	38	1,284	A bridal party buys shirts in groups.
funny medieval knight shirt	3,842	46	6,184	A narrower knight phrase with less competition.
medieval meme shirt	3,692	46	5,790	Its knight shirt's title already says fantasy meme.
medieval dragon shirt	2,732	46	6,018	Up every month since August.
funny christian raccoon shirt	1,327	38	1,314	Faith humor with an animal, and it's rising.
funny christian shirt	996	58	50,222	Broad, so pair faith with a hobby or an animal.
medieval cat shirt	995	42	2,551	The medieval joke for cat people.
funny medieval frog shirt	944	43	3,113	Down since last winter, so test one design first.
medieval book shirt	697	42	2,732	Book lover gift is already one of its big tags.
medieval bach shirt	658	37	1,033	How buyers shorten bachelorette.
funny christian frog shirt	381	42	2,621	Rising fast since May.
funny christian mom shirt	335	48	8,317	SIMILAR SHOPS Fits its family section.
funny christian coffee shirt	292	43	3,120	Coffee plus faith, a gift search that holds steady.
medieval wine shirt	278	22	57	The emptiest search on this list.
medieval deer shirt	260	24	83	Nearly as empty, and deer hunters buy funny shirts.
county fair shirt	250	42	2,673	Peaks in September, so list fair shirts by July.
funny fishing shirt grandpa	198	42	2,771	A December grandpa gift. The life advice format fits.

Third party keyword research data, November 5, 2026: Etsy searches a month, a 0 to 100 competition score, and active listings. Similar shops means a newer shop, opened in 2024 or later, has a whole section for that search. Its name is left out.

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.

Your Notes

Room for your own notes: what you'll try first, what you want to test, the keywords you liked.

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 Review

This Shop Review is a case study built from public data: the real shop's own Etsy pages, read on November 4 and 7, 2026, and third party research data from November 4 and 5. Whole Family Tee Co is a made up name. I left out the real shop's name, its product titles and photos, and the name of the shop I compared it with, and the numbers are rounded down. The designs and the storefront are mine, made to show the format. Search volumes are Etsy searches a month, and nothing here estimates the shop's income. Study what works, then create your own, and DON'T COPY other sellers' designs. If this is your shop and you'd rather it came down, reach out at notzeroyet.com/contact-us.

Believe in 0.001.