

Selling on Etsy and Amazon Marketplace

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TODAY'S AGENDA:

- What is Etsy?
- What is Amazon Marketplace
- Creating accounts
- How to Sell items

What is Etsy?

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

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 Download 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

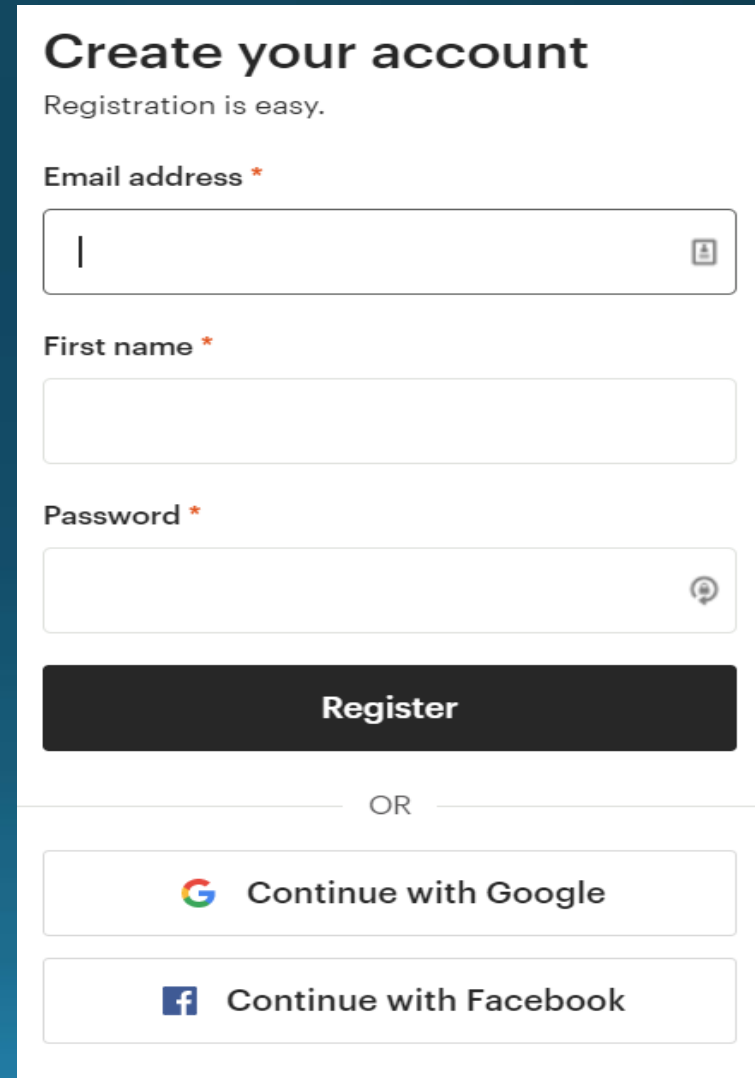


Create an Etsy account *

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

Note-this registration is for a buyer account, you will need to fill in separate information to be a seller.

****If you plan to Sell, make your Username will be your business name****



The screenshot shows the 'Create your account' page on Etsy. At the top, it says 'Create your account' in bold, followed by 'Registration is easy.' Below this are three input fields: 'Email address *', 'First name *', and 'Password *'. Each field has a small icon on the right (a person for email, a person for first name, and a key for password). Below the fields is a dark grey 'Register' button. Underneath the button is a horizontal line with 'OR' in the center. Below this are two more buttons: 'Continue with Google' (with the Google logo) and 'Continue with Facebook' (with the Facebook logo).

Create your account
Registration is easy.


Email address *


First name *

Password *

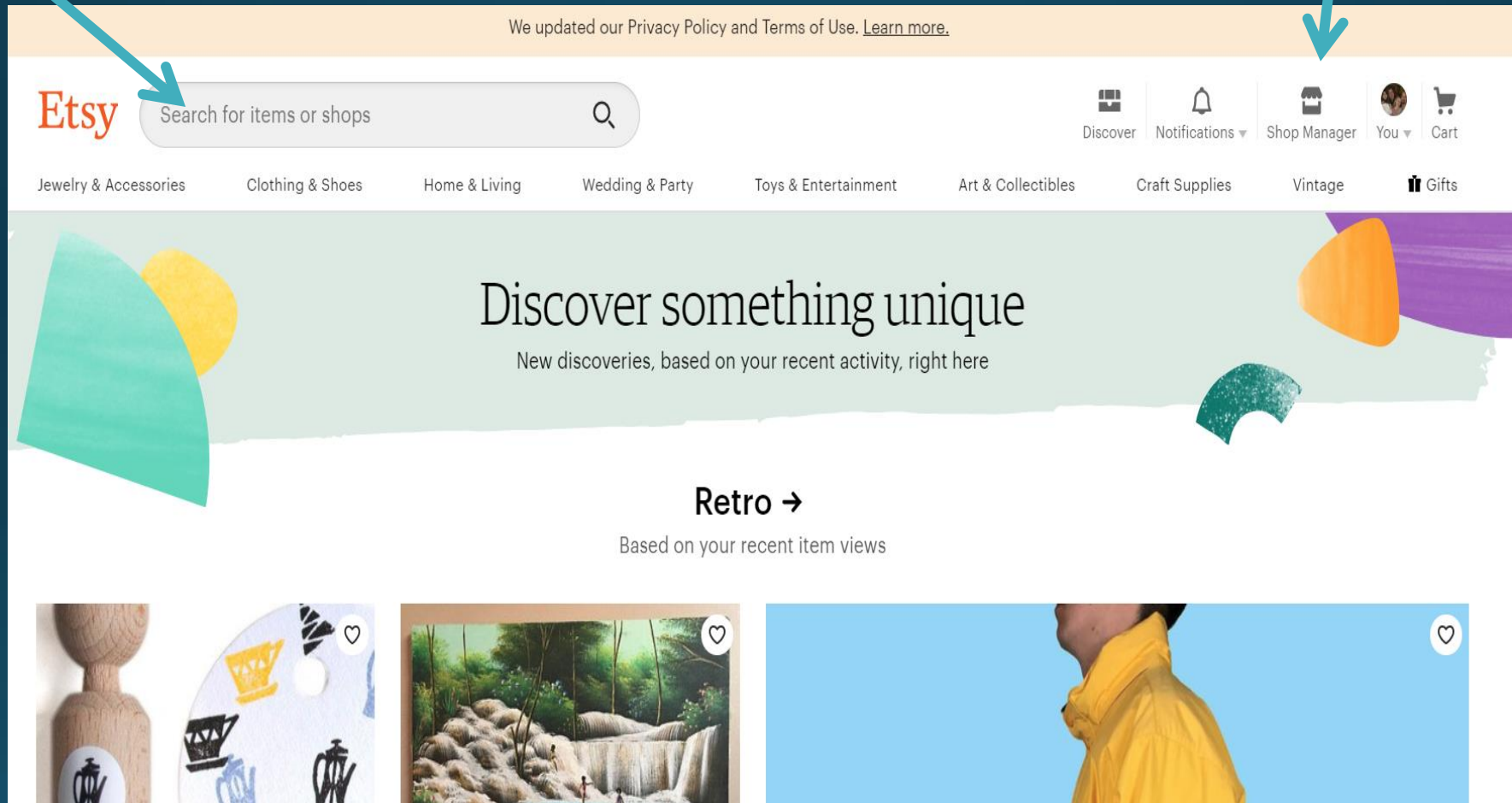
Register

OR

 Continue with Google

 Continue with Facebook

Navigating the Etsy Site



See How Other Seller's List Their Items



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](#)



[Q zoom](#)



[Request a custom order](#) and have something made just for you.

How to Sell on Etsy

First Step -

Create your SHOP.

Your shop is your e-commerce store front.

Steps to Open Your Shop



Shop preferences

Name your shop

Stock your shop

How you'll get paid

Set up billing

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

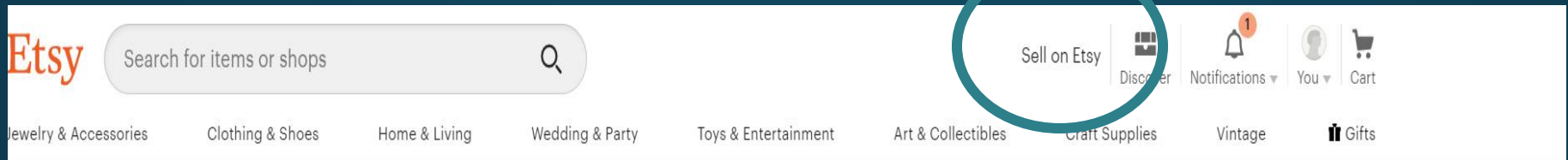
Create Your Shop (store)

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 top 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.

Sell on Etsy



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

Everything you need
to craft your outdoor
oasis

[Shop decor >](#)



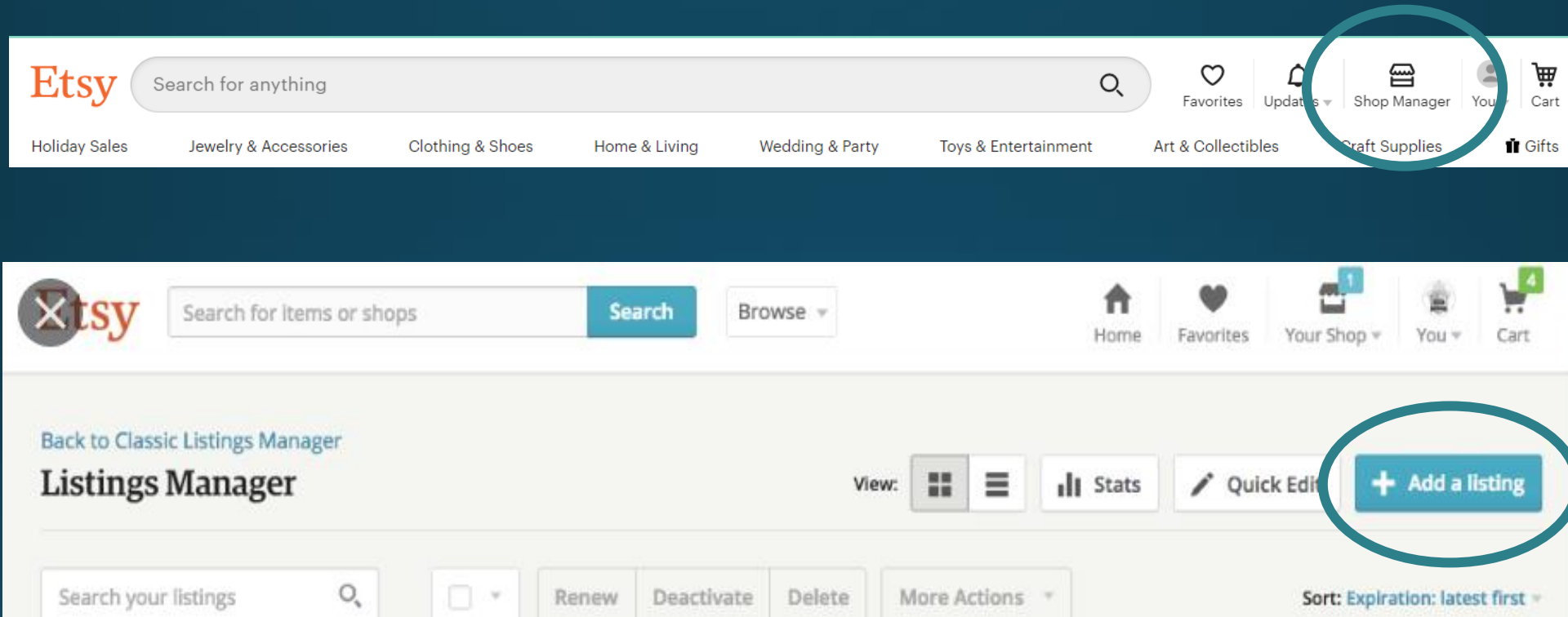
Personalized gifts
for your inner circle

[Shop wedding >](#)



To Add a Listing

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

1. Your listing title can be no more than 140 characters.
2. Upload photos of your product. You will be able to edit the thumbnail you'll use for display on your shop's homepage. Images should be at least 2000 pixels wide.
3. Select the appropriate categories and subcategories. Make sure to also list your products attributes. Adding attributes like color, occasion, or holiday will help make your items more relevant in search results. They'll also help buyers find your items more easily. Attributes vary by the category you chose for your item.

Listing Continued

4 . 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.

5. 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.

6. 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.

Additional Info

- Your Listing stays active for 4 months and will automatically renew for another 4 months.
- Etsy allows your shop to have up to 10 custom sections to help keep your products organized.
You can add a listing directly to that section, which helps buyers find other items in that section.

More Information on Sections:

<https://help.etsy.com/hc/en-us/articles/360000345048-How-to-Create-and-Manage-Shop-Sections?segment=selling>

SETTING YOUR PRICE

It's important to know what Etsy fees will be taken from the sale of your goods and to price your wares strategically in order to make a profit.

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 4 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.

Continued

d. PayPal fees: (if buyer doesn't use Etsy payment)

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 offers sellers the choice to purchase shipping labels. The cost of the shipping label depends on destination, carrier, weight, and dimensions etc. Sellers must accept Etsy Payments or PayPal as payment methods to purchase shipping labels through Etsy.

****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.

The 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

- 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
 - 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

Amazon Marketplace



Sign up

Become an Amazon seller

More than half the units sold in our stores are
from independent sellers.

Sign up

\$39.99 a month + selling fees



Let's talk numbers

The cost to sell on Amazon depends on your selling plan, product category, fulfillment strategy, and other variables. The options are flexible, so you can find the combo that works best for you and your goals.



Selling plan

The Individual plan costs \$0.99 per unit sold, and the Professional plan costs \$39.99 per month no matter how many units you sell.

[See plan comparison](#) ▾

Referral fees

Amazon charges a referral fee for each item sold. The amount depends on the product category. Most referral fees are between 8% and 15%.

[See referral fees](#) ▾

Fulfillment fees

The [cost to ship your orders](#) depends on whether you fulfill your own orders or use Fulfillment by Amazon (FBA).

[See fulfillment fees](#) ▾

Other costs

Some sellers may incur additional fees (such as long-term storage fees) or pay for optional programs like advertising or premium account services.

[See other costs](#) ▾

Amazon Marketplace Plans

This plan might be right for you if...

Individual (\$.99 per unit sold)

- You sell fewer than 40 items a month
- You don't need advanced selling tools or programs
- You're still deciding what to sell

Professional (\$39 per month unlimited sold units)

- You sell more than 40 items a month
- You want access to APIs and more selling reports
- You want to sell with programs like Launchpad or Handmade

Set up your Seller Account

1

Seller agreement

2

Seller information

3

Billing / Deposit

Set up your Amazon selling account

Have the following available:



Business name & address



Mobile or telephone number



Chargeable credit card & valid bank
account

Legal name

[What is a legal name?](#) ›

Seller agreement

☐ I have read and accepted the terms and conditions of the
[Amazon Services Business Solutions Agreement](#)

If you are an international seller, read [this important information](#)

<https://sell.amazon.com/pricing.html>

Tell us about your business.

Business address



[Redacted address]

[View all saved addresses](#)



Add a new address

Choose your unique business display name

[What is a business display name? ▸](#)

If you sell your products online, enter your website URL (optional)

[Why do we ask for this? ▸](#)

Select an option to receive a PIN to verify your phone number



Call



SMS

Mobile number

 ▼ +1 201-555-0123

E.g. +1 206 266 1000

SMS Verification Language

English ▾

Text me now

Next

Set up your billing method

Your credit card information

A one cent (\$0.01) account verification charge will be applied to your credit card upon completion of account setup.

Card Number

Valid through

/

Cardholder's Name



9

[View all saved addresses](#)



Add a new address

Set up your deposit method

Enter your bank information to receive payments from Amazon

[Why do we ask for your bank information?](#)

Bank Location

United States



Account Holder's Name [?]

Name as on bank documents

9-Digit Routing Number [?]

9 digits

Bank Account Number [?]

Re-type Bank Account Number

Back

Next

Get to know Seller Central



- (1) Keep track of your inventory and update your listings from the Inventory tab
- (2) Download custom business reports and bookmark templates you use often
- (3) Use customer metrics tools to monitor your seller performance
- (4) Contact Selling Partner Support and open help tickets using the Case Log
- (5) Keep track of your daily sales for all the products you sell on Amazon

Listing your first product

To sell a product on Amazon, you must first create a product listing. Either match an existing listing (if somebody else is already selling the same product on Amazon) or create a new listing (if you are the first or only seller).

The specific way sellers upload and list their products varies depending on their selling plan:

- Sellers using a Professional seller account have the option of listing their products in large batches using bulk uploading or inventory management with third-party systems
- Individual sellers list products one at a time.

What you need to start listing products

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. Amazon uses these product IDs to identify the exact item you're selling. If you match a listing, you won't need to provide a product ID since it already exists. If you're adding a product that's new to Amazon, you may need to purchase a UPC code or request an exemption.

In addition to a product ID, here's some of the important information that goes into each product listing:

- SKU
- Product title
- Product description and bullet points
- Product images
- Search terms and relevant keywords

Successful listing = successful launch

Following best practices for adding listings can have a big impact on their success. Make it easy for shoppers to find your offers by adding descriptive titles, clear images, and concise feature bullets to your items. Avoid these things that could negatively impact your launch:

Variation issues

Products that vary only by color, scent, or size might be a good candidate for listing as variations. Ask yourself if the customer would expect to find the products together on the same page. If not, list them separately.

Image compliance

Your images must be at least 500 x 500 pixels (increase the size to 1,000 x 1,000 for high-quality listings) and set against a plain white background. The product should fill at least 80% of the image area.

Product IDs

Make sure you're meeting the requirements for product UPCs and GTINs (Global Trade Item Number). Consistency in these codes helps promote confidence in the range of products shown in the Amazon catalog.

Adding a Listing

<https://sell.amazon.com/beginners-guide.html>

The image shows a screenshot of the Amazon Seller Central 'Add a Listing' form. The form is titled 'amazon' at the top left. The main content area is divided into several sections, each with a numbered annotation (1-7) in a blue circle:

- 1**: Title field (two lines of text input).
- 2**: Image field (a large image of a desk lamp, with three smaller placeholder boxes to its left).
- 3**: Product images field (three small image placeholders, one of which is a desk lamp).
- 4**: Bullet points field (two lines of text input, each preceded by a small circle).
- 5**: Description field (two orange rectangular buttons, followed by two lines of text input).
- 6**: Additional information field (three lines of text input).
- 7**: Keywords field (three lines of text input).

If you're fulfilling your own orders

Merchant-fulfilled just means you store and ship products directly to customers yourself.

Amazon charges shipping rates based on the product category and shipping service selected by the customer, then passes the amount on to you in the form of a shipping credit.

The Benefits of Fulfillment by Amazon

Around the world, Amazon has more than ***175 fulfillment centers*** which contain more than ***150 million square feet of storage space***.

With FBA, you get to store your stuff on those shelves. You also get Amazon's world-class customer service and returns, along with other advantages (like automatic Prime eligibility and Free Super Saver Shipping) that help you scale your business—fast.

How Fulfillment by Amazon works

Step 1

Ship your inventory to Amazon. It will be scanned and made available for sale.

Step 2

With each order, Amazon packages and ships the product directly to the customer.

Step 3


Amazon collects payment from the customer and pays you available funds every two weeks.

Step 4

Amazon's customer service team handles questions, returns, and refunds.

Amazon Handmade

<https://sell.amazon.com/programs/handmade.html>


How it works ▾What it costs ▾Grow your business ▾Get help ▾

AMAZON HANDMADE

Reach millions of customers with Amazon Handmade

Join our artisan-only community on Amazon and sell your handcrafted goods online

Apply now



Why Handmade?

At Amazon, we obsess over customers and their desire for a trusted destination for handcrafted goods, which is what prompted us to start Handmade. Artisans from over 80 countries are following their passion and selling their craft on Amazon. Together, we are growing craft communities and successful businesses.