

TAKE STOCK BEFORE YOU DECIDE

A clear read on your TPT store, before you change anything

Why this exists

In October 2026, [TPT asked sellers to decide](#), and some of the details are still coming. Whichever way you are leaning, the steadiest place to start is what your own store has already shown you.

This worksheet will not answer the question for you. It gives you four short passes through exports you already have, so that when you decide, you decide from your own evidence rather than from the mood in the comments.

There is no right answer here, and nothing in these pages argues for staying or for going.

What you'll need

- Your **ProductInsights** export, for earnings and buyer behaviour.
- Your **KeywordStats** export, for what buyers searched before they found you.
- Your **TrafficData** export, for where people came from.
- If you have them, the same three from an earlier period, for Part 4.
- About thirty minutes, and somewhere to write.

How this works

- Each part asks one question, shows where to look, and leaves room for what you found.
- Set the date range to the last 90 days. Thirty is usually too short to act on.
- Nothing here tells you what your numbers should be. There are no targets, because a good number for one store is a poor one for another.
- Part 5 is for what you still need from TPT, which is not ours to answer.

Part 1: What is actually earning

How much of your income rests on how few products?

Open [Product Insights](#) and sort by earnings.

Step	Where to look	What I found
Top 10 by earnings	Sort the Earnings column	
Their combined total	Add those ten up	
Share of the store	Compare to your total earnings	
Any single product over a tenth	Note which ones	

What it may mean

A store where ten products carry most of the income is a different business from one where two hundred share it evenly. Neither is wrong.

It changes what you would be protecting, and how much of your year rests on a single listing decision.

Which products carry this store

Part 2: What buyers come looking for

Which search phrases bring people who actually buy?

Open [Search Analytics](#) for your keyword data.

Step	Where to look	What I found
Phrases that convert	Sort by conversion, ignore one or two visits	
Visits behind each	So you can tell volume from rate	
Phrases that only visit	Top by visits, no conversions	
Which converting phrases are yours	Specific to your niche, not generic	

What it may mean

Converting phrases are the words buyers use when they are ready to buy. They are worth protecting in titles and descriptions wherever your products live, and worth knowing before you rewrite anything. A phrase with two visits and one sale is not yet evidence. Small numbers move on their own.

The phrases that bring buyers, not just visits

Part 3: Where your traffic comes from

How much of your discovery is the marketplace, and how much is yours?

Open your [store statistics](#) and your TrafficData export.

Step	Where to look	What I found
Sources by click-through	List them with their share	
The marketplace share	TPT search and browse	
The share you own	Blog, email, Pinterest, social	
Conversion by source	Which bring buyers, not just clicks	

What it may mean

This is the honest measure of how portable your audience is today.

A store discovered almost entirely through marketplace search has different options from one with its own traffic. Most sellers are mostly the first, because that is what a marketplace is for.

How people find me now

Part 4: What is growing and what is fading

Which parts of the store are worth building on?

You need two sets of exports for this one, ideally 90 days against the 90 before. If you only have one, come back to this page after your next [Product Insights](#) download.

Step	Where to look	What I found
Products that rose	Views or sales, period against period	
Products that fell	And whether the fall is seasonal	
Group the risers	By topic or product family	
Anything too small to call	So you do not act on noise	

What it may mean

A product family that keeps growing is the thing most worth your next few weeks, wherever you end up selling it. Equal periods matter. This week against last week tells you almost nothing, and a season can look like a trend.

What is worth developing further

Part 5: What you still need from TPT

The questions this worksheet cannot answer, and where the answers will come from.

Question	Why it matters	Answer / who to ask
Does my own situation count as eligible?	General guidance came first; specifics were promised later	
What exactly counts as AI-generated?	The new policy covers resources and listings; the line was not defined	
How far back does the AI policy reach?	Sellers were asked to replace existing content, with no date given	
What happens if I get something wrong?	A range was described, from a grace period upward	

Two things already settled

You keep your intellectual property. TPT stated plainly that sellers create, own and control their own work, on either membership.

You can change your mind, with one catch: leaving the exclusive membership after it begins **locks you out of rejoining for a full year**.

TPT's own announcement and Help Center are the place to check for the current terms, because they are still being added to. You can also send them feedback.

[TPT's Exclusive Seller announcement](#) - [TPT's Help Center](#) - [Send TPT feedback](#)

My own open questions, and who can answer them

One last thing

None of this decides anything. It does mean that when you weigh the choice, you weigh it against your own numbers.

If reading those exports by hand is the part you dread, that is the problem I built **Signal Loom** to solve: it turns the same files into plain-English notes on what is working, what may need attention, and what to try next. Free plan, no card needed. signalloom.graphene-edu.com