



A Comprehensive Guide to:

PROFITING *from* PLATFORMS

PINTEREST & ETSY GUIDE



SETTING UP YOUR PINTEREST

A Step-by-Step Guide to Monetizing and Scaling
Your Digital Product Business Using Pinterest



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The Pinterest logo, featuring a red circular pin icon followed by the word "Pin it" in a red, cursive script font. The logo is centered on a white rectangular background that has a subtle gradient from light green on the left to light pink on the right.

Pin it

Why Pinterest?

Pinterest—the virtual vision board that's become a marketing powerhouse. But why should you, a digital product creator, care? Let's dig in.

High Engagement

First off, let's talk about the audience. Pinterest users are not your average social media scrollers; they are planners, dreamers, and most importantly, doers. When someone pins an idea, there's a good chance they intend to act on it. This is a marketer's dream! Your digital products aren't just getting eyeballs; they're getting eyeballs that are attached to motivated brains and clicking fingers. Imagine your digital courses, guides, or templates being discovered by someone who's actively looking to learn or solve a problem. That's the kind of engagement money can't buy!

Long Pin Lifespan

Now, let's chat about the lifespan of a pin. In the fast-paced world of social media, content often has the shelf life of a banana—here today, gone tomorrow. Not so with Pinterest! A well-crafted pin can continue to drive traffic for months, even years after it's posted. This is because Pinterest functions more like a search engine than a traditional social media platform. People search for ideas, find your pins, and voila! They're led straight to your digital products. It's the gift that keeps on giving.

Visual Appeal

Last but definitely not least, let's talk aesthetics. Pinterest is a visual platform, and luckily, digital products lend themselves well to visual representation. Whether it's the cover of your latest e-book, a snippet from your online course, or a template of your digital planner, you have the opportunity to showcase your products in a visually compelling way. This is where you can let your creativity shine. Use vibrant images, play with text overlays, and experiment with different design elements to make your pins pop. Remember, a picture is worth a thousand words—or in your case, potentially thousands of dollars in sales.

So, to sum it up: high engagement, long pin lifespan, and a visual platform that's perfect for showcasing your digital goodies. If Pinterest isn't part of your marketing strategy yet, it's high time to pin it to the top of your to-do list!

Ready to move on to the next step? Let's set up that Pinterest Business Account and get the ball rolling. 🎉

Setting Up Your Pinterest Business Account

Alright, now that you're convinced Pinterest is the place to be, let's get down to the nitty-gritty of setting up your Pinterest Business Account. Trust me, it's like setting up a storefront, but without the hassle of a physical location. 🏪

Sign Up

First things first, you'll need to sign up for a business account. If you already have a personal Pinterest account, you can easily convert it to a business account. Why a business account, you ask? Well, it gives you access to essential features like Pinterest Analytics, Ads Manager, and the ability to claim your website and other social media profiles. It's like going from riding a tricycle to cruising in a sports car—same road, but a whole new level of speed and control.

Profile Setup

Once you've signed up, it's time to spruce up your profile. Think of your profile as your business card on Pinterest. Start by adding a professional profile picture that aligns with your brand. It could be your logo, or if you're the face of your brand, a high-quality, friendly photo of you. Next, write a compelling bio that tells pinners who you are and what you offer. Use keywords related to your digital products to make it easier for people to find you. For example, if you sell digital guides on sustainable living, terms like "eco-friendly," "sustainability," and "green living" could be your best friends here.

Verify Your Website

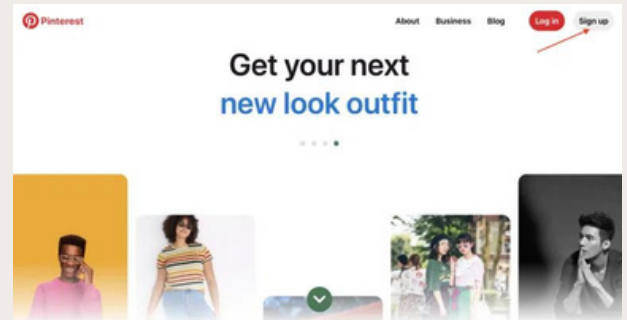
Last but not least, you'll want to verify your website. This isn't just a vanity move; it's a strategic one. Verifying your website not only adds credibility to your profile, but it also allows you to see what people are pinning from your site. This is invaluable data! You'll get to know what resonates with your audience, which can inform your future product creation and marketing strategies. The verification process usually involves adding a meta tag or uploading an HTML file to your website. Don't worry; Pinterest provides easy-to-follow instructions for this.

And there you have it! Your Pinterest Business Account is all set up and ready to rock 'n' roll. 🎸 Next up, we'll dive into the magical world of Pinterest keyword research. Stay tuned! ⭐

Setting Up Your Pinterest Business Account

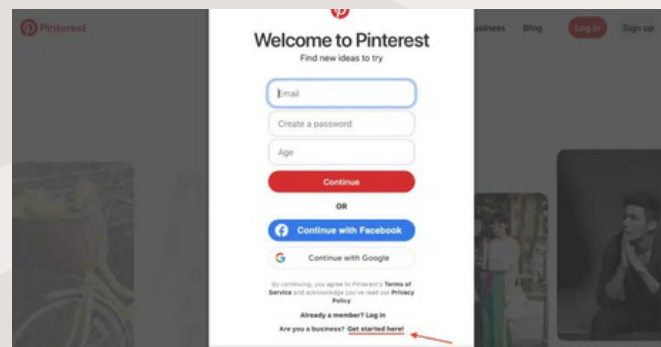
Step 1: Start by creating a new account

Go to pinterest.com and click Sign up.



