

THE REAL SELLER'S HANDBOOK

Everything Etsy Should Have Told You...But Didn't

**A comprehensive Guide To Not
Messing Up Your Etsy Store**

Foreward

Thanks for purchasing The Real Seller's Handbook.

You have in front of you 10 years worth of experience I have gained working with thousands of my clients on the Etsy platform.

Use this handbook to fill in all the blanks left out by the one written by Etsy. It is packed full of insights you will be so glad you didn't have to spend months working out.

Some of the information in this handbook may not be what you hear everyone else telling you what to do, and with good reason: it is only when you have actually spent years working in Etsy stores of all sizes that you find out things about Etsy that cannot possibly be discovered any other way.

Take what is written here and adapt it to your Etsy business.

Not everything will apply to you literally, so do what you can to make what I teach you here fit for your Etsy store.

I would urge you to visit my YouTube channel and watch every video I have created. This will save you a ton of time when building and growing your Etsy store, and make sure you make less mistakes, the link is below:

<https://www.youtube.com/@etsyconsultant>

Thanks

Nik



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Basic Stuff You Must Know About Etsy

- Etsy is not easy, the fact you have purchased this seller's handbook now arms you with information most other sellers will not know.
- Etsy does not care about you - don't expect anything resembling 'fair play' from them, make sure you THOROUGHLY read their Terms Of Service on the link below; and don't break the rules:
- <https://www.etsy.com/legal/terms-of-use>
- Competition on Etsy is very high for most niches, if you aren't bringing a high quality store to the marketplace, you will struggle to make sales. Take the time to create a viable store for Etsy.
- Don't break trademark and copyright, it isn't worth it, and you will feel very frustrated making sales and then having your store shut down.
- If you live in the USA, congratulations!, your chances of success are much higher than elsewhere, due to over 60% of the Etsy customers living in the US. You can succeed in other countries too, its just easier in the US.
- Slow and steady wins the race. Don't do anything quickly on Etsy, especially when it comes to listing (I will go into detail on this later).
- Reviews take a long time to build up, once you start making sales, the next thing you will want to know is where are my reviews - be patient, it is 1 review for every 8 to 15 sales for physical products; and 1 review for every 10 to 25 sales for digital products.
- Etsy seller customer service is TERRIBLE. Trying to get problems fixed usually takes days and sometimes weeks; so be prepared for this now.



Scammers



- If you are a new Etsy seller, as soon as you open your store you will be inundated with scam Etsy messages telling you in some shape or form to leave the Etsy platform to fill in details to gain your first sale, or because “Etsy” needs additional personal details from you.
- The most common types of this scam are below:
- **1: THE CLASSIC LINK SCAM** - This is the original scam and involves someone pretending to be from Etsy support messaging you to let you know you have a sale, and due to some kind of problem, you have to visit the website link they send you to confirm some registration details to get the sale.
- The site address in your browser will be the giveaway that this is dodgy, along with the fact they are asking for your store login details or debit/credit card details.
- **2: THE VERIFY YOUR DETAILS LINK SCAM** - Similar to the original scam, the perpetrators of this version tell you that there is an issue with your registered details and that they need to be verified by entering them on the website link they send you. Again, this is bogus, and the scammers will steal your login details to your store.
- **3: THE STORE SUSPENDED SCAM** - This is a twist on number 2, and is probably the worst of the four, because the scammers tell you your store has been suspended and to get it back you have to visit the website link they have sent you. So many have fallen for this one, and of course, your store is not suspended because you are in it!
- **4 THE QR CODE SCAM** - Here the scammers will send you a QR code and tell you that you need to verify your logon/banking details to continue selling on the platform. The QR code sends you to a bogus Etsy website, where they will ask you to enter your logon/banking details. **REMEMBER OFFICIAL MESSAGES FROM ETSY ARE IN THE FROM ETSY TAB IN YOUR APP MESSAGING.**

Essential Etsy Marketplace Figures

These official figures are from the Etsy Q4 2023 & Q1 2024 earning reports and at the time of writing are the latest figures released by Etsy. If you want to see newer figures, just click on the link below:

