

## **Creating Your About Page**

I am sure that there is someone out there who likes writing their own “About Page,” although I have yet to meet that person. Many would argue that the About Page is the most important page in your website, whether it is on Etsy or another platform. After all, this is the page that tells your story. It is where you can connect with your customer. Your About Page is the place where you can shine some light on interesting facts about your business and convince customers why they should buy from you.

You can find your About Page in Etsy in your Shop Manager. Look at the left hand column of the page, scroll to the bottom and select settings.

A slide out will appear. Choose “About your shop.”

## **Writing Your Members Page**

This page defaults to shop members. You will see yourself as the shop

owner here. You can also add new members here.

This page gives you another chance to dazzle your customers. As the shop owner, you want to write about yourself and what makes you tick. However, you should also write for your customer. After all, you want to connect with them.

You can write about how you first became interested in your art. Tell your customers what you have learned through the years and how you became an expert in your field. Write about what you are still discovering about the business and the steps you're taking to keep adding to your knowledge on your chosen niche. Make your story compelling. You want to capture your customers attention and foster a connection with them.

You can add a picture here as well. But make sure that you use one of your face, not your logo. Don't forget that this is your place to shine and connect with your demographic. Having a face to put to the name will help.

Hit save after you have written your intro and uploaded a picture.

## **Tell the Best Shop Story**

The button for your shop's Story can be found next to Members.

Click enter to go to the page where you can write your headline and story.

## **Create the Best Story Headline**

Make sure you grab your customer's attention right from the start. Use a headline that informs customers what you are offering and the benefits that it provides. Utilize the Features and Benefits that you wrote in your description of the individual products as a guide.

Here's an example of an excellent headline for a shop that specializes in bridal wear - "One of a kind dresses that will make your wedding elegant and enchanting."

The headline emphasizes the shop's main feature, which is one of a kind dresses. The benefit is how the dress will make your wedding elegant and enchanting.

## **How to Tell Customers Your Story**

This is where you tell the story behind your business and how it came into existence.

Write your story so it will include your first creative idea regarding your business to how you got to where you are today. Include milestones and talk about how your business has evolved and grown through the years.

Your customers are there because they want to learn about you, or they wouldn't have clicked on the link. Use this opportunity to build trust with them. Explain to them why they should buy from you.

It's also important that you tell them what your product can do for them.

Much like the headline you crafted, expand on your products' benefits and

features and what they can do for your customers.

## **Uploading Photos and Videos**

What better way to connect to your customer than to show them around your creative space? Etsy lets you do this with photos and videos. You can feature videos of your most popular products or showcase your creative space. A photo of you working on a new design is a great way to capture the attention of your customer.

## **Adding Shop Links**

It is critical that your customer gets to know you as this develops trust. You can do this by sharing links to your website, blog and social media in the Shop Links section. If there aren't enough links, you can always add more using the orange button.

## **Don't Forget to Save Your Work**

You can find the orange Save button at the lower left side of the page, just below the links. Don't forget to always save your work.



Here is an example of a well written story.

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Join the millions of adults who have discovered the joy and benefits of coloring! This beloved activity is no longer just for kids. In fact, adult coloring books with complex illustrations have caught on big time and are all the rage right now. Researchers and therapists alike have touted the calming benefits of coloring for over a decade and now more and more adults are discovering this enjoyable and stress relieving hobby.

I have spent much of my time trawling for the best coloring pages and looking for inspiration to create my own illustrations. Over time, I have created a substantial portfolio of original, high-quality coloring page designs that people love. I have also began digitizing my vast collection to share with other coloring enthusiasts like me.

All of my colorable drawings are in high 300dpi resolution so they look great even when printed out on your home printer.

The idea for my Etsy store was born out of my desire to share my growing collection of colorable drawings with others. I also wanted a way to introduce more people to this joyful, wonderful, and stress-relieving pastime.

My pages feature a variety of designs, including beautiful Mandalas and Zentangles. There are also “specific interest” pages for dogs, cats and more. Adult book illustrations provide a low cost way to add happiness and beauty to your life. It also helps you to relax.

