

from Paint to Print

A Beginner's Guide to Creating
High-Quality Digital
Downloads to Sell



By Trina Esquivelzeta | @trina_creates

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★ This guide serves as an introductory resource for your business. Please note that results are entirely individual, and no guarantees regarding income can be provided herein.

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Now that we've addressed that, let's dive right in.

Hello & Welcome

Hello, I'm Trina!

If we haven't crossed paths yet, I'm a watercolour artist, an Etsy seller, and a passionate fan of digital products.

I've been painting watercolours on and off for a number of years and whilst I've not always been consistent, it's always been something I kept as a little hobby on the side.

In 2018 I was living in Hong Kong and this gave me a great window to start painting again. At the time I was focusing on painting tropical leaves, taking inspiration from the tropical climate and the endless banana plants. A few friends had said how nice my art was and could they get a print.

If you are anything like me, just showing your art to someone new can be a bit daunting. But you must do it, believe me, I've seen my art in market stalls in Australia, friends kitchen, and in books. And I'm still alive.

What began as a little side project has become one of my favourite sources of passive income and now I want to help you do the same.

I will show you how I manage my prints, **what I sell, what sells best**, and how I get from a watercolour print to a final digital file ready for sale.

Let's get started.

Trina



How to use this guide

*This guide will show you, step by step, how to **turn your art into beautiful digital prints that sell**. Whether you're painting, designing in Canva, or working with mixed media.*

Turn your art into income, even if you've never sold online before.

Inside this guide, you'll learn step by step exactly how to digitize your work, prep your files for selling, and upload them to Etsy.

Etsy is the platform I walk you through because it's beginner friendly and powerful for creative sellers. The process works no matter where you sell: your website, Creative Market, or anywhere else.

*By the end, you'll be ready to **start earning from your creativity with a product that's polished, professional, and ready for buyers**.*

You're in the Right Place if:

- You love creating art and want to **earn** from it, but you're not sure where to start.
- You are in a Facebook group where art is the main topic, but the only people making money already have an online presence where they sell their art.
- You've heard "sell printables online" and want someone to actually show you how.
- You've tried opening an **Etsy shop** before but felt overwhelmed by the tech.
- You dream of waking up to "**You've made a sale!**" emails.

By the time you finish this guide, you'll be able to:

1. Understand how digital art shops work.
2. Digitise your artwork correctly using simple, beginner-friendly tools.
3. Create multiple printable sizes from one design.
4. Start your Etsy shop and set up for success.
5. List and price your Etsy listings confidently.
6. Launch your shop with intention and get your first few sales.
7. Explore other ways to make money from your art

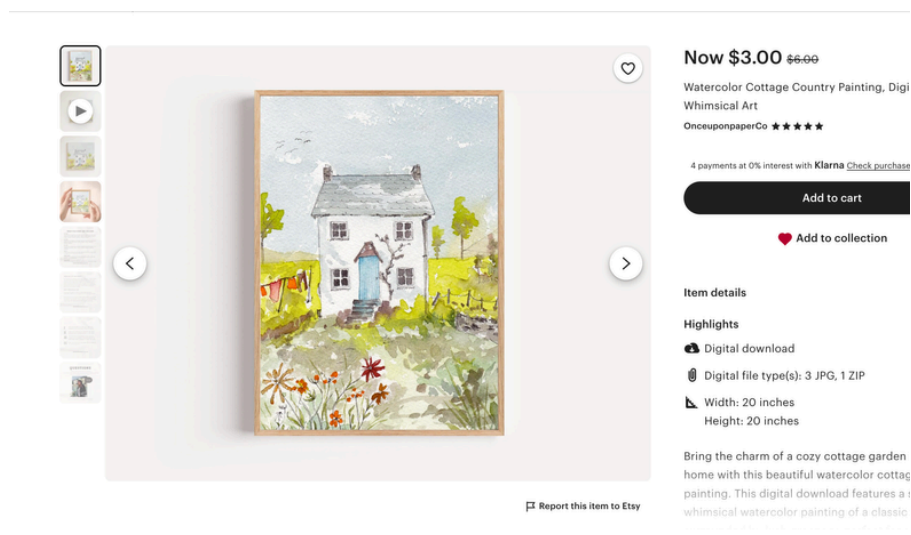
But most of all

Have Fun!

from this



To this



What do I need?

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What do I need to get started?



Pro Account

+



+



Canva Pro

Scanner

Artwork

- **I use Canva Pro – I recommend** that you use this also. Even having a trial Canva Pro account will make the difference in how much value you will get from this course.
- Canva Pro will give you free access to **Affinity.Studio** which has changed the game for a lot of creatives and means they can now produce brilliant work without the learning curve and cost of Photoshop.
- If you have **Photoshop**, this will also work, although the explanation videos are in Affinity.
- **A scanner to scan your artwork** – you can use a good quality camera or even your Iphone to get started.
- **At least one art piece to upload and use**

GETTING STARTED



CLICK THE
LINKS

1

A LITTLE PREP TALK



2

BEST SELLERS

3

Q & A

4

WHAT IS A DIGITAL PRINT

5

DIGITISING YOUR ART

6

DPI & PPI

A Little Pep Talk

Selling digital prints isn't about being the best artist, **it's about being visible and consistent.** There are buyers out there right now searching for precisely what you make.

You don't need expensive tools, a huge portfolio, or a perfect business plan.
You just need to start.

Over the following few sections, I'll walk you through everything I wish I'd known when I first began. From scanning your art to setting up your first listing on Etsy. You can skip the trial-and-error phase and start building something that lasts.



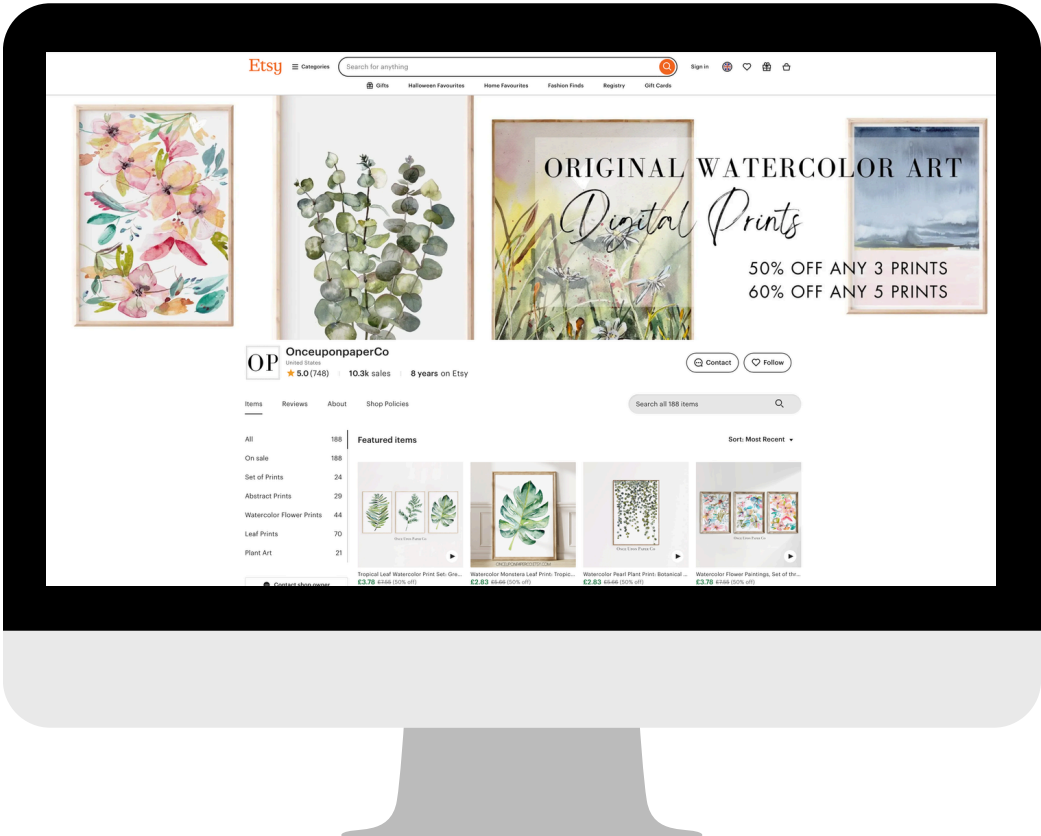
I still remember my first sale. It was a simple watercolour leaf print priced at \$4. I was folding laundry when the Etsy app pinged on my phone. That “Cha-ching!” sound nearly made me drop the basket. You see, it's not about making millions, think of it as a validation of your work, a like on your post, a comment on your image. Suddenly I'm not a lonely Mum in the countryside folding washing, I'm a woman who made money from something I love to do. Someone, somewhere, had bought my art and

that tiny moment changed everything

Because I want you to go away with a good sense of what I mean, I'm going to show you behind the scenes of my own business on Etsy.

Let's begin.....

LET’S LOOK AT SOME STATS IN MY ETSY SHOPS



Shop number 1

Visits	Orders	Conversion rate	Revenue
450.8K	6,687	1.5%	\$42,780.64

Shop number 2

Visits	Orders	Conversion rate	Revenue
261.2K	3,579	1.4%	£3,999.50

Shop number 3

Visits	Orders	Conversion rate	Revenue
17.9K	350	2%	£1,049.53

Shop number 4

Visits	Orders	Conversion rate	Revenue
18.9K	1,248	6.6%	£3,221.69

Shop number 5

Visits	Orders	Conversion rate	Revenue
2,572	18	0.7%	£135.30

There are 2 other shops which now reside in Etsy Shop heaven. But probably another comfortable 5k.

Not all of these shops are digital prints.

I’ve sold invites, clip art and games also on Etsy.

I wanted to show you that my biggest selling shop was digital prints, shop Number 1 above.

BEST SELLERS



Digital

Watercolor Monstera Leaf Print: Tropi...

30

987 in stock

\$6.00

LAST 30 DAYS

8 visits | 2 favorites

ALL TIME

363 sales | \$1,624.70 revenue

400 renewals



ONCE UPON PAPER CO

Digital

Video

Tropical Leaf Watercolor Print Set: Gr...

27,31,30 AT 8X10

982 in stock

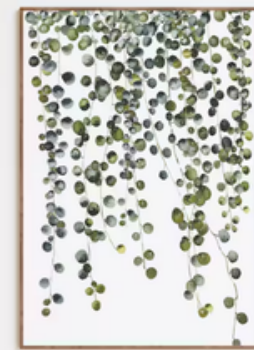
\$8.00

LAST 30 DAYS

6 visits | 0 favorites

ALL TIME

1278 sales | \$13,734.60 revenue



Digital

Video

ONCE UPON PAPER CO

Watercolor Pearl Plant Print: Botanica...

65 pearl plant

986 in stock

\$6.00

LAST 30 DAYS

8 visits | 0 favorites

ALL TIME

1045 sales | \$5,924.20 revenue

The above prints have been some of my best sellers. I painted them not because I thought they might sell, but because they were things I'd collected whilst walking the kids to school.

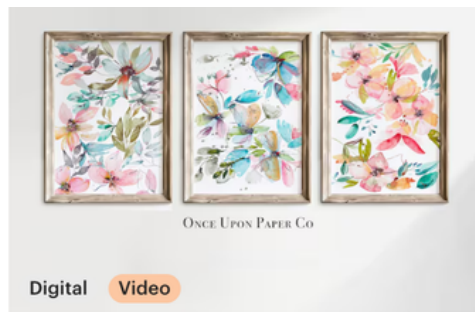
The Pearl plant print I created using standalone strings of pearls (I had painted several) and then overlaying them in Photoshop.

If you paint yourself, you will see that these are **very quick paintings**, no exceptional skills, not a detailed botanical. Simple, honest ideas of what I liked and what was in front of me.

I'm showing you these because I want everyone to see that there are buyers for any artwork, regardless of skills and aesthetic

QUICK TIPS

There are now lots of ways to research Etsy to see what is selling BEFORE you start work. I was lucky and happened to create something which was in demand at the time. If you have no particular style and just like to paint, then go for it. Otherwise, it might be best to start researching first.



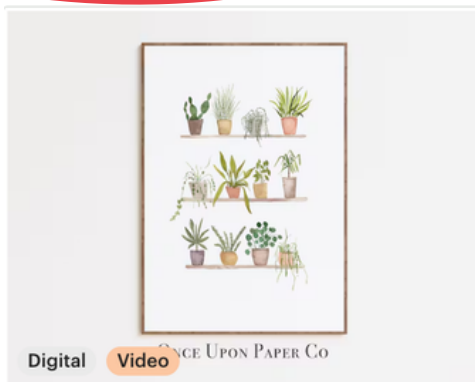
Watercolor Flower Paintings, Set of th...
 ID ETSY 352
 989 in stock
 \$8.00

LAST 30 DAYS

1 visit | 1 favorite

ALL TIME

91 sales | \$1,127.00 revenue



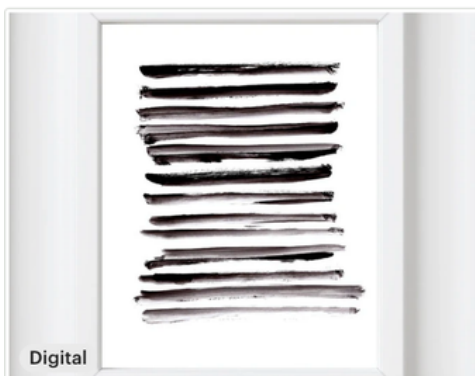
Watercolor House Plant Print: Cactus ...
 ID ETSY 294
 984 in stock
 \$6.00

LAST 30 DAYS

36 visits | 2 favorites

ALL TIME

192 sales | \$1,038.40 revenue



Minimalist print, Wall art, Modern art, ...
 920 in stock
 £1.50

LAST 30 DAYS

0 visits | 0 favourites

ALL TIME

145 sales | £697.50 revenue

There is a collection I did finding my Style, I love the colors and the matching styles here. These are a set of 3 prints. Notice the price is only \$8

No one asked me to paint them, I just went with it.

On the other hand....

I painted this because a customer **contacted me** looking for art with cactus plants on a shelf.

I split the shelves off and created 3 more prints from the same image.

If a customer asks you for something, it's because **they can't find it**. If you can, jump in and give them what they want.

Anything is possible

I had a new water brush in the post. You know, those plastic fill with water brushes.

I was trying this out with black ink on paper and thought, why not put this for sale. This one make almost £700 and a similar one did the same.

Honestly, you just cannot predict what people want.

 Digital Video Blue Leaf Art Print: Abstract Botanical... 999 in stock \$6.00 LAST 30 DAYS 0 visits 0 favorites ALL TIME 16 sales \$87.20 revenue	 Digital ONCE UPON PAPER CO Large Indigo print of fern abstract in ... 999 in stock \$6.00 LAST 30 DAYS 0 visits 0 favorites ALL TIME 13 sales \$73.20 revenue	 Digital ONCE UPON PAPER CO Blue Fern Watercolor Print: Botanical ... 996 in stock \$6.00 LAST 30 DAYS 1 visit 0 favorites ALL TIME 12 sales \$69.50 revenue
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I sprayed some fern leaves I picked with a plant mist spray bottle filled with diluted blue paint. (On the kitchen table, amongst the pots and chopped vegetables)

Honestly, I put these up only because I had not posted in a while on Etsy and since the image goes edge to edge, I know it wouldn’t take me long to scan and get them for sale. (Edge to edge means the painting covers the whole paper, not just a section in the middle)

And ... who knew, people actually bought them.

You can duplicate the listing and make it slightly different – but it’s much better to sell matching items in bundles.

Listing	Views	Favorites	Orders	Revenue
 <u>Tropical Leaf Watercolor Print Set: Green Jungle Foliage (Digital Download)</u> Active	82,156	8,967	1,279	\$10.0K
 <u>Watercolor Pearl Plant Print: Botanical Hanging Wall Art (Digital Download)</u> Active	78,416	8,663	1,046	\$3,874
 <u>Watercolor Monstera Leaf Print: Tropical Botanical Wall Art (Digital Download, Multiple Sizes Available)</u> Active	25,960	2,116	364	\$1,282

What is the best way to nudge your buyer into a purchase?

Reviews.....

Nothing will propel your shop better than reviews following a sale.

Your golden ticket.... Reviews. They give you 3 things

Increase your shops visibility.

Build trust with your buyer.

Shape your brand and reputation. I have hundreds of these reviews, all working hard for my shop. Since they serve to 'nudge' a buyer into purchasing.

Remember to follow up with your purchaser, even if it's just a quick one liner.

"Hey, I hope you enjoyed your print – Please consider leaving a review as they help my little shop grow. (link to leave a review)"



Outstanding art and perfect quality. It printed beautifully and I had no problem retrieving the files.



They look lovely, thank you for providing the different sizes for printing. Instant delivery.



This print is darling! I'll be printing and framing it to add to a gallery wall, but initially purchased it to craft thank you tags for baby shower favors. It was the perfect artwork to go with the plant theme!



Great quality prints.



What a fun trio!! They are simply gorgeous and I am so glad I have them!!



The prints were so easy to get ordered! They are beautiful on my walls!



Super nice prints that will surely find a great place!

See in original language



Amazing print! Good instructions and easy to print. Would highly recommend and would purchase from here again



★ 5.0 (752)

After reading these, your buyer will be super happy they found your shop.