<https://investors.etsy.com/financials/quarterly-results/default.aspx>

- **Number Of Sellers: 9 million**
- **Number Of Customers: 92 million**
- **2023 Total Gross Merchandise Sales: \$13 billion**
- **Q4 2024 Revenue: \$842 million**
- **Total Number Of Products On Etsy: 92 million**
- **83% Female Customers 17% Male Customers**
- **Primary Buying Age Range: 25-45**
- **Around 60% of customers live in the United States**
- **8 million new customers in 2023**
- **10 million old customers returned in 2023**



Etsy Fees



Below are the Etsy fees you will pay to run your store on the platform. Please be aware that fees vary from country to country, the example below is for the USA:

- \$15 dollar shop setup fee. This fee does not apply to everyone, and at the time of writing we do not know exactly which countries will be paying this fee. The fee has been introduced to try to stop scammers setting up stores on the platform.
- 20 cents listing fee. This is paid every time you publish a new listing in your store. You will also pay this fee when a listing is sold, or when it is renewed.
- 6.5% transaction fee + 20 cents. This fee is charged every time you make a sale.
- 3.5% payment processing fee + 20 cents. This fee is charged every time you make a sale.
- 12% or 15% Etsy Offsite Ads Fee. If you earn over \$10000 a year you will automatically be enrolled in EOSA. This fee will be 12% of the total value of the sale including shipping. If you earn under \$10000 a year and use EOSA then you will pay 15% of the total sale price.
- Etsy Ads. If you decide to use Etsy ads to promote your items inside Etsy, then you will be spending a minimum of \$1 per day. I will cover Etsy ads later in this seller handbook, but I will say here do NOT start using Etsy ads until you are making organic sales, you will probably be wasting your money.
- Etsy Plus. If you use Etsy plus you will be paying \$10 a month for the subscription. To see more about Etsy Plus, simply click on the link below:
- <https://help.etsy.com/hc/en-us/articles/360001589928-Subscription-Packages-Etsy-Plus?segment=selling>

How To Not Get Suspended

- The first thing to not do is break any trademark or copyright laws in your listings. A good rule of thumb I like to use is that if you think you 'might' be breaking the law; you probably are!
- Copying famous brands is breaking the law, making 'inspired by' artwork/designs is still breaking the law.
- For example, you cannot draw a picture of Spiderman and then sell it thinking that because you drew it, it isn't breaking copyright; it most definitely is.
- Do not copy other Etsy seller's products and designs; this is also a big no no, make sure that everything you design/make/create is wholly your own work.
- Make sure your bank details on file match the 'how you will pay Etsy' and 'how you will get paid by Etsy' EXACTLY. If there is any difference between them, you will immediately be suspended.
- If you are selling POD products, the photos of the product you show in your listings MUST match the product for sale at your POD supplier.
- So, if you are using purchased mockups not provided by your POD supplier, that product must match the one that will be shipped from your POD supplier.
- Do not list a lot of items immediately on opening your store, and do not bulk import a lot of listings from your website into your Etsy store, this will raise the chances of you being suspended.
- Try to list slowly, at a speed of 1 listing per day.
- Do not send lots of messages to customers that favorite your items, this is against Etsy TOS, and too many messages being sent will result in your messaging privileges being temporarily suspended.

- Do not sell finished products purchased from sites like Temu and Ali Express.
- Etsy monitors what is being sold in your store, and if it sees products in your store available for sale on other sites, the listings will get suspended.
- As of writing this guide (June 2024), Etsy is implementing new strategies to catch sellers breaking the rules, and it simply is not worth the risk, especially when it comes to trademarked and copyrighted material.
- If Etsy keeps suspending your listings, your store will also end up being suspended.
- The most critical time for stores being suspended is in the first couple of days after opening so make sure you give Etsy no reason to suspend you.
- Do not try to send your customers away from your Etsy store to your website to make a sale. This is called fee avoidance, and if Etsy catches you your store will be suspended.
- Do not get friends or family to purchase items to get your first sale and review, although tempting, this is against Etsy TOS and can get your store suspended if you are caught.
- If you do get suspended and are certain you have done nothing wrong, you can appeal the suspension using the link below:
- <https://help.etsy.com/hc/en-us/articles/6298920789271-How-to-File-an-Appeal-for-a-Permanently-Suspended-Account>



