



## Getting Started with Etsy

*Part 1: How to Sell Your Products on Etsy*

*Part 2: Etsy Selling Checklist*

*Part 3: 50 Handmade Goods You Can Create and Sell*

## How to Sell Your Products on Etsy

If you make handmade products, sell vintage clothes or sell products used for creating clothing and other accessories, Etsy may be the ideal platform for you to sell your products.

Etsy is a website that connects sellers with buyers of artistic products. It has a very special sense of community and really strives to make the experience personable.

How can you sell your products on Etsy? Follow these steps.

### Step 1: Register an Account

If you don't already have an Etsy account, the first step is to register.



Follow the on-screen process to become a member.

### Step 2: Click Sell

Click the "Sell" button to begin the process of registering yourself as a seller.



### Step 3: Click “Sell on Etsy”

When you first click Sell, you’ll be taken to a page with basic information about becoming a seller on Etsy.

To continue to registration process, click the “Sell on Etsy” button in the upper right.



### Step 4: Fill Out Basic Information

Fill out the basic information Etsy needs from you.

## Become an Etsy seller

1. F

### Personal info

**Full name**

**Street**

**City**   
province

**State**   
county

**Zip code**   
postal code

**Country**

Yes, send me emails with important site news and tips on how to make my shop successful.

Next

### Step 5: Credit Card Information

Enter your credit card information. Etsy needs this to ensure that your card works for paying listing fees.

Once you press enter, Etsy will charge you a \$1.01 activation charge. If the charge goes through, Etsy knows your card works.





## Become an Etsy seller

1. Personal Info 2. Billing Info 3. V

### Billing info

[click here to learn how Etsy fees work](#)

As a seller on Etsy, we require that you submit a valid credit card to verify your identity. You may use this credit card or use PayPal to pay your seller fees.

Card type:        

Card #:

CVV #:  [What is CVV?](#)

Exp. date #: --  --  --  --

Name on card:

Phone #:  This must match the billing phone # on file

Street

City   
province

State   
county

Zip code   
postal code

Country

For your protection, we verify your card and billing addresses by running a \$1.01 authorization. The process normally takes less than 30 seconds, but it may take longer. Please click the Validate Card button to update your information. When your card has been validated, you will be directed to a confirmation page. ([Seller FAQ](#))

I agree with the [Etsy's Terms of Use Agreement](#).

[Validate Card](#)

## Step 6: Start the Listing Process

Once your card is validated, you'll see the confirmation page.

## Become an Etsy seller

1. Personal Info 2. Billing Info 3. Welcome!

### Set up your shop

Every seller on Etsy gets their own shop (for free), located at [username.etsy.com](#). For example, if my username is rokall, my shop is at [rokall.etsy.com](#). You can customize your shop by adding a banner, bio etc.

### List an item

Listing an item is done in five simple steps. We recommend that you have your photos and description ready before jumping in. Listing an item costs 20 cents per quantity.

### Selling an item

As a seller you get to choose what payment methods you accept. We recommend PayPal - it makes it easy to get paid and offers anti-fraud protection. When an item sells both the buyer and seller get an email with transaction details in it. There's a 3.5% sales fee.

### Fees

Sign up - free, your own shop - free, listing an item - 20 cents, selling - 3.5% fee. That's it. All listings get up to 5 images free of charge. Listings stay up for 4 months.

[Click here](#) for a helpful guide to Etsy fees

### Reporting transactions

We keep a tight ship here on Etsy, and we respond to all reported transactions quickly. If a buyer does not pay for an item, we will happily refund all fees associated with the transaction, letting you relist it for free.

#### Resources for more info

[List an item now](#)

If you're a registered seller, you can list an item right now.

List an item now



Click on "List an item now" to continue.

## Step 7: Select Your Payment Methods

Before you create your listing, you need to first select what payment options you can accept.

[Shipping Profiles](#) [Payment Methods](#) [Sales Tax](#) [Currency](#)

**Before you can list an item, we need to know how you would like to be paid!**

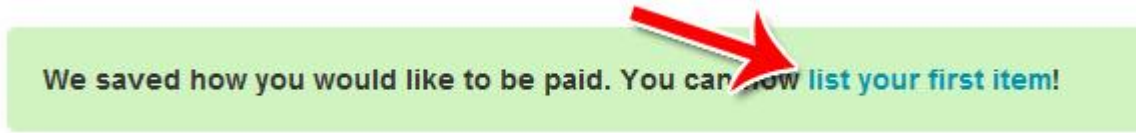
### Payment Methods

Payment Methods You Accept	PayPal Account Email
<input type="checkbox"/> PayPal <input type="checkbox"/> Money Order <input type="checkbox"/> Personal check <input type="checkbox"/> Other	<a href="#">Learn about opening a PayPal account.</a> PayPal payments are sent to this email. <input type="text"/>

Most buyers will choose to pay by PayPal. If you don't already have a PayPal account, it really pays to open one.

If you choose to accept personal checks and money orders, you'll also need to enter your shipping address.

Once you've selected your payment method, click on "list your first item" to continue.



## Step 8: Enter Description

Choose a snazzy title to catch your customer's attention.

Enter a detailed description of your item. Don't assume that the pictures speak for themselves. Yes, pictures go a long way, but it helps to assume you have no pictures with your listing when writing your description.

Detail is the key.

Finally, list out the materials used to make your product. Yes, this actually matters, as users do search by materials.

1. Item Info 2. Sort your item 3. Selling info 4. Images 5. Review & Post

**Title**  
A short, descriptive title works best.

**URL Preview**  
See how your listing title appears in the URL:  
www.etsy.com/listing/01234567/my-listing-title

**Description**  
Start with the most important information and provide enough detail for shoppers to feel comfortable buying.

Preview of how your listing will appear in Google search results.

Have questions? [Learn about how your listing appears on Google.](#)

**Materials**  
List the materials used in your item, separating each with a comma.

Next

## Step 9: Choose Categories and Tags

Select your categories. First select the top level, then the sub-level then the sub-sub-level. Then, enter tags that describe your item. Choose descriptive tags to help others find your items. Use all 14 tags to maximize exposure.

1. Item Info   2. Sort your item   3. Selling Info   4. Images   5. Review & Post

Etsy is a marketplace for handmade items, vintage goods and crafting supplies only.

- **Handmade:** Items made by you. Choose the Category that best suits your item.
- **Vintage:** Items at least 20 years old. May be commercially made. Choose Vintage.
- **Supplies:** Crafting supplies. If not made by you, add the tag "commercial".

Need help? See our [Tagging Tips](#), [Rules for Tagging](#) and [Search Pointers](#).

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### Category

Step 1: Choose a Category.

Jewelry ▼

necklace ▼

shell ▼

### Tags (8 left)

Step 2: Choose tags that describe this item. Inaccurate tags may be removed by Etsy.

- shell x
- beads x
- white x
- Add a tag

## Step 10: Choose Pricing and Shipping

Enter the price for your product.

Enter the shop section you want your item listed in. In the beginning, you'll have to create new sections for each different kind of item.

Finally, you'll need to set your shipping prices. You can set different prices for different regions and countries.

Price: \$  USD (each) [Manage Shop Currency](#)

Quantity:  It costs 20¢ (US) for each item

Shop section (optional)

Choose section:  [Create new section](#)

**Shipping** [Manage Shipping Profiles](#)

**Item Ships From**

**Country Specific Shipping**  
Set shipping costs for individual countries.

[View Regional Shipping Options](#)  
Quickly set shipping costs for multiple countries in a predefined region at one time.


**Ship to All Other Countries**  
Use this option if you wish to ship worldwide without setting shipping costs for each country or region.  
The "Everywhere Else" shipping cost will be applied for all countries not listed in your Country Specific or Regional Shipping settings above.

Location	Shipping Cost	If shipped with another item
<input type="checkbox"/> Everywhere Else	\$ <input type="text" value="0.00"/> USD	\$ <input type="text" value="0.00"/> USD

## Step 11: Add Images

Click "Choose File" to upload images from your computer. Click upload to upload.

**Your images**



**1. Find your images.**  
Use .jpg, .gif or .png files no larger than 2M.  
Images around 1,000 pixels wide work best.

No file chosen

No file chosen

No file chosen

No file chosen

No file chosen

**2. Upload.**

**3. Click-and-drag to reorder.**

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[Need help? Check out image uploading help topics and advanced image help.](#)

## Step 12: Review and Finish

Finally, review all the details of your listings. If everything is in order, click “Finish” to list your item.

[Previous](#) [Finish](#)

**Review Your Listing**

This listing will cost a non-refundable fee of \$0.20 usa.  
By clicking Finish you agree to pay this listing fee.

Your listing will not be live on Etsy until you click Finish. It may take up to 24 hours for newly listed items to appear in Categories and Search.

**Gorgeous Indonesian Shell Necklace** [edit](#) **\$25.00** usa [edit](#)

**Description** [edit](#)

Made from hand picked and sanded shells.

**Tags** [edit](#) jewelry, necklace, shell, beads, white

**Materials** [edit](#) shells, beads




**Shipping** [edit](#)

Item ships from: United States

Ships To:	Cost:	With another item:
United States	\$5.00 usa	\$2.50 usa
Everywhere Else	\$12.00 usa	\$6.00 usa

**Payment Methods**

DerekYoung accepts the following forms of payment:

- **PayPal**   

[Previous](#) [Finish](#)

Those are the basics of selling on Etsy. You now know how to register as a seller, verify your billing address, setup payment methods and list an item. Now just repeat the listing process for every item you want to sell.

