

Setting up your Etsy Shop

Setting up an Etsy shop can be the best decision of your life. It can also be the step that takes your dreams into a reality. But sometimes taking that first step can be intimidating. Follow these easy steps and you will start the journey of making your creative dreams a reality.

Name your Etsy Shop

It's all in the name. Your shop name will be what people will type in to find you. It will be included in the web address. It has to be original and no longer than 20 characters. Each shop name is unique. Many people use their names. You can add studio to it. Think JaneDoeStudio for example. Or you can use something that makes you stand out and puts the whimsy in the mind of your potential customer. PurpleDreamArt could be a shop name. The shop name is how you are going to be known.

Your shop name is different than your username. It can be the same, if your username is available as a shop name, or you can make it different.

For example, a friend's shop is <https://www.etsy.com/shop/katwise>.

Katwise is her shop name and is also her username. Another example is

<https://www.etsy.com/shop/Gingermelon>. The shop name is

Gingermelon, but the shop owner actually goes by her name of Shelly.

Your user name can be anything that you want it to be, but your shop name will appear in your shop URL. That is what people will type in to find you.

During the set-up process don't let the shop name get you stuck. You can change it during the initial phase as many times as you like. Once you have published or opened your site you can change it one time.

After that you can change it again it just has to go through ETSY. It is an easy process.

If you already have a name that you use at craft events or on social media try using that. If it isn't available try adding studio, shop or company to it. Get creative! Just remember this will become part of your branding and will be your shop's identity moving forward.

Branding your Etsy Shop

You want people to know it's your shop as soon as they open your Etsy web address. This has a lot to do with colors, business cards, logos, banners and even your packaging. Make them all cohesive. If your shop is going to have a green theme, pick out a shade of green and use that color consistently. Use it everywhere in your Etsy shop, in your social media, in your packaging, everywhere you can think! Use it consistently.

Your banner will also become part of your branding. It can be more than your logo, but you may want to include your logo within your banner.

The banner will be the first thing that potential customers see. It is at the very top of your Etsy Shop, so aim to make a wonderful first impression.

Where do you get a banner? There are great Etsy graphic artists that will design a gorgeous banner for your site. You want one that is unique and is branded for your shop. If you are a graphic designer you can make it yourself. If you haven't created graphics before this is the one place I would recommend that you out source. Remember you want to make a good first impression and this is one of the things that gets that accomplished. If you do outsource it, talk to your designer about using the image across social media and even on your business cards. You will need the graphic in different formats for different uses.

Take the best photos of your product

People on Etsy shop with their eyes. They cannot see, feel or smell your product, so your pictures have to sell that item for you. I know I hear some of you groan at the thought of taking photos. It's OK, you don't

even want to see the first photos I took for my Etsy products. You will have to trust me when I say, with practice and a little knowledge your photos will be looking wonderful! Here are a few tips to get you started on taking marvelous photos of your products!

Use a light box or a very plain background. Light boxes are great as they show case your product. You don't have to worry about having anything compete with your product and the light makes your product look wonderful. You need light coming in at all angles to make sure you don't have any shadows, and a light box helps to accomplish this.

Use a tripod. A tripod really helps you steady the camera and get a great shot. It's one less thing you have to worry about.

Take photos from different angles. Your product is probably not 1 dimensional and the way to show it is to take shots at different places to highlight your product. You may also want to take your picture with a

prop. Many people who have very small products may take their photo with their product next to a quarter or a ruler.

Make sure there is nothing else in your photo. You may think it is great idea to have to products that are compatible in the image together, but trust me on this one, only one product should be in the photo. People will think that they are getting exactly what is in the photo. If you do use a prop in your photo, be sure to mention exactly what the product is and mention the other item is just used for the taking of the photo.

Do include a lifestyle shot. If you sell something like dolls include a picture of a little girl playing with the doll. Sell jewelry? Picture someone wearing the ear rings. This lets people know how the product looks when it is actually being used.

Think as if you were the customer

You need to think like a customer. Answer the questions that they will have when they see pictures of your product. You want to sell your product to them. Use your title, your description and your tags to describe and answer any questions.

At this point you want to be sure that you have your policy in place. Do you take custom orders? Do you take returns? What are your return policies? How much will shipping cost? Do you offer any discounts for larger items? Think of questions that your customer may have and answer them before they have a chance to ask.

Get connected

Etsy has created communities called teams. These are groups of Etsy sellers who are connected by some common thread. It could be that you're all stay at home moms, that you sell similar items, or even that all

of your names are Christine. If you can't seem to find an Etsy team, look on Facebook. There are different groups you can join for everything Etsy.

