

Launch plan — pressed fern and eucalyptus

Pre-launch checklist

- Finalize your listing title and tags (see listing-copy/).
- Upload the print files from delivery/etsy/ to your marketplace.
- Add all mockups as listing images; paste the alt text from alt-texts.txt.
- Publish, then pin the Pinterest graphics in marketing/pins/.
- Share once in a relevant community where self-promotion is allowed.

30-day promotion calendar

Week 1	Publish + pin all graphics; share in 1–2 communities.
Week 2	Refresh tags from search terms; add a second mockup angle.
Week 3	Re-pin top performers; ask early buyers for a review.
Week 4	Review views→favorites→sales; iterate the title keywords.

Pricing guidance

Typical calm printable wall-art listings price in the US\$4–12 range. GUIDANCE only — not live market data. Set your own price.