# Etsy Selling Checklist

There's a lot that goes into becoming a successful Etsy seller. You need to setup an appealing storefront, create high quality, unique products, list them properly and constantly monitor a number of things to make sure your sales continue to increase.

Here's a checklist to help you through the process. Some of these tips only need to be reviewed every once in a while, while others will affect how you list each item every time.

## - Research, Market Selection, Setup

- **Start with your passions.** Come up with 20 or so product ideas that correspond with those things you love to create and sell. From there, use your customer's feedback to keep expanding your store.
- **Who else is in your market?** Before you get started, do some careful market analysis. What are other artists in your industry doing? How do they handle their pricing? Take all of these details into consideration when you create and price your own products.
- **How are they selling?** You can somewhat gauge how well someone's work is selling by dividing the amount of time the store has been open with the feedback they have. This will also help you gauge the health of the market.
- **Pick a name that grows with you.** Don't pick a name that works only when your store is small. Instead, pick a name that will sound great even further down the line.
- **Many etsy experts advise newbies to launch a store with 20 items.** If you have only 3 to 5 items when you start, you might not have the level of selection you need to keep people interested in your store.

## - Profile & Shop

- **Have a great banner that relates to what you sell.** (Hint: Don't use a generic banner.) Make sure that others can tell what kind of products you offer just by glancing at your banner.
- **Use an avatar that conveys trust.** People should feel subtly more confident in making a purchase after having seen your avatar.
- **Make your shop title short, but also sweet and catchy.**

- **Make your announcement short but sweet, as well.** If your prospective customers can't see your products in the first screen, your announcement is too long.
- **Set your City, State, Country.** Don't make the mistake of skipping this one. People search for local artists and will often send invitations to local events based on Etsy listings.
- **Store policies.** Having clear store policies can save you a lot of trouble down the line. Browse other stores to see how others have setup their policies.
- **Change your featured items twice a week.** Pick 3 each time. This will give your viewers a fresh look at your products every time they come back.

#### - **Listing Items**

- **Description.** Go into as much detail as possible. Remember, you can see and touch the item, but they can't. Use as many senses as you can in your description and address any questions you think your prospective customers might have.
- **Photos.** Use all 5 photos and give visitors as many different angles as possible. Take photos from the inside, from the side, from the top, bottom, etc. Make sure all photos are crisp, clear and uncluttered. Use sunlight whenever possible, but make it well lit.
- **Use all 14 tags.** Make all the tags relevant and try to think of what others would search for to find your items. Colors, textures, etc are all great tags. Consider tagging in other languages if your item sells internationally. Use different tags in multiple listings so a wider range of audience is exposed to your products.
- **Feedback.** If you don't have any feedback yet, buy a few inexpensive products on Etsy. The items can each cost less than \$5 and will give you the benefit of experiencing the buyer's side of Etsy.

#### - **Renewing Items**

- **Renew often.** With thousands of listings being added every day, yours will get pushed off the front page of search results and categories quickly. Renewing will get your items in front of more eyeballs.
- **Track your renews in an excel spreadsheet.** Know what's selling and what isn't selling and calculate your real cost per sale in listing fees by tracking each listing.
- **Change photos of underselling items that you think should be selling.** If you think an item deserves to be making sales but it isn't, change your photos or title before renewing.

- **New items get more views than renewing.** Instead of renewing all the time, try creating a new item.
- **Packaging, Delivery & Fulfillment**
  - **Packaging matters!** The packaging for your product is the first impression your customers get. It only costs a few cents to personalize it, so don't skimp on packaging.
  - **Try Carrier Pick Up from USPS.** Instead of dropping off your product every time you need to ship, USPS will just pick it up for free!
  - **Customer service.** Service is essential for making repeat sales, getting referrals and getting other people to send traffic to your store. Always aim to reply to inquiries within 24 hours.
  - **Sell International.** Yes, it's a bit more effort to figure out all the shipping options and costs, but Etsy is truly an international website and if you're not shipping internationally, you could be losing out on a lot of business.
- **Marketing & Promotion**
  - **Join a team!** Teams are powerful alliances for store owners to co-promote each other's stores.
  - **Participate in Etsy forums and blogs.** Don't post just to get exposure, but if you participate intelligently people will naturally want to check out what you have to offer.
  - **Survey your old customers.** What did they like about buying from you? What could be improved? Always aim to better your store.