I hope you enjoy my printable coloring pages as much as I have enjoyed creating them for you!

## **Shop Policies: What You Need to Know**

Every shop needs to have clear shop policies. They should be well written so the customer can understand them clearly. When writing your shop policies, make sure there's no room for confusion for when your customer places an



order.

## **Where to Find Shop Policies**

To go to Shop Policies, open your Shop Manager. You will see the settings at the bottom of the left most column.

A pop-out menu will appear. Choose Info & Appearance.

A new page will then open. The top of the page features a tab for Shop Policies.

This is where you will set-up your shop's policies.

## **Fixing Returns and Exchanges**

Etsy has made many of these policy choices easy for you. You can simply choose if you want to accept returns and exchanges or not. If you do accept returns and exchanges, then you need to put in the relevant information about

time frame in the “Contact me within” and the “Ship items back within” button.

If you do not accept Cancellations, just click the button off.

Etsy has even enumerated a list of items that can not be returned or exchanged.

All you need to do is tick the boxes on those items that cannot be returned or exchanged. Below these boxes is a text box where you can input any other restrictions, limitations or terms your company carries.

## **How to Write a Welcome Message**

Just like how you are welcomed when you walk in the door of a boutique, you want to greet your customers as they land on your Etsy Shop page. Your Welcome Message will appear under your shop members' names on your main Shop Page.

Make sure that you thank your customers for their time in your Welcome Message. You should also mention how much you appreciate them for spending time in your shop.

## **Choosing Your Payment Policy**

This page is where you list down the payment methods you accept. Etsy accepts credit cards, PayPal and Etsy Gift cards.

You should note any taxes or customs charges that the customer may have to pay. Make sure you include your shop's Cancellation Policy with regards to payment.

## **Choosing Your Shipping Policy**

Information on your shipping methods and how quickly you ship should be included in your Shipping Policy. For example, write down the shipping company you're using - FedEx, UPS, or USPS. If custom orders take two weeks to ship out, make sure you mention that key shipping detail.

## **How to Use Additional Information**

Etsy suggest that you put in your FAQ in the Additional Information page.

There's no question that you will be asked certain questions over and over, so it's better to just include that information here. You can also include details like whether or not you do wholesale or consignment, as well as any guarantees you provide.

## **Creating Private Receipt Info**

This is the last box in your policies page. Some countries require this additional information to be provided to buyers. If applicable to your case, Etsy has a link to an FAQ on this section.

## **Giving Your Customer a Big Thank You**

When you shop at your local small boutique, you know that you will get

personalized service. When you are purchasing your item, the person behind the counter asks how you are, whether you found everything you need and if they can be of any further service. When the transaction is done, they will thank you for your purchase. You want your customers to have that same type of experience when they shop at your Etsy Shop.

You should include a Thank You note in every package that you send out. After all, out of the thousands of Etsy shops to choose from, they chose yours.

The first thing you want to say in your note is Thank you, but make sure your shop's Banner and address can be clearly seen at the top. Follow up your thanks with any information about their order. You can include care instructions or even the ingredients list, basically anything that can make using the product easier for the customer.

Invite them to address any other questions they might have to you. Make sure you include your email or a business phone number. This would also be a

good time to invite them to join your email list. Many Etsy Shop owners offer discount coupons for their customers' next order if they join the email list; you can do the same thing.

You should also ask for that all important Etsy Review. Tell them you would appreciate the time they'll spare to fill out the Etsy Review about their purchase.

Thank them one more time and sign your name. This is a very crucial and personalized step. Do not just type your name, but use your actual signature. Add links to your website and social media under your signature so they will know how to get in touch with you.

### **How to Contact Customers Through Etsy**

You can also contact your customers through Etsy. Many Etsy sellers like to reach out to their customers when they make a purchase. There are several ways to go about this.

The first way is to open a conversation (convo) with them. You can access their information by going to [\*Shop Manager > Orders & Shipping\*](#). Look for the buyer's order and click on the envelope icon to open a new conversation.

You can also email the member. Select their name and choose their email address from the drop down menu.

Remember to always be courteous. Thank them for their order and putting their trust in you for their purchase.

