1. **What is Etsy?** Etsy is a website where one can **buy** or **sell** creative items.
   a. Visit [www.etsy.com](http://www.etsy.com) and look for ABOUT near the bottom of the page. Read through the description. The website was founded in 2005. Spend time getting familiar with the website and knowing your way around it. Take note of the blog on Etsy, part of the users’ forum, and read articles posted by sellers to learn still more.

2. **How do I sell on Etsy?** If you’ve used eBay or Craigslist, or Amazon, you have the basic idea of buying and selling online, and probably you have some exposure to doing business with everyday people. Etsy’s unique platform is that it is quite often geared for crafters who sell homemade items, and it does not have an auction platform like eBay. Its platform for sellers is more of a long-term store-type platform. Emphasis on community cooperation is strong within Etsy’s mission statement.

3. **What can I sell on Etsy?** Etsy is a website where you can opt to establish a store (or a shop) as a seller for either homemade, vintage, or craft supplies. No resales. Your listing can stay online for up to four months. You can then post again, but during those four months you can sell quantities of the same item. So the difference on Etsy is that most sellers are committed for the long term rather than a one-time sale of one or two items. This means you need to consider building an inventory of items to sell.

4. **What are the costs involved?** Billing is described on the website. Sellers get a bill once a month on the 1st of the month. It currently costs 20¢ to list an item. If you have several quantities of the same item, with each sale, you are charged another 20¢ to “relist” your item. You can either have Etsy automatically withdraw, from an account you designate, your monthly fees, or you can opt to pay your bill manually within 15 days of receiving your monthly bill. Etsy also receives a fee of 3.5% of each completed sale, not counting postage.

5. **How do I build a reputation?** Etsy uses ratings similar to eBay and Amazon to help both the seller and buyer. After a transaction, the buyer can rate the seller for future sellers to take note of. This can help motivate sellers to best serve the customer and gives buyers a voice.

**SELLING: Setting up an Etsy account takes planning and preparation.**

**Read through all of these suggestions before actually creating a shop on Etsy.**

**You will need to:**

### Prepare yourself with Knowledge: Planning Stage –

1. Establish a Paypal Account or think about the type of account you want to use to pay your Etsy bill and to accept payments.
2. Establish an E-Mail account if you haven’t already, and consider a separate E-Mail address just for your Etsy transactions.
3. Think about filling out a Doing Business As form and collecting sales tax. Perhaps check with your accountant for details. ([http://www.dos.ny.gov/corps/assdnmins.html](http://www.dos.ny.gov/corps/assdnmins.html))
4. Decide what to sell, and make sure it fits Etsy’s criteria. Will you have multiples of the same item?
5. Research Etsy for similar items to what you are planning to sell and learn from them. Search for sellers of similar items. Which ones have appealing “stores” and why? What are similar items selling for? Although you can’t plagiarize, you can learn by looking, and you can make wise, logical decisions about marketing and presenting your wares to the community.
6. Have accounts with social media sites like Twitter or Facebook to help drive business to your Etsy site.
7. Read the Etsy website thoroughly. Check the fees section, FAQs, and Terms of Service. Read what other sellers are posting. Use the forums provided by Etsy. Read the Sellers’ Handbook.
8. Understand tags, and SEO (Search Engine Optimization) and some basic marketing techniques.
9. Watch an online tutorial or two to gain further knowledge. Start with ideas from these two videos:
   - “Basics for Success on Etsy” with Amanda Lehto [https://www.youtube.com/watch?v=V5dWpwStzMg](https://www.youtube.com/watch?v=V5dWpwStzMg) (about 37 minutes)
   - “10 Real Tips for Successfully Selling on Etsy” with Timothy Adam: [https://www.youtube.com/watch?v=V5dWpwStzMg](https://www.youtube.com/watch?v=V5dWpwStzMg) (about 5 minutes)
   (search for more! Educate yourself as much as possible.)
Now...Get to Work!

1. Think of a name for your shop. (up to 20 letters and numbers with no spaces) This ties in with your DBA form.
2. Consider a profile, and add a photo and bio to it.
3. Establish polices (such as how you will handle return requests, shipping policies where you may give a “break” for someone making multiple purchases, etc.)
4. Take careful and clear photographs of the items you wish to sell.
5. Write careful descriptions of your items. Be honest and accurate. Make every word count.
6. Consider organizing your photos and descriptions in a folder on your computer’s hard drive, external drive, or on a flash drive labeled “Etsy”
7. Set up your Etsy Seller Account by visiting www.etsy.com and clicking the OPEN A SHOP blue button near the bottom of the home page. Notice this is a secure area (https).
8. Once you decide to launch your items, remember there is a commitment. You need to check frequently for sales or questions potential buyers might present. This would mean you should have a way to access the Internet on a daily basis.

Summary of how Etsy is LIKE eBay or Craigslist or Amazon:

1. Etsy is a commerce site where people buy and sell things.
2. Fees are involved with Etsy, much like eBay or Amazon. (Craigslist is free – no fees involved)
3. Etsy uses a rating system much like eBay or Amazon.
4. Etsy, eBay, and Amazon, all have a store or shop option for the seller, but with Etsy, this is the only option.

Summary of how Etsy is UNLIKE eBay or Craigslist or Amazon:

1. Etsy is a site demanding more of a long-term commitment of its sellers, who have to establish a shop or store in order to sell anything.
2. Items to sell on Etsy can only be homemade, vintage, or craft supplies with no reselling allowed. Items to sell on eBay, Amazon, or Craigslist can be varied, and you can resell items on these sites. There are less restrictions on eBay, Amazon, or Craigslist.
3. Fees of 3.5% on final sales are less on Etsy compared with eBay’s 10% final sale fee, for example.

Be Passionate About Your Store, and What you Want to Sell.
Planning ahead and having a committed mindset should give you the potential for the most success.

Notes: