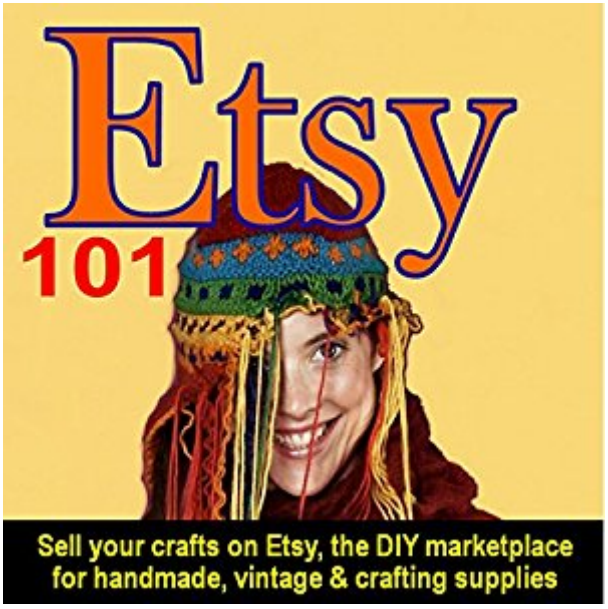
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Etsy 101: Sell Your Crafts On Etsy, The DIY Marketplace For Handmade, Vintage, And Crafting Supplies



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Synopsis

Step away from the craft fair. Set up shop on Etsy, the world market for art, design and home decor! For artists, crafters, designers, and vintage resellers, it’s a revolution. Never before has it been so easy to open a storefront that will reach millions of paying customers - with no up-front investment - online, in an afternoon! Learn how thousands of Etsians, young and old, have launched their business on a shoestring, usually part-time at home. See how to sell items quickly, earn money, and have fun doing it. Discover the new twist on good old-fashioned word-of-mouth advertising made possible online, courtesy of Facebook, Google, and Etsy itself. You’ll learn the best tools for making it all work, no computer geekery required. With tips to work smarter, you’ll have more time to spend doing what you love: creating, finding new treasures, and belonging to a community of like-minded, independent artisans. Listen to easy-to-follow guides for registering on Etsy.com and selling your handmade items, vintage finds, or crafting supplies Instantly supplement your brick-and-mortar store sales with an online sales outlet in the world’s biggest and best-known artists’ marketplace Hear examples and insider tips from dozens of Etsy’s top sellers Learn to create an online shop and market your own brand Discover how to describe and photograph your items like a consummate professional Learn how to price your items to maximize your sales and fatten your profits Learn how to process your Etsy payments and avoid scams Get tax deductions for your home studio or office and travel expenses License your designs to extend your reach and earn more Automate your administrative chores with Etsy apps Learn to use keywords to drive visitors to your Etsy shop Generate word of mouth and "free" advertising, and see why paid advertising is usually a waste of money Take your business to the next level by attracting wholesalers and retailers

Book Information

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Crafts & Hobbies #199 inÃ Â Books > Business & Money > Small Business & Entrepreneurship > Home Based #2119 inÃ Â Books > Audible Audiobooks > Business & Investing

Customer Reviews

Save your Money! Based on Reviews I thought this would be a great book (even though the cover is extremely off-putting) offering info that wasn't already provided by Etsy..what a total disappointment! I read a bit and then realized I had read all the info before..ON THE ETSY SITE..for FREE! Save your money and read The Sellers Handbook on Etsy's site...FOR FREE! And if you have questions, go to their Forum. It's FREE and extremely helpful!

I make jewelry and have sold it in shops in the Metroplex area, but I've wanted to widen my sales opportunities for a long time. I've considered selling on Etsy because I enjoy buying from Etsy, but I felt intimidated by the prospect of learning how to do that. This book gives all the knowledge you'll need to be able to sell on Etsy. I also have a lot of vintage items I intend to sell, and this book gives great guidelines on what can and cannot be sold on Etsy. It's a huge help in taking that big step to selling your products online. I definitely recommend it to any crafters who want to widen their audience or to those who have vintage pieces they want to sell at better-than-garage-sale prices.

I thought this book was very helpful and informative. It reviews all the aspects and advantages of selling on Etsy and clearly advises how to do just about everything to be a successful seller. It went beyond my expectations and I enjoyed all the chapters including accounts from various sellers who detailed their own stories and experiences. I will continue depend on it as a very useful reference guide.

Etsy has become the world's marketplace for handmade and vintage items. It was started by Rob Kalin, an artist and carpenter, in 2005. Mr. Kalin was looking for a place to sell his work online. He found that eBay was not a good fit for crafters and artisans because they seem to favor big sellers of mass-produced items.Mr. Weber has written a very comprehensive book about how to navigate the Etsy marketplace. The book begins by explaining how to open an account and how to make purchases.The real value of this book is the precise information that is given on how to open and operate an Etsy shop. Mr. Weber explains what kind of items can be sold in an Etsy shop, how to design the shop, how to list items and how to manage sales and shipping. He also goes into detailed information about how to market your shop with social media, SEO and paid advertising.Mr.

Weber explains the importance of interacting with the Etsy Community. He describes the Etsy forums, Circles and Teams. He features 14 successful Etsy sellers in this book and shares information about how they got started and how they operate and manage their businesses.The author provides some basic information about copyright, licensing and taxes. The last chapter in the book is "Mind Your Manners and Dos & Don'ts". This section offers advice that will be a great help for buyers and sellers who are new to the site.I read this book because I am in the process of setting up an Etsy Shop. I have sold on eBay for many years but I agree that Etsy is the best place for "crafty" people.I was very impressed with the amount of information that this book offers. It is a very useful primer for selling handmade art and crafts online. I can't think of a single relevant topic that is not covered in this book.I found the information on PayPal online payments very helpful. I have used PayPal for almost as long as I have sold on eBay but I still learned some new information on receiving online payments in this book.Kudos to Steve Weber for the research that he did for this book. This is a must-read resource for anyone who is interested in buying or selling items on Etsy.

The book went over a lot of very good points needed by sellers just starting out. I liked the excerpts from real online sellers and their experiences. Some of the content was dry and hard to read but that may come from the fact I have been researching and read similar things before. I think some of the book organization was a little confusing for which topics were discussed in which order. Overall a well rounded reference book.

I really have enjoyed learning all the ins and outs of selling on Etsy through Steve Weber's book. I feel like we were sitting across from each other at the kitchen table. It is very easy to understand and up to date. I am now ready to start up on etsy as a seller. I really enjoyed the store profiles he used and his interviews with them. You can really learn a lot from his series of books.

This a good place to start out, if you have never even shopped on Etsy. I don't think it covers much more than Etsy's help documents. The introduction on taxes and bookkeeping is barely an introduction, but it helps you ask the right questions for further research.

I've had an Etsy shop for over a year but after reading this book I have found out so many things that I never knew before. This book is a must have for Etsy! It fills in all the gaps and helps you to get the most out of your shop. If you're looking to improve your sales this book can guide you. I'm very glad I got it.

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