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TRAINING SERIES

Etsy Step-by-Step Guide

**How to Start an Etsy
Business for Beginners**

INTRO

I want to thank you for choosing this book, 'Etsy - Step-by-Step Guide on How to Start an Etsy Business for Beginners.'

You can turn your hobby or love for craft into a thriving business by using Etsy.

Most of the sellers on Etsy are quite confident about their artistic and crafting skills. However, many still need guidance about all the different aspects of starting, running and maintaining a successful business on Etsy. So, if you are interested in starting your own business on Etsy and aren't sure where to begin, then this is the perfect book for you.

In this book, you will learn what Etsy is about, the different benefits of using this platform, steps to creating a successful Etsy store, tips for marketing and maintaining a profitable business and everything else that you need to know to start your business on Etsy. This book is a step-by-step guide that provides information about different aspects of Etsy so that you can make the most of this brilliant platform.

So, let us get started without further ado!

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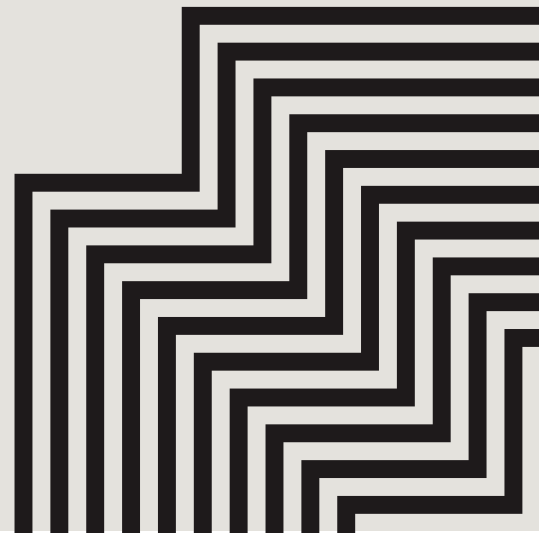


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CHAPTER 1: WHAT IS ETSY?

History of Etsy

Etsy is one of the most popular e-commerce platforms these days that, in essence, is a P2P (peer-to-peer) selling website for handmade and

vintage items. A wide variety of items can be sold and purchased on Etsy like art, clothing, jewelry, different knick-knacks, quilts, handmade and vintage toys (including antique items), photography and even different bath and beauty products. The primary goal of Etsy is to create an e-commerce platform that allows sellers to showcase any handmade items like the ones that are usually displayed at traditional craft fairs. Etsy is merely a digitized and virtual platform with all the quirks of a traditional crafts fair. By 2014, Etsy had over 50 million active users across the globe and over 1.4 million registered sellers. Etsy has more than 700 employees and managed a sales turnover of over 25 million by the end of 2014.

Etsy was launched in the year 2005 by Haim Schoppik, Robert Kalin and Chris Maguire. It took about two and a half months to create the initial version of the Etsy website. After a while, another member joined the group of owners- Jared Tarbell. Maria Thomas was appointed as the COO of Etsy in 2008 and was quickly promoted to CEO. By the end of 2009, Maria bid adieu to Etsy. Around this time, Robert Kalin had taken over the role of CEO and held this post until 2011. Two of the founders of Etsy (Chris Maguire and Haim Schoppik) said their goodbyes in August 2008 along with several other long-standing employees. In September 2008, Chad Dickerson, the former Yahoo! executive was named as the CTO (Chief Technological Officer) of Etsy. In 2011, Rob Kalin was removed from his position, and Chad stepped in as the CEO. Etsy declared its B Corporation certification in May 2012 and managed to raise a capital of around \$40 million in F Series funding. Toward the end of 2016, Etsy acquired an Artificial Intelligence venture named Blackbird Technologies.

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The headquarters of Etsy is located in Brooklyn, New York. The headquarters in Brooklyn also house Etsy's communications and business, PR/marketing, customer support and technology departments. Etsy Inc. officially owns Etsy. Even though Chris Maguire, Robert Kalin, Haim Schoppik and Jared Tarbell are the original creators of Etsy, Chad Dickerson is the CEO, President and Chairperson of Etsy.

Etsy is an online marketplace that allows sellers to sell and showcase any of their handmade and vintage items. The one factor that makes Etsy different from other online marketplaces is the uniqueness of all the items sold on it. It deals in genuine as well as unique handmade arts and crafts. Etsy charges a listing fee of about \$0.20 on every item along with a 3.5% commission on every sale made. Etsy has continued to grow and develop since its inception steadily. The scope of this e-commerce platform is on an upward curve.

If you are looking for a platform deal in handmade or vintage items, it can be rather tricky to create a viable sales platform by yourself. This is precisely what Etsy will help you with. As with any platform, there are specific pros and cons of listing yourself as a seller on Etsy and you will learn about them in this section.

Advantages of having an Etsy Business

Wide Reach

THE POTENTIAL OF DRIVING web traffic to your store increases when you use Etsy. If you have your website, it might take you a while to establish the level of traffic that Etsy can provide you with in no time at all. Etsy boasts of millions of active visitors who visit the platform every month looking to purchase specific items.

Quite simple

IT IS QUITE EASY TO get started and you can create an Etsy storefront within 15 minutes! It certainly takes a while longer than that to create a customized website. However, when you opt to use Etsy, you have access to different templates and samples that help you design a virtual storefront

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within no time. Instead of having to deal with various aspects of creating a website like a font to use or the credit card processor you need, Etsy allows you to focus on the essential elements of business like the items that you want to list on your store and so on.

Plenty of resources

IF YOU MANAGE TO USE all the resources available to you optimally, then you can join the ranks of Etsy sellers who manage to rake in thousands of dollars as income from Etsy. You can learn from the success stories of different Etsy sellers to build up your online brand. You will learn more about the various tips you can use to create a successful Etsy store in the following chapters.

Collaborative community

A BEAUTIFUL THING ABOUT Etsy is the community of sellers it has. Different sellers tend to freely share their tips about do's and don'ts to make the most of Etsy. You can contact a mentor for yourself or even mentor others and earn income while doing something that you love and enjoy.

Work at your pace

ONCE YOU HAVE YOUR Etsy store up and running, you can start working at your own pace and time. It is one of the best ways in which you can earn passive income after you systemize the entire store and operations.

Listing Fees

ETSY CHARGES A LISTING fee of \$0.20 per item and the item stays active for four months. It essentially means that you will be shelling out only a nickel per item that you list. It is quite economical, and you can renew the listing once again.

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Disadvantages of having an Etsy Business

Saturation

THERE HAS BEEN AN ONLINE explosion of different platforms that offer handcrafted and vintage goods these days. So, online competition has undoubtedly increased in the last decade. You must ensure that you stand out from other sellers if you want to establish a successful Etsy business. Etsy is quite economical, and this means that the level of competition is quite high too. As long as you choose your niche carefully and offer good-quality products, you will be able to beat your competition.

You will need to find a niche that suits you and the requirements you have in mind. When you do find a niche that you like, type the same into the search bar that's provided on Etsy. This will help you in checking the competition that exists. Since you are just getting started with niche selling, make sure that there isn't too much competition. If not, you may have a tough time while selling. Look into different sub-categories of niches as well. Even if it sounds eccentric, it might be lucrative. Do a lot of research and don't just stick to the most obvious options that are available online.

Copycats

YOU MUST REMEMBER THAT there will be other businesses that might duplicate your listings or images. It can be tricky to prevent this from happening unless you can establish that the other seller is a copycat. To set yourself apart from all the copycats that exist, you must ensure that you are offering unique and brilliant products.

Fees involved

EVEN THOUGH THE LISTING fees charged by Etsy are quite economical, you must consider all the other overheads involved too like the PayPal fees or the cost of any inventory you hold. All the different variables involved in selling your products must be analyzed carefully before you decide to go ahead and set your shop on Etsy.

Branding

ON ETSY, YOU HAVE THE option of creating a unique banner for your store and customizing your listings. Apart from this, everything else offered

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is standardized and it means that the final look might or might not be something you are fond of.

Control

SINCE YOU ARE USING Etsy as the selling platform, it gives Etsy control over everything that happens at your store. Etsy can shut down your store if you violate any of its policies and this can be done without any warning.

Undercut your prices

A POPULAR WAY IN WHICH new sellers often take over the business from other vendors is by undercutting their prices. Even if your pricing is quite reasonable and your profit margin is slim, there is always a chance that some other seller might sell similar products at a lower price. To avoid this, you must keep tweaking your business structure regularly to stay ahead of your competition.

The advantages of starting a business on Etsy outnumber the disadvantages.

In fact, with a little preparation and a good business strategy, you will be able to optimize your Etsy business and start earning a good income.

Setting Goals

BEFORE YOU START ANY business, you must have specific goals in mind. Having a goal like “better sales,” or “earn more income” isn’t the most actionable of goals. In this section, you will learn about ways in which you can set goals.

Steps to set goals

WHEN YOU SET GOALS before you start something, it helps increase the chances of achieving your goals and reduces the instances of procrastination. If you don’t set SMART goals for yourself, it is quite likely that you will end up abandoning them. SMART is the acronym that’s used to set goals and it refers to Specific, Measurable, Attainable, Relevant and

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Time-bound goals. Here are a couple of ways in which you can set SMART goals for your Etsy business.

The goal must be specific. So, you must opt for a particular area to concentrate on at any given point of time. A common goal can be “I want to work on SEO,” whereas a SMART goal will be “I will start rewriting the product descriptions on my ETSY listing to improve the SEO visibility.”

The next step while setting goals is that the goal must always be measurable. You can use the stats that Etsy provides or any other analytical tool like Google Analytics to track all the data to measure your progress. For instance, a common goal will be “I want to improve my sales.” Whereas a SMART goal will be, “I want to increase my total sales on Etsy by 25%.”

If the goals that you are setting for yourself aren't attainable, then you are setting yourself up for failure. If your goal is to sell at 1000 items in a year, then you can break this down into smaller and attainable goals like I want to sell at least 85 articles per month. So, every time you attain a monthly goal, you will be a step closer to realizing your annual goal.

Now, the goals you set must also be relevant to your line of work. What might work for other sellers or the things that might be relevant to other sellers need not apply to your business. For instance, if you are aware that most of your target audience is on Instagram, then it doesn't make any sense to spend your resources creating and running a brilliant ad campaign on Twitter.

The final aspect of a SMART goal is that the goal needs to be time-bound. You need to set a time limit within which you want to attain your goal. If you don't set a time limit, it is unlikely that you will work on achieving that goal. Not just that, without a time limit, you will not be able to measure any progress you make. So, a common goal might be “I want to increase the items in the listening.” Whereas a SMART goal will be “I will add another ten items to the listing every month.”

Once you start setting goals using the SMART technique, the next step is to focus on the kind of goals you can set.

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A brand-new store

IF YOU ARE SETTING up a store on Etsy, then one of the most straightforward goals you can set for the store is “make one sale from a total stranger.” Why is this an example of a good goal? This goal is more actionable than the goal that states “make a sale.” This goal is quantifiable since it prescribes that you need to make “one” sale and your target audience is described too. The more details your goal has, the more actionable will it be.

Around a year

IF YOU HAVE BEEN IN the Etsy business for a little over a year, then you must take a look at the sales from your previous year and set a benchmark for yourself. Look at your sales turnover from the last holiday season and select a milestone. You must choose a reasonable percentage and stick to it. You can think about increasing your revenue or overall sales or both. For instance, if you managed to make 100 sales during the previous holiday season, then you can set a goal to increase your sales by 20% this holiday season. If you made 100 sales last year, then according to this goal, you must make at least 120 sales this year. As long as the number you set for yourself is attainable, you can work towards attaining it.



CHAPTER 2: UNDERSTANDING ETSY'S BUSINESS MODEL



Register Yourself on Etsy

Registering yourself on Etsy is not only comfortable, but it is also free! Once you register yourself as a seller on Etsy, then you can start using the different features that Etsy offers. Here are the steps that you must follow to register yourself on Etsy.

Step One: Go through Etsy's Privacy Policy and Terms of Use. It is quintessential that you do this since it provides the essential guidelines about the practices that are considered to be desirable and undesirable on Etsy. If you violate any of these rules, then Etsy can deactivate your account.

Step Two: Once you go through all the policies, you must click on the "Register" option present on your screen.

Step Three: You will be directed to a form to fill out all your details.

Step Four: Once you fill out all your details, you will get an email from Etsy to your registered email ID to confirm the same. Open your concerned email account and click on the mail to confirm. Once you do this, you will receive a confirmation mail from Etsy within no time. Open this mail and click on the button that's attached to the email to confirm your account. If you cannot see the confirmation mail, then please check the spam or junk folder. If you use Gmail, then check the Social and Promotions option to see the mail (if you don't find it in your inbox).

Step Five: Now that you have confirmed your email id and have registered yourself, the final step is to log into your Etsy account.