Q. & A.

Q. HOW DO YOU COME UP WITH IDEAS FOR PRINTS?

A. I usually paint what I fancy, maybe from a magazine or even photos from everyday. Do what you love, but hot selling items are always dictated by what the buyers are looking for. Tempting though it is to copy a 'best selling' item, in the long run, you are attending some one else's party,

In the bonus section : I will show you how I find best sellers and you can too.

Q. WHAT ABOUT SOMEONE STEALING YOUR ARTWORK?

A. In the age of Ai everything on the internet is fair game. You can of course keep it to yourself, but selling digital prints means you can not be too precious of your artwork. (Yes, we all have a box of artwork, sometimes piles of it, stacked up, but where you see error, buyers see individuality) I'm not suggesting you accept it, only that if you don't share, no one will see you.

I feel it is better to sell 1000 prints at \$5, than to sell 20 at \$40 My journey into painting isn't over, so I like the idea of creating more art with my time, than worrying if someone is going to steal it.

Yes, I've had my art placed on all the big platforms for sale, Amazon, Temu, AliExpress, without my permission. But, it would still happen even if I sold it for thousands, because as soon as you post it on any platform, Ai will find it, copy it, make it worse, make it better.

Q. DO YOUR PAINTINGS HAVE TO BE ORIGINAL?

A. This PDF is to help you sell your own artwork. If you wish to sell other peoples artwork, you can only do so if they are in the Public Domain, or you have permission.

*You can find a copy of the most helpful [*Public Domain products here](#). Everything from art to music, books and text. Inside you will find links to all the larger art world sites which allow resell.*

Q. SHOULD I SELL MY ORIGINAL ARTWORK?

A. My advice is to get over the basics here with this guide and then decide. If you are painting 4 pieces a day, well, it would make sense to sell the originals. But not before you have take a high resolution photo or tiff of your work.

You want to be able to profit from it later on again and again.
Selling originals is something I am starting to do – more on that later.

Q.WHY ETSY IS THE PERFECT PLACE TO START

A. If you're new to selling, Etsy takes away a lot of the complex parts.

- It already has built in traffic and millions of buyers searching every day.
- You don't need to worry about websites or payment processors.

Once your listing is live, Etsy automatically handles file delivery. (this wasn't always the case, but now Etsy allows you to send 5 x files up to 20mb each. Thats a whopping 100mb

Q. WHY NOT JUST SELL ORIGINAL PRINTS?

A. You can sell your original artwork on Etsy and other places, but if you can find one buyer, then you can find many.

I live in the UK now, but have lived in Asia and the post just wasn't reliable enough to sell anything I had to package myself.

Q. WHAT IF MY ART ISN'T GOOD ENOUGH?

A. Most successful shops aren't selling fine art masterpieces, they're selling simple, stylish, on-trend designs that people want for their homes.

Your customer isn't comparing you to famous artists. They want something pretty for their wall that makes their space feel more personal.

Your colours, your style, your vibe is what makes people click "Add to basket." – if you search Instagram for popular artists, they are selling their artwork because it was made by someone they know and love.

Q.WHY DIGITAL PRINTS SELL SO WELL

A.People want instant results, flexible décor, and low-cost ways to refresh their spaces.

Digital prints tick all those boxes.

They offer instant gratification, sustainability, affordability, and global reach. You're not just creating art, you're giving people an easy, affordable way to make their homes beautiful.

What is a Digital Print?

Let's start with the basics, because the more you understand what you're selling, the easier everything else becomes.

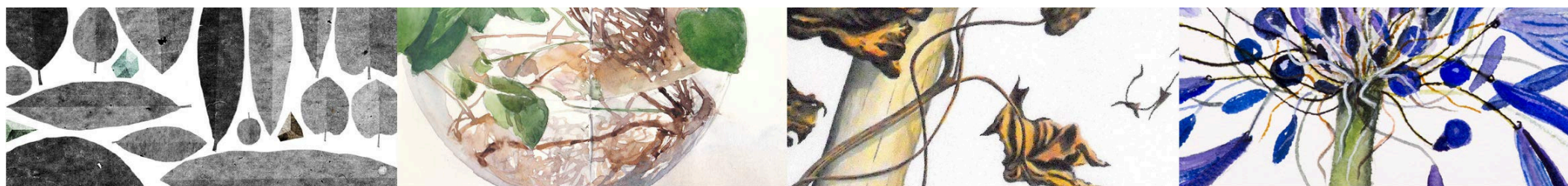
When I first discovered that people were buying digital prints online, I couldn't believe it. Who would pay for a file they had to print themselves?

It turns out that many people are willing.

Digital wall art is now one of the most popular categories on Etsy. Buyers love it because it's instant, affordable, and customisable. They can print at home, through an online printer, or even on canvas if they want something larger.

You can also reach a world wide audience since there is nothing to post. Having your art used in multiple places such as hotels, film sets and books is far easier if you have a digital copy to hand.

Here is my work in a book – the author asked me and because I had a digital copy, it only took a few minutes to sign the paperwork and send the file.



Just Draw Botanicals

BEAUTIFUL BOTANICAL ART, CONTEMPORARY ARTISTS, MODERN MATERIALS

HELEN BIRCH



WHAT IS A DIGITAL PRINT?

A digital print is simply a high-quality digital file (usually a JPEG or PDF) that your customer downloads after making a purchase.

I only provide JPGs of my artwork – in 300dpi and RGB. If this doesn't make any sense to you, don't worry, I'll come to that later.

FINDING YOUR ART NICHE

You can't be everything to everyone and you don't need to be.

The secret to a successful Etsy shop is creating a consistent look and feel that makes someone stop scrolling and think, "I love her style."

I think one of the reasons my shop was so successful to begin with was because I only sold mainly green leaf prints done in the same style so they could match.

I've seen so many shops, especially with AI creation that have a number of styles, colours, aesthetics. This is fine, but the **most successful** ones look as though each print matches all of the hundreds of others.

You can try it both ways, but you will always find one style sells better than another style.

The last thing you want is a shop selling your pretty artwork alongside another listing for a very different style, or worse, a vintage teacup and saucer you found in the thrift shop. Believe me, it does happen.

QUICK TIPS

My style is watercolour, loose and often green. I've added some flower paintings, but many customers still message me asking for a print which matches this green or that style. They want matching items, so painting a 'series' is going to work best.

WHAT IS A NICHE

Your niche is your theme, the subject or mood that connects your work together.

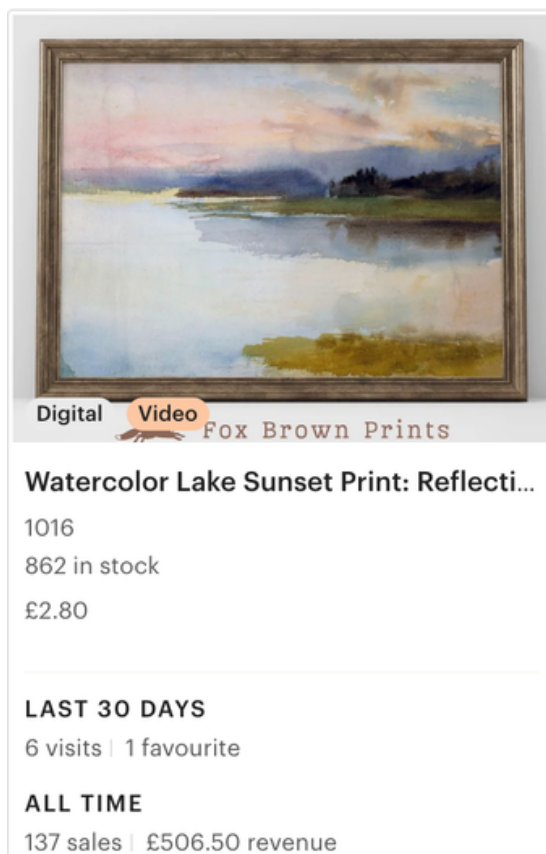
It might be:

- Minimalist line art
- Boho florals and quotes
- Modern nursery prints
- Watercolour coastal scenes
- Abstract colour washes

When someone visits your shop, you want it to feel like a small, beautifully curated gallery.

Why a Niche Matters

When you focus on one theme or style, your listings appear cohesive, curated and individual. Customers often purchase multiple prints, and you become recognised for a specific aspect.



This print uses Public Domain art.

I downloaded it from a reputable site. Created the sizes in Photoshop but I uploaded it to a new shop [here](#), selling Public Domain artwork.

I *could* put this in my watercolour print shop, but it would look a little surprising and probably lessen my branding authority. It still made £500 so that more than makes up for it.

THE NICHE SWEET SPOT

Mini Exercise: Art Niche Finder

1. The subjects I most enjoy painting or designing are: _____
2. When people see my art, they usually say it feels: _____
3. If my art were in a shop, the display would look like: _____
4. My ideal buyer is someone who: _____
5. The colours or textures I use most are: _____

Read it back and notice repeating themes, these are your clues.

Real Talk

Since you purchased this PDF, I'm assuming you are already creating art. You probably have several completed works ready to go. You may already have been painting for a number of years and know your style, what you like and who you wish to sell to.

But –

Don't worry if you haven't discovered your niche yet. Most Etsy sellers refine it as they go.

Start with what feels good, see what sells, and evolve naturally. Art is pleasure for many of us, this is why when I tried custom artwork, it felt too much like a job. Not enough of a feel good factor for me.



Your perfect niche sits where these three overlap: what you love, what sells, and what you can produce easily. If you love painting wildflowers, they're trending, and you can create them consistently, that's your sweet spot.

Digitising Your Art

Now for the practical bit

Turning your artwork into sellable digital files.

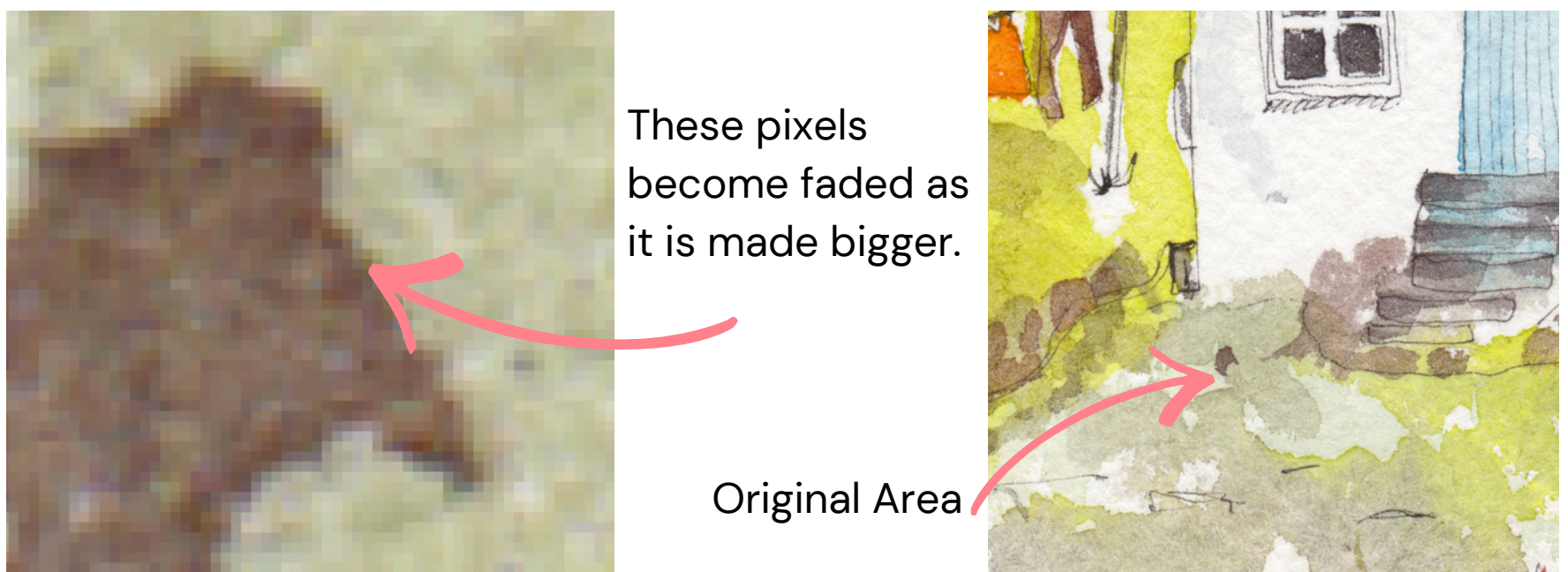
The first thing we need to understand is this process takes your physical artwork and transfers it to digital. E.g. on the computer.

When we do this, we are creating a Digital Rasterised image. A rasterised image is created by combining a number of teeny tiny squares together in order to show the image.

What is DPI and PPI?

DPI stands for Dots per square inch. Your printer works with ink Dots when it places the color on the paper when printing. It uses ink spots to make up the image.

If a print is 300dpi, this means the print has 300 dots per square inch.



PPI & DPI

PPI stands for Pixels per square inch. Your computer will look at pixels per inch because these are very teeny tiny squares on your computer.

A 2 dimensional image on your computer can be made bigger as the computer fills in those missing squares with more color.

This image can be scaled up and down without losing any of the quality. Since the Pixels are filled in automatically.



The Affinity logo
can be made
bigger without
losing quality

When we are working with a watercolor painting for example, the computer can not simply fill in those teeny tiny squares, (*although Ai can do a great job now*) which is why we scan in at the highest we can to give it more color, therefore when make it bigger it will keep more of the original colors. Otherwise when we make it larger it will become faded and lose its color.

This is why it's important to use the correct terms. DPI and PPI.



If I make this apple super big, it's
going to become faded since the
little tiny dots of color will stretch
further and further.



If I make this leaf bigger,
the computer can fill in the
missing squares needed.
Since the color is solid.



Original image is A4 – but you can see the left how big it will go without losing the contrast or colours.

This is because when I scanned in the leaf I made sure it had a very high DPI E.g 600

I've even had customers use them to create wall paper in the changing rooms of a shop and at the back of the desk.

Below is a leaf made with pixels. This can be upscaled much larger because the gaps created are filled with the colour. Not enlarged.



As we are dealing with watercolour art work – we will work in **Dots Per Square inch**. These can not be scaled up without losing the quality, For example if your artwork has only **72dpi**, you cannot scale this to a larger size since you will end up creating blank areas which can not be filled. Resulting in a Faded print, lacking color. *(There is always the option to use Ai to fill these blocks in, but Ai usage is not something we will cover here.)*

This is why we always want to scan our artwork at the largest size possible to give us the most flexibility of scaling up.

I scan my art work in at 600dpi. This means I can print an image A4 size and scale it up to a larger 75cm without losing much detail.

Scaling up prints and the resulting quality depend a lot on the printer quality and the paper and inks used.

I only deliver the product at 300DPI to my customers which is the industry standard.

You will find that some customers will not, or can not download their purchase. If you attempt to send it via email, it will lose quality.

**QUICK
TIPS**

I use something called WeTransfer. It's free and easy to use and will provide a link to the customer to download large files. It does have some limitations, but when you get stuck with a customer and you are out walking the dog, this works every time and is easy to set up.



scan.tiff
TIFF image - 15.3 MB

Information		Show More
Created	Thursday, 15 July 2021 at 06:40	
Modified	Thursday, 15 July 2021 at 06:40	
Last opened	Thursday, 15 July 2021 at 06:40	
Content created	Thursday, 15 July 2021 at 06:40	
Dimensions	2480×3508	
Resolution	300×300	

Both of these paintings are original and the same size.

You can see I scanned them in at different resolutions.

Look at the Dimensions

The calculation of $2480 / 300$ (i.e. The resolution at the bottom) indicates that this piece measures 8.2 inches x 11.6 inches.



ID ETSY 313.tiff
TIFF image - 70.3 MB

Information		Show More
Created	Monday, 31 August 2020 at 10:24	
Modified	Monday, 31 August 2020 at 10:25	
Last opened	Wednesday, 2 September 2020 at 01:28	
Content created	Monday, 31 August 2020 at 10:24	
Dimensions	4961×7016	
Resolution	600×600	

Calculating $4961 / 600$ (as you can see the resolution is much higher at 600dpi) shows that this piece also measures 8.2 inches. However, the quality is high enough that I can effectively double the size to 16 inches without going below the standard 300dpi required.

The size is much bigger at 70mb in tiff format

TURNING PHYSICAL INTO DIGITAL

1

CLEANING ARTWORK

2

SCAN OR PHOTOGRAPH

3

ORGANISE AND NAME FILES

4

CLEAN AND EDIT

5

WHAT SIZE SHOULD I MAKE MY FILES

6

SIZING SHEET

Where do I start?

Before selling your artwork – you need to decide if it is worth removing the background and adding your leaf to a white page. Some sellers (myself included) remove the background from their work and then place the isolated painting onto different sized prints.

If you work in a full piece of paper and create for example a landscape, you will not need to remove the background as the image fills the paper.



This is going to be much easier to work with



Than this –

Since you will need to clean up the edges and the paint is watery. Making it harder to keep the edges tight



You can see you will need to 'cut out' these leaves and add them to your print each time.

WHAT DO I NEED?

As I said previously I use a scanner to get my artwork into the computer to work with.

*The scanner I use is a *Lide Cannon.

Ensure that your scanner can scan in a **minimum of 600dpi** the more the better **AND** has a large enough bed to fit your paintings. i.e. I usually paint at A4 in it's largest size, but you may be different. (you can scan at 300dpi, but this is the minimum, so you won't have any wiggle room on the file size)

If you work at a much larger sized paper then inevitably you will need to 'stitch' your work together in Photoshop. I won't be covering this here as most people don't have access to Photoshop but there is a tutorial online here

Ok- if you have not scanner and don't wish to invest in one, the next best thing is the public library. They often have printers with flatbeds you can use for free. Just make sure you are scanning at the highest resolution and you don't email it. Since emailing will degrade the quality. If you can use save to files option on your phone this is better.



