How To Start AN ETSY SHOP

A STEP-BY-STEP BEGINNERS GUIDE



introduction

Etsy is one of the world's largest online marketplaces where creative entrepreneurs can turn passion into profit. Millions of buyers come to Etsy looking for unique, handmade, vintage, and digital products. That means there's huge opportunity but also lots of competition.

This guide will walk you through everything you need to set up, launch, and grow your Etsy shop step by step. Whether you're a total beginner or you've tried before and struggled,
you'll learn exactly how to:

- **Choose a niche that sells.**
- **Create listings that actually show up in search.**
- **Design professional-looking photos and branding.**
- **Market your shop so customers find you.**
- **Manage growth and avoid common mistakes.**

💡 **Pro Tip: Success on Etsy doesn't happen overnight. The most successful sellers are consistent — they update listings, track what works, and keep testing new ideas until sales grow.**

At the end of this guide, you'll have:

- **A fully set-up shop.**
- **A launch strategy for your first 30 days.**
- **Tools and templates to save time.**
- **Confidence to sell like a pro.**

Before opening your Etsy shop

Before opening your shop, research is everything!
You need to know what people are already buying and where your opportunity is.

1. Explore Bestsellers
Search your product ideas on Etsy and look for “Bestseller” tags.
Check product reviews, if a listing has 1,000+ reviews, it’s proof of demand.
Look at when reviews were left. Are sales still happening this month?

2. Study Successful Shops
Look at shops with thousands of sales in your niche.
Pay attention to:
Their photos (lifestyle, mockups, plain background).
How they write titles and descriptions.
The types of products they offer (bundles, variations, etc.).

3. Pricing Research
Search similar items and note the price range.
Write down low, middle, and high price points. This helps you know where you can position yourself.

✅ Market Research Checklist:

- **Found 3+ bestsellers in my niche.**
- **Analysed 2–3 successful shops.**
- **Noted price ranges and profit potential.**
- **Identified 1–2 gaps/opportunities.**

💡 Pro Tip: Don’t copy other shops. Use them as inspiration and then put your unique twist on the product or presentation

Choosing your Niche

Your niche is your shop's focus the specific type of product you'll sell. The tighter your niche, the easier it is to attract the right buyers and stand out.

Why Niching Down Matters

- **Clarity for buyers: Customers know exactly what your shop is about.**
- **Stronger branding: Easier to design your shop around a theme.**
- **Better SEO: Etsy will know who to recommend your products to**
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For example:

- **Broad: "Jewellery" (too competitive).**
- **Niche: "Minimalist gold name necklaces" (targeted and searchable)**
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How to Pick Your Niche:

- **List Your Skills + Passions**
  - **What do you enjoy creating? (jewellery, digital planners, home décor, art).**
  - **What are you good at? (design, illustration, crafting, photography).**

- **Research Market Demand**
  - **Use Etsy search bar suggestions to see what people are typing.**
  - **Use eRank or Marmalead to check search volume and competition.**
  - **Browse "Etsy Trends" blog for seasonal opportunities.**

- **Test Profitability**
  - **Are people willing to pay for this product?**
  - **Are there multiple shops already making sales in this niche?**
  - **Can you stand out with design, features, or branding?**

✅ Niche Discovery Exercise:

- **List 3 passions.**
- **List 3 skills.**
- **Research 3 trending product types.**
- **👉 The overlap is your winning niche.**

💡 Pro Tip: Evergreen niches (always in demand) include: weddings, baby products, home organisation, wall art, and personalised gifts

Etsy policies

Before you invest time creating products, first make sure they're allowed on Etsy!
Make sure you always stick to Etsy's policies so that you don't risk issues further down the line.

Etsy allows:
Handmade items (made or designed by you).
Vintage items (20+ years old).
Craft supplies (tools, materials, patterns).
Digital products (printables, templates, art).

Etsy does NOT allow:
Mass-produced items not designed by you.
Copyrighted designs (Disney, Nike, celebrity photos etc).
Restricted items (weapons, alcohol, drugs).

✅ Policy Quick Check

- **My products are handmade / vintage / craft supplies / digital.**
- **I designed the product myself (or own rights to it).**
- **I'm not using trademarked words or logos.**

💡 Pro Tip: If you're selling digital products, always avoid using brands and trademarked words like "Disney," "Starbucks," "Harry Potter" or ""Paddington Bear" in titles or tags — even if it's just for inspiration. For example, if you are selling birthday invitations, do not use Mickey Mouse in the title or in your design, as Disney owns the rights and Etsy could shut down your shop as this is an IP infringement!