Star Seller



- Star Seller is Etsy's reward program for exceptional stores on it's platform.
- Let's break down the reality of what Star Seller is, and whether you should be trying hard to get that purple badge in your store.
- To get the Star Seller badge here are the metrics you need to hit:
 - 300 US dollars / 250 euros / 200 gbp in sales
 - 5 orders within each month
 - Average review rating of 4.8 stars
 - 95% of orders shipped on time
 - 95% of messages responded to within 24 hours
- Do not WORRY about Star Seller. I will say it again, do not worry.
- Etsy sellers endlessly fret about Star Seller and how close they are to achieving it.
- The fact is that Star Seller has been proven to have no effect on your store performance, owning the badge versus not owning it just doesn't matter.
- That being said, if you want to use Star Seller as a way to improve your internal store performance (how you work) then this can be useful.
- If you get Star Seller, and then lose it further down the line, don't worry about it affecting your store; it won't. You may gain and lose Star Seller regularly, depending on what you sell, and your customers.
- Etsy may, in the future, attribute more importance to owning the Star Seller badge, and this may include visibility benefits, along with other perks, but at the moment none of this is happening.

Free Shipping – Yes Or No?

- Before we get to whether you should use free shipping or not, I need to clear up the Etsy Free Shipping Guarantee (FSG).
- Etsy still says that if you offer free shipping on orders over \$35, you will receive priority placement in US search results.
- However, this is not true anymore. Whilst there is some evidence for possible minor movement in search pages further back in search results, there is no priority search placement for listings with free shipping.
- My advice is to not even think about the visibility boost when it comes to deciding if you are going to use free shipping or not; so let's now go over if you should use free shipping on your Etsy listings:
- If you are a supplies seller, then you will definitely want to test using free shipping for your customers because customers that buy supplies for their hobby or business often purchase more than one item; and this makes free shipping an attractive option for them to buy from you.
- If you sell anything else, then the best thing to do is split test free shipping using 5 to 10 products. To do this, create 5 to 10 listings that are item price plus shipping fee, and then another duplicate set of EXACTLY the same listings, but with free shipping added.
- Let the listings run in your store for a couple of months and see which got the most traction, and this will help show if free shipping is worth pursuing in your store or not.
- I have tested free shipping dozens of times across many different Etsy stores, and I have seen negligible benefits to using free shipping, however if you have a store where people regularly buy more than 1 item, the benefit to using free shipping becomes greater.



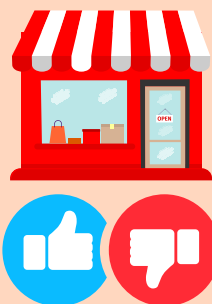
What Shops To Open & What To Avoid

- This section tells you the best types of shop to open, and those to avoid if you want to make sales.
- The information in this section is based on 10 years of building, growing and repairing Etsy stores, so please take this into consideration when choosing what to sell in your Etsy store.
- **BEST SHOPS TO OPEN:** 
- **Supplies stores:**
 - If you want to start to make sales relatively quickly, and don't want to have to create products yourself, then a supplies store could be for you.
 - The reason supplies stores are my first port of call for you is because you are selling BOTH to customers and business customers (B2B & B2C).
 - Etsy customers and Etsy businesses always need supplies to run their businesses, and supplies stores are evergreen in nature, you can sell all year round.
 - Please note your number 1 goal in building a supplies store is your SUPPLIER RELATIONSHIPS. Having 5 or 6 suppliers you have good relationships with will be worth it's weight in gold when it comes to customer service, product sourcing and pricing deals.
 - Take your time to nurture these supplier relationships, it is literally the foundation of your Etsy supplies business!



