

ZAZZLE SECRETS

FROM MILLION DOLLAR SELLERS



JEN & ELKE CLARKE



ZAZZLE SECRETS

FROM MILLION DOLLAR SELLERS

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Cover and design: Jen Clarke

Cover photography: Jen and Elke Clarke

THE READER,
A NOTE TO YOU

The title of this book is Zazzle Secrets, and it is full of them! It will provide you with key tips and secrets from Million Dollar Zazzle Sellers (that's us!) for growing a profitable online business. But before we dive in, we'd like to talk about what happens after you've finished reading this amazing book.

The ultimate goal of this book is to give you YOUR opportunity to start building your DREAM LIFE. E-Commerce is BOOMING, and there is no better time than now to start growing your Zazzle online business.

Creating a business online gives you extreme flexibility and freedoms... Time, location, financial and creative freedoms that will let you live your dream life.

Today we can easily implement strategies into our Zazzle business that will allow it to grow and succeed.

You're reading this because you've chosen this amazing opportunity and taken the next step.

Building a profitable Zazzle business comes with amazing freedoms that will allow you to start to live your dream life.

By treating your Zazzle business as a business, learning from the proper mentors and implementing the right strategies, you could start to see big changes in your business and life.





Both of us have built million dollar Zazzle businesses and they are extremely successful, even to this day. We created our first stores in 2007, and in that moment, we had no idea what the possibilities were.

What you will read in this e-book are the Secrets that helped develop a proven plan with 5 specific Strategies that helped us make \$2,937 in a single day on Zazzle and scale our businesses to earn us 1.5 million and counting in total.

Zazzle changed our lives. It gave us an opportunity to start to live the dream life we always wanted, and do the things that we loved doing. All while making money online passively.

Living your dream life can mean so many different things, and our dream life will definitely be different than yours. However, the key point here is that IT IS POSSIBLE.

It is possible to start living the way you want to live, whether that be traveling the world, retiring early, staying at home with your kids, sipping pina colodas on the beach, or buying the brand name groceries instead of the no name ones.

We will never forget the day when one of our students sent us a very vulnerable and heartfelt email, saying that she was crying tears of joy because we had helped her finally be able to afford the clothes in a normal department store. She finally didn't need to go to the thrift shop.

Know that no matter what version of your dream life you want to live right now, it can happen. That is why you're here- you want to build a business that will allow you to live your dream life. We can teach you how to start and grow your Zazzle business. But it is up to you to learn, implement and take action.

We can't wait to begin your Zazzle journey with you.

With love and gratitude,

Jen and Elke

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INTRODUCTION

MILLION DOLLAR ZAZZLE SELLERS

INTRODUCTION

We always wanted to earn a living being creative. It finally happened for us when we built our own online businesses using Zazzle.

OUR STORIES COULD CHANGE YOUR LIFE TOO, SO GET COMFY AND KEEP READING>>>

Our dream goal was to use our creativity to make lots of money, work for ourselves, set our own hours. We wanted to work smart, not hard, stop trading hours for dollars, and use our earnings to gain time to enjoy life, be with family, travel, and do things that made a difference in our lives and those of others.

We figured out how to make it happen, even though there were many failures, missteps, disappointments along the way.

Now we run successful million dollar businesses using Zazzle, an e-commerce platform. We have the financial and time freedom to do what we love... empower people, like you, to build successful online businesses, be creative, do what they love, and live their dream lives.
#DREAMLIFE

WHAT CHANGED EVERYTHING FOR US?

drum roll

ZAZZLE



ELKE'S STORY

FROM 29 CENTS TO MILLIONAIRE ON ZAZZLE

When I made 29 cents from my first sale on Zazzle, it changed everything. To the outside world, my family and friends, it was not a lot of money, but to me it was proof that I could do it.

Proof that I could create a business on Zazzle, and proof that if I made one sale I could make more sales. Even though I was earning 6-figures at my “real job”, that 29 cents felt like I had just won the lottery.

It gave me hope, and gave me the drive to keep going, even after I only made \$90 in my first year and \$2,380 in my second year. It took awhile for me to earn my 6-figure dream income on Zazzle because there were no Zazzle mentors and Zazzle courses back then.

But with lots of trial and error I finally figured Zazzle out. I developed The 5 Strategies: Establish, Create, Announce, Align and Analyze™ which are the reason my Zazzle business is a success now.

I also developed the business framework which I use to manage my Zazzle business: Perceivable, Passive, Profitable™.

It's because of these 3 pillars that I work less hours (like 4 hours a month) and earn my dream earnings goal every year on Zazzle.

The 5 Strategies and the 3 Pillars are also the reasons why so many of our students have reached big earnings milestones (like 5- and 6-figures).

To date, I have earned over 1.3 million dollars (and counting!) on Zazzle ALL because those 29 cents earned made me believe in myself and that I could make my big dream goal come true! #DREAMLIFE



JEN'S STORY

I BUILT A BUSINESS ON ZAZZLE TO LIVE MY DREAM LIFE

When I first started on Zazzle I treated it as a hobby. I was in university studying business management when I realized I wanted to run my own business that allowed me to be creative (numbers are still not my thing) and travel the world. That's when I took Zazzle seriously because it was going to give me what I wanted. I just had to start treating it like a business and use a proven plan.

I went "all in", quit my program, and focused on my dream goal to make the money I needed to travel and live in Spain on the beautiful island of Mallorca.

By then my mom, Elke, was doing well on Zazzle using The 5 Strategies: Establish, Create, Announce, Align and Analyze™ that she developed as well as the 3 Pillar Business Framework: Perceivable, Passive, Profitable™. It was easy for me to implement them and quickly grow my Zazzle business. To date I have sold over \$2 million dollars-worth of wedding-related items. I love knowing that because of my creativity, brides all over the world have had unique wedding invitations and accessories that made their wedding extra special.

Looking back, I love that I had the guts to go "all in" to live my dream life. My Zazzle business gives me the freedom to travel, work when I want to, and most of all, use my creativity to make money and do what I love. #DREAMLIFE



We're so excited that the universe has brought us together and our book has found its way into your hands.

It didn't happen by chance. You took the next step to grow your Zazzle business, and we are here for you!

Please don't take this moment for granted. You are embarking on your Zazzle journey towards building a business that you love.

You are ready to start living the life that you want and to own a business that makes you happy while being profitable.

Look at this as your opportunity to learn, grow and create something very special.

SO WITHOUT FURTHER DELAY,

LET'S GET STARTED!



CHAPTER ONE

LEARN THE
SECRETS

CHAPTER ONE

LEARN THE SECRETS OF MILLION DOLLAR ZAZZLE SELLERS TO CREATE A PROFITABLE ZAZZLE BUSINESS



We are living in a time when e-commerce is booming, more people are buying online and the world is becoming more virtual. There is literally no better time than now to be within the e-commerce online space. Each day, more money is being exchanged online in return for good or services. You are reading this book right now because you've recognized this opportunity and want to learn how you can get in on the action too.

For us, it took a little over 5 years to master the art of building a profitable Zazzle business. During this time, Elke was desperately trying to make ends meet as a stay at home mom, and Jen was a confused university student with no idea what she wanted to do in the future. We went from unhappy, confused and unsure to self-made entrepreneurs and CEOs of internationally known, million dollar Zazzle businesses, living lifestyles that we never thought were possible. We had no special skills, business degrees, professional training or credentials. We just stuck with it, moved forward, and over time, through trial and error, figured out a business model with 5 specific secrets, to grow profitable Zazzle businesses.

CHAPTER ONE



For you, all you need is a little creativity and concentration to finish this book, and soak up all the golden content within. If you stick with us, you will learn how important it is to properly set up your Zazzle business right from the beginning, and learn the 5 Secrets that changed our lives forever.

Although you may be making very little money on Zazzle at the moment... maybe even cents a day, or a week! (believe us, we've been there too!) there are SO MANY successful Zazzle designers on Zazzle. Some of our students are making thousands and even hundreds of thousands of dollars each year.