Branding

Branding is how your shop looks, feels, and communicates with buyers. Strong branding builds trust and makes your shop memorable.

Elements of Branding:

Shop Name

- **Short, easy to spell, simple to remember, reflects your niche.**
- **Example: “Glow Artisan Candles” (instead of “Rosine1234”).**

Logo & Visuals

- **Create a simple logo using Canva.**
- **Choose 2–3 brand colours and 1–2 fonts — stay consistent.**
- **Example: pastel colours for baby shop, bold neutrals for modern décor.**

Shop Story/Voice

- **Write your shop bio in a friendly, professional tone.**
- **Share why you started and what makes your products special.**

Packaging Style (if selling physical products)

- **Eco-friendly packaging, custom thank-you cards, branded stickers.**

Branding Checklist:

- **Shop name chosen.**
- **Logo, colours, and fonts created in Canva.**
- **About section written with personal story.**
- **Consistent packaging/visuals decided.**

💡 Pro Tip: Think of your Etsy shop as a “mini boutique.” Every detail (name, banner, photos, packaging) should tell the same story and reflect your own personal style

Setting up your Etsy shop

Opening your Etsy shop is straightforward, but getting it right from the start saves headaches later.

How to Register:

- **Go to Etsy.com/sell.**
- **Click “Open Your Etsy Shop.”**
- **Enter your email and password (or sign in with Google/Facebook).**
- **Choose your shop preferences:**
- **Language (main language for your listings).**
- **Country (where your shop operates).**
- **Currency (default for your prices).**
- **Claim free listings (only for brand-new sellers; see link below).**
- **Each listing usually costs $0.20.**
- **With the free 40 listings offer, you save $8 right away!**
- **Add your bank details (to receive payments) and tax information (varies by country).**

(Note: in some locations there may be a small charge by Etsy to open a shop to cover their admin fees).

Here is your Setup Checklist:

- **Sign up on Etsy as a seller**
- **Claim 40 free listings (optional)**
- **Add bank + tax info to receive funds**
- **Select shop preferences**

Click HERE
to get 40 Free Etsy Listings

Your Shop Name

Your shop name is the foundation of your brand it appears in your URL, on receipts, and in Etsy search. Try to choose a simple, memorable name for your Etsy shop!

Etsy Shop Name Rules:

Must be 4–20 characters.
No spaces or special characters.
Cannot already be in use.

Choosing a Strong Name:

- **a strong shop name reflects your niche (e.g., “LuxePaperStudio” for stationery).**
- **is easy to remember and spell.**
- **is flexible enough for future growth (avoid being too narrow such as using dates like “2025WeddingPrints”).**

Shop Name Examples:
❌ Weak = “Ella’s Shop” (too generic).
✅ Strong = “Glow Artisan Candles” (memorable + niche).

Shop Name Brainstorming Exercise:

- **Write 5 words that describe your vibe + your style of products (e.g., cozy, minimalist, chic, digital, custom).**
- **Combine 2–3 words into unique variations.**
- **Check Etsy to make sure it’s available.**
- **Google the name to avoid conflicts with existing businesses.**

💡 Pro Tip: If your perfect shop name is taken, try adding a descriptive word. Example: “MoonlightStudio” → “MoonlightStudioCo” or “MoonlightStudioArt.”

Your first listing

part 1

Your listing is your Etsy shop's sales page.
It must grab attention, explain clearly AND convince buyers to click "Add to cart."

Steps to Create a Listing

1: Photos (most important!):

Upload 5–10 high-quality images.
Show product from multiple angles.
Include lifestyle images (product in use) and flat-lay shots.
If digital, use mockups (Canva is ideal for this).
Etsy now recommends 2000px width minimum (might be updated)

2: Title
Start with your main keyword.
Be descriptive but natural.
Example:
❌ Weak: "Bracelet"
✅ Strong: "Handmade Beaded Bracelet with Adjustable Clasp – Gift for Women"

3: Description (Use a template)
Intro: What it is and why it's special.
Features: Materials, size, variations.
Benefits: How it helps the customer (gift-ready, eco-friendly, time-saving).
Usage: Instructions if needed (e.g., how to download a digital file).
Call to Action: "Add this bracelet to your cart today for the perfect handmade gift."