- **Home Decor Stores:**

- If you have some raw material skill or have a good POD supplier, then home decor is a very good niche to be in simply because so many customers are shopping on Etsy for products to improve their homes.
- Home decor is an evergreen niche meaning it sells well all year round, but as with so many niches on Etsy, September to December is where you will make most of your sales.
- If you decide to open a home decor store on Etsy make sure that you have plenty of listings for sale between \$20 and \$50.
- Personalization is huge on Etsy and never more than when it comes to home decor, so if you want to make decent daily sales, then personalization is something you must offer to your customers.
- Whilst wood and metal are the timeless classic materials to work with, do not be afraid to experiment with other materials to create pieces that truly stand out and demand attention.
- Etsy recently launched Gift Mode (March 2024), and this means Etsy is going all in on making it's platform the number 1 destination for people looking for gifts. Make sure your home decor store has gifting options, and giftwrapping available.
- Make sure your photography and video are well presented, make sure your products are photographed in well lit and appropriately propped surroundings.
- The main thing to remember with home decor is that you will need a fairly large store to bring in higher sales numbers, as always I suggest you plan for 100 listings in your store.



- **Jewelry Stores:**

- Some of you may think I am mad for suggesting opening a jewelry store, but here's the thing, if you can make GOOD jewelry, there is a ton of money to be made selling it on Etsy.
- I have personally managed 2 Etsy jewelry stores that both do over \$4 million dollars a year, and this proves how much money is being spent in just 2 jewelry stores.
- The most critical thing to understand if you want to sell jewelry on Etsy is that smaller, daintier jewelry sells a lot faster than large statement jewelry.
- On top of that, bead and semi precious stone jewelry sells slower than precious metal jewelry that either does not use gemstones at all, or if it does, they are precious (EG diamonds).
- Make sure your jewelry designs are up to scratch and look good. I know this sounds obvious but what sellers think look good, and what actually does look good are often two different things.
- Try to sell plenty of jewelry pieces between \$20 and \$50 if you are competing in the lower price bracket. Also have jewelry for sale between \$50 and \$100.
- If you are going to be making fine jewelry, then the \$200 to \$400 price bracket is where you should primarily focus.
- Stellar product photography and video are essential to make decent jewelry sales, to take the time to learn this craft, macro photography is your friend here, most modern phones can do this!



- **Children's Stores:**

- This really is a no brainer. 83% of the customers on Etsy are women, and the primary age buying range is 25 to 45, which means there are a lot of mum's shopping on Etsy for their children, or someone else who has them.
- Make SURE personalization is right at the top of your product purchasing options, people absolutely love personalized products for their kids, and Etsy is the place they go to find them.
- Children's niche is one of the better choices if you want to do POD because it really allows well designs listings to shine through, especially in the highly competitive wall art sector.
- If you are doing prints, try to design themes, sets and bundles of artwork because people like to have several designs that are the same to theme a child's room, EG mermaids or safari animals.
- If you produce products for children yourself, please make sure they pass any country manufacturing regulations.
- For your listings, remember that children means brothers, sisters and you can create products for more than one child. You have to do everything you can to bring something different to Etsy.
- Try to head towards 100 listings in your store, and really pay attention to what starts selling, remember that trends tend to appear late on Etsy, so look elsewhere to see what is hot in terms of products/design, and then bring them to Etsy.
- Creating a strong design and brand identity is absolutely critical for success in the children's niche, standards are very high.



• **SHOPS TO AVOID:**

• **POD clothing:**

- A lot of you won't like me much for dissuading you from opening a POD clothing store, but the simple fact is that for most of you it will mean a dead Etsy store with no sales.
- I cannot stress this enough, to succeed in POD clothing, your designs and mockups have to be next level, slapping Creative Fabrica designs on T Shirts and choosing a niche simply will not cut it, and as well as not being an Etsy legal thing to do; it will result in low/no sales.

• **POD phone cases:**

- Phone cases, like clothing are almost impossible to make a real sales dent in, simply because so many people already do it.
- The bar to succeed is incredibly high, and even if your designs are very good, you might need to stick at it for 6 to 12 months to start seeing a return on your investment.

