



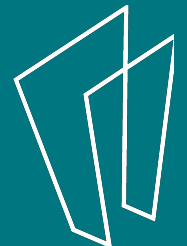
# Setting Up Shop with Etsy

By Ben Egger  
Digital Literacy Specialist



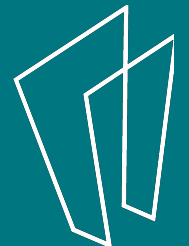
# Upcoming Classes

- **Test Drive google Drive** 12/02/2017
  - Saturday, 10:30 AM - 11:30 AM
  - Computer Classroom
  
- **Defending Windows with Antivirus Software** 12/07/2017
  - Thursday, 3:00 PM - 4:30 PM
  - Mary Rademacher Room



# What is Etsy?

- Online service for artists and crafters
- Handmade and vintage goods
- 29.7 million buyers and 1.8 million sellers



# What can You Sell?

- Homemade goods
- Vintage goods
  - 20 years old or more
- Craft supplies
  - Tools, ingredients, or materials used in the creation of an item or special occasion



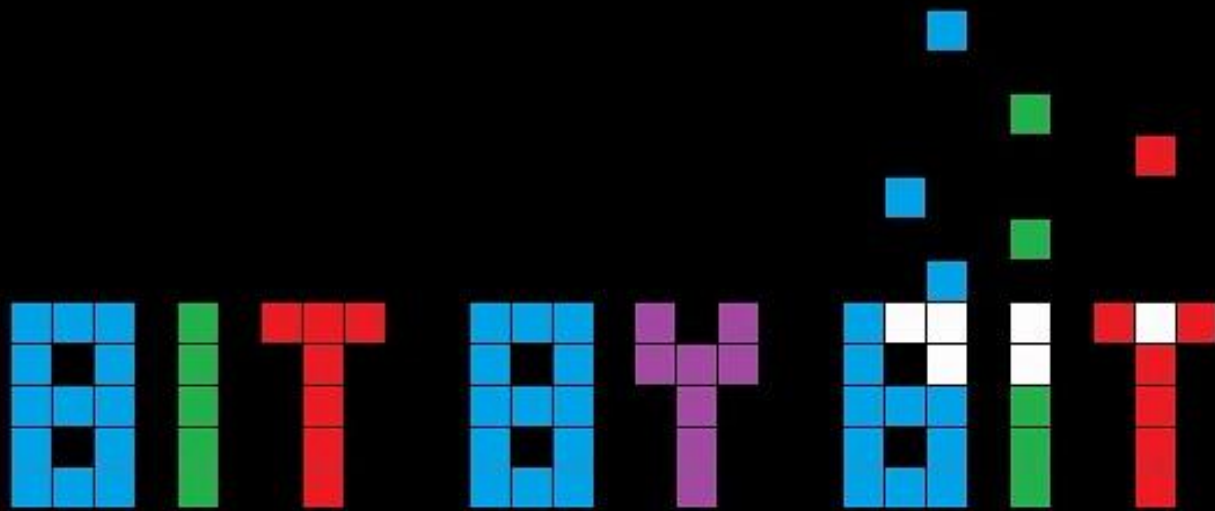
# Is Etsy Right for You?

- No services
  - Repairing, tailoring, photo retouching
  - Must create a new product
- No reselling
- Not infringing on other intellectual properties

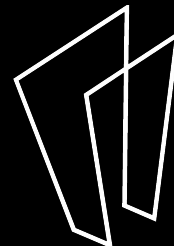


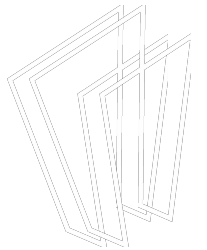
Who Am I?





Original Perler Art

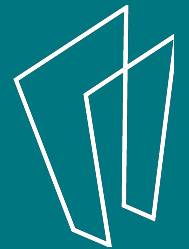








Let's Set Up Shop!



# How to Get Started

- Create Etsy account
- Handmade and vintage goods
- 29.7 million buyers and 1.8 million sellers



Etsy

Search for items or shops

Search

Sell on Etsy

Register

Sign in



July 4th

Clothing & Accessories

Jewelry

Craft Supplies & Tools

Weddings

Entertainment

Home & Living

Kids & Baby

Vintage

# Upstage the fireworks.

Shop for July 4th



Get something you love

Our marketplace is a world of vintage and handmade goods



Find your new favorite shop

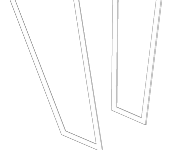
More than a million independent sellers from everywhere are right here



Buy safely and securely

Etsy protects every transaction, so shop with confidence

## Recently viewed & more



Register

Sign in

 Continue with Facebook

 Continue with Google

We'll never post without your permission.

OR

First Name

Names on Etsy are public, but optional.

Last Name

Email

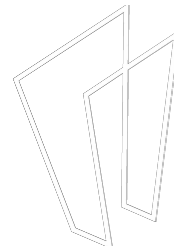
Password

Confirm Password

Username

Register

By clicking Register, you agree to Etsy's [Terms of Use](#) and [Privacy Policy](#). Etsy may send you communications; you may change your preferences in your account settings.



# Create a personal bio

Sell on Etsy



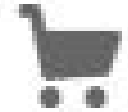
Home



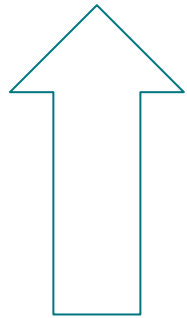
Favorites



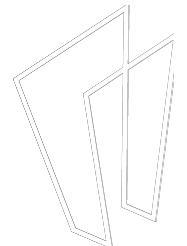
You ▼



Cart



Open your shop

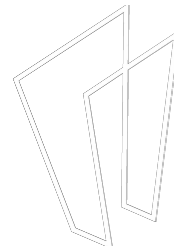




# Start selling on Etsy

Millions of shoppers can't wait to see what you have in store.