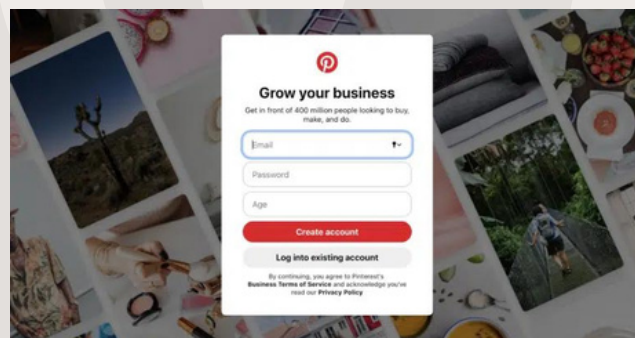
Step 2: Navigate to the bottom of the pop-up

And click Get started here!



Step 3: Fill in your details

Add your professional email and your age, and create a secure password. Make sure the email you're adding isn't connected to any other Pinterest account. Then, click Create account.

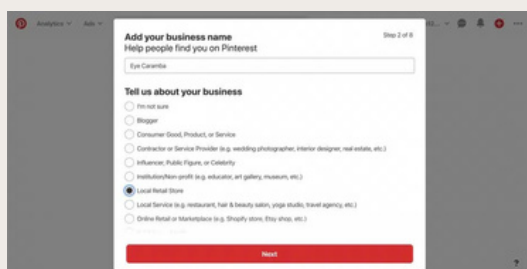


Step 4: Fill out the fields to build your business profile

You'll be asked to add your business's name, language and location. Then, click Next.

Step 5: Describe your business

Choose the description that best fits what your business does and add a link to your website.



Now you're ready to start Pinning and running ads!

Keyword Research

Keyword research is the secret sauce that can make or break your Pinterest game. Think of keywords as the breadcrumbs that lead Pinner's straight to your digital treasures. 🍪✨ Let's get into how you can master this crucial step.

Use Pinterest Search

The first place to start your keyword research is Pinterest itself. It's like having a cheat sheet right in front of you! Type in terms that are closely related to your digital products in the Pinterest search bar. As you type, you'll notice that Pinterest will auto-suggest a list of related keywords. These suggestions are not random; they're based on what people are actually searching for. For example, if you sell digital guides on "passive income," you might see suggestions like "passive income ideas," "passive income investments," or "passive income streams." Take note of these; they're gold!

Competitor Analysis

Don't underestimate the power of a little competitive reconnaissance. Search for pins that are similar to the digital products you offer and see what keywords your competitors are using in their pin titles and descriptions. This can give you a good idea of what keywords are effective in your niche. But remember, you're not here to copy; you're here to get inspired and do it even better. Create a list of keywords that resonate with your brand and products, and think about how you can incorporate them uniquely in your pins.

Compile a List

Once you've gathered your keywords from Pinterest search and competitor analysis, compile them into a list. This isn't just a one-off task; consider it an ongoing project. The world of Pinterest (like any social platform) is ever-changing, and new trends can pop up overnight. Keep your list updated and revisit it regularly. Use this list not just for your pin descriptions but also for board names, board descriptions, and even as hashtags. Yes, Pinterest uses hashtags—just not in the same way as other platforms like Instagram or Twitter. By now, you should have a robust list of keywords that will help you get your digital products in front of the right eyes. It's like having a GPS for Pinterest; you now know the coordinates for reaching your target audience. 📍

Up next, we'll talk about how to use these keywords to create Pinterest boards that are not just beautiful, but also SEO-friendly. Stay tuned, because this is where the fun really begins! 🎉

Important Pinterest for business terms you should know

Like every social media site, Pinterest has its own lingo you should familiarize yourself with to set yourself up for success. To help you out, here's a glossary.

Pins and Pin formats

Pinner

LinkedIn has members. Snapchat users are Snapchatters. And Pinterest has Pinners. In other words, a Pinner is the branded term for a person who uses Pinterest.

Pins

A Pin is a primary post published on Pinterest. Pins include images or videos and can link back to an original source, much like a website bookmark.

Promoted Pins

Promoted Pins are a kind of Pinterest ad. They are Pins that companies have paid to promote so that more Pinners are likely to see them. These Pins appear in the home feed, category feed and search results, and include a "Promoted" label. Promoted video Pins, carousels, and app Pins are also available. Learn more about Pinterest ad options here.

Repins

Think of a Repin as a share on Facebook or a Retweet on Twitter. A Repin is when someone Pins a post they like (but that they didn't create) to one of their boards.

Rich Pins

Rich Pins automatically pull more information from your website to the Pin. The point is to provide more information, such as product availability and up-to-date pricing. Rich Pins are available in three formats: Product Rich Pins, Recipe Rich Pins and Article Rich Pins.

Video Pins

These are much like regular Pins, but instead of a static photo, they feature a video that loops.

Carousel Pins

Instead of just one image, carousel Pins feature multiple images. Up to five images can be added to a carousel Pin.