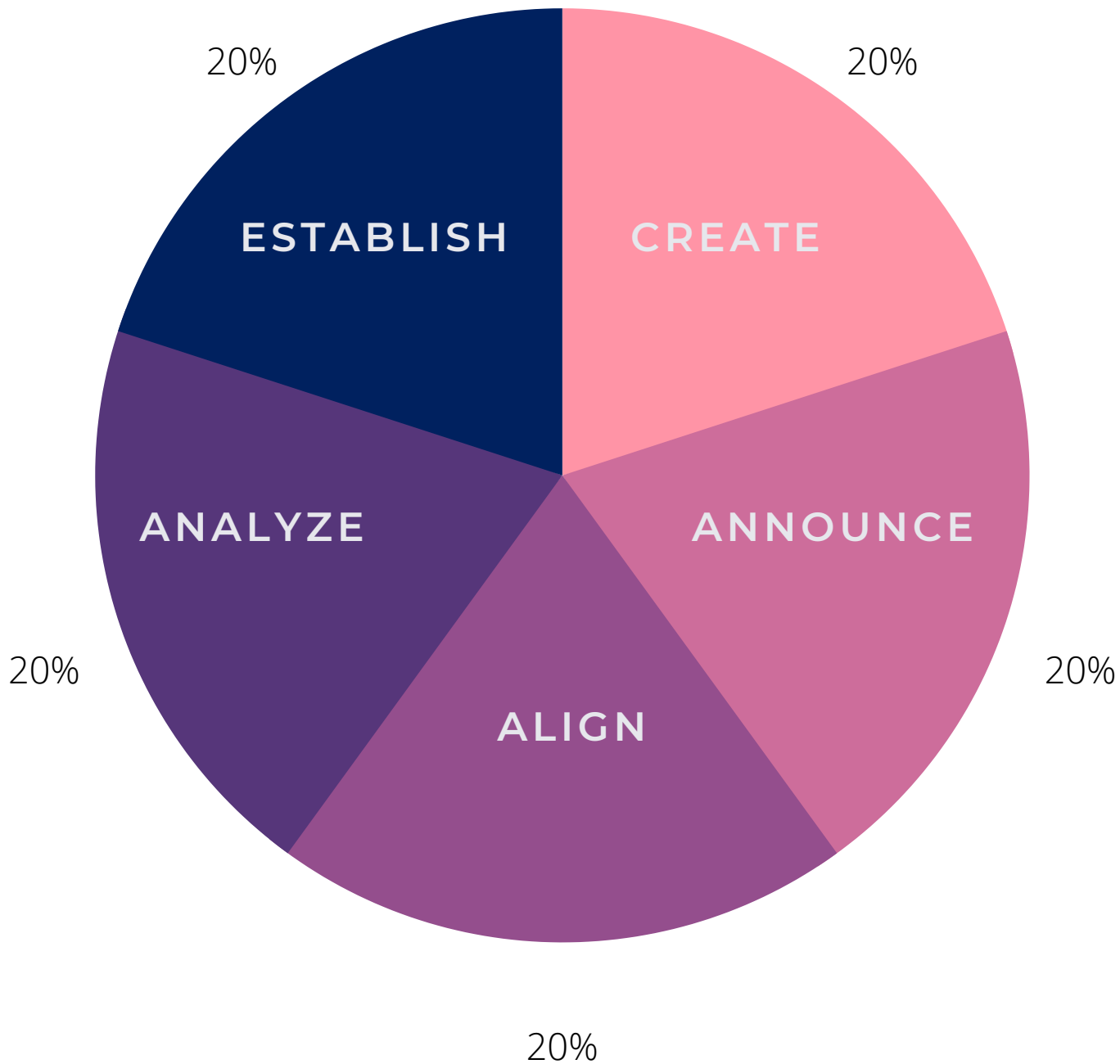
The reason why they are making that much money? Because they know what the 5 Secrets are and are implementing the Strategies into their Zazzle businesses.

It's our promise to reveal these 5 Secrets and set you up so that you can begin to understand what it takes to build a profitable Zazzle business.

But we do have a warning to give you. Not everything that you've done in your Zazzle business is completely wrong. Most Zazzle designers need to know how to work smarter, and not harder while implementing specific strategies. Most of the time, designers work long hours, post lots of products for sale and hope for the best. We like to call it "throwing spaghetti at the wall to see if it sticks". We're sure you've tried this tactic before. We even have!

The fact is though, you need something different. You need more direction and more focus on what works, rather than just trying things out to see if you get results. Your eyes need to be opened to a new possibility to properly grow your Zazzle business. And that's exactly what you're getting in this book. The 5 Secrets that changed our Zazzle business and our lives.

CHAPTER ONE



We're going to tell you things that you won't hear anywhere else. Information that no one shares, and is not readily available for you to find out.

You see, we are top Zazzle designers who have made over \$1.5 million (and counting!) on Zazzle, and we are openly sharing our success story and how we reached this point in our Zazzle journey. There is no one else like us, no mentor or coach who is a top Zazzle designer and willing to share how they reached their earnings levels. Most successful Zazzle designers keep to themselves and definitely do not share their success secrets.

That is why the information in this book is so valuable. In this book you are going to specifically learn what the 5 Secrets are that we used to build and scale our million dollar Zazzle businesses.

The 5 Secrets to a Successful Zazzle business are:

- Establish
- Create
- Announce
- Align
- Analyze

These 5 Secrets are the foundations of the very specific 5 Strategies that we use within our businesses. Each one of these secrets are crucial to the success of your Zazzle business.

It is a proven business model that makes you work smarter, not harder in order for you to build a profitable Zazzle business.

Without these 5 Secrets, which lead to our 5 Strategies, our businesses would not be where they are today.

In this book we will dive deep into the details of what each Secret is, and why each one is vital to your success.



CHAPTER TWO

DARE TO DREAM
FOR MORE

CHAPTER TWO

DARE TO DREAM FOR MORE



Before 2008, when both opened our first stores on Zazzle, we were your typical average people, trying to make money with a side hustle or project. We did art shows, craft fairs, wrote blog articles, did online reviews, affiliate marketing.... the list goes on. We wanted to make money without being in the corporate world, but it was exhausting. And we never made real money either. We were both very unhappy in our life situations at that time and didn't have a clue on what we wanted to do. We knew we wanted to make money, but how?

We started to notice that people were starting to buy more online and be more comfortable with the idea of using their credit cards on websites to purchase things (people were scared back then!).

That's when we came across Zazzle, and decided we wanted to use the platform to make money online to support us financially so we'd no longer have to work at regular jobs that we didn't like.

Like most people starting on Zazzle, the hardest part for us was to understand the business side of things- (and make sales obviously!). We were posting products for sale, creating lots of designs but we still weren't seeing the money. We made less than \$90 in our first years, remember?... Nothing seemed to work for us the first year, and it was super frustrating, as you can imagine. But we were so fed up with the corporate world and working at a regular job, that this seemed like the only way out. We knew deep down in our hearts that this was what we needed to do.

CHAPTER TWO

So we decided to keep going. We spent a lot of time researching what products to make, how to make intricate designs, what tags to use and how to organize our store. We started to get more confident with the design tool and began to roll out products really quickly. We thought the more you posted or sale, the more sales you could potentially generate. Makes sense right? We started to open up other stores, thinking that each store needed to have its own purpose. So, we opened up a t-shirt store, a shoe store, a cell phone case store etc. In our minds, we thought we were doing really well. It made sense to us that the more products we had, and the more stores we posted designs in, the more money we would make.

WE WERE REALLY HAPPY WITH OUR SALES. BUT WE WANTED MORE THAN \$90 A YEAR.

As we mentioned before, we made less than \$90 in our first years on Zazzle. Needless to say, it was pretty embarrassing when we told our family members that we were starting this new business that would change our lives, and all we made was \$90. Divide that by 365... That's about 25 cents a day! There is no way that that would be sustainable in the long run. And there was definitely no way that we could replace a 9-5 job with that amount of income. What was the worst thing, was that we worked REALLY HARD at trying to make it work. We posted thousands of products, we spent long hours designing new graphics. We opened up multiple different stores in order to reach multiple types of customers. In our minds, we were doing all the right things. Yet we still weren't seeing the money come in. Our sales were almost zero, and we were definitely starting to feel burnout coming on.

DARE TO DREAM FOR MORE

We truly believed that this business could work for us, but everyone who we knew was telling us otherwise. They said it was a waste of time, and that it was never going to amount to anything.

At one point, we started to believe it ourselves. We thought we had tried EVERYTHING.

We thought that maybe Zazzle just wasn't going to be it for us. It sounded perfect. It would give us time, location, financial and creative freedom. But if we couldn't even make more than \$90, how were we ever going to live the life we wanted?

We remember telling our close friends and family that we would start looking elsewhere, and try other online platforms. We didn't want to admit it, but we were defeated. We really wanted our Zazzle businesses to be something that we could be proud of, but it just didn't work out.

And just like that, when she thought she had finally had enough, that maybe her dream job wasn't possible- right before decided to give up and throw in the towel... something major happened.



CHAPTER THREE

THE TURNING POINT

CHAPTER THREE

Needless to say, we wanted a change. We obviously wanted to make Zazzle work for us, and to have the business of our dreams. We wanted to make money passively while being able to do the things we loved with the people we loved. In our hearts, we knew that Zazzle would be the best opportunity for us. We just needed to figure it out.