Your first listing
part 2

4: Pricing
Research competitors.
Formula: Cost + Etsy Fees + Time + Profit Margin = Final Price.
Example: If it costs $5 materials + $2 Etsy fees + $8 labor, and you want $5 profit → Price = $20.

5: Quantity & Renewal
Set inventory (Etsy will auto-renew when sold).
For digital products, quantity is unlimited.

6: Tags & Keywords
Add up to 13 tags (use long-tail keywords like “boho wedding invitation template”).
Match your title keywords.

7: Variations (if applicable)
Sizes, colors, digital file versions.

Listing Checklist:

- **5–10 photos uploaded.**
- **Keyword-rich title written.**
- **Description includes features + benefits.**
- **Price calculated with profit.**
- **Tags added (13/13).**
- **Variations set up.**

💡 Pro Tip: Your first photo decides if a buyer clicks. Use bright, clean backgrounds, and if possible, show the product in a real-life setting.

Etsy SEO
part 1

Etsy SEO (Search Engine Optimisation) is how your products get found in Etsy search results. Without it, your listings may never reach potential buyers!
Do not underestimate the importance of SEO in your Etsy titles, tags and product descriptions.

How Etsy Search Works:

When a customer searches, Etsy decides what to show based on:

- **Relevancy – Do your titles, tags, and categories match the search?**
- **Listing Quality Score – Do people click and buy when they see your listing?**
- **Recency – New or recently renewed listings get a short-term boost.**
- **Customer Experience Score – Your reviews, shipping times, and overall shop performance.**
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👉 This means you need BOTH good keywords and strong photos/listings to succeed.

Finding the Right Keywords:

You have 13 tags, your title, and your description to tell Etsy what your product is.

1. Start with Etsy Search Bar
Type your product idea into Etsy's search bar. Write down the auto-suggestions — these are real buyer searches.
Example: Typing "wedding invitation" may suggest:
wedding invitation template
boho wedding invitation
printable wedding invitation set

2. Use Keyword Tools
eRank or Everbee (free version available) → Shows competition + search volume.
Marmalead → Gives detailed insights (paid, but very powerful).

3. Competitor Research
Look at bestsellers in your niche. Scroll down to see their tags (with browser extensions like eRank).

4. Long-Tail Keywords
These are more specific, less competitive and bring buyers who know what they want.
Short: "Bracelet" → too broad.
Long-tail: "Personalised birthstone bracelet for mom" → clear buyer intent.

Etsy SEO
part 2

Writing Keyword-Rich Titles:

Your title should:
- **Start with your main keyword.**
- **Use natural language, not keyword stuffing.**
- **Include 2–3 variations of your keywords.**

Examples:
❌ Weak: “Bracelet”
✅ Strong: “Personalised Birthstone Bracelet – Custom Jewellery Gift for Mom – Minimalist Gold Name Bracelet”

Writing Optimised Descriptions:

Etsy scans your descriptions too! Include keywords naturally, but write for humans.

Description Template:
- **Intro (include main keyword):**

“This personalised birthstone bracelet is a meaningful handmade gift for moms, daughters, or best friends.”

- **Details & Features:**

Materials: 18k gold-plated chain, Swarovski crystals.
Size: Adjustable 6–8 inches.
Options: Choose name + birthstone colour.

- **Benefits:**

Perfect for birthdays, Mother’s Day, or anniversaries.
Custom-made just for you.

- **Usage Instructions (if needed).**

- **Call to Action:**

“Order your personalised bracelet today and surprise someone you love with a custom keepsake.”

Using Tags Effectively
- **You get 13 tags → use all of them.**
- **Use long-tail phrases, not single words.**
- **Repeat important keywords from your title, but also include variations.**

Example for a digital wedding invite:
- **boho wedding invitation**
- **printable wedding invite template**
- **rustic wedding invitation set**
- **editable wedding invitation digital**
- **instant download wedding invitation**

Etsy SEO
part 3

SEO Worksheet:

- **Product Idea: _____**
- **Main Keyword (Title Start): _____**
- **Secondary Keywords (2–3):_____**
- **Long-Tail Keywords (Tags):_____**

1: .....
2: .....
3: .....
4: .....
5: .....
6: .....
7: .....
8: .....
9: .....
10: .....
11: .....
12: .....
13: .....