You can find a general Etsy seller group or find ones that specialize in different products. Once you join a team or find a Facebook group you will find a sense of community. These communities will help you on your journey to your dream. They will be able to answer your questions and give you valuable feedback. They have been where you have been and there are so many out there that are willing to help you out.

Provide A+ customer service

This one is one of the most important things to provide as a business owner. Treat your buyers like you'd expect to be treated. Then deliver even more. Don't hide anything from your buyers. Be direct about

shipping turnaround time, whether you offer refunds or exchanges, how you handle customs and duty fees, and the types of payments you accept. Answer conversations and emails as quickly as possible. If you wait over the recommended time of 24 hours, chances are your customer has moved onto a new item to purchase.

Packaging your product for shipping falls under this category. Don't just throw your handmade masterpiece in a box and ship it. Think of your customer opening the box that they order and been waiting. Make it an experience. Wrap it in tissue with your branded color. Use a sticker with your logo or a thank your sticker. This is delivering above and beyond.

Be Patient

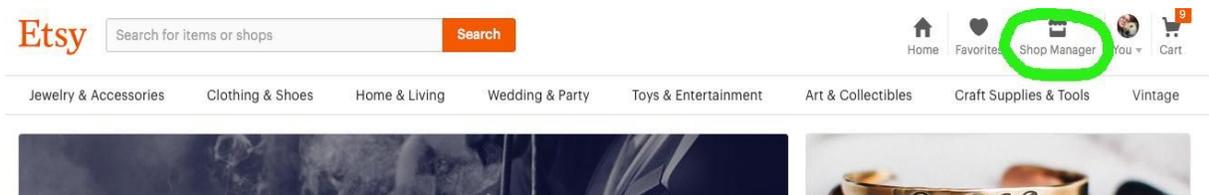
At this point you have to remember that great Baseball movie quote, "Build it and they will come!" While this is a great quote it doesn't

often, if ever, happen. Success does not happen overnight. You have just set up and published your Etsy Shop. Now you have to market it. You have to work on SEO in your product description and title. Being patient and working hard will pay off.

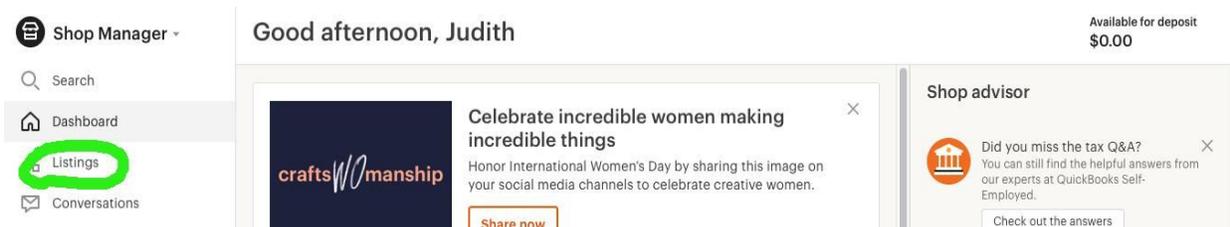
Also remember that there are slow times for all businesses. You may have published in January and everyone has just purchased all their holiday products the month before. Think seasons and offering for the seasons. The sales will come with patience and hard work.

How to Create a Listing in Your Etsy Dashboard

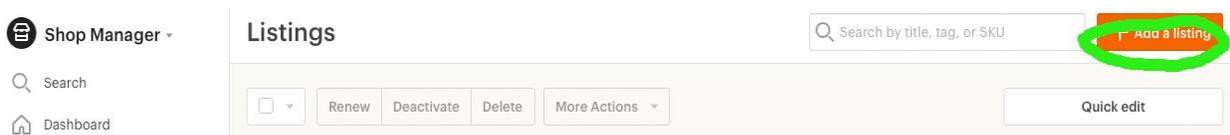
When you first log in to Etsy you will want to go to your Shop Manager. The link to this is in the upper right-hand corner.



Then on the left-hand column choose Listings.



Once you have arrived in your listings there will be an orange button on the top right that says “add new listing”.



Now you are at the page where you can actually add a listing!

Shop Manager

Search

Dashboard

Listings

Conversations

Orders & Shipping

Stats

Finances

Marketing

Community & Help

Settings

SALES CHANNELS

Etsy
EnchantingFairyCo

Try Pattern
Create a custom website

[Back to listings](#)

Add a new listing

Photos

Add as many as you can so buyers can see every detail.

Photos *

Use up to ten photos to show your item's most important qualities.

Tips:

- Use natural light and no flash.
- Include a common object for scale.
- Show the item being held, worn, or used.
- Shoot against a clean, simple background.

Options: Add a photo, Primary photo, Every angle, Every angle, Every angle, Details, In use, Size and scale, Styled scene, Variations

Listing details

Tell the world all about your item and why they'll love it.

