



## Selling Your Products on Etsy

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# Today's Presenter



**Kate Painter, presenter**

Extension Educator- Agriculture  
University of Idaho Extension, Boundary County



**Colette DePhelps, facilitator**

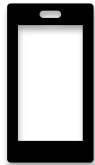
Area Educator, Community Food Systems  
University of Idaho Extension, Northern District



# Webinar Tips



**Close all other programs  
running on your computer**



**Check your sound – problems  
with clarity, speed, etc. switch  
to the phone**

Call-in number provided in the welcome  
email

Mute computer sound when using phone



**Type in questions for speakers  
(or for help with viewing &  
sound) into question box**



**Handouts are available to  
download on your computer**



# Selling Your Products on Etsy (etsy.com)





# What is Etsy?

- Etsy is a marketplace where people around the world connect, both online and offline, to make, sell and buy unique goods.
- Etsy is a safe, online marketplace where you can buy or sell homemade crafts, craft supplies, and vintage items.
- Learn how to reach a worldwide audience with your products with this sophisticated and powerful web-based company.



# What can I sell on Etsy?

- Handmade items that you created
- Vintage items
  - Over 20 years old
- Supplies
  - Commercial and handmade supplies



Sheep fleece from my farm



# What does it cost to sell on Etsy?

- Listing fee: \$0.20 per item
  - Nonrefundable
  - Fee is good for 4 months; you'll have to pay it again to renew your listings
- Transaction fee: 5% of the item's price
- Payment processing fee
  - Sellers can pay for your item with a credit or debit card, PayPal, Apple Pay, or an Etsy Gift Card
- Additional fees for:
  - Promoting your listings, if you choose to do so
  - Creating a personal website within Etsy (called a Pattern)





# Getting Started

- Name Your Shop: Create Your Identity
  - Your shop name will be displayed at the top of your shop — the page that shows everything you have for sale — and it will be part of the URL or web address of your unique Etsy shop.
  - You can't use punctuation or spaces in your Shop Name and it can't be longer than 20 characters.
  - It must be original—no two shops can have the same name!
  - You might want to include your name, or add “workshop” or “and Co” or “studio.”
  - Don't worry TOO much; you can change it before your shop is finalized



Etsy

Search for items or shops

Jewelry &  
Accessories

Clothing &  
Shoes

Home &  
Living

Wedding &  
Party

1  
E



## SheepSymphony

Fleece, yarn from my sheep, spinning wheels, tools

📍 Bonners Ferry, Idaho | On Etsy since 2014

141 Sales



Edit shop



Favorite shop (92)



# Getting Started: Listings

- Create a listing for each unique item you want to sell in your shop
- Photo(s) of each item, up to 5 for each item
- Title for each listing
  - Descriptive keywords will help your listings appear in a search
- “Wrapping Paper - Floral Gift Wrap in Black, 3 Sheets or Single Roll, Hand Printed Giftwrap, Floral Kraft Wrapping, Paper Table Runner”



# Getting Started: Listings, cont.

- **About This Listing: description**
- **Category**
  - Choosing the right category will help shoppers find your item in search or when browsing category pages
- **Price**
  - Your price should account for the cost of the materials that went into making the item and your time
  - Try searching for similar items on Etsy to determine typical prices
  - For vintage items, research going rates for the brand or time period.



# Getting Started: Listings, cont.

- **Description**
- Start with a few sentences about the product, how shoppers might use it and what makes it unique.
- Include some information about the techniques you used to make the item.
- Give shoppers the specific details they need to know before making a purchase, such as dimensions and shipping timeline.



# Getting Started: Listings, cont.

- **Shipping**
- You can use the Etsy [Price Your Postage Tool](#) to get an estimate based on the size of the item.
- It's best to estimate a little high on the shipping price to ensure your costs are covered.





# Getting Started: Tags on your listings

- Descriptive tags helps shoppers find your item
- Use your keywords to strengthen the power of that search term
- Phrases are better than single terms: “slim leather wallet” instead of “slim,” “leather” and “wallet.”
- Get creative about how your item could be used. Try occasion- or recipient-based tags such as “co-worker gift” or “wedding jewelry.”
- Try to use all 13 available tags. The more tags you enter, the more likely you are to appear in a shopper’s search.