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CHAPTER 2: UNDERSTANDING ETSY'S BUSINESS MODEL

Once you register yourself on Etsy, the next step is to open an Etsy shop. Etsy is a massive marketplace and you can pretty much sell anything you want, as long as it is not in violation of the Etsy's policies and terms of service. If you are just getting started with Etsy, you might be a little overwhelmed initially. Well, opening a store on Etsy is quite simple and straightforward. You merely need to spend some time and carefully go through the different options, and that's about it. You will learn more about this in the coming chapters.

Policies

ETSY IS AN EXTENSIVE marketplace for selling handmade products, vintage items or goods as well as craft supplies. The great thing about Etsy is that the sellers can directly sell their wares to buyers across the globe. Etsy has specific policies in place to ensure that both the buyers and sellers will have a positive experience on their platform. In this section, you will learn more about Etsy's policies.

The Terms of Use as dictated by Etsy include different guidelines about the goods that can and cannot be sold on Etsy, about representing yourself, your listings and your Etsy store, rules about creating and uploading content, about the review system, customer service and other aspects of a business.

What can be sold on Etsy?

Etsy is a unique platform wherein most of the buyers are looking to purchase such items that they cannot find elsewhere. Everything that is listed on Etsy for sale must fall into one of the three categories- handmade, craft supplies or vintage.

All items are believed to be handmade if you either make and design them or are designed by you (the seller). If you are selling any handmade items, then you agree that all the items are made or are designed by you. If you are partnering with a producer, then you need to disclose the information about your production partner in the concerned listings. You need to give an accurate description of all those who are involved in the production process of a relevant item in the About Section of your Etsy shop. You must ensure that the photographs you are using are the ones of the product and aren't

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photos used by other sellers, sites or are stock photos. The pictures of the products listed must not be artistic renderings and must give the viewer an exact idea of what the product looks like.

If you are dealing in any personalized or customized items (a subcategory in the category of the Handmade item), then you essentially agree that all the listings you provide can be availed at a specific price. If you do use any photographs of previous works with variables for customization like color choice and such, then you must include a note in your listing that the products shown are mere examples.

An item is considered to be vintage if it is at least 20 years old. Craft supplies are the term that's used to denote any tools, materials or ingredients that can be used for creating or crafting another item. Craft supplies can be handmade, commercial or even vintage. Etsy allows sellers to sell party supplies also under the category of craft supplies. Etsy tries to create a somewhat transparent environment for conducting sales. So, all sellers have the option of listing any attributes of their listing. It means that you can also include information about the way the craft supplies were sourced or any other unique characteristics of the items like organic, cruelty-free and such can be mentioned in the description of the products listed on your Etsy store.

What cannot be sold on Etsy?

Etsy is undoubtedly a curated marketplace, but there are certain items that you cannot sell on Etsy. There are some items that present legal risks, are against the spirit of the platform or are believed to be harmful. The Terms of Use of Etsy provides a list of items that cannot be sold on Etsy.

You cannot sell the following items on Etsy:

All products that can be easily classified as drugs or alcohol cannot be sold on Etsy. A seller is prohibited from selling any intoxicating drugs, controlled substances, substances that contain alcohol or tobacco, drug paraphernalia (like bong, carburetor, vaporizers or any of their components), and other medical drugs.

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Certain animal products or anything containing human remains cannot be sold on Etsy. This list includes live animals, items made using species considered to be endangered or severely threatened, items curated using ivory and/or bones derived from ivory-producing animals and all items made from human remains (this doesn't include items made from teeth, fingernails and hair). So, a seller is free to sell leather goods, textiles made from animal hair (a mohair scarf or a skilled garment), or wigs.

A seller is prohibited from selling hazardous items like explosives, flammable goods, gasses, radioactive materials or things that include radioactive materials and toxic substances. However, a seller can sell knives that are used as tools (culinary knives, letter openers, toy slingshots and airsoft guns).

Any item that's believed to promote, glorify or support hatred in any manner is prohibited from being sold on Etsy. Any item that either commemorates or supports any hate groups (Neo-Nazis, white supremacist groups and the like) is not permitted. Any item that is considered to be racially offensive is banned too. However, you are free to sell religious symbols.

Any item or items that are believed to be illegal, promote illegal activity or are considered to be highly regulated cannot be sold on Etsy. Apart from this, any item that encourages pornography or mature content is also prohibited. Even if the item meets the prerequisites of Etsy's marketplace policies but is considered to violate Etsy's intellectual property guidelines or is believed to be a prohibitory service, then it is not allowed to be sold on Etsy. Also, reselling is prohibited on Etsy. If an item is listed as being handmade, but the seller was neither involved in the designing or the production process of the concerned product, then such an object will fall under the category of "reselling."

You must remember that if any member on Etsy flags your listing as violating Etsy's policies, then Etsy has the power to remove such listings. Also, the listing fee isn't refundable. If you do list any items that are prohibited, then you not only risk the termination of your Etsy listing but will also lose the listing fee.

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As a seller, it is your responsibility to represent yourself, your store and all your listings in a fair, honest and just manner. Transparency is one of the critical requirements of being an Etsy seller. So, by listing yourself as a seller on Etsy, you agree to:

- Providing honest and accurate information about yourself and the products in the 'About' section of your Etsy store.
- Follow and honor all the Terms of Use as prescribed by Etsy.
- Give an accurate representation of all the items and photos in your listings.
- Accept to respect the intellectual property rights of others and safeguard your rights.
- Not use any duplicate shops to manipulate the Etsy algorithm or engage with other sellers to coordinate the prices and cheat customers.
- If you want to communicate with other Etsy members or buyers directly, then you can use Etsy Conversation. Conversations are an easily accessible and efficient means for potential buyers to talk with sellers about any doubts they have about any item or their orders. You can use conversations to talk, but there are certain things that you must never use chats for. Here is a list of activities for which you cannot use conversations:
 - You must not send any unsolicited advertisements, promotional content or any requests for donations or anything else that is considered as spam. You must not interfere with a transaction of any other member.

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Create a Business Plan

A lot of people seem to think that creating a business plan is a challenging and excruciating tedious process. Well, if you feel the not difficult and you will be able to write one in less than an hour. Yes, one hour is all that takes. Also, it is rather engaging and fun to write a business plan. Your business plan describes the strategies and the ideas for selling your products, so it is rather engaging. There is no reason why you must restrain your creativity and try to get as creative as you can. Here are the different steps that will come in handy while writing a business plan.

First things first, what exactly is a business plan? A business plan is a blueprint of what your potential business venture. Why do you need a business plan? A business plan will help gauge the feasibility of your business idea, it acts as a guide and reduces the chances of making any mistakes, helps identify any potential weaknesses or shortcomings, gives you an idea of the funds you need and finally, it helps to increase the chances of success. Please keep in mind that if you fail to plan, then you are planning to fail.

A business plan doesn't have to be a 100-page document filled with charts, graphs or anything like that. A business plan can be restricted to just one page, provided it gives a brief description of all the essential aspects of your business. Follow the Twitter policy of not exceeding 140 characters while writing the descriptions and your work will become quite simple. The business plan must offer information about ten aspects of business and they are as follows.

The first thing to include in the plan is your value proposition. Give a brief description of what your business is about.

What is the problem that your products address? It primarily refers to the market need you wish to satisfy with your products.

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You need to give a short description of the products you wish to sell. This will help identify whether the products you want to sell will fulfill any existing market needs or not.

Who are your competitors? Are there other sellers on the market selling products similar to your products? If yes, are the products more superior to the ones you want to sell?

Who is your target audience? Who are your potential buyers and will they be interested in buying your products?

What is the cost that you will incur for producing or selling one product? This portion of the business plan is primarily related to your budgeting and sales forecasting.

How do you plan to market your products? What are the sales channels or marketing activities you wish to undertake?

Are there any milestones or business goals you have set? What do you want to achieve?

Why do you think you are the right person for the job and do you have a management team in place?

The final aspect of your business plan must address these simple issues- how much funds do you need, what will you use the funds for and how will you raise the necessary funds? (This question is optional)

While you are brainstorming about all these things, you must not think of it as writing a business plan. A better way to go about this is to think of all these things as the essentials of a business pitch. A business pitch certainly sounds more exciting than a business plan doesn't it?

Here is an example of how you can write a business pitch in less than an hour for an imaginary business venture. Let us breakdown the business pitch and write the descriptions for all the ten items that were discussed earlier.

Value proposition: First things first, what is your value proposition? If you were to write a tweet of fewer than 140 characters explaining the essence of your business, what will you write? Think about what your business is about

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and what makes it unique? Try to keep this brief and inspiring. After all, the idea to stand out from the rest of the businesses, isn't it?

The market need: If there is no market need you wish to fulfill, then it means that there is no market for the products you want to sell. If you are not sure whether there is a market for the products you are offering or not, then you can do a quick survey. You can ask your friends, colleagues or even conduct a random survey to see whether others will purchase your products or not.

What you offer: Now that you are sure that there is a market for your product, the next step is to describe why you think your product will work. Well, if someone was to ask you, "what do you sell?" what will your answer be? Try to make this as convincing as possible.

Target market: You must be as specific as you can be about your potential customers. For instance, whom do you wish to sell? Who will be interested in buying your products? You can establish specific demographical parameters to understand your target audience. Once you have defined the problem and have come up with a solution for the same, the next step will be to identify your potential customers. In this part of the pitch, you will have to define the audience you are catering to. Try to divide your target market into small segments and it gets easier to target them. It is quite tempting to let your target be as big as possible, but that doesn't help while making a business plan. If you want to sell vintage hats, then you cannot state that your target audience is "everyone." You need to come up with a specific audience. If you are selling bohemian hats, then maybe your target audience can be women between the age groups of 15-30 years.

Competition: There will always be competition on the market. If you notice that the niche you opt for has several well-established sellers and the competition is quite high, then it is a good idea to reconsider your choice of niche. If the competition is too high, then you might not be able to get a breakthrough in such a market. Also, if the competition is too high, it implies that the market has reached its saturation point. On the other hand, if there is absolutely no competition whatsoever, then it means that your business idea isn't all that good. The niche you select must have moderate competition. Once you identify your competition, you must make a list of reasons why you think your products can attract customers. There is an alternative

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available for every problem. So, in this section of the plan, you will need to think about all the advantages that your products offer when compared to your competitors. Tell your audience why they must choose you and not the other sellers.

Funding: You might need some funds to start your business. Please ensure that you have a clear idea of all the funds you will need and how you can raise funds needed. Also, if you wish to borrow to meet your funding needs, have a plan in mind for paying off the debt too.

Sales channels: Where do you wish to sell your products? Well, this is an easy question to answer- Etsy! You can sell products on Etsy if they are handmade, vintage or are craft supplies. If the products you wish to sell don't fall under any of these categories, then it is time for you to reconsider your selling platform. Also, you can always use multiple sales channels. For instance, you can sell your products at a local craft fair or even a small boutique.

Marketing: In this digitized world, you need good marketing if you want to become a successful seller. What are the different ways in which you wish to market your products? You can use Search Ads on Etsy, create a blog or even promote your products or Etsy store on other social networking sites.

Projections: How much will it cost you to make a product? What is the time frame within which you can sell the products? What are the marketing costs involved? If you can answer these questions as accurately as possible, then you have your financial projections in hand. The financial summary doesn't mean showing or presenting an elaborate five-year plan. It is essential that you understand your business model well. The business model might sound slightly complicated. However, it is quite simple. You must have a rough idea of the expenses you will incur along the way and the income you will earn. A likely sales and budget forecast or estimate is what you need.

Goals: What are your business milestones? What have you achieved so far? Your business milestones can include things like the schedule for purchasing supplies, creating a business pitch or anything else that you think is essential for propelling your business ahead.

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Management: Do you have a partner, or will you be managing everything by yourself?

Once you manage to answer all these different questions, you will have a business pitch in hand.



Make a Checklist

HERE IS A CHECKLIST of all the things that you must have if you want to run your Etsy business successfully.

Professional email address

YOU CAN UNDOUBTEDLY use Etsy for messaging other sellers in your niche and your customers. However, it is quite likely that you will need to use your email to contact other customers, potential customers, vendors and any other interested parties. So, you need to create a professional email address. Yes, you need a professional email address. You need to create

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something along the lines of `nameofyourshop@emailaddress.com` or something easily recognizable. You can use any email service of your choice, as long as the email address sounds professional. Once you register your domain name, you can update the address so that the second half of the id is the name of your business. This will not only lend an air of professionalism but will also come in handy while organizing your business contacts and messages.

Domain name

EVEN IF YOU DON'T HAVE a website or aren't ready to create a website, it always helps to purchase a domain name. According to the domain name that you want to purchase, the cost will vary. You can purchase a domain name for an annual fee of something as low as \$15. It is a good idea to have a domain name ready so that you can set up a website whenever you want to. Even if the website includes nothing other than necessary contact information and a link to your shop, it does the trick.