DO I NEED A PROGRAM?

As I said in the beginning – I use **Canva Pro**. This is a paid service, but includes access to Affinity.

I used to use Photoshop, but wanted to show how you can achieve the same using basic or free tools.

If you don't have Canva Pro – then you can look for an alternative to Affinity online, but be aware, I use Canva Pro for my Etsy listing photos also.

If you don't have Canva Pro – then you can look for an alternative to Affinity online, but be aware, I use Canva Pro for my Etsy listing photos also.

More on that later....



Cleaning Artwork

Step 1: Start with Clean Artwork

Before scanning or photographing, ensure the original piece is tidy and dry. This makes things easier later on. You don't want to spend lots of time cleaning up hairs, pencil marks and smudges if you can avoid it. Work cleanly, use good paper, and keep edges neat to make background removal easier if you need to.

If you work on cold pressed paper the scanner is going to pick up less of the background since the paper is smoother. Whilst working on rough watercolor paper will mean that your white background and painting is going to pick up the texture off the paper.



QUICK TIPS

Write a number on the back of your artwork. This can start with 101,102,103 etc and a word related to your art. Fields, Landscape, Eucalyptus, etc. This will help you later on to locate everything.

Clean the glass of your scanner before you start. :)

Step 2: Scan or Photograph

I always use a scanner – Check which resolution it will scan in at before you purchase.

It doesn't matter if you use Photoshop, Affinity or Canva to edit your files, they all require a scanner.

You can also photograph your artwork, but only if you have the skills needed to get a good clean photograph. Usually, this requires a large expensive camera.

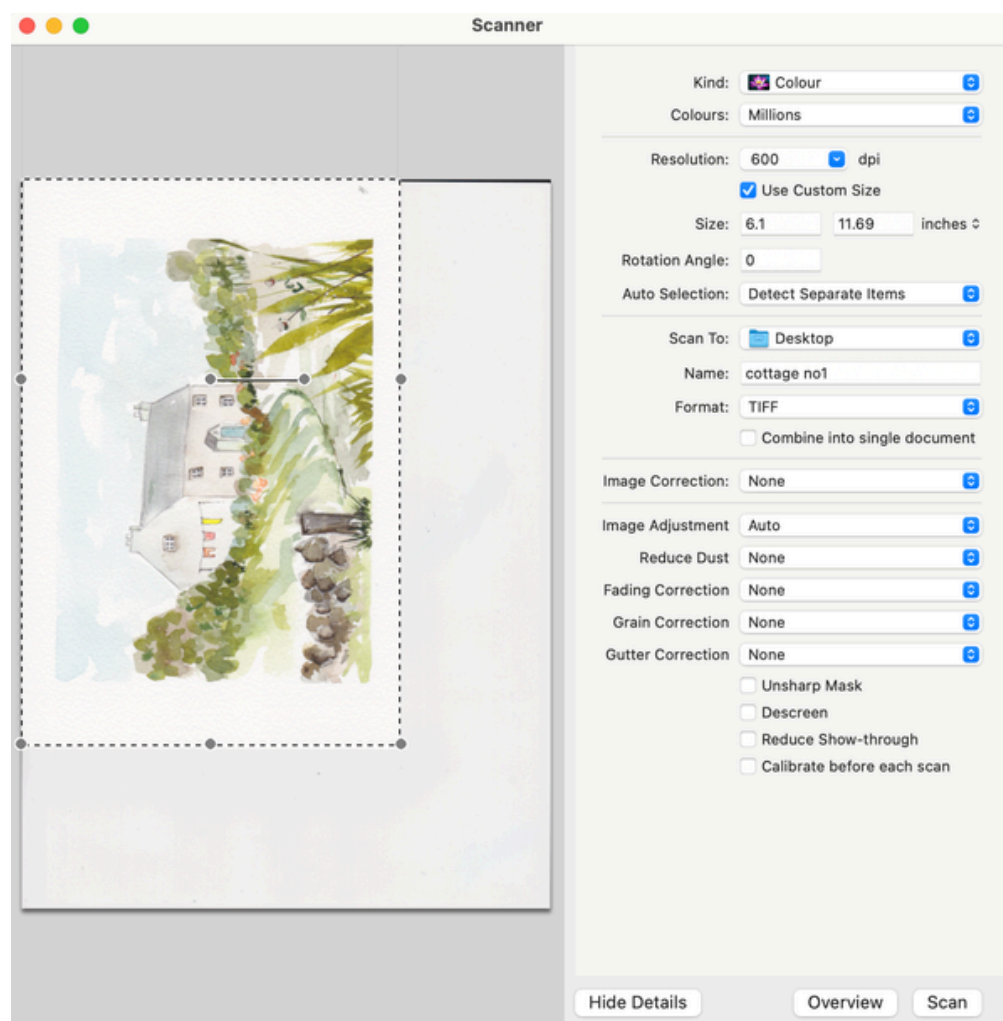
I've not tried it on the Iphone – but I'm sure the latest ones deliver a good quality photograph. But remember, you may need to do more work to the file and require Photoshop or Affinity to achieve your desired results.

Getting the light right can be tricky, but if this is all you have today, go with it, nail down your process and keep tweaking.

I always scan as a TIFF file since I want my image to be high quality and this is a lossless image, no file compression. As much detail as possible is captured.

Scanner settings:

- 600 dpi
- TIFF format
- RGB colour



Don't be surprised if it takes a few times to get it right. Once you work out how to use your scanner, it becomes much easier to keep your limitations in mind even when you are painting. If you keep your work to the size of your scanner, it's faster and more efficient to get a good clean scan.

If you can only take a photo today, that's fine.

- Use bright, even light and no shadows.
- Highest resolution on your camera or phone.
- Crop tightly and straighten.
- Don't forget to brighten your image also.

For this one below – it's a little warped – which you wouldn't need to deal with if you use a scanner.



QUICK TIPS

Keep your work to the size of your scanner for ease of work. You might also find it helpful to put a couple of books or something a little heavier on the scanner to ensure your painting is in direct contact with the glass. Otherwise you may see some dark patches where the light has got into the scanner. (This is especially important if your paper has buckled or has some dents you can't see)

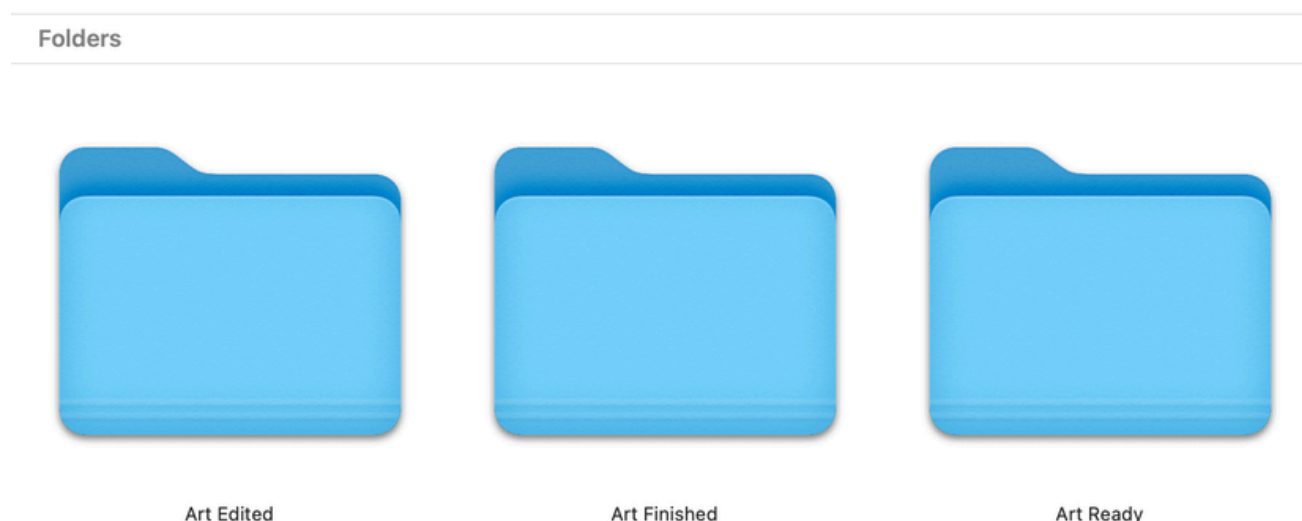
Step 3: Organise and Naming files

Create the following folders on your computer –

Art Ready – This file contains all the Tiff exports ready to start using

Art Edited – This file contains all the files you have created with edited images

Art Finished – This file contains folders with everything you have created for your listings. Inside of here I like to keep one file for each image with the name.



Use clear names and folders so you can find everything later.

Example:

I keep my files in the following format.

ID EUCALYPTUS XXX 4X5 RATIO
ID EUCALYPTUS XXX 3X4 RATIO
ID EUCALYPTUS XXX 2X3 RATIO
ID EUCALYPTUS XXX 1X1 RATIO
ID EUCALYPTUS XXX 11X14 RATIO
ID EUCALYPTUS XXX Paper RATIO



ID ETSY 31001_4x5_ratio.jpg
ID ETSY 31002_3x4_ratio.jpg
ID ETSY 31003_2x3_ratio.jpg
ID ETSY 31004_paper_ratio.jpg
ID ETSY 31005_1x1_ratio.jpg
ID ETSY 31006_11x14in.jpg

As I've just used the Etsy and a number – a customer might say – oh the Eucalyptus one and now I'm stuck looking for files.

I give each one a new number – I write the number in pencil on the back of my print and just use this number throughout the process. This way I can find all the files, either by looking for the number or the keyword at the front.
e.g Eucalyptus

Step 4: Clean and Edit

Use Photoshop, Affinity Photo, or Canva Pro.

Over the following pages we will :

Import our art into Affinity from the scanner, clean up the artwork and resize it to the file sizes needed to sell.

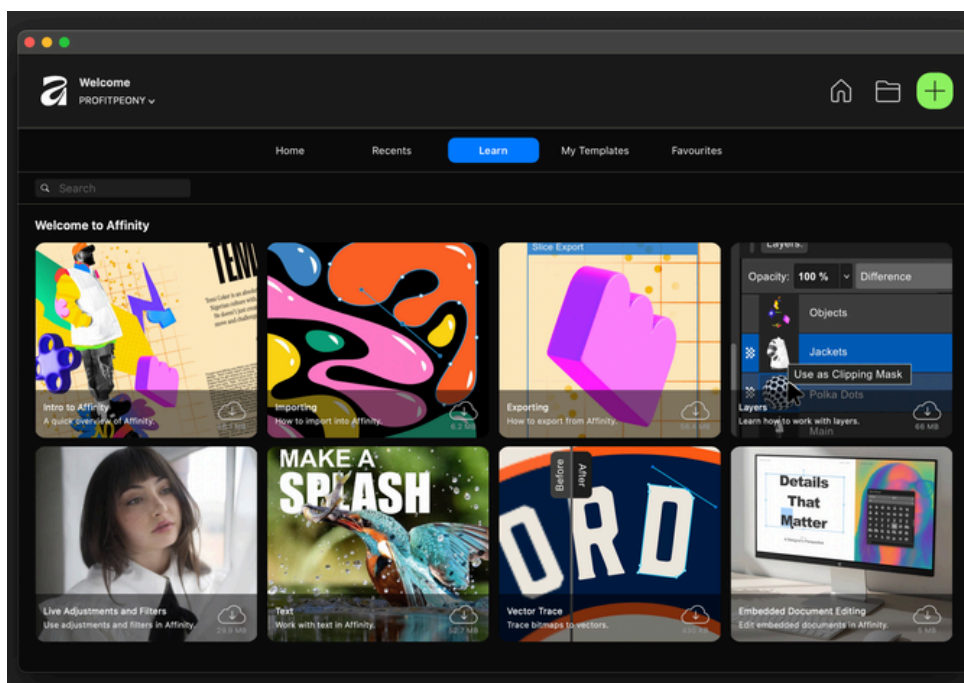
If you just using your mobile to take an image – you will need to get that image into your computer to edit.

On the next few pages I've provided links to videos which explain how I create 6 files for each Etsy listing.

Note : If you have Canva Pro, this is a paid product, but it does give you access to Affinity which is worth the cost. Affinity is not Photoshop and I've only started using it myself recently, but it's still pretty powerful and will deliver everything you need when starting out.

To use Affinity Log onto your Canva Pro account and follow the instructions to instal on your computer.

[Instructions on installing Affinity to your computer!](#)



Applications



Affinity

Step 5: What size should I make my Files?

I use 6 file formats.

Your artwork needs to suit different frame sizes. Offering multiple sizes increases sales.

These formats essentially cover the majority of print sizes. They include both UK and USA regular paper sizes.

So how does this all work?

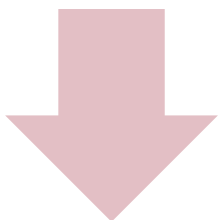
If your artwork is 5x7 inches, In order for it to be 300dpi, (which is the minimum you should print at) then it has to have $300 \times 5 = 1500\text{px}$ and $300 \times 7 = 2100\text{px}$. You must know the size and resolution to work this out.



You will find that the size of your scanner is the limiting factor for many artists who scan artwork.

There is an option in Photoshop which is very powerful and will 'stitch' your scans together automatically.

I'm trying to keep this user friendly – so I won't be covering this inside our instructions here. But if you would like me to – please get in touch.



Below is a guide for you to print :

Note the numbers relate to your file naming and the sizes we used to create them in Affinity.

Here are the sizes I work to. You can see the name, the sizes in Centimetres, Inches and Pixels.

This is the size you need to make in Affinity

This is the size your buyer will need to see so they know which file to use

1

4:5 Ratio

4800x6000 px

16x20 in

40x50 cm

=

Home décor frames

4:5 Ratio – Print me at

40x50 cm

4x5 inches

8x10 inches

16x20 inches

2

3:4 Ratio

5400x7200 px

18x24 in

45x60 cm

=

Posters and prints

3:4 Ratio – Print me at

45x60 cm

30x40 cm

6x8 inches

9x12 inches

12x16 inches

18x24 inches

3

2:3 Ratio

5906x8859 px

19.6x29.5 in

50x75 cm

=

Standard Photo Frames

2:3 Ratio – Print me at

50x75 cm

30x45 cm

4x6 inches

6x9 inches

8x12 inches

10x15 inches

16x24 inches

4

Paper Ratio
4961x7016 px
16.5x23.3 in
42x60 cm

=

IOS Paper size for UK
Paper size – Print me at
A2
A3
A4
A5

5

1:1 Ratio
5906x5906 px
19.6x19.6 in
50x50 cm

=

Gallery walls
1x1 Square File
50cmx50cm – Print me at
10x10 Inches

6

11x14 in
3300x4200 px
11x14 in
28x35 cm

=

11x14 US framing
11x14 In – Print me at
11x14 Inches

I make them this size as it's the largest size I offer in my shop. If a customer wishes to make them even larger, then I advise them to do a test print and monitor the output before spending any money.

CREATING YOUR ART FILES

1

CREATE YOUR ARTBOARDS

2

RENAME YOUR ARTBOARDS

3

IMPORTING AND ADJUSTING COLORS IN OUR ARTWORK

4

PLACING OUR ART ON THE ARTBOARDS.

5

EXPORT YOUR ARTWORK FILES

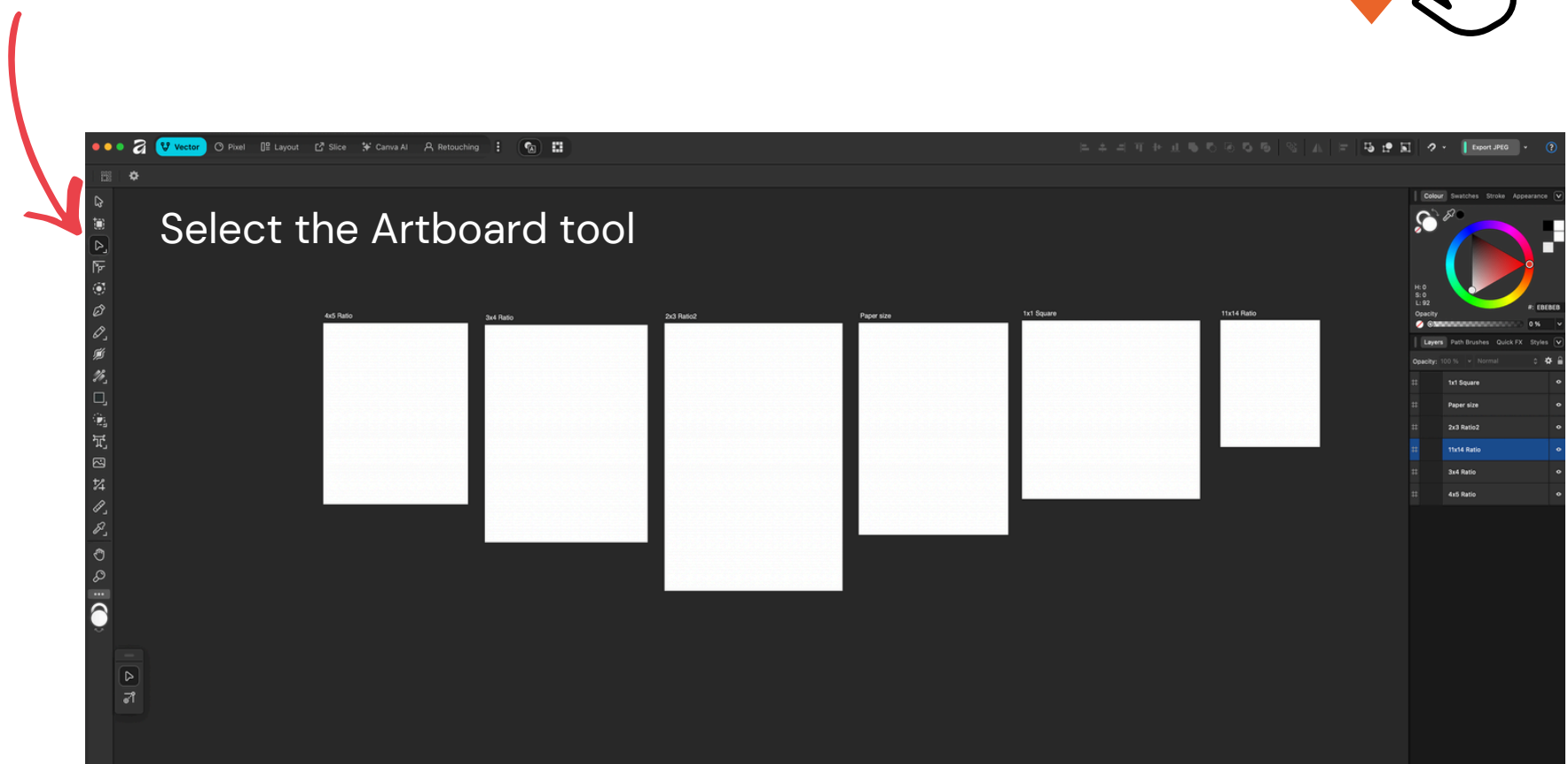
6

EXPORT FILES WITH A WHITE BORDER.

