

WHAT'S AN “  ” ?

AND, WHY IS IT A SECRET ?

About ETSY (the company)

- Founded in 2005 and based in Brooklyn, NY
- Focus on E-commerce sale of hand made craft or art items -designed to be an online version of the old art and craft fairs
 - art
 - glass designs/sculptures
 - quilts
 - photography
 - clothing
 - jewelry
 - bath/beauty products
 - many other misc. hand made items
- Huge growth since startup (currently 20 mil active buyers, 1.4 mil active sellers with 31% of its sales from international transactions)

How do I Become a Member ?

- Go to www.etsy.com and follow instructions on how to register. Generally, there is a “register” button right at the top left corner of the home page but I have seen some APP pages that start up from a separate prompt.
- You must be a registered member to buy or sell on ETSY but membership is free of charge.
- You will be asked to create an account with user name and passwords. Know that your chosen user name will be assigned as your “shop” name when the acct. is activated and, it cannot be changed.....it’s yours forever....so choose wisely.
- If you want to open a seller account be prepared to have information available at registration related to billing, credit, and check issues, PayPal setup, etc..
- Once you have a seller acct. shop you are officially in your own business. Now you need to fill your site with items to sell. There is quite a bit of set up time needed at this step:
 - What do you want to say in your personal bio ?
 - Do you have an icon to promote your brand ?
 - A picture or pictures need to be downloaded to show your sale item
 - How much should you charge ? You need to determine pricing
 - Will you offer item variations ? What kind ?
 - How much will you charge for shipping ? Will you have a shipping “policy”
 - Each sale item will need a description
 - Most importantly, set your key words/phrases for sale items

Take a deep breath ! Take your time ! Follow instructions from ETSY on how to set up seller shops. I bought an “Idiots Guide to Selling on ETSY” that helped. The newest version is probably available at the library.

What Does ETSY Do For Me Now ?

- Provides connection to individuals, groups, committees, etc. that can help you redesign and grow your shop's business. A good source of information when you need help.
- Provides extremely helpful reports that help you understand what is happening with your shop.

Some seller reports as an example:

- promoted listing analytics by month
- top performing items
- daily shop activity (who is clicking in to look at what)
- individuals that are "favoring" your shop or specific items in your shop
- listings management (historical activity on shop items.
- buyer reviews of your delivery/quality performance

● Handles the money !!! When an order comes in they notify me with the details of the item sold and the expected delivery date. The buyer pays the total to ETSY check, money order, PayPal, or credit. I have all the follow up communication with the buyer through email or convo . The balance after Etsy takes its share is forwarded to me as a credit to my checking acct.

● Uses the combined activity of the ETSY group to negotiate better shipping/packing rates than I could individually.

How Does ETSY Get Paid ?

- ETSY charges a listing fee of \$0.20 per item in your shop. This covers a 4 month period and is re-billed every 4 months until the items is deactivated or sells.
- ETSY takes a 3.5% commission off the sale of each order. The remaining 96.5% is returned to you within a short period of time.
- ETSY charges a special services fee for a voluntary promoted listings program that highlights or advertises your chosen items by the month. The seller picks the items and the maximum amount of promotion money that goes to your shops items. I have a cap of \$10.00 per month for this service which is worth it if it gets more clicks on your shop. A report showing activity is provided monthly.

Other Ways To Promote Your Shop Sales

- New shop items are promoted by Etsy to “Favorite” Buyers
- Connect your Etsy Shop to Pinterest, Facebook, and Twitter accounts
- Use Etsy “promoted listings” program
- Insure that your “key words/phrases” item lists are strong
- Work with Etsy community groups when they contact you