Title *

Include keywords that buyers would use to search for your item.

About this listing *

[Learn more about what types of items are allowed on Etsy.](#)

Who made it? What is it? When was it made?

Category *

Can't find the perfect category or attributes? Pick whatever's closest to make sure buyers can find your item. [Learn more about getting found in search.](#)

Cancel Preview Save as draft Publish

Start at the top and work your way down, filling in all pertinent information.

Photos

First are the photos. You can see by the description exactly what Etsy wants you to add.

Take a photo from every possible angle. This will show the customer as much detail as possible.

If there are small details in the product make sure you have a crisp clear photo of the details.

Lifestyle photos help to sell the product. This is when the product is in use. For example, show the hat being worn by a person outside on a cold snowy day. Don't just show a piece of jewelry on a plain setting, but take a picture of someone actually wearing it. This lets the customer imagine what it will look like on them.

Variations if you provide them would also be included. Do you make the product in red and green? Show it in both colors.

What makes the best photos? If you have small to medium objects a light box is highly recommended. Most come with a variety of

backgrounds, the basics being black and white. This will give the best possible picture for your product with little shadows.

Take the best quality photo that you can. You don't need a fancy camera. Smart phones are so advanced that they can be used to take a quality photo for your product.

Ensure that your photo is crisp and clear and that your product is displayed nicely.

Listing Details

Title

Your title has to include your keywords. Both Etsy and Google use the title when they look at your site to index. The keywords that are relevant to your product must be found in your title.

You will notice that many people keyword stuff their title. You can do this, but you can also put in the keyword in a more natural-sounding way.

“Perfect little girl's gift - sterling silver charm bracelet”

This title has several keywords, but still sounds natural.

About this Listing

This is a drop-down menu for you to pick from. Etsy wants to know and

Listing Details

Tell the world all about your item and why they'll love it.

Title *	<input type="text" value="Little Ella Sitting Rag Doll Soft Stuffed Sock Girl with Grey and Pink Striped Pants"/>	<small>Include keywords that buyers would use to search for your item.</small>
About this listing *	<input type="text" value="I did"/> <input type="text" value="A finished product"/> <input type="text" value="2010 - 2016"/>	<small>Learn more about what types of items are allowed on Etsy.</small>
Category *	<input type="text" value="Who made it? Select a maker"/> <input type="text" value="I did"/> <input type="text" value="A member of my shop"/> <input type="text" value="Another company or person"/>	<input type="text" value="Toys"/> <input type="text" value="Dolls & Action Figures"/>
	<input type="text" value="Dolls"/> <input type="text" value="None"/>	

let potential customers know who made the product and when it was made.

Category

This is important as to where your product will be listed. For example, if you make jewelry, you want to be listed with jewelry so people can find you searching jewelry.

Renewal Options

This simply lets Etsy know if they can automatically renew your listing or if you want to do it manually. Listings are for good for four months. Each time a product is listed you are billed \$0.20.

Type

Do you offer a physical product that will be shipped to your customer?
Or do you offer a digital product that they will be able to download.

Description

Here is where you describe your product. See the section on Product Description for how to set this up.

Sections

In your Etsy shop you can have different sections. For instance, a jewelry maker may have a section for rings, one for bracelets and another for necklaces. Divide your shop into sections that make it easy for your customers to find your products. In your shop, sections will be listed in the left-hand column

Tags

This is another great place for your keywords. Think of that list of features as well. You can use up to 13 here, so be sure you use them all! Use any keyword anyone could possibly use to search for your products.

Materials

This is where you detail what materials you used in the production of your product. If you use dyed wool, list that. If you use stainless steel, here is the place.

Inventory and Pricing

Price

This is where you list your price. Take note, below this is a check box. “Apply shop tax rates”. Be sure that you are charging sales tax if you need to. If you're not sure what to do, be sure to consult your local tax authority.

Quantity

Quantity is how many you have on hand, or can make, to sell.

SKU

SKU is optional. This is the code that stores use when they scan items. If you have one, go ahead and enter it. If not, just leave it blank.

Variations

If you offer different variations, as in color or size, here is where you would list those. The customer will see a drop-down box to choose their options.

Shipping

Shipping Options

You can use a custom setting for each product you offer. You can also set up shipping options in your Etsy shop settings. You can have several. You may choose to have one for lightweight objects and one for heavier objects.

Item Weight

Item Size (When Packed)

Both of these items are optional. Etsy has a great option where they will calculate each product's shipping cost if you enter this information.

Preview

Now is the time to see how your product will look to your customer. I would suggest that you save your draft before you do anything else.

Until you hit the “publish” button your product is not live and you have not been charged a listing fee. Feel free to tweak anything you see that may need a bit of a change.

Hitting Publish, orange button in the lower left corner, will place your item live on your shop page!