💡 **Pro Tips:**
Don’t repeat the exact same keyword in every tag. Use variations (e.g., “wedding invitation” + “wedding invite template”).
Refresh listings every few months with updated keywords.
Track your traffic in Etsy Stats → Search Terms to see what buyers actually typed in.

Customize
part 1

Your shop's look and feel is the first impression buyers get. A polished, professional setup builds trust and makes customers more likely to buy from you instead of a competitor.

Shop Layout & Visuals:
Your banner, logo, and product display are your shop "front window." Think of it as a boutique — would people stop and walk in?

Banner (3360px × 840px):
Use Canva to design a simple, clean banner.

Include your shop name and a tagline like:
"Minimalist Jewellery for Everyday Elegance"
"Eco-Friendly Soy Candles – Handmade with Love"

Keep it uncluttered with 2–3 brand colours.

Logo (500px × 500px):
Make it simple — initials, an icon, or a clean design.
Avoid using too much text (tiny words won't show well).

Product Section Layout:
Arrange listings into sections (e.g., "Wall Art Prints," "Planner Templates").
Use shop categories so buyers can easily browse and possibly buy multiple products from your store.

💡 **Pro Tip: Use the same fonts/colours in your banner, logo, and listing images. This creates brand consistency and makes your shop look like a "real brand," not a hobby.**

Customize
part 2

About Section & Shop Bio:
The “About” section is your chance to connect with buyers and tell your brand story. People buy from people they trust.

What to Include:

1: Why you started your shop → “I wanted to create eco-friendly gifts after struggling to find sustainable options.”

2: What makes your products unique → “Every candle is hand-poured in small batches with natural soy wax.”

3: Behind the scenes → Share your process or workspace.

4: Photos/Videos → Add images of your products in progress, your desk, or packaging setup.

About Section Template:

Hi, I’m [Your Name], the maker behind [Shop Name]! I started this shop because [reason/story]. Every product is made with [materials/process], and I’m passionate about [your mission]. My goal is to help you [benefit for customer]. Thanks for supporting my small business!

💡 Pro Tip: Adding a short video (showing how you create or package your products) instantly builds trust and boosts conversion.

Customize
part 3

Shop Policies

Clear policies reduce confusion and protect both you and your customers. Buyers feel safer when they know what to expect.

3 Must-Haves in your shop policies:

1: Shipping
State your processing time (e.g., 1–3 business days).
Be clear on delivery estimates.
If digital → “Instant download, no shipping required.”

2: Returns & Refunds
Etsy requires you to state whether you accept returns.
Many digital sellers mark: “Due to the nature of digital products, no returns or refunds.”
For physical: “Returns accepted within 14 days if unused and in original packaging.”

3: Custom Orders
State if you accept personalisation.
Example: “Custom names/dates available. Please leave your request in the personalisation box.”

Here is your Policies Checklist:

- **Shipping policy written.**
- **Return/refund rules added.**
- **Custom orders clarified.**

💡 Pro Tip: Policies don’t scare customers — they reassure them. A shop with no policies looks unprofessional.

Marketing + Promotion
part 1

You can have the best products, but without marketing, nobody will find your shop. Etsy gives you some built-in visibility, but real growth happens when you actively drive traffic from outside.

🌱 Organic (Free) Marketing Strategies:

1. Pinterest
Pinterest is perfect for Etsy because buyers use it like a search engine for shopping inspiration.

- **Create pins for each listing (mockups work great).**
- **Add keyword-rich titles and descriptions (like Etsy SEO).**
- **Link directly to your Etsy listing.**
- **Post consistently (5–10 pins per week).**

💡 Example: A "Wedding Invitation Template" shop could post pins like:
"Boho Wedding Invitations – Editable Template"
"Minimalist Wedding Invite – Instant Download"

2. Instagram
Use Instagram to build trust and showcase your products in action.
Post 5-6 times per week. Add a link to your Etsy store in your social media bio to drive more traffic to your shop. Add a Call-To-Action in your captions that gets people to look at your shop (Example: "Comment SHOP to get a 10% discount on your first purchase")

Social media content ideas:

- **Behind-the-scenes of making or packaging your products.**
- **Post customer photos and reviews (with their permission)**
- **Reels showing your product in use and it's benefits.**
- **Educational posts (e.g., "3 Tips for Planning Your Wedding Invites").**

💡 Pro Tip: Add your Etsy link in your social media bio and use Linktree or Beacons to share multiple links.