# Direct checkout for your customers

- You must apply for a Shop Payment Account
  - They will do a credit report on you and verify your information
- Allows Etsy to verify the seller is authentic
- Allows Etsy to track payments, refunds, and fees
- Allows Etsy to charge you for the transaction fees
- Allows Etsy to deposit funds from the sales of your items
- Learn more at <https://www.etsy.com/legal>





# Tips for On-Line Selling

- Photography
- Shipping
- Legal
- Getting Found
- More information available at

<https://www.etsy.com/seller-handbook>



## **The Ultimate Guide to Product Photography**

Learn everything you need to know about how to take photos that get shoppers to click and buy, including tips on lighting, shooting, editing, and more.

BY [ETSY STAFF](#) JUN 27, 2017



## **Why Product Photography Is Important**

Learn why photos are key to selling online in Chapter 1 of Etsy's Ultimate Guide to Product Photography.

BY [ETSY STAFF](#) MAY 29, 2017



## **7 Essential Types of Product Photos**

Learn how to take photos that communicate vital information about your product in Chapter 2 of Etsy's Ultimate Guide to Product Photography.

BY [ETSY STAFF](#) MAY 29, 2017



## **Choosing Your Camera and Equipment**

What's the best equipment for you? Learn how to select the right tools for your photo shoot in Chapter 3 of our Ultimate Guide to Product Photography.

BY [ETSY STAFF](#) MAY 29, 2017



# Photography

- Reflect what's unique, valuable and relevant in your product
- Relate your image to your target audience
- “If an image has feelings of warmth, joy, nature and a bit of boho — then it represents what I love about my life, my values and experiences,” says Celeste. “That product will strike a chord with others who share those same passions.”



# Photography 101

- Experiment with backgrounds and staging



- Mike and Bridgette toyed with a number of different background types and textures before settling on the wood grain pattern that can now be seen throughout their shop, reflecting their passion for nature and adventure.
- Don't be afraid to experiment with unusual backdrops of your own, but keep in mind that the focal point of the photo should still be your product.



# Photography 101: Lighting



- Artificial lighting from incandescent bulbs can add a yellow cast to your photos
- Diffused natural light is a great way to minimize glare or shadows
- Eliminate shadows by using a reflector
  - DIY reflectors can be made from white poster board or by covering a piece of cardboard in aluminum foil
  - Search for DIY bounce boards



# Youtube: DIY Product Photos



<https://youtu.be/Eb3sSJTF5Og>



# Photography 101: Focus



Using the manual mode on your digital camera, select the smallest aperture setting available — this will be designated as the largest “f-number” on your camera, such as f/22. A smaller aperture will allow you to focus your shot on the entire product, rather than just a portion of the product.





# Photography 101

- **Stabilize your shots.**

- When photographing small products, mounting your camera on a stable surface like a tripod or table can help you get the sharpest images possible.
- If you hold the camera with your hands, it's likely that you will slightly move the camera while photographing, and your photos will come out blurry.







# Photography 101: Finishing Touches

- There are many user-friendly options online for photo editing, including [iPiccy](#), [PicMonkey](#) and [Picadilo](#), all of which allow you to crop, lighten and enhance your photos quickly and easily.

iPiccy gives you all the power to edit photos right in your browser without any installation for free. Just upload any image to photo editor and make it awesome in one click!





# Top Tips for Smartphone Photography

Do you want to save time with your shop photography? Here are seven ways to rock phoneography with Etsy's iPhone editing app and other mobile tools.

BY LISBETH ORTEGA MAY 6, 2013





# Shipping

- Etsy has a built-in shipping module that will create labels, pay shipping costs, and keep your customers updated on the status of their orders.
- Etsy rates are cheaper than what you'd pay yourself!
- Purchase and print shipping labels right from your store, then drop off your packages at the PO or UPS drop-off. They are ready to go!