Collections Pins

This Pin format makes it easier for Pinners to shop for similar products. When a Pinner clicks on the magnifying glass in the bottom right corner of a Collections Pin, white dots will appear.

Idea Pins

This is a new Pin format that isn't widely available yet. Idea Pins can be used to promote your brand in a new way, by customizing the colors and fonts in your Pin, creating step-by-step guides or curating collections.

Try on product Pins

This is another new Pin format that isn't widely available yet. Try on Pins use augmented reality (AR filters), allowing Pinners to virtually "try on" products they see on Pinterest using the Pinterest Lens.

Creating Pinterest Boards

Alright, you've got your keywords and your business account is all set up. Now, what do you do with all this prep work? You channel it into creating Pinterest boards that are not just eye-candy, but also SEO magnets. Let's dive in!

Board Names

The name of your board is like the title of a book; it needs to capture attention while also giving a clue about what's inside. This is where your keyword research comes into play. Use those carefully selected keywords to name your boards in a way that they reflect the content and are easily searchable. For instance, if you sell digital guides about "Healthy Eating," a board named "Healthy Eating Tips & Recipes" would be far more effective than something generic like "Food Stuff." Remember, Pinterest is a search engine at its core, so a well-named board is your first step in getting discovered.

Board Descriptions

Now, let's talk about board descriptions. You might be tempted to skip this part, but resist the urge! A well-crafted board description can work wonders for your SEO. Use this space to provide a brief but informative description of what the board is about, incorporating multiple keywords from your research. But don't just stuff keywords; make sure it reads naturally and offers value to the reader. For example, if you have a board about "Digital Marketing Tools," your description could read something like, "Discover the best digital marketing tools to boost your online business. From SEO tools to social media schedulers, find the perfect solutions for your marketing needs."

Categorize

Last but not least, make sure to categorize your boards. Pinterest offers a variety of categories like "Education," "Technology," "Food," and so on. Properly categorizing your board makes it easier for users to find your content when they're browsing through categories that interest them. It's like putting your products on the right shelf in a supermarket; if someone is looking for pasta, they'll go to the "Pasta & Rice" aisle, not the "Bakery."

By the end of this step, you'll have Pinterest boards that are not just visually appealing, but are also optimized for search and discovery. It's like having a well-organized, beautifully designed storefront that people can't help but walk into. 🛒

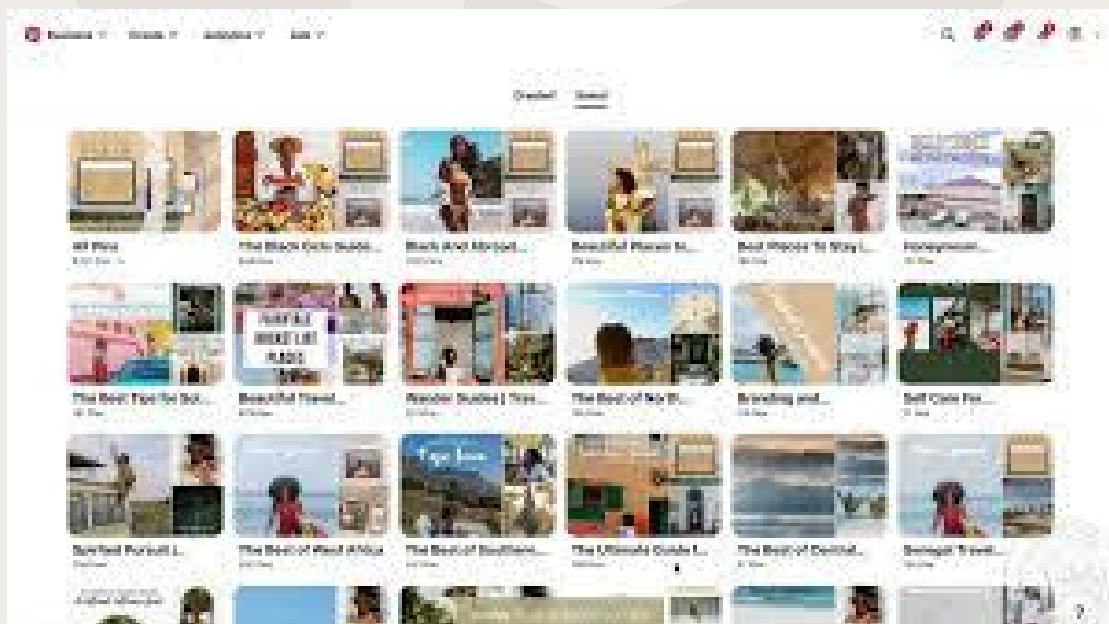
Up next, we'll dive into the art and science of designing pins that not only look good but also drive traffic and sales. Are you excited? Because I am! 🎨📌

Step-by-Step how to Create a board from your profile

- Log into your Pinterest account
- Click your profile picture in the top-right corner of your page to open your profile
- Click the **plus icon** at the right side of your screen, next to the filter icon
- Select **Board**
- Enter a **name** for your board and click the field below **Dates** to add an end date or a date range
- Toggle **Keep this board secret** if you want to keep it secret
- Click **Create**

Create a board when you save a Pin

- Log into your Pinterest account .
- Hover over a Pin in your home feed that you want to save.
- Click the **directional chevron down** icon next to the name of the suggested board on the top of the Pin.
- Click **Create board** at the bottom of the list of board names.
- Enter a name for your board, add dates, toggle **Secret** if you want to keep it secret or add collaborators if you want.
- If you're prompted to pick related popular topics to start off your board, you can click some to create sections and then select some Pins to be in those sections. If you do not want to do this, just click **Skip**.