In our second year, we started to see some increases, but it wasn't anything drastic, and we were working long hard hours. We definitely were not seeing the results we wanted for the effort that we were putting in. This is where the turning point happened. We really needed to figure the business model out,. If not, we would just be wasting a huge amount of time with no return.

So, Elke decided to dive deep into figuring out a proper business plan based on her experience on Zazzle. She made the next step and started figuring out what really worked and what didn't. It was time to work smarter and NOT harder.

From the thousands of products she posted for sale, she started analyzing the data behind each one. She tracked her earnings and hours spent working. She researched trends, niches, designs, color themes and more. She decided to test certain actions and use the results to alter her plan of action for the next quarter.

She dove really deep into the business side of things and looked at her stores from a completely different perspective. Not only was she an artist on Zazzle, but she had become a business owner, making strategic plans in order to reach her income goals.

THE TURNING POINT



CHAPTER THREE

At that time during our Zazzle career and journey, there were no courses or mentors who we could look up to. No one was teaching "how to build a profitable Zazzle business". We needed to look to our own devices and be creative about how we learned and took strategic action steps.

It took Elke a while to figure out what worked and what didn't, because she did it all through trial and error. Every experiment or test that she did was based on her own research and knowledge. She did it all on her own.

AFTER YEARS OF RESEARCH, ELKE DISCOVERED AND PERFECTED THE 5 SECRETS OF A PROFITABLE ZAZZLE BUSINESS.

What she decided to do next was create a step-by-step business plan to create a passive and profitable Zazzle business. Other Zazzle designers were making money online, so why couldn't we do it too? We just needed to take the right action steps and treat it as a business, rather than a hobby.

What she decided to do was really dive deep into the 5 areas of her Zazzle business and see how they interacted together. Why did the 5 secrets work so cohesively and why did each one influence the other? Why was it so essential to have all 5?

After years of implementing tests, analyzing data and more, Elke realized exactly how each of the 5 Secrets worked and what you needed to put into action within each area.

THE TURNING POINT

In this book you will learn the IMPORTANCE of the 5 Secrets and how each one has a very specific STRATEGY that needs to be implemented into your Zazzle store.

When she started seriously taking action and fully understood the power of the 5 Secrets, she started to see amazing results. She saw a huge shift in her earnings. She went from earning \$90 in her first year, to earning \$2,380 in her second year. Each year after that, her earnings increased exponentially. To date, she has now made over 1.3 million dollars (and counting).

In her second year, she realized that everything had changed. She was still not making the money she wanted (\$2,380 is great, but still very little!). However, she now knew the importance of the 5 Secrets and how they influenced her Zazzle store.

She had done it- found the secret sauce that would ultimately help build her million dollar Zazzle business.

So what exactly did she discover about the 5 Secrets and what did she learn from them?



CHAPTER FOUR

SECRET #1: ESTABLISH

CHAPTER FOUR

SECRET #1: ESTABLISH

As experienced Zazzle designers, we can now say that there is nothing worse than starting your store improperly. We know the feeling of working LONG, HARD hours, thinking we are being productive when we are actually not. We thought we were doing the right thing at the beginning. However, we were actually making more work for ourselves in the long run.

We definitely know the feelings of frustration, overwhelm, defeat, confusion and more. And we definitely know how it feels when you have to go back and fix a thousand different things because you set everything up wrong.

Believe us, we have been there!

But the good news is that all of this is totally avoidable. So many of our students have struggled for YEARS before they came across us. They wish they would have found us sooner because they could have saved themselves from the frustration and overwhelm.

This is where Secret #1 comes in.... Establish.

Establish means to create solid foundation for your Zazzle store with total confidence. Your Zazzle store is the hub of your business and you need to establish it properly so that growth is possible in the future.



CHAPTER FOUR

SECRET #1: ESTABLISH

Establish is very important, to begin with, this is where you as a designer figure out what you're all about. Evaluate your vision, brand, your niche, where you want to go, and what is your avatar. You are creating a business that will be with you for a long period of time. So when it comes to the core values of your business, you want to make sure you're establishing it properly.

Ensure you figure out your niche and the area, out of all the possibilities, you are going to target. Usually, you pick this based on what you are most familiar and comfortable with.

Generally speaking, picking a niche you are familiar with will allow you to bring in a lot of your own research and customer understanding. Being clear and insightful about a niche can help the customer and help you make sales as soon as possible.

For example, if we were going to go into the niche of martial arts we would be totally lost. It would require that we invest many hours researching before we could ever move on. We would also probably never get it right because we're not into martial arts, whereas someone who is interested in this would already have great foundational information and be able to know what customers want.

Zazzle is truly an amazing platform that gives designers opportunities to be in whatever niche they want! You don't have to do a lot of extra work to be successful in something that you are not comfortable with and don't know what the demand is.

You can create anything from a blank canvas while using your excitement and passion to create a business you love.

Customers come to Zazzle because it offers products that you as a designer make that are unique, original, and customizable. If you keep your core values in mind you can then choose a niche you feel you have the most to contribute to while also having the highest chance of selling.

The next part of "Establish" is creating your brand.

Branding is such an important element to your million dollar Zazzle business strategy because it will help to establish customer satisfaction and trust. You want your branding to make your customer avatar feel comfortable in your storefront and know very quickly that they are in the right place.

If we go back to the martial arts example and a customer was shopping around in a martial arts store that also had unrelated wedding invitations the customer would be confused and wonder if they are in the right place.

We always want to avoid this by narrowing in on our Niche and making our platform cohesive. This is a very fun part of creating a million dollar Zazzle business!

CHAPTER FOUR

Another important element of “Establish” is making sure that your storefront is set up properly on Zazzle.

There are some components that are really required in order for you to be properly set up on Zazzle. If you are interested in making life easy, just like so many of our students have done, then you can directly follow the videos that we have in our step-by-step training course. The training course will ensure that you can get set up correctly and quickly.

Honestly, it can be a pain to do all of these things but they are extremely necessary for creating a Zazzle store that looks professional.

The last part of “Establish”, that we always leave at the end but is actually the most important, is to establish yourself as a business owner.

"MANY CREATIVES FORGET THAT CREATIVITY IS NOT ENOUGH"- JEN AND ELKE CLARKE

You have to know the business side of things in order for you to even get your newly designed product in front of the eyeballs of people who actually want it.

You need to evaluate your capabilities, your abilities, and understand what it is going to take from a mindset and physical doing point of view. You must learn what it is going to take to run your million dollar Zazzle business and take the action steps to get there.

SECRET #1: ESTABLISH



"MANY CREATIVES FORGET THAT CREATIVITY IS NOT ENOUGH"

We see a lot of creatives really struggle with treating their Zazzle business like a business, who believe they lack the business savvy to make it work for them. That is where we have seen our coaching and courses really come in to help creatives understand the business side of things and be able to implement the business action steps required.

There are quite a lot of elements that go into establish but it is the most important of the five strategies, which is why it is number one. **Do you currently feel well established in your Zazzle business?**

CHAPTER FOUR

STORY TIME WITH JEN: MISTAKES WHILE ESTABLISHING HER ZAZZLE BUSINESS

I am going to let you in on a big secret from my Zazzle past. My first store on Zazzle was an ABSOLUTE disaster. I had no idea what I was doing, what I should call my store and what I wanted to sell. I basically threw spaghetti at the wall and tried to see what stuck. And believe it or not, the store and products still exist today, 13 years later.

The products are wildly out of fashion and there is no branding whatsoever. It sparks ZERO customer confidence. I sold some things here and there but it is not the store that has made over a million dollars in sales. My first store was a stepping stone to the success of my current Zazzle store. I learned through lots of trial and error. And throwing LOTS of spaghetti at the wall. But ultimately everything changed when I implemented Elke's 5 strategies to my Zazzle business.

I was just like you when I first started on Zazzle. I wanted to make money online but I didn't have any real direction or a plan. And I didn't know the vision I truly wanted for my store and brand. And what the heck was a niche anyway?... You can tell that I definitely needed help by the account and store names I chose...

It was called jenclarke78. Pretty bad right? I am telling you this because you have been in this situation or you are currently in it. You are determined to make money on Zazzle but your first store feels a bit off to you. Or you're waiting with your fingers crossed to make some sales but they aren't coming in. To figure out the root of the problem, we need to go back to basics. This means starting from the ABSOLUTE beginning.

SECRET #1: ESTABLISH

Did you open up your first store properly? Do you have the right store name for the direction you want to go in? We all make decisions (good and bad) for our businesses. What separates the businesses that thrive vs those that don't, are the decisions we make to advance using specific strategies. This is why ESTABLISH is the first Secret that we discovered while building our Zazzle businesses.

I could have stuck with my Zazzle store jenclarke78. But I learned that I needed to make a change.

Elke and I know that setting up your store properly from the beginning will save you months or even YEARS of trial and error like we experienced.