Social media

WE LIVE IN A DIGITAL world that's dominated by social media networks. You can use your shop name and create official accounts for the same on different social media platforms like Facebook, Instagram, Twitter or anything else that's popular with your target audience. Add an appropriate profile picture and start posting content that's relevant to your store. For every picture of the products you post, ensure that you provide a direct link to your Etsy store on the post. Just like the domain, even if you aren't active on social pages, it always helps to have the contact information of your Etsy store available on different channels.

Business branding

YOU NEED TO CONCENTRATE on not just creating and selling products on Etsy, but you must also focus on establishing your brand online. If you are not sure what branding entails, don't worry. Branding mainly refers to the process of creating a distinct name and image for a specific product in the mind of your customers. For branding, you need to ensure that you are advertising your store and are using a consistent theme. For instance, the

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minute you see a bright yellow shiny M on the highway, it will automatically remind you of McDonald's. Likewise, you must start using different visuals and imagery like your store's logo to start branding. The store's logo is reminiscent of your mission statement; the motivation for doing business and it conveys the story of your business to the audience in an effective manner. You can either outsource this work to a professional or even do it yourself. During the initial phases, it might be rather expensive to hire a professional. However, it all depends on your budget and you can take it from there.

Setting goals

YOU MUST SET SOME GOALS for your business. Keep the tips mentioned in the previous chapter about setting goals in mind while establishing goals for your business. It always helps if you can write down your goals instead of making a mental note of them. The ideal practice is to set monthly, quarterly and yearly goals for your business. You can get as creative as you want while setting goals. The only thing that you must keep in mind is that your goals are attainable. If you set unattainable goals, then you are merely setting yourself up for disappointment. Once you establish your goals, it is time to start working actively toward achieving those goals.

Product photography

IF YOU WANT TO ESTABLISH and run a successful store on Etsy, then one thing that you cannot afford to skip is product photography. The product photos you post can make all the difference between closing a deal and a potential customer moving onto the next store. You must understand that humans are visual beings. For instance, when you go shopping, isn't it most likely that you will decide to step into a store that is aesthetically pleasing and has well-dressed mannequins on display? Likewise, if the product photographs you post are of good quality, it is quite likely that the customer will be curious to browse through your listing. It can take you a while before you get the hang of clicking the perfect product photos for your listing, but you will get there if you keep trying. Try changing the lighting, work on editing and styling the products to make the photos visually pleasing. As long as the product photo isn't exaggerated and displays what the product looks like, you will be fine. Posting high-quality images of products will certainly take you a step closer toward making more sales.

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Don't stop creating

NOTHING IN THIS WORLD is constant. So, why must your business stay dormant? You must keep changing your marketing and advertising techniques. Not just that, you must also keep updating your listing and keep adding new products to your listing. While starting an Etsy business, you must ensure that you have a couple of new product ideas.

Organize

YOU MUST ALWAYS ORGANIZE your finances. Bookkeeping is quintessential and so is filing your taxes. So, from the get-go, you must ensure that you have everything organized. Not only will this save time in the end, but it will also help you understand how much you are spending and earning. If your finances are not in order, you will find yourself in a world of trouble that can have easily be avoided had you just organized your finances.

There is another essential thing that you must keep in mind and never forget to have some fun! If your business becomes tedious and tiring, then you will soon lose the interest to keep going. Don't forget that you started your Etsy store to earn money while doing something that you enjoy!

Choosing a Business Structure – Sole Proprietor, LLC, S-Corp, etc.

ONCE YOU HAVE DECIDED that you want to run a proper business instead of just indulging a hobby, then you must be clear about the kind of company you want to establish. There are various business structures that you can choose from and you will learn about them in this section. According to the state you reside in, you might need to obtain a business license for running an Etsy store.

Sole proprietorship

AS THE NAME SUGGESTS, in this type of business structure, you will be the only proprietor. You must understand that you can certainly start a business within the US without having to sign any documents officially. It is

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the activity that you undertake which defines whether you are running a business or not. So, if you start an Etsy store and make your first sale, then it means that you are now officially running a business! If you do this, then the resultant business can be termed as a sole proprietorship and you will be the singular owner of your Etsy store.

Since you are the sole owner, you will not only be entitled to all the profits that your business earns, but the responsibility to shoulder all potential losses will also fall on you. It means that you will be singularly responsible for all the profits, losses and the liabilities of the business. The sole proprietor usually has unlimited liability. So, in the event of your company going into losses, you will personally be liable for paying off the debt.

There aren't any specific business taxes that must be paid by a sole proprietorship company. Since the owner and the business are considered to be a single entity, the taxes that the owner pays on income from the business will be a part of the owner's personal tax payments. There isn't any official documentation that you need to file out before you can start your business, it is always a good idea to ensure that you are not in violation of any licensing, regulation or zoning laws of the state you reside in.

If you decide to do business under any other name or have a fictitious name for your business, then you must make sure that you are filing all the necessary applications under the said name.

The advantages of this form of business are that there are barely any startup costs involved, you will have complete and sole control over the business and all business decisions, you can transfer or even sell the business, you don't have to pay any corporate taxes and there are no formal business requirements. On the downside, if you do decide to opt for a sole proprietorship, then please be prepared to shoulder any liabilities and obligations of your business and mentally prepare yourself to bear the consequences of all the business decisions you make.

Partnership

YOU CAN EITHER OPT for a general partnership or a limited partnership. A general partnership is a form of business that has one or two partners or co-owners. Usually, the partners in a general partnership will agree to share

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the profits and losses equally. However, it doesn't always have to be like this. For instance, if you and your friend decide to form a partnership and you invest more than your friend for the startup capital, then you can agree to split the profits and losses according to the ratio of your capital contribution, like 60:40. General partnerships are quite similar to sole proprietorships with the only difference that you will be sharing your profits and losses with another partner. All the partners in a general partnership will be personally liable for any debts that the business incurs.

There is another form of partnership and that's a limited partnership. In this case, one partner can contribute the funds and will share in the profits made, but doesn't assume any working role in the business. It's like having an investor for sharing the costs of business while there is only one partner who takes an active role in the day-to-day workings of the business.

Corporation

A CORPORATION IS A type of business wherein the corporation is deemed to be a legal entity on its own, and it has a separate legal entity from that of its owners, managers and employees. You can start a corporation by yourself or even have someone else on board with you. By creating a corporation, you can safeguard your personal assets and ensure that you don't incur any personal liability even when the corporation is sued. There are two types of corporations, and they are C-corporations and S-corporations. C- corporations provide financial protection to all its stakeholders, while S- corporations are relatively economical to start and easier to maintain. Therefore, a lot of small businesses decide to opt for the S-corporation structure.

Limited Liability Company

AN LLC OR LIMITED LIABILITY company is one of the most popular forms of business these days. This business structure is a hybrid of a partnership and a corporation. As the name suggests, your liability will not only be limited, but you will also have the option to choose whether you want to treat the business as a corporation or a partnership. Your answer to this will depend on the tax liability attached to the form of business you decide to opt for. The advantages of an LLC are that your liability will be

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limited to your capital contribution, your personal assets will be safeguarded from being liquidated if things don't go as planned and it seems more credible than a regular partnership.

Before you decide to opt for a specific business structure, it is a good idea to consult your financial advisor to ensure that you are on the right side of law and aren't breaking any rules.



Working on Your Brand

MOST OF THE SELLERS on Etsy don't know how to utilize the branding options that the platform provides fully. In this section, you will learn about five different ways in which you can brand your Etsy business to increase your brand's presence. Before delving into how to go about branding, the first thing you must understand is the importance of branding your Etsy business. There are different reasons to brand your business, but the most popular ones are as follows:

It makes it easier to attract customers. It helps to exist as well as potential customers to recognize your products as well as your business rather quickly. It helps establish a credible and loyal customer base. It enables the

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customers to relate to you as well as your Etsy business. The most crucial advantage of branding is that it sets your business apart from all the other tens of thousands of sellers listed on Etsy.

So, how do you go about branding your Etsy business? Branding certainly isn't restricted to colors and fonts you use, but this is undoubtedly an excellent place to get started.

Logo and header

YOUR LOGO, AS WELL as the header image you decide to use, must be in sync with one another. They must create a vibe that you are aiming for. You can use these graphics to establish your brand- something that you know will attract your target audience. The first step is to select the font you want to use in the logo and the header image. You can opt for one or two fonts, and once you do this, please ensure that you stay consistent in using the fonts. Specific fonts tend to convey a specific look and feel, to ensure that the font that you opt for matches your Etsy business. For instance, if you wish to sell bohemian accessories, then it doesn't make any sense to use bright primary colors in your logo. Likewise, if you want to sell whimsical stationery, then it will look rather absurd if you opt for bold and gothic styled fonts. If you aren't sure of the look you are going for; then you can use simple online tools like PicMonkey or even Canva to get a feel of the final image. Apart from this, you can also go through the logos and header images of your competitors on Etsy to get some inspiration. Another available option is to hire a professional designer to help create a logo or header image for your Etsy store.

Product photography

IF YOU WANT TO WORK on branding, then you must try to establish a cohesive look by concentrating on the store's logo, header image, and product photography. The aim is to create a specific look or vibe by using product photos. So, if you want to sell vintage baby clothes, then it doesn't make any sense to use neon colors as the backdrop for product photos. Even if you are interested in only using a white colored background, it is quintessential that the shade of white you opt for is the same. Yes, you read it right; there are different shades of white like egg-white, ivory, off-white

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and so on. According to the lighting, the shade of white can differ. So, you must ensure that the color scheme you decide to use is the same. You can use tools like Creative Market to create a mockup of your product photographs.

Products listed

SOME ETSY SELLERS ARE quite adept at mixing and matching their products to create visually pleasing aesthetics. However, such sellers are quite rare to come by. If you are just getting started, then it is a good idea to opt for one type of item and sticking with it, at least for a while. For instance, if you want to sell handmade dolls, vintage gowns and art prints in the same Etsy store, then the product listing will seem quite chaotic and all over the place. It will end up confusing your customers and will make it rather tricky to create a brand on Etsy. However, if you decide to sell hats, mittens, and scarves in the same store, it does go well together. Remember that there needs to be cohesiveness to whatever you decide to do, especially if you want to work on branding. Another aspect of product listing that you can concentrate on for creating a brand is the product descriptions. For instance, it doesn't make any sense to use a boring and dull product description if you are selling sarcastic and witty greeting cards. You must try to infuse a little bit of your personality into your Etsy store while creating a brand.

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About page

THE SAME RULE THAT has been mentioned over and over again in the previous sections applies to the about page as well. While filling out the “about” page for your Etsy store, ensure that you are using such words and phrases that not only describe your business as well as your products but go well with the brand you are trying to create. You will be surprised that a lot of Etsy shoppers appreciate handmade items and most of them will be quite interested in getting to know more about the business they are buying the items from. So, this isn't the time to step away from the limelight. Include some tidbits of information about yourself and your motivation for doing what you do to pique the curiosity of your shoppers.

Social media profiles

ANOTHER SIMPLE WAY in which you can work on branding is by concentrating on creating a brand on social media profiles. You can create official profiles for your business on different platforms and use the same logo, name or taglines on all the platforms. The photos and the content that you upload on various platforms must have the same look and vibe as the ones that you used in your Etsy store. Doing this will help create a cohesive brand for your Etsy store.

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Open an Etsy Store

Opening an Etsy store is quite simple, provided you know what you need to do. Here are the steps that you can follow to open an Etsy Store

Step one: Get started

THE FIRST STEP IS TO create an Etsy account. If you have followed the steps mentioned in the previous step, then you have a new Etsy account.

Step two: Shop preferences

NOW, YOU MUST SELECT the default language for your page. The default language is the one in which all the listings and product descriptions will be visible on your page. If you want, you can always translate the information on your page into any language of your choice. Then, you need to set the home country along with the currency for the listing.

Step three: Shop name

THIS IS THE TIME TO get a little creative. You can come up with a shop name that is unique and intriguing while being easy to remember. Not just that, it must also represent what your store and the products you sell are about. The name can be anything you want, provided it is about 4-20 characters in length, doesn't include any special characters or spaces, doesn't infringe any trademarks or copyrights, doesn't contain any profanities and isn't already in use. You can always go through the Etsy profiles of your competitors to come up with an ideal shop name.

Step Four: Add items

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YOU NEED TO START ADDING items to your store before you can start selling any. The first step in the listing is to add photos. It is ideal that you use at least five photographs per item so that the customer can view the product from different angles. Etsy recommends that each image must at least be 1000 pixels square (it essentially means that you must use high-quality images). Then you need to adjust the thumbnails for every listing. The thumbnail is the first picture of the item that the customer will view whenever they see the listing or when they search for it on Etsy. The thumbnail is similar to a headshot of the product you list, to ensure that the thumbnail is clear and easy to view. You need to give a product description of every item that you list. The product description must be restricted to 140 characters. So, within these 140 characters, you must try to give an as clear and thorough description of the product as you possibly can. You can describe the form of bullet points and add certain additional information like the category and the type of product you are selling. You can use 13 tags per item listed. The tags are the relevant keywords that correspond with the listing. Shoppers usually search for items using keywords, and if you use the relevant tags, it improves the visibility of your listing.