Step 1: Create your Artboards

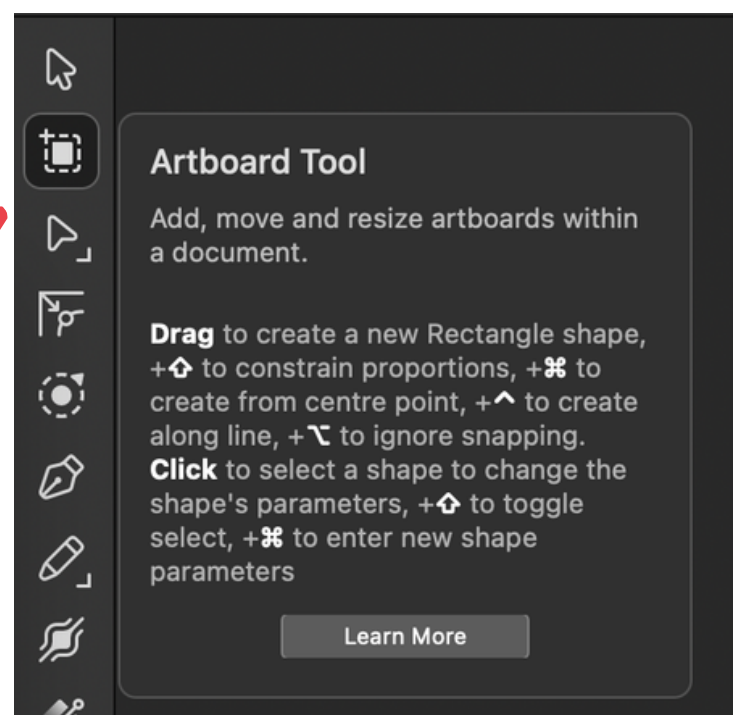
As we want to be as efficient as possible in our file creation, we want to be able to deal with one piece of artwork only one time.

The best way to do this is to create Artboards in specific sizes in Affinity. This will allow us to export all the artwork with one click.



Using the Artboard tool to create a board for each image you will sell.

Create Artboards for each size using the guide on page 36



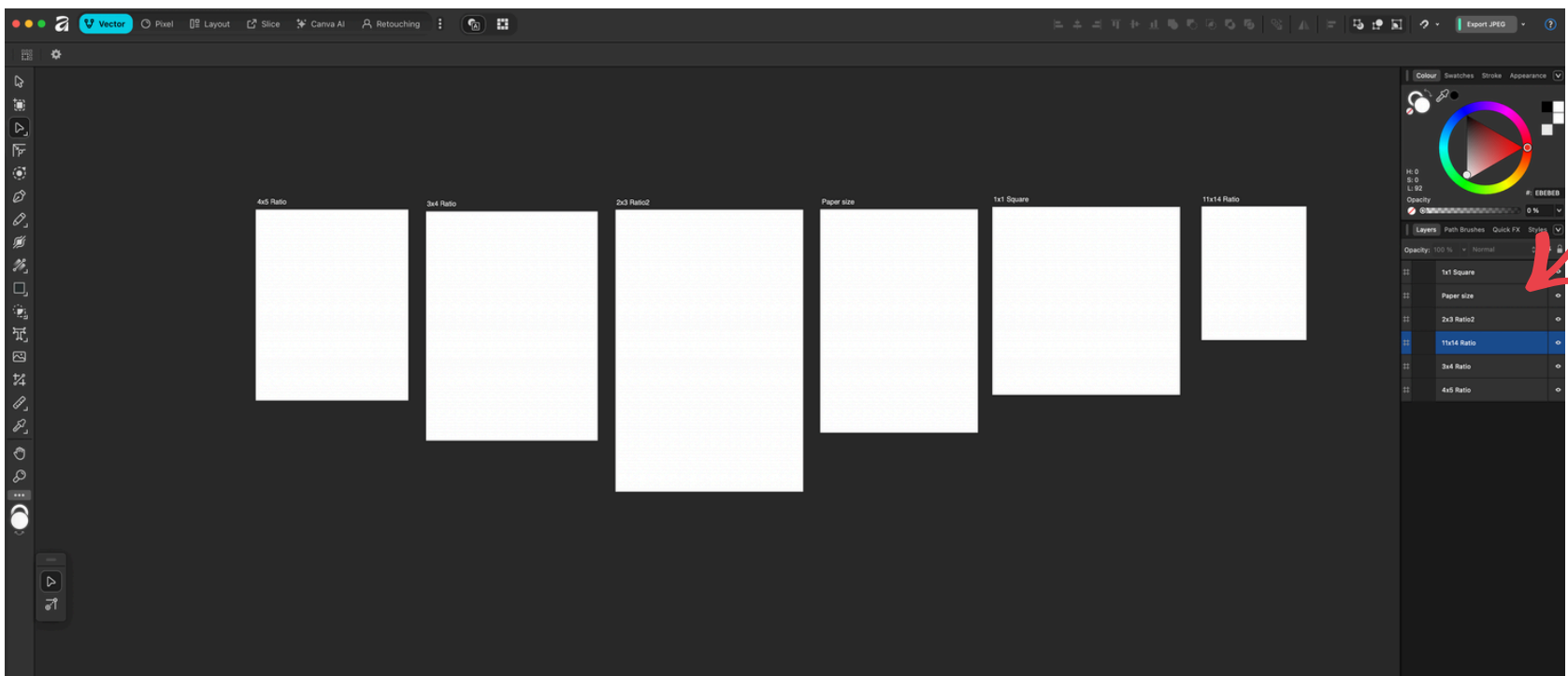
Step 2: Rename your Artboards



As we want our files which we deliver to the customer to be named correctly – it's easier and tidier to manage the names inside Affinity.

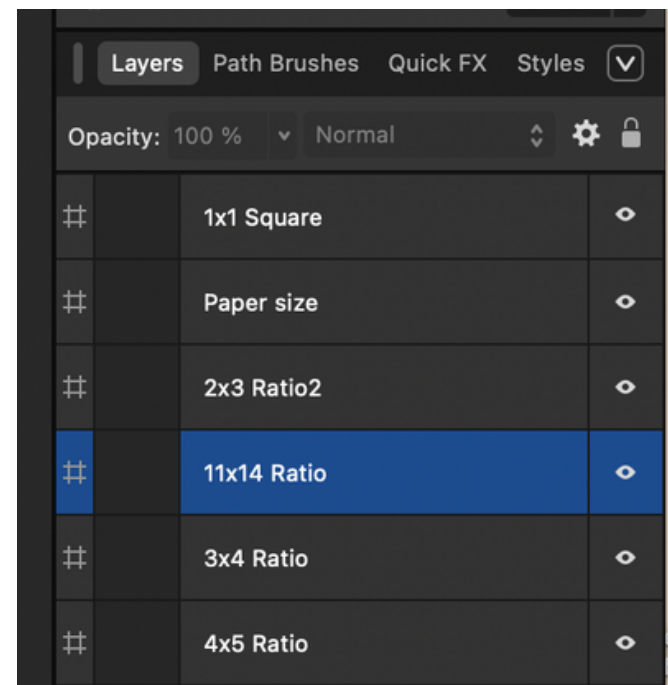
The best way to do this is to change the Artboard names and then when it exports the files, everything will be named correctly.

Select the Artboard from the panel on the right – double click and rename the Artboard to the correct file name.



With the **layers panel** selected – double click on the name and rename it to the Artboard size you made.

Rename the Artboards for each size using the guide on page 37



Step 3: Importing and adjusting colors in our artwork

Now it's time to import and adjust our wonderful artwork.

Previously I mentioned that I paint at no bigger than my flat bed scanner size. This makes it easier to import one artwork piece using a single scan.

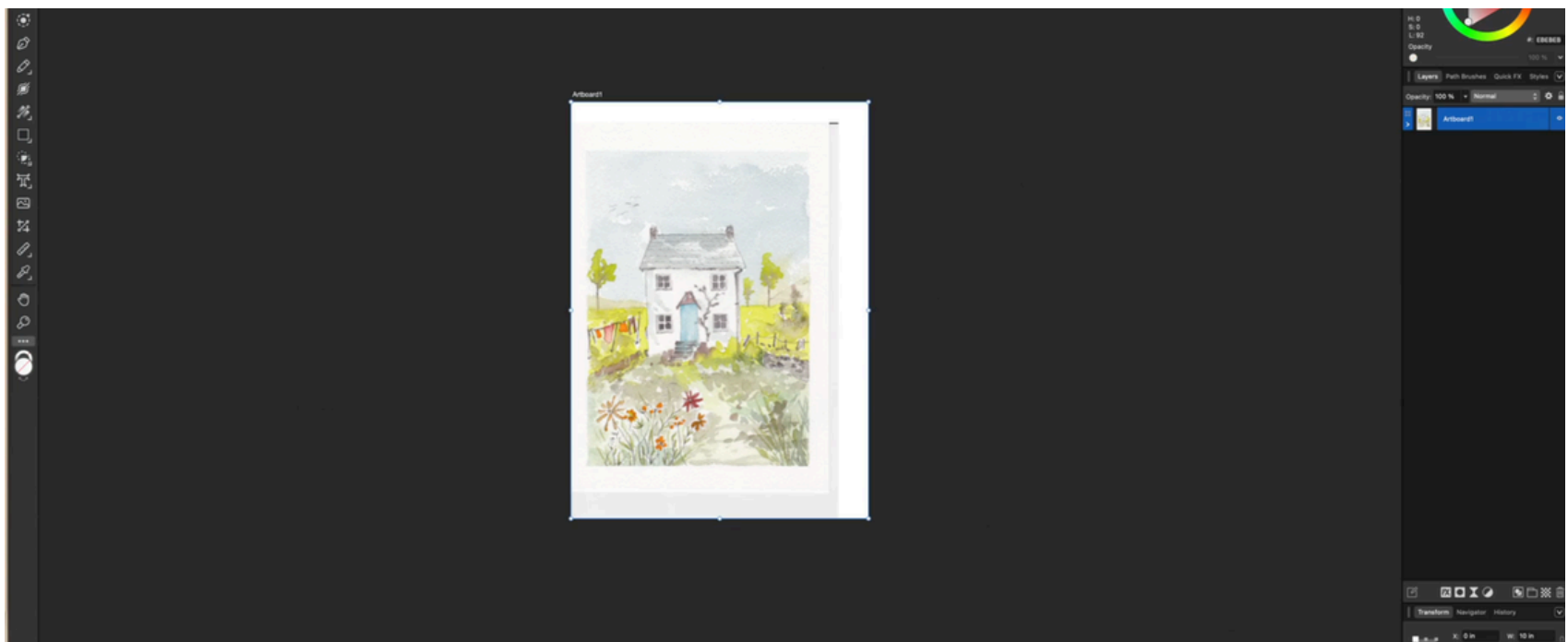
This part can be a lot of trial and error – not because you are doing it incorrectly, but as all our art will be different, some will require more adjustment than others. This depends on how you work, what you like and what appeals to you as a product to sell.

I've had artwork which requires no change and lots that I've redone again and again. It's worth trying different styles with your work, since it's very hard to predict what will appeal.

Import your Tiff file from the desktop onto a new file with the maximum DPI selected. (For the video it's 400 Dpi)

Resize the artboard to double the size of the artwork.

My artwork is 5x7in – so I made an Artboard 10x14in – which is $400 \times 10 = 4000$ Pixels in height, *since we selected 400dpi, not 300dpi*



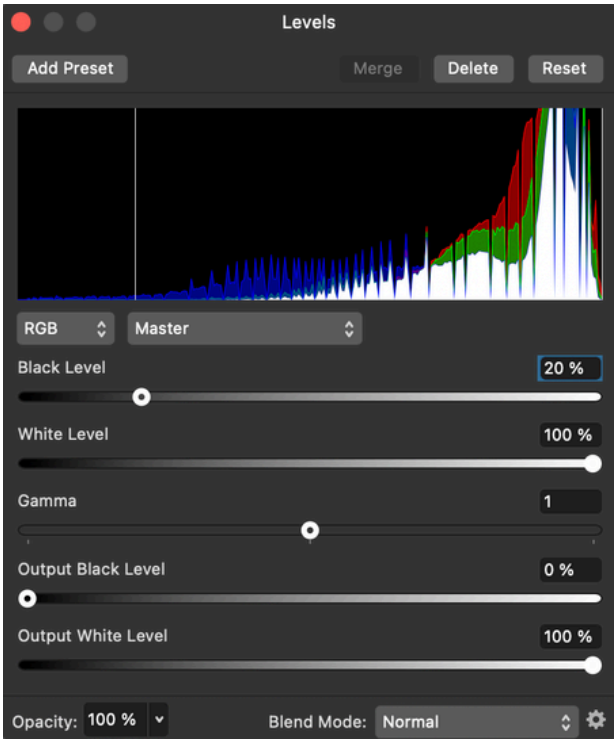
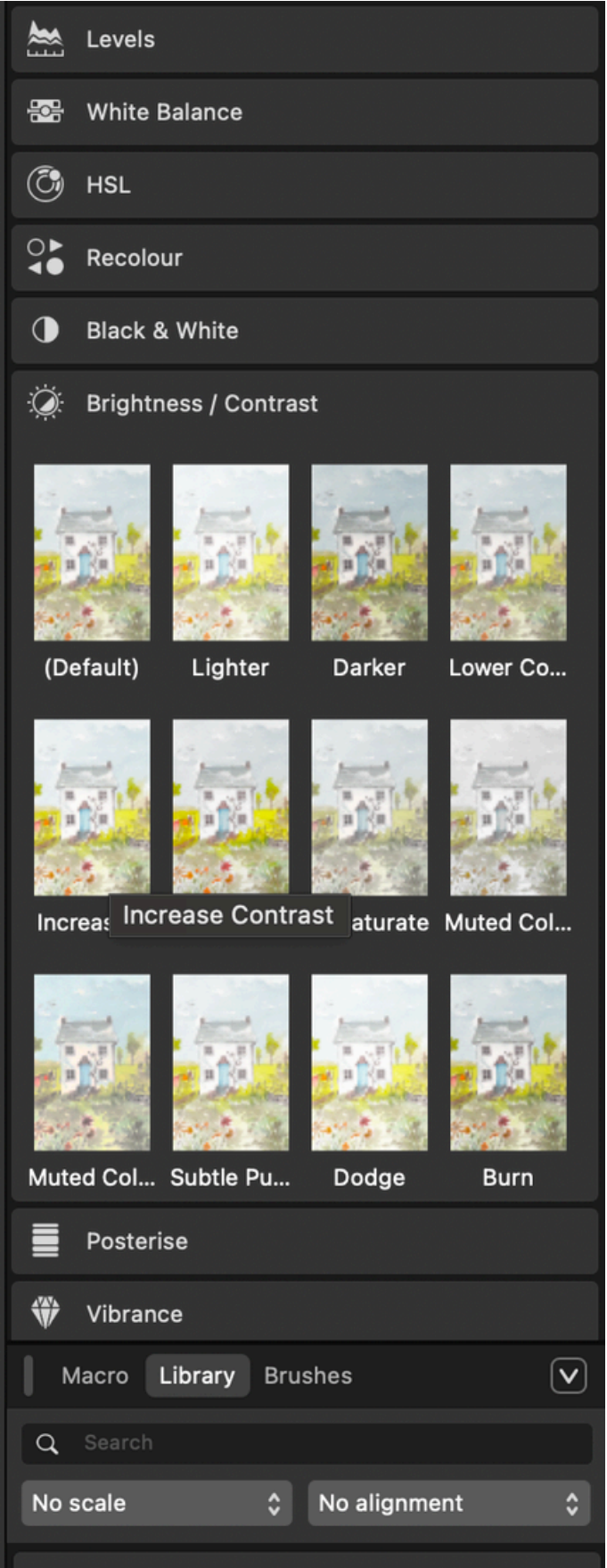
Using the **Retouching option** is how we can change the look of our artwork.



