

# How to Sell on Etsy

If you make handmade products, sell vintage clothes or sell products used for creating clothing and other accessories, Etsy may be the ideal platform for you to sell your products. Etsy is a website that connects sellers with buyers of artistic products. It has a very special sense of community and really strives to make the experience personable. How can you sell your products on Etsy? Follow these steps.

## STEP 1: REGISTER AN ACCOUNT

If you don't already have an Etsy account, the first step is to register.



Follow the on-screen process to become a member.

## STEP 2: CLICK SELL

Click the "Sell" button to begin the process of registering yourself as a seller.



Step 3: Click "Sell on Etsy"

When you first click Sell, you'll be taken to a page with basic information about becoming a seller on Etsy.

To continue to registration process, click the "Sell on Etsy" button in the upper right.



postal code

Country

Yes, send me emails with important site news and tips on how to make my shop successful.

### STEP 4: FILL OUT THE BASIC INFORMATION

Fill out the basic information.

Next

## Become an Etsy seller

1. Fill out the basic information.

**Personal info**

**Full name**

**Street**

**City**   
province

**State**   
county

**Zip code**   
postal code

**Country**

Yes, send me emails with important site news and tips on how to make my shop successful.

Next

### STEP 5: CREDIT CARD INFORMATION

Enter your credit card information. Etsy needs this to ensure that your card works for paying listing fees.





Once you press enter, Etsy will charge you a \$1.01 activation charge. If the charge goes through, Etsy knows your card works.

**Become an Etsy seller**

1. Personal Info 2. Billing Info 3. V

**Billing info**[click here to learn how Etsy fees work](#)

As a seller on Etsy, we require that you submit a valid credit card to verify your identity. You may use this credit card or use PayPal to pay your seller fees.

Card type:        

Card #:

CVV #:  [What is CVV?](#)

Exp. date #: --   - -

Name on card:

Phone #:  This must match the billing phone # on file

Street

City   
province

State   
county

Zip code   
postal code

Country

For your protection, we verify your card and billing addresses by running a \$1.01 authorization. The process normally takes less than 30 seconds, but it may take longer. Please click the Validate Card button to update your information. When your card has been validated, you will be directed to a confirmation page. ([Seller FAQ](#))

I agree with the [Etsy's Terms of Use Agreement](#).

**Validate Card**

**STEP 6: START THE LISTING PROCESS**

Once your card is validated, you'll see the confirmation page.

## Become an Etsy seller

1. Personal Info 2. Billing Info 3. **Welcome!**

### Set up your shop

Every seller on Etsy gets their own shop (for free), located at `username.etsy.com`. For example, if my username is `rokall`, my shop is at `rokall.etsy.com`. You can customize your shop by adding a banner, bio etc.

### List an item

Listing an item is done in five simple steps. We recommend that you have your photos and description ready before jumping in. Listing an item costs 20 cents per quantity.

### Selling an item

As a seller you get to choose what payment methods you accept. We recommend PayPal because it makes it easy to get paid and offers anti-fraud protection. When an item sells both the buyer and seller get an email with transaction details in it. There's a 3.5% sales fee.

### Fees

Sign up - free, your own shop - free, listing an item - 20 cents, selling - 3.5% fee. That's it. All listings get up to 5 images free of charge. Listings stay up for 4 months.

[Click here](#) for a helpful guide to Etsy fees

### Reporting transactions

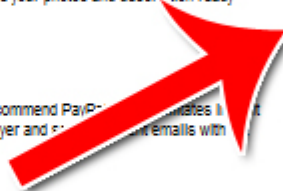
We keep a tight ship here on Etsy, and we respond to all reported transactions quickly. If a buyer does not pay for an item, we will happily refund all fees associated with the transaction, letting you relist it for free.

#### Resources for more info

##### List an item now

If you're a registered seller, you can list an item right now.

List an item now



Click on "List an item now" to continue.

## STEP 7: SELECT YOUR PAYMENT METHODS

Before you create your listing, you need to first select what payment options you can accept.

Shipping Profiles
Payment Methods
Sales Tax
Currency

**Before you can list an item, we need to know how you would like to be paid!**

### Payment Methods

#### Payment Methods You Accept

- PayPal
- Money Order
- Personal check
- Other

#### PayPal Account Email

[Learn about opening a PayPal account.](#)

PayPal payments are sent to this email.

Most buyers will choose to pay by PayPal. If you don't already have a PayPal account, it really pays to open one.

If you choose to accept personal checks and money orders, you'll also need to enter your shipping address.

A green banner with a red arrow pointing to the right. The text inside the banner reads: "We saved how you would like to be paid. You can now list your first item!"

Once you've selected your payment method, click on "list your first item" to continue.