CHAPTER FOUR

Judy is one of our amazing students who struggled for YEARS on Zazzle. She is an amazing watercolor artist and has all of the creativity it takes to be successful. Yet, she didn't know the business side. She was working SO HARD trying to make things work.

Judy had been on Zazzle for 6-7 years before she came into our community and started taking our courses. At that time, she wasn't making very much money. Based on her Zazzle history, she thought she would never be able to make more money. She had hit the wall and was ready to give up.

"I STRUGGLED FOR YEARS, AND WHAT I HAVE LEARNED FROM THEM IS LIFE CHANGING. I HAVE MADE MORE MONEY IN ONE MONTH WITH THEIR TEACHINGS, THAN THE ENTIRE TIME I TRIED TO DO IT ON MY OWN." - JUDY

After she realized that she had to start from the beginning and ESTABLISH her business properly and build it as a true business, and not as a hobby, her earnings increased.

Now Judy is rocking it, and making more money with her Zazzle business than she ever thought would be possible!

This is why Secret #1: Establish is so fundamental. Every Zazzle designer needs to treat their Zazzle business as a business from the beginning and do it properly.

If you don't do it properly, you will most likely waste months or even YEARS trying to make it work with no real success.



I have gained more confidence than I could have ever imagined.

Judy

"Jen and Elke's secrets are truly life changing. I struggled on Zazzle for 6-7 years before I came across Jen & Elke's courses. They have made such an amazing impact on not only my Zazzle business, but my life!"

CHAPTER FOUR

SECRET #1: TREAT YOUR ZAZZLE STORE AS A BUSINESS

If you want to earn a realistic consistent income month after month from your Zazzle store you will need to treat it as a business.

Follow these 10 best practices for success in your Zazzle business:

- Be professional. Presenting your store and your profile in a professional manner to your customers will create customer confidence and help build your brand recognition.
- Put in the time. As with anything, it takes time and hard work to create something that is successful. Don't give up.
- It is important to remember to be patient and consistent with creating new products and promoting them.
- Have earning objectives. Set goals for your monthly and yearly earnings. Review your progress and make changes based on your monthly sales data.
- Don't take it personally. If you are an artist or photographer and you are upset that no one is buying your amazing creation, move on. If your close-up photo of a golf ball on a cell phone case sells more than a stretched canvas print of your best photo of a golf course in the morning light, then go with what sells.
- Expand your product line to avoid missed opportunities. If you have a design on one product which sells well, make sure to add the same design to other items. If you have a popular business card, make the matching business card holder or matching letterhead.

SECRET #1: TREAT YOUR ZAZZLE STORE AS A BUSINESS

- Manage your time effectively. Make lists and set objectives for product creation and promotion. Then schedule time in your calendar to break the jobs down into manageable tasks.
- Invest a portion of your earnings. Once you make money on Zazzle, invest a portion of your earnings back into your company to improve your earning capabilities. License some graphics to use in your designs, upgrade your graphics software, or buy a better computer.
- Upgrade your skills. As you grow your business you will need to keep up to date with new developments in software and trends and techniques. Many free tutorials on are online. Set some time aside on a regular basis to learn something new.
- Make a backup. Back up your digital copies of your designs, graphics, photos and programs using an online backup service or an external hard drive.
- Give back. The rewards are always many and sometimes unexpected. Give your time and expertise by getting involved in the Zazzle forum or use some of your profits to support a cause you feel strongly about. Not sure where to provide support? Participate in Zazzle's charity initiatives, such as disaster relief.



CHAPTER FOUR

SECRET #1: CHOOSE YOUR NICHE

If you have decided that you want to start a Zazzle store but you can't decide which Zazzle niche ideas you want to focus on you are in the right place. Because we have been selling on Zazzle for more than ten years and in that time we have tested out lots of Zazzle niches and come up with our favorites that have helped us generate more than \$15 million dollars in Zazzle sales.

To help you ESTABLISH your Zazzle store, in this digital E-Book, we share the five best selling niches on Zazzle that you can serve and bring your unique creative ideas to customers who are ready to buy.

Let's jump right in and share the five top selling Zazzle niche ideas which are:

1. Occasions
2. Holidays
3. Business
4. Weddings
5. Photo Keepsakes

Don't forget that the niches you choose to focus on are an important part of creating a successful Zazzle business. Choose a niche based on your passions and ability to serve the audience, rather than just because it is on the top selling niche list.

Let's start with **OCCASIONS**, which is not only one of the top-selling Zazzle niche ideas, but also our favorite.

People need paper invitations and announcement cards for all sorts of events and celebrations whether it's virtual or in person. From baby showers and graduations to birthdays, anniversaries and religious celebrations like baptisms and bat mitzvahs.

SECRET #1: CHOOSE YOUR NICHE

One of the things we love most about being Zazzle designers is that customers can personalize our designs using the templates we set up for text and images. This means you can create beautiful invitations and the customer can add in the details of their celebration on their own.

When you design for the occasions niche on Zazzle you are not limited to paper products like invitations and greetings cards. You can add your design to other products the customer might need for their celebration or party. From paper plates and napkins to balloons and banners and even cupcake toppers!

Now, on to the second, which is **HOLIDAYS**.

If you love the holidays then you should consider targeting this niche when setting up your Zazzle store. The most popular holiday you can design products for is of course Christmas. Personalized greetings cards, with and without the option to add a family photograph, fly off the virtual Zazzle shelves in the run-up to December. Again, thanks to Zazzle's vast range of products, you can think beyond the Christmas card and design ornaments, gift wrap and even tree skirts!

Of course, Christmas comes but once a year and if you want to make money all year round in your Zazzle store you will need to target some other sub-niches in the holiday niche. That's ok because New Year's Eve, Valentine's Day, the 4th of July and Thanksgiving are all popular niches you can serve.



CHAPTER FOUR

SECRET #1: CHOOSE YOUR NICHE

On to the third, which is **BUSINESS**. It's not just personal customers who come to Zazzle to shop for customized items. The business niche is also a popular one you can serve.

The first product to add to your store is probably going to be a business card. You can set up the text templates so that the customer can personalize the card with their information, and even add a space for them to add their logo.

Business cards come in all shapes and sizes, but as you might have guessed Zazzle also sells many other products that business owners need. You could design marketing materials like flyers, gift certificates and loyalty cards. Or business stationery items like rubber stamps, headed paper or appointment cards.

When you're designing in the business niche you can serve a general audience or you can niche down and target one or more specific business types. Popular markets to serve on Zazzle include bakeries, hair and makeup artists, construction businesses, lawyers and home stagers.

Each business type needs different products and design styles so take that into account when you carry out your research.

Now on to the fourth, which is **WEDDINGS**. We already talked about occasions and you might have noticed we didn't mention weddings. That's because weddings on Zazzle are in a niche of their own!

The wedding market is huge right now! This is a great time to start an online wedding invitation business with Zazzle.

SECRET #1: CHOOSE YOUR NICHE

Don't forget that there is more to the wedding niche than just the invitation suite. You could also design products for Bridal Showers, Bachelorette parties and items for the wedding reception. Of course, every bride and groom needs to send thank you cards to their friends and family.

And last but not least, the fifth one, which is **PHOTO KEEPSAKES**. We live in a world where most of us carry a phone in our pockets and we have the opportunity to take photographs whenever and wherever we want to. Sadly these days many of those photos are destined to stay on our phones where no-one can see them. That's why the photo keepsake niche is so popular on Zazzle. The customer can purchase a beautiful product, for themselves or to give as a gift, and it can be personalized with their photographs.

If you browse the Zazzle marketplace you will see photo keepsakes for families, pets, best friends, weddings and more.

Hopefully, you have already gathered that Zazzle does not just sell paper products. They have a huge range of items that are perfect for designing as photo keepsakes.

You could design home decor items like pillows and blankets or electronics like cell phone cases and mouse pads. They have a range of clothing options including t-shirts, hoodies and socks. Photo keepsake designs work well on toy products like jigsaw puzzles and playing cards. Zazzle also offers a wide range of wall art options including posters, acrylic prints and canvases.



CHAPTER FOUR

SECRET #1: CHOOSE YOUR STORE NAME WISELY

To sell products and earn royalties from those products you will need to post them in the virtual store you set up on Zazzle. It is important to choose your store name wisely because it cannot be changed once you create it. The name should reflect the content of your store (for example "Christmas Boutique") but it can also be your brand name (eg. "Pretty Paperie"). Definitely avoid weird names like "mike1234".

Make sure your store name can accommodate future expansion. If your designs are popular you may want to expand to other print on demand sites or develop your own website later and sell your brand on a larger scale.

Before choosing a name, check online to see if other companies are already using the name or if it brings up any negative or unwanted search results or meanings in foreign languages. Zazzle sells internationally so you want to have an acceptable name in all languages.