# Shipping

- Keep Shoppers Informed

Track Package

Shipped In Transit Out For Delivery Delivered

Shipped From  
EtsyStore  
BROOKLYN, NY

Shipped To  
New York, NY 10003-9410  
United States


Nov 4, 2013 2:31pm NEW YORK, NY 10003, US Delivered

Nov 4, 2013 11:17am NEW YORK, NY 10003, US Out for Delivery

Nov 4, 2013 11:07am NEW YORK, NY 10003, US Sorting Complete

Nov 4, 2013 9:23am NEW YORK, NY 10003, US Arrival at Post Office

Shipped on Oct 28, 2013 with USPS [View complete tracking history](#)

 Note for this package



# Shipping

- **Make it Personal**
  - Every chance you have to remind your customers that they are communicating with another person helps them feel more confident that their order is in good hands.
- **Time Notifications Accurately**
  - Keeping the timing of your notifications as accurate as possible is an essential part of instilling confidence in your customers.
- **Offer Options**
  - Speed or economy? Give customers options: speed is critical for some, cost is crucial for others
  - Never assume others' preferences are the same as yours!



# Packaging

- Presentation of goods is one of few tangible impressions you make on the customer
- Environmentally friendly versus protection of goods trade-off
  - Paper or plastic??!
  - Excessive packaging viewed by some as detrimental
  - Re-use of packing may be viewed as good or bad, depending on customers
- Time-consuming: packing & handling charge dilemma
  - May be better to increase price of goods to cover handling charges





# Shipping Supplies

- Evaluate the Space You're Working With for Efficiency
- Plan Out Your Branded Materials
  - Business cards, flier, a custom stamp with your shop name and logo, or even colored tissue paper
- Gather the Basics
  - I used shipping supply stores for bulk bags, padded envelopes, boxes, labels, ties, tape, postage scale, bubble wrap
    - ULINE, other office supply shops, Walmart, Costco
- Automate Everything You Can
  - Printed labels are faster and look more professional!