## STEP 8: ENTER DESCRIPTION

Choose a snazzy title to catch your customer's attention. Enter a detailed description of your item. Don't assume that the pictures speak for themselves. Yes, pictures go a long way, but it helps to assume you have no pictures with your listing when writing your description. Detail is the key. Finally, list out the materials used to make your product. Yes, this actually matters, as users do search by materials.

1. Item info 2. Sort your item 3. Selling info 4. Images 5. Review & Post

**Title**  
A short, descriptive title works best.

**URL Preview**  
See how your listing title appears in the URL:  
[www.etsy.com/listing/01234567/my-listing-title](http://www.etsy.com/listing/01234567/my-listing-title)

**Description**  
Start with the most important information and provide enough detail for shoppers to feel comfortable buying.

**Materials**  
List the materials used in your item, separating each with a comma.

[Next](#)

## STEP 9: CHOOSE CATEGORIES AND TAGS

Select your categories. First select the top level, then the sub-level then the sub-sub-level. Then, enter tags that describe your item. Choose descriptive tags to help others find your items. Use all 14 tags to maximize exposure.

1. Item Info   2. Sort your item   3. Selling Info   4. Images   5. Review & Post

Etsy is a marketplace for handmade items, vintage goods and crafting supplies only.

- **Handmade:** Items made by you. Choose the Category that best suits your item.
- **Vintage:** Items at least 20 years old. May be commercially made. Choose Vintage.
- **Supplies:** Crafting supplies. If not made by you, add the tag "commercial".

Need help? See our [Tagging Tips](#), [Rules for Tagging](#) and [Search Pointers](#).

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### Category

Step 1: Choose a Category.

Jewelry ▼

necklace ▼

shell ▼

### Tags (8 left)

Step 2: Choose tags that describe this item. Inaccurate tags may be removed by Etsy.

- shell x
- beads x
- white x
- Add a tag

Previous

Next

## STEP 10: CHOOSE PRICING AND SHIPPING

Enter the price for your product. Enter the shop section you want your item listed in. In the beginning, you'll have to create new sections for each different kind of item.

Finally, you'll need to set your shipping prices. You can set different prices for different regions and countries.

Price: \$  USD (each) [Manage Shop Currency](#)

Quantity:  It costs 20¢ (US) for each item

Shop section (optional)

Choose section:  [Create new section](#)

**Shipping** [Manage Shipping Profiles](#)

Load a Shipping Profile

**Item Ships From**

**Country Specific Shipping**  
Set shipping costs for individual countries.

[Add](#)

[View Regional Shipping Options](#)  
Quickly set shipping costs for multiple countries in a predefined region at one time.

**Ship to All Other Countries**  
Use this option if you wish to ship worldwide without setting shipping costs for each country or region.  
The "Everywhere Else" shipping cost will be applied for all countries not listed in your Country Specific or Regional Shipping settings above.


Location	Shipping Cost	If shipped with another item
<input type="checkbox"/> Everywhere Else	\$ <input type="text" value="0.00"/> USD	\$ <input type="text" value="0.00"/> USD

[Previous](#) [Next](#)

## STEP 11: ADD IMAGES

Click "Choose File" to upload images from your computer. Click upload to upload.

Your images



**1. Find your images.**  
Use .jpg, .gif or .png files no larger than 2MB.  
Images around 1,000 pixels wide work best.

No file chosen

No file chosen

No file chosen

No file chosen

No file chosen

**2. Upload.**

**3. Click-and-drag to reorder.**

Need help? Check out [image uploading help topics](#) and [advanced image help](#).

[Previous](#) [Next](#)

## STEP 12: REVIEW AND FINISH

Finally, review all the details of your listings. If everything is in order, click “Finish” to list your item.

The screenshot shows the 'Review Your Listing' interface on Etsy. At the top, there are 'Previous' and 'Finish' buttons. The main content area is titled 'Review Your Listing' and contains the following text: 'This listing will cost a non-refundable fee of \$0.20 usd. By clicking Finish you agree to pay this listing fee. Your listing will not be live on Etsy until you click Finish. It may take up to 24 hours for newly listed items to appear in Categories and Search.' Below this, the listing title 'Gorgeous Indonesian Shell Necklace' is shown with an 'edit' link and the price '\$25.00 usd' with an 'edit' link. The 'Description' section shows 'Made from hand picked and sanded shells.' The 'Tags' section lists 'Jewelry, necklace, shell, beads, white'. The 'Materials' section lists 'shells, beads'. The 'Shipping' section shows 'Item ships from: United States' and a table of shipping costs: 'United States: \$5.00 usd', 'Everywhere Else: \$12.00 usd', and 'With another item: \$2.50 usd', '\$6.00 usd'. The 'Payment Methods' section shows 'DerekYoung accepts the following forms of payment:' and lists 'PayPal' along with icons for Visa, Mastercard, and American Express. At the bottom, there are 'Previous' and 'Finish' buttons.

