



GYC Trend Evaluation Scorecard

Fillable PDF text. One page, one trend, one honest verdict. Companion to The Trend Fast Lane.

Trend being evaluated: _____ Date: _____

Where I first spotted it:

- ☐ My own feed ☐ TikTok or Instagram trends ☐ Pinterest trends
☐ Etsy "popular now" ☐ Other: _____

Gate 1: Am I the right rider? (all four need to be yes)

- I can go from idea to a sellable prototype in days: ☐ Yes ☐ No
- Materials are on hand, or a supplier can get them to me this week: ☐ Yes ☐ No
- I can afford to be wrong, in both time and money, without it hurting: ☐ Yes ☐ No
- I have the hours right now to ship while the wave is still rising: ☐ Yes ☐ No

Any "no" means take the steady route through Stage 1 instead.

Gate 2: The legal check (non-negotiable)

- Is this trend built on a fandom, character, brand, celebrity, or licensed design?
☐ Yes ☐ No
- If yes, stop here. Takedowns hit trend riders hardest and fastest, and a violation drags down your whole shop's visibility, not just one listing.
- Trademark search done on my key terms: ☐ Done ☐ Not needed

Gate 3: Is it rising or breaking?

Rising signs:

- ☐ Posts about it are speeding up every week
☐ Comments are full of "where can I buy this?"
☐ Still very few polished Etsy listings (count: _____)
☐ Etsy's search bar is only just starting to suggest it
☐ No price war yet

Breaking signs:

- ☐ Tutorials for making it are everywhere
☐ Dozens of good listings already, some with Bestseller badges
☐ Prices are racing to the bottom
☐ The big accounts have moved on to the next thing

The gap in one line: lots of people wanting, not many selling? ☐ Yes ☐ No ☐ Unclear



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Gate 4: How big is the wave?

This decides how much to invest, and it's where most mistakes happen. Treat a flash like a shift and you're left with stock. Treat a shift like a flash and you walk away from a niche you could have owned.

What is the trend attached to? _____

(A joke or a viral moment fades fast. A lifestyle, a value, or an aesthetic has roots.)

What does Google Trends show over the last 12 months?

- ☐ One sharp spike → a flash
- ☐ A slow climb upwards → a shift
- ☐ A clean bump that repeats at the same time each year → a season

Are established shops tooling up for it? ☐ Yes ☐ No

(They don't retool for something that will be gone next month, so a yes points to staying power.)

Are new products appearing around it? ☐ Yes ☐ No

(Movements spread sideways into related products. Jokes don't.)

My verdict on size:

- ☐ **Flash** (a few weeks) → ride it only if you can ship inside the window. Price for a short life and plan the exit before you start.
- ☐ **Season** (a few months) → worth a small product line, better packaging, and some pins that will keep working.
- ☐ **Shift** (years) → this isn't really a trend. It's a new niche being born, so give it the full Stage 1 treatment and a permanent place in your shop.



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The speed plan (only if all four gates passed)

- Prototype done by: _____
- Photos and hold-and-turn video by: _____ (window method, one session)
- Listing live by: _____ (lean, but it still passes the Stage 2 essentials: hero shot, keywords, honest description, human-made proof)
- Price with trend margin built in: \$_____ (add extra margin, because trend products often need marking down at the end of their life)

The exit plan (write this before you start, not after)

- The weekly signal I'll watch for the peak: _____
- When it plateaus: ☐ Mark down _____% then _____% ☐ Bundle what's left
☐ Let it sell through
- ☐ Insert cards and email capture running from my very first order, so the wave's buyers join my list before the tide goes out (this is the real prize)

Verdict

- ☐ **RIDE.** All gates passed, the wave is rising, and both plans are written.
- ☐ **SKIP.** Which is a win too. The steady route is always open.