[Open a shop today](#) ▶



# 5 Easy Steps

1. Shop preferences
2. Name your shop
3. Stock your shop
4. How you'll get paid
5. 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 \*

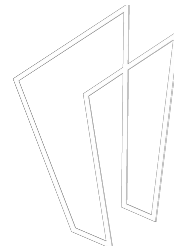
\$ United States Dollar ▼

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.



## Name your shop

Choose a memorable name that reflects your style.

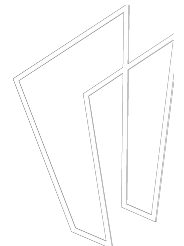
SuperAwesomeFunStore

✓ Available

Check availability

Your shop name will appear in your shop and next to each of your listings throughout Etsy. You can change it later if you'd like. [Here are some tips for picking a shop name.](#)

- Shop names can be changed
- Different from username



## Stock your shop

Add as many listings as you can. Ten or more would be a great start. More listings means more chances to be discovered!

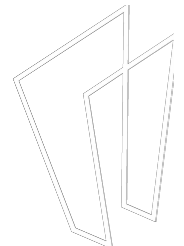
  
Add a listing



Test  
DarlingDareArt \$5.00

Copy

Delete



## How you'll get paid Protected

Etsy Payments gives buyers the most payment options and gives you Etsy's seller protection. [Learn more](#)



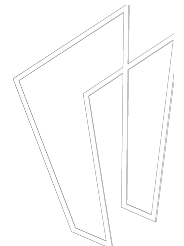
To start, where is your bank located?

United States

Great! Your deposit will be in **\$USD**.

Once saved, your bank account country can't be changed.

You will need to provide a valid credit card to complete Etsy Payments sign up.



## Where should we deposit your funds?

 Your information is protected using SSL encryption and security.

Full name on account \*

Account type \*

Checking



Routing number \*

Account number \*



### Tell us a little bit about yourself

For your protection, we may verify your identity with a secure third-party service. This information will never be displayed publicly on Etsy. [Learn more](#)

Country of residence \*

First name \*

Last name \*

Your date of birth \*

Last 4 of social security number \*

XXX-XX-

Home address \*

Number

Street Name

Please do not enter a PO box or business address.

Apt / Suite / Other optional

Zip code

State

City

Phone number



# Set up billing

Let us know how you'd like to pay your Etsy bill.

Stook up! Adding 10 or more listings gives buyers more opportunities to find your shop. [Add more listings](#)

## Add a credit card

Card number \*

Expiration date \*

Choose a month



Choose year



CCV \*

Name on card \*

## Billing address

Country

United States



Street

Apt / Suite / Other optional

Zip code

State

Select state



City

You won't be charged now.

We will add **\$0.20** to your bill for the listing in your shop, which will be due on the first day of the next calendar month.

[How do fees work?](#)



By clicking Open your shop, you agree to Etsy's [Terms of Use](#).

Open your shop

# Fees

You won't be charged now.

We will add **\$0.20** to your bill for the listing in your shop, which will be due on the first day of the next calendar month.

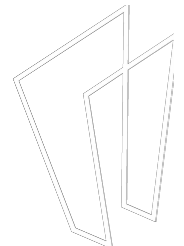
How do fees work? 

**Listing fee:** It costs \$0.20 to publish or renew listings. Listings are active for four months or until sold.

**Transaction fee:** When an item sells, we charge a 3.5% transaction fee on the item price.

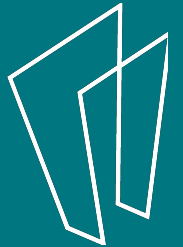
**Payment processing fee:** When an item sells, a 3% + \$0.25 payment processing fee is deducted from the sale total.

[Learn more about fees](#)





Let's Take a Look!



# Promoted Listings

- Set daily budget (minimum \$1)
- Etsy uses algorithm to advertise listings to shoppers as they browse
- You are charged per click

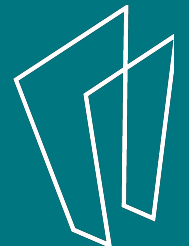


# Tips for Success



# Be Patient

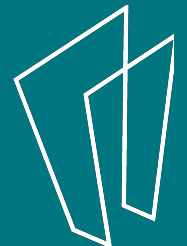
- Success doesn't come overnight
- 3 months before my first sale



# Take Great Pictures

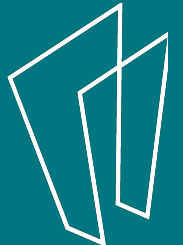
- High resolution camera
- Great lighting
- Several photos with different angles

**Checkout cameras, tripods, and light boxes at the Tech Help Desk upstairs!**



# Fair Prices

- Recoup cost of materials and time
- Strike a balance between what you deserve and what the average consumer can afford



# Customer Service!!!

- Be friendly, be genuine, be you
- Etsy has a personal touch
- Take your time with messages
  - Write well, fix mistakes, be thankful
- It's better to take a hit than lose a customer



# Track Finances

- Create an Excel sheet
- Keep track of monthly expenses and earnings
- Save all receipts, even digital ones





# Get Yourself Out There!

- Join Etsy teams
- Create a Facebook page
  - Run giveaways and contests
- Sell at craft fairs and conventions
  - Business cards
  - Networking
    - Customers and store owners



Questions?



# 1-on-1 Computer Help

Visit the Tech Help Desk on the 2nd floor



# Thank You

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