You need to enter details about the product like its price, quantity, any sales tax (if applicable) and any variations available. Once you do this, you need to set the shipping costs too. In this section, you need to include the necessary shipping charges payable, the country of origin, time taken for delivery and processing and the weight or size of the item. After you successfully fill in all these details, you can preview your listing. Once you are happy with the preview, you can publish the listing.

Step five: Payment and billing

YOU NEED TO SELECT the forms of payment that work well for you. There are different options to choose from like PayPal, money order or any “other” modes of payment (this includes different forms of payment like store credit, gift cards, credit cards and debit cards). According to the country you are based in, Etsy might require additional information like your credit card details for the sake of authorization. You will also need to attach a card to your Etsy account to pay for any charges levied by this platform like the selling fees.

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Step six: Open your store

ONCE YOU COMPLETE ALL the above-mentioned steps, your Etsy store is ready! Now, you need to start customizing your store. Your work doesn't end after you create a primary Etsy store. As with a regular brick-and-mortar store, you need to customize your digital store to make it more attractive to your customers. Also, you need to always keep updating and tweaking the store according to your needs and current trends.

You need to add a bio and a photo. Your Etsy profile gives the visitors information about you and your store. In your bio, you can include some information about yourself, your products, your aim, the story behind your store and even your qualifications. You need to establish your store policies. In this section, you can answer any common questions that the customers might have about the shipping, return, cancellation and payment processes. You must include an estimated processing and shipping timeframe in this information so that the customers know how long it takes for the products to reach them. It is quintessential that all the information you add in this section is clear and unambiguous. You will learn more about all this in the following chapters.

Things to Keep in Mind

IF YOU WANT A PLATFORM that helps you channel your passion and display your skills while earning a viable income doing the same, then Etsy is the best platform for you! Here are all the things that you must keep in mind while starting an Etsy business.

Test your idea

YOU MAY THINK THAT you have a great idea, but that does not mean that the market should agree with you. Now is the time to review all the assumptions you include in your business plan. If you want to reduce the starting risk, you need to review your idea. Testing an idea is a tedious and complicated process. It takes a lot of planning, and you have to think about it carefully. Here are some ways to test your idea.

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The first method is an interview with a customer. You need to conduct a random interview with the target audience and understand the problem that your potential product or service can solve. You can learn a lot from these interviews. Try to understand how big the problem is for them. Will they use your product or service to solve them, how effective will the current solution be, and what is it worth to solve the problem better? If your business idea is product-based, you can develop a prototype. You can evaluate the reaction of your potential customers and make any necessary changes. You can also see for yourself whether the product works as intended or not. The third method is to conduct surveys. Surveys are the easiest way to reach a broad audience in real time with little effort. A survey is simply a continuation of an interview with a customer. It is almost impossible to interview many customers. The survey is quite simple though. There are several online tools that you can use to conduct a survey. Make sure the questions you include in the survey are not open. The best survey format is to ask the customer multiple-choice questions.

An attractive storefront

THERE ARE A COUPLE of different ways in which you can easily personalize the storefront on Etsy. Personalization is one of the simplest ways in which you can ensure that your store stands out from your competition. Not just that, it also helps grab the attention of all your potential buyers while increasing your brand visibility. You can add a banner to your Etsy storefront. A banner is a simple graphic that runs across the store's page. It is quite easy to design a banner, and you can use different tools like Picasa, Photoshop or even Paint to design a storefront banner. You must include the shop's title on your storefront. The shop title is akin to a tagline, and it will necessarily give a brief overview of what your shop is about. Shop announcement is the space that's available toward the top of your Etsy's shop page. You can use this space to provide valuable information to your shoppers- about any sales, unique offerings, sharing your store policies and so on. You can use different sections to organize the goods you wish to sell. There are various items you can decide to sell. For instance, if you wish to sell items like pens, papers, notebooks, magnets or picture frames, then you can categorize them as stationery, and you can use various filters like size, type, materials and price to make it easier for the

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customer to browse through them. You also need to create a profile picture for your storefront. While selecting the profile picture, you must ensure that you are selecting something that goes well with the theme of your store and gives the viewer an idea of what your store is about. It must be such that it reflects not just your personality, but your store's character too.

Pricing your work

WHEN YOU BEGIN TO SELL your products or goods in your Etsy store, you might wonder, "How much do I charge for the products?" Well, this is a fair question, and you must decide the pricing before you can go ahead and start selling the items. If you want to have a profitable Etsy store, you need to look at a few numbers and calculate your pricing strategy a bit. There are two simple things that you must learn, and these are certainly not complicated.

The first is $(\text{materials} + \text{labor} + \text{overheads}) \times 2 = \text{wholesale price}$ and the second is $\text{the wholesale price} \times 2 = \text{retail price}$. Shipping costs are not included. The second formula can be customized according to your wishes. If you multiply the wholesale price by 2, you will receive a retail price. Sellers sometimes choose a number greater than 2, such as 2.5 or 3, to determine their selling price, provided that the market is prepared to pay those costs.

Creating product photos

PHOTOS OF WELL-PHOTOGRAPHED products can boost sales of your Etsy store, but you do not have to hire a professional photographer to do so. You can easily create your photos. Here are a few pointers that will help you get the most out of your product. All you need is a bit of artistic talent, some patience and the following recommendations. You have to tilt the camera; this means that you have to tilt the camera slightly so that the object slightly deviates from the center and generates motion and flow. This will give an interesting picture. Make sure you fill the box with your product so that it not only looks more attractive but also lets potential buyers see how well your product has been processed. To sharpen your piece and give it a touch of sophistication, you can blur the background, automatically shifting focus to your product. Always create a frame with a

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darker element. You can group your products, especially when designing or making minimal products. To attract attention, you can group multiple products so that the buyer can see how your products are united. Use the rule of thirds. This is a straightforward rule: You must divide the scene you are photographing into nine parts by using two horizontal and vertical lines that look like a tic-tac-toe grid. This will arouse the viewer's interest.

Start composing the titles

THE PRODUCT TITLE IS quite similar to a headline for a product you list on Etsy. It must be designed to grab customers' attention and get them to know more about this product. There are some recommendations that you must keep in mind when creating a catchy headline. You need to make it short, and it must not contain more than 155 characters including spaces. Describe all the items at the beginning of the item title so that it helps to increase the visibility of the items. You can become a little creative with words and use puns too. You must always use strong words and don't use ambiguous terms. The idea is to make the viewer curious to read more about the items listed. Also, try not to use too many words in uppercase while composing the titles.

Marketing matters

ETSY IS AWARE OF THE importance of marketing for the growth of your business. For this reason, several integrated advertising materials such as widgets and coupon codes are included. Marketing and promoting your products will be straightforward for Etsy if you make the most of the following features. You need to create coupon codes for your store. Vouchers will help to increase the awareness of your brand and to provide the necessary rewards for testing your store. This will not only grab the attention of your potential customers but also increase your sales opportunities. You can manage people from other websites by creating widgets. You can also advertise your shop on various social networks and communicate with friends, family, and fans. Etsy Search Ad is a paid ad space that appears at the top of the search results page when a particular keyword is used.

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Set-up

IT'S EASY TO BECOME an Etsy seller, and all you have to do is set up your shop and list the items you're dealing with. Before you begin, you must ensure that you have passed the list of items that are prohibited to ensure that the products or services you offer do not fall into this category.

You'll need to click on the "Sell" link that appears in the top left corner of the page. The sales page is displayed. This page contains a list of articles, including articles that you can sell at Etsy and not. Now you must click on the link Open Etsy Shop. When you do this, Etsy automatically prompts you to select a language, country, and currency. The default currency is US dollars, as most Etsy users are based in the US. However, this does not mean that people living in other countries cannot register with Etsy. Etsy supports around 20 types of currencies and various international regions. If you set the store language to English, the currency is US dollars, and the country is the US, you must click "Yes" if all the information you enter matches your needs. If not, you can click on the "Select" link and make the necessary changes. After you make the changes, Etsy saves them and prompts you to select the name of the store. You must enter the desired name in your store and save all changes. The name you choose will be assigned to your store, provided it isn't already taken by someone else.

Mistakes to Avoid

ETSY IS NO DOUBT AN excellent platform for selling vintage and handmade products as well as craft supplies. However, if you are just getting started, it can be rather challenging. To make things easier for yourself, you will learn about inevitable mistakes that you must avoid while starting as an Etsy seller.

Not doing sufficient research

YES, THE IDEA OF STARTING a new business venture can be rather exciting. You might be eager to don the hat of an entrepreneur and start selling your merchandise. Well, all that's good, but don't let this excitement get a firm hold over you until you have done all the necessary homework. If

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you don't do sufficient research, it is quite likely that you will run into some trouble or the other. You must ensure that you have carefully read through all of Etsy's policies and thoroughly understand the same. You cannot make the most of the platform if you aren't fully aware of what the platform has to offer.

Quality of images

THE IMPORTANCE OF PRODUCT photographs is something that can never be overlooked. The quality of the pictures you use is quite remarkable. If you don't have a good camera or don't have the ideal lighting available, then wait until you do have these things. Whatever you do, it is a cardinal sin to post blurry, dark and grainy images of products to the listing. It simply defies the purpose of wanting to establish a successful business. If it was a physical store that the customers can visit, then they get to try, test and see the product for themselves before they can purchase. However, that certainly isn't the case with an Etsy business, so the quality of images you post is quite critical. If you post pictures of poor quality, then it is highly likely that you will be turning away your potential customers instead of attracting them. Etsy gives you the option of uploading up to five images per item you want to list. Make the most of the space available to you and post good quality images.

Titles and descriptions

A SIMPLE THING THAT a lot of sellers seem to ignore is the importance of titles and descriptions you use. It might not seem like much, but by carefully writing the titles and product descriptions, you can effectively increase your sales. It is believed that the first five words that you use in titles are quite remarkable. The first five words used in the title are likely to appear in a search or even in the HTML address of the specific product.

For instance, if you are interested in selling vintage porcelain dolls, then your title must not be "Beautiful Retro Vintage Antique Porcelain Dolls," because the keyword that you need to concentrate on is dolls and that happens to be the 6th word. This is the one word that is very important to your listing and that one word will not be present in the HTML address and therefore, the title you chose will not help increase your ranking in search

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results. So, while selecting the title, you must carefully think it through to ensure that you include the keywords within the first five words of the title.

Not just the title, but also the product description is equally important.

Think about the apt description for the products that are not only brief but is quite convincing too. In other words, the description you include must not only be specific, but it must be detailed and exciting too.

Sufficient product listings

IT IS QUITE REASONABLE that a new seller on Etsy might not have more than a handful of items listed on his or her Etsy store. It is always prudent to only list those items that you have an inventory of instead of listing such items that you are yet to obtain a stock of. If you list those products that you have no stock of, it is quite likely that you will lose more sellers than gain any. However, when it comes to listings, you must think of them from the perspective of potential buyers. When a potential buyer views your Etsy store and notices that you have only one page of listings, it is quite likely that the said buyer might think that you are a newbie. When you combine insufficient listings with a handful of reviews, it is quite likely that a potential buyer will skip your store and move onto the Etsy store of a seller who looks more established and trustworthy. This absence of credibility is one of the trickiest obstacles that you must overcome while getting started on Etsy. To improve the first impression a visitor might have upon seeing your Etsy store is to work on increasing the number of items listed on your store. Well, this doesn't mean that you fill up your Etsy listing with a bunch of random products and items. Everything that you list on the store needs to be cohesive and must not seem haphazard. You can take all the time you need to create or source the inventory that's necessary to increase the product listing on your Etsy store. You can start with a couple of items and slowly increase the listings.

Social media market

SOCIAL MEDIA PLAYS a rather important role in our lives these days, and the Etsy business you start is not an exception. You must ensure that you are using social media as a marketing tool. If you want to sell something, then the first step is to ensure that you have your target

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audience's attention. How do you obtain this interest? Well, it is quite simple—you can start using social media to market your business and for creating awareness. You can connect with others across the globe to promote and advertise your brand and Etsy store. Once you start using Etsy, you will notice that this platform allows you to link your Etsy store to your profiles on Facebook and Twitter. There are different tools like the pin-it button that enables the users to pin any of your listed items to their personal boards on Pinterest.

Etsy is a brilliant platform that will help you showcase your merchandise, and you can be a successful seller too, provided you know what needs to be done.

How to Stay Safe on Etsy

ONE OF THE CRITICAL features of Etsy is the community of exciting and creative people who love it. However, there may be cases where you have a not very pleasant meeting with other participants. As with any other online platform, there are also certain precautions at Etsy.

