

Training: the Mix · Mat · List method

Three moves from idea to live listing. Written for beginners; no design experience needed.

1. MIX: choose your blocks

Every placemat is a frame plus 5 to 6 blocks: a word search, a maze, a word jumble, a "would you rather" or joke box, a coloring box and a game or tracing box. Pick one theme (animals, dinosaurs, space, a holiday) and keep every block on that theme. Themed word lists are what make a placemat feel like a product, not a worksheet.

- Easy for ages 4 to 6: tic-tac-toe, coloring, tracing, simple mazes.
- Medium for ages 6 to 9: word search with 8 words, jumble, dots-and-boxes.
- Harder for ages 9+: 12 to 14 word search with diagonals, large maze, jokes and would-you-rather prompts.

2. MAT: assemble and export

- 1 **Easiest:** sell one of the finished placemats. Change nothing, or change the title text in a PDF editor.
- 2 **Your own mix:** create a 17 x 11 in (Tabloid) canvas in Canva (or any design tool). Add a background color and a frame, then drop in the SVG coloring elements from the zip. For puzzles, open the library PDFs, take a screenshot of the block you want at high zoom or import the PDF page and crop it.
- 3 Leave a 0.4 in (about 1 cm) safe margin on every side.
- 4 Export a flattened print PDF (Canva: Download, PDF Print). Flattened means nothing in the file can be edited, which also protects your work.
- 5 Do a test print on matte paper or cardstock. Check text size and that the maze lines are clean. Then export a smaller Letter / A4 version.

3. LIST: sell it

- 1 **Preview images:** use 5 to 10 images. First image: the finished placemat clearly. Then a table scene, a close-up of one block, sizes included, and how-it-works.
- 2 **Title:** start with the main buyer words, then the theme, then who it is for. Example: "Dinosaur Activity Placemat Printable, Kids Restaurant Table Activity, Birthday Party Coloring Mat 11x17".
- 3 **Tags:** use all your tag slots with phrases buyers type: theme + placemat, kids activity mat, party favor printable.
- 4 **Files:** deliver the PDFs (Tabloid and A3 plus Letter / A4). Check Etsy's current file count and size limits for digital listings before upload; if needed, bundle sizes into a zip.
- 5 **Price:** test a starter price, then adjust as you learn. The pricing sheet in the Etsy Listing Kit lists starting points and the fee math.
- 6 **Keep notes:** after two weeks check which images and tags bring views and adjust one thing at a time.

Your license, in short

You can sell finished placemats you make with this kit. You cannot resell the loose elements, library pages, SVGs, editable files or the kit itself. See the license page in the Start Here guide.

Results depend on your niche, images and effort; this kit does not promise sales. Always check current marketplace rules for digital products.