Designing Pins

Let's design some pins! This is where your creative juices get to flow, but it's not just about making something that looks pretty. Your pins need to be eye-catching, informative, and most importantly, clickable. Let's break it down.



High-Quality Images

First and foremost, the quality of your images is crucial. Blurry or pixelated images are the Pinterest equivalent of showing up to a job interview in pajamas—not a good look. Use high-resolution images that are relevant to the content you're promoting. If you're selling a digital guide on "How to Start a Podcast," for example, an image featuring a microphone or a person speaking into one could be a great fit. The image should be able to tell a story on its own, even without the text overlay.

Text Overlay

Speaking of text overlay, this is your chance to add context to your image and make your pin stand out. The text should be large enough to read easily on both desktop and mobile devices. Use contrasting colors to make the text pop, but ensure it doesn't clash with the image behind it. The text should provide enough information to make the viewer want to learn more. For instance, if you're promoting a digital course on "Freelance Writing," your text overlay could say something like "Master Freelance Writing in 30 Days!" It's compelling, it's specific, and it creates a sense of urgency.

Call to Action (CTA)

You've got their attention with a high-quality image and piqued their interest with a compelling text overlay. Now what? You guide them to the next step with a clear call to action (CTA). This could be as simple as "Click to Learn More," "Grab Your Guide," or "Start Your Journey." The CTA should be placed prominently but shouldn't overshadow the main content of the pin. You can place it at the bottom or even integrate it into the main text overlay if it fits naturally.

By the end of this process, you should have pins that are not just visually stunning but also optimized for engagement and clicks. It's like crafting a mini billboard for each of your digital products, one that speaks directly to the people who are most likely to be interested in them.

Up next, we'll talk about how to get these beautiful pins in front of as many eyes as possible with strategic pin scheduling. Buckle up; we're about to go full throttle! 🚀

Pin Scheduling

Alright, you've got these fabulous pins ready to go. But when should you actually pin them? And how often? Welcome to the world of pin scheduling, where timing is everything. Let's dive in!

Batch Create

Before you even think about scheduling, consider batch creating your pins. This means setting aside time to create multiple pins in one go. Why is this important? Consistency is key on Pinterest, and having a backlog of pins ready to be scheduled ensures that you can maintain a consistent posting schedule without last-minute scrambles. Think of it as meal prepping for your Pinterest account; it takes a bit of time upfront but saves you tons of time (and stress) later.

Use Scheduling Tools

Now, let's talk tools. While you can manually pin each post, a scheduling tool like Tailwind can be a game-changer. These tools allow you to schedule pins for days, weeks, or even months in advance, and at optimal times when your target audience is most active. Tailwind also offers features like interval pinning, which lets you pin the same pin to multiple boards at different times, and Tailwind Tribes, which allows you to collaborate with other pinners in your niche. It's like having a personal assistant for your Pinterest account!

Consistency is Key

So, how often should you pin? While there's no one-size-fits-all answer, a good rule of thumb is to aim for at least 5 pins per day. This can be a mix of new pins and repins from other relevant boards. The key is to spread them out throughout the day rather than pinning them all at once. This ensures that your pins get maximum visibility, reaching different segments of your audience who might be active at different times. Remember, Pinterest is a global platform, so while you're sipping your morning coffee, someone on the other side of the world could be scrolling through Pinterest before bedtime.

By mastering the art of pin scheduling, you're not just throwing your beautiful pins into the Pinterest universe and hoping for the best. You're strategically placing them where they have the best chance of being seen, clicked on, and ultimately, converting viewers into customers.

Up next, we'll delve into the analytics to see how your efforts are paying off and how you can tweak your strategy for even better results. Get ready to become a Pinterest data whiz! 📊🌟

Step-by-Step on Creating an Idea Pin

Log in to your Pinterest account .

Click **Create**, then click **Create Idea Pin**.

If you have a business account, select the **hamburger** icon . Under Create, select the option to create an Idea Pin.

Click **Create new** or click on one of your drafts.

Click the **directional arrow** up circle icon to select an image or video from your computer (or drag and drop into the upload window).

Use the Pinterest app to select more than one image or video (this feature isn't available on desktop). Multiple images and videos will be stitched together into a single video Pin.

Fill out some information about your Pin:

Title: Enter a title for your Pin.

Cover: If you uploaded a video, tap **Edit cover** to choose a thumbnail.

Description and details: Write a description of your Pin and share more details by adding ingredients, supplies, or notes.

Link: If you have one, add a link to give people on Pinterest a place to learn more.

Board: If you'd like to add your Pin to a board, choose one from the drop-down menu or click **Create board** to create a new one.

Tag related topics: You can add up to 10 related topics to help people searching for similar ideas find your Pin.

Publish later: If you have a business account, you'll see the option to Publish at a later date (you can schedule up to 30 days in advance).

Advanced settings: Select **More options** to turn comments and shopping recommendations on or off.

Click the **pencil icon** at the top-right corner of your image or video to edit and add special effects.

Click **Done** to finish editing.

Click **Publish**.