So that no one can access your account without your authorization, you need a strong password. To create a secure password, certain conditions must be met. It must be at least eight characters, cannot contain your actual name or username, is not a complete word, is different from the previously used passwords, and must be uppercase, lowercase, symbols, numbers, and spaces. You can also change your password every 90 days for added protection. Be vigilant and watch for fraud. These frauds often include payment in the form of personal checks, bank transfers, a significant amount of money for transportation costs that exceed the required cost, or other fees for a foreign request. If you are involved in a scam with Etsy, you must contact your financial institution, report it to Etsy, and you can also contact your local law enforcement agency. Before you switch to a forum or discussion, you must follow the discussions for a while. Take a look at the topic of the discussion and the nature of the conversation. If you think that the conversation is the worst, you have to disconnect. You do not have to get involved in unnecessary arguments. And the last thing you need to keep in mind is that you must not disclose your contact number or other personal

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information such as your home or work address. Do not share information that you do not usually share on other social networks. Your safety is in your hands, so please be careful!

Etsy's Do's and Don'ts

THERE ARE A FEW THINGS you must avoid with Etsy. In the end, this is an online store, and there are specific recommendations that you must follow. Every Etsy member must go through the "What may and may not be" page on the site. This page details what you can and must do to avoid a potentially unpleasant incident. To view this page, you must click the link in the top right corner of all Etsy pages, click on the "Site Policy" link and then click on the "What you need and what you do not do" link. Make sure you go through this page to avoid ignoring website policies. Here is a brief description of everything that is included on this page.

Membership is a section where attendees receive recommendations on how to behave on the site. It indicates whether ownership of an Etsy account can be transferred from one part to another, recommendations for managing multiple accounts, and scenarios in which you can have multiple accounts. Conversations, also called convoys, are an area where different Etsy users can communicate and build healthy relationships. This is very useful if you want to report lists and different supplier guidelines. Convoys must not be used to send spam, distribute illegal content, or track another account user. A transaction is a section in which Etsy explains its role in transactions and provides all the policies for transactions between buyers and sellers. It also includes the steps that the seller can take if the buyer has not completed the payment and the steps that the buyer can take if the seller does not complete his transaction. If a member of Etsy wishes to provide feedback on the buyer's effectiveness or the seller's goodwill, this section is for you. However, specific recommendations must be followed in the feedback. Marketplace criteria shed light on the type of behavior that is acceptable in terms of sales and is not available on the website. Many Etsy sellers will be interested in using different advertising tactics to promote their products and businesses more, but there are certain specifications that they must follow. These rules are mentioned in the Etsy advertising category. Etsy members can use the tagging feature to warn when the site has potential features, or even flag the behavior of a particular seller or buyer on the site.

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Finances

Regardless of the type of business, you want to run, one of the most important things that you must understand is your store's financial decisions, but also to avoid any unpleasant surprises like a huge tax bill or any unforeseen debt.

Regardless of whether you like to use accounting software or like to maintain notes about the same, it is quintessential that you are aware of all the funds that are coming in and are going out of your business. This is the first step of basic bookkeeping, and you will learn more about it in this section.

You need to find a method of bookkeeping that works well for you. If you feel like this is too much work, then it is likely that you will keep procrastinating. You must ensure that you make it a habit to keep track of your business expenses and regularly keep balancing your books of accounts. If most of your supplies come from online purchases, then you can opt for a digitized method of bookkeeping. You must have an exact idea of the amount you are spending on your necessary business supplies and materials. You need an exact amount since this determines the price of the products you sell.

Here are a couple of online bookkeeping tools that you can use.

Wave is accounting software that provides a variety of features, offers customer support and can be easily integrated with Etsy. Apart from this, this software is available free of cost. All the sales conducted on your Etsy store will be added to the bookkeeping record maintained by Wave. You can also connect it to your PayPal account to keep track of all the payments and receipts. Apart from this, this smart software helps prevent any duplication of transactions.

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Wave not only manages your sales, but you can also use it to save customer information, send invoices and even distinguish between your personal and business expenditure. It helps you keep track of the payments you are yet to receive and the sales tax payable. This is a basic software to use and offers all the accounting features you need for bookkeeping including the generation of bank reconciliation statements. Of all the different bookkeeping software available, Wave is among the best ones!

QuickBooks Self-Employed is a comprehensive accounting tool that helps you track your expenses, do the necessary bookkeeping and even offer tax support. This is the perfect software to a single user in charge of a small business. You can integrate this software with your Etsy store too. As with Wave, you can directly link the sales from your Etsy store to this tool as well. QuickBooks will automatically categorize all your expenses and keep them organized. You can also separate your personal and business transactions. The tax support and assistance offered by this software is perhaps the most brilliant feature! You can calculate all the taxes payable and even estimate your quarterly taxes. If you are looking for a tax assistant, then this is excellent software.

Another bookkeeping platform that you can use is GoDaddy Online Bookkeeping. Even this platform offers complete integration with Etsy, offers excellent tax assistance along with basic bookkeeping features. Like the previous two bookkeeping assistants, even this one will automatically make a note of all your sales on Etsy. There are various accounting options available for Etsy users, but this one offers the best reporting. You can run different reports to see the financial performance of the store, the sales tax payable, the most popular items sold and the status of invoices. All these things come in handy while running your Etsy business.

You can opt for any of the bookkeeping tools mentioned in this section. If you aren't sure what to choose, then the best thing that you can do is perform a trial run on each of these tools and select one that fits all your needs.

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Pricing Your Product

WHEN YOU GO THROUGH different products listed on Etsy, you will come across certain products that are overpriced and the underpriced ones. It is not just essential to have a great product, but you must also price it optimally if you want to become a successful and profitable Etsy seller. It doesn't make any sense to price a hand knit quilt at \$40 and a flimsy owl hat at \$13. This is just bad pricing. A lot of new sellers tend to think that by lowering their prices they can attract more customers. It can be rather tempting to set your prices lower than the ones of your competitor. Regardless of how tempting this might sound, you must not do this. There are a lot of problems you will need to face if you underprice your products. For starters, by underpricing your products you not only stand to incur losses, but you can harm the other sellers too who are pricing their products correctly. While you are setting the prices, there are a couple of different things that you must consider. Since Etsy is a marketplace for handmade items, vintage good and craft supplies, you need to consider the costs you incur for procuring or producing the items, the shipping charges involved, taxes payable and several other overheads. You cannot ignore these items if you want to become a successful seller. In this section, you will learn about all the different things that you must consider while pricing the items for your Etsy store.

The first thing that you must do is make a list of all the materials you need and calculate the expenses involved in procuring the items. For instance, if you are stitching or knitting an item, then the things that you must consider while pricing the final product will include the cost of the yarn, buttons, thread, crochet hooks and so on. Also, you must include all the costs and fees involved like the fees payable to Etsy and PayPal for using their services. If you need a loom or editing software, you must take all these things into account.

You must also consider the time that goes into making the final product.

You will be putting in significant time and effort to make a product, so don't forget to include your per hour rate too. You must set a rate that you think is sufficient without going overboard.

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If you want to calculate the price you must sell your products for, here is a formula you can use:

Materials + Labor + Expenses + Profit = Wholesale Price

Retail price = Wholesale Price X 2

This is a rather simple and brilliant way to calculate the pricing of your products. You can use this formula as is or tweak it according to your needs. For instance, if you use this formula to calculate the retail value of a relatively small hand knit blanket, you will end up with a retail price of over \$200! The cost of materials included for a small blanket is about \$20, it takes around 7 hours to knit a blanket and if the labor cost is \$10 per hour, that makes labor cost \$70 and the rest of the expenses along with profit come up to \$5 and \$15 respectively. So, the wholesale price of the blanket is \$100, and this means the retail price will be \$200. Woah, isn't that too high? Regardless of how wonderfully knit the blanket is, seldom will any buyer want to spend \$200 on a blanket! Instead of using this formula, you can tweak it and price the same product using the following formula:

Materials + Labor + Expenses = Retail price.

When you do this, the retail price of the blanket comes down to \$95, and this is more ideal.

You must remember that a lower price doesn't always guarantee higher sales. If you aren't sure of this, you can start by pricing your product at \$20 and gradually increase the price. If you notice that buyers are willing to purchase the product at \$30, then it certainly makes more sense to set the price at \$30 instead of settling for \$20 per item. You need to be open to a little experimentation to find the sweet spot. You need to set the price such that you not only earn a profit, but even the buyer will be happy to make the purchase. A simple trick that sellers use is that they include the cost of shipping in the total price payable. For instance, if your product is priced at \$25 and the cost of shipping is \$5, then you can increase your sales by selling your product at \$30 instead of mentioning the additional \$5 as shipping charges. Often, a lot of buyers become hesitant about making a purchase when they see that the shipping costs are mentioned separately. It

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is all about mental tactics to make the buyer feel comfortable making the purchase.

By using the simple tips given in this section, you will be able to decide an ideal price for your products. Remember, regardless of what you might feel like doing, and you need to earn a profit at the end of the day. So, price your products keeping this in mind.

Dealing with Customers

A LOT OF PEOPLE SEEM to think that it is a breeze to become an Etsy seller. Yes, it is not that difficult, but don't lull yourself into believing that it will always be smooth sailing. People seem to think that Etsy customers are happy to pay a higher price for a right quality item. Well, they are on Etsy, so it means that they must be fond of artsy things and might want to pay for it, right? Well, if you believe this, then it is time to step out of that universe. As with any other business, you will have sure good and bad customers to deal with along the way. In this section, you will learn about how you can deal with customers.

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Bad Reviewers

THESE ARE THE ONES who seem to pop out of the blue. They are the ones who either failed to ask any questions, or they imagined a different product than the one they ordered for. Regardless of the reason, they are quite upset, and they feel duty-bound to inform the rest of the world about their disappointment.

So, how do you deal with such customers? The one thing that you must not do is lose your patience. You must always keep your cool and stay level-headed even when subjected to the customer's angry rant. If you keep coming up with excuses, try to justify yourself or even point out their faults (even if they are the ones at fault), it will blow up in your face. Take a moment to gather your wits and place yourself in the customer's shoes. Think of this situation: maybe you ordered something that you were incredibly excited about and were eagerly waiting for the delivery. Once

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you received the delivery and have spent your hard-earned dollars on it, you realize that the product you received isn't something you were expecting.

If you want to work with this customer, then you must understand the reason why they are upset and try to make it better for them. You can do something as simple as contacting them and saying, "Hello, I just read your review, and I am incredibly sorry that you were dissatisfied with the item delivered. If given an opportunity, I would like to make things right for you! Would you like to exchange the item or do you want me to initiate a refund?"

By doing this, you are not accepting that you were at fault and at the same time you aren't making the customer feel like their angst is unjustified. Every customer, even the angriest ones like to be acknowledged. If you do this, you will be able to rectify a bad review. Once you fix the problem and the angry customer is satisfied, you can gently ask them to edit their negative review. This is a simple technique that will ensure that the seller and the purchaser are both happy.

Never satisfied

YOU WILL COME ACROSS some customers who can never be pleased or satisfied. You can send this customer a carefully drafted response, try placating them, try removing their doubts and then they will turn their tables around and crucify you. Well, these sorts of customers are rather tricky to deal with and can even frustrate you. Usually, this sort of customer is the one who will ask you for more options even after you show them all the options available. They are the ones who will ask you to keep changing things. The problem is, they will never be satisfied- regardless of all that you do.

So, how do you deal with such customers? While dealing with these customers, you must remember that the customer has a specific idea in mind and is working with you because your style appeals to them. So, at least during the initial stages, keep your calm and don't get frustrated. If you are dealing in handmade products and come across such a customer, here is what you can do. You can show one design idea to the customer and offer to make one change free of cost. Apart from this, be upfront with the

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customer and inform them that any changes to be made beyond this will be chargeable.

Discount hunter

There will always be satisfied customers who assume that they are entitled to discounts on everything. Well, dealing with such customers is entirely up to you, and it is a judgment call. If the customer makes a polite request asking for a discount, you can indulge the customer, provided it doesn't eat too much into your profit margin. Or maybe you can offer a tiny discount to please the customer. However, if the customer is rude and demands a discount, it is a good idea to decline the customer.

Packaging

WHAT HAPPENS AFTER spending hours improving your products, setting up your business, and marketing your products at Etsy? It is time to start selling!

Whether you start as an Etsy retailer or work professionally with thousands of customers, branding and packaging your products can take your store to a new level, increase customer love and loyalty, and attract new customers through referrals.

For example, if you have ever opened a brand-new Apple product, you can say that the company thinks a lot about its brand and packaging. The design of the boxes outlines the products carefully, and everything fits perfectly. It is clean, tidy and simple, yet looks stylish and fashionable at the same time.

The way the product is packaged often leaves the buyer with a happy thought that affects how they see this company in the future, how it discusses with others, and what future orders are there. If you make your customers smile even after the sale, they are more likely to spend money with you in the future. "

Etsy is the most creative community for homegrown online vendors.