Use the zoom in and out key with 'option' on your keyboard

Adjusting the levels is useful, take some time to play around.

View the video above to help!!



Step 4: Placing our artwork on the Artboards.



Curves.jpg



tiff.tiff



Untitled.jpg



Place your Tiff file or JPG file into your template file using the drag and drop.

Cover each of your Artboards with your artwork, ensuring there are no gaps around the edges and each artwork looks similar.

Some of your artwork will be over the sides of the Artboards and that's ok, because anything over the edges of the Artboard will not export.

You may wish to create several versions of the same artwork. Indeed, I've sold blue copies of a green leaf as well as painterly versions and even copies with names at the bottom for custom orders.

For now, just finish your first design. You can play with colors later as you get used to the platform.



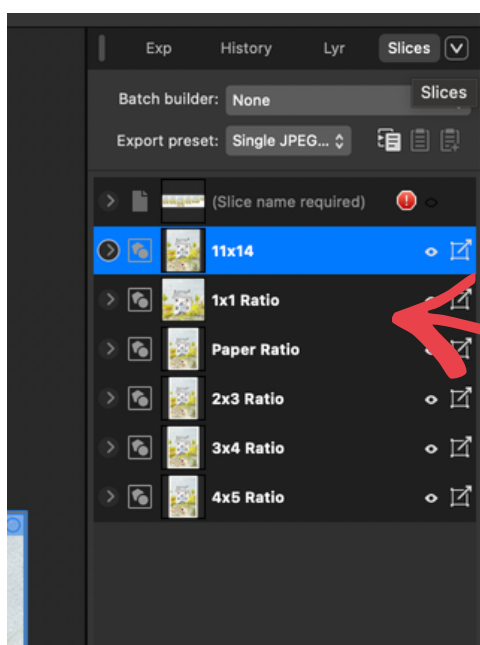
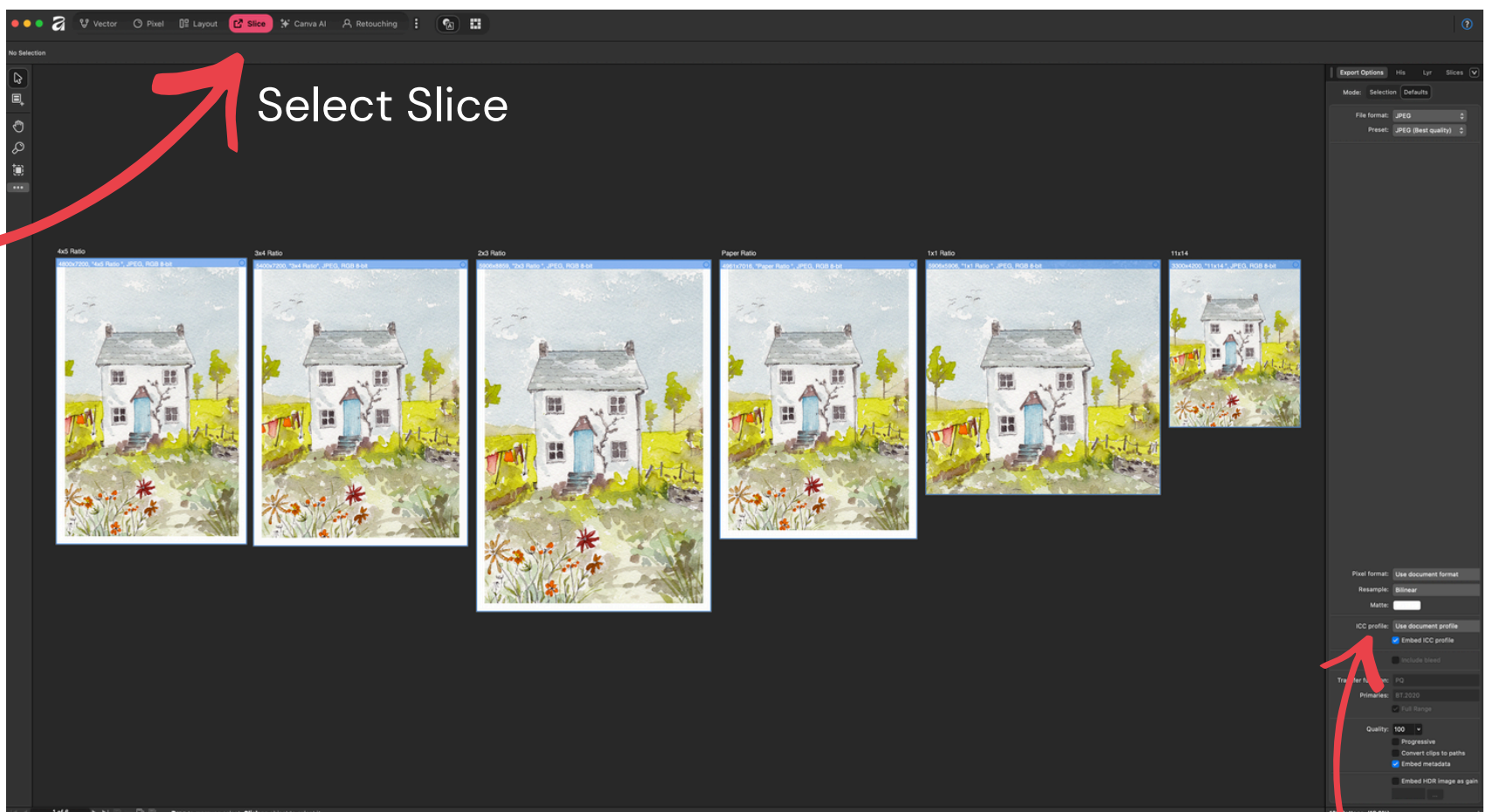
Step 5: Export your artwork files



If you are using Affinity – The easiest way to export is to export all the files at the same time.

Select the **Slice** tool and set up your export options.

Press Export 6 files at the bottom.



Export at 95–100% if your file size is not too big for Etsy. Aim for around 4–10mb if you are producing 6 files

100% is best as your files will be 300dpi.

Highlight all Artboards using the select tool – then export preset all files together

'Each Artboard is a single JPG'

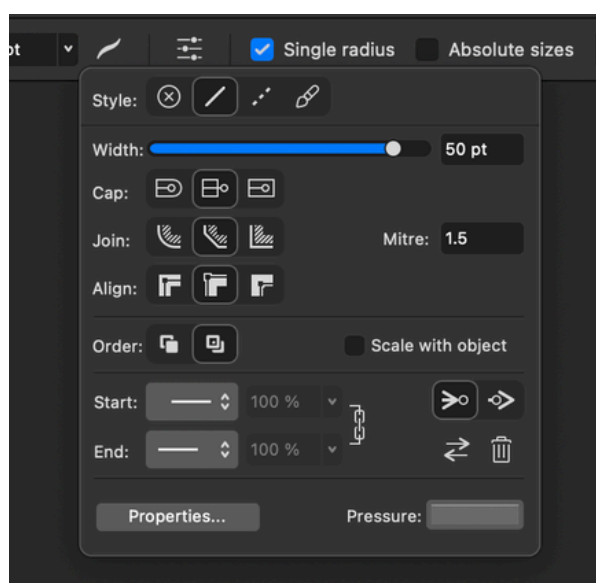
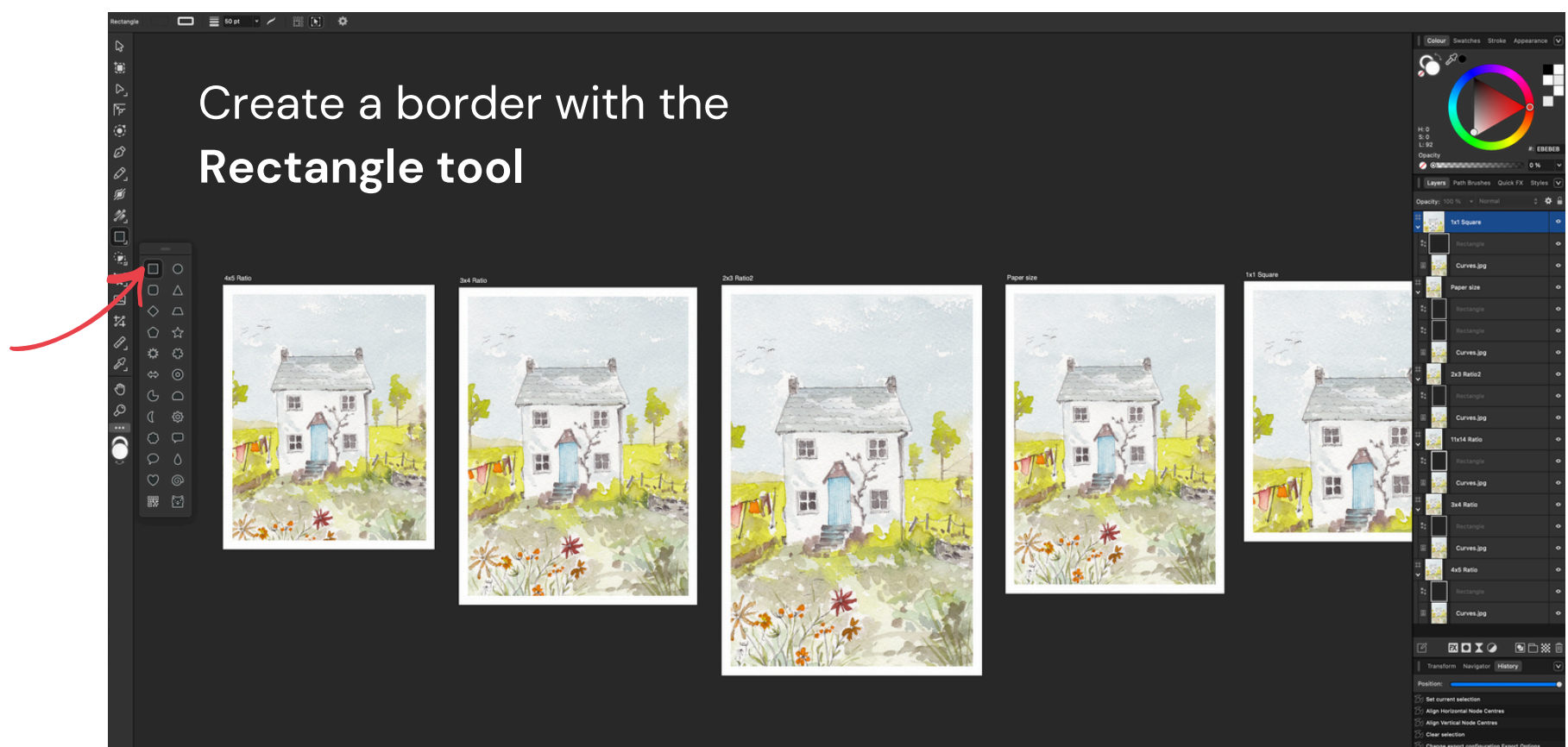
Step 6: Export files with a white border.



Sometimes you may wish to export your artwork with a border included.

The easiest way to achieve this is to create a border using the rectangle tool.

Ensure the centre of your rectangle has no middle by turning the opacity right down.



You can adjust the shape and width of your rectangle using the style tool.

Place the border over the top of your artboard.



Export your 6 slices in the same way as before. Be careful not to overwrite your original export with no border.

You may even want to create much larger borders or even color borders, so this can help you quickly fill up your shop.



This file is 300x300 in resolution.

It's 5907x8859 Pixels –

so $5907 \div 300 = 19.69(20\text{in})$ and $8859 \div 300 = 29.53 (30\text{in})$ (20x30 Inches)

so is therefore 2:3 Ratio

As this file has lots of detail, I turned down the 100% size to 96% to make sure the files would be the correct size for Etsy. You will need trial and error to see how big your files are and what works best for files sizes.

QUICK TIPS

Once you've exported your files, simply check them once to make sure everything is correct. You only need to do this the first time, since you'll reuse the same file template for every product going forward.

Step 7: Renaming your Files

Now you should have your 6 files on your desktop or inside your named file **Art Edited**. If not, go back through the videos above.



It's time to rename your files ready for uploading.

Art Finished				
Back/Forward				
Name	^	Date Modified	Size	Kind
 101 Cottage 1x1 Ratio .jpg		Today at 13:15	6.4 MB	JPEG image
 101 Cottage 2x3 Ratio .jpg		Today at 13:15	9.5 MB	JPEG image
 101 Cottage 3x4 Ratio.jpg		Today at 13:15	7.6 MB	JPEG image
 101 Cottage 4x5 Ratio .jpg		Today at 13:15	6.9 MB	JPEG image
 101 Cottage 11x14 .jpg		Today at 13:15	3.4 MB	JPEG image
 101 Cottage Paper Ratio .jpg		Today at 13:15	7 MB	JPEG image

I use my files names as one individual number – This is the same one you wrote in pencil on the back of the original print. In this example 101 Cottage

We talked about file sizes on page 33 above. Those sizes are the files you will make to ensure the customers are receiving the correct size.

We are now ready with our files to start selling.

But wait – if you wish to sell them on Etsy, you also need to create your listing images as well.

If you already have an Etsy shop keep reading.

START SELLING ON ETSY

1 CREATE YOUR ETSY SHOP

2 CREATE YOUR MOCKUPS

3 ADDING ALT TEXT

4 CREATING MOCKUPS IN AFFINITY

5 ADDING IMAGES TO THE LISTING

6 USING EXTERNAL TOOLS TO IMPROVE YOUR LISTING

7 A NOTE ON TAGS

8 START PROMOTING YOUR SHOP.

9 VIDEO QUICK LINKS

Create your Etsy Shop

Now your prints are ready to meet their buyers.

Step 1: Create Your Etsy Shop

You can use my link and get 40 free listings – (worth \$8) and I receive 40 free listings also. Here is the [link to use](#)

Step-by-step: Open your Etsy shop

1) Create / sign into your Etsy account

- Go to Etsy and sign in (or create an account).
- Use the email you want tied to your business (ideally not a random old one).

2) Start your shop setup

- Click Sell on Etsy → Open your Etsy shop.
- Choose:
 - Shop language
 - Country
 - Currency
- Pick whether you'll sell full-time or part-time (doesn't affect anything major).

3) Choose your shop name

- Etsy shop names:
 - Must be unique
 - 4–20 characters
 - No spaces (Etsy allows no spaces; it appears as words joined)
- Tip: choose something you can also use on Instagram/Pinterest if possible.
- You can change this later if you wish to, so don't worry if you can't find something you like.

4) Create your first listing (you need at least one to open)

You can create it as a draft if you're not ready to publish, but Etsy usually wants you to start building it now. I usually just put a photo on there for my listing and upload and delete the listing straight afterwards.

For each listing:

- Photos: 7–10 images (mockups + closeups + “what you get” slides)
- Title: keyword-rich, readable, not spammy
- Category: pick the closest match (Etsy SEO loves accuracy)

- Type: physical or digital (digital is easiest if you sell printables/templates)
- Digital products will ask you to upload your files, but here you can just upload the image as a file – since you are going to delete this listing anyway.

Description: first 2 lines should sell it (Etsy hides the rest at first)

- Price
- Shipping: only if physical

5) Set up payments (how you'll get paid)

- Etsy will ask for:
 - Bank account (for deposits)
 - ID verification
 - Tax info
- This is the bit that can slow people down, so do it in one go if you can.

6) Set up billing (how Etsy charges you)

- Add a debit/credit card for Etsy fees.
- Common fees you'll see:
 - Listing fee (per listing)
 - Transaction fees (when you sell)
 - Payment processing fees
 - Optional ads (you can turn these off)

7) Set up your shop front properly (don't skip!)