• **Sticker Shops:**

- This is another niche that everyone seems to want to sell into, and I would avoid this entirely.
- You will need hundreds of listings to make decent sales (5 to 10 per day), and so many of your designs will not be purchased, the mountain may be too hard for you to climb.
- Average order value and revenue is also low per sale, another reason not to bother with stickers.



- **Mugs:**

- If there is one product not to try and sell on Etsy...it is MUGS. The difficulty of cracking this product is not worth your time, so many sellers are already doing it, and you will need hundreds of designs to compete simply because so many will fail, no matter how good you are at designing.
- Mugs are one of the oldest POD products, they have been around for almost 10 years. If you really really want to do mugs, let me give you a sage piece of advice, don't do POD mugs, instead, get a mug printer and bring your production in-house. At least then you get to be way more competitive on price, and you can see the quality of your products going out of the door.

- **Digital Wall Art:**

- This is another niche that everyone seems to want to do, but overwhelmingly most will fail at. It's another product that demands stellar design levels, and most sellers simply do not have the design skills to carry off.
- High competition, and very low pricing is not an attractive proposition, so my advice to you is to avoid this market unless your design skills are on point and you have the ability to create lots of designs month in, month out.

- **Physical Hand Drawn Art:**

- This is probably the hardest product to sell on Etsy, and I would strongly suggest that unless it is just for fun or learning, not to invest too much time here.



What Really Matters To Make Sales

- There are certain things that will drastically improve your chances of making sales on Etsy, please pay attention to the below:
- Stop following people on YouTube who don't know what they are talking about. I know this may sound like I am throwing shade, but i'm not. Watching endless YouTube videos about Etsy will just get you confused and lead to lack of action.
- Following everything in this handbook will help you make sales.
- **BIGGER STORES SELL MORE:**
- There is a reason I tell Etsy sellers to try to get to 100 listings in their stores, it gives you more chances to be found, and more chances to start making sales.
- 100 listings is just to prove your store viability, once you get to 100 listings, you should have made some sales. It doesn't matter if its 3, 5 or 20, you need to see proof that people want to buy your stuff.
- If you can't get to 100 listings, just do what you can.
- If you are able, don't stop listing at 100 items, keep going. If you go and look at Etsy stores in your niche that have done 10k, 20k, 50k and more sales you will usually see that the store size is over 100 items, and often 200, 300 or more listings in size.
- **Etsy gives your listings more visibility when they sell, so it stands to reason having more listings will help you sell more.**



- **HAVE MORE THAN 1 IN STOCK:**

- Make sure that every listing you create has more than 1 in stock. Ignore YouTube videos telling you to have low stock because it creates scarcity, this is flawed thinking.
- If you have low stock items, and you go out of stock this breaks your sales history, sales velocity and lowers your listing quality score.
- The last thing Etsy wants is for an item that is selling to then go out of stock.
- Keep your stock depth at a minimum of 20 for all your listings, if you cannot have 20 just try to make sure you keep the stock depth at 2 or more.
- If you want to test low stock to see if it helps your sales, try it, but DO NOT let the item run out of stock!

- **PHOTOGRAPHY & VIDEO MATTER:**

- Your photography and video quality in your listings needs to be at a high standard.
- Dull, washed out, shadowy uncentered product photos will guarantee that you don't get views and sales. A lot of Etsy sellers underestimate how important photography and video are for improving your sales conversion rate.
- Behind inventory management, photography and video are the hardest things to master in your Etsy store, so take a good amount of time to refine and perfect your photography and video setup.
- I will be giving you more information on this in the next section.



- **CREATE SHOP SECTIONS AND LINK TO THEM:**

- Make sure that you create shop sections for your listings, put the relevant listings in those shop sections, and then go into the listing and add the section URL to the product description.
- Underneath that, add your store link.
- To see a video on how to do this, please watch the following video on my YouTube channel for a step by step example:
- <https://www.youtube.com/watch?v=DhmcoTMCb8A&t=0s>

- **TAKE RISKS WITH YOUR PRODUCTS:**

- If you want to succeed on Etsy, then you are going to have to design and/or create unique products that have not already been made by your competitors.
- Try to aim for 70% of your products based on proven products/designs that are known to sell, and then have 30% risk products where you and your store will be the first to market.
- It is easier to gain traction, visibility and sales on a product where you are the pioneer, with no competition for that design or product.
- Failure rates will be higher on risk products, however you will also be the market leader on any product or design that succeeds, and you will then likely become the best-seller for that product!

