

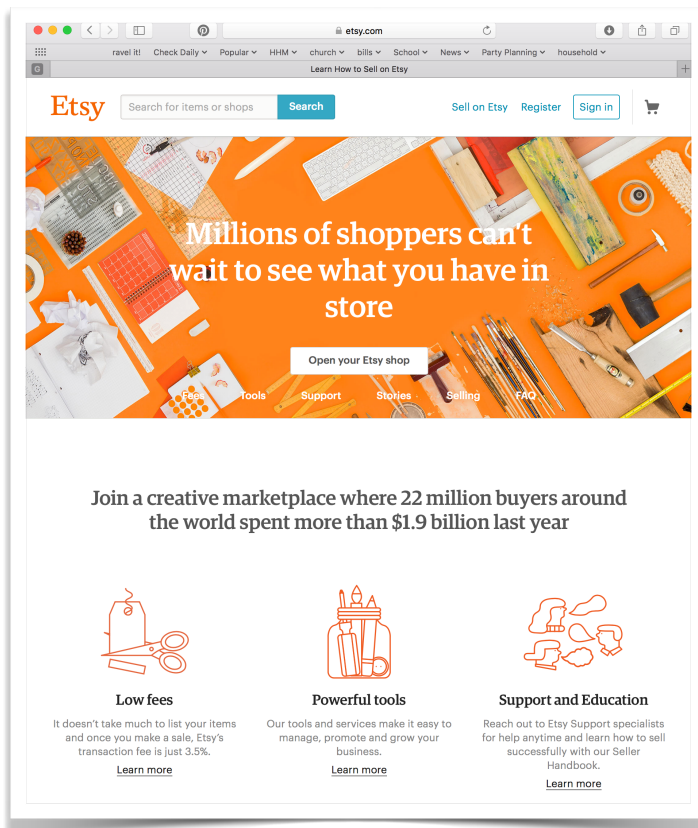
Etsy 101

A step by step guide to [etsy.com](https://www.etsy.com)

How to open an Etsy shop

Have you been crocheting and friends and family are continuously asking you to make products? Do you have a certain product that

garners lots of attention (and you don't mind making it multiple times)? Are you ready to reach beyond friends and family and sell online? Etsy is a great place to start but we don't want your beautiful products to get lost in the sea of listings on the site so here are some details and the pros and cons of selling on Etsy.



SHIPPING

You sold your first order, now what?

SELLER COSTS

What is the cost of selling on Etsy?

IS ETSY FOR YOU?



Set up your shop

We'll take you through the basics



Add your listings

Optimize your reach



Pricing

What should you charge?

Steps to Get Started

You'll first want to register and then set up your store front. From [etsy.com](https://www.etsy.com), first click on "Register" on top of the graphic on the left. You will have the option to set up your profile with your Facebook or Google account or an email. Sometimes it is nice to have an Etsy store linked to a Facebook account for ease of sharing new listings (or if you are always forgetting your passwords, like me). I set up my storefront years ago and just used my email and created a username. Since it is not linked to my Facebook account, I just need to manually open Facebook and share from my Etsy store. Choose your method based on personal preference, ease of use, and click Register! You're ready to go!

Shop Settings

The next thing you'll want to do is edit your "Shop Settings". There are three sections, "Info and Appearance", "About your shop", and "Options." Take some time to see what each section includes. You will want to be sure to check each tab and edit according to your policies and preferences. This is also the time to tell your story, and add some graphics, and logos.

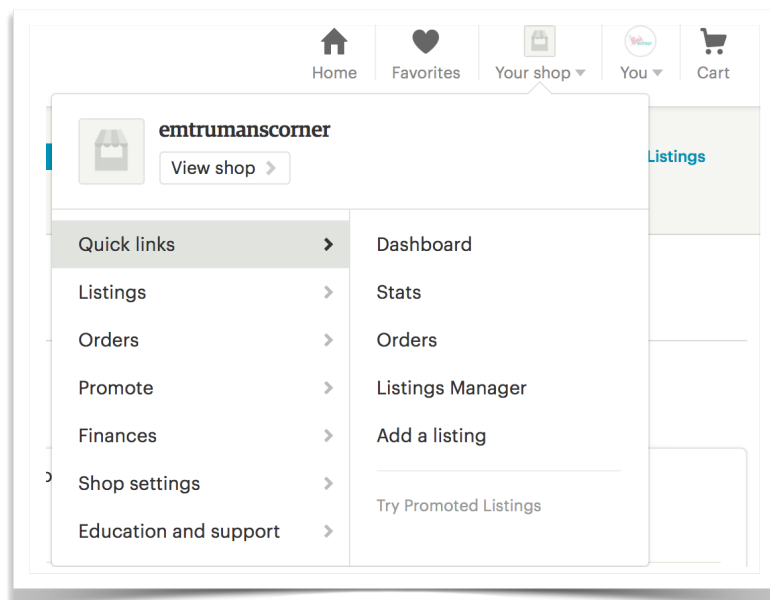
- **Info and Appearance:** In this section give your shop a name and add a square logo (smaller than 10MB). A banner is next and the dimensions should be 760 x 100 and smaller than 2MB. There are social media sharing options, so you can link your shop to your preferred social media sites. Add an

The screenshot shows the Etsy registration page. At the top, there are buttons for "Register" and "Sign in". Below these are two large buttons: "Continue with Facebook" and "Continue with Google". A small note says "We'll never post without your permission." Below this is an "OR" separator. The form then asks for "First Name" and "Last Name" with input fields. A note states "Names on Etsy are public, but optional." Below the name fields are radio buttons for "Female", "Male", and "Rather not say". There are input fields for "Email", "Password", and "Confirm Password". Below these is a "Username" input field. At the bottom, there is a checkbox for "I want to receive Etsy Finds, an email newsletter of fresh trends and editors' picks." and a "Register" button. A small disclaimer at the very bottom states: "By clicking Register, you agree to Etsy's Terms of Use and Privacy Policy. Etsy may send you communications; you may change your preferences in your account settings."

- announcement; I usually use this section to announce any sales, invite them to like my Facebook page, and inform customers of my current production time. Fill in your "Message to Buyers" with a thank you and any other instructions. If you choose to sell Digital Items such as patterns, fill in this section as well. A thank you and instructions to download usually suffice.
- Be sure to check out the "Policies", "Shop Name", and "Languages" Tab as well. Adjust your settings as needed.

The screenshot shows the "Info & Appearance" tab of the Etsy Shop Settings. At the top, there are four tabs: "Info & Appearance", "Policies", "Shop Name", and "Languages". The "Info & Appearance" tab is selected. Below the tabs, there is a section for "Shop Name" with the text "emtrumanscorner" and a "Change" link. To the right of the shop name, it says "Opened June 25, 2011". Below this, there is a large empty rectangular box for a shop banner.

- **About your shop:** This is where you can brag about yourself! Upload a headshot, write a short bio, and tell your story. Give your page the personal touch. Tell your customers how you got started with crochet and what it means to you.
- **Options:** Browse through the options and the other tabs in the “Options” section. You can turn on the ability to do custom orders, allow for shipping upgrades, enable additional languages, and turn on/off vacation mode. Vacation mode is a really nice option if you are traveling or if you get really behind on orders. Your shop is still visible but listings are hidden. You can display a message to your customers, “I’ll be back after a family vacation” or another custom message.

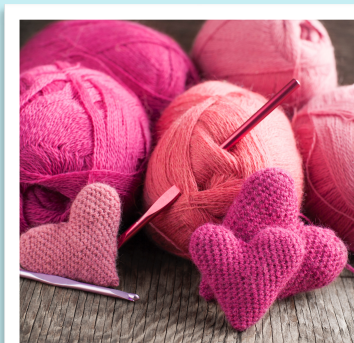


Once you have the settings arranged, I find that most of my day to day business is available to me from the “Your shop” or “You” tab. You can add a listing, check open orders, respond to messages, look at your shop stats, renew listings, and they have the “Education and support” tab where you can research most Etsy related topics. It is a great resource to use anytime you have a question about policies.

Add your listings

The two most important aspects of listings are great photos that show off your product and searchability. Take photos that use good lighting without a flash. I set up a mini studio on my front porch all the time because I get great natural lighting. I never use my flash for product photography! If it is an item that should be worn, beg all your family, friends and neighbors to model for you. Once you have some great photos, I highly recommend this page <https://goo.gl/rYWY6q> It gives in depth insight into how the search function works on Etsy. After describing your item, you’ll want to add tags, up to 13 of them. If this is slightly confusing, follow this graphic to help you decide which tags to add. Remember these help in your search.

**YOUR PRODUCTS ARE HANDMADE WITH LOVE.
SHARE THAT WITH YOUR CUSTOMERS**



Add tags that answer these questions:

- Who is it for?
- What is the main color?
- What method or technique did you use to make it?
- What size is it?
- What style is it?
- What is the main material?
- Does the item feature imagery or motifs?

Don't forget synonyms. Different people search for the same thing in different ways.

Pricing

Pricing is one of the trickiest aspects of selling finished goods. A very helpful article can be found on the [ACA blog](#) that offers insight into a pricing formula for crochet, and it includes a fair wage calculator for any project. Do some research on Etsy and see if anyone else is selling a similar item and how they are pricing. Then try the pricing formula in the article. But the biggest thing to remember is that your time is valuable. Crochet patterns usually sell for \$1-\$6 on Etsy.

Now what about shipping?

I highly recommend having a kitchen scale available to you. It allows you keep track of the amount of yarn you use and it is a life saver when shipping packages! Depending on your location, some of this information may be slightly different and I highly recommend checking with your postal service if you live outside of the United States. Have some shipping materials on hand and grab a few flat-rate shipping boxes from the Post Office and you won't be making frequent trips there every time you need to send a package. Check with the US Postal Service for current rates before you set up your shipping rates. <https://www.usps.com>. You want to make sure that your shipping rates included in your listings cover the actual cost of shipping (since it changes most years) and any packaging costs.



Seller Costs

Etsy sellers pay to list items on the site. It is 20 cents for each listing and listings expire after a few months. I usually list my warm winter hats in August or September but once the weather warms up, I let those listings expire. I then renew them again in the fall. That way, I am only paying the listing fee when I believe I will sell my products. I leave my baby items up all year long for baby shower because those sell all throughout the year. Crochet is a seasonal profession so don't pay listing fees when you won't make your money back. After each sale, Etsy charges 4% of the purchase price as a fee for selling on their platform. Keep this in mind when deciding on your selling price. You will get a bill emailed to you on the first of the month when you made any sales or created new listing.

Pros and Cons

Etsy isn't for everybody. Some people find instant success there and some people's listings get lost in the sea of millions of items for sale. In my personal experience, I have a few listings that do really well and keep me as busy as I can be and still fulfill my responsibilities at home and my day job. I have other listings that I think look great but I've never sold a thing. Chances are, you will have to do a bit of research to find your niche. You also need to be very proactive to share and publicize your links.

**WE WISH YOU THE BEST OF LUCK AND
HOPE YOU SELL, SELL, SELL!**

