

PRESENTING:

The 30-Minute Per Day Product Creation Routine!

For Etsy & KDP Sellers Who Want Real Results!



Without Burning Out!!

(Includes WORKSHEETS to keep you on track!)

Created By: *Stuart Turnbull & Bart Hennin* ©

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Without Burning Out!!***

Created By:

Stuart Turnbull & Bart Hennin ©

Welcome!

We hope you enjoy this guide and get lots of use from it! Inside we reveal how you can kick off 2026 with a bang... By creating winning Etsy products and/or KDP books with as little as 30 spare minutes a day!

If there's one thing We've learned helping thousands of Etsy and KDP sellers, it's this... Most people don't fail because they aren't creative enough or techy enough or business-minded enough...

They fail because life is busy, they're tired, and they never believe a small slice of time is enough to make progress...

So they keep saying, "I'll start when I have more time" which usually means **never**. If this is you, you're not alone... We've even been there ourselves... That's why this guide exists!

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If you can carve out just **30 minutes a day**... not three hours... not a whole weekend... not a perfect day where the planets align... but a single do-able 30-minute window each day... then you can absolutely and truly build a real, profitable (and *growing*!) Etsy and/or KDP business!

You don't need massive blocks of time... You need a **repeatable system**. A daily habit, a small consistent action that compounds like magic.

This guide gives you exactly that—a routine designed for busy humans who want real results without burning out. Everything here works whether you're selling POD, printables, low-content books, coloring pages, journals, planners, or kids' activity books or whatever! And yes... it works even if you've got zero experience.

So, with that, get excited because we are going to show you how to unlock a routine *within yourself* that you can actually stick to in 2026 and beyond!

Ready?

Here we go!

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Why 30 Minutes is Enough:

The biggest mistake most beginners, and yes, even veteran product creators make is they think product creation requires “big chunks of time” – It doesn’t...

It requires small, focused decisions/tasks *done repeatedly*.

30 minutes is enough because it forces simplicity – you can’t overthink when you’re on a short timer... it builds a habit... and tiny habits create BIG momentum... It keeps you out of the “perfectionist mode”... that holds so many people back and it removes excuses – Anyone can find 30 minutes...

30 minutes also taps your brain’s creative energy in **short bursts** instead of long draining sessions. You’re not building Rome.

You’re building small digital assets that add up to a profitable portfolio brick by brick.

Portfolios grow from consistency, NOT marathons.

ADD TO THAT the availability of **AI** (we can use it to brainstorm niches, generate product ideas and, yes also, to create products!) and that **30-minute time slot** can be hugely leveraged (like no time in history!)

Here’s the truth...

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A single 30-minute ***focused*** work session can produce:

- 5-10 journal prompts (or 100-200 with **AI**) ... OR
- 3 coloring page ideas (30 – 60 with **AI**) ... OR
- A full coloring book (using **AI** and ready made prompts)
- 1 (very powerful) Etsy listing description (3-4 with **AI**)
- 1 new book interior layout (especially with **AI**)
- 1 POD design draft that can go on MULTIPLE PRODUCTS! (or 3-5 designs with **AI**)
- A **set of AI prompts** that will create designs for you, create prompts for you and more
- A finished printable page (3-4 with **AI**).

You don't need long sessions. You need direction... blocks of tasks you can repeat... And that's what your ***30 minute routines*** give you!

When you *limit yourself* to 30-minute blocks of time, you *force yourself to do specific tasks* (specific routines) and execute them *repeatedly* (and that repetition creates *efficiency*!).

The 30 Minute Daily Formula:

This is the core of the system. Use it every day. Your 30 minutes are split into three simple blocks.

Block 1: (5 Minutes) Intentional Planning. Ask yourself, “What ONE small win will I complete today?” Not a big goal, just the next tiny building block.

Examples of tasks you might select:

- Create page 7 of your kids’ activity book
- Generate 10 journal prompts (100 with AI)
- Polish one POD design
- Find 3 niches/subniches
- Write 1 KDP/Etsy description.

Block 2: (20 Minutes) Deep Focus Work. This is where the magic happens. No checking Etsy stats, no browsing KDP, no “just a quick peek” at trends. No checking your email (or phone)... Your job is to move the single task from Block 1 forward. Here are some examples...

Example 1: Create a Printable Page

- Block 1 Task: “I will create one page for my habit tracker

printable.”

- Block 2 Steps:
 1. Open Canva or your design tool.
 2. Choose a template or blank layout.
 3. Add the header, dates, and tracker boxes.
 4. Insert any graphics or decorative elements.
 5. Save/export the page as a PNG or PDF.

