



Etsy 101: Sell Your Crafts on Etsy, the DIY Marketplace for Handmade, Vintage and Crafting Supplies

Steve Weber

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Step away from the craft fair. Set up shop on Etsy, the world market for art, design and home decor!

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.
For artists, crafters, designers, and vintage resellers, it's a revolution. Never before has it been so easy to open a storefront that will reach millions of paying customers--with no up-front investment--online, in an afternoon!

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Learn how thousands of Etsians, young and old, have launched their business on a shoestring, usually part-time at home. See how to sell items quickly, earn money, and have fun doing it.

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Discover the new twist on good old-fashioned word-of-mouth advertising made possible online, courtesy of Facebook, Google, and Etsy itself. You'll learn the best tools for making it all work, no computer geekery required.

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With tips to work smarter, you'll have more time to spend doing what you love: creating, finding new treasures, and belonging to a community of like-minded, independent artisans.

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-- Read easy-to-follow guides for registering on Etsy.com and selling your handmade items, vintage finds, or crafting supplies.

-- Instantly supplement your brick-and-mortar store sales with an online sales outlet in the world's biggest and best-known artists' marketplace.

-- See examples and insider tips from dozens of Etsy's top sellers.

-- Learn to create an online shop and market your own brand.

-- See how to describe and photograph your items like a consummate professional.

-- Learn how to price your items to maximize your sales and fatten your profits.

-- Learn how to process your Etsy payments and avoid scams.

-- Get tax deductions for your home studio or office, and travel expenses.

-- License your designs to extend your reach and earn more.

-- Automate your administrative chores with Etsy apps.

-- Learn to use keywords to drive visitors to your Etsy shop.

-- Generate word of mouth and "free" advertising, and see why paid advertising is usually a waste of money.

-- Take your business to the next level by attracting wholesalers and retailers.

INTRODUCTION

HOW WE GOT HERE

THE GENIUS OF ETSY

WHAT'S ALLOWED ON ETSY

PROHIBITED ON ETSY

SELLER PROFILE: INEDIBLE JEWELRY

REGISTER AND SHOP AT ETSY

Your Etsy avatar.

DRAW YOUR PRIVACY BOUNDARIES

SET YOUR REACH WITH 'REGION PREFERENCE'

Language preference.

GO ON A SHOPPING SPREE

Let's buy something.

ADDING ITEMS TO YOUR CART

Add Order Details.

Payment method.

PAYMENT AND SHIPPING VIA PAYPAL

Credit cards.

Checks, money orders and other payment methods.

Bank transfers.

Submit your order.

ETSY CONVERSATIONS (CONVOS)

LEAVING FEEDBACK

ETSY REGRETS? KISS AND MAKE UP

DELETION OF INAPPROPRIATE FEEDBACK

COUPON AND DISCOUNT CODES

Percent Discount

Free shipping

SHIPPING TO A FOREIGN COUNTRY

Shipping to multiple locations.

REPORTING NONDELIVERY OF AN ORDER

REPORT A PROBLEM WITH AN ITEM YOU RECEIVED

FLAGGING INAPPROPRIATE LISTINGS

REVISING YOUR ACCOUNT INFORMATION

SELLER PROFILE: WOOLY BABY

OPEN FOR BUSINESS!

IDENTIFY YOURSELF ON ETSY

WHAT'S IN A NAME?

PRIVACY AND USING YOUR REAL NAME

Changing your Etsy avatar

SHOP ANNOUNCEMENT

Message to Buyers

BEEF UP YOUR PROFILE

ADD A BANNER TO YOUR SHOP

TWEAK YOUR SHOP TITLE

STATE YOUR SHOP POLICIES

OTHER POLICY DETAILS TO CONSIDER

EXAMPLE OF A GOOD SHOP POLICY

PRICING YOUR ITEMS

Average market price.

FIGURE YOUR COSTS LIKE A PRO

Tiered pricing.

Loss leaders.

DON'T BE CHEAP, YOU'RE WORTH IT

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From reader reviews:

Daniel Reynolds:

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Crystal Dewitt:

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Carrie Correll:

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Dina Hirsch:

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