- **DON'T GO ON VACATION MODE:**

- **The newer your store is, and the less sales you have, the more profound the reduction in visibility VM will have on your store, be VERY careful about using it.**



- **CHOOSE YOUR STORE NICHE & SUBNICHES**

- Etsy needs to UNDERSTAND what your store is all about, the message of what your store stands for needs to come across loud and clear.
- It is imperative that you define your niche and sub niches plans before you open, or as soon as possible after you open.
- An example of a niche might be dogs, and an example of your sub niches might be the top 10 most owned breeds of dog in the US.
- Use your sub niche ideas for your shop sections, which is where you put your products/listings.
- This will automatically create a sense of direction for you as you work to add listings to your store.
- Having a sensible, coherent and meaningful shop identity through niche and sub niches means that Etsy will easily understand what your store is all about, and make it easier for them to recommend you.

- **DON'T LEAVE DEAD UNSOLD PRODUCTS IN YOUR STORE:**

- This is one of the biggest mistakes Etsy sellers make, leaving products in their stores for years, thinking that eventually it will sell.
- Imagine if retail stores did this, people would never go back and shop again, and the same goes for your etsy store, product cycling is essential for your long term success on the platform.
- If your listing does not sell after 12 months, make sure you swap it for a new listing, and keep your store fresh and active.



Everything About Listing Your Items

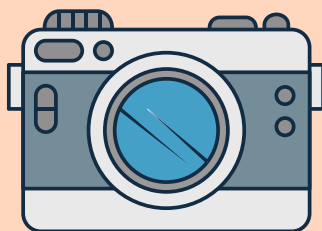
- **LISTING BASICS:**

- The first thing I want you to do is make a plan for listing into your Etsy store. It doesn't matter if you are a new seller, a growing seller, or even if you have been on Etsy for years and you are trying to revive your store.
- If you are new, make a plan on how you are going to get to 100 listings in your Etsy store, and if you can't get to 100 listings, set a number that you realistically CAN get to.
- The next step is to use your sub niche sections which I talked about further up in this guide, as your reference points to start making and listing your products into.
- Try to list into your sub niches (shop sections) evenly, if you are a new store, you have a golden advantage over other sellers, and that is by listing into your shop sections evenly, you get a true response from your customers about what they like to buy from you; not skewed by differing shop section listing numbers.
- **List ONE item per day. Yes just one item per day.**
- You do not yet have proof that people want to buy your stuff, so contrary to all the people on YouTube telling you to list fast, this is the absolute worst thing you can do with a new Etsy store.
- List slowly at 1 listing per day and this will help ensure you do not end up with a huge store with a non existent conversion rate. (YES, Etsy massively values listing and store conversion rate in deciding if it is going to show your products to customers!



• PHOTOGRAPHY & VIDEO:

- Listing towards 100 products in your store will help you get more eyes on your stuff, but that isn't any good if your photography and videos are poor.
- Make SURE your product photography is well lit, with no shadows, make sure your product is front and centre in the first photo, with no edges cut off.
- Do not add loads of props to your photography, it will just confuse customers as to what is for sale, keep it simple and effective, with maybe a single prop or accent.
- I would advise against using white background photography, it is very sterile and does not help you build a brand on Etsy.
- Try to use all your available photo slots (10). Show all angles of your product, including the inside, top, sides as well as close up detail shots.
- If you are using mockups, make sure they follow the same rules, don't just use your POD company mockups, they have literally been used a million times by other sellers already.
- Seek out mockups that work with and make sense of your brand. For example, if you sell beach themed t shirts, models on beaches would be a good idea.
- If you are selling digital items, make sure your mockups are not cluttered, and the fonts/aesthetic you use is both professional and makes sense for your brand and listings. Think of your first photo slot as your digital listing cover photo, it is like the cover of a book, we want our customer to start reading!



