



Starting an Etsy Business For Dummies

By Allison Strine, Kate Shoup

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Starting an Etsy Business For Dummies By Allison Strine, Kate Shoup

The easy way to build an online craft business from scratch

Starting an Etsy Business For Dummies offers expert advice for artists and entrepreneurs looking to build an online craft business from scratch. You'll get invaluable information on setting up your online shop, writing compelling item descriptions, photographing your work, engaging the Etsy community, understanding fees, and finding your muse when it takes a holiday.

In the last couple of years, the DIY movement has transcended the big-box hardware stores, and has taken on a new format in the savvy crafting arena. Etsy.com boasts an astonishing 1.9 million members, and there are tens of thousands of craft and hobby bazaars held each year across the United States. *Starting an Etsy Business For Dummies* shows you how to create, manage, and successfully sell handmade wares, vintage goods, and DIY supplies using the world's largest online handmade marketplace.

- Learn to sell your handmade wares, vintage goods, DIY supplies online at Etsy.com
- Create and manage your own successful Etsy storefront
- Merchandise your unique creations and drive buyers to your shop

If DIY is your domain, *Starting an Etsy Business For Dummies* gives you the skills, knowledge, and know-how to create a successful business that pays.

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Editorial Review

From the Back Cover

The easy way to build an online craft business

Starting an Etsy Business For Dummies offers expert advice for artists and entrepreneurs looking to build an online craft or vintage-goods business from scratch. You'll get information on setting up your online shop, listing and selling your items, engaging in the Etsy community, and more. If DIY is your domain, this book gives you the know-how to create a successful business that pays.

- Let's get this party started — learn how to sign up for an Etsy account, navigate the site, see what's for sale, and stay safe online
- Set up shop — understand what you can (and can't) sell on Etsy, create an eye-catching storefront, establish your shop's policies, and price your work
- Start selling — get expert advice on photographing your goods, writing engaging titles and descriptions, listing your items, and closing the deal
- The heart of the matter — learn how to handle business matters with ease, from providing excellent customer service to managing your Etsy store
- Show your spirit — discover all the fun that Etsy has to offer, join in the community spirit, keep up with Etsy news, and spread the word about other Etsy sellers

Open the book and find:

- Information about Etsy's purpose and business model
- How to sign up and get around the site
- Tips for setting up your storefront
- Guidance on establishing shop policies and prices
- Advice on managing item listings
- The 411 on shipping and customer service
- Ideas for using social networking to your advantage
- The scoop on getting help when you need it

Learn to:

- Sell handmade goods, vintage items, and craft supplies at etsy.com
- Photograph your work and write compelling item descriptions
- Market your wares and manage your shop
- Provide excellent customer service

About the Author

Allison Strine is the author of *LadyBirdLand!* and takes unreasonable joy in her Etsy shop feedback comments. You can peruse her wares at allisonstrine.etsy.com.

Kate Shoup has authored several books, including *Not Your Mama's Beading*, *Not Your Mama's Stitching*, and *Rubbish: Reuse Your Refuse* (all from Wiley).

Users Review

From reader reviews:

Christopher Barnes:

Why don't make it to be your habit? Right now, try to ready your time to do the important behave, like looking for your favorite guide and reading a e-book. Beside you can solve your short lived problem; you can add your knowledge by the e-book entitled Starting an Etsy Business For Dummies. Try to stumble through book Starting an Etsy Business For Dummies as your friend. It means that it can to be your friend when you truly feel alone and beside regarding course make you smarter than before. Yeah, it is very fortunated in your case. The book makes you far more confidence because you can know anything by the book. So , let us make new experience along with knowledge with this book.

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Helen Scott:

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