

Turn Artwork Into a Product Listing

A beginner's guide to files, mockups, and a clear first listing



**ONE PRODUCT.
A CLEARER PATH.**

01

Check the artwork

02

Build the mockups

03

Write the listing

FREE SAMPLE / BOOK 03

Try the first step

Turn Artwork Into a Product Listing

By Ellis Noble

This excerpt includes the opening guidance, the complete first chapter, and a printable product-and-artwork worksheet. Excerpted pages retain their original book page numbers.

Inside the complete book

The 37-page PDF contains six developed chapters, eight original teaching diagrams, three printable worksheets, a glossary, and linked references. Follow one botanical T-shirt example through artwork checks, production files, three mockup views, listing copy, and a final review.

Use the method to prepare your own product package. The guide explains the decisions and shows a complete hypothetical listing; it does not supply a manufactured product, tested supplier configuration, or promise of sales.

The complete book is \$19 USD as a one-time purchase. No account or Stock Noble membership is required to purchase.

View the complete book at [StockNoble.com](https://stocknoble.com)

THE METHOD / START

Before you begin

An attractive design is one part of a product. Buyers also need to understand what will arrive, which option to choose, and what happens after ordering. This book brings those pieces together around one manageable project.

You will prepare your own ready-to-review listing, three mockups, a checked production file, and a record of unresolved questions. The book supplies the method and teaching illustrations. No previous selling experience is required.

What you need

Use a computer, an editor that can inspect dimensions and export images, and the current requirements for your chosen supplier and selling platform. Your editor should support transparency if the product requires it. Check your existing tools before buying new software. Save editable originals, exports, mockups, listing notes, and permission records separately, with a backup.

The practice example

Sunrise Sprig is a botanical graphic on a fictional cream T-shirt. Its specifications, dimensions, timing estimates, and costs are hypothetical teaching inputs, not a verified supplier offer. Those figures are not forecasts of sales or profit, and the sample product copy must be adapted before it describes a real item. Digital illustrations explain appearance and placement; they do not prove physical fabric, fit, color, or print quality.

Before selling your product, replace assumptions with confirmed facts, check permissions and platform rules, and inspect a supplier sample. Keep missing size, care, or policy information on your review list until resolved.

How to use the book

Read the six chapters in order. Complete each practice task, collect decisions in the worksheets, then review them with the final quick guide. You are building a clear offer you can explain. Publish when the outstanding checks are finished.

THE METHOD / CHAPTER-1

1. Choose a product and a buyer

A product listing is a small promise. Its pictures show what a buyer can expect, its words explain the details, and its options let the buyer choose the right version. Before you make any of those pieces, decide what you are offering. A clear decision here makes every later step easier to check.

For this project, work with one design on one product in one color. You can still offer the sizes that your supplier supports. Keep the first task small enough to finish: prepare a listing that someone else can review without having to guess what you mean.

Start with something you can explain

Choose a product you understand well enough to describe in plain language. A T-shirt, tote bag, or mug can be a useful first exercise because you can point to a clear print area and explain the object's purpose. Each still has its own requirements. A curved mug, for example, needs different artwork placement from a shirt.

Print on demand, often shortened to POD, means that a supplier makes a product after an order is placed. It can remove the need to hold finished stock, but it does not remove your work as the seller. You still choose the product, check the artwork, describe it accurately, and understand how an order will be handled.

Avoid picking a product only because you have seen someone call it profitable. Their audience, costs, design, and service may be different from yours. At this stage, look for a manageable fit between the artwork, the object, and a buyer's interest. Sales potential remains something to investigate, not something a mockup can prove.

Meet the Sunrise Sprig example

Throughout this book, we will prepare a fictional cream adult crew-neck T-shirt with a botanical graphic called Sunrise Sprig. The graphic combines emerald leaves, a warm gold sun, and a navy curved base. It has no slogan, logo, or character. This gives us a simple example to follow from artwork to listing.

Our intended buyer enjoys understated plant-themed clothing. That is a working description of an interest, not a claim about a measured market. It helps us make practical choices: show the botanical design clearly, use a calm presentation, and explain the shirt before adding decorative language.

The exercise assumes a regular-fit, 100% cotton shirt with a front print, offered in cream in sizes S through 2XL. These are teaching facts for an imaginary offer. They are not specifications for a real supplier. When you use the process for your own product, replace them with information for the exact item you choose.