Even if you don’t finish, you have a tangible asset to polish later.

Example 2: Write KDP Book Content

- Block 1 Task: “I will write 5 (50?) journal prompts for my self-care journal.”
- Block 2 Steps:
 1. Open your manuscript or **AI tool**.
 2. Draft prompts (don’t worry about perfection).
 3. Quickly check grammar and formatting.
 4. Paste into your manuscript file.
 5. Save and note next section to write tomorrow.

Example 3: Product Research

- Block 1 Task: “I will find 3 niche ideas for my new coloring book.”

- Block 2 Steps:
 1. Open Etsy or KDP and search your broad theme.
 2. Scan listings for gaps or trends.
 3. Drill down to find underserved subniches with demand but relatively low competition
 4. Jot down 3 niche/subniche angles that look promising.
 5. List keywords for each niche.
 6. Save these ideas in your product bank worksheet.

Example 4: Listing Prep

- Block 1 Task: “I will draft one Etsy listing description.”
- Block 2 Steps:
 1. Open your product worksheet (and **AI tool**).
 2. Write title, description, and 5 tags.
 3. Add bullet points of features/benefits.
 4. Save draft in Etsy or Google Docs.
 5. Highlight what images/mockups you’ll need.

The key principle in all of the above examples is this: **Break the task into micro-steps that can be completed within 20 minutes.** Focus on producing *something usable*, not perfect. Even partial progress compounds over time.

Since you are deciding on specific tasks *and* saving & keeping track of your completed work, you are moving forward efficiently!

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Block 3: (5 Minutes) Save, Organize, Close. Most creators lose hours digging through messy folders or reopening half-finished work files. To avoid this future wasted effort, **spend 5 minutes saving, naming, labeling, and putting your work where it actually belongs.** This alone will save you dozens of (wasted) hours.

The above **daily 30 min routine** is simple, but its very simplicity is what works!

Your Weekly Routine (Day by Day):

Here's a ready-made schedule. Follow it and you'll create more than people who "work on their business" for hours...

MONDAY – Product Ideation Day. Combine **AI** and **your brain**. Generate book themes, Etsy printable packs, kids' workbook puzzles, coloring concepts, POD graphic ideas, seasonal angles, niche variations. Don't judge ideas today, just gather them.

TUESDAY – Product Planning Day. Turn Monday's ideas into outlines or templates: 20-page kids' activity book outline, 10-page planner layout, printable bundle checklist, coloring book theme list, 3 matching POD design ideas. You're building the blueprint.

WEDNESDAY – Creation Sprint #1. Create pages: 2–3 coloring pages, 3–5 journal prompts, 1 KDP interior section, 2 POD designs,

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1 printable worksheet. This is momentum day.

THURSDAY — Creation Sprint #2. Continue the build. You'll notice you're *faster* today... Sometimes *much faster*!... As you repeat these tasks week by week you'll get faster and faster *further leveraging* your 30 min time slots!... It becomes an assembly line!

FRIDAY — Polishing + Preparing to Publish. Edit pages, fix spacing, clean files, rename everything, put pieces together, export print-ready files.

SATURDAY — Listing & Publishing Day. List one product if you have 30 minutes, two or three if you have more. Publish to KDP, post to Etsy, create tags, add mockups, write descriptions, hit publish. This is where your work becomes real.

SUNDAY — Light Review & Recharge. No heavy work today. Review what you created and look ahead. Do a 5-minute recap, peek at what's working, plan Monday's ideation.

This weekly cycle is powerful. You always know what to do next. No confusion, no overwhelm, no wasted time.

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Etsy/KDP Crossover Products:

Want to DOUBLE your productivity without increasing your 30 minute time blocks?... Here's the secret... 1 product can become income on two platforms (which *multiplies* your time!).

Examples: kids' activity sheets → kids' activity books, affirmation cards → affirmation journals, coloring pages → full coloring books, adult challenge trackers → productivity planners, mindfulness worksheets → self-care workbooks, seasonal printables → seasonal books, habit trackers → habit-building journals, word search sheets → word search books.

Anything you build for Etsy can usually be adapted for KDP and vice versa. This is how you make your 30 minutes work harder.

The 10-Minute AI Boosters:

Some days your brain is fried... tired... or you've been running errands. Use **AI** to keep momentum alive! Below are examples of how you can use AI to tremendously leverage your time and complete much more while reducing your stress and workload...

AI Booster Prompt 1: Instant Journal Prompts.

"Give me 20 unique journal prompts for a ____ themed journal for ____ audience."

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AI Booster Prompt 2: Coloring Page Concepts.