Ensure you are not infringing on existing company trademarks. In the United States you can search the TESS database <https://www.uspto.gov/trademark>. An online search will direct you to similar databases for any country in the world.

Your store name will be how customers find you on the Zazzle website. You will receive your own unique URL (www.zazzle.com/store/yourstorename) and your store name will be shown next to each product showcasing you as the designer.

SECRET #1: CHOOSE YOUR STORE NAME WISELY



CHAPTER FOUR

SECRET #1: SAVE YOURSELF YEARS OF STRUGGLE

We experienced it and our students have experienced it. Years of struggle to try and make things work.

Why does this happen to most Zazzle designers? Because they do not know what to do right from the beginning. They do not set up their store properly, and they definitely do not have a proper Strategy to implement when they first open up their Zazzle store.

The first Secret ESTABLISH gave us the foundations.

After Elke discovered the importance of it, she formulated the first strategy to her proven Zazzle business plan.

In this digital E-Book unfortunately we cannot give you the entire proven plan. It is much more than a couple of chapters in a book. But, you will learn the beginnings and what sparked the fire to create what has now built Elke's 5 Strategies, which we still use today, and have used to build our million dollar Zazzle businesses.

These 5 Strategies we teach in our signature course, which we will tell you about later on...

However, you have now learned about the importance of ESTABLISH and how you can take actionable steps to start off your Zazzle business properly from the beginning.

By ESTABLISHING your Zazzle business properly from the beginning, you will save yourself years of struggle.

Now let's move on to Secret #2....

SECRET #1: SAVE YOURSELF YEARS OF STRUGGLE



CHAPTER FIVE

SECRET #2: CREATE

CHAPTER FIVE

SECRET #2: CREATE

Create, is the money maker. You must create products to sell in your Zazzle store in order to make money. This is obvious but important.

We have heard some of our students say, “I have so many products but I can’t make a sale.” The truth is it’s not about making a ton of products, it’s about creating with intention.

Sometimes the product design needs to be tweaked or adjusted to be more interesting to the customer and encourage them to purchase it.

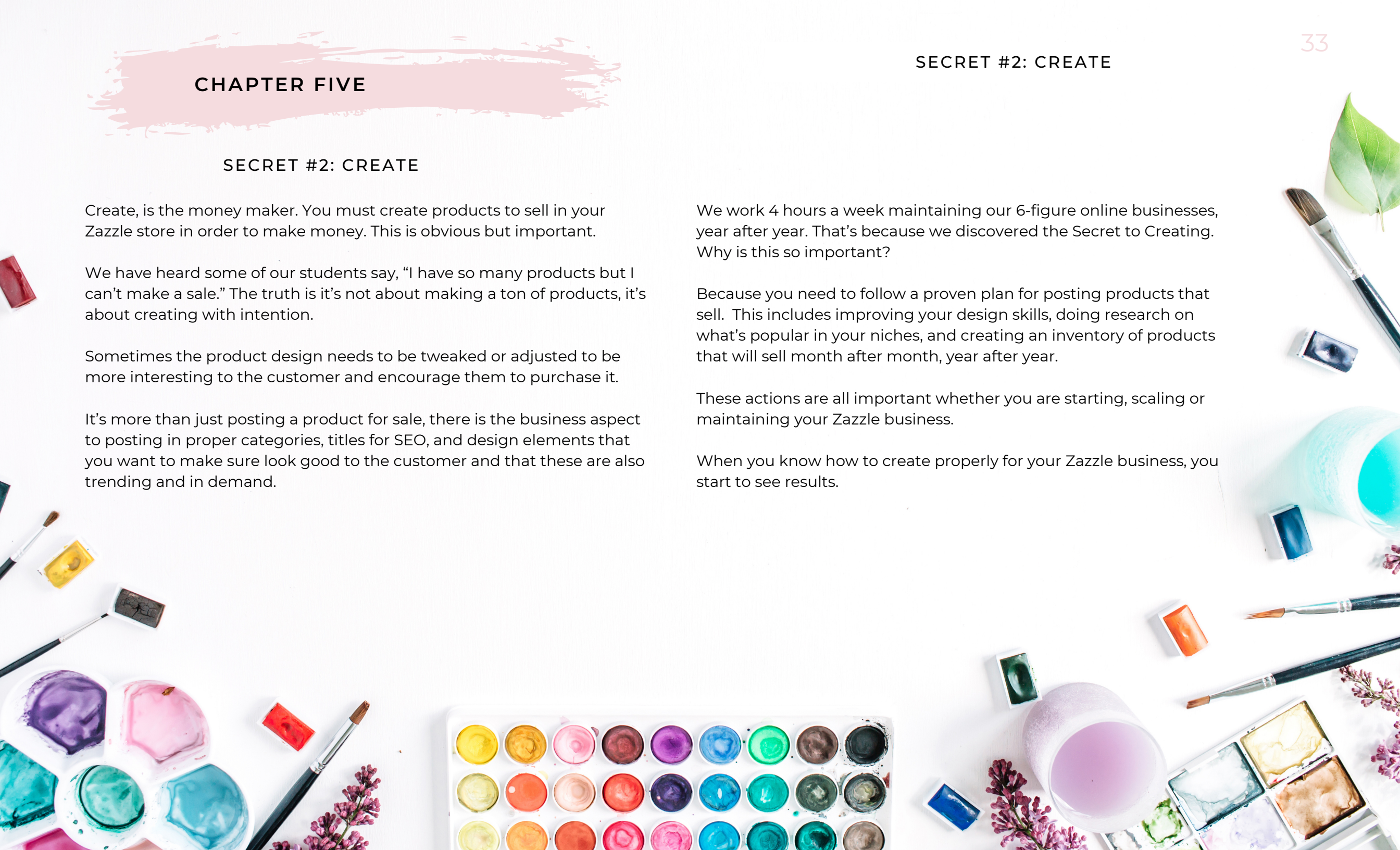
It’s more than just posting a product for sale, there is the business aspect to posting in proper categories, titles for SEO, and design elements that you want to make sure look good to the customer and that these are also trending and in demand.

We work 4 hours a week maintaining our 6-figure online businesses, year after year. That’s because we discovered the Secret to Creating. Why is this so important?

Because you need to follow a proven plan for posting products that sell. This includes improving your design skills, doing research on what’s popular in your niches, and creating an inventory of products that will sell month after month, year after year.

These actions are all important whether you are starting, scaling or maintaining your Zazzle business.

When you know how to create properly for your Zazzle business, you start to see results.



CHAPTER FIVE

SECRET #2: CREATE

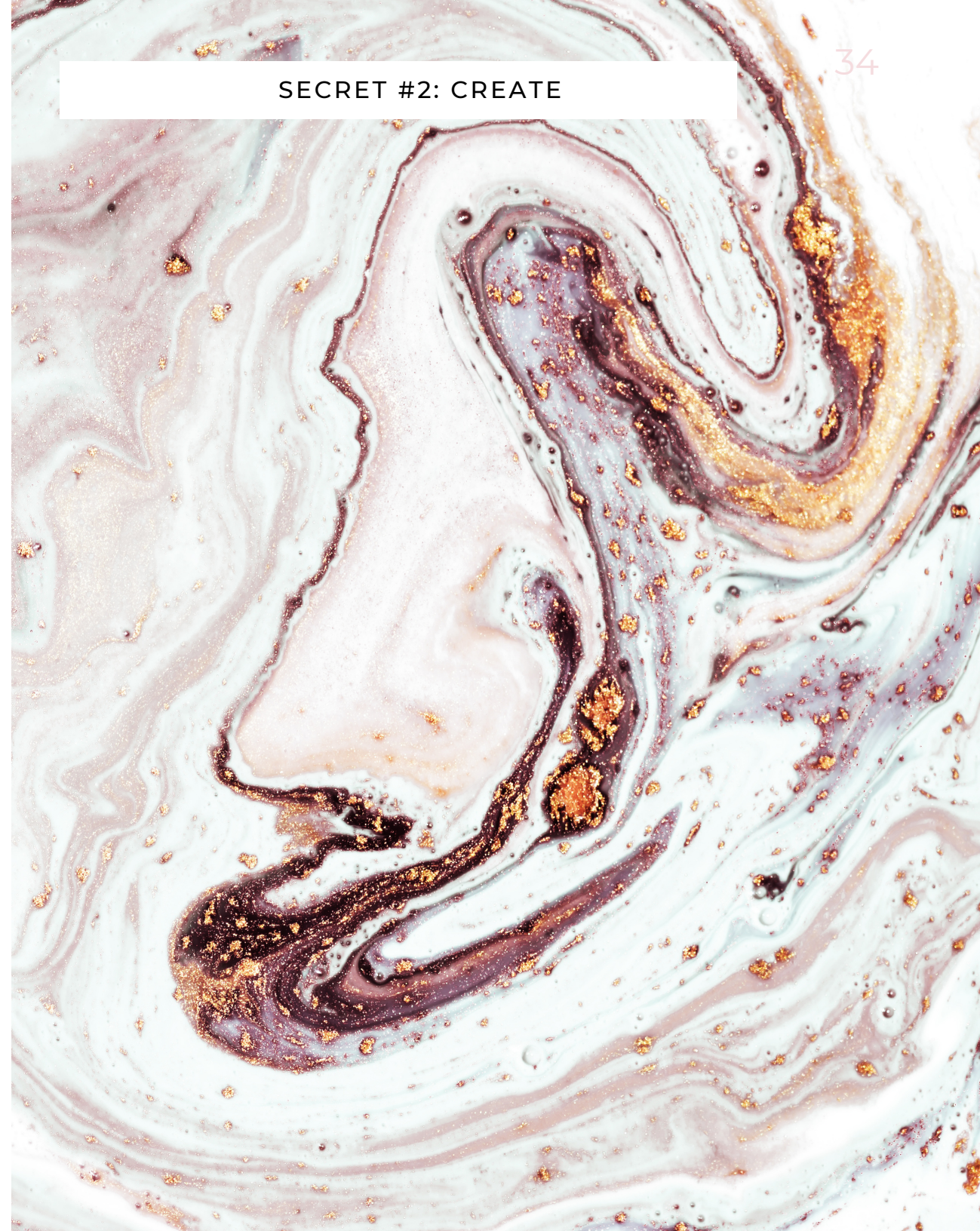
You will need to create products and designs to put up for sale, this is obvious but important. Some of our students say they have so many products but don't even make a sale. The truth is it's not about making a ton of products, it is about creating with intention. Sometimes the product needs to be tweaked or adjusted to be more interesting to the customer and encourage them to purchase it.

