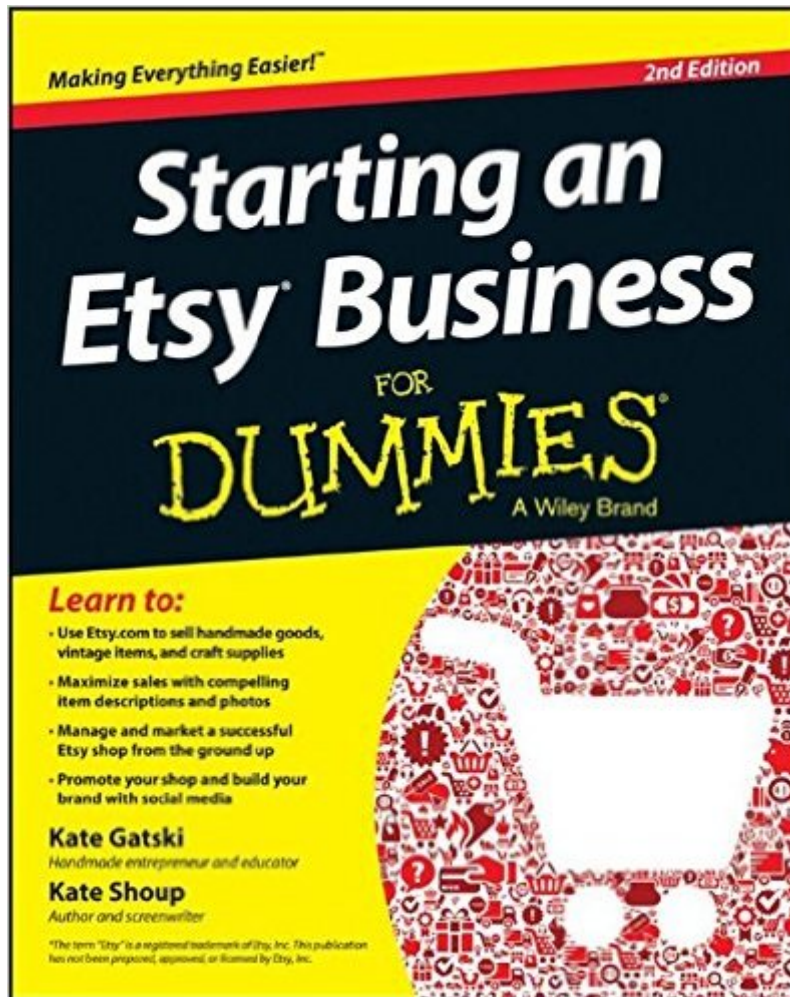


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# Starting An Etsy Business For Dummies



## Synopsis

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.

## Book Information

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## Customer Reviews

Review of Starting an Etsy business. A well written instructional guide for anyone who would like to sale handmade goods, supplies, vintage items, jewelry,artists of all description. You get an intro, to an on line business model, from your sign up of an Etsy account , navigate the site, instruction from

start to finish. Rules listed on what you can and can not sell on line. Leads you step by step on creating an eye catching store front. Lots of hints on how to photograph items, how to compose titles and descriptions, Instructions on every phase of your sales, how to ship, to purchase, postage and printing a mailing label. Listing an item on line for .20 cents an item. I have been an Etsy shop owner since 2008, and this book answered a score of questions regarding how a Treasury list works, I believe the best section of this book was learning how to get exposure, how to market my business, build a brand name, create a logo, how to understand all phases of your business. I have never been interested in Facebook, or Twitter but if you are already on any of these media sights there are sections just for you. How to make the most of your items. You can actually establish a healthy income, depending on how hard you work. I found myself excited to try marketing ideas. I recommend this book for artists and entrepreneurs looking to build an online craft business from scratch. Five stars for sure.

Most of the "For Dummies" series of books are clearly not written by dummies and Starting an Etsy Business for Dummies is no exception. The authors meticulously go over every aspect of starting a business on Etsy maintaining though out a infectious enthusiasm about the selling process on Etsy that I found encouraging. I have an interest in using Etsy to sell prints I make, so this book was particularly relevant to me, and I came away from it feeling much more confident about doing so. I highly recommend this book to anyone thinking of selling on Etsy, if you are a dummy about Etsy before going into this book, you will be a dummy no more after reading it!

I have to confess that I opened my Etsy store a year and a half ago, but really had no clue as to how to make it work as well as it should. "Starting an Etsy Business for Dummies" really did help me to go through, step by step and rethink my business plan, get more familiar with the Etsy site and offer the products that Etsy buyers are most likely to connect with. Selling on Etsy is a different beast from selling on eBay or even on , Kate Gaski and Kate Shoup go over the differences and explain it very well. I would definitely recommend this book if you are looking for good, general advice on how to make the most of Etsy in one convenient place.

Do you NEED this book? No, the website can get you going. However, this book has a lot of information that is very helpful in using etsy as well as other online sales sites. Some of it common sense, but then again, common sense isn't so common. The best part of this book is that it is thorough; it tells you how thorough you must be to be successful. It helped me start on etsy

because it dissuaded me from starting too soon...Recommended for anyone for confidence before starting on etsy.

Because my husband and I enjoy making beaded jewelry, several folks have asked if we're on Etsy. When I saw 'Starting and Etsy Business for Dummies', it seemed like a good first step to explore that option for sales. It's a very comprehensive book. Authors Kate Gatski and Kate Shoup cover everything from signing up to photographing your wares and marketing effectively, keeping track of accounts, maintaining privacy of your account(s), and more. My only real complaint about the book is how repetitive its information and format seem. For example, subjects like what you can or can't sell on Etsy, photographing items and making your Etsy "store" appealing are covered multiple times in multiple sections throughout the book... sometimes three or four times! At 351 pages of text, it's a bit overwhelming. Nevertheless, it answers just about any question a reader might have about starting and running an Etsy business, so if that's something you're interested in doing, I'd recommend this book.

This book was ok. It doesn't have any information that isn't on the website. It also needs to be updated because at this point Etsy has made a few changes not found in the book. It could have been a great go-to handbook instead of having to go into the Etsy site each time I want some information. I don't think I'll be using this book instead of the site often.

I have been wanting to start up an account on Etsy. Being as I'm always multi-tasking I thought it would be easier to read through something first before getting started on-line. And then, too, having a starting and stopping point just for the thinking process. In other words, I'm letting someone else, who has been there before me, organize my thoughts into sequence.....just for easing the process. I haven't read the whole thing yet. But I have used "Dummy" books before for the same reasons and found them to be really helpful.

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