## 50 Handmade Goods You Can Create and Sell

If you're stumped for what to start making and selling, here are 50 items to get your creative juices flowing:

1. **Homemade cups.** Got a talent for pottery? Etsy's a great outlet for your goods.
2. **Hand painted plates & cups.** Even if you can't make cups, you can paint them!
3. **Paintings and drawings.** Though you probably won't get high-end prices for paintings, you can still get decent prices from Etsy.
4. **Hand cased journals.** Buy a journal, wrap it in leather, silk, denim or other material.
5. **Handmade handbags.** Make a handbag out of interesting materials. Go for the classy or artsy look.
6. **Creative wallets.** Make your own wallets with special designs.
7. **Knitted kids shoes.** Knit warm and snuggly shoes for kids.
8. **Home printed T-shirts.** A great way to express your sense of style.
9. **Hand sewn clothing.** You can even offer tailoring if they have specific measurements.
10. **Crochet gloves.** Hand-crocheted gloves often feel warmer and cozier than factory made.
11. **Crochet hats.** Add a unique design to give it some flair.
12. **Handmade sandals.** Sandals are easy to make and offer a lot of room for creativity.
13. **Decorated dolls.** Doll collectors and kids love creative designs.
14. **Creative glass decorations.** If you're into glass art, this is a fantastic way to make some money.
15. **Hand sewn pillow cases.** Buy some gorgeous fabrics from your local fabric store, sew it into a pillow's shape and list it on Etsy. Perfect for beginners!
16. **Hand sewn tissue boxes.** Be sure to put some stiffer material inside so it keeps the shape.
17. **Handmade silver jewelry.** One of the higher priced items on Etsy, giving you some room for markup.

18. **Hand knit coffee cup holders.** Who wouldn't want to slip their daily cup of coffee into a hand-knit cup holder?
19. **Hand stamped guitar picks.** Offer to engrave or burn in names, bands or slogans into guitar picks.
20. **Hand carved guitar picks.** Carve guitar picks by hand using beautiful wood as a base.
21. **Homemade chocolate.** If it tastes great, you'll probably get repeat sales.
22. **Natural dried fruits.** Easy to make with a dehydrator.
23. **Hand carved chess set.** These can go for a lot of money (though they're also a lot of work.)
24. **Handmade wooden pen.** A gentlemen's classic.
25. **Handmade kaleidoscopes.** Some wood and a few pieces of glass can produce a world of magic.
26. **Personalized or handmade instruments (guitars, flutes, drums.)** A very specialized skill.
27. **Shell jewelry.** If you live near a beach, go find the most elegant shells you can and craft jewelry from them.
28. **Leather bracelets.** Learning to make buckles or cut leather isn't difficult; the trick is developing an eye for what kind of bracelets people want.
29. **Custom fitted corsets.** For women with more gothic or vintage tastes, this is more of a low-volume high-margin product.
30. **Geek paraphernalia.** Video game art and school of wizardry wands generate quite a few sales, believe it or not.
31. **Handmade watches (or watch bands.)** Make someone a custom watch with a unique design. If you don't know how to make watches, just buy the watch piece and custom design the wristband.
32. **Decorated water bottles.** Give your customers the joy of going hiking or to yoga with a unique and creative water bottle.
33. **Scented candles.** Make unique scents they can't find in stores.
34. **Woodwick candles.** Instead of using a nylon wick, put wood in the middle instead. It burns longer and releases more fragrance. A very niche product.
35. **Strangely shaped soaps (sword, hands, angels.)** Gives the bathroom a touch of personality.

36. **Books you wrote.** If you're not officially published, try selling a few books on Etsy.
37. **Handmade bookmarks.** Just about anyone can make bookmarks. How well they'll sell depends entirely on your design.
38. **Animal-free bath products.** Mix your own soap, shampoo or toothpaste to cater to the vegan crowd.
39. **Headbands.** Knit, sew or crochet headbands.
40. **Hair clips.** Though small in size, they offer infinite possibilities in design. Should you add a small glass bird? Perhaps a flower?
41. **Decorated pocket mirrors.** A touch of class never hurts when someone needs to do their makeup in public.
42. **Bras and lingerie.**
43. **Homemade perfume or cologne.** Create better scents with fewer chemicals than commercial varieties.
44. **Creative key chains.** Perhaps add a Lego piece for geeks or a dinosaur's tooth for the wealthy.
45. **Rings.** You can cater to just about any audience with rings.
46. **Earrings.** First think about who your audience is. Then think about what they want. (Classy? Unique? Sexy? Conversation starters?) Start your design with that in mind.
47. **Pendants and necklaces.** Have an interesting center piece for a necklace? Start with the pendant, then the necklace.
48. **Creative belts.** Either make the belt from scratch, or buy plainer belts and make them more stylish.
49. **Assorted candy box.** If you have a great taste for sweets, perhaps others would like your selections as well.
50. **Carvings.** Wealthier clients will love having hand carved products to decorate their homes with.

This is just the start. Look over your strengths, skills and artistic tendencies and find the best product for you.

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