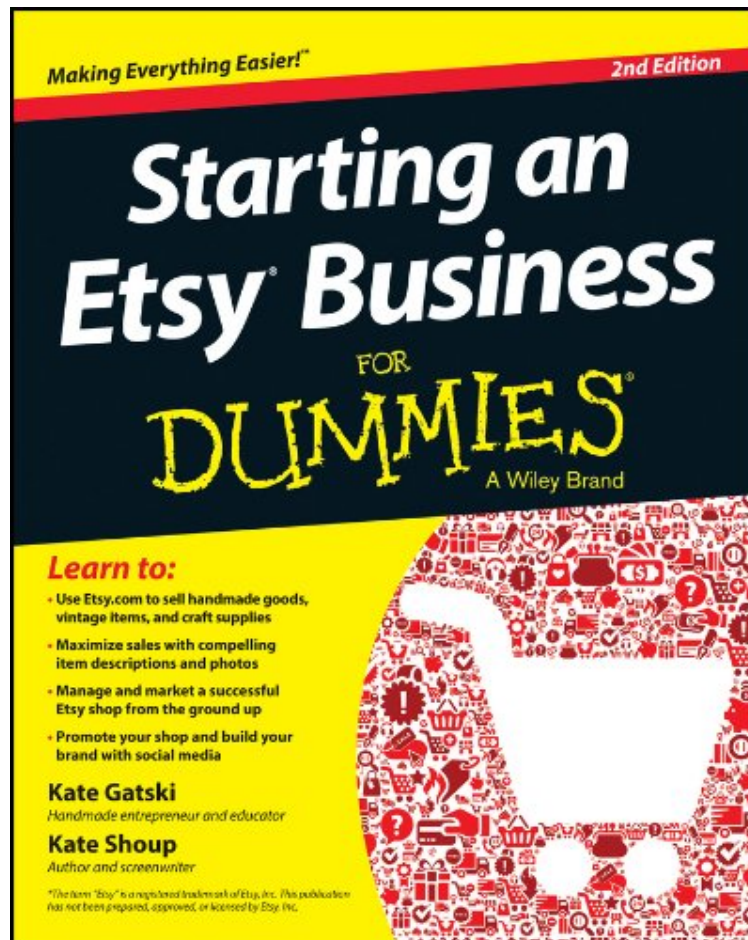


Starting an Etsy Business For Dummies

Kate Gatski, Kate Shoup

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Kate Gatski, Kate Shoup : Starting an Etsy Business For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Starting an Etsy Business For Dummies:

1 of 1 people found the following review helpful. Great for dummies like me!By Jane BerlinSays everything you need to know to create Etsy store for dummies...everything. It's a well-written and helpful book with a good sense of humor.0 of 0 people found the following review helpful. Great as a reference toolBy CustomerVery helpful even if you already have a shop open. Great as a reference tool.2 of 2 people found the following review helpful. best of the etsy books so farBy chris morsebest of the etsy books so far, (have bought 6 from other authors) none as comprehensive as the dummies book.

The easy way to build an online craft business from scratch Starting an Etsy Business For Dummies offers expert advice for artists and entrepreneurs looking to build an online craft business from scratch. You'll get invaluable information on how to set up an Etsy shop, write compelling item descriptions, photograph your work, engage the Etsy community, understand fees, and find your muse when it takes a holiday. In the last couple of years, the DIY

movement has transcended the big-box hardware stores, and has taken on a new format in the savvy crafting arena. *Starting an Etsy Business For Dummies* shows you how to create, manage, and successfully sell handmade wares, vintage goods, and DIY supplies using the world's largest online handmade marketplace. Coverage new to this edition includes the latest in flash sale partners; best practices for applying SEO to your shop and listings; new tools for sellers; and much more. Includes tips for increasing local sales by connecting with other local vendors through seller communities. Covers harnessing the power of Pinterest to promote (and protect) your business. If DIY is your domain, *Starting an Etsy Business For Dummies* gives you the skills, knowledge, and know-how to create a successful business that pays.

From the Back Cover: Learn to: Use Etsy.com to sell handmade goods, vintage items, and craft supplies. Maximize sales with compelling item descriptions and photos. Manage and market a successful Etsy shop from the ground up. Promote your shop and build your brand with social media. Make a living making and selling things? Easy. *Starting an Etsy Business For Dummies* offers expert advice for artists and entrepreneurs looking to build an online craft business from scratch. You'll get invaluable information on how to set up an Etsy shop, write compelling item descriptions, photograph your work, engage the Etsy community, and understand fees. Homemade crusade — get an intro to the Etsy business model, sign up for an Etsy account, navigate the site, and find and purchase items. Come on in! — find out what you can (and can't) sell on Etsy, create an eye-catching storefront, establish your shop's policies, and price your work. Start selling — discover how to photograph your wares, compose engaging titles and descriptions, list your items, close the deal, and ship your items. More exposure — market your Etsy business, build your brand, create a logo, and promote your Etsy shop on Facebook, Twitter, and Pinterest. The heart of the matter — learn how to handle business matters with ease, from providing excellent customer service to managing your Etsy store. Share the love — join in the community spirit, keep up with Etsy news, and spread the word about other Etsy sellers. Open the book and find: Guidance on establishing shop prices and policies. Ideas for using social networking to your advantage. Pointers for saving money and time as an Etsy shop owner. Cool new Etsy tools for sellers. Best practices for applying SEO to your shop. Foolproof strategies for marketing your Etsy shop. The scoop on using Etsy search ads and Google ads. About the Author: Kate Gatski is a handmade entrepreneur and educator, and a member of the Full Time Etsy Crafters Team. Kate Shoup is the author of numerous crafting books, including *Not Your Mama's Beading*, *Not Your Mama's Stitching*, and *Rubbish: Reuse Your Refuse*.