



7FIGURE BRANDING QUEEN

MARKETING & BRANDING

**ETSY**

**SETUP GUIDE**

**CONTENT  
CHECKLIST**



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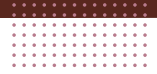
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## STEP 1: CREATE AN ETSY ACCOUNT



Visit [Etsy.com](https://www.etsy.com) and click Sign In or Get Started.

Enter your email, name, and password to create an account.

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## STEP 2: OPEN YOUR SHOP

1. Log into your account and go to Sell on Etsy (at the bottom of the page).
2. Click Open Your Etsy Shop and follow these steps:
3. Choose Your Shop Preferences: Select your language, currency, and location.
4. Pick a Shop Name: Your shop name should be unique, memorable, and reflect your brand (up to 20 characters).



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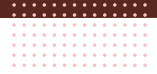


## STEP 3: ADD YOUR PRODUCTS

- Upload Listings:
- Add photos (use all 10 slots to showcase angles, features, and scale).
- Write a clear, keyword-rich title and description.
- Specify the price, quantity, and shipping details.



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## STEP 3: ADD YOUR PRODUCTS



- Upload Listings:
- Add photos (use all 10 slots to showcase angles, features, and scale).
- Write a clear, keyword-rich title and description.
- Specify the price, quantity, and shipping details.
- SEO Tip: Use tags and keywords customers might search for (e.g., "handmade earrings," "digital planner").

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## STEP 4: SET UP PAYMENT AND BILLING

- Choose how you'd like to get paid:
- Options include direct deposit or PayPal.
- Add your billing information to cover Etsy fees (e.g., listing, transaction, and payment processing fees).



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## STEP 5: CUSTOMIZE YOUR SHOP

- Add a Shop Logo and Banner for branding.
- Write a compelling About Section: Share your story and what makes your shop unique.
- Set up Shop Policies: Include shipping, returns, and FAQs to build trust.



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## STEP 6: MARKET YOUR SHOP



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- Promote your shop on social media (Instagram, Pinterest, etc.).
- Use Etsy Ads to reach more customers.
- Create coupons and discounts for repeat buyers.

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## STEP 7: STAY ORGANIZED

- Use Etsy's dashboard to track orders, revenue, and reviews.
- Respond to customer inquiries quickly for better ratings.



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# ETSY SETUP GUIDE

## FULL 100 ETSY DIGITAL PRODUCT IDEAS LIST



## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL



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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL



### HOME & DECOR

- Printable wall art
- Quote prints
- Affirmation posters
- Nursery wall art
- Minimalist line art
- Bible verse prints
- Seasonal decor prints
- Gallery wall bundles
- Vision board printables
- Digital frames/mockups



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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL

### WEDDING & EVENTS

- Editable invitations
- Party printables
- Wedding welcome signs
- Save the date templates
- RSVP cards
- Bridal shower games
- Baby shower games
- Wedding seating charts
- Menu templates
- Thank you cards



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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL

### PLANNERS & ORGANIZATION

- Planner inserts
- Budget templates
- Daily planners
- Weekly planners
- Monthly planners
- Digital planners (GoodNotes/iPad)
- Habit trackers
- Goal-setting worksheets
- To-do lists
- Cleaning schedules



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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL



### CREATIVE FILES

- SVG files
- Clipart
- PNG graphics
- Sublimation designs
- Cricut cut files
- Sticker designs
- Procreate brushes
- Canva elements
- Coloring pages
- Digital scrapbook kits



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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL



### BUSINESS & BRANDING

- Social media templates
- Logo templates
- Business card templates
- Instagram highlight covers
- Media kits
- Brand boards
- Email templates
- Lead magnet templates
- Ebook templates
- Website templates




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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL

### SOCIAL MEDIA CONTENT

-  Instagram post templates
- Instagram story templates
- TikTok cover templates
- Pinterest pin templates
- Content calendars
- Caption banks
- Hashtag lists
- Carousel post templates
- Reel cover templates
- Story highlight icons



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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL



### FINANCE & MONEY

- Debt payoff trackers
- Savings challenges
- Bill trackers
- Expense trackers
- Financial planners
- Investment trackers
- Budget binders (printable)
- Cash envelope templates
- No-spend challenge sheets
- Monthly finance dashboards



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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL

### SELF-CARE & WELLNESS

- Mental health journals
- Gratitude journals
- Self-care planners
- Affirmation cards
- Shadow work journals
- Therapy worksheets
- Fitness trackers
- Meal planners
- Water intake trackers
- Meditation guides



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## ETSY DIGITAL PRODUCTS THAT ACTUALLY SELL



### KIDS & EDUCATION

- Kids worksheets
- Homeschool planners
- Alphabet tracing sheets
- Coloring books
- Reward charts
- Chore charts
- Flashcards
- Educational games
- Busy books
- Kids journals



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PRO TIP (KEEP THIS EXACT VIBE )



## THE BEST PRODUCTS ARE ONES PEOPLE CAN:

- edit 
- print 
- reuse 
- ✨ Start with what you enjoy
- ✨ Turn it into a product
- ✨ List → optimize → repeat



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### FINANCE & MONEY

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## **WHAT NEXT?**

Get my detailed guide on affiliate marketing and HOW TO START A SMALL BUSINESS IN A RECESSION WITH NO MONEY

**ANY RUN OUT OF DIGITAL PRODUCTS TO SELL**

Join my PLR/DFY MEMBERSHIP LIBRARY. DESIGNS UPLOADED MONTHLY



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**KEEP** pushing  
**BOUNDARIES AND**  
never **STOP**  
**EVOLVING.**



INSPIRATION

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**OUR NEW MEMBERSHIP SIGN UP**



**LET'S DO IT**

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THE NEXT LEVEL WITH  
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# THANK YOU FOR READING!



*with love*



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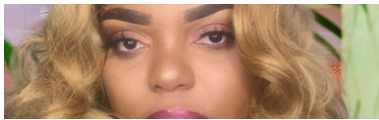
M. SMALL  
CEO.



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IN YOUR OWN  
growing JOURNEY  
AND CELEBRATE  
YOUR success.**



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DESIGNS MONTHLY**



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