

Making the shop look like £39.99

Etsy listing design proposal — school book, boy edition

Little Tailor Books · shop is renamed & clean · nothing goes live until you choose



new staged product shot — Oscar, our synthetic demo boy, holding HIS book

One photo.
A whole book.
Your child painted onto every page



the photo you send



the book that arrives

Printed in the UK

Free UK delivery

Free preview first

The same child on every page

Painted from one photo — face, hair, even the missing tooth



3 design directions inside. Pick one (or mix) and I build the full 10-photo + video set, push it to the draft listing by API, and you approve before anything is activated.

Why the current draft loses at first glance

The 4 photos on the draft listing are honest and real — but they are shot on brown cardboard, flat light, no child, no warmth, no message. At thumbnail size they read as 'homemade'. At £39.99 the photos have to carry the premium, because the price certainly will not apologise for them.



the current four draft photos — real book, real print, wrong stage: cardboard, grey, empty. Photo 4 is a plain grey back cover.

What the winning listings do instead

Researched live today: the top UK personalised-book shops and our exact-match US rivals share one visual formula —

1. A cover with the child's NAME huge as the thumbnail (the name IS the product promise).
2. A photo-to-painted 'before & after' — the single image that justifies a premium price.
3. Staged children holding/reading the book in warm home scenes (bed, sofa, front door).
4. Bold claim overlays: 'You approve every page', 'Printed in the UK', 'Free preview'.
5. How-it-works + spec infographics in brand colours; all 10 slots used; a 5-15s page-turn video.

Two facts worth money: listings using all 10 slots + video get roughly 3x the engagement, and NOBODY in the UK tier shows a real child's photo next to their painted self. That lane is open.

Who actually sells, and where we fit

MyMagicNameBook (UK)

~40,000 sales · 4.9* · 9 yrs

£21.95 name-gimmick book. No photo likeness. The volume king we do NOT fight on price.

MagicDoorAdventure (UK)

~7,900 sales · 4.9*

One hero product, avatar picker, 'same day processing' in the title.

LibrioBooks (EU)

~6,000 sales · ~\$10k/mo

Avatar books, eco angle. Growth levers: pro images + external traffic.

Hooray Heroes / Wonderbly

Etsy = side channel

3.6M / 8M books sold off-Etsy. Their lifestyle photography defines the genre.

MagicPictureStory (US)

~500 sales in year ONE · 5.0*

OUR exact product (\$45-51, real face on every page, approve-before-print). The realistic benchmark.

Our three structural edges (say them in pictures)

1. LIKENESS — we paint THE child from a photo. The 40k-sales leader structurally cannot. Show photo-vs-page.
2. UK PRINTED + free delivery — every direct AI rival ships from the US with customs risk. Badge it.
3. APPROVE-EVERY-PAGE before print — kills the AI-wonkiness fear that haunts this category. Badge it everywhere.

Season note: back-to-school is THE proven Etsy personalisation wave right now, and it dies ~8 Sept.

The listing look below is built to be live this week, boy edition first, girl edition follows the same templates.

Direction 1 — Warm & Real

Lifestyle-led, like Hooray Heroes and Wonderbly: staged shots of the (synthetic) demo child living with the book.

Thumbnail = Oscar holding HIS book at the front door on the first school morning — product, name and emotion in one frame.



slot 1 — thumbnail



slot alt — school gates (echoes the cover art)



bedtime with dad — the 'moment' shot



school-morning occasion still life

FOR: instantly premium and human; the strongest pattern-match to the big brands parents already trust.

AGAINST: overlay text is minimal, so the preview/refund promise must live in later slots; needs the most renders.

Direction 2 — Crayon Box Studio

Brand-graphic-led, like Wonderbly's carousel cards: cream background, coral/teal/sunshine accents, chunky Fredoka claims, badges. Every slide answers one buyer question. Thumbnail = the transformation card with the badges.

One photo. A whole book.

Your child painted onto every page



the photo you send





the book that arrives

Printed in the UK

Free UK delivery

Free preview first

the money shot as a brand card

Made to be held

A proper hardcover, printed in the UK



- 210 x 210 mm square hardcover
- 26 pages of full-colour illustration
- 200 gsm thick gloss paper
- Printed in the UK free UK delivery

Checked page by page by a real person before printing

Little Tailor Books — stories cut to fit your child

specs — 'Made to be held'

How it works

1

Order & tell us their name

2

Upload one clear photo

3

Approve your free preview

4

Printed in the UK, delivered free

Nothing is printed until you say yes.