Therefore, it makes sense to take additional measures to satisfy customers in this way.

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The way you label and package your product is an easy way to secure future orders and receive satisfactory feedback on your sales. Keep in mind that your feedback is the key to showing others how good your product is and assuring others that they are equally useful when you buy from them.

This is possible without much investment and very important for the customer experience. To impress customers with a great buying experience, you do not need to invest heavily. This can be done with a few simple tricks and hacks for packing and unpacking. In this section, you will learn how to create or update your brand and packaging to satisfy your customers and increase sales.

A simple way to pack your products is by wrapping them in a bag or a bubble wrap before placing them in the shipping container. When you make this little effort of double packing the order, the customers will also be able to see that you take pride in your work. No one likes a shabby package, especially when they are shelling out their hard-earned money on it. You can decorate the package with some stickers, ribbons, stamps or ties. All these small embellishments don't take up much time, but they certainly help to create a good impression. You can start using eco-friendly products for the sake of packaging. Going eco-friendly seems to be all the rage these days. So, it is time to capitalize the same! You can include small surprises in the package. You can add a badge with your Etsy store's logo on it. This is a great way to brand your store while eliciting a smile from your customer. Not just that, you can even add a small thank you note to the package. These small steps will go a long way when you are trying to develop a healthy and positive relationship with your customers.

Shipping

FROM ESTIMATING SHIPPING costs for your first Etsy listing to wrapping a fragile order, a newbie to shipping can sound like a guessing game: how much should you take? How can you guarantee that your goods arrive safely? How often should you communicate with your customer?

It is normal to be a little worried about the shipping and handling process - in fact; this is one of the most common problems that new sellers are encountering. But as any seasoned salesman would say, this is a process

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that will become easier with time and practice - and a few ideas. In this section, you will learn about the different things that you must keep in mind while estimating the shipping costs.

Calculate the shipping costs

REGARDLESS OF WHETHER you are shipping the whole country or the whole world, knowing the weight and size of your product is the first step to quickly and accurately calculate shipping costs. The easiest way to determine the weight of your item is to use a scale, such as B. a digital scale or a kitchen scale.

If you do not have access to your scale, you don't have to worry. You can bring your items to the post office and use their free letter scale, average the weight of an item like yours on the internet, or round off the weight of your item compared to regular household items (such as a flour bag).

Since many shipping prices are based on "weight levels," the availability of some consumables is also helpful to get an accurate weight estimate when listing your items. If in doubt, you can add a little extra to your estimation. You can always refund any extra postal charges, but you cannot ask for more if you didn't weigh the package correctly.

Keep your customers up to date

CLEAR COMMUNICATION with your customer during the ordering process is just as important as the packaging of your goods. First, determine clear expectations of how much time it takes to prepare and place an order during the processing time of your product. Eg, if you take 3 days for personalizing, packaging and shipping the goods, and 3-5 days are required to deliver the freight forwarder, you must inform customers that receiving the goods takes up to 8 working days.

Make sure the rules of your business indicate whether you accept exchanges and returns. If you do, inform them who has to handle the shipping costs and also about the return policy.

If your product is sold, the customer will receive an e-mail containing your message to buyers, if you have written them. After you have sent the order,

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inform the customer that the goods are in transit. You can do this quickly by going to your store> Orders. Click the "Mark as Sent" button next to the order. A notification will then be sent to the buyer. Whenever possible, it makes sense to provide tracking information so that customers can monitor the progress of their goods and eliminate problems with delivery directly from the carrier. If you are concerned about the extra costs that are sometimes associated with the service, consider tracking, as a delivery update so that customers can pay the extra cost if tracking is a priority.

Pack your order

ONCE YOUR PRODUCT IS sold, it's time to ship an order safely and securely. In addition to packaging materials such as bubble wrap, adding several other ingredients will make the packaging complete and more professional. Many sellers like to add a packing list and a quick thank you to the buyer. (If you have a business card or other business material that contains the name of your business, you can also add it.)

Although you are probably familiar with the entire packaging process, you must be extra careful when delivering delicate items. You must ensure that the item is packed correctly and has sufficient padding so that it doesn't get damaged during transit.

Taxation

YOU WILL NOT ATTRACT any tax liability if you sell your old laptop. However, once you decide to start selling handcrafted items or vintage items on platforms like Etsy, you will need to report your earnings from it and pay the taxes applicable to it. Not just that, you will also be liable to pay self-employment tax on any profits you earn and, in some areas, you might also need to collect sales tax. So, don't forget to check the local taxation policies in the area you reside.

If you are selling items on Etsy, then you need to pay tax on the income you obtain. This is usually calculated by deducting your total overheads and business expenses from the total income derived from sales. Etsy is duty-bound to report your gross earnings to the IRS, so you need to report your

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sales income from Etsy on your tax returns as well. If there is any income tax levied by the state you reside in, then in such case you are liable to pay state income tax on your net income from your Etsy business.

If you can earn a profit from your Etsy store, then certain business expenses are deductible like the cost of advertising, the cost of materials and shipping charges. You can deduct these expenses even if you don't make any profits. So, if you do incur a loss from the Etsy store, you can set this loss off against any other taxable income you earn like the income from any other job or business.

If your Etsy store is merely a hobby, then you cannot deduct any losses you incur from such a hobby from your taxable income. So, if you don't want the IRS to treat your Etsy store as a hobby, then you need to maintain detailed and proper business records and ensure that your business earns a profit in at least three out of five years.

You are liable to pay self-employment tax if the income from the Etsy sales is more than \$400. Self-employment tax consists of Social security as well as Medicare taxes. These taxes are usually charged and are withheld from the salary that you earn as an employee. Since you are self-employed, you are directly liable to pay for these taxes. When you are self-employed, and your income is less than \$200,000 and \$250,000 if you are filing taxes jointly, then you must pay the Social Security and the Medicare taxes by yourself. As of 2018, you are liable to pay Social Security tax at the rate of 12.4% on the first \$128,000 you earn and 2.9% of your total income is payable as Medicare tax. If your income is higher than the amount mentioned, then you will be liable to pay an additional Medicare tax at the rate of 0.9%. If you consider the sales income from Etsy as a hobby, then you will be liable to pay other taxes and not self-employment taxes.

The sales tax policy changes from one state to another, and it also depends on the local governments. Usually, a small percentage of each sale you make goes toward sales tax. Usually, the responsibility of collecting the sales tax from the buyer and redirecting it to the concerned authorities falls on the online seller. So, check the local and state laws to learn about the sales tax policy.

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Taxes! Regardless of whether you enjoy doing your taxes or loathe it, you cannot avoid it! Taxes don't have to be something that you dread, and you can make things easier for yourself by being a little organized. Now that you are aware of the different taxes you need to pay for your Etsy business, here are a couple of easy ways in which you can stay organized and make tax filing less irksome.

Yes, it might take a lot of your time and energy to run an online store, but you need to set some time aside daily to do a little bookkeeping. It can be quite simple to make a record of your daily transactions and make a note of them instead of waiting until the year-end to make a list of all your transactions. If you want a simple means of keeping track of your business expenses, then you must consider getting a separate debit or credit card for your business. When you do this, all the transactions transacted with your business card will solely be business expenses. This will undoubtedly make things a little easier for you. Having a list of your business expenses displayed in one place is quite helpful, mainly when you are calculating your tax liability. Regardless of the filing system that you use, you must ensure that you always store all your financial files in one spot. If your files aren't organized, it will become tricky to search for all the related receipts and invoices at the end of the year. You can invest in any of the bookkeeping software that was discussed in the previous sections to make things easier!

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Offer custom items

You can always accept requests for individual orders. To let your customers know you're ready to take their ideas into account, you can add the "request a custom item" link on your business page. When a customer clicks on this link, Etsy opens a personal conversation between the buyer and the seller. The link "Request order" can also be displayed on the product list page. To add a custom "Request" link to your homepage, click the "Your Store" link on the Etsy page. On the left side of the page, click the "Options" link under the shop settings. The Store Options page opens in which you need to enable the Request custom item option. Save your changes now. When you return to the main page, the "Request custom item" link appears on the main page of the store. It's not just about accepting requests to customize orders. You can also write about custom lists. Custom collections allow shoppers to request customization of certain aspects of the item they want to buy, as long as the seller can adjust that adjustment. When you are ready to make adjustments, there are distinct possibilities that you can do. You can ask for a deposit as the item cannot be sold or used for other purposes after the personalization. Setup fees may apply. All items that have the settings available can be marked as personalized, personalized or made to order in the list. You must specify the options that can be entered into the product. You must inform the buyer about the process and rules of the business. You must provide the buyer with a timeframe to let them know when to expect delivery of their product. Before sending the goods, make sure you send a photo of the same buyer.

Timing your Etsy post

TO MAKE SURE THAT THE listing you want to post on Etsy reaches a broad audience and covers as many of your potential customers as possible, you will need to plan a little. After you've posted your listing, you can always access your account to see it before it expires. If you publish your

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data to Etsy for a few seconds, it will be displayed on the Etsy homepage under the Recent Items tab. To ensure the maximum number of buyers who can see your publication, you must consider publishing at a specific time. If your target group is mothers on the East Coast, it will be helpful if you post your entry at 9:30 am EST after they've got their kids to bed, or at 12:15 pm local time, when all are in California at lunchtime. Because Etsy is an international organization, there is a possibility that peak times may occur in one place or another, regardless of the publication of an entry. If your schedule is such that you aren't able to create a listing during the peak time, you don't have to worry. You can create a list in your spare time, and if the time is right, you can publish your list. Do not click on the "Publish" button after creating your entry, but on the "Save as draft" button. When you're ready to publish your data, all you need to do is sign in to your account, open the Lists Theme option, available on the left side of the page, check the box next to the list, and click the Publish button to upload the list. All listings published on Etsy will take 120 days if the product has not been sold or listing is disabled.

You can determine the expiration date of a particular offer by signing in to your Etsy account. Then under the "Subject" option, click the link that is currently for sale. Now locate the list whose expiration date you want to know, and this date will appear in the expiration column next to the list. If there are multiple entries in your Etsy store, you can sort them by expiration date. To do this, you need to click on the Expires column header on the page.

Setting up payment methods on Etsy

THERE ARE SEVERAL PAYMENT methods that you can choose for your Etsy shop. However, depending on your convenience and preferences, one or more of these options may be ideal for your Etsy business. You can choose the following payment methods: The credit card is one of the options. During Etsy Direct Payments, he can accept payments with credit cards such as Visa, MasterCard, American Express and Discover. This is the most popular form of payment on the site, although this feature is only available in the US. The direct order also provides Etsy users with protection that can prevent fraud. You can also buy and print delivery labels

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from the US Postal Service at your Etsy store. You must pay a 3% processing fee on the total sale, including shipping and sales tax. PayPal is a popular payment method. All electronic payments can be instantly credited to your PayPal account, and you can quickly transfer money from your PayPal account to the bank. If you are an old school, you can choose a simple money transfer. For those who are shy of technology, this is a good option. The disadvantage of this method, however, is that the payment cannot be made immediately. You will have to wait patiently for the transfer by mail. Paying with personal checks also has the same advantages and disadvantages as the transfer. Payment is delayed compared to other instant payment methods. If you wish, you can accept other payment methods, such as Bank checks or other forms of payment that you consider appropriate.

If you have decided on the method of payment that you will like to accept, you must provide it to Etsy. Click on the link your shop at the top of the Etsy page. When this page opens, go to the Paid or Payment in the Business tab if you want to select credit or gift cards as a payment method, select Etsy's Direct Checkout. To enable the Direct Checkout option, you must click the Sign In button to view the terms of this service. Read the Terms of Service carefully and click "Next" to accept them. Etsy encourages you to provide your personal information such as your name, date of birth, the last four digits of your Social Security number or tax code issued by the Federal Government, your home address, telephone number, and company name. You do not have to worry because this information will not be published. This is for internal use only. After you have entered all this information, you must click on the "Next" button. In the next step, enter your bank details, account type, name of the account holder, bank number and your account number. The final step is to sign up for the option once you have entered all the required information, and Etsy will register you for Direct Checkout. If you want to accept other payment methods, such as: For example, PayPal, money transfers, etc., you must click the "Payment" tab, select the "More payment methods" option, and specify when the list is displayed. You must mark the payment options you want. After that, you have to save the changes. Please ensure that the modes of payment you opt for are globally accepted.

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Things to include in your shipping policy

IF YOU DO NOT WANT to be a salesperson that will knowingly advise your customers how and when they can expect to deliver their goods, you must have a clear delivery policy. When developing your shipping policies, there are a few things to keep in mind.