“Give me 10 detailed coloring page scene descriptions for a ____ themed book for ____.”

AI Booster Prompt 3: Niche Discovery.

“List 25 micro niches inside the theme ____ that have evergreen demand.”

AI Booster Prompt 4: Etsy Listing Descriptions.

Assume the role of an expert copywriter and “Write me a high-converting Etsy description for a printable _____. Tone: friendly and clear. Be sure to include lots of benefits.”

Booster 5: KDP Interior Helpers.

“Outline a 30-page ____ planner with page-by-page instructions.”

Boosters keep you moving even when you’re feeling unmotivated... or the creativity part of your brain isn’t cooperating.

Speaking of motivation... let’s talk about that 😊

Above, we are using prompts to get AI to do tasks... but have you ever thought about **using AI to keep you motivated?**

See below!

Using AI To Keep You Motivated!

I asked ChatGPT, “*On days when I'm feeling lazy, how can I stay on track and stay motivated?*” ... Here's what it answered...

Here's a strong, actionable approach for staying on track on lazy or low-energy days:

1. Shrink the Task

When motivation is low, reduce your 30-minute session to 10–15 minutes. The goal isn't a full product today—it's momentum. For example:

- Write just one journal prompt
- Draft a single printable page
- Brainstorm 2 niche ideas

The tiny win keeps your streak alive.

2. Use “Micro-Tasks”

Break your Block 2 work into tiny, manageable steps:

- Open Canva → pick template → add title → stop
- Open manuscript → write 2 prompts → stop

Even if the session feels trivial, it reinforces consistency.

3. Leverage AI

If energy is low, let AI do the heavy lifting:

- Generate prompts, page layouts, or niche lists
- Draft descriptions or outline interiors

Your job is just to polish or select the best options.

4. Reward Yourself Immediately

Attach a small reward to completing the session:

- Coffee, stretch, 5-minute scroll break
- Quick chat with a friend or family

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Positive reinforcement helps even lazy days stay productive.

5. Stack With an Existing Habit

Combine your 30-minute session with a daily habit you never skip:

- During morning coffee
- While lunch is heating up
- Before brushing your teeth at night

Habit stacking removes decision fatigue and makes “lazy work” automatic.

6. Adjust the Mindset

Remind yourself: consistency beats intensity. A short, “lazy day” session counts. Even 10–15 minutes adds up over weeks. Don’t wait for motivation... act first, motivation often follows.

I also prompted *“I’m feeling stressed and overwhelmed today...please motivate me.”* To which I got this answer...

Hey... first, take a deep breath. That tension in your shoulders? Notice it... then release it. You’re doing more than you think. Just the fact that you’re reading this and thinking about your business means you’re committed. That’s huge.

Stress comes when we focus on **everything at once**. Here’s a secret: You don’t have to fix it all today... or even this week. You only need to move the **next tiny thing** forward. Pick **one 30-minute session**, one small task, and give yourself permission to do **just that**. Done is better than perfect. Momentum beats intensity.

Imagine this: 30 minutes from now, you’ll have something real completed—a page, a prompt, a draft—something that didn’t exist before. That’s progress. That’s proof you’re moving forward. And tomorrow, you’ll do it again. Stress melts when action replaces worry.

Remember: every expert you admire started exactly where you are... overwhelmed, unsure, wondering if it’s worth it. They didn’t stop. They did small consistent steps... and so will you. You’ve got this. Right now, right here, pick **one**

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small thing and crush it. The rest can wait... and it will wait until you're ready.
Here's what ChatGPT said when I asked it to tell me a joke...

I need a break...please tell me a funny joke.

Got it... no problem! Here's a little funny to give your brain a break:

Why did the scarecrow become a successful Etsy seller?

Because he was **outstanding in his field**... and he knew how to stick to a 30-minute daily routine! 😊

If you want, I can give you a few more lighthearted, productivity-themed jokes to lift your spirits while you take a break. Want me to do that?

I asked it to do Rodney Dangerfield style:

"I tell ya, I tried selling printables on Etsy... I made one sale... to my MOM... she said it was a gift... for ME!. I get no respect!"

"I published my first KDP book... the only review said, 'My dog ate it... TWICE.' I tell ya, I get no respect at all!"

"I tried using AI to help with product ideas... it suggested I sell INVISIBLE coloring books. I get no respect, even from robots!"

George Carlin:

"Ever notice how every Etsy listing says 'handmade with love'? Meanwhile, I'm hand-clicking the 'publish' button and the algorithm doesn't love me back."

"They tell you to 'follow your passion'... sure, my passion is napping while bills pile up... that doesn't sell journals."

