



GYC Quarterly Review Scorecard

Fillable PDF text. The Stage 6, Step 1 review as one document.

Quarter: Q____ 20____

Review date: _____

Before you start

Some of these numbers will be estimates, and that is completely fine. Etsy Stats gives you your traffic sources and your total revenue. The rest you'll piece together from your email code, your Share & Save reports, and your own sense of where orders came from. A rough number you actually write down beats a perfect number you never work out.

1. The revenue mix

Source	Revenue (\$)	% of total	Where to find it
Etsy search			Etsy Stats, traffic sources
Etsy ads			Etsy Ads dashboard
Social media			Etsy Stats, or estimate
Email list			Your email-only code
My website			Your platform's dashboard
In person, wholesale, etc.			Your own records
Total		100%	

Etsy-alone share: _____% (last quarter: _____%) → ☐ Falling ☐ Flat ☐ Rising



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2. The customer numbers

- Email list size: _____ (growth this quarter: _____)
- Repeat-customer rate: _____% (last quarter: _____%)
- Revenue through my email-only code: \$ _____
- Share & Save refunds earned: \$ _____

3. The shop numbers

- Shop conversion rate: _____% against my niche benchmark of _____%
- My top 3 listings: _____ / _____ / _____
- My bottom 3 listings (renewal candidates): _____ / _____ / _____
- Share of traffic coming from my own channel: _____%

4. The money underneath

- Have fees, materials, or postage costs changed this quarter? ☐ Yes ☐ No
- If yes, Pricing Calculator re-run and prices adjusted: ☐
- Last time I re-priced everything (do this at least yearly): _____
- Books up to date and fee statements filed: ☐

5. Protect the machine

- ☐ Off-platform backup refreshed: listing text, photos, videos, keyword maps, saved replies



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The health scorecard

You're healthy when ...

- ☐ No single platform is above about 70% of revenue, or that share is falling
- ☐ The list grew every month, and the repeat rate is rising
- ☐ Margin verified against current fees and costs within the last year
- ☐ Nothing in the shop is more than a year behind my current skill level
- ☐ Systems documented well enough that a helper could pack an order tomorrow
- ☐ Weekly hours trending towards a number I actually want to work
- ☐ Last quarter's one big move actually happened

Health score: _____ out of 7

Renewal (one action per quarter)

Last quarter's renewal action: _____ ☐ Done

Drift signals reviewed (reviews, email replies, your own feed, competitors' 2 to 4 star reviews, what buyers are favouriting): ☐

What the market seems to be telling me:

This quarter's ONE big move

- ☐ Website ☐ In-person market ☐ Wholesale push ☐ New products
☐ Photo & listing refresh ☐ Systems & outsourcing ☐ Other: _____

"This quarter's big move is _____
because _____."