- **PERSONALIZATION:**

- If you want to make thousands of sales on Etsy, then offering a personalization option is an absolute must.
- With the advent of Etsy Gift Mode, Etsy has gone all in on making Etsy the marketplace that people think of when wanting to buy gifts.
- Offering personalization options at scale in your store should mean 20 to 40% more sales depending on the niche you are in.
- Customers come to Etsy to find 'their version' of your product, so make sure you cover staple areas such as names, phrases, dates and times in your visual representations of what your personalization will look like.
- Try to aim for 30% of your total number of listings in your Etsy store to be personalized.
- Get creative with personalization, the more value you can bring to your products, the more likely people will buy them, and this means more visibility and more sales.

- **GIFTABILITY:**

- If personalization is the rocket underneath your Etsy sales, then giftability is the FUEL.
- Make sure you offer gift wrapping in your store so that people can buy gifts for others, and then send them ready wrapped, which is perfect for birthdays and Christmas.
- Some POD companies also offer gift wrapping so remember this when looking at your POD options.



Pricing

- **PRICING BASICS:**

- The first thing I want to point out about how to price your products is not to be the cheapest. Etsy is the weakest price responsive platform out there, it is not Amazon and not Ebay.
- Price your products fairly, and most importantly of all price your products at a level which makes you happy to get out of bed each day for; and continue to work on your Etsy store.
- If you sell physical products, try to cover the \$20 to \$50 price point extensively. This range of price is where most sales on Etsy are made.
- If you sell digital products try to cover the \$2 to \$20 price point. Where possible, look at how you can add more value, to be able to charge more and raise your average order value (AOV).
- Do not get caught in trying to set an 'hourly rate' when working out your prices. You will be sorely disappointed with your sales if you try to get a decent hourly rate for your work when working out pricing.

- **PRICING AND YOUR COMPETITION:**

- Do not get caught up in price wars, try to differentiate on quality instead.
- Bringing high quality unique products to the Etsy marketplace allows you to charge the prices you want, and not get caught up in trying to make sales based on price, which works really badly on Etsy.
- Do not be afraid to charge more for something if you know you put a ton of work into it, and your competitors do not offer anything similar.



Should You Run Sales?

- When we think about running sales in our Etsy store, whether we do or not, and how often, depends on two things: the age of our store, and what our brand goals, if any, are.
- The temptation will be to run frequent sales to try to make more sales, and whilst this might work, more often than not it doesn't.
- I would take the 'less is more' approach with sales, and try to limit them to obvious times for them such as BFCM, christmas, new year and so on.
- When you do run a sale however, make sure it is impactful. Offer at least 20% off, and have a defined start and end time to your sale.
- I have noticed that in the last 2 years digital stores on Etsy are running constant 24 hour sales which are always counting down.
- You might have to also use this tactic, because it is rapidly becoming a digital Etsy 'industry standard'. The best thing to do here is look at your digital market within Etsy, see what everyone else is doing, and then test sales for yourself to find out if it helps.
- Sales in the long term negatively affect branding and brand perception.
- If your goal on Etsy is a strong brand, then you will definitely want to limit your number of sales per year, unless of course you want to be known for running constant sales, and not something else!
- The older your store is, the more established your brand will be, so think about how sales may be perceived for your brand on Etsy.



SEO - Keep It Simple

- **SEO BASICS - DON'T WASTE TOO MUCH TIME WITH SEO:**
- Please read this section CAREFULLY.
- **SEO on Etsy is not that important. There, I said it, and it is totally true.**
- SEO is most important in the early stages of your Etsy store's life, the older your store gets, and the more sales you make means that SEO becomes LESS important.
- The simple reasons for this are because over time Etsy learns what your store is all about and knows who to show it to, and also as your store grows and you sell more, your items gain visibility from the sales that they make and this is what ranks your listings, which brings me neatly to ranking:
- **SEO DOES NOT RANK YOUR LISTINGS IN ETSY, IT MAKