

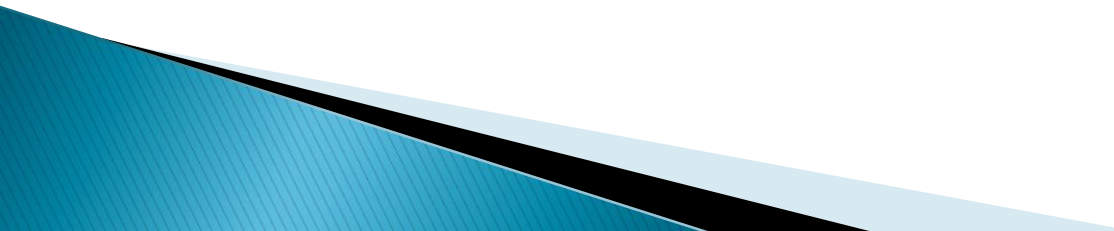
All About ETSY

Presented by Sharper Training Solutions, Inc

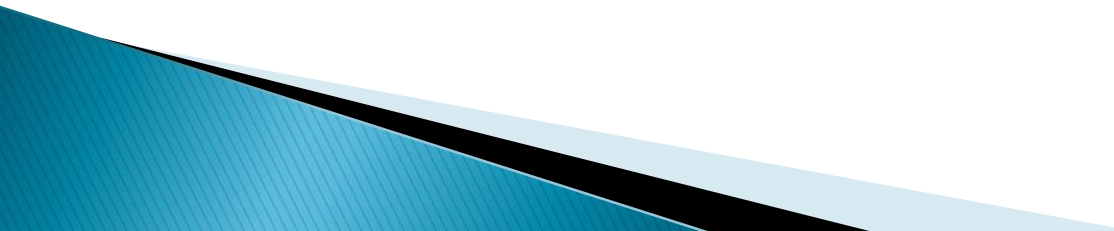
www.stsico.com/books

info@stsico.com


TODAY'S AGENDA:

- What is Etsy?
 - Create an Etsy account
 - Learn how to Buy and Sell items
 - Navigate Etsy Website – we will go live
- 

What is Etsy?

- ▶ **Etsy** is a peer-to-peer (P2P) e-commerce website focused on handmade or vintage items and supplies.
 - ▶ **Etsy** makes it easy to buy and sell handmade items, vintage items, art supplies etc.
 - ▶ **Etsy**, the world's most vibrant handmade marketplace
- 

What can you sell on Etsy

- ▶ Etsy is a marketplace where you can sell your handmade goods, vintage items, and craft supplies directly to buyers around the world.
 - ▶ You cannot Resell other's handmade items
 - ▶ Click here for more information on what is allowed and prohibited on Etsy
 - ▶ <https://www.etsy.com/legal/sellers/>
- 

Etsy.com or Get The App

We updated our Privacy Policy and Terms of Use. [Learn more.](#)