Relay any information about the product they ordered that you think they might be unaware of.

Here is an example of what an Etsy seller with a digital coloring book might use to thank a client.

*Dear Customer,*

*Thank you for purchasing my Miss Attitude Kitty Adult Coloring page. I hope you will enjoy coloring with whatever medium you like working with.*

*I personally love to use watercolor pencil crayons. I love the soothing effect I get when I spend time coloring in every corner of the pic, but I also love that I can make my work smoother and more vibrant by adding a little water.*

*These pictures are the perfect cure for when you're having a bad day. It is a lot healthier than eating a container of ice cream or pigging out on a bag of potato chips, no? That was my mindset when I started this venture.*

*Coloring is my new medication. I have learned how to lower my blood pressure by the simple act of brushing the colors in. I learned to be more patient and have taken to doing my breathing exercises while coloring. It is the perfect thing to do while listening to my motivational videos or affirmation mantras.*

*I hope you will include my shop among your favorites so I can notify you about my new series. They will be the latest additions in my Self-Help section. There will be 7 books in*



*all-*

*“Motivational Mondays,” “Transformational Tuesdays,” “Whimsical Wednesdays,”  
“Thought Provoking Thursdays,” “Feverish Fridays,” “Soul Searching Saturdays” and  
“Second Chance Sundays.”*

*All these new coloring books will be filled with 52 great printable coloring pages,  
complete with calming patterns and an inspirational quote to help you get through your  
day and improve your life.*

*Thank you for supporting my shop!*

*All the best,*

*P.S. I am here for you if you want to reach out. Don't forget to sign up for my email list  
and I will send you a new motivational coloring page every month to help you stay  
grounded. <http://www.subscribepage.com/freecoloringpages>*

The letter gives the owner the opportunity to reach out to their customer and thank them.  
It also tells them how they can use the product.

In the P.S, the owner invites the customer to sign up with the email list. This allows the  
customer to be notified of interesting information in the future. It also provides the shop  
owner with a way to keep in touch with the customer for possible sales in the future.

Here is an example of what an owner of a digital shop may include with their product shipment.

*Your Shop Banner*

*<https://www.etsy.com/shop/YourShopName>*

*Thank You For Your Order!*

*We created the enclosed drawings with the utmost care and attention. You will find the digital art print(s) you ordered inside this packet, along with a surprise FREE BONUS print we hope you will enjoy coloring! The free print is just our way of saying THANK YOU for trusting in us.*

*Each coloring page is unique and has been created in high resolution 300 dpi so they look sharp when printed out. Each print is done in both a dark black outline and a light gray outline. We realize that coloring enthusiasts have their own preferences and we wanted you to be able to freely choose what you want.*

*Besides the PDF format, your prints are also presented in .jpg, .PNG and SVG formats, allowing you to print in your favorite format (NOTE: SVG is otherwise known as “vector” format). SVG's can be scaled up to any size without distortion. Your local*

*printer can print these SVGs out for you at nominal cost if you want to have poster size prints.*

*The prints themselves can be placed inside any 8.5”x 11” frame or scaled to fit 8”x 10.” While regular white printer paper will work well for printing out your drawings, the best results can be obtained by printing it onto a heavier stock paper. Pick an art paper that is 100lb thick (or as thick as your printer can handle), bright white, and smooth (or ultra smooth).*

*I'm always thrilled to receive any questions, comments, or feedback from you. Just go to my shop, (YourShopName), and click on "Contact" on the upper right corner.*

*Your happiness is our mission.*

*All the best,*

*[Your Name] – Shop Owner*

*PS – WE APPRECIATE YOUR REVIEWS! Our Etsy shop is home based. You can help us grow by leaving us a review. It will also let other Etsy shoppers know about our unique coloring page prints. To leave a review, simply click on your profile icon at the top right side of any Etsy page and select "Purchases and Reviews" from the drop down menu.*

*As a token of our appreciation for your purchase, we'd like you to enjoy a 15% discount on your future purchases from our Etsy store! Just use the coupon code 15PERCENTOFF. Thank you and enjoy!*

Word Count: 2774