

2021 90 Day TPT Challenge

- Write down your goals for the challenge
- Take a good look at your store - do your covers look cohesive? What message does your store send to potential buyers?
- Have you done any TPT analytics? Check the conversion rates of each of your products, write down your top 5 selling products
- Make a list of at least 10 products you would like to create this summer. Once you have completed 10, make another 10.
- It's Keyword Research time!
- Design a resource of at least 15-20 pages (price at \$3)
- Organize your clipart
- Spend 10 minutes responding to your reviews or questions
- Re-read your TOU - does it need updating?
- Update your primary Freebie
- Create something similar to your best seller
- Add keywords to some existing titles
- Is it time to change a banner in your store?
- Add some custom categories
- Change your 4 featured products
- Make sure every resource has 3 thumbnails
- Make 3 bundles for your store
- Create a freebie that links to a larger product
- Update 3 old covers
- Add a video preview to a product

- Submit a free or paid resource to the Tpt Newsletter
- Create a video pin for Pinterest
- Send a note to your followers on Tpt
- Create a new bundle
- Turn off all distractions and work on Tpt for 1 hour
- Spend 30 minutes planning goals/big ideas for your store
- Create a UTM code for a link you are sharing
- Write a blog post, if you have a blog
- Update 5 product descriptions to include more keywords
- Poll your audience about what product you should create next
- Spend 1 hour looking (incognito) on Tpt to see where your products are in the rankings.
- Create a digital resource (Boom or GS or Easel)
- Spend 15 minutes responding to your reviews
- Create a reel with one of your products
- Create a Story Pin for Pinterest
- Finish a forgotten project
- Share a colleague's resource on your IG stories
- Spend 30 minutes photographing products for future covers/marketing