Etsy

Search for items or shops



Discover



Notifications ▼



Shop Manager



You ▼



Cart

Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Vintage

🎁 Gifts

Discover something unique

New discoveries, based on your recent activity, right here

Retro →

Based on your recent item views

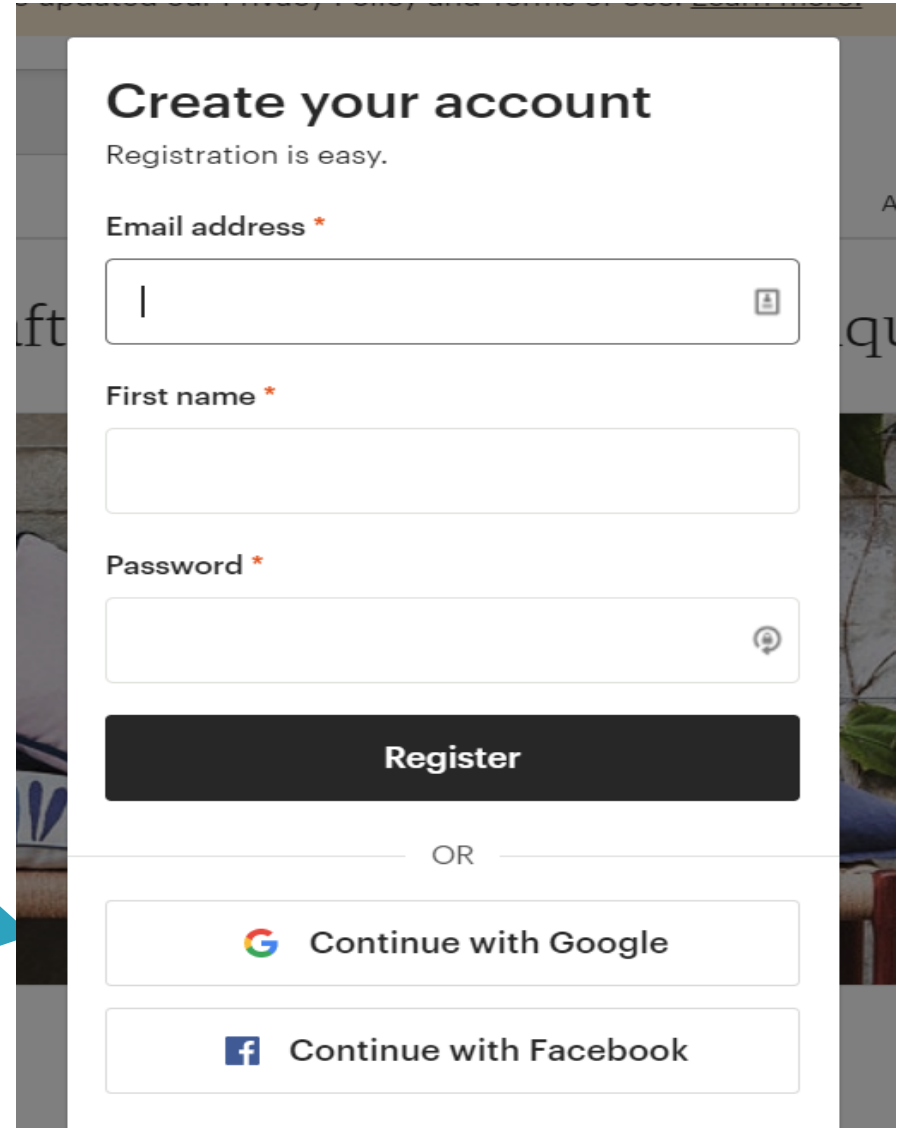


Create an Etsy account *

1. Go to Etsy.com/App
2. Click on Register in upper right corner
3. Fill in form

*This is to register as Buyer only

If you plan to Sell try to make your Username is your business name



Create your account
Registration is easy.


Email address *


First name *

Password *

Register

OR

 Continue with Google

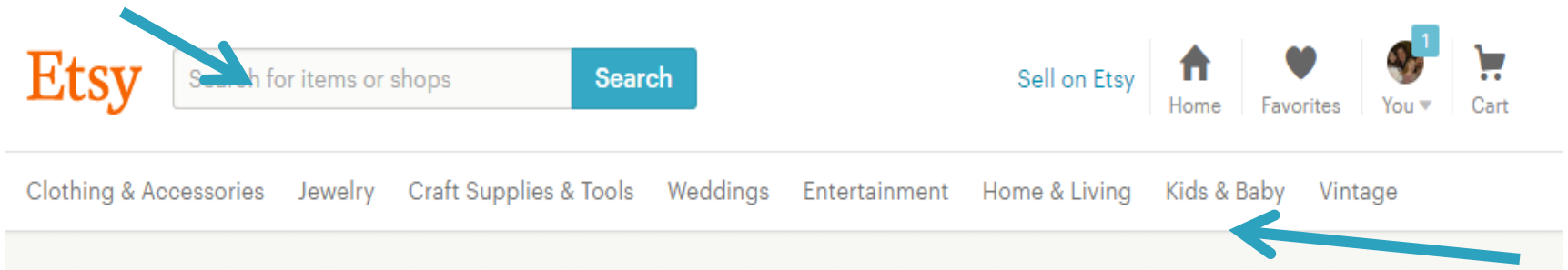
 Continue with Facebook

Buying on Etsy

- ▶ In order to be a good seller, it's important to know how to buy and what buyers are looking for.

How to Buy

► 1. Search items on Etsy:



You can use Search to find specific items

or

You can browse many categories

Use Filters

Etsy

necklaces for women

Sell on Etsy Register Sign in

Discover Cart

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage Gifts

initial necklace name necklace dainty necklaces for women necklaces for women personalized necklaces for mom long necklaces for women bracelets for women

Special offers

☐ On sale

All categories

Jewelry

Weddings

Craft Supplies & Tools

Accessories

+ Show more

Shipping

☐ Free shipping

☐ Ready to ship in 1 business day

☐ Ready to ship within 3 business days

Recipient

☐ Boys

☐ Girls

☐ Unisex kids

☐ Men

☐ Women

All categories > "necklaces for women" (1,782,510 Results)

Sort by: Relevancy

Ad SHIPS NEXT DAY

Engraved Vertical Bar Necklace for ...

MignonandMignon

★★★★★ (43,976)

\$8.54 ~~\$10.68~~ (20% off)

Ad

Personalized Gold Circle Necklace - ...

WordsByHeartCo

★★★★★ (3,188)

\$37.00 FREE shipping

Ad

Layered Gold Necklace Set With Init...

MerryAndGraceful

★★★★★ (195)

\$49.00

Bestseller

Ad ships tomorrow

Necklaces for Women, Dainty Layer ...

DelicateLayers

★★★★★ (1,570)

\$66.30 ~~\$78.00~~ (15% off)

Ad

Ad

Ad

Ad

How to Buy

Carefully check all information



Q zoom



Request a custom order and have something made just for you.

Felt macbook pro carrying case 2016
macbook pro case 13inch macbook air case
for new macbook 12inch, macbook air
11, macbook pro 15 carry case

\$29.00+

[Ask a question](#)

Size

Select a size ▼

Primary color

Select a color ▼

Quantity

1 ▼

[Buy it now >](#)

[Add to cart](#)

Overview

- Handmade item
- Materials: Felt, Leather
- Made to order
- Ships worldwide from Hong Kong
- Feedback: [590 reviews](#)
- Favorited by: [3153 people](#)
- View [shop policies](#)

Sell on Etsy

****But first you need to
open your SHOP****



If it's handcrafted, vintage, custom, or unique, it's on Etsy.



Steps to Open Your Shop



Shop preferences

Let's get started! Tell us about you and your shop.

Shop language *

English ▼

The default language you'll use to describe your items. Choose carefully! You cannot change this once you save it, but may add other languages later.

Shop country *

United States ▼

Where is your shop based?

Shop currency *

\$ United States Dollar ▼

The currency you'll use to price your items. Shoppers in other countries will automatically see prices in their local currency.

Which of these best describes you? *

- ☐ Selling is my full-time job
- ☐ I sell part-time but hope to sell full-time
- ☐ I sell part-time and that's how I like it
- ☐ Other

This is just an FYI for us, and won't affect the opening of your shop.

MORE INFORMATION HERE:

www.etsy.com/help/article/246

Create Your Store

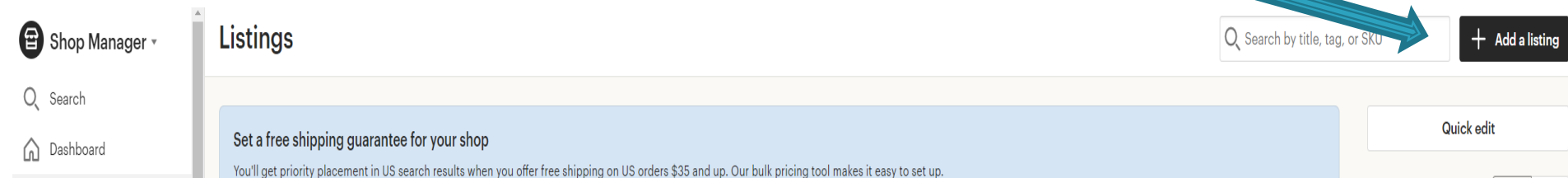
Etsy makes the process relatively simple with only a few easy-to-follow steps.

1. Register – Once you have an Etsy account, you're qualified to open a shop.
2. Create your shop – Etsy will direct you through the process of creating your online shop. After clicking the "Open a Shop" button found at the bottom of the Etsy homepage, the site will prompt you to set your language and currency preferences. Doing this is important because Etsy features buyers and sellers from all over the world.
3. Choose a name – you need a name for your Etsy store. Because the site requires each shop owner to use a unique name, it's common for sellers to find that their first choice is unavailable. In some cases, you can circumvent this issue by adding a word like "store" or "boutique" to the end of your shop name.
The goal is to choose a name that's interesting and memorable to buyers and that represents the unique style of goods you hope to sell.