First of all, you have to select the forwarder you want to use for the delivery. This may be the United States Postal Service, FedEx, DHL, UPS or other options available. After selecting your carrier, you must select a specific delivery option. For example, depending on your needs, you can choose First Class, Priority Mail, or Media Mail. You have to decide if you want to include delivery confirmation or insurance for the delivery. It will be better to have insurance on delivery, especially if the goods you are working with are expensive because the package is lost during transport; At least you can get your expenses back. You have to decide if you want to deliver internationally. If you want to ship internationally, you must decide whether the buyer has to charge customs fees. This allows you to handle combined shipments. Sellers often offer discounts when buyers buy multiple items in their Etsy store in one transaction. It is up to you if you want to follow this practice. You also have to decide how quickly you can

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ship the purchased items. Some sellers promise to ship the goods within one day and others who will take a little longer. Regardless of what you specify with the delivery time, you must tell your customers. When you accept orders for custom products, you must also consider the time you spend adjusting them. The buyer may need the goods as soon as possible, and in such a situation you must be prepared to update your delivery method to accommodate these buyers. Finally, you have to decide on the shipping method of your products. You can also offer the possibility of gift-wrapping if possible.

Etsy's Seller Protection Program

TRY YOUR BEST AS YOU like, not every transaction will run smoothly, and you will come across multiple strokes. Fortunately, Etsy offers seller protection. This program ensures that the status of your account remains unchanged, even if the buyer reports a specific issue with your Etsy store. There are certain things you need to do to participate in the seller protection program. You need to publish all the rules of your store regarding shipping, exchange, return and customization on the rules page of your Etsy store. Try communicating with clients via convoys, rather than email or otherwise. The items on your list must have accurate photos that do not allow for color, size, material, and description distortion. The buyer must have a real sense of what he buys. Use the tools offered by Etsy, give your customers the date of the expected delivery and make sure their delivery arrives on time. Send the goods to the address stated on the Etsy receipt or to another address agreed by the buyer. After you've sent the articles, highlight the same thing with Etsy. If the price of your item exceeds \$ 250, you can confirm the signature on delivery using the tracking method. You must provide proof of delivery, and for goods shipped to the US, you must also track the delivery confirmation. Answer all disputes and, within seven days, contact the buyer involved in such an incident. Also, you must also answer any inquiries that Etsy sends. Another benefit of this program is that it provides full coverage for items purchased through the Etsy Direct Checkout Tool for up to \$ 1,000. So if a good deal goes south, you will be safe. This program is not available for all products. For example, transactions related to digital goods or articles that are to be delivered electronically are not included.

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Things to consider before starting an Etsy shop

ETSY IS AN EXCELLENT platform for start-up entrepreneurs working with arts and crafts, art and vintage products. However, there are a few things to consider before entering the Etsy Seller Pool.

Research: Whether it's an idea you've recently come across, or something you've been doing for some time, you'll need to do enough online research before building your own e-commerce business. Listing on Etsy is not the only criterion; you also need willing buyers for your items. During the study, do you need to find out if there is a demand for the goods you produce? Do you already have similar products on offer, the price at which your competitors sell similar products? If you have not seen such products before, think about the reasons why you did not. Find out if the product you made is viable or not, use your products for the customers and the amount of money you need to calculate them for the product you are offering along with the shipping guidelines. If you can answer these questions, you can continue with your Etsy idea.

Originality: Originality can be understood as a fresh look at an existing object, its design or style. It is very likely that the product you are selling is not the only product available in a particular category, and you probably have competitors. In this situation, you need something that sets you apart from the others. You need to be able to answer specific questions when deciding whether your product has originality. What are the features that make your product special? Of course, there is some competition. Why must the buyer choose your product compared to your competitor? What do you offer your competitors? What makes your article unique and not similar to others that are already available? If you decide that there is no product like the one you sold, how will you attract the attention of the buyer? Once you've done a lot of research and know that your product has originality, you need to think about your target audience.

Ideal audience: Every company must have a target group. Your target audience is those who are interested in buying what you can offer. If you're not sure who's going to buy your product, you'll probably want to reconsider this problem, because nobody will likely buy your product. If you can determine your target market, you can take steps in the right

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direction to increase sales and expand your business someday. There are a few simple questions that will help you to determine your target audience. Who do you represent as your clients, their age, gender, occupation, etc.? Why must you buy your product? How do your target customers find you, will they be online, on social networks or do you need to consider other forms of advertising? Do your customers want to repeat the deal?

Time is money: it is true, and no matter how cliché sounds, it always stays true, especially if you have your own business. You need to know how much time you want to devote to your business at Etsy. If you do not have time to build and manage a business at Etsy, you will not succeed.

Successful Etsy stores are maintained in good condition regardless of current sales and updated regularly. You need to spend a lot of time and effort if you want to make it big. You need to be sure that your business is regularly updated, inviting and informative. Your advertising and marketing strategy must be reasonable and help attract the attention of your target audience. You need a well-thought-out delivery policy, a corporate page, and all the information you think your customers need. Your work does not stop after opening a store on Etsy, but you also need to manage the store. This means that you can regularly review the store, answer any questions you receive, change the entries, and respond to sales. Keeping a business at Etsy is like shopping in real life. That's why you have to take care of it regularly. You also need to promote and advertise your store to increase sales in the past. The more creative you are, the more attention you get.

Etsy Style: There are many things people can sell at the local craft fair or at their friends and family - products that work well for Etsy, but for some reason do not work for Etsy. It's not just about researching your product; you also need to familiarize yourself with the Etsy market. Have you ever bought something from Etsy? Look around and understand this market, because Etsy is not eBay and not even a local craft fair. Therefore, you must ensure that your product is well suited for Etsy. You need to find out if people want to buy your product if you want to choose your product compared to others, what price they want to pay for, and whether you're doing a hobby or are interested in using it as a profession. If you cannot answer these questions to convince yourself, you must probably reconsider the shop set up at Etsy. If you have the answers to all these questions, you can make the most of Etsy, because Etsy is the place for you.

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Etsy is a great place to sell your products, but you need to spend a lot of time and effort, and be patient, as the results will produce a positive result.

Tips for Choosing a User Name for Your Etsy Account

THE USERNAME YOU CHOOSE for Etsy will be yours as long as you have a valid Etsy account. If you decide to open a store at Etsy, your username will be the name of your store. So be careful when choosing a username. Etsy generates two filenames, depending on your username, and you can choose one. If you select a username on Etsy, you need to remember a few hints. Choose a name that is easy to remember, spelled out, and contains no more than one or two words that are synchronized with each other. If you have subscribers elsewhere, you can use your name as your username. This will make it difficult for you to protect your privacy with Etsy, but it will help you to capitalize on your success in the real world. Imagine a name that reflects what you sell. For example, if you specialize in fridge magnets, you can probably include the word "magnets" in your username. Choose your name carefully so that it can be expanded in the future. For example, suppose you have multiple accounts in Etsy, one for each type of business in which you are involved, and you must disclose other profiles for each of your accounts. Choose a username that suits your style, and for legal reasons, it will be in your best interest to avoid using words that are trademarks or protected by copyright.

For obvious reasons, Etsy prohibits the use of words that are considered racist or offensive. If you want, you can change your username. But you will need to create a new account and then access it. If you are a seller, you will not mind much. However, having an Etsy configuration store and having a follower base can cause a headache. You have to manually move products from one store to another, which means you, have to pay the listing fee again. Another problem with changing your username is that sales materials, customer reviews, conversations, and all other Etsy interactions are not transferred to your new store. Think carefully about what is good for your business and select a username accordingly.

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What Are Etsy Forums?

THE MEMBER FORUMS OFFERED in Etsy allow you to interact with members of the Etsy community. Etsy is a great place to buy and sell handcrafted and vintage products. But Etsy is much more than just a virtual market. This is an online community of interesting, talented and creative people. The forum is considered a meeting place for the public to hold open discussions. This word comes from the system of trading rooms and public spaces that existed in the Roman Empire. Similarly, Etsy forums offer such a meeting place to all its members. Etsy forums are public forums where members can discuss any topic.

Etsy supports five significant forums. The first is ads; this forum is designed specifically for Etsy employees to serve ads related to the site. Users must continuously review this forum to be aware of any pending changes to the site. The other forum is a website help. As the name suggests, it provides answers to frequently asked questions that users might have regarding Etsy, its primary usage, questions about the features proposed, or any additional requests regarding the site's policies. Anyone who belongs to the Etsy community or Etsy staff will answer the questions in this forum. The third forum deals with business topics, and here you can seek business advice. For example, you may receive information about the administration and marketing of Etsy Shop Help, any PayPal related issues, delivery issues, or business process advice. You may come up with the idea that can revolutionize Etsy. In such cases, there is an Etsy forum for sharing your ideas. You can also use Idea to discuss changes to the website or another website with constructive criticism. The Bugs Forum is intended to report any bugs that have occurred on the site to check if other users have encountered similar errors. You can use this forum to report such errors. No Etsy forum is a complaints department. If you have complaints, you can send them to community@etsy.com.

How to join or start an Etsy chat room

ETSY SUPPORTS VARIOUS chat rooms that allow you to interact with other Etsy members. For example, you can join the chat organized by the

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captain of your favorite Etsy team. If no chat meets your specific needs, you can always create a new chat.

To access other Etsy chat users, you need to open the Etsy Community homepage. Now click on the chat link at the top center of the page. When chat pages are opened, a list of currently active chat rooms is displayed. You can also create a new chat room according to your needs. If you'd like to join an already-enabled chat room, click the Join button on the Chat room's page next to the entry in the chat room you'd like to enter. If the chat you want to join has a password, and you see a box with the lock option to join the chat, you will need to enter a password and enter the chat.

Every Etsy chat has the same layout, regardless of whether it's new or already existing. On the left side of the screen, you will see lines of text that scroll upwards. These lines of text are a conversation that takes place in the chat and the corresponding name of the user who typed it. To add your own opinions to the chat, you must enter the chat box and press Enter or Send. On the right side of the chat are pictures. These are the pictures that have been published in chat regarding different lists, as well as links to these lists. The smaller picture shows the avatar of the user who released the list. If you want to share your item or list, you can copy the ID or URL of the list and paste it into the box below the scrollable images. Then click on Send or Enter. You can share photos from any list, not just your own. The thumbnails that appear under all item lists are avatars of Etsy users who are in the current chat. If you mouse over the image, links to Etsy Shop, profile and message will be displayed.

Creating a new chat room is as easy as joining a new chat room. At the bottom of the Chat Rooms page, all you have to do is enter the name of the chat room you want to create in the "Create a New Room" section. You can either create a password to keep it private. Enter the password to protect the chat in the Password field. You can send the same password to other Etsy users through your account. Now you need to click the Create option to create the chat room you want. You cannot close the chat room that you have opened, but it will be hidden from the active chat list if it is idle for a while.

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MARKETING ON ETSY IS quite important, and if you want to attain the kind of success that you have been dreaming of, then you must use different marketing strategies. At times sellers tend to take a couple of years before they finally figure out the marketing strategies that will work for them. Well, this is one thing that you don't have to worry about because in this section you will learn about various marketing strategies you can use to make your Etsy store a huge success. Before you start learning about the different marketing strategies you can use, there are two things that you must never forget.

The first thing is that people might need to repeatedly come in contact with either you or your product listings before they decide to make a purchase. Did you ever go through an online store and notice something that caught your attention? Even though it is something that you liked, you don't always make a purchase. However, when the same item keeps popping up in Google AdSense or any of your social media networks, then your desire to buy that product will increase. Likewise, your target customers also need to come in contact with you or your Etsy store a couple of times before they are ready to make the purchase.

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The second thing is that viewers are probably not seeing the products listed on your store as often as you seem to think. Most people don't usually have the time to mindlessly browse through tens of thousands of pages on the Internet to find your product. If you want to increase your sales, then you must ensure that the online visibility of your Etsy store increases. To do this, you need to apply specific marketing tactics, and you will learn about all this in this section.

Brand Ambassadors

A LOT OF NEWCOMERS might find this rather tricky, and a lot of people aren't sure of how to go about it. Well, using brand ambassadors is quite similar to hiring a publicity firm for the sake of advertising but without burning a hole in your pocket. Brand ambassadors refer to people who agree to promote your products on different social networking platforms in exchange for free product samples. Brand enthusiasts also work along the same lines; the only difference is that you don't have to send any free products to brand enthusiasts. To a brand enthusiast, you might need to offer a discount or promotional offer like 50% off, set a minimum purchase requirement for a couple of months and have all those individuals promote your brand as brand ambassadors do. If you want to collaborate with brand ambassadors, then you need to identify influencers in your related niche or industry on social media and get them on board. Either brand ambassadors or brand enthusiasts are an excellent marketing strategy that can help introduce your brand to a broader audience, and the effort that you need to make in this regard is quite simple and straightforward.

So, how do you find such individuals? The simplest way to go about doing this is by starting a shout-out on your social media profiles. The people that follow you or your store might already be fond of your products and offering free products is a great idea.

