TPT Seller's Guide Workbook

From classroom teacher to thriving TPT seller!

By No Worksheets Allowed

My Ideas for a Niche

- Write down all the jobs you've had in education.
- Think about which age group(s), subject(s), teaching strategies and methodologies interest you the most.
- What aspects of your job do people compliment you on?

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My Ideas for a Store Name

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My Ideas for a Logo

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TPT Timetable

Identify times during the week when you can work on TPT.

Day	Morning	Afternoon	Evening
Mon			
Tues			
Wed			
Thurs			
Fri			
Sat			
Sun			

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Product Planner

Who is the resource for?

Why is it useful?

Learning objectives:

Type of resource (e.g., game, activity, worksheet):

Differentiation:

Colour/black and white/both?:

Clipart needed:

Font(s) I will use:

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Product Checklist

Element	✓/x
Description/ instructions page	
Clipart and/or border	
Credits page (logos of clipart and font artists with hyperlinks back to their stores)	
Terms of use page	
Copyright in footer	
Tested and proofread	
Flattened (fonts and clipart secured)	
Cover and thumbnails	
Preview	

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My Income Goal

How much I'd like to earn each year:

How much I'll need to earn each month:

Average price of my products:

How many products I'll need to sell each month:

How I'll use the money (small goals):

How I'll use the money (big goals):

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Keyword Research

Resource Type:

Subject:

Year Group/Grade:

Possible Product Name:

Keyword:

Keyword Research (other keyword recommendations, longtail keywords, synonyms):

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Topics and Events Calendar

Make a note of typical topics and events for each month.
Use the calendar to plan your seasonal resources.

Month	Topics & Events
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

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Weekly Planner

Product creation & listing, marketing, SEO

Day	Tasks
Mon	
Tues	
Wed	
Thurs	
Fri	
Sat	
Sun	

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Monthly Planner

Resource ideas:

Resources to bundle:

SEO:

Marketing:

Social media posts/reels:

Blog posts:

Listings to optimise:

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Monthly Data Analysis

Earnings:

Expenses (clipart, fonts, courses, etc.):

Top 5 products:

-
-
-
-
-

Goals for next month:

Next Steps:

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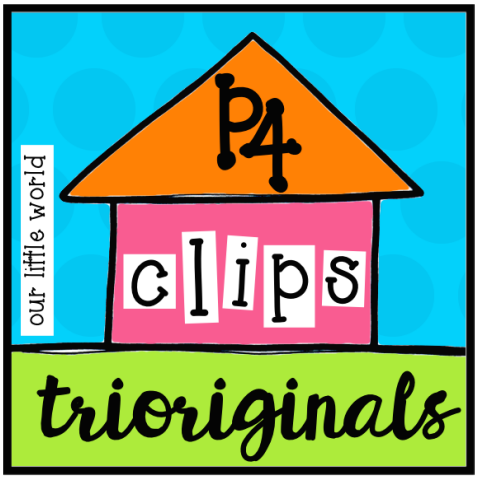

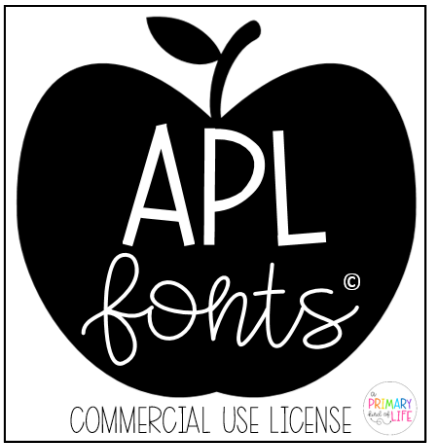

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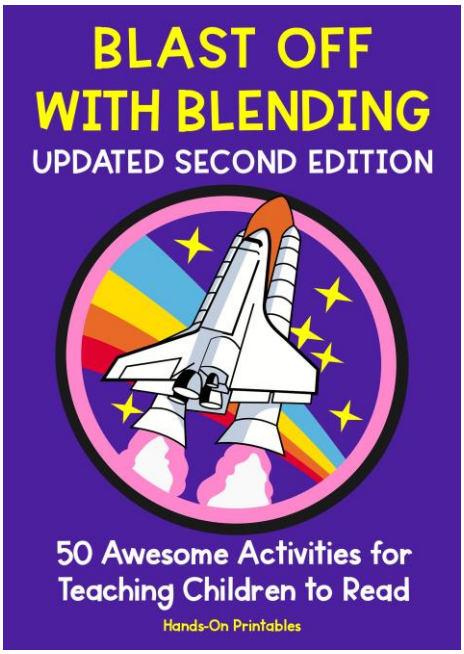

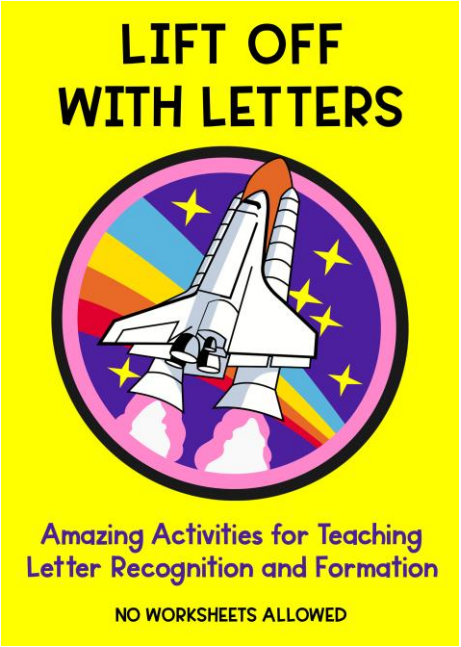

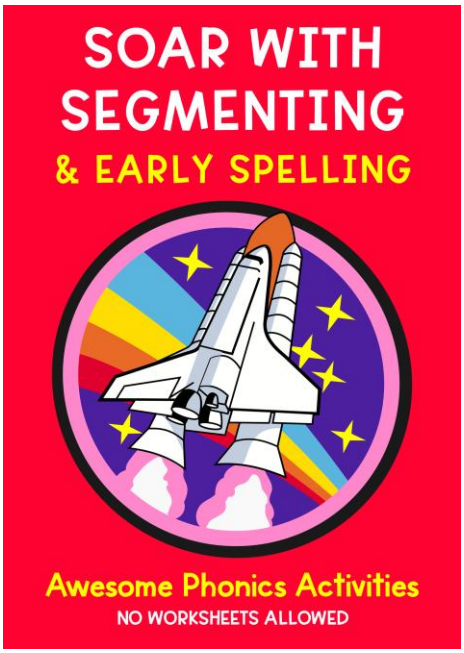

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Jackie, No Worksheets Allowed

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