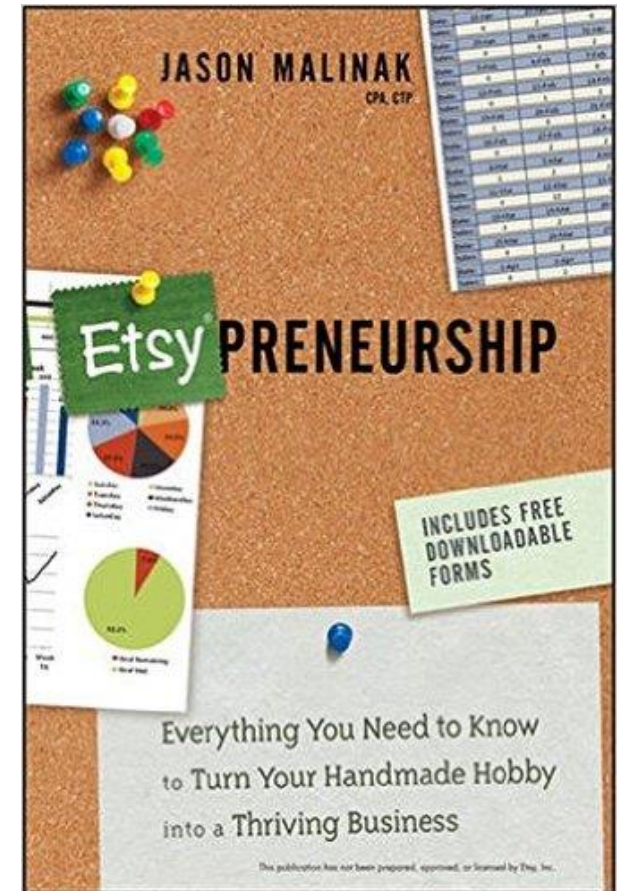
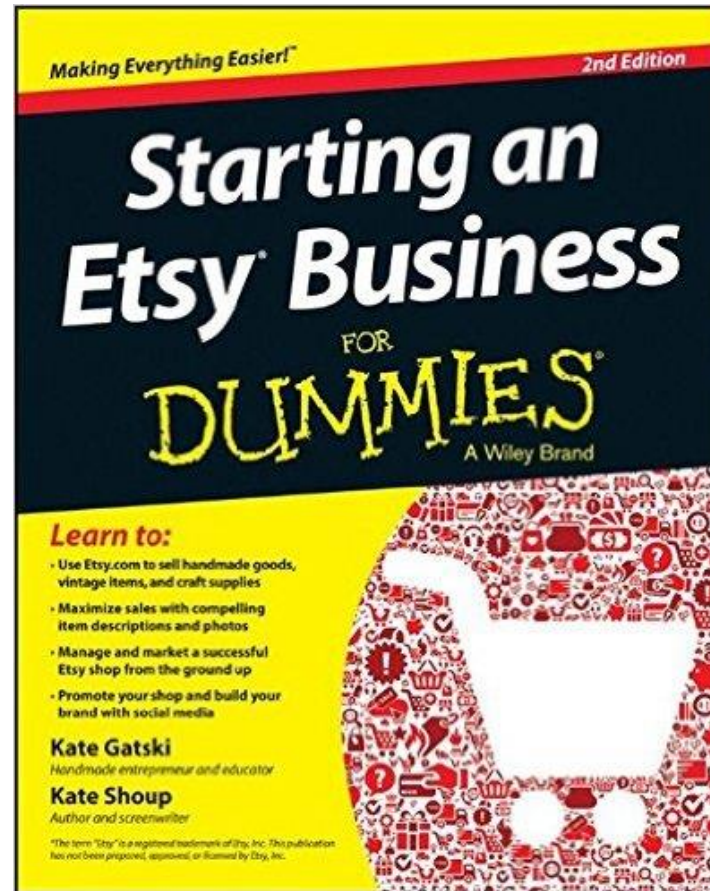
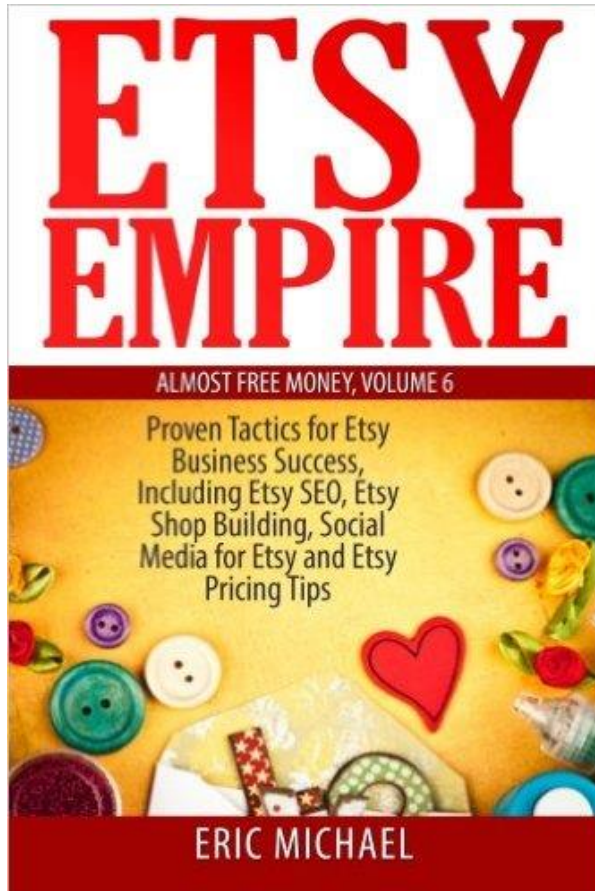
# Integrations to help you sell

- Integrated with Quickbooks, TurboTax, and other accounting software
- Social media integration includes Pinterest
- Search engine optimization (SEO) tools, including their own (Marmalead)
- Photo editing tools – FotoFuze (free)
- Inventory management, analytics – Square, Craftybase





# Read all about it!





# Do your research at Etsy.com



## Etsy Community News: January 2017

This month in Community News, look back at what the Etsy community achieved in 2016 and set your shop up for success in the new year.

BY JEFF SHAH



## Become an Etsy Wholesale Seller in 2017

Resolve to grow your business this year by expanding into wholesale. Follow these steps to get started.

BY AUDREY MANNING



## How to Promote Your Shop on Social Media

Get the word out about your Etsy shop! Learn how to promote your business on Instagram, Facebook, Twitter and Pinterest.