Product Roundup

DO YOU WANT TO INTRODUCE your products to a broad audience? The marketing strategy discussed here is rather brilliant because of its effectiveness and ease. Here is how you go about creating a product

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roundup. The first thing that you must do is select one to three products from your listing that you want to market. Then you need to create a theme that you want to focus on. A quick search on Etsy will help you find products that will match your theme and will be complementary to it. Now, you must make a list of 10-13 items and place them in a document (each item must be numbered). Ensure that the image you are creating can be effectively used on Pinterest as well as Instagram. List the corresponding numbers of the products in any of your next social media posts and include a direct link to the store that product is from. You need to send the graphic you created along with the link to all the shops you included in the roundup and ask the other shop owners to promote the same.

You can directly mail or message the same to all the other interested parties with a message asking them to promote the image or graphic. Are you wondering why others might get on board with this idea? Well, you have included the direct links to the stores selling other items too, and if the other sellers decide to promote their products, they will indirectly be promoting your items as well.

Mingle with Your Audience

ENSURE THAT YOU REGULARLY keep checking different Etsy forums to see any recent developments. Once you start regularly visiting these chat rooms, you will soon recognize some people who are regular users, and you can start talking to them. If you are there to socialize, it is all good. However, if your sole intention is to gain more views and increase your sales, then you will end up wasting your time. Take a moment and think about where you think you can find your target audience? Is there a particular magazine that they read? Are they active on any online forums? What is their preferred social networking platform? Are you not sure where to find your target audience? How do you rectify this situation? Well, you can ask them!

You can start connecting with other shop owners on the Etsy platforms to develop business connections, but if you want to increase your sales, then Etsy forums aren't the right place to head to. Your primary intention must be to seem like a helpful resource and an expert in your niche. Does all this

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seem tricky to understand? For instance, if you are selling contemporary jewelry pieces, then it is a good idea to start commenting on the posts of other style-bloggers or join any fashion magazine forums. While doing all this, you must ensure that you don't include any spam and are offering sound advice and solutions to the discussions going on. Not just that, when you do this, you can slyly include the link to your store in such discussions. So, this is how you go about doing this- you must provide valuable information on at least three instances before you go ahead and ask them to visit your store.

Press Matters

THE IDEA OF HIRING a professional PR team might sound rather dreamy and pleasant, but this isn't always an option for newbies of Etsy. So, what can you do to get your product photos or information about your Etsy store in the media? You must try to find your press to help you achieve this. For instance, different services like Launch Grow Joy Media Leads will keep sending you emails and regular updates about the kind of products that media outlets are looking for and will also put you in touch with those editors. You will mostly be pitching a product to editors who are already interested in the kind of products you deal in. This is quite wonderful and helps you establish good business relations with editors of different media tools. On the downside, such services usually have a monthly fee that goes along with them. However, the fees charged by such online services are not as steep as the one charged by PR firms.

Newsletters

SOCIAL MEDIA IS UNDOUBTEDLY a great way to increase the awareness about your Etsy store and the products you offer. However, there is one major drawback; you never have absolute control over them. For instance, Instagram changed its algorithm earlier this year, and this changed the way the Instagram feed works. Regardless of whether you like it or not, there isn't a thing that you can do about it.

This is one of the reasons why email marketing is still considered to be a useful tool. If you have a mailing list, then your work is cut out for you. If

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you don't have a mailing list, then it is time to change this situation. A mailing list might sound rather old-fashioned, but it is still as effective as it was in the past. You can start using an email service provider like CovertKit or MailChimp for sending out newsletters. Once you have an email list in place, you can start by sending out two newsletters every month to ensure that your potential customers and existing customers stay interested. You can include information about any new products being added to the list, any behind the scenes information or anything about upcoming events. You must ensure that your newsletter offers something of value to the reader. If the newsletter fails to do this and is full of promotional fluff, the reader will quickly lose interest, and your idea of marketing will not be effective. If you want the reader not just to read the newsletter but take some action instead of ending up in the spam folder, you must offer something of value to the readers.

Freebies

WHO DOESN'T LIKE FREEBIES? You can start creating freebies for your fans and loyal customers. You can ask a customer for their email address and offer them a freebie in return. You might think that as an Etsy seller, your aim is only to sell products. Well, this is true, at least superficially. However, if you want to stand apart from all the other sellers on the platform and you do want your business to grow, then it is time to start creating a brand that offers value to its customers.

The freebie you decide to offer must reflect the same. You don't need to splurge on creating these freebies. It can be something as simple as a printable checklist, a downloadable file or even a DIY video. While doing this, please keep in mind that you aren't offering random content and whatever you make an offer will be valuable to your customers. The idea is to hold onto your existing customers while attracting new ones. For instance, if you sell handmade baby blankets, then you can offer a downloadable and printable checklist of essential items for a nursery or even a step-by-step video tutorial about designing the perfect nursery as a freebie.

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Contests and Giveaways

HOSTING CONTESTS AND giveaways have become rather common on social networking sites these days. Their popularity is justified- this is a somewhat effective method of marketing your brand and increasing your brand awareness on the market. While hosting a giveaway or a contest, there are a couple of things that you must keep in mind. The first thing is that you need to make it easy for participants to enter the contest. If you make writing a 500-word essay the criterion to enter the contest, you might not succeed. Instead, you can ask people to tag their friend in a post or repost any of your posts to enter the contest. If you notice good response but not like the one that you were expecting, then it is time to up the ante. You can add a bigger prize, change the prize or even include a couple of runner-up prizes to create a massive buzz about the contest or giveaway. You will need to keep promoting the contest more than once and keep at it until you get the response you want.

Use only the platforms your business needs.

JUST BECAUSE YOU WANT to use social networking as part of your social networking strategy does not mean that you choose to include every available platform. Take a moment and think about all available social networks. You should not only master marketing concepts on any of these platforms, but also be an expert in using these channels. Well, it's not possible for a person to start and manage a marketing campaign on all of these platforms. Even an experienced marketer cannot do it all at once. Therefore, you must carefully consider the pros and cons of each of these platforms according to your marketing goals. Another thing that you need to consider is your target audience. You only need to use the platforms where your audience is active. It makes no sense to invest a large portion of your resources in developing an excellent campaign for a particular platform, to understand that your target audience is not using it. For example, if you find that your audience is active on Facebook and YouTube, it does not make sense to develop marketing campaigns for Twitter and Instagram.

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Evaluate

IF YOU WANT TO SEE if your efforts are paying off, you have to do one thing: evaluate all available data. There is only one way to determine if your efforts are working effectively and to evaluate all the data. Some social networking platforms have built-in tools to help you do that. In addition to the built-in tools, there are many third-party options for analysis tools. You can use all the available data and determine the content that answers most, the degree of audience participation in a particular video, the ideal time to publish, etc. Make sure you use the various marketing tools, previously described in this book. These tools will help you analyze and close any gaps in your marketing campaign.

Timing Matters

IT'S NOT JUST ABOUT what you post, which influences the number of views received and the degree of engagement. Be sure to rate your posts if you want to increase their reach. Most B2B companies tend to stick to publishing only during regular business hours, but even in this case, you have a few days when you get a better answer than the others. Therefore, you must do your homework and plan your contributions when most of your audience is active. For example, if your audience is made up of people between the ages of 25 and 35, most of them can work between 9 and 5 per day, and it makes no sense to post content during the workday.

Connect

ONE COMMON MISTAKE that many social networking marketers make is to talk to the audience, not them. You should try to start a dialogue with them instead of a monologue. You need to communicate with your subscribers, interact with and interact with your audience. If you want to promote your brand on the market, you must succeed in creating an influential audience. You need to make your followers feel they are interacting with a person, not an automatic bot. You can start a conversation by asking your subscribers their opinion, their thoughts, or merely responding to their comments. If you ignore their comments or do not

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respond in time, they will feel that they are not appreciated and that you are not interested in interacting.

Unique

SEVERAL TOOLS ALLOW you to share content across platforms. It's a good idea to share content across multiple platforms. However, you must make sure that you do not use the same content everywhere. You can reuse the shared content at any time, but you cannot use the same content. For example, if you write something on your blog, you can change its purpose, create a video, and publish it to YouTube. You should avoid placing identical content on different platforms. It's important to remember that a user following you on one network is likely to be tracking you on another network. So, if a user sees identical content everywhere, they'll probably reject your account. By making each of your accounts unique, you can attract more people and attract more followers and potential customers.

Of course, you can be more relaxed when advertising on social networks. However, this does not mean that you do not stay professional. You need to find a balance to make your brand or business more professional and more relaxed. You need to make sure that viewers feel they are interacting with a person rather than being rude. So, try to attract your audience with casual banter.

Don't Oversell

IT MAY SEEM STRANGE that one of the principles of social media marketing is that you should not continue to sell. Yes, you are in social networks to sell. However, this does not mean that you continue to give promotional material. If you do, you will surely lose your followers. You need to make sure the content you're offering to the audience is the right mix of the ad and non-ad content. Ideally, the ratio of non-promotional content to ad spend is 80:20. You need to make it clear to your audience that it will receive valuable content by following you, not just advertising. If you meet something on social networks that you think will please your friends, what will you do? You will share this treat with them. If you find

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content that you think you like, you're welcome to share it. Share it if the content wasn't created by your competitors.

Tips for Promoting your Etsy Store

STARTING A REFERRAL program is a good idea since it helps to increase your sales as well as the visibility of your online store. You can set up a referral program by using affiliate marketing. You will necessarily need to pay the affiliates only when they help you complete a sale successfully.

Etsy is a wonderful platform for selling handcrafted items, but it is quintessential that you come up with exciting and unique product designs to attract your target audience. After all, if you keep doing the same thing over and over again, it is quite unlikely that you will be able to stand out from the rest.

Setting up your business on Etsy is a good idea, but you still need a couple of favorable reviews and testimonials to get started. Well, all that you need to do is get your family or close friends to vouch for you! Yes, it can be something as simple as that.

You need to start using social media if you want to promote your Etsy store online. It is quite fortunate that in today's world you can connect with a global audience from the comfort of your living room. You can join any of the popular social networking platforms like Twitter, Facebook or Instagram and gain immediate access to millions of users across the globe. You can create a Facebook page for your business and use it to post regular updates about your store and engage with your target audience.

You can also create an online store on Instagram, and this has become rather popular these days. Once you do this, you can effectively and efficiently drive the traffic from your Instagram handle to your Etsy store.

You can start using Pinterest for sharing your products and ideas with a large online community of interested and potential buyers. Since you will mainly be selling handmade items, vintage products, and craft supplies, Pinterest is a wonderful platform to use.

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Nothing drives sales as urgency does. You can create an increase in demand by offering discounts and limited time offers. You can offer a discount coupon that allows the buyer to claim a discount, provided the sale is made within a specific time. You can use this technique around holiday seasons to increase your sales.

If you want to improve your sales quickly, then you can start collaborating with other sellers on Etsy. You can look for different sellers who have a similar target audience as yours and then combine forces to increase your combined sales. You can also conduct collaborative contests!

It is quite easy to motivate other brands to promote you. You can do this if you have a significant number of followers and you can ask others to promote your Etsy store while you return the favor.

One of the simplest ways in which you can improve the awareness about your Etsy store is by asking a popular blogger in your niche to feature your store. You need to get in touch with famous bloggers in your chosen niche or industry, reach out to them and ask them to review any of your products. If they are interested, then you can send them your products and get their testimonials in return. Not just bloggers, you can also ask vloggers to review your products. This is a great way to lend a human feel to your Etsy business.

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You can start using any of the tips discussed in this chapter in your marketing strategy. Now, all that's left for you to do is get started.

SEO or Search Engine Optimization is another essential tool that you cannot overlook. Why is SEO important for your Etsy store? Well, most of the web traffic to your store comes from the results generated by search engines. For instance, whenever you search for something on a search engine like Google, it will display the appropriate results. Every search generates tens of thousands of results. The results that are optimized for search engines will be among the top results displayed. To do this, you must ensure that you are using the right keywords and are using them aptly.

Whenever a search engine displays the results, do you click on the first link displayed or do you browse through all the thousands of results displayed? Likewise, even the potential buyers of your products will look for the top results. So, it is time to make your Etsy store optimized for search engines. When it comes to promoting and marketing your business, there are various ideas to choose from, and this is the time to let your creativity take over.

Conclusion

I want to thank you once again for choosing this book. I hope it proved to be an informative and enjoyable read!

This book is a helpful guide for existing as well as potential Etsy sellers. It will help you understand the fundamentals of running and maintaining a profitable business on Etsy and become a small business owner. All the chapters in this book are divided into simple topics that make it easier to understand the different intricacies of Etsy so that you can make the most of it. In this book, you were given information about the fundamentals of starting a business, marketing strategies, tips for getting started, mistakes to avoid, about bookkeeping, business plans and everything else in between. Once you are armed with all this knowledge, you will be able to make informed decisions and steer your business towards success.

Now, all that's left for you to do is get started! Remember that it takes consistent effort, time and a little patience to get your business up and running. If you work diligently and make smart business decisions, then success is just a stone's throw away!

All the best!