Product Description

The description and photos of your product in Etsy are the selling points.

Unlike a brick and mortar establishment, your potential customer cannot see, feel or smell your product. An Etsy Shop has to sell their item by descriptive words and beautiful photos.

Your first paragraph is your hook. It is what pulls the potential customer or client into your description. Posting catchy first paragraphs to grab the attention and interest of the buyer is key.

Your keywords need to be in the first line of the first paragraph. This helps both Etsy and Google to index your product.

Make your description outline your product in beautiful detail. Use an emotion-triggering detailed description of item (emotional triggers can

include “nostalgia”, “beauty”, “childhood memories”, “admiration of friends” etc.)

You need to describe exactly what your product is. List the exact dimensions of your product. If your product is small, take a picture of it next to a ruler or a coin. Always keep in mind that often a customer will not read the whole description, they are sold by the photos of the product.

But you have to be exact in what your product is in the description.

People may purchase a product and then go back when they don't receive exactly what they thought and read through the description, and notice that it does say exactly that. You can use bullet points of product's main features & benefits. This gives the customer a good overview of the product and why they should purchase it. For a physical product such as a handmade piece of jewelry bullet points of features could be –

- Handcrafted in the US (Canada, UK etc). All products are made by hand in Texas!
- Made with sterling silver. We source with the finest quality so your jewelry will look stunning on you!
- One of a kind design. Rest assured that you will be the only one wearing this beautifully unique necklace.
- 18 inch long chain. This chain is designed to display the pendant at just the right point to make it look stunningly gorgeous every time you wear it.

For a digital product of a downloadable coloring book the features may look like this

- All drawings are unique and original. There will be no repeats from other coloring books you have purchased.
- High resolution drawings look great when they are printed

- Instant DIGITAL download. You don't have to wait for their drawings! They can be coloring just minutes from now!
- The downloadable zip file includes PDF, PNG, JPEG and SVG formats that fit on any 8.5" x 11" page. They can be printed using any standard printer.
- Printed drawings can be trimmed to 8" X 10". Colored images can be framed and displayed.

Features vs Benefits:

A feature is something about the product.

Features ALONE don't create excitement...BENEFITS do!

A BENEFIT is the advantage the feature provides!

300dpi is a feature...The BENEFIT is “High resolution drawings look great when they are printed”

Instant download... That is a feature. The BENEFIT is they don't have to wait for their drawings! They can be coloring just minutes from now!

Printable drawings... That is a feature. The BENEFIT is your customer can print as many copies as they want and so color each image in a vast variety of ways... getting HOURS MORE enjoyment from a single print than they would from buying physical coloring books!

Always couple your features with the BENEFIT(S) they provide!

We can easily increase the perceived value by using “value-building” words and phrases.

Words like... original, unique, painstakingly created, carefully crafted, suitable for displaying, multiple convenient printable formats, high quality, high resolution, etc. etc.

Your **swipe file** will help you with ideas for building perceived value.

NOTE: We can also build perceived value by offering additional things our competition isn't. What if you included one or more of the following to your listings?...

- Coloring hints and tips
- Beautifully packaged and ready for gift giving
- Personalized gift card can be included upon request
- Please contact shop owner for how to personalize this product for your special someone.

You are only limited by your imagination!

Disclaimers:

When selling digital products, there are a few “disclaimers” you might want to include as follows, so people are clear on what they are buying.

DIGITAL INSTANT DOWNLOAD NOT A PHYSICAL PRODUCT

All prints are copyrighted – As the purchaser of this product, you have the right to print out as many copies of this product as you want BUT FOR PERSONAL USE ONLY

You cannot sell, share or give away any of these prints in either physical form or digital form without express permission from this author (you may however give away as gifts, prints you've already colored).

Call to Action

Calls to action can include phrases like,

“Click the ADD TO CART BUTTON and PURCHASE while still available!”

“Click the ADD TO CART BUTTON and PURCHASE before prices rise!

“Click the ADD TO CART BUTTON and PURCHASE to start YOUR OWN exclusive collection today!”

etc.

ALWAYS have a strong guarantee and STATE it!!

State it in your description and in your shop policies.

The purpose of a strong guarantee is to remove risk for the buyer and for you, the Etsy seller. Buyers don't have the advantage of being able to pick up your items in their hand and examine it. They must be assured that if the product doesn't meet their expectations, they can easily get a full no hassles refund.

But you also have to ensure that you are covered on all basis as well. If your product is a personal product and cannot be returned for a reason, state that. This way the customer knows what can and cannot be returned.. For example, if you make monogrammed towels for a customer, she cannot just return them for a full refund, just because she changed her mind.

Have your policies clearly stated in your shop policies and on the product if applicable.

Word count=3514