

Printables (& Other Digital Downloads)

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CALENDAR
PRINTABLE



“Printables” doesn’t sound like a potential multimillion dollar biz... but the top sellers of printables are making six figures a month.

\$8,456,992 In One Year...

My interest in printables started with my discovery of the work of **Sarah Titus** a few years ago and learning her rags-to-riches story. She started out as a broke single parent and went to to generate spectacular income.

Her printables business is really a masterclass, so here is a deep dive.

Sarah used to [publish her income stats on her blog](#) but has since removed these. However I made notes on her data in 2021 and dug through my records to find it. Her 2020 self reported income was \$8,456,992 – of which \$7,594,470 came from her Shopify store.

Breaking down one of her most successful months, her Shopify revenues were

Wall art – \$360,945

Binders – \$125,394

Stickers – \$21,056

Kids educational – \$7,867

Coloring sheets – \$200

Misc. – \$641

I don’t know the expenses, but many of these products are **printables** (digital files) which of course have no product / shipping costs.

How did she achieve such incredible success?

- a) lots and lots of simple, appealing products.
- b) social media marketing
- c) blogging.
- d) email marketing.

e) high level sales and interpersonal skills.

Social Media:

Facebook: <https://www.facebook.com/sarah.titus.14203>

1.4K followers, nothing special at all.

Instagram: https://www.instagram.com/sarahtitus_com/

2,255 followers, nothing special at all.

Youtube: <https://www.youtube.com/user/DoTerraEmpowers>

848 subscribers, nothing special at all!

Pinterest: <https://www.pinterest.com/premiumprintables/>

50k followers with 3.4M monthly views.

Pinterest is the important “traffic lever” in her business. It’s fascinating to see – time and time again – how nearly all extreme success stories seem to have only conquered one social media platform. What’s interesting is that it’s never the same platform. **All** the big socials have the potential for extreme success – so long as you “crack the algorithm” and figure out the “hacks” required to gain traction on there.

The simple reality is that cracking one platform is quite difficult (and time consuming) and only a few people manage to crack one, let alone more than one.

If she had cracked Facebook, Tiktok and Youtube in addition to Pinterest... can you imagine the results?

The other critical factor here is email. She used **high value free gifts** (big printable giveaways) to get people directly from Pinterest onto her email list – and then the email list to promote the for-sale products, which converted extremely well.

You can see the images on her Pinterest ([example](#)) and there are lots of these.

Tons. Note how the Pinterest images use simple designs, very bold text, “highlighter colours” and the word FREE in giant letters.

Note also how in the example, the freebies are **mass appeal**. They are simple, simple simple and they address huge audience demographics. None of the designs are “advanced graphic design” or high level artistry, but it just shows the power of simple.

Unsurprisingly, having a high volume of these giveaways drives massive traffic to the email list. Sarah was reporting in 2017 that she was picking up around 3,000 to 5,000 new email subscribers per month using this system.

These subscribers are of course **perfectly targeted** to her ideal customers, which is people who love printables. They were also “won over” by her generosity, her faith and her personal story. When she created a new for-sale product, she pitched it to her email list and boom.

Absolute masterclass. Dive into her materials and learn as much as you can!

Another example (Similar But Different)

Digital Income Project gives us a full rundown into a somewhat similar business – this one using **Instagram** to promote products in an Etsy store:

I Found an INSTAGRAM that is making MILLIONS (how they did it)

<https://www.youtube.com/watch?v=ZIA9qfxXDMw>

The Etsy store in question is <https://www.etsy.com/shop/HappyDownloads>

You can see that they have now achieved 176,929 sales and the store was opened in 2018.

Most of their products are digital planners, “digital stickers” (for [Goodnotes](#), [Onenote](#) and other apps) and journals. Many of these are not strictly

“printables” but are digital organizers designed to be used on devices such as iPads. You can see that there are 173 products in total available in the store.

Here’s the Instagram account: <https://www.instagram.com/happydownloads/>

Instagram now allows a second link – to a **Threads** account and she is getting some traction on there: <https://www.threads.net/@happydownloads>

Big following – 821K – and all of the posts are reels featuring an iPad, with an ultra-catchy opening headline “This iPad Hack”, “How to organize your life”, “POV: You just got an iPad but...”

Once again, it’s the viral social media that creates the product visibility and drives the massive traffic responsible for the big sales.

You can see that she has aimed these super short (intensely overstimulating) reels directly at her target audience. Several of these reels have over 300k likes...

Take note also of how the information box to the side of the video is utilized. It’s all set up with one goal in mind, to spike interest / desire and funnel visitors to the **Instagram bio link**, which then links through to the website, which shows off the products.

Note again also there is a “[freebies vault](#)” on her website which features an email list signup. Exactly the same formula that Sarah Titus uses. I’m certain that the email list drives a massive portion of the sales.

Once again it’s an absolute masterpiece in viral marketing. Everything is coherently orchestrated.

Wrap Up

I could find more examples and unpack them but I honestly think this is enough and that you could run with what's here!

The key points I wanted to illustrate can be summarized as:

- a) simple products** with massive appeal
- b) knowing your audience** and targeting them accurately
- c) the immense power of social media** when done right
- d) linking it all together correctly** to push massive traffic to the products
- e) the ultra-important strategy of building an email list** through free giveaways that are targeted perfectly towards those who will also love the for-sale products (essentially it's the same stuff!)

There is a **ton** of information to digest just from these two ultra-successful campaigns! You can see what is possible but achieving such high level success will require mastery of many separate skills.

That's ok. This is not an overnight success game and the first step toward winning is getting started, staying on track, being productive, continual learning, studying the winners and most of all by **keeping focused**.

There is also much to learn in terms of "fundamentals" - how to use the various social media platforms and create the required content.

There are free tutorials already out there on all that. However the insight is quite rare into how the puzzle pieces of the "bigger picture" of these ultra-successful businesses fit together. I hope I have managed to give some clarity on that.

It's quite enlightening, when you crack it. You realize that there really is "secret knowledge" in this game. It's not that anyone is specifically trying to keep it secret, it's just **not commonly known** and it all "looks like noise" until you see the pattern. Once you grasp it though, you can examine other businesses and

learn pretty much everything you need to learn.

Afterword

I realize that this course presents so many ways to make money that it might seem almost overwhelming – kid in a candy store type of feeling!

It's best to **pick something and stick with it** – so take a step back and don't try to do everything, but focus on something that is best aligned with your interests.

With internet methods such as Youtube, blogging and social media, expect that you will need to commit for at least several months, possibly a year or more in order to see big success.

It's worth reminding ourselves that Mr. Beast, now with 180M+ followers for his main channel (and many more millions for the foreign language versions and the side-projects!) took **2 years to get his first 1,000 Youtube followers** – though of course this path has now been so well-trodden that success can be achieved much quicker!