BY KATY SVEHAUG

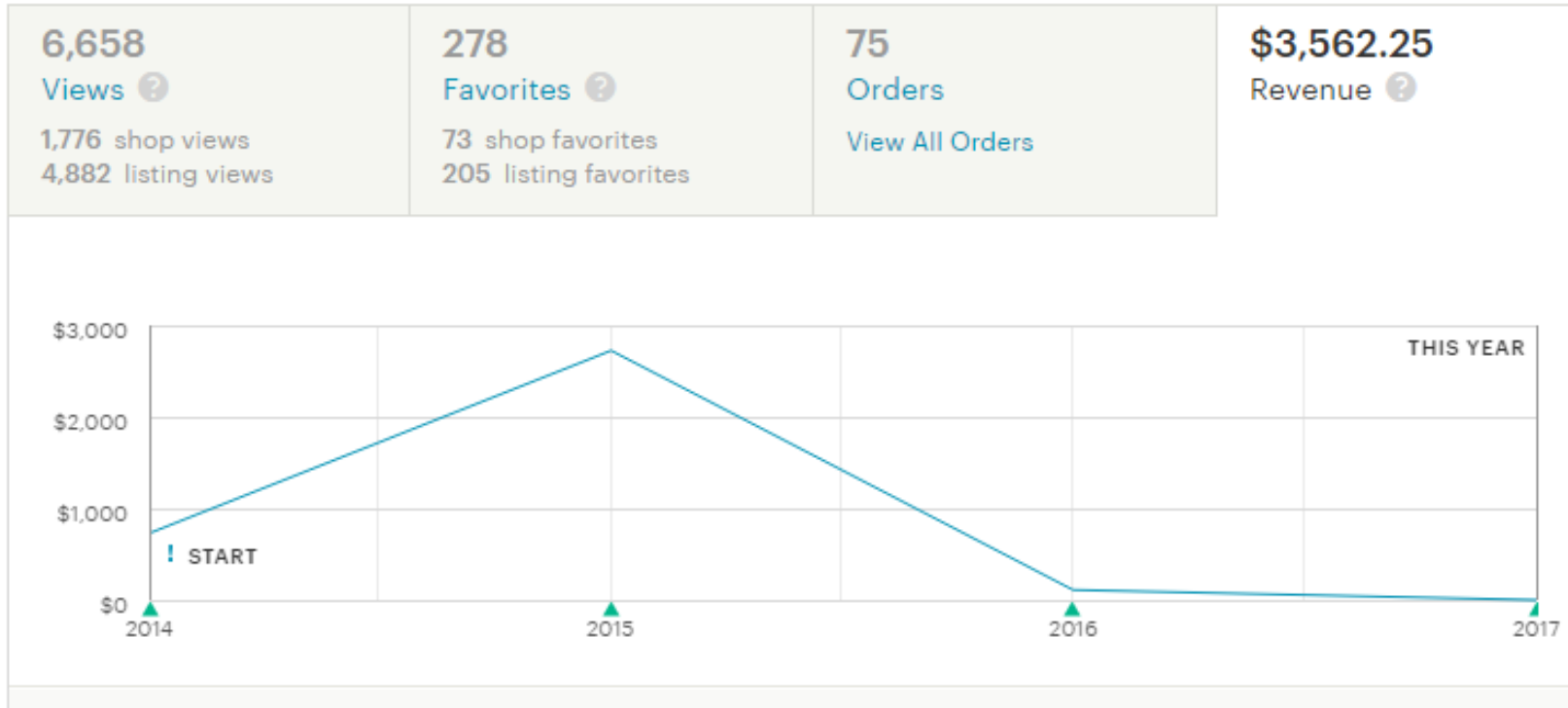


## 6 Tips for Generating Fresh Product Ideas

Will your next product be a winner? Use this handy checklist, written by a successful Etsy seller, as your guide.

BY ANGIE JOHNSON

You can also sign up for their newsletter on their site.