Analyzing and Tweaking

So, you've done all the hard work—keyword research, board creation, pin design, and even scheduling. Now comes the part that many people overlook but is absolutely crucial: analyzing and tweaking. It's like checking the GPS during a road trip; you need to know if you're on the right track!

Check Analytics

First up, let's talk about Pinterest Analytics, your new best friend. This tool gives you a wealth of information, from how many people are seeing your pins (impressions) to how many are actually clicking through to your website (link clicks). You can also see which pins are your top performers and which boards are driving the most traffic. This is invaluable information. For example, if you notice that pins related to your digital course on "Mindfulness for Beginners" are getting a lot of engagement, it might be a good idea to create more content around that topic.

A/B Testing

Once you have a good grasp of your analytics, it's time for some A/B testing. This is basically a fancy term for trying out different things to see what works best. Create two versions of the same pin with slight variations—maybe one has a different image, and the other has a different text overlay or CTA. Schedule them at the same time and see which one performs better. This can give you insights into what resonates most with your audience, allowing you to fine-tune your future pins.

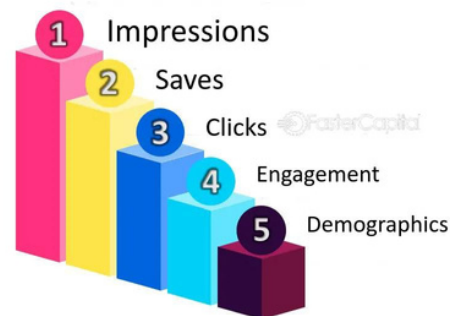
Adjust Strategy

After you've gathered enough data and done some A/B testing, it's time to adjust your strategy accordingly. Maybe you've discovered that certain keywords are particularly effective, or perhaps you've found that pins posted at a specific time of day get more engagement. Use these insights to tweak your pin design, scheduling, and even the kind of digital products you're focusing on. Remember, the digital landscape is always changing, and your Pinterest strategy should be flexible enough to adapt.

By regularly analyzing and tweaking your Pinterest strategy, you're not just shooting in the dark; you're making data-driven decisions that can significantly boost your traffic and sales. It's like having a treasure map where 'X' marks the spot, and that spot is where your ideal customers are hanging out!

In the last section we'll talk about scaling your business to new heights now that you've got all these foundational elements in place. Ready to soar? 🌟

Analyzing Pinterest analytics to optimize your strategy and drive more traffic



Scaling Your Business

You've **laid the groundwork**, honed your **strategy**, and you're seeing results. Now what? It's time to *scale, baby!* Scaling is all about taking what works and doing more of it, but in a way that's sustainable and even more profitable. Let's explore how to do this with Pinterest.

Promoted Pins

First on the list: Promoted Pins, or Pinterest's version of paid advertising. If you've identified pins that are performing exceptionally well, why not put some money behind them to reach an even larger audience? Promoted Pins look and act like regular pins, but they have a much wider reach. You can target specific demographics, locations, and even interests. The best part? You only pay when someone clicks through to your website. It's like having a billboard on the busiest highway, but you only pay when someone actually visits your store.

Collaborate

Next, consider collaborations. Partnering with other pinners, especially those in complementary niches, can exponentially increase your reach. Think of it as a win-win situation; you get exposure to their audience, and they get exposure to yours. This could be as simple as guest pinning on each other's boards or as involved as co-creating a digital product. For example, if you offer digital guides on "Healthy Eating," partnering with someone who specializes in "Fitness Workouts" could be a match made in heaven.

Expand Product Line

Last but not least, use the insights you've gained from Pinterest to expand your product line. If you notice that a particular topic or type of digital product is getting a lot of traction, consider creating more products in that category. For instance, if your digital guide on "How to Start a Side Hustle" is a hit, you might want to create an advanced course or even a template for business plans. The key is to listen to your audience; they're telling you what they want through their engagement with your pins.

Scaling your business with Pinterest isn't just about doing more; it's about doing more of what works. By leveraging promoted pins, collaborating with other pinners, and expanding your product line based on data-driven insights, you're not just growing your business—you're skyrocketing it to new heights.

And there you have it—a comprehensive guide to monetizing and scaling your digital product business using Pinterest. From setting up your business account to fine-tuning your strategy, you're now equipped with the tools and knowledge to conquer the Pinterest universe. So go forth and pin like you've never pinned before! 🚀



