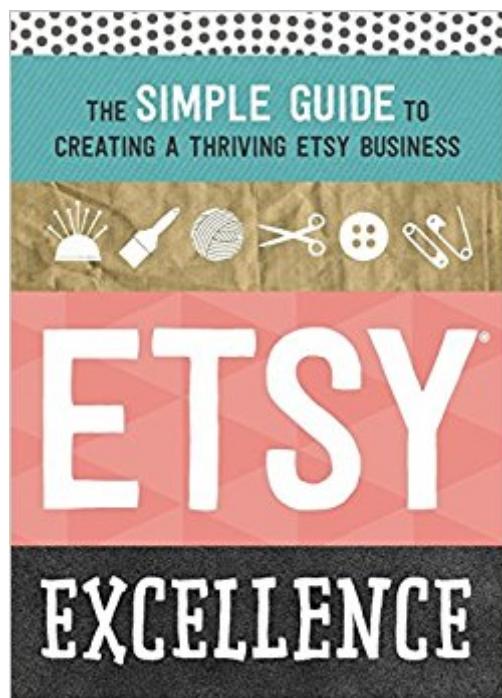


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# Etsy Excellence: The Simple Guide To Creating A Thriving Etsy Business



## Synopsis

The Ambitious Crafter's Guide to a Profitable Etsy Shop

More than a marketplace, Etsy is a community--and being an active, informed member can lead to lucrative results. This book provides actionable steps to help shop owners engage the Etsy community in authentic ways that attract buyers and generate sales.

The best Etsy shops stand out among the sea of sellers and a draw loyal customer base, but how they've done it isn't--and shouldn't be--a secret. In these pages, top Etsy sellers share the tools that have helped them, the changes they made that yielded positive results, and their best advice for achieving and sustaining a successful Etsy shop.

Beyond sellers' words of wisdom, this book offers a roadmap all Etsy sellers can follow in order to:

- Choose keywords and tags to drive traffic to your Etsy shop
- Photograph your products for maximum appeal
- Create a unique Etsy shop that stands out
- Write winning product descriptions
- Price your goods appropriately
- Market your products effectively on social media platforms
- Maintain lasting relationships with your Etsy customers
- Diversify your Etsy product offerings

## Book Information

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## Customer Reviews

Etsy Excellence is a great book for someone who is thinking of starting a Etsy shop or just started one and is stuck. The book is broken down into easy to reach sections and organized well. It gives you background history on Etsy, how Etsy is ran, what Etsy means for a small business owner. What you can gain from running your small business with Etsy. The book simply explains how to get started, how to be successful with your Etsy shop. It also encourages you on how to promote your

business with your social media outlets and encourages Etsy shop owners to work together it helps you all. I have two favorite sections: 1- Teaches you how to make your Etsy shop look the best and help your business grow, through taking proper and best looking photos to have your product stand out. To pick out the best products that will reach out to your customers the most. BEST of all teaches you how to be the most cost effective for your products your produce. There is also an area in the book that helps you learn to have goals for your shop and how to reach them, and how to make a goal chart for inspiration 2- I love the interview portion in the book where there is well accomplished successful Etsy shop owner interviewed with important questions that you may be thinking of curious about as a new Etsy shop owner or someone thinking about starting but skeptical. My only complaint is it is little to simple and repetitive.

This is a great book for any Etsy seller, new or old. It contains a lot of useful information to get you started and help you become a successful seller. It's easy to read and easy to follow. The introduction starts the book off on a strong note by explaining the keys to running a successful Etsy shop and then it dives right in. There are three main parts of the book: 1) What Etsy can/can't do for you, 2) How to maximize your sales, and 3) How to become an Etsy Master. There are a variety of topics covered in the book from how to set goals to creating a good profile and improving your photographs. It really has it all. Each topic discussed is thorough and detailed to help you make the most out of Etsy. One of the key points stressed in the book is the importance of using Etsy yourself to learn and help you see firsthand how the site works and the differences between a good seller and a not-so-good seller. There are a ton of helpful tips throughout and a section with resources at the back. Highly recommended if you want to open an Etsy shop, or if you're struggling with your shop. I received this item at a discount in exchange for an honest and unbiased review.

I really enjoy Etsy. However, I have only ever shopped on it. I do make blankets in my spare time and I have often wondered if I could sell them on Etsy or if people would even buy them. Thanks to this book I have now started my own Etsy shop. It hasn't been very long but I have sold one of my products. I really believe this book helped me. The most helpful part of this book for me I believe is the sections on how to write effective product descriptions. Thanks to this book I felt wowed when I read my product descriptions over. I would highly recommend this book. Disclaimer: I received this product in exchange for my honest opinion.

I have always wanted to learn how to sell on Etsy! This book was a great way to learn!! I loved that it

taught you everything from to learning how to make connections to get products out there to managing your success after getting yourself out there from having successful shop! it was also interesting finding out that half a million etsy sellers earn their living just from having a etsy shop! After reading this book it defiantly gave me confidence to create a etsy shop! I defiantly recommend this book if you are interested in starting your own shop!

I am a very weak user for ETSY and i found this book spark my interests at wanting to learn more about the shops there as you never know someday i may want to open a shop so the worksheets and how to navigate was a huge help also experimenting with different search options. Makes you think what is your vision, how many hours marketing do you do basically a plan.\* I go tthis free as part of a product review and this is still solely my own opinion which may differ from yours.

This has been a very informative and great ideas of selling! I don't have a small business or anything to sell but I know a few friends who are crafty and make jewelry and hair bows for little girls and dogs! The author tells you many tips and tricks to help boost your sells and get your product noticed! I loved that the more you list the more your product will be looked at more! It is very important to brand your name by doing so social media helps!This book really helps you understand what etsy is all about and what you can do with it to go far! I am going to recommend this book to my friends who make bows! They have done some shows local but the internet is so big sales will grow!I received this book during a promotional period to read and review honestly!

My friend and I have been wanting to start up an etsy shop and didn't really know too much about etsy since we're newbies in the etsy world. I've learned so much from this book on what not to do, shipping, starting up your shop and marketing it via social media and so much more. I now feel confident in starting this business journey on etsy.

Some of this book is helpful, but I was turned off as soon as it implied "arts and craft types" suck at handling day to day business. I disagree...some people may be bad at it, but not all. I am a crafty, business professional. You can be both. Other than that it is a good book and gives some nice tips. I do think some of it is common sense though. I got this book in exchange for my feedback.

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