Those are the basics of selling on Etsy. You now know how to register as a seller, verify your billing address, setup payment methods and list an item. Just rinse and repeat the listing process for every item you want to sell.

## ETSY SELLING CHECKLIST

There's a lot that goes into becoming a successful Etsy seller. You need to setup a killer store, create high quality, unique products, list them properly and constantly monitor a number of things to make sure your sales continue to increase.

Here's a checklist to help you through the process. Some of these tips only need to be reviewed every once in a while, while others will impact how you list each item every time.

### **Research, Market Selection, Setup**

- Where to start. Start with your passions. Whatever it is you love, you should have no problems coming up with your first 20 to 50 product ideas. From there, just use your customer's feedback to keep expanding your store.
- Who else is in your market? Before you get started, take a look at who else is in your market. They're your competition and you should know who you're competing with before jumping in.

- What are they priced at? This will influence where you price your own products.
- How are they selling? You can somewhat gauge how well someone's selling by dividing the amount of time their store's been open with the number of feedback they have. This will also help you gauge the health of the market.
- Pick a name that grows with you. Don't pick a name that only works when your store is small. Instead, pick one that will sound great even further down the line.
- Start with 20 items. Begin your store with 20 items. If you only have 3-5 items when you start, most people will get bored or not take you seriously when they look at your store.

### **Profile & Shop**

- Have a great banner that relates to what you sell. Don't use a generic banner. Make sure that others can tell what kind of products you offer just by glancing at your banner.
- Avatar that conveys trust. People should feel subtly more confident in making a purchase after having seen your avatar.
- Short but sweet shop title.
- Short but sweet announcement. If they can't see your products in the first screen, your announcement is too long.
- Set City, State, Country. Don't skip on this one. People search for local artists and will often send invitations to local events based on Etsy listings.
- Store policies. Having clear store policies can save you a lot of trouble down the line. Browse other stores to see how others have setup their policies.
- Change around your featured items twice a week. Pick 3 each time. This will give your viewers a fresh look at your products every time they come back.

### **Listing Items**

- Description. Go into as much detail as possible. Remember, you can see and touch the item, but they can't. Use as many senses as you can in your description and address any questions you think they might have.
- Photos. Use all 5 photos and give them as many different angles as possible. Take photos from the inside, from the side, from the top, bottom, etc. Make sure all photos are crisp, clear and uncluttered. Use sunlight whenever possible, but make it well lit.
- Use all 14 tags. Make all the tags relevant and try to think of what others would search for to find your items. Colors, textures, etc are all great tags.

Consider tagging in other languages if your item sells internationally. Use different tags in multiple listings so a wider range of audience is exposed to your products.

- Feedback. If you don't have any feedback yet, buy a few inexpensive products on Etsy. The items can each cost less than \$5 and will give you the benefit of experiencing the buyer's side of Etsy.

#### ***Renewing Items***

- Renew often. With thousands of listings being added every day, yours will get pushed off the front page of search results and categories quickly. Renewing will get your items in front of more eyeballs.
- Track your renews in an excel spreadsheet. Know what's selling and what isn't selling and calculate your real cost per sale in listing fees by tracking each listing.
- Change photos of underselling items that you think should be selling. If you think an item deserves to be making sales but it isn't, change your photos or title before renewing.
- New items get more views than renewing. Instead of renewing all the time, try creating a new item.

#### ***Packaging, Delivery & Fulfillment***

- Packaging matters! The packaging for your product is the first impression your customers get. It only costs a few cents to personalize it, so don't skimp on packaging.
- Try Carrier Pick Up from USPS. Instead of dropping off your product every you need to ship, USPS will just pick it up for free!
- Customer service. Service is essential for making repeat sales, getting referrals and getting other people to send traffic to your store. Always aim to reply to inquiries within 24 hours.
- Sell International. Yes, it's a bit more effort to figure out all the shipping options and costs. But Etsy is truly an international website and if you're not shipping internationally, you're losing out on a lot of business.

#### ***Marketing & Promotion***

- Join a team! Teams are powerful alliances for store owners to co-promote each other's stores.
- Participate in Etsy forums and blogs. Don't post just to get exposure, but if you participate intelligently people will naturally want to check out what you have to offer.

- Survey your old customers. What did they like about buying from you? What could be improved? Always aim to better your store.

These are a few things you should keep in mind throughout your Etsy selling experience. Keep this checklist close at hand and review it whenever necessary.

Best of luck and all the best.

*Debbie*

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