ULTIMATE GUIDE TO SELLING DIGITAL DOWNLOADS ON ETSY

The Ultimate Guide to Selling Digital Products
on Etsy

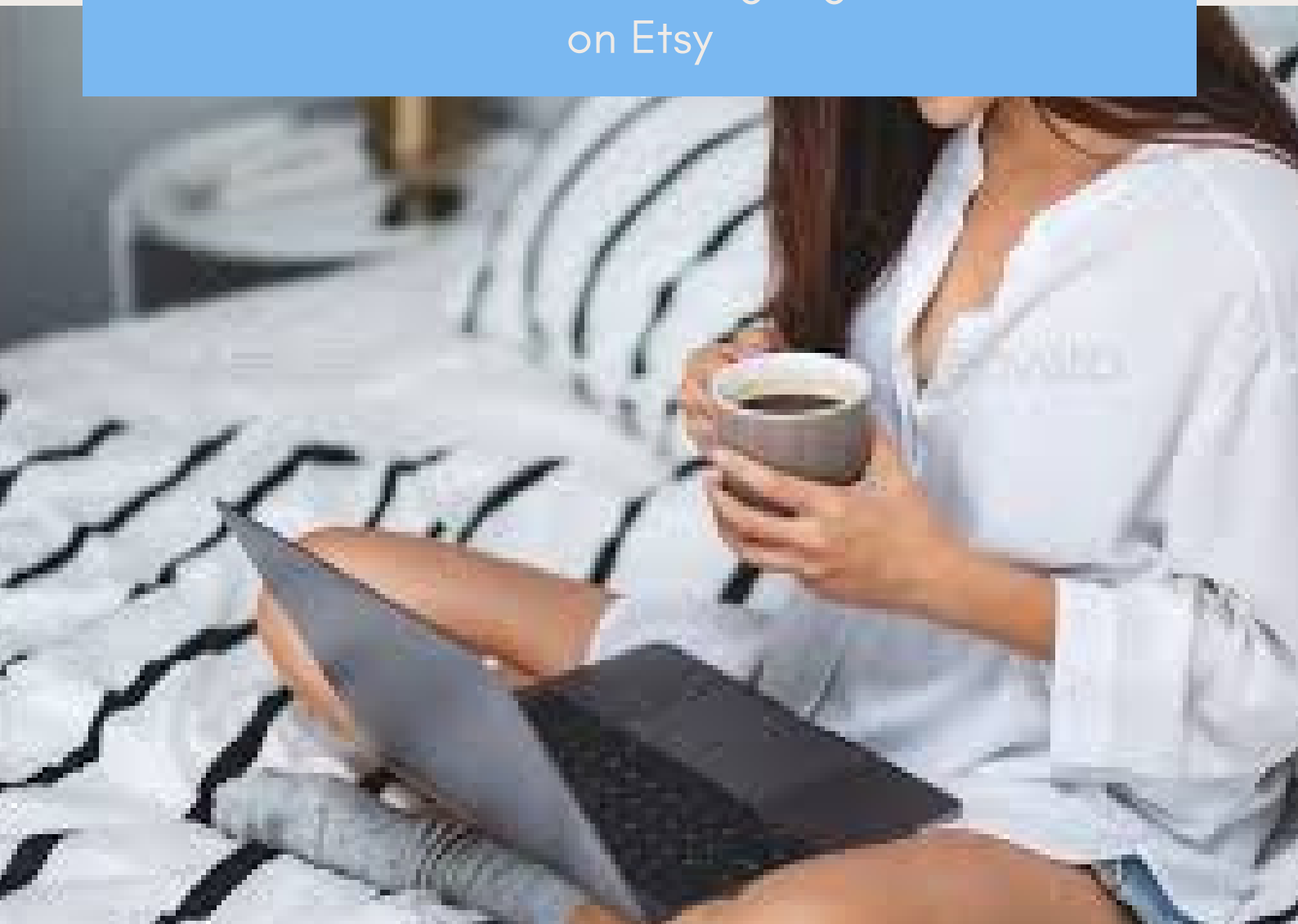


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- HOW TO CREATE DIGITAL DOWNLOADS TO SELL ON ETSY
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Going digital on Etsy is a great way to increase your revenue. That's why we've created the ultimate guide to selling digital downloads on Etsy.

We're going to talk about:

- Benefits of selling digital downloads
- What products can you sell
- How to do product research
- What tools do you need
- How much you can make selling digital products

Keep reading to learn more about selling digital downloads on Etsy.

BENEFITS OF GOING DIGITAL ON ETSY?

One of the most significant benefits you get from selling on Etsy is that you immediately get a big audience. The platform has **millions** of visits every day. The high flow of visitors will provide your shop with plenty of exposure.

Unlike running a regular Etsy shop, going digital creates a source of passive income.

What does that mean? Once you make your digital product, you no longer have to worry about packaging and shipping the item. The buyer makes the purchase, they get the product, and you get the money.

The whole process is **automated**, and the result is that you can make a profit while you sleep.

Those two benefits are more than enough to motivate you to go digital on Etsy. Let's take a look at what digital products you could sell.

WHAT DIGITAL PRODUCTS TO SELL ON ETSY?

Etsy's marketplace features a diverse range of products. The same goes for digital ones. If you're thinking of going digital, the following are some options that you can consider:

Printable home decor – Try out your creative side and create printable home decor designs, drawings, images, or anything else that would be a perfect addition to a customer's household.

Printable planners – Planners are a trendy choice for many buyers. You could try creating niche planners for things such as fitness, nutrition, grocery shopping, daily activities, and more.

Digital planners – Create detailed digital planners for devices such as tablets and smartphones. People enjoy the versatility as they don't have to print them for a new year or month. They can make any changes on the go and reuse the template.

Coloring book pages – You can target two different target audiences with coloring book pages. Both adults and children will enjoy them. While children get to have fun, adults find coloring calming.

Digital document templates – Design forms, resumes, photo albums, cover letters, and any other type of document that comes to your mind. That includes things such as recipe cards and invitations.

Marketing materials – Create flyers, press kits, and brochures that businesses use in their marketing efforts. Explore how people advertise across different niches and create templates for several.

Graphics – You can make logos and other branding graphics. Create bundles that business owners could purchase from you. Every business wants to tell a story. You can help them in the process with your unique designs.

