

## How to Sell Crafts on Etsy

Etsy is a peer-to-peer (P2P) e-commerce website focused on handmade goods, vintage items, and craft supplies. The vintage items should be at least 20 years or older. These items cover a wide range, including art, photography, clothing, jewelry, accessories, bath and beauty products, quilts, knick-knacks, decorations, wedding gifts and toys.

The site follows in the tradition of craft fairs, giving sellers personal storefronts where they list their goods for a fee of \$0.20 per item (listing fee lasts for four months or until the listing sells out). In addition, there is 3.5% transaction fee (not including shipping costs) and additional 3% +\$0.25 payment processing fee if you accept payments through Etsy's Direct Checkout payment system when an item is sold.

It is easy to set up a shop on Etsy, you just need to create an Etsy account, set your shop location and currency, choose a shop name, create a listing, set a payment method and set a billing method on how you want to pay the Etsy fees.

### 1. Create an account

Go to Etsy.com, click 'register', and fill in the blanks. You are also given the option to log in via your Facebook account or Google account for a faster process. Choose carefully your username because it will become your identity on Etsy as part of your URL, and it cannot be changed later. Make sure your username is easy to spell so that you don't have difficulty referring people to it. You also can capitalize the letter to make it more attractive, and it won't affect the URL or your login (not case sensitive).

### 2. Shop Preferences

- **Shop Language** - choose the default language you will use to describe your items. You will be able to add more languages in the future, but you cannot change the default language once you created.
- **Shop Country** – choose which country your shop based
- **Shop Currency** - the currency you will use to price your items. Shoppers in other country will automatically see prices in their local currency
- **Which of these best describe you** – you can choose either selling is my full-time job, or I sell part-time but hope to sell full time, or I sell part-time and that's how I like it, or other.

### 3. Enter your shop name

Your shop name will appear in your shop and next to each of your listing throughout Etsy. This is going to be your brand name and it is limited to 20 characters. The shop name must not be identical to any other shop that has existed before. You should find one that is still available. However, you can still change the name in the future if you'd like.

### 4. Add a new listing

#### - Photos

Use high-quality JPG, PNG, or GIF files that are at least 570 pixels wide. It is recommended to have 1,000 pixels for best result. You will need at least one photo, but you can have up to 5 photos to show different angles and details. These are thumbnails of your photos that you need to zoom in to see full size.

#### - Listing Details

- **Title** – include keywords that buyers would use to search for your item
- **About this listing** – who made it, what is it (a finished product or supplies/tools) and when it was made
- **Category**
- **Price**
- **Quantity**
- **Renewal option** – you can choose either to renew expired listing (after four months unsold item) manually or automatically. However, it will require a new listing fee of \$0.20 when you renew it.
- **Type** – whether the item is tangible or digital
- **Description** – additional information that describes your item's finest feature
- **Section** – you can group related listings into section to help shoppers browse easily

#### - Variations

Add available options, such as color or size

#### - Shipping

- **Shipping cost** – you can let Etsy calculates the shipping cost for you so the shoppers will see the shipping cost based on their location and the weight and dimensions of the listing
- **Origin zip code** – where do you ship your packages from
- **Processing time** – once purchased, how long you will ship them

- **Where I'll ship** – you can set boundaries on what countries you will ship to
- **Shipping services** – buyer can choose these at checkout (by default - 6 USPS mail classes)
- **Free shipping** – if you offer free shipping (either domestic only or both domestic and international shipping)
- **Handling fee** – if there is additional handling fee to show on buyer's shipping total
- **Item weight**
- **Item Size**

- **Search Terms**

You can add up to 13 terms / tags and 13 materials to describe the item you sell. These tags going to be the terms that may be searched on Google or Etsy and refer viewers to your shop. The more tags you have will help increase your search engine optimization. Therefore, be sure to use all the 13 tags given and specific to make yours more likely to rise to the top result.

## **5. How you'll get paid**

Add your bank information in which you would like to receive payments. You will need your social security as well complete with your complete home address.

## **6. Set up billing**

Add your credit card information from which you want to pay the Etsy fees

## **7. Manage your storefront**

Your storefront will be the front page that your potential buyer will be directed. You can add text, a banner and other personal information that can help you convert the browsers to buyers. Therefore, it should be attractive and look professional. Make sure it also relevant to the product you sell. Include a small photo and some personal information about you and your shop to build relationship to your customer about who they are buying from.

## **8. List your policies**

Add your shopping policies in a way you want to be as you are the buyer. It is important to consider what you will be responsible for when comes to selling. This way you can give your buyer some degree of trust buying in your shop. Be sure that you really follow the policies as you promise them, otherwise you also will receive bad review which can prevent more people buy it from you in the future.