Go to Shop Manager → Edit shop

- Logo + banner (simple + clean is fine)
- Shop announcement (what you sell + who it's for + promise)
- About section (story + why you sell + credibility)
- Shop policies (especially for digital downloads: no refunds after download)
- FAQs (how to download, printing tips, file types, contact help)

*The process for opening an Etsy shop changes periodically, so this is a brief of how to get started

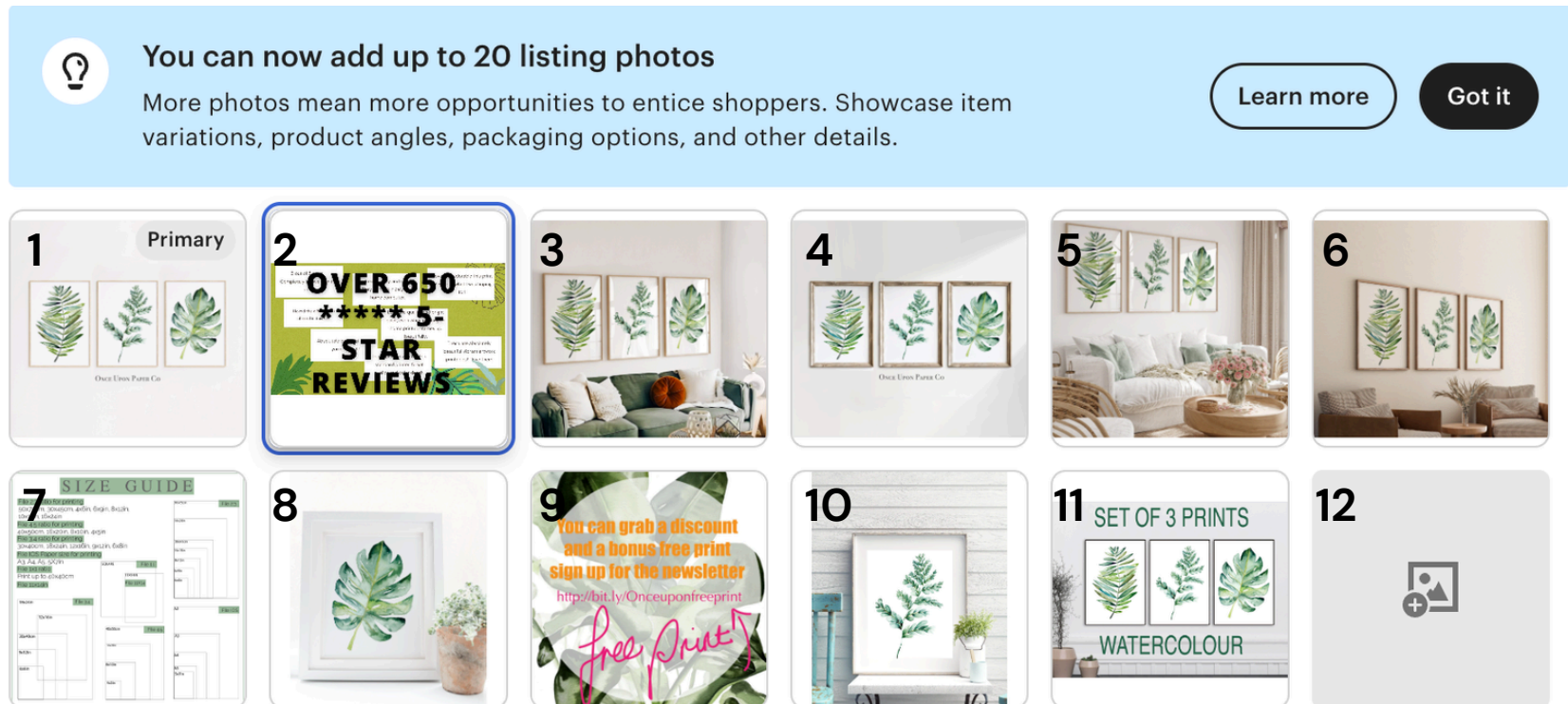
Creating Mockups

Step 2: Create your Mockups

We call them mockups because they show our product in a real life situation. These are what we use for our Etsy listing photos.

- **You do not need to use all 20 image options** – you should use the amount required to tell your buyer so much that they hardly need to read the description. Sometimes 12, often 4–6 images are enough.
- Obviously the basics of clean, bright, intriguing, obvious, showcase, professional looking images will serve you best.
- Etsy right now is showing your images in **both square and rectangle size**. This means your first image needs to covers both options. I.e. it looks good in both square format and rectangle format.
- Your first image needs to be at least **2000px along the shortest side**. So I make mine in 3:4 ratio. **Eg 2250px wide x3000px height**.
- If you can not produce an image which buyers click on, it doesn't matter how hard you work, how good your SEO is, or even how good your product is. You will not sell a damn thing on Etsy search, since buyers only glance at the page, your image needs to get a click.
- If you are really bad at everything above, but you can drive traffic to your listing independently from social media, you will always be able to sell your products. **I saw one seller consistently selling the same single item in her shop as she drove traffic from TikTok**
- It's important that you use Alt tags in your images. As this gives you another layer to SEO.
- If you want to change the images in your shop, it's sometimes not worth redoing everything. Just continue in the new way going forward.

As a special treat in this PDF, I'm going to criticise my own Etsy shop listing photos.



This listing is from 2017. Yes, I've hardly changed it. But here is what I would tell you is wrong if this was your listing.

1. Image 1 is square and will get **cut off in search** if Etsy shows it as a rectangle, it's also probably reduced in search.
2. Image 1 is not big enough and was probably uploaded as 1926x2088px originally
3. Although you can tell what the item is, there is no color pop. It's not going to 'pop' in search
4. Image 3,4,5,6 are just a waste of space. Same thing, different angles.
5. Image 7 is the sizing, not bad, but could be confusing if the buyers just wants to know – will it fit my frame.
6. Image 9 advertising a free print. This is grade A for setting up a way to collect email address, but D in execution. Not branded colors and a bit hard to read in my opinion.
7. Image 9 – pointless.
8. Image 8 ok, but doesn't look very professional.
9. The video (2) is striking and does showcase the reviews. I'm not sure it will encourage people to buy, because at this point they want more information, not a 'nudge' to purchase. This should be a last image if they buyer views all the images, this would be the final 'nudge'.
10. The video should showcase this product, not my shop.

Listing Optimisation

I'm also a member of Alura.io which is a paid product – but does help a lot with listing optimisation.



1. **No focus key word.** E.g. my title does not contain a keyword which is repeated in my description and again in the tags.
2. The images are not optimised for Etsy and fall short of the **required 2000px**. This means my listing will fall short in search or worse be buried in search on page 12.

Below is a screenshot of the Listing Optimisation tool inside Alura. You can see the overall score of 83. But it is clearly pointing to no focus keyword (that's because I haven't used the same term in my Title, Description and Tags).

The screenshot shows the Alura Listing Optimisation tool interface. The listing title is "Tropical Leaf Watercolor Print Set: Green Jungle Foliage (Digital Download)". The overall optimization score is 83, displayed on a blue arc gauge. The tool highlights three areas needing improvement, each circled in red:

- Title:** Title has a focus keyword (indicated by a red 'x' icon).
- Description:** Description contains focus keyword (indicated by a red 'x' icon).
- Images:** High resolution images (indicated by a red 'x' icon).

Other sections include:

- Tags:** 13/13 tags are listed, including "Flower Printable Art", "Plants art poster", "Hallway decoration", "nature lover", "aesthetic decor", "boho style art", "farmhouse and barn", "neutral floral art", "Farmhouse Decor", "Botanical Greenery", "Meditation room art", "Sage green beige", and "Above bed art".
- Listing focus keyword:** No focus keyword set (with a link to "Show me how").

[Sign up for Alura using my link here – Alura.io](https://Alura.io)



How to begin fixing this listing to make it more optimised for Etsy Search.

1. Redo the first image in the correct size with a freshen up.
2. Buy a few good mockups on Etsy which match my shops style and theme and only use these.
3. Showcase the product more with close ups and remove any images which are duplicate and don't tell the buyer anything more.
4. Highlight that this product is painted by me and can not be found anywhere else.
5. Improve the sizing image to make it easier to understand and adding Alt Text
6. Improve the sign up image to encourage more people to join the email list.
7. Add my social media links – with perhaps an image of what is now showing in my Instagram stories or reels.
8. Use at least one image to showcase **Best Sellers**, also a little nudge for them to buy your product.
9. You can intertwine in your copy anything for the reviews you have already received for the product.
10. Don't forget if they can find your **sign up link** – someone could also use your link to sign up to open their own Etsy shop and this actually means you gain \$8 in free listings. Doesn't sound like much – but does make a difference to your bottom line.
11. Use an image to showcase the reviews you have for the shop or even for the particular item.
12. There should also be a friendly image of myself – often putting a face to the brand – can build connections and ultimately increase conversion rates.
13. Etsy rewards Conversions – so if 3 people buy from you in 100 visits this conversion rate is 3%. But if only 3 people buy from you in 1000 visits, Etsy will not push up your traffic. They want sales.

Here is a listing I created in 2024. It's been a best seller in my shop. Let's look at the images included.



- **First image is rectangle**, but still fits in the square orientation.
- The Video (2) just shows them a few cards they can expect. Nothing special – but at least shows them that each one is unique.
- Image 3 shows them that there are a large number of cards included, but can also be **swapped out for the first image in a split test**.
- All images have **Alt Text** – see below.
- Image 4 shows **what is included in the purchase**, so the buyer doesn't need to read the description.
- Image 5 shows **how they will receive** their files in a PDF format.
- Image 6 shows that there are 40 call outs – also gives the buyer an idea of the **overall game theme**.
- Image 7 and 9 shows Play instructions, 3 sizes included and that fact that each card has a number also '**nudges**' the **buyer to purchase** as it gives them conformation that this is a good quality product to have.
- Image 11, final one shows what else they can have in their purchase if 30 cards is not enough.
- Luckily with these type of listings you really only have to create a template in Canva and can use the same images on repeat. This listing look professional and interesting.

Step 3: Adding Alt text to your images during the listing process

Alt text is a little magic code you can add to all of your listing images when you upload them.

- a hidden, descriptive text for your product images that helps visually impaired shoppers using screen readers understand the photo and also boosts your listing's SEO by telling search engines what the image shows

Of course many of my images do not have this because they are old, that said, I do add it to all of my new listings.

```
<img class="wt-max-width-full wt-horizontal-center wt-vertical-center carousel-image wt-rounded" alt="May include: Alice in Wonderland themed bingo cards. The cards feature 30 different images from the story, including the Mad Hatter, the Queen of Hearts, and the Cheshire Cat. The cards are perfect for a party or a fun activity for children." data-carousel-first-image data-perf-group="main-product-image" src="https://i.etsystatic.com/50474869/r/il/9d1a6a/6097891226/il_794xN.6097891226_alsw.jpg" srcset="https://i.etsystatic.com/50474869/r/il/9d1a6a/6097891226/il_794xN.6097891226
```

Where to add Alt Text to your images on Etsy

Alt text can be added when you upload your listing image. Or you can go into older listings and add the text from the listing edit on Etsy.

I also sometimes use Chatgpt to give me the Alt text, so I don't even have to think about it.

Alt text

Alt text provides an image description to buyers who can't see what you're showing in your listing images. These descriptions don't appear visually on the page.

[How to write great image descriptions](#)



Alt text Pre-filled with AI

May include: Alice in Wonderland themed bingo cards. The cards feature 30 different images from the story, including the Mad Hatter, the Queen of Hearts, and the Cheshire Cat. The cards are perfect for a party or a fun activity for children.

241/500

Cancel

Apply

An example of this is shown below during the listing process

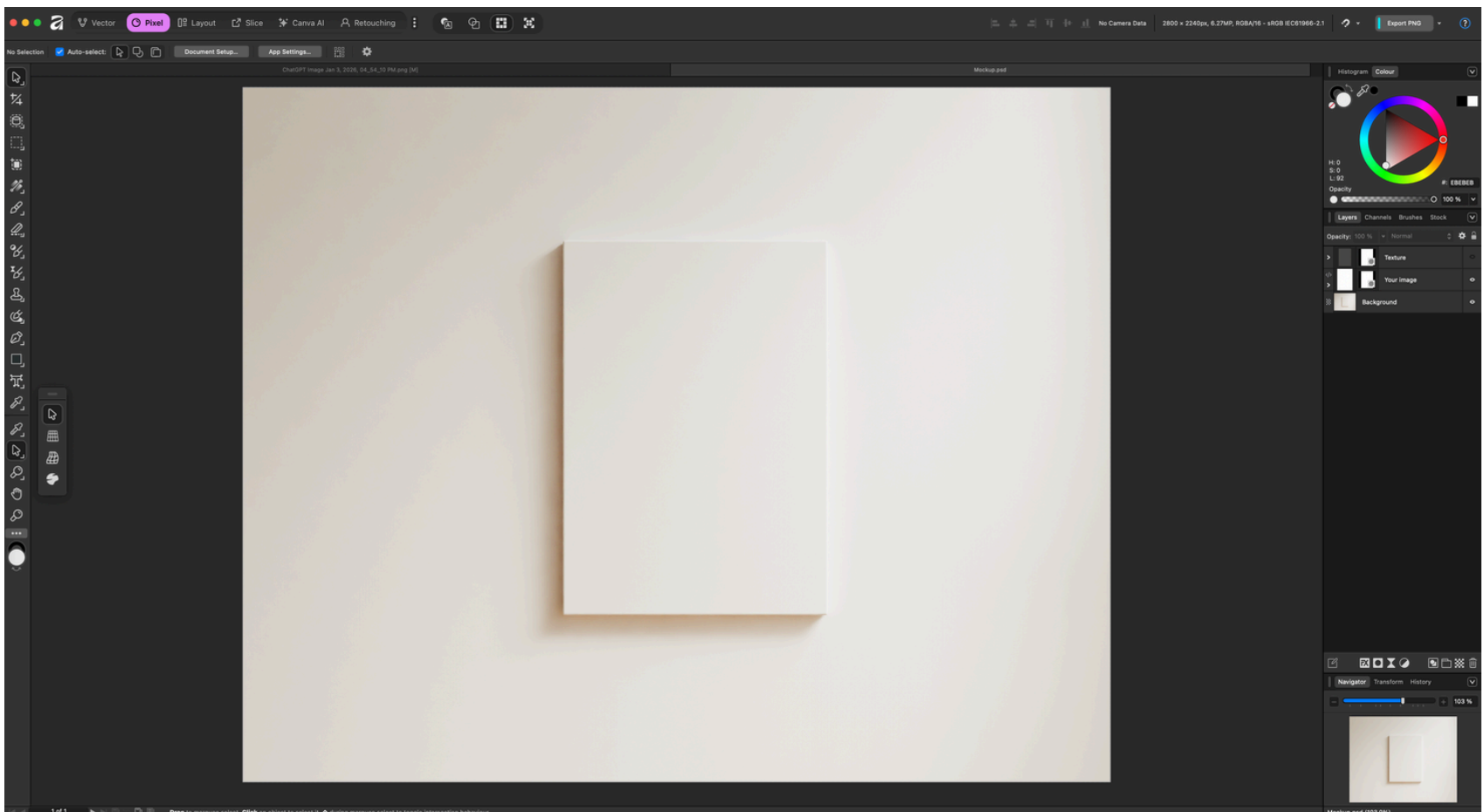
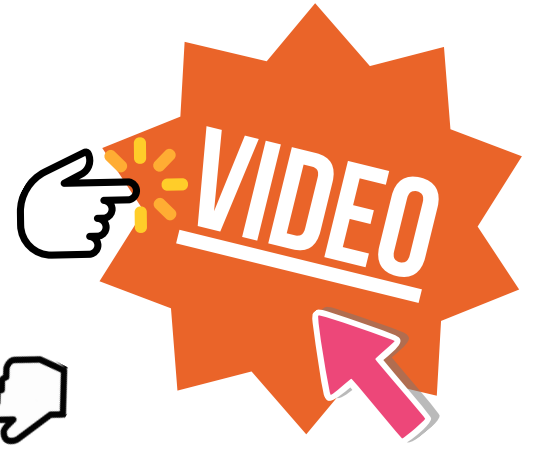
Step 4: Now we have understood a little more about listing images, lets create some inside Affinity.

The easiest way to do this is to purchase a few nice looking mockups on Etsy. You are probably not a specialist in photography, so for a few dollars you can purchase some great mockups already done for you.

Once you have Affinity installed on your computer, you can open up photoshop documents in there too.

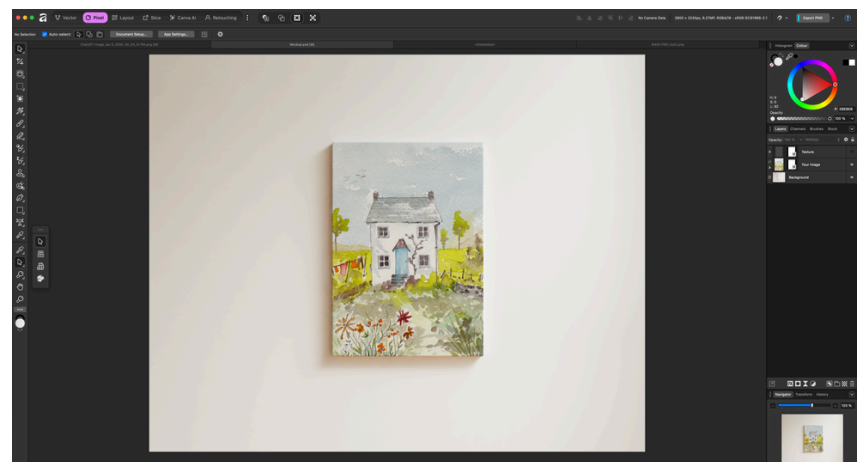
Here is my mock up on Affinity -

[I purchased this template on *Etsy from this shop.](#)



Simply double click on the image layer and drag and drop your file onto the screen. Press save.

