

LAUNCH YOUR ETSY SHOP

FIVE DAY GUIDE

Day 1 Pre-Launch

First Things First
Get Organized
Research your Competition
Learn the Rules

Day 2 Pre-Launch

Price your Product
Photography
Shipping Strategy

Day 3 Stock Your Shop

Setting Up
Titles and Tags
Listing Descriptions
Finalize Shop Settings

Day 4 Finalize Your Shop

Shop Story
Branding
Social Media

Day 5 Start Selling

Promotion
Set Goals
Keep Creating
Assess and Improve