"AI is supposed to help you create content... right... I asked for 10 journal prompts and got 10 existential crises instead."

OK maybe humor isn't ChatGPT's 'A' game but it was cute enough

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to re-energize me! 😊

The Fast-Track “Finishing” Method:

Most sellers get stuck finishing products. The KEY here is to realize that no matter how good the niche is, zero finished products = \$0.00 in profits. We need to get out of that “perfectionist” mode and bite the bullet... Get the dang thing listed and/or published!

We can second guess ourselves forever... STOP. Just publish the thing... Once PUBLISHED, we can start *collecting REAL data* to make future products better!

Making a better product based on data is always much more productive, efficient and *profitable* than “guessing”.

Fortunately, there is a good **method** for getting yourself out of that ‘perfectionist’ zone and into the “this is finished” zone...

Here’s the method:

Step 1: Reduce the scope. Stop trying to create 120-page books. Start with 30–50 pages.

Step 2: Batch similar tasks. Design all headers at once, create all puzzles at once, write all prompts at once.

Step 3: Finish ugly. Done is better than perfect. Stop trying to *imagine* what your customers would like/dislike and instead, start finding what your customers like/dislike based on REAL DATA!

Step 4: Publish quickly. Publishing is a success habit. The more you do it, the easier it becomes. Here's the deal... Humans *HATE* hitting that publish button because that's when the dream ends and reality takes over... Realize that that is OK. Get *comfortable* with the idea that something might fail (in fact probably will!) but, with repetition, will inevitably get better...much better and very quickly!

Troubleshooting (When Life Happens):

If you fall off the routine for a day or two, don't restart from scratch. Just pick up where you left off. If you feel stuck creatively, use an AI Booster. If you feel overwhelmed, go back to the Daily 30 formula. If you feel behind, remember you're building assets (and those assets, when published, are collecting REAL DATA you can use to make even better future assets!)

You've already done more than most people who "plan" to start but never do. Momentum is built in tiny pieces... You're doing great every day you take action. If you miss a day (or a few) don't beat yourself up. Just get back to it and pick up where you left off.

In short, don't be afraid to get out of your comfort zone... When you DO what others only dream of doing, you'll get RESULTS they can only dream of. 30 consistent minutes a day is your secret weapon!... Want *more* help?... What follows are some **worksheets**

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you can use to help keep yourself organized and on track!

Your 30-Minute Worksheets! (Print & Make Copies)

Worksheet 1: Daily 30 Checklist

Date: _____

- Block 1: Plan your ONE small win

- Block 2: 20 minutes focused work

Task Steps:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

- Block 3: 5 minutes save & organize

What's Saved _____

Where Saved _____

File Name _____

NOTES: _____

Worksheet 2: Weekly Routine Tracker

- Monday: Ideation _____

- Tuesday: Planning _____

- Wednesday: Creation #1 _____

- Thursday: Creation #2 _____

- Friday: Polishing _____
- Saturday: Listing & Publishing _____

- Sunday: Light Review _____

- *Tomorrow's task:* _____

Worksheet 3: Product Planning Worksheet

- Product Name: _____
- Format: KDP / Printable / POD / Bundle
- Platform: Amazon/Etsy/Other: _____
- Audience: _____
- Assets Needed: Cover / Interior / Mockups / Keywords / Description

Worksheet 4: AI Boosters Quick Reference:

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“Give me 20 unique journal prompts for a ____ themed journal for ____ audience.”

AI Booster Prompt 2: Coloring Page Concepts.

“Give me 10 detailed coloring page scene descriptions for a ____ themed book for ____.”

AI Booster Prompt 3: Niche Discovery.

“List 25 micro niches inside the theme ____ that have evergreen demand.”

AI Booster Prompt 4: Etsy Listing Descriptions.

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Booster 5: KDP Interior Helpers.

“Outline a 30-page ____ planner with page-by-page instructions.”

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More Prompts:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Worksheet 5: Product Bank

- Idea 1: _____
- Idea 2: _____
- Idea 3: _____
- Idea 4: _____
- Idea 5: _____

NOTES:

Conclusion:

Life is busy, but your dreams still matter. You don't need more time... You just need a simple system you can stick to... a system that moves you forward a tiny bit each day... a system that builds confidence and consistency.

Thirty minutes a day is enough to publish one product a week, build something real. And change your business.

You don't need the perfect moment... You just need the *next* moment. And now you have the system to make it work.

Feel free to modify it slightly to meet your needs and situation.

But most importantly, make a commitment now and through 2026 to implement this **30 minute a day system** (or a modified version of it) and follow it consistently.

Happy Selling & Happy Holidays!
Stuart and Bart