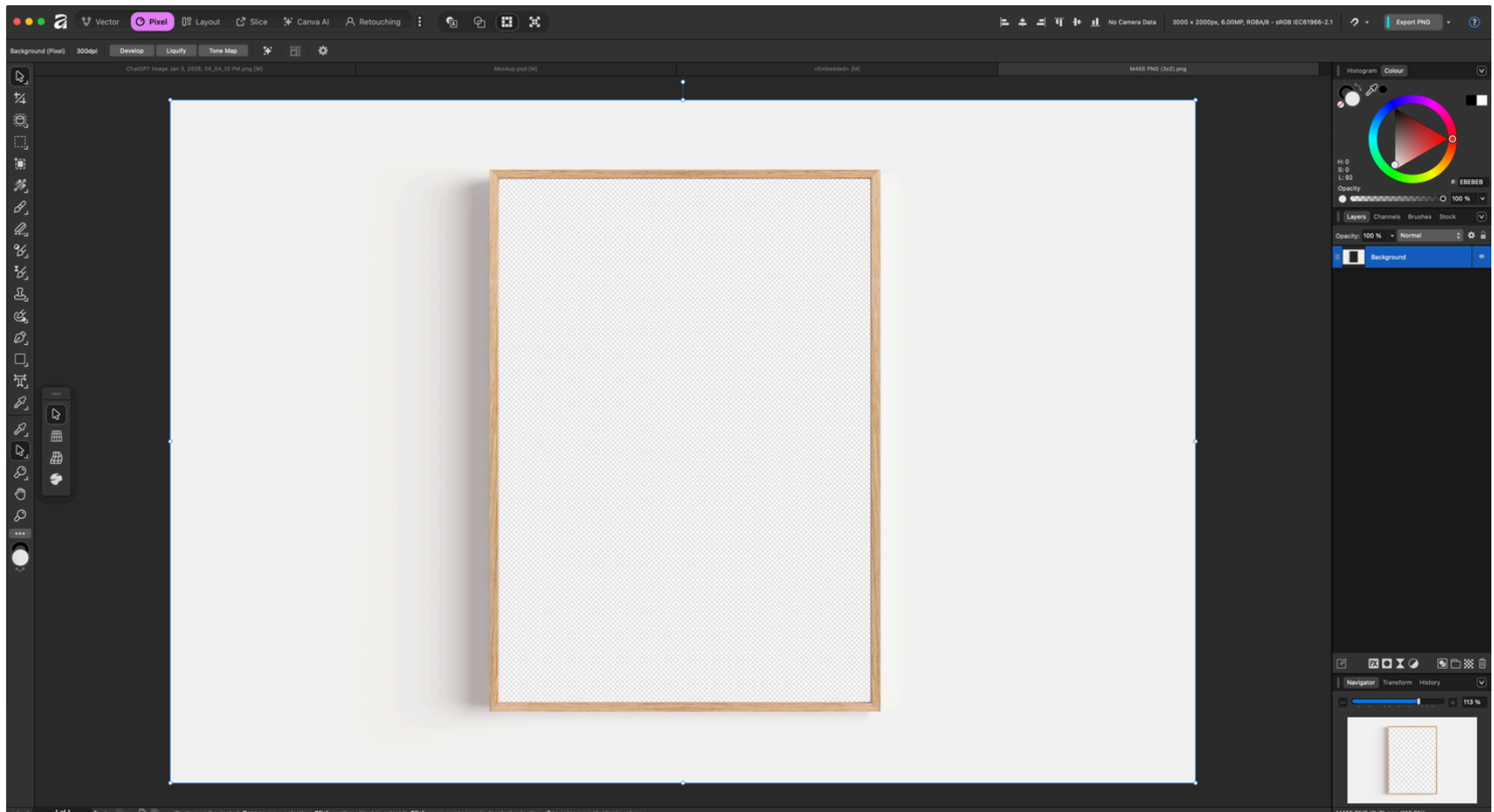
Now all you need to do is download the image from Affinity



*Affiliate link

You can also use PNG files inside Affinity –

Open the file and drag your image behind the PNG file.



Remember to export as a JPG and in 72dpi since this is for screens.



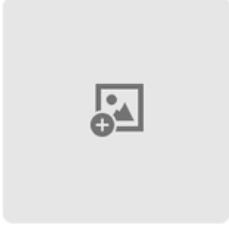
A third option is to use Canva to create your mock ups. This you can almost automate. But I will include a tutorial to this in a separate section.

Step 5: Adding images to the listing.

Add a new listing and fill in each section.

Primary





Thumbnails

Thumbnails are cropped versions of your primary listing photo that show up across Etsy. Make adjustments to preview the most common thumbnail sizes that shoppers will see.



click on the Adjust thumbnail so you can see how your image will look across Etsy. Make sure that nothing is cropped off and you are happy with the look.

↗ Adjust thumbnails

Adjust thumbnail

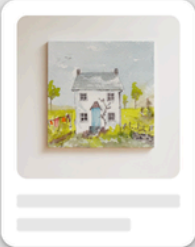
Position the image so your subject is clear and centered in the most common views used across Etsy.



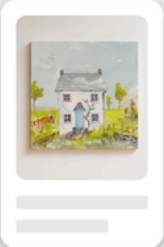
—

+

What buyers will see



Square



Portrait

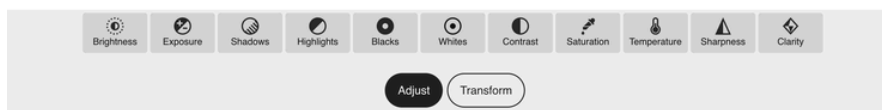


Landscape

Cancel

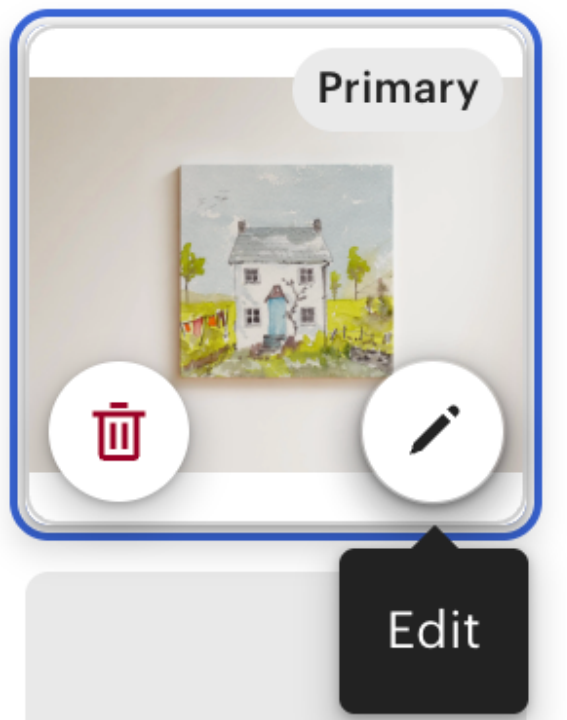
Apply

You may need to try out several first listing images – and it’s not unusual to changed, swap and grow as your become more familiar with what works with your style and aesthetics.

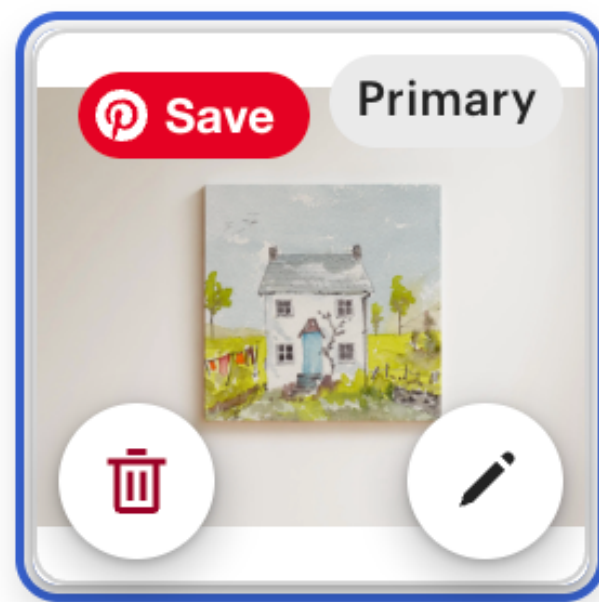


You can even edit your image directly inside Etsy on the fly when listing.

This wasn't around when I started, but does go to show how much 'weight' Etsy places on your images.



Use the **Edit button** to adjust the image.



Click on the **image** to add the Alt Text.

Please note : Etsy does changed where and how you can edit, upload and even split test your listings, please don't worry if your Etsy shop and buttons appear different to mine. Indeed my shops often show more or less options, it's Etsys way of testing and some shops see more changes than others. It's usually ongoing, so can change all the time. The trick is to use the platform and become familiar with it.

Pro tips :

The image shows a portion of the Etsy listing creation interface. Handwritten black arrows point to the following fields:

- Quantity ***: A text input field containing the number "999".
- SKU**: A text input field containing "cottage 101".
- Aspect ratio**: A dropdown menu with the placeholder text "Type to search...".
- Home style**: A dropdown menu with the placeholder text "Type to search...".
- Occasion**: A dropdown menu with the placeholder text "Type to search...".
- Holiday**: A dropdown menu with the placeholder text "Type to search...".
- Room**: A dropdown menu with the placeholder text "Type to search...".
- What type of item is it? ***: Two radio button options: "Physical item" (selected) and "Digital files".
- Who made it? ***: Three radio button options: "I did" (selected), "A member of my shop", and "Another company or person".
- What is it? ***: Two radio button options: "A finished product" (selected) and "A supply or tool to make things".
- When was it made? ***: A date range selector showing "2020 - 2026".
- How is this digital content created?**: Two radio button options: "Created by me" (selected) and "With an AI generator".
- Renewal options ***: Two radio button options: "Automatic" (selected) and "Manual".

Always list 999 with your digital items. Etsy likes to see you have a good amount.

I changed this once to only 1 item and my shop took ages to recover when everything sold out.

Fill in as many attributes as you can, this will also help you get found on Etsy

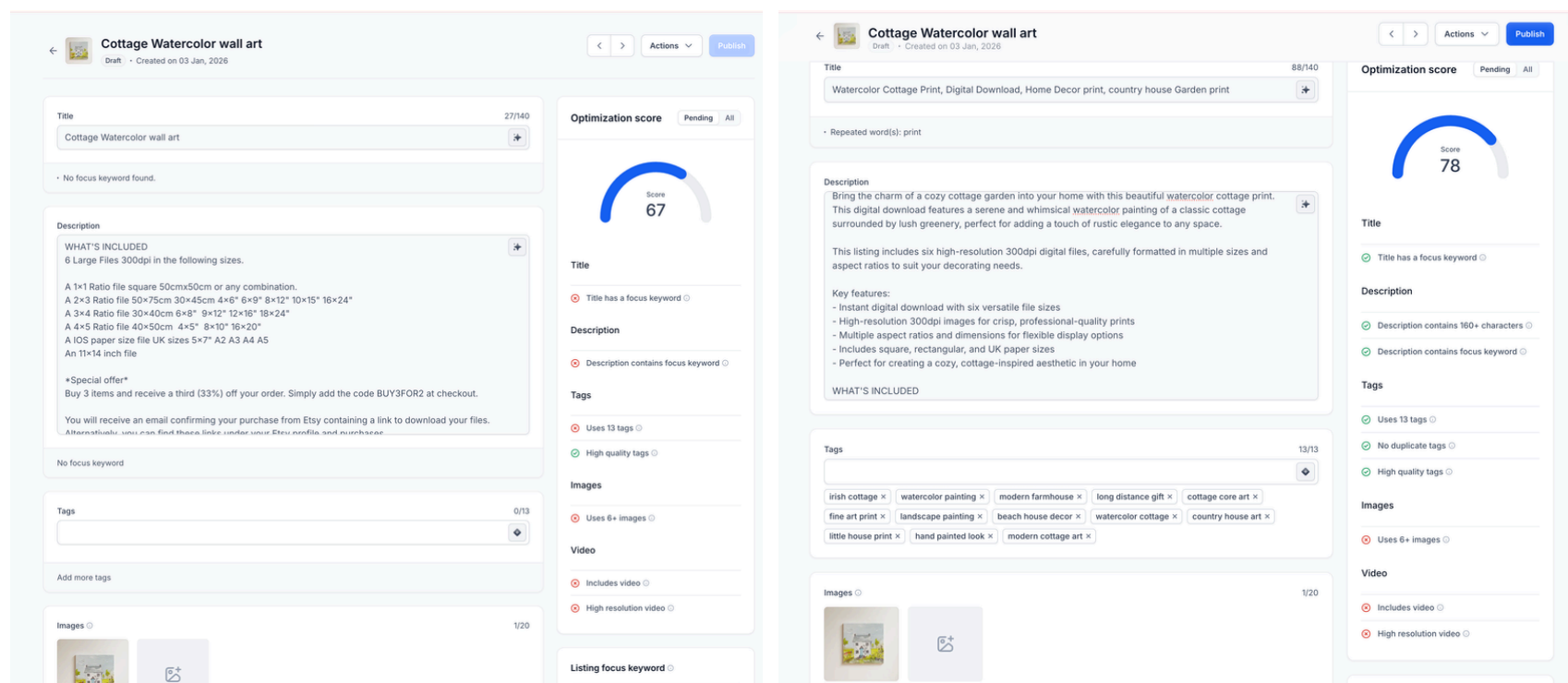
The more information you can add to your listing at this stage, the better.

Always automatically renew your listings. Unless you have a supply problem, which with digital files you will not, this is automatically going to re-list your product. (and charge you the listing fee)

Step 6: Using external tools like Alura

I went back on Alura – to see what my listing looked like in their optimisation tool.

Improving the title and tags, adding images, using key words all add up to a great listing.



Before : A few things to improve.

After the listing has been optimised using Alura.

Anything which you add during the listing process, Eg Digital download does not need to be mentioned in the listing. Since you've already told Etsy it is a digital download.

I also listed this under Watercolor art, so Etsy already knows its a watercolor print, so I don't need to add 'watercolor print' to my tags.

Please do not spend ages and ages on making your listing perfect. Etsy needs you to post new items. They make their money when you sell your items – it is better to post a new item each day on Etsy, than 50 in one day and nothing for 6 weeks.

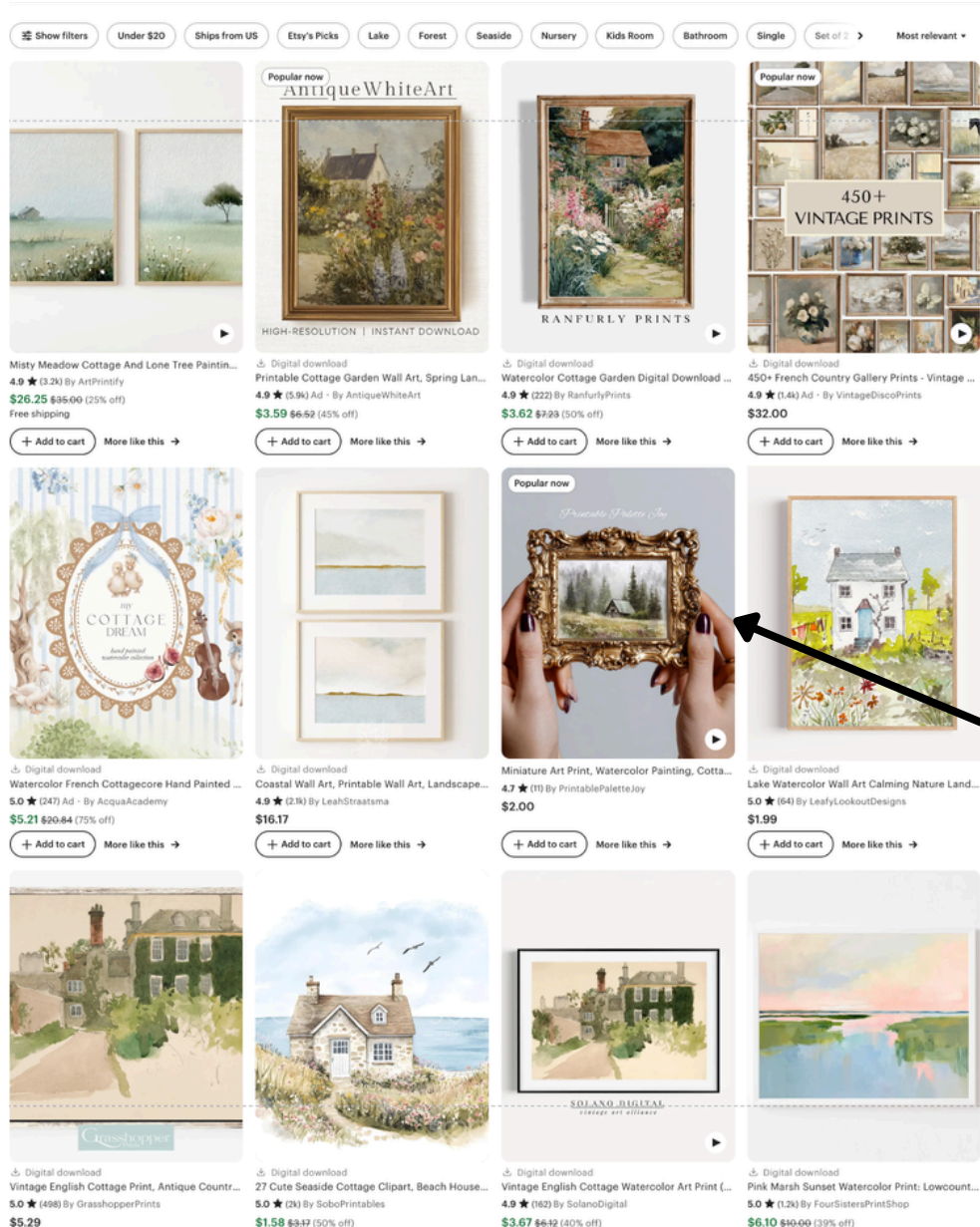
Step 7: A note on Tags

Tags are such a huge subject for your Etsy listing and although this course is not about tags, here are a few tips to keep in mind.