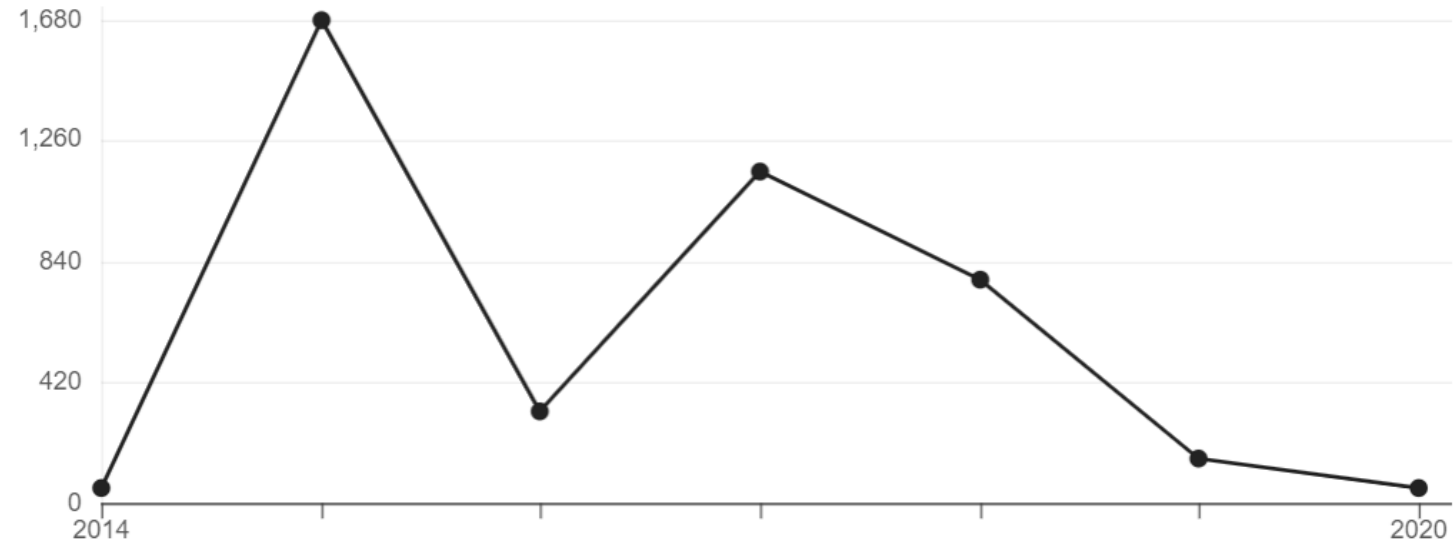


Kathleen Painter, PhD  
Former owner, Paradise Fibers  
[kpainter@uidaho.edu](mailto:kpainter@uidaho.edu)

Etsy shop: SheepSymphony  
Total sales: \$3562



Visits	Orders	Conversion rate	Revenue
4,173	119	2.9%	\$4,887.45



[kpainter@uidaho.edu](mailto:kpainter@uidaho.edu)

Etsy shop: SheepSymphony  
Total sales: \$4887





# CULTIVATING SUCCESS™

## sustainable small farms education

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Increasing the number and success of small farmers and ranchers in Idaho.



The vision of the Cultivating Success™ program is to increase producer and consumer understanding, value, and support of sustainable local farming systems in Idaho through educational and experiential opportunities. Partners in this program strive to create strong communities with infrastructures that provide the resources and skills needed to produce local and sustainable food and agricultural products for the residents of the Inland Northwest.

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Upcoming  
Webinars

Tuesday, May 19<sup>th</sup> – Fundamentals of Produce Safety: Part 1

Tuesday, May 26<sup>th</sup> – Fundamentals of Produce Safety: Part 2

Tuesday, June 2<sup>nd</sup> – Taking Eggs to Market: Safe Egg Handling & Delivery

<https://www.cultivatingsuccess.org/webinar-series>



# We need your feedback!

## Please complete the post-webinar evaluation!

Our post-webinar evaluation is short and quick! And, your feedback is important!

Click on the link below or type it into your browser to complete the evaluation:

[https://www.surveymonkey.com/r/Selling  
on Etsy](https://www.surveymonkey.com/r/Selling_on_Etsy)

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[www.cultivatingsuccess.org](http://www.cultivatingsuccess.org)