Furthermore, the list goes on to practically any digital product type that can be either printed or used on computers, tablets, and smartphones.

WHY SELL DIGITAL DOWNLOADS ON ETSY?

Selling digital downloads is a profitable and somewhat passive way of generating income on Etsy. You only have to create digital products **one time**, yet you can sell them hundreds (if not thousands) of times over in your own Etsy shop.

You don't have to worry about product storage, fulfillment, shipping, or returns, either.

Etsy is an established and trusted online marketplace with a pre-existing audience, primed and ready to buy.

You can try doing this on your own website, but when you sell digital downloads on Etsy, you access the platform's massive audience: **Etsy has over 96 million customers in 2023!**

On top of having a huge customer base, Etsy makes it incredibly easy to set up a shop and start selling digital downloads immediately, even if you're a beginner.

ETSY SELLER STATS

The United States is home to 62% of Etsy sellers.

62%

California boasts the most sellers from the US with 14% there.

14%

The UK has the highest percentage of sellers outside of the US, with 30% of international Etsy sellers living there.

30%

Women make up the majority of sellers on Etsy at 83%.

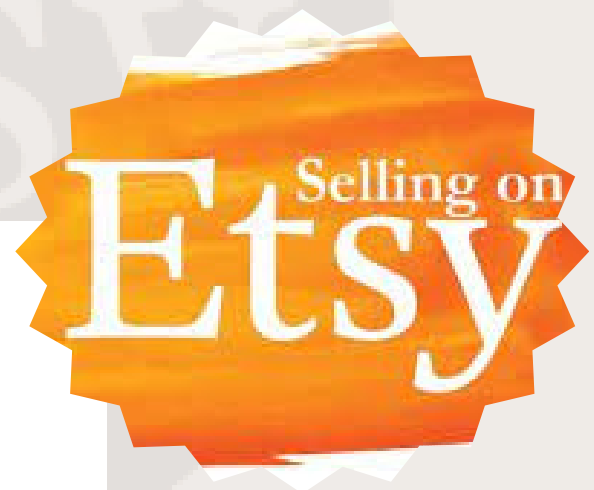
83%

61% of Etsy sellers are considered multi-channel retailers.

61%

82% of Etsy sellers say they would like to grow their business.

82%



THRIVE
myway

HOW MUCH CAN YOU MAKE SELLING DIGITAL DOWNLOADS ON ETSY?

How much you can make selling digital products on Etsy depends on your **niche**, **product**, and **pricing**.

Digital products sell well on Etsy, but a lot goes into it. A quick search online turns up various search results of people making hundreds to thousands per month.

The potential revenue of selling digital products on Etsy varies greatly. Much like running a regular Etsy shop with physical products, you can end up earning thousands of dollars annually.

Making a precise estimate is impossible, as numerous factors affect sales. However, it's safe to say that the **monthly revenue** can range between **\$50 up to \$2000**.

As you can run **multiple** Etsy shops, selling digital products is a great way to make a passive income while you're working on developing another one.

HOW TO CREATE DIGITAL DOWNLOADS TO SELL ON ETSY

What Tools Do You Need?

If you're eager to start making digital products for your Etsy shop, you'll need to master a couple of image editing software tools. Some of those include the following:

- **Adobe Creative Cloud** - If you're looking for a complete suite for image editing, drawing, and designing, Adobe is the go-to solution. While it comes at a price, it packs powerful tools include Adobe Photoshop, Adobe Illustrator, and Adobe Lightroom. The complete suite packs even more tools that'll fit all your needs.
- **Canva** - This is an excellent tool for image editing. It is a popular tool that many people use to create logos, edit images and create designs. If you're a beginner, working with this editor is the perfect way to start.
- **Pixlr** - If you're looking to sell your photos, editing them with Pixlr is quick and straightforward. Use it to edit your images and prepare them for sale on Etsy.
- **Gimp** - This is another free advanced tool. It's an excellent alternative to Adobe Photoshop, and we happily recommend it to those who want to work with digital imagery professionally.

CLICK HERE

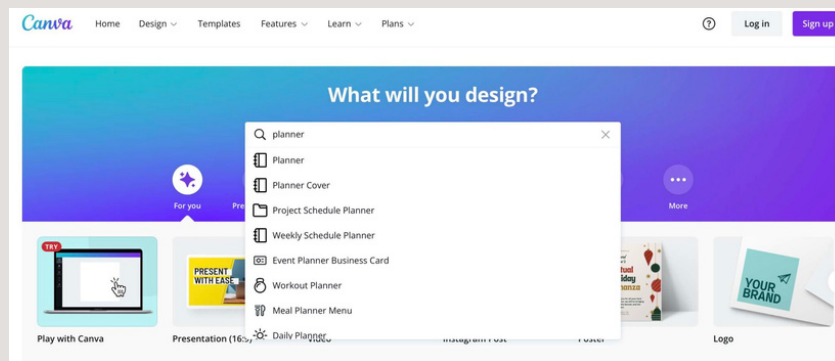
LET'S DESIGN YOUR DOWNLOADS USING CANVA

Canva is online graphic design software that makes it easy for anyone to create incredible digital art and designs, and it also helps make selling Etsy digital downloads easier than ever. From graphics to planner templates, ebooks, and more, Canva has a vast selection of templates to work with.