SELLING:

▶ To add a listing:


- Sign in to your Etsy account and go to: Shop Manager – Listings – Add a Listing



- For more detailed steps to adding a listing:
www.etsy.com/help/article/187

LISTING AN ITEM

Your listing title can be no more than 140 characters

- Upload photos of the product in question. Then you'll be able to edit the thumbnails for display on your shop's homepage.
 - Select the appropriate categories and subcategories, and determine in which section of your shop to place the product.
 - Etsy allows each shop to have up to 10 custom sections for its wares, so be sure to choose wisely.
 - It's all about the description – take the time to provide detailed and intriguing descriptions of your products. This is your opportunity to catch a shopper's attention. The description is also the place to detail the size of the item, the materials used, and any exciting features it includes.
 - If you offer variations, such as manufacturing a ring in both yellow and white gold, you can use the “Listing Variations” tab to detail this information as well.
 - Tag your item with keywords and phrases to make it easier to find in the Etsy search engine. Search engine optimization is also something you should think about when writing your product descriptions.
- 

SETTING YOUR PRICE

It's important to know just how big of a cut Etsy will take from the sale of your goods and to price your wares strategically in order to make a profit.

The most common Etsy fees are:

a. Listing fees:

In order to post your products on the site, Etsy charges you a 20 cent listing fee for each individual item. The product listing fee allows you to have your product on the site for four months with the option to auto-renew the listing for another 20 cents if your item doesn't sell within that time frame.

b. Transaction fees:

These are essentially commission payments made to Etsy for the use of their online marketplace. Currently, Etsy charges 5% of the total item price (including shipping)

c. Etsy payment processing fees:

In addition to the transaction fee, if customers check out with a credit card using the direct checkout option through the Etsy store (as opposed to paying through a third party payment processor like PayPal), there is another associated fee of 3% of the item's total price, plus 25 cents.

OR

Continued

d. PayPal fees

If buyers choose to purchase your items via PayPal, you will pay 2.9% of the value of that transaction, plus a flat fee of 30 cents per transaction.

e. Shipping fees

Etsy charges a shipping label fee for USPS, FedEx, and Canada Post shipping labels generated directly via Etsy. These fees depend on the origin and destination of the package, and are important to keep in mind when setting prices and determining shipping policies.

****Etsy Shipping Costs Are Cheaper Than The Post Office. Etsy** has negotiated rates with the post office that are lower than regular rates so **shipping on Etsy** can save you money!

MORE ABOUT FEES: www.etsy.com/legal/fees/

ETSY AND TAX

1. Income Tax – Seller is responsible for collecting and paying any taxes associated with using and making sales through Etsy’s services. Etsy will issue 1099-K forms to certain sellers to comply with IRS and state requirements.

2. Sales Tax – The decision to **collect sales tax** (or not) on **Etsy sales** is entirely up to the seller.

Seller should research their local laws about collecting and reporting taxes. Tax regulations can vary greatly by location

Sales tax is based on shipping location:

- The laws vary by state, but sellers generally need to collect sales tax from a buyer when that buyer lives in a state where you have a physical presence (also known as “nexus” in tax lingo)
- Go to [Your shop > Finances > Accepted payments](#). Then, select the *Sales Tax* tab.

*****[Click here for more information:](#)

<https://tinyurl.com/y5jatagw>

<https://tinyurl.com/y4enr3g2>

HELPFUL HINTS FOR SELLING

- ▶ Username should be same as Etsy Shop name
 - Much better for Search Engine Optimization “SEO”
 - Allowed to change shop name one time
- ▶ Branding your item is key
 - Clear and colorful pictures of items
 - Catch phrases – slang terms etc
- ▶ Must have Social Media presence
 - Twitter, Facebook, IG etc
- ▶ Do research before listing items
 - Search Etsy for similar products for price comparison
- ▶ Learn about shipping options/pricing
 - www.etsy.com/seller-handbook/article/4-steps-to-shipping-success/22925492768

Navigate Etsy Website

Let's Go Live