Marketing + Promotion

part 2

3. TikTok:
TikTok is trending for small businesses!
Show quick, raw clips of your products, process, or before/after transformations.

You can do this with digital products as well as with physical ones (Digital Products Example: post a TikTok showing either yours or your customers' results and how they started & grew their business after taking a digital marketing course)

Use trending sounds.

Add text overlay:
Example: "5 Trending Products on Etsy you NEED to know about 👇"
in order to hook in the viewers and stop the scroll.

4. Email List (Beginner-Friendly):
Offer a freebie (checklist, mini printable, sample file) to start collecting emails of people who are interested in your Etsy products.
Collect emails with software such as ConvertKit or Mailchimp.
Send updates to people on your email list about new products, sales, or seasonal launches.

✅ Free Traffic Checklist

- **Pinterest account set up with 5+ pins.**
- **Instagram +/ TikTok account branded + bio link added.**
- **Posted 1 reel/behind-the-scenes.**
- **Created a freebie to start an email list.**

Paid Marketing Strategies

Paid Marketing Strategies:

1. Etsy Ads:
Start small: $3–5/day.
Only run ads on listings that already convert (conversion rate 3–5%+).
Track results in your Ads dashboard — if a listing spends $10 but makes no sales, turn it off.

2. Sales & Discounts:
Offer launch discounts (10–20%) to attract first buyers.
Run holiday promotions (Valentine's, Mother's Day, Christmas).
Create coupon codes for repeat customers.

3. Influencer Marketing (Optional):
Reach out to micro-influencers (1k–10k followers) in your niche.
Offer free product in exchange for a post or shoutout.
Works best for physical products (jewellery, candles, décor).

✨ Content Ideas Bank:

Never run out of marketing ideas with this list:

- **"How it's made" process video.**
- **Packaging your order (unboxing style).**
- **Seasonal product showcase (e.g., "Mother's Day Gifts").**
- **Tutorial (e.g., "How to edit your digital template in Canva").**
- **Customer review screenshot.**
- **"3 Ways to Use [Your Product]."**

💡 Pro Tip: Marketing is about consistency, not perfection. Showing up regularly matters more than making everything polished.

Growing your Etsy shop

Opening your shop is only the beginning!
Long-term success comes from serving customers well, tracking performance and scaling smartly.

🤝 Customer Service Excellence:

Good customer service = more 5-star reviews, repeat buyers and better Etsy rankings.

Key Rules:

- **Respond within 24 hours (Etsy tracks response times).**
- **Be polite and professional — even if the customer is difficult.**
- **Always over-communicate (buyers like to feel updated).**

📩 Customer Service Message Templates:

1. Order Confirmation (after purchase):
Hi [Customer Name],
Thank you so much for your order! I'm preparing it now and will have it ready by [shipping date/instant download]. Please let me know if you have any special requests.
Best,
[Your Name]

2. Thank-You Message (after delivery):
Hi [Customer Name],
I just wanted to say thank you again for your order! If you love your [product name], I'd be so grateful if you could leave a quick review — it helps small shops like mine so much. 💛
Enjoy!
[Your Name]

3. Problem Resolution:

Hi [Customer Name],
I'm so sorry to hear about the issue with your order. I completely understand how frustrating that must be. Here's what I can do for you: [offer refund, replacement, or solution].
Thank you for giving me the chance to make it right.
Best, [Your Name]

💡 **Pro Tip: A polite, professional response can often turn a negative experience into a 5-star review.**

📊 Understanding Conversion Rates:

Your conversion rate = (Sales ÷ Visits) × 100.
Example: 5 sales ÷ 100 visits = 5% conversion rate.
Average on Etsy: 2–3%.
Strong shops: 4–5%+.
👉 If your conversion is low:
Improve photos and your listing thumbnails so they stop the scroll (first impressions are SO important!)
Add urgency (limited-time offers).
Rewrite descriptions for clarity.