Canva has a free and paid version. For access to premium graphics and certain types of files (like PNG), you'll need a Canva pro account.

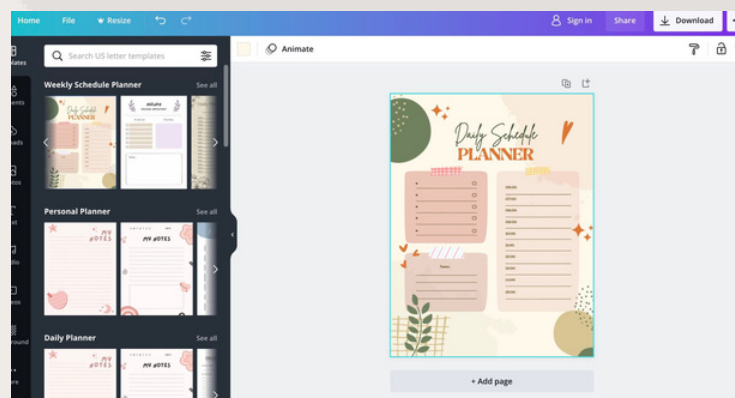
To get started, head to the **Canva website** — you can select what size of product you want to design from the homepage.

In this example, we'll look at existing Canva planner templates. On the homepage, type in "planner."



This will give you a **dropdown** of options related to "**planner.**" Select the first option, and you'll see a page with tons of editable templates on the left.

To create digital planners, all you have to do is **click** a template to import it, and then you can edit every element.



Click text to change font, drag words or elements into different places, and edit element colors. This is an easy and free way to create your custom designs to sell on Etsy, and the templates give you a good idea of how to lay things out.

Be sure to grab my **Canva 101 - Crash Course** to guide you through step by step on creating digital products in Canva.

SETTING UP YOUR PRODUCTS

Listing a digital download on Etsy is just like creating a listing for a physical product. When you create your listing, you can now list it in **two different ways**—as an **instant download** or **made-to-order**.

“Instant download” means you’ll *upload* the file when you create the listing and your customers will receive it immediately when they make a purchase. You can upload audio, image, or text files to your listing.

“Made to order” means that after a buyer purchases the item, they’ll receive an email confirming the purchase but won’t immediately receive the item. The order will show up as an open order in your Orders & Shipping page so you can keep track of it as you work on the customization. When you’ve finished customizing the digital download, you can complete the order by uploading the digital file or files.

See all the steps of listing a digital item.

Digital items come in **two** categories:

- **Instant downloads:** Ready-made files that the buyer can access immediately upon purchase
- **Made-to-order downloads:** Custom files made to a buyer’s specification that will be sent to them upon completion
-

Click this link to follow [**step-by-step instructions to list an item on Etsy**](#) and choose Digital item under Type.

HOW TO MANAGE YOUR DIGITAL LISTINGS

Digital items come in two categories:

- Instant downloads: Ready-made files that the buyer can access immediately upon purchase
- Made-to-order downloads: Custom files made to a buyer's specification that will be sent to them upon completion.

Follow the [**instructions to list an item on Etsy**](#) and choose Digital item under Type. To create a made-to-order digital listing:

1. Go to **Listing Details**.
2. Find **About** this listing.
3. Go to the **When did you make it?** dropdown.
4. Select **Made To Order**.

HOW TO ADD FILES TO YOUR DIGITAL LISTING

When listing a digital item that is an **instant download**, you'll need to upload the files that the buyer is purchasing when you create the listing. You can upload up to five digital files. The maximum size for each file is 20MB.

Uploaded files will appear in a list with their names, file sizes, and upload dates. The file names you see will be the same ones your buyers see. We don't have a way of editing the name after uploading, so be sure to name your files appropriately first.

File names are limited to 70 alphanumeric characters, periods, underscores, or hyphens.

Add a note for buyers

You can add a note for buyers that will apply to all digital listings purchased from your shop. After a purchase, a buyer can see the note on their Downloads page.

Can I offer variations for my digital items?

No, you can't offer variations for digital items.

How can I change the file attached to an instant digital listing?

To remove a file, select the trash can icon next to its file name when you create or edit a listing, and add new files to the listing using the Upload files button. You will be unable to publish or save an instant digital listing if there is no file attached to it. Canceling an order is the only way to revoke a buyer's access to a file after it has been purchased.

If I exclusively sell digital items, will I be eligible for Star Seller?

Yes, if you sell only digital items, you're still eligible for [**Star Seller**](#). When you view your Star Seller dashboard you won't see an on-time shipping & tracking score, but you'll still be considered based on other metrics.

HOW TO COMPLETE MADE-TO-ORDER DIGITAL ORDERS

Unlike **instant downloads**, you don't upload a file when creating a made-to-order digital listing. Once you're ready to send the finished file to the buyer, complete the order through the following steps:

1. On [Etsy.com](https://www.etsy.com), go to your **Shop Manager** and select **Orders & Shipping**.
2. Your incomplete orders are displayed under the **New tab**.
3. Check the box of the order you want to finish, then choose **Complete order**.
4. Select the **Upload file button**. You can attach up to five files with a maximum size of 20MB each.
5. Finish by selecting the **Complete order button**. The buyer will be notified by email that their order is now available for download.

If you would like PLR with this guide
I do offer it for \$7.00



Please contact me at
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JCP Enterprises