- You **do not need to repeat words**. Etsy will take one word from your tags and match it to another word. Eg watercolor cottage, White painting – Etsy will rank your listing for ‘watercolor painting’ as well as ‘white cottage’. If someone searches for these terms.
- **Your tags do not need to make sense**. If you want to tag something – ‘green Red old’ then do so. There is some weight to a complete matching tag, but get as many different words in as you can to your tags.
- If you use the same tag in all of your listings, you are competing with yourself. – Yes, **Etsy will only show 1-2 listings from the same shop** on the front page where it can. You won’t simply fill up the front page with all of your items because they are using the same tag.
- Don’t waste tags from English to USA spellings. Etsy knows **colour** is the same as **color** in the language.
- **Use all of your tags**. Missing tags are not going to help you get found.
- Always think like a buyer. What you see as Green, someone else may see as Olive.
- Think Who Where What How. Who is it for, what is it showing etc.
- Don’t be afraid to use Ai to help you with tags, often words which are very popular with your audience, you may never think of using.
- It is better to have a **wide variety of tags**, than 20 which say ‘green’ – although it’s easy to say ‘think like a buyer’, you can ask Ai to pretend to be a buyer and then interview it, for example, Why did they buy?, What did they like? etc. These ideas are always helpful when thinking of tags.
- I use one tag for my shop in my listing – so if i’m not signed into Etsy and search for my shop ‘tag’ it will pop up.

QUICK TIPS

Search for your key word on Etsy. Take a screen shot of the front page. Place this into Canva and add your listing so you can see what it look like next to the others.



Here is my print amongst the others.

But this listing got me thinking. Doesn't this look nice? - Is it a trend for miniature prints? Why does this catch my eye - is it the style or the image?

Turns out miniature prints are a trend on Etsy.

So I hopped onto Chatgpt and made a mock up with hands.

But I actually liked the vintage feel as well.

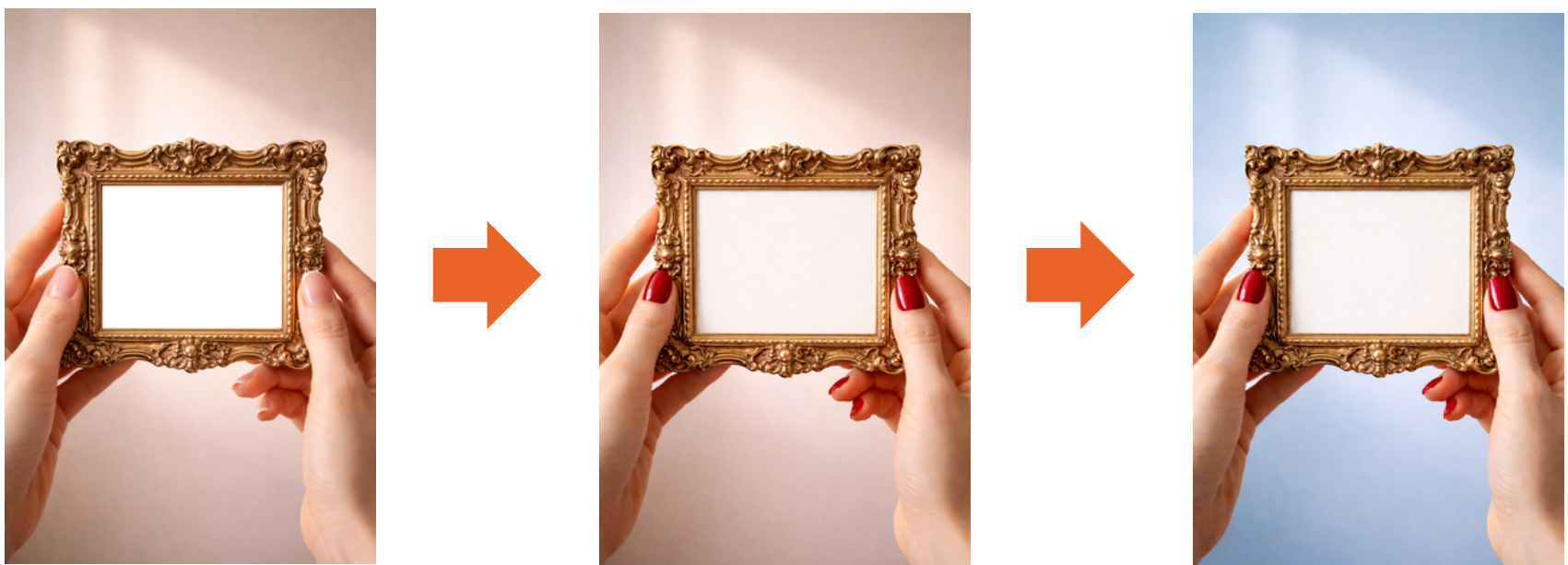


Asking Chatgpt to make one with a vintage frame and hands.

I didn't use this in my listing, but I wanted to show you how important it is to take action when you see something you like. Jump on. If a buyer asks you for Brown and not Blue, Square and not round, large and not small, jump on.

Jump in and take action. Don't think – do it and see.

Because it's here, deep down in the depths of research and understanding where the next big sellers are made.



Final step – Publish

Once you are happy with your listings, it's time to hit publish. **Your listing will take days and sometimes several weeks to really be established on Etsy.**



You are officially an Etsy seller.

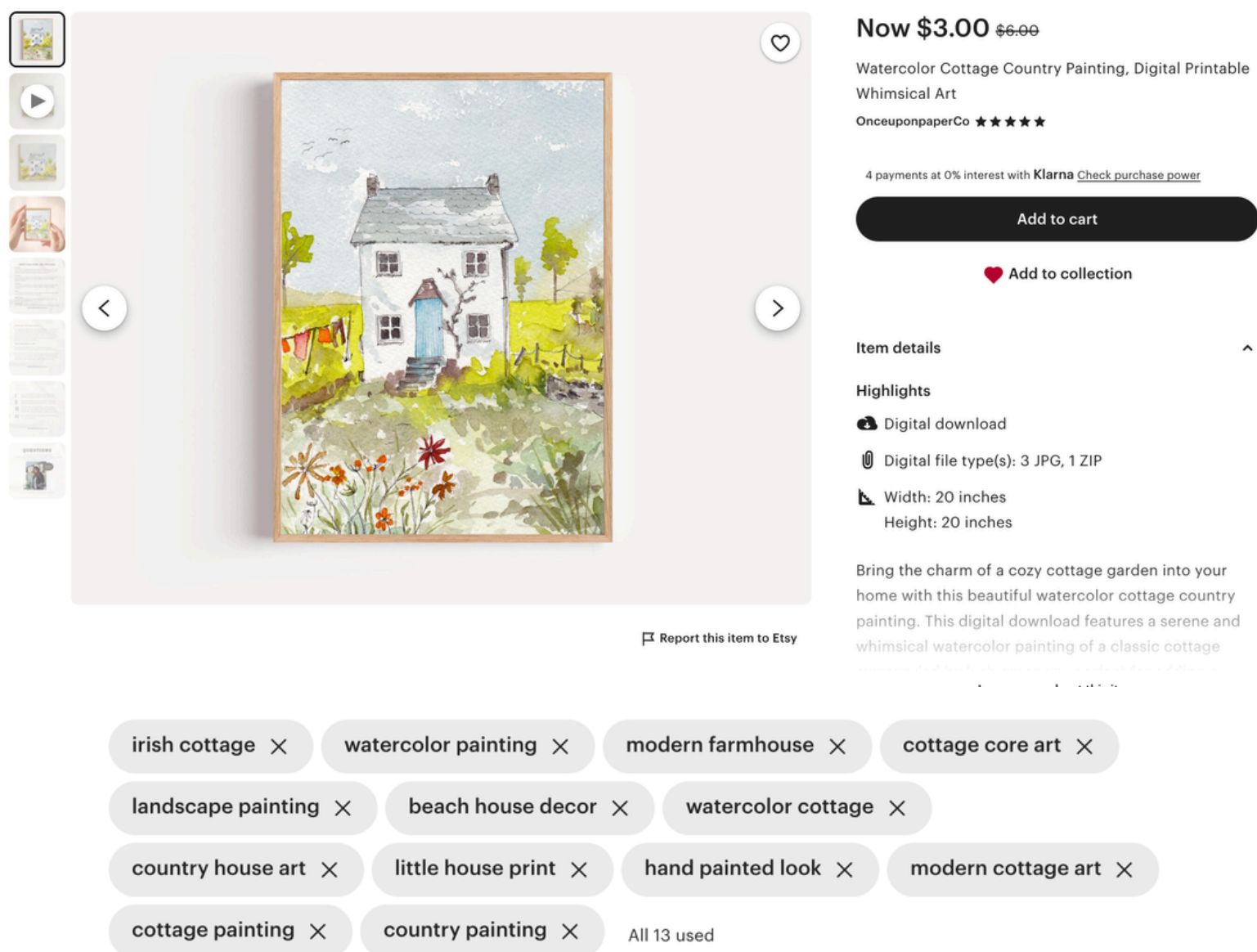


Now that was the easy part – the harder part is getting others to view your listing. This is what will make or break your Etsy shop.

After I've created the listing – I always post it to Pinterest. I usually share it to X. I will also add it to Threads and Instagram. I won't cover this in this PDF since primarily your art is now not longer sitting on the corner of your desk, but is now on Etsy.

Congratulations. !!!

[View the final listing here!](#)



After all of that – here is the final listing. I've added as many images as I needed to so the buyer understands, I made the description as long as I needed to.

I used the tags I liked and from Alura looked like low competition.

Video Quick Links

CREATING ARTBOARDS

NAMING ARTBOARDS

ADJUSTING COLORS OF ARTWORK

CREATING ARTWORK FILES

EXPORTING LARGE FILES

EXPORTING WITH A BORDER

RENAMING YOUR FILES

CREATING A MOCK UP IN AFFINITY

BONUSES

Here are a few bonus tips I wanted to share also

Create auto responses

Some sellers will resize for free for their buyer, but it's actually unusual for me to receive these requests. It's more likely they will ask 'How big can I print it?' – I always say the following as a standard response.

Example : Your buyer asked you if the art is suitable in size

Dear (your buyers name)

Thank you for your viewing my store (your store name) / ordering from my store.

The maximum print size I would advise are detailed within the listing. Print quality depends a lot of the type of printer, quality of ink and paper used.

My prints all come in 300 dpi so you can be sure of a great quality when using the recommended sizes in my store.

It is possible to print my artwork larger, although I would recommend completing a test piece for every large artwork and asking a professional printer for advice.

The buyer is always responsible for the printing costs in any event.

Regards

Trina

Saving these as quick responses to your customer will save a lot of time later when you need to respond quickly.

Your response rate to a customer is a factor in your achieving the Etsy Star selling. It's also worth putting an automatic response on your shop in case anyone messages you overnight.

Here are a few more examples.

Example : Your buyer can't find their download.

Downloading a Digital Item

If you have an Etsy account, after your purchase you'll see a View your files link which goes to the Downloads page. Here, you can download all the files associated with your order.

Downloads are available once your payment is confirmed. If you paid with PayPal or a credit card on Etsy, confirmation might take a few minutes.

We'll also send you a download notification email separate from any transaction notification emails you receive from Etsy and/or PayPal.

If you're unsure if you've purchased a Digital Item, you can always go back to the listing page. If it is a digital download, you should see an "Instant Download" message on the images for the item.

Please note that you can't download a digital purchase through the Etsy app at this time. To download a digital file, please sign in to Etsy on your mobile browser or a non-mobile computer.

I purchased a digital item, but I don't have an Etsy account.?

If you checked out as a guest, you'll find a link to download your purchase in the receipt email that was sent to you after purchase.

I can't seem to find my download notification email.

First, check your spam or junk inbox. If you use Gmail, also check your Social and Promotions tabs. If it's not there, add transaction (at) etsy.com to your address book or safe list.

For now, you can still get to your file using the directions below.

Can I access my digital purchases from within my account?

Yes! To access your digital file(s), go to You > Purchases and reviews and look for the order.

To the right of the order, click Download Files. This goes to the Downloads page for all the files attached to your order.

There are generally no limits for when or how many times you can download a file. In most cases, you can access a file any time on your Purchases page, provided the transaction hasn't been canceled or removed.

If your payment is still processing, the Download Files button will be gray.

Example : Out of office auto email set up

Hello friend,

Thank you so very much for choosing to purchase from Once Upon Paper Co on Etsy. I value each and every one of you – as each sale is an achievement in this competitive market. So Thank you again.

If you have any questions – please contact me through these conversations.

My products come with a large number of files and if you are not familiar with them, they can become overwhelming. For further information and help on which files size to use and how to print your artwork at home or online – please follow this link.

<https://ohshecreates.com/printing-your-printable-art/>

If you would like a further free print – please go to this link where you can download another print completely free of charge.

<https://ohshecreates.com/free-print-download/>

Thank you again for your custom and please take the time to file a review on Etsy. They have become most important in getting found in Etsy and I truly appreciate these few minutes it takes.

Thank you 🙏

Trina

Example : My download hasn't arrived in the post yet.

I'm sorry but all of my items are digital. As it says in the description no items are shipped to you.

You are responsible for downloading and printing your item.

I do make every effort to ensure my listing details are clear about what is being ordered, and indeed try to make sure listings have the word digital in the title and several times in the description.

I hope you are able to print it independently. Please let me know of any questions.

Regards

Trina

8. Start Promoting your shop.

Now that you have a live listing it's time to start sending your own traffic to it. Actually creating should be thought of as around 20% of the work needed. The other 80% of your time has to be spent on promoting and driving traffic to your shop.

Here are a few ideas to get you started.

Give Your Shop a Launch Moment

Plan a three-day mini launch:

Day 1: Tease your audience with a sneak peek.

Day 2: Share behind-the-scenes content.

Day 3: Announce your launch with a discount.

Etsy boosts active shops, so edit or update listings during launch week.

Use Pinterest

Create 5 to 10 vertical pins per artwork in Canva. Use text overlays and link each pin directly to your Etsy listing. Pinterest brings long-term organic traffic.

Email Your Subscribers

Announce your shop with a short, warm message and an optional discount.

Example subject: My new art shop is open (and you get 20% off).

Use Instagram

Show up consistently. Post weekly, share short videos or process clips, and tell small stories about your art. Include your Etsy link in your bio.

Keep Etsy Active

Update listings, add new products, and reply quickly to messages. Etsy favours active sellers.

Track What Works

Use your Etsy stats to see which listings get the most views and sales. Focus on the styles and keywords that perform best.

Mini Plan for Your First Three Sales

- Post three Pinterest pins.
- Share one Instagram reel.
- Offer 20% off for 48 hours.
- Email your list.
- Add one new listing.

Pick one platform and stay consistent. Growth builds over time.

Add More Listings

Add one or two new prints each week or month. Create bundles or sets to raise your average order value.

Create Print Bundles

Group similar designs into collections, such as “Floral Set,” “Minimal Line Art,” or “Kids’ Room Bundle.” A slightly higher price for a better perceived value.

Optimise Listings

Check your analytics. Repeat what sells. Refine titles and tags based on proven keywords.

Build an Email List

Offer a freebie or discount for subscribers. Send simple, regular updates about new prints and shop news.

Reinvest and Simplify

Use profits to invest in better mockups, Canva Pro, or keyword tools. Batch your workflow to save time.

Set Mini Goals

Create achievable monthly goals:

List ten new prints, reach twenty-five sales, and post twice weekly on Pinterest.

Small actions compound over time.

Expand Beyond Etsy

Once established, consider Shopify, Creative Market, or print-on-demand options.

Mini Exercise: Growth Roadmap

1. What art will I create next?
2. How many listings per month?
3. What small investment will help me grow?
4. What's my next milestone?

Write them down and celebrate each step.

You may feel that I've skimmed over some of the promotional ideas above, but I wanted to share as much as I could to help you get your art from paper to printables on Etsy in this PDF.

I've a few other ideas to share in the future, for example Zazzle and beyond.

Don't forget to check out the bonuses included – including ideas for more images on Etsy, automations and much more.

Thank You & What's Next

Thank you for reading through this guide. You've done something most people never do, you've taken your creativity seriously.

Whether you're just starting or already selling, I hope this guide has shown you that building a digital art business doesn't have to be complicated. You can start small, learn as you go, and make something beautiful one step at a time.

When I first started selling digital prints, I didn't know if anyone would buy. But that first sale reminded me that art doesn't have to stay hidden. It can be shared, loved, and even earn you freedom.

Stay curious and keep creating. Some days will be full of ideas; others will feel slow. That's normal. The key is to keep showing up. Every listing, mockup, and message builds momentum.

You're not just selling digital files; you're building a creative business and a life that fits you.

Thank you for letting me guide you I'm cheering you on every step of the way!

Trina

Find me at :

[ohshecreates.com](https://www.ohshecreates.com)

[trina_creates](#)

[Facebook](#)

Congratulations

I hope you enjoyed this PDF.
This PDF will be updated - This is V.1
for your information.



HOW TO CREATE 100'S OF MOCKUPS IN CANVA PRO

It's now possible to make 100's of mockups automatically if you have Canva Pro by using the Bulk Mockup tool.

I purchased a few mock ups from Etsy with a PNG format so the I could easily add the frame to the background of the image and save.

Once you have this set up – it will save many hours in your shop creating mockups.

You can make your 10–20 Images inside Canva, for example you may use the same image in all of your listings for the size options, or the How to purchase image – so these can be added to the template. Once you have made this template, you can reuse over and over.

Watch the video carefully – and don't forget you need to include the top line on the sheet so Bulk mockup can read it.

[Watch the video on how to make 100's of Mockups in Canva Pro](#)