🛒 Expanding Your Product Line:

Once you've made consistent sales, scale up by adding:

- **Complementary products (stickers to match planners, necklaces to match earrings).**
- **Bundles (sell multiple items together at a discount) - customers tend to love these as they offer great value for money!**
- **Seasonal items (holiday versions of your products).**
- **✅ Example: If you sell digital planners → add matching calendar templates, goal trackers, or sticker packs.**

📊 Using Etsy Analytics:

Etsy provides data in Shop Manager → Stats. Focus on:
Traffic Sources (Etsy Search, Social Media, External).
Top-Performing Listings (what's selling vs. what's not).
Keywords Driving Traffic (use more of these in new listings).

💡 Pro Tip: If one listing is driving most of your sales, create variations or spin-offs of that product.

🚀 Scaling Beyond Etsy:

As your shop grows, consider:
Starting a website with Shopify or Wix (build your own customer base).
Creating a newsletter to keep in touch with buyers.
Expanding to other platforms like Amazon Handmade or Creative Market.

✅ Growth Checklist

- Created customer message templates.
- Monitored conversion rate.
- Added 1–2 new listings monthly.
- Checked Etsy analytics for top keywords.
- Planned bundles/seasonal products.

Top Tips for Etsy success

🌟 **Final Tips for Etsy Shop Success:**

Success with selling on Etsy is a mix of strategy + consistency + patience. Here are the extra tips that will set you apart from struggling sellers:

📅 **Seasonal Selling Calendar**
Etsy sales are highly seasonal!
Planning ahead means your products are ready before demand spikes.

Note the following selling seasons on Etsy:

January: Planners, fitness, self-care, organisation.
February: Valentine's gifts, jewellery, love-themed printable.
March–April: Easter decor, spring weddings, baby showers.
May–June: Mother's Day gifts, Father's Day, graduation printables.
July–August: Back-to-school, teacher gifts, summer décor.
September–October: Halloween decor, fall-themed printables, Thanksgiving prep.
November–December: Christmas, New Year's Eve, holiday party invites, Christmas ornaments.

💡 **Pro Tip: Start creating 4–6 weeks ahead of each season so your listings have time to rank.**

🚫 **Common Mistakes to Avoid on Etsy:**

- **Skipping SEO → Without keywords, your listings won't be found.**
- **Poor Photos → Dark or blurry photos instantly lose buyers' trust.**
- **Underpricing → Don't compete only on price — value and branding matter more.**
- **Copying Competitors → Etsy favours originality.**
- **Inconsistent Uploads → Shops that add new listings regularly get more traffic.**
- **Ignoring Customer Service → A single bad review can hurt your ranking.**

✅ **Golden Rule: Treat your Etsy shop like a real business, not a side hobby.**

Recommended Tools

🛠️ **Recommended Tools:**

- **Canva → Create logos, banners, and listing images and product mock-ups**
- **Marmalead / eRank → Keyword and SEO research.**
- **Everbee (Chrome extension) → Analyse competitors' bestsellers.**
- **Google Trends → Spot rising search trends.**
- **Trello / Notion → Organise shop tasks and product ideas.**

🚀 **Mindset for Success:**

- **Consistency > Perfection. Upload new products regularly.**
- **Learn & Adapt. Track what's working and double down.**
- **Patience. Etsy success often takes 3–6 months to see momentum.**
- **Celebrate small wins. Your first sale, first review, or 10th favourite means you're moving forward!**

✅ **Success Checklist:**

- **Planned products for upcoming seasons.**
- **Avoided common beginner mistakes.**
- **Installed 1–2 keyword research tools.**
- **Committed to weekly shop updates.**

MRR & PLR Resell Rights

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Cover pages MUST be rebranded prior to resale. Our advertised Etsy listing cover can NOT be used when reselling the guide. This practice is fundamental for aligning the guide with your brand. To differentiate your brand from other buyers we recommend layout, image, font, and/or title modifications.

We also ask that you to refrain from using our shop listing promotional images, as well as copying our product description. Instead, we encourage you to create your own description of the product, and use your own ads. Making a few adjustments to personalise the product is always a smart choice when rebranding for resale.

Thank you for your purchase!

✨ PLEASE SUPPORT MY SMALL BUSINESS & LEAVE A PRODUCT REVIEW ON ETSY IF YOU FOUND VALUE IN THIS GUIDE ✨