Ask for as many changes as you need — we adjust until it is exactly right.

Little Tailor Books

how it works

You approve every page before we print — or your money back

Oscar's book — your preview



Looks perfect



Looks perfect



Looks perfect

Approve my book

See the whole book. Ask for any change, free.

Cancel for a full refund any time before you approve.

the trust slide — approve every page / money back

FOR: maximum clarity + trust; ownable look (nobody on UK Etsy uses a palette this confident); cheap to extend per book.
AGAINST: graphic thumbnails can underperform photographic ones in a gifts feed; less emotional pull on slot 1.

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Direction 3 — The Transformation

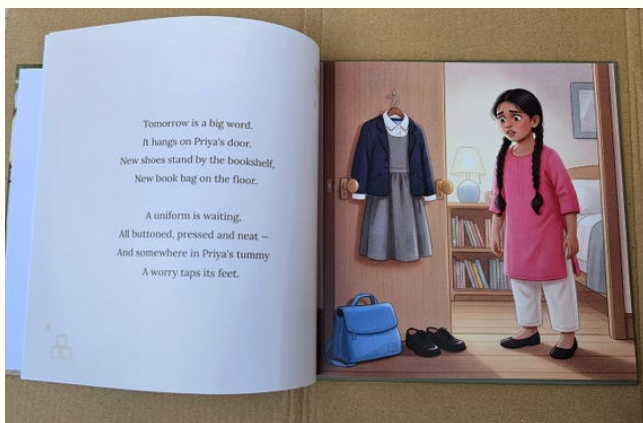
Proof-led, like MagicPictureStory and Custom Heroes: the photo-to-painted transformation IS the shop's identity. Thumbnail = split image, the photo you send / the book that arrives. Every following slot piles on evidence.



One photo. A whole book.

Their face, their hair, their own clothes — on every page.

slot 1 — the split thumbnail



real printed spreads (re-shot warm, not on cardboard)

The same child on every page

Painted from one photo — face, hair, even the missing tooth



the same child on every page



clean product shot for the grid

FOR: sells our one unfair advantage hardest; converts sceptics; the video practically edits itself (photo dissolves to page).
AGAINST: colder than Direction 1; the child-in-scene warmth appears only deeper in the gallery.

My recommendation: lead warm, prove hard

The evidence says: photographic child thumbnail for the gifts feed, transformation proof at slot 2, brand cards for trust and specs. That is exactly a 1+3 hybrid with Direction 2's system as the visual glue. The full 10 slots:

- | | | |
|----|--|--------------------------------------|
| 1 | Oscar at the front door holding his book (staged, warm) | the hook: name + product + emotion |
| 2 | Money shot: the photo you send / the book that arrives | the £39.99 justification |
| 3 | The same child on every page (4-page grid + photo inset) | kills the AI-drift fear |
| 4 | Real printed book, open spread — re-shot on warm wood/linen | proof the physical object is lovely |
| 5 | Bedtime-with-dad scene | the moment they are buying |
| 6 | You approve every page / full refund before approval (tablet card) | the trust slide |
| 7 | How it works, 4 steps | removes process anxiety |
| 8 | Made to be held — specs card with the real book photo | premium physical detail |
| 9 | School-morning breakfast still life | 'starting school gift' search anchor |
| 10 | Shelf shot / girl-edition cover teaser | range + repeat-gift signal |
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VIDEO (10s, silent, loops): Oscar's photo on screen -> dissolves into his painted page -> hands turn 3-4 real spreads (footage already filmed) -> back cover. The whole pitch, no words. Listings with video + 10 slots get ~3x engagement.

HONESTY RAILS (already respected in every mockup): Oscar & Priya are our synthetic demo children - product mockups, never presented as customer photos. The REAL printed-book photos stay in the set as the trust anchor. Descriptions keep 'painted' + 'checked by a real person' wording - no 'hand-painted' claims (Etsy Creativity Standards).

WHAT I NEED FROM YOU: 1) pick a direction (or say 'hybrid as recommended') 2) OK to re-shoot the real book on a warmer surface when convenient 3) then I build all 10 slots + video for boy AND girl editions and load the draft - you review on Etsy and flip it live yourself. Today's mockups cost ~30p of renders; the full set will be under £2.