IT'S MORE THAN JUST POSTING A PRODUCT FOR SALE, THERE IS THE BUSINESS ASPECT TO POSTING IN PROPER CATEGORIES, TITLES FOR SEO, AND DESIGN ELEMENTS THAT YOU WANT TO MAKE SURE LOOK GOOD TO THE CUSTOMER BUT IS ALSO TRENDING AND IN DEMAND.

We have had many students who have created hundreds or thousands of products, before meeting us and going through our coaching and training, that had been on Zazzle for years without a single sale. Creating goes far beyond what the actual item for purchase looks like and involves creating them properly & posting them for sale properly.

Sometimes you don't realize when first starting Zazzle that creating products in the right categories or properly titling and tagging them for SEO is so important. When we talk about intentional creation it is important to remember that it is not about the intention that you as a designer put into the products...it is about the intention behind the product to actually sell it.

SECRET #2: CREATE



CHAPTER FIVE

SECRET #2: CREATE

STORY TIME WITH ELKE: MISTAKES WHILE CREATING PRODUCTS IN HER ZAZZLE BUSINESS

I designed a product when I first started out on Zazzle that I thought would sell well. Like REALLY SELL WELL.

I thought that everything was perfect. I had everything right:

- The design
- Templates
- Titles and tags
- Categories
- Collections
- The right products

Surprise!

It didn't. I had so many things wrong that it wasn't even funny.

I felt like I was working really hard at making everything perfect, but it wasn't giving me the results I wanted.

Sound familiar?...

After a couple of months, I realized that it had some MAJOR design flaws.

And after I corrected them, the product started to sell like hotcakes.

I was literally losing money before because I didn't realize there was something off with the design at the beginning.

LITERALLY LOSING \$1,000s OF DOLLARS.

I don't want the same thing to happen to you.

You're on Zazzle to MAKE MONEY.

Not to miss out on making money.

Sound right?



CHAPTER FIVE

SECRET #2: TAKE THE PERFECTIONISM TEST

SECRET #2: TAKE THE PERFECTIONISM TEST

Take Our Perfectionism Test:

On a piece of paper answer the following questions:

- 1. When you sit down to design something for your Zazzle store do you?:
A – Jump right in and get started?
B – Need everything to be “just right” before you can start?
- 2. When you worked on a design on one of your products and it’s time to sell it do you?:
A – Hit the “Sell It” button immediately?
B – Leave it in your “Saved Designs” folder in case you want to make some changes to it later?
- 3. When you look at other popular designs in the Zazzle marketplace do you?:
A – Admire the designer’s talent?
B – Feel jealous or anxious that their designs are better than yours?
- 4. When one of your designs starts to sell consistently do you?:
A – Do a happy dance and then follow Elke’s Money Multiplier Strategy™ to take it to the next level?
B – Feel anxious that you’ll never be able to make another design as good as that one?

Check your perfectionism test scores – What do your results mean?

All “A”s – Congratulations! You are confident in your abilities as a Zazzle designer. Keep reading for some affirmations to help you take your positive mindset to the next level.

One of more “B” – You are struggling with perfectionism. Keep reading to find out how you can overcome these obstacles and become a more confident Zazzle designer.

CHAPTER FIVE

SECRET #2: TAKE THE PERFECTIONISM TEST

Four ways perfectionism could be holding you back as a Zazzle designer
If you had even one “B” answer after doing the test above, then we suggest you keep reading to help you. We will help you understand what may be holding you back when trying to be too perfect and also give you valuable ways to overcome this perfectionism so that it does not hold you back from success on Zazzle.

The four ways perfectionism could be holding you back are:

1. Fear of getting started on your Zazzle designs
2. Fear of finishing your Zazzle designs
3. Fear of never measuring up to other Zazzle designers
4. Being paralyzed by your last Zazzle best seller

1: Fear of getting started on your Zazzle designs

When you sit down to design does everything need to be ‘just right’ before you can start? Do you wish you had better graphics, better design skills or better ideas? Do you think that if everything is just right you’ll have a better chance of creating a Zazzle best seller?

Fear of getting started is a fear of failing in disguise. Think about it. If you don’t start, you won’t fail.

While that may seem comforting the reverse is also true. If you don’t start, you won’t succeed.

It takes practice to overcome the fear of getting started, but the more you “start” the easier it will become. Positive affirmations are a great way to get your mind in the zone before you sit down to design.

SECRET #2: TAKE THE PERFECTIONISM TEST



CHAPTER FIVE

SECRET #2: TAKE THE PERFECTIONISM TEST

Take those obstacles and turn them on their heads, like this:

- I have the design skills to create best selling designs for my Zazzle store.
- I have all the graphics I need to create great designs.
- I know how to design products that serve the needs of my customers.
- I am capable of designing best selling products.

2: Fear of finishing your Zazzle designs.

If your “Saved Designs” on Zazzle folder is brimming with designs you have a fear of finishing and posting for sale then this is for you. A fear of finishing is a fear of rejection in disguise. If you don’t publish those designs to the marketplace then you won’t feel rejected if they don’t sell. If you don’t publish those designs you won’t fail as a designer.

But what you don’t realize is that you are still hurting your chances of success, if you don’t publish those designs. They will never sell because you have not posted them for sale and thus no one will ever see them. If you don’t have products for sale in your store you DEFINITELY won’t succeed as a designer because you have nothing for sale. So go ahead and post for sale, even without a perfect design.

Over the years we have created thousands of designs and the stark truth is that large numbers of them have never sold. It doesn’t mean they were bad designs, they were our best at the time. They may not have been what the customer wanted at the time but we continued to post more products. The more practice we get at posting intentional products the better we become as Zazzle designers.

SECRET #2: TAKE THE PERFECTIONISM TEST

Overcome the fear of finishing your Zazzle designs

When you publish your designs don’t focus on what doesn’t sell. Focus on what does. The more designs you make the better you will become as a designer so that over time the percentage of designs that sell will increase.

If you have a fear of finishing try these affirmations:

- My design is complete and ready to serve my customers.
- I created this design to the best of my abilities today.
- This design isn’t cast in stone, if I have a new idea I can make another version and sell that too.
- Each design I add to my store helps me to become a better designer.

3. Fear of never measuring up to other Zazzle designers.

Do you compare yourself to other designers? Do you look at the trending products page or other people’s stores and wish you could create designs as good as theirs?

When you feel like you will never measure up to someone else’s designs it’s a fear of failing in disguise.

This is a rabbit hole of doubt you don’t want to go down because it can lead to you becoming desperate to sell and start copying other popular designs just to make a sale. This leads to copyright infringement which is against the law. You risk having products taken down, or have your whole store shut down and be banned from Zazzle.

CHAPTER FIVE

SECRET #2: TAKE THE PERFECTIONISM TEST

Ways to overcome fear of not measuring up:

As designers we are all on a journey of constant growth and improvement. When you look at someone else's designs you don't know their history. Maybe they have a degree in graphic design. Maybe they have been designing for years. Maybe they too used to fear they'd never measure up either. But they've worked hard to overcome their perfectionism and fears.

