

HOW I **\$5000**
MADE
MY FIRST MONTH ON ETSY

A step-by-step guide
BY PATRICK GAMALIEL

Discover the exact steps I took to generate over \$5,000 in sales within my first month on Etsy and follow my proven methods to jumpstart your own Etsy success story!



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Step 1: Preparation and Market Research

- ✓ **Market Research:** Used **eRank** to study trends and popular stores.
- ✓ **Competitive Analysis:** Identified top sellers and analyzed their products and pricing.
- ✓ **SEO Research:** Leveraged **eRank** and **Marmalead** for keyword optimization.



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Step 2: Setting Up the Etsy Shop

- ✓ **Account Creation:** Created an **Etsy** seller account.
- ✓ **Shop Design:** Designed shop images using **Canva**.
- ✓ **Supplier Selection:** Chose **Printful** for apparel, **ThisNew**, and **ShineOn** for customizable products like jewelry, pet name collars, and acrylics.



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Step 3: Product Listing Optimization

- ✓ **Diverse Product Range:** Mixed niches to offer a broad range of trending products.
- ✓ **Competitive Pricing:** Priced competitively with slight undercutting where possible.
- ✓ **SEO Best Practices:** Optimized titles, tags, and descriptions using keywords from **eRank** and **Marmalead**.



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Step 4: Initial Sales Strategy

- ✓ **Family and Friends:** Encouraged friends and family to make initial purchases, even offering free or heavily discounted items.
- ✓ **Social Media Promotion:** Promoted discounts on social media to drive traffic and sales.
- ✓ **Boosting Algorithm:** These early sales helped boost the **Etsy** algorithm in favor of my shop.



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Step 5: Reviews and Customer Trust

- ✓ **Focus on Reviews:** Prioritized getting positive reviews by selling at little to no profit initially.
- ✓ **Customer Satisfaction:** Ensured high-quality customer service to secure good feedback.



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Step 6: Strategic Pricing Adjustments

- ✓ **Introduce New Products:** Slowly introduced new, similar items at higher price points once initial sales were secured.
- ✓ **Gradual Price Increase:** Avoided increasing prices on existing items but instead focused on adding higher-priced items.



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Step 7: Scaling Up

- ✓ **Increased Product Listings:** Consistently added new products weekly, sometimes daily, to keep the store active and boost visibility.
- ✓ **Etsy Ads Investment:** Started investing in Etsy ads after having more than 50 items listed and making a steady profit.



BEST PRACTICES

Daily Tasks:

- ☐ **Respond** to customer inquiries and messages.
- ☐ **Monitor and process** orders to ensure timely fulfillment.
- ☐ **Check** inventory levels.

Weekly Tasks:

- ☐ **Add** new products to keep your store fresh and boost visibility.
- ☐ **Review and optimize** your listings based on performance data.
- ☐ **Promote** your shop and products on social media platforms.

Monthly Tasks:

- ☐ **Analyze** overall shop performance and adjust strategies accordingly.
- ☐ **Plan** upcoming promotions, sales, and new product launches.
- ☐ Conduct a thorough **SEO audit** to ensure your listings remain optimized.

RESULTS

- **Total Earnings:** Achieved over \$5,000 in sales within the first month.
- **Product Count:** Ended the month with a diverse range of over 50 products.
- **Algorithm Favor:** Early sales and reviews helped establish strong visibility on Etsy.

TOOL BOX



KEY TAKEAWAYS

- **Importance of Research:** Thorough market research using tools like eRank is crucial.
- **Initial Boost:** Early sales and reviews can significantly impact Etsy's algorithm.
- **Consistent Activity:** Regularly adding new products helps maintain and boost store visibility.
- **Ad Strategy:** Investing in Etsy ads can further enhance visibility and sales once a stable product base is established.