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Etsy 101: Sell Your Crafts On Etsy, The DIY Marketplace For Handmade, Vintage, And Crafting Supplies



Synopsis

Step away from the craft fair. Set up shop on Etsy, the world market for art, design and home decor! For artists, crafters, designers, and vintage resellers, it's a revolution. Never before has it been so easy to open a storefront that will reach millions of paying customers - with no up-front investment - online, in an afternoon! Learn how thousands of Etsians, young and old, have launched their business on a shoestring, usually part-time at home. See how to sell items quickly, earn money, and have fun doing it. Discover the new twist on good old-fashioned word-of-mouth advertising made possible online, courtesy of Facebook, Google, and Etsy itself. You'll learn the best tools for making it all work, no computer geekery required. With tips to work smarter, you'll have more time to spend doing what you love: creating, finding new treasures, and belonging to a community of like-minded, independent artisans. Listen to easy-to-follow guides for registering on Etsy.com and selling your handmade items, vintage finds, or crafting supplies Instantly supplement your brick-and-mortar store sales with an online sales outlet in the world's biggest and best-known artists' marketplace Hear examples and insider tips from dozens of Etsy's top sellers Learn to create an online shop and market your own brand Discover how to describe and photograph your items like a consummate professional Learn how to price your items to maximize your sales and fatten your profits Learn how to process your Etsy payments and avoid scams Get tax deductions for your home studio or office and travel expenses License your designs to extend your reach and earn more Automate your administrative chores with Etsy apps Learn to use keywords to drive visitors to your Etsy shop Generate word of mouth and "free" advertising, and see why paid advertising is usually a waste of money Take your business to the next level by attracting wholesalers and retailers

Book Information

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Customer Reviews

Etsy has become the world's marketplace for handmade and vintage items. It was started by Rob Kalin, an artist and carpenter, in 2005. Mr. Kalin was looking for a place to sell his work online. He found that eBay was not a good fit for crafters and artisans because they seem to favor big sellers of mass-produced items. Mr. Weber has written a very comprehensive book about how to navigate the Etsy marketplace. The book begins by explaining how to open an account and how to make purchases. The real value of this book is the precise information that is given on how to open and operate an Etsy shop. Mr. Weber explains what kind of items can be sold in an Etsy shop, how to design the shop, how to list items and how to manage sales and shipping. He also goes into detailed information about how to market your shop with social media, SEO and paid advertising. Mr. Weber explains the importance of interacting with the Etsy Community. He describes the Etsy forums, Circles and Teams. He features 14 successful Etsy sellers in this book and shares information about how they got started and how they operate and manage their businesses. The author provides some basic information about copyright, licensing and taxes. The last chapter in the book is "Mind Your Manners and Dos & Don'ts". This section offers advice that will be a great help for buyers and sellers who are new to the site. I read this book because I am in the process of setting up an Etsy Shop. I have sold on eBay for many years but I agree that Etsy is the best place for "crafty" people. I was very impressed with the amount of information that this book offers. It is a very useful primer for selling handmade art and crafts online.

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