We suggest you focus on you and your own design journey. Don't compare your start to someone else's middle.

If you are anxious about not measuring up try these affirmations:

- Insecurity has no place in my heart.
- Nobody can create designs like I do and that is my superpower.
- I am growing as a Zazzle designer and am at the right place in my journey.
- I am not held back by fear, doubt or insecurity.
- Original, unique designs become popular sellers on Zazzle. It's worth allowing my individual unique creativity to shine

4. Being paralyzed by your last Zazzle best seller.

Do you worry that you'll never be able to make another bestselling design?

As designers we strive so hard for success. We trend spot and practice our design skills and work hard to create designs that we think will serve our customers needs. And every now and then this results in a bestselling design.

SECRET #2: TAKE THE PERFECTIONISM TEST

You would think that's a good thing. Until you sit down to create another design and then the fear kicks in. What if that was your "one" best seller? What if you don't have it in you to create another one?

Isn't it odd how being successful can lead to a fear of failure?

Avoid becoming paralyzed by sales success

Remind yourself that you have the skills as a designer to create a bestselling design for your Zazzle store. You have done it once and you will do it again.

Here are some affirmations to help you overcome your paralysis:

- I believe in myself and trust in my abilities to create best selling Zazzle designs.
- I know how to maximise the potential of my current Zazzle best sellers.
- I am worthy and deserving of all the Zazzle best sellers that I create.
- I allow myself to be successful.

How to overcome perfectionism and increase your chances of creating best selling Zazzle designs

Congratulations! You gave honest answers to the questions in our perfectionism test and now you know the four obstacles that could be holding you back from creating best selling Zazzle designs.

Being creative is an emotional act. If a design that you poured your heart and soul into doesn't sell, or receives negative feedback from a customer it is all too easy to take that rejection personally.

You need to remind yourself that you are not your design. Every piece you create you do so with the best of your abilities at that time. Once it is complete hit the sell it button and send it out to the universe with positive thoughts. You have done the best you could do.

CHAPTER FIVE

SECRET #2: SET YOUR OWN ROYALTY

SECRET #2: SET YOUR OWN ROYALTY

Unlike other online print-on-demand companies, Zazzle allows designers to set their own royalties above the base price of a product. You can choose a royalty in the range of 5% to 99% higher earnings.

Some products actually sell more at a higher price due to perceived value. The market niche and type of products are also factors to consider. Some will allow for a higher markup than others. Also compare prices of similar products outside of Zazzle to help set your royalty.

Premium Prices for Premium Products

If you have a unique product or design, which is in high demand, customers will pay a premium price. For premium items on Zazzle, you can set the royalty as high as you desire (up to 99%). It is important to remember that Zazzle attracts many different types of customers, including ones who will pay top prices for unique and high quality items.

One of the key factors in the success of selling your product designs is the royalty rate setting. Experiment and keep trying until you find the rate that works for you.

However, we do recommend that you set your royalty at 10% to compete with Zazzle marketplace prices.

And now on to Secret #3...

CHAPTER SIX

SECRET #3: ANNOUNCE

CHAPTER SIX

SECRET #3: ANNOUNCE

It's all about promotion. Sometimes our students, or Zazzle designers in general, are afraid of promotion and coming across as salesy. The reason this is one of our strategies is that you need promotion.

Whether that is external promotion on social media, in emails, or anything outside of the platform or internal promotion on Zazzle you have to have it. Thankfully we have a strategy that doesn't come across too salesy or icky feeling.

It is also important to note that promotions and advertisements like this work because it is creating a connection with their avatar. When you use this in your Zazzle business you are able to create connections based on your own life and experiences.

Whether that is a common pet like a cat or dog, something that you have both done, a hobby or another type of commonality.

You can sell your products in a way that helps your customer be educated or entertained. It is how we were able to earn 1.5 million dollars-worth of earnings and having sold 15 million dollars worth of Zazzle products without having to be "Salesy" with promotion.

SECRET #3: ANNOUNCE



CHAPTER SIX

5 THINGS YOU NEED TO DO WHEN PROMOTING YOUR ZAZZLE PRODUCTS ON PINTEREST

Driving traffic from Pinterest to Zazzle is a great way to increase your referral income and sales without having to spend any money on promotion.

Here are the 5 things we recommend you do when promoting your Zazzle products on Pinterest to increase your chances of success:

1. Set up your Pinterest account as a business account. This is a Pinterest requirement if you wish to use their platform to earn an income, but it also gives you access to analytics so that you can see how your pins and boards are performing.
2. Add your Zazzle store URL to your Pinterest profile as your website. Edit your Pinterest account profile and add your Zazzle store URL to the website field. Once you have done this your pins from your Zazzle store will show up on the “Created” tab on the front page of your Pinterest profile and be rich pins.
3. Use the Zazzle pin button to pin your products and collections. Every time you publish a new product or make a new collection in your Zazzle store use the Zazzle pin button to save it to the relevant board on your Pinterest account.
4. Create manual pins for your top-selling products. Use Canva or your favorite photo editor to create manual pins to promote your top sellers. You can upload these to Pinterest using the “Create Pin” option in your Pinterest account. Don’t forget to include a compelling title and description, and of course the product URL with the correct affiliate link code that applies to you. If you are in the [Zazzle Promoter Program 2.0](#), you can 3.5x your income with referred sales.

SECRET #3: ANNOUNCE

5. Pin non-product pins to your boards. Build the Know, Like and Trust factor into your Pinterest account by saving non-product pins too. Think about what other information your customers need to know and share that alongside your Zazzle product pins.

To make the most of your pinning efforts when promoting Zazzle on Pinterest, pin using the Zazzle pin button when you post your products for sale. Make it a habit to do it right away each time you post.

To easily pin after posting a product for sale on Zazzle, log into your Pinterest account. Then after you publish your Zazzle product for sale, click on the link to “view it now” option. Click the red Pinterest button next to the product. From the Pinterest popup menu, choose your Pinterest board to pin it to and you’re done. This is a simple and effective way to pin to your Pinterest boards routinely.



CHAPTER SIX

5 THINGS YOU NEED TO DO WHEN PROMOTING YOUR ZAZZLE PRODUCTS ON PINTEREST

When to Manually Pin Your Zazzle Products When Promoting Zazzle on Pinterest.

Due to the changes implemented on Pinterest, it is now important to also create manual pins. These manual pins will appear under the “Created” section in your Pinterest account. The “Create” view of pins is now the default view if someone comes to your account.

If you have yet to pin manually then there won't be any pins showing even though you have saved pins to your boards.

We recommend that you pin at least some of your popular selling products from Zazzle manually to your Pinterest account.

Avoid these Mistakes When Promoting Zazzle on Pinterest:

Now let's take a look at the things we recommend you avoid doing when promoting Zazzle on Pinterest:

- Avoid using cutesy names for your board titles. Pinterest is a search engine, and just as titles and tags are important on Zazzle, keywords are important on Pinterest.
- Avoid using Group Boards. A few years ago Group Boards were a great way to get your pins seen but times have changed and your time is better spent creating your own boards.

SECRET #3: ANNOUNCE

- Avoid pinning the same product more than once. Pinterest has recently stated that they want to see fresh content pinned to their platform. You will get the most engagement from the first pin of your product. If you want to save it onto more than one board aim to leave a gap of three to four weeks between the pins. Also make use of the different product images on Zazzle so you don't pin the same image more than once.
- Avoid creating sections in your boards. Sections are for personal use on Pinterest if you want to organize saved pins. Once you place a pin in a section it's no longer searchable. Don't add pins to sections to ensure your pins appear in the search results and are found by customers.
- Avoid using your Zazzle store Pinterest account and boards for personal pins. It is a good idea to use Pinterest as a personal user so you understand how it works, but if you like to save pins that are off-brand for your store your account will look confusing to customers. You can make a personal Pinterest account for personal use, or simply create Private boards on your account where you can save your pins.



CHAPTER SEVEN

SECRET #4: ALIGN

CHAPTER SEVEN

SECRET #4: ALIGN

You need to be in alignment with yourself as what you want as a Zazzle designer and with how you want your business to be to make your dream life happen AND the actions you take to get there.

We feel strongly that you, as a student of ours, set your goals and work towards achieving them.

If you want to achieve success on Zazzle, you need to be aligned with your goal.

You have to make sure that you are in alignment with your goals, really push your boundaries and realize if you are actually able to achieve this goal. Dreaming is fun but you have to realize can you actually get there and do you currently even have the strategies in place to get there?

That is why align is such an important piece of the secrets to creating a million dollar Zazzle business. If you don't align all of the secrets together and get in the right headspace where you know that you're going to do all of this human nature can kick in.