ONE PRODUCT / ONE CLEAR DRAFT

Product

Cream crew-neck T-shirt

Buyer

Enjoys understated botanical graphics

Design

Sunrise Sprig / front print

Next check

Confirm the supplier and its actual requirements

One product, one color, and one artwork give the first listing a clear scope. The garment and specifications shown are a teaching example.

Describe a buyer's reason to care

You do not need a detailed fictional biography for your buyer. Start with a useful sentence: "This is a botanical graphic T-shirt for someone who likes quiet, plant-inspired artwork in an everyday outfit." The sentence identifies the object, the visual interest, and a likely use. It gives the listing direction without pretending to know the person's age, income, or habits.

Compare that with "This shirt is for everyone." The second sentence gives you little help when choosing the main image or writing a title. A narrower starting point makes the decisions easier. Other people may still like the finished product.

Look at the artwork and ask which qualities support that sentence. In Sunrise Sprig, the simple leaf shapes and restrained colors support the calm botanical idea. If we added loud lettering, bright splashes, and several unrelated symbols, we would need to reconsider the buyer sentence or the design. The point is to make the parts agree.

You can explore similar products to understand the questions shoppers may have, such as print placement, sizing, and color. Use that observation to improve clarity. Do not copy another seller's artwork, photographs, or description, and do not treat visible listings as proof of their sales results.

Make a brief that guides the work

A brief is a short record of the decisions for a project. Write yours before opening a mockup tool. Keep it beside the artwork so that a new idea does not quietly change the offer halfway through production.

Record the product, supplier item or model, color, artwork name, print location, available sizes, and intended buyer. Add the main sentence you want a shopper to understand. For our example, that sentence is: "A cream T-shirt with a simple botanical front print."

Separate what is decided from what still needs checking. We have chosen the artwork and cream color for the exercise. A real listing would also need confirmed measurements, care guidance, shipping information, and return terms. Put unresolved items in a verification list. A visible question is useful; a guessed answer is easy to forget.

Gather only the tools you need

You need access to the artwork file, an editor that can inspect and export it, the supplier's instructions for the chosen product, and a way to create accurate product pictures. A basic document or notes app is enough to draft the listing. You do not need to buy several programs before you understand the task.

Create one project folder with separate places for original artwork, production exports, product images, and listing notes. Keep the original file unchanged while you work on a copy. Give your notes a date and record the supplier product

identifier. That small habit helps prevent a file made for one shirt from being uploaded to another by mistake.

Keep the first offer manageable

Every added color or product creates another check. Dark fabric may change how the navy base reads. A tote may need a different placement. A mug introduces a curved viewing surface. Make those separate decisions after the first product has passed review.

Sizes also need attention. Check how the supplier places the print across the sizes you intend to sell. Do not assume that a picture of one size proves the appearance of every size. The first listing can stay simple while still giving buyers useful choices.

Your practice task

Write a one-paragraph brief for one product. Name the artwork, color, print position, buyer interest, and main product message. Under it, list the facts that still need confirmation. Use Sunrise Sprig as a model, then use your own product information.

You are ready for Chapter 2 when another person can read the brief and describe the same product you have in mind. They should also be able to see which details are confirmed and which still need work.

REUSABLE WORKSHEET

A. Product and artwork record

Print at actual size or copy the prompts into your project document. Record actual evidence and leave unresolved items visible.

1. Product and buyer

Name one product, one variant, and the person it should help.

2. Artwork and intended use

Record design name, creator/source, permission, and any platform conditions.

3. Supplier facts

Record material, fit, size-chart location, care, and current product reference.

4. File requirements

Record format, pixel dimensions, profile, transparency, placement, and print area.

5. Open questions

List what is unverified, who can answer it, and the next action.

Give your artwork a product page people can understand.

Follow one botanical T-shirt example from an artwork check to a complete listing draft. Learn how to prepare the file, plan three honest mockup views, explain the product, and review the details that matter before you publish.

PREPARE WITH PURPOSE

Match the artwork and export to actual supplier requirements.

SHOW THE PRODUCT CLEARLY

Keep the design, variant, and placement consistent.

REVIEW BEFORE YOU RELEASE

Check the copy, costs, policies, and physical sample.