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S T E P S

ON HOW TO START SELLING ON

Etsy

A Simple Step-by-Step Guide for Beginners

WWW.THEHOMEBASEPARENTS.COM



1) Decide What to Sell

- Handmade goods: Jewelry, crafts, art, home décor, clothing, etc.
- Vintage items: Items that are 20 years old.
- Craft supplies: Tools, materials, patterns, etc.
- Digital products: Guides, tools, templates, etc.

Tip: Choose products you love and can consistently create or source to ultimately sell.



2) Create Your ETSY Account

- Go to [etsy.com](https://www.etsy.com).
- Click “Sign Up” and create your free Etsy account.
- Once signed in, click “Sell on Etsy” then “Open Your Etsy Shop.”



3) Set Up Your Shop Basics

- Shop Name: Pick a unique, memorable name that reflects your brand.
- Language, Country, Currency: Choose your preferences. If you have the ability to ship outside of your home country, do so!
- Shop Preferences: Set who your target customers are.



4) Create Your Listings

Each listing should include:

- Photos: Use clear, well-lit images from multiple angles. Showcase the product in use if possible. Use all 10 photos and the 1 video.
- Title: Be descriptive and use keywords buyers might search.
- Description: Tell the story behind your product, materials used, size, and care instructions.
- Price: Research similar items to price competitively.
- Quantity: How many are available?
- Shipping: Decide your shipping options and costs.



5) Set Up Payment & Billing

- Connect your bank account to receive payments.
- Choose your payment methods (Etsy Payments is recommended).
- Enter billing information to cover listing and selling fees if needed. In the beginning you will be charged but hopefully over time it will pull from sales.



6) Launch Your Shop

- Review all your info and listings. You will need at least 1 listing to be able to open your shop.
- Hit “Open Shop.”
- Share your shop link on social media, family, and friends to start getting traffic. The more traffic you can generate at the beginning will help significantly.



7) Promote & Grow

- Use Etsy SEO: Incorporate relevant keywords in titles and tags.
- Share on Instagram, Tik Tok, Facebook and Pinterest
- Offer discounts or promotions to attract first buyers.
- Ask satisfied customers for reviews to build trust. Reviews, believe it or not, are definitely one of the biggest drivers.



Extra Tips for Success

- Keep your branding consistent: Use the same style and voice across your shop and social media.
- Keep an eye on not only your performance stats, but also your customer service stats via Etsy Shop Manager.
- Respond quickly to customer messages.
- Always ship items on time.



What You'll Need To Get Started

- A computer or smartphone. A computer to get up and running will certainly be easier but a smartphone can handle almost everything else.
- Good photos. This is a necessity and we cannot stress it enough.
- Inventory ready to sell.
- Patience and creativity!



Common Fees To Know

- Listing fee: \$0.20 per item.
- Transaction fee: 6.5% of the item price + shipping.
- Payment processing fees vary by country.



Final Thoughts

Selling on Etsy can be a rewarding way to share your unique creations with the world and the best part is, you can make money doing it. Start small, keep improving your shop, and have fun with it!

Check out our ETSY E-Book? A in-depth guide on how we went from starting our ETSY to account to becoming The Home Base Parents!

[!\[\]\(65669ef2a9341eca7c5ba6092e766555_img.jpg\) Click below to buy it now!](#)

DON'T MISS OUT!