You self-sabotage or don't allow yourself to believe that certain things are possible for you because your upbringing or environment makes it feel impossible.

SECRET #4: ALIGN



CHAPTER SEVEN



Annie

"The heart and mind changes that I had were completely unexpected. I had carried around hurt, pain, anger, frustration, anxiety, fear for years. All of that is gone! I am so happy to say that I am free from the past negativity and I am happily living in a safe, calm, peaceful, grateful open space. That alone is more than worth any amount of money spent on a class or two with Jen and Elke. Then there is the business side. I would have been completely lost without your classes and mentoring. I went from \$102.81 in 2018 to \$6870.00 last year and so far this year that looks to be doubling or more. I went from \$1.29 days to \$25-70 days. I actually had my highest day ever this week - \$121.79! Very exciting! Everything is invaluable that Jen and Elke teach. Thank you for all you do to help others grow and learn and become their best selves. I am eternally grateful."

CHAPTER EIGHT

SECRET #5: ANALYZE

CHAPTER EIGHT

SECRET #5: ANALYZE

It can be a little scary to some people but it's the most important because it will tell you whether your Zazzle store is working for you. This helps you understand what's working, not working, and gets you to dive deep into how you can move forward based on the information you find.

If something is not working, you have to go back and figure out why it's not working.

If you aren't checking to see why something isn't working, then your business won't move forward. You have to hone in the nitty-gritty details. Making time to analyze can help you find the overlooked small details that you may have been missing. You want to make sure you recognize those minor mistakes before or after the fact and then go back to fix them. Going the extra mile to analyze and adjust is the key to not just throwing spaghetti at the wall and hoping something will work.

If you kept working, and working, and working on Zazzle but didn't take the time to analyze each piece, you are going to keep repeating the same mistakes and not sell anything. You shouldn't be frustrated and not making sales. Instead, you should be improving, testing, tweaking the strategy to really hone in on what will make you successful.

SECRET #5: ANALYZE



CHAPTER EIGHT

SECRET #5: ANALYZE

We have personally created products thinking everything was perfect. All of my templates were right, titles and tags were great, then we realized that we had made a spelling mistake or some other mistake in the design. If we had not taken the time to analyze what was happening we would not have been able to fix the mistakes and then achieve sales.

We could have just left our products as they were but we took the time to go back and correct the mistakes. It would have also been very possible that we could have gotten frustrated that our designs weren't selling because we didn't realize there was a design flaw. But instead, we noticed that changes that needed to be made during the time we took to regularly analyze.

Sales are obviously the biggest and easiest thing to measure to see how your business is doing. Realizing that there are so many other things that you need to analyze in order for you to really understand your sales is a key learning.

Start thinking of your Zazzle store as a business and realize that there are different elements that make up your business.. Productivity is one of those elements of action that you can use to take action and help your business grow. Analyzing your productivity can help lead you to the action you need to take to ensure that they are leading to more sales and thus more money you can take home as income.

Our courses help you learn how to analyze key elements of your Zazzle business.



CHAPTER NINE

STOP THE OBSTACLES

CHAPTER NINE

STOP THE OBSTACLES

STOP THE OBSTACLES



At this point, we've shared the 5 Secrets and why they are crucial to understanding the strategies that you need to implement into your Zazzle store. We've shown you specific things that we implemented at the beginning of our Zazzle journey that propelled us towards success and understanding more about how our Zazzle businesses became profitable.

Now, you might be thinking, "Well, this sounds amazing, but I still don't know if I can do it properly."

So here are a few of the most common blocks that Zazzle designers have when trying to build a profitable online business:

- Fear of failure or fear of success. Are you worried that your designs aren't "good enough" and that no one will want to buy them or that you won't be able to keep being successful?
- Tiredness. Do you work long long hours, or juggle lots of priorities in your life? It's tough to be creative when your mind is exhausted.
- Anxiety or stress. Are there things in your life that prey on your mind and stop you from being able to focus?
- Pressure. Do you feel pressure to make your business a success because you need the money or you need to prove to someone you can make money as a designer or artist?
- Left-brain. Are you an analytical person at heart? You're known as a left-brain and being creative uses the right side of your brain which might take some practice.
- Too many ideas. Do you have so many ideas for designs and products that you don't know where to start?

CHAPTER NINE

STOP THE OBSTACLES

- I'm not good enough: Most Zazzle designers struggle with this. You're not alone. When we make a product and no one buys it, we get defeated and think that we are not good enough.
- It's hard to learn and do new things: In a world where everything is always changing and rapidly moving online, we sometimes feel extremely overwhelmed with learning new things. Especially technology.
- I can't compete: We are sure that you have felt this way at one point in time in your Zazzle career. There are so many designers out there, and there are so many amazing designs! How will you ever compete?
- I don't think I can accomplish such a big goal: Sometimes we are afraid of achieving something that we truly want, because we don't think that we will ever be able to actually achieve it. We don't have the confidence in ourselves to actually do what we want to achieve.
- I don't know where to start: Sometimes as Zazzle designers we feel like we have no idea where to begin. It seems extremely foreign to us. We have trouble figuring out what's the best place to start working.
- It needs to be perfect: Like all creatives, we always strive for perfectionism. We need everything to be perfect before we release it to the world. We've been there! Keeping masterpieces from the public eye because we are our own worst critic. We won't publish or release anything unless we think it is the best.

STOP THE OBSTACLES

- I need to do it all in one step: Most Zazzle designers think that they need to do it all in one go... That it's all or nothing from the beginning. As well, think think that there is only one major step to creating their online business. ALL AT ONCE IS INSANE! We can't fathom how that would even work. You need to take it easy, and understand how the secrets will work for you.



CHAPTER TEN

NOW'S THE TIME:
LET'S GO FOR IT!

CHAPTER TEN

NOW'S THE TIME, LET'S GO FOR IT



NOW'S THE TIME, LET'S GO FOR IT

One thing we didn't even take into consideration when we got started was the influence we would have as our community of students grew in number.

This was the biggest transformation that we faced— going from corporate women to million dollar Zazzle business owners who wanted to share their stories.

As Zazzle experts, we've coached THOUSANDS of women and men from around the world who never thought they would make it as designers — and we've shown them that there is another path in life aside from the nine-to-five.

As Zazzle experts with thousands of students worldwide, we get to help them on a daily basis , teaching them how to confidently build a profitable Zazzle business. And when we get comments, DMs, and emails from students telling us YOU'VE CHANGED MY LIFE, that's the real win, in our honest opinion!

CHAPTER TEN

NOW'S THE TIME, LET'S GO FOR IT

When you put yourself out there on Zazzle and post your products for sale, it gives you the power to positively impact the lives of others through your sales. There is no better feeling, and we can't wait for you to experience it firsthand when someone buys your product. But the only way to get there is to get started.

We know it may be difficult to believe in yourself, your creativity, and your capabilities. We say that because we have experienced a lot of self-doubt and frustration and more at the start of our Zazzle businesses.

But even though we weren't 100 percent sure ourselves or what we were doing, we took small steps towards our goals.

And that's what we suggest you do. Start taking small steps consistently, and when you begin achieving little wins...you will thirst for more. If you've dreamed of being an e-commerce entrepreneur like us, that you love and can make money passively from, the best advice we can give you is to focus on one SECRET at a time. Do that, and we promise you that you will start to understand how important making progress is— and we're right here with you to help you every step of the way.

So the only thing left to do is get started. It's time to take your first step in the right direction. We have given you a lot of information in this book, and that implementing the proper 5 Strategies based on the 5 Secrets, can be overwhelming (and also scary). We completely understand. So here's what we recommend: Take one idea from this book and implement it into your Zazzle business in the next ten minutes.

Don't focus on anything else. You will be amazed by what you can do.

NOW'S THE TIME, LET'S GO FOR IT

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CHAPTER ELEVEN

LET'S STAY CONNECTED

CHAPTER ELEVEN

LET'S STAY CONNECTED

Before we part ways, we want to let you know that this book is not the end of our conversation, but the beginning. The 5 Secrets evolved into the 5 Strategies, that we use, and still use to build our million dollar Zazzle businesses.

We invite you to continue the discussion on the top Zazzle business communities on the internet at <https://www.facebook.com/groups/creativeandambitious>

You can also find us here:

Instagram:

@elkeclarke

@msjenclarke

Let's keep supporting one Zazzle designer to another by doing this together.

We sincerely want to THANK YOU for spending this time with us and letting us be your teachers. if you would like to know more about our paid courses and Masterminds, please go to www.elkeclarke.com

Our biggest hope and dream for you is that you succeed and build a profitable business on Zazzle that allows you to live your dream life.

JEN *and* ELKE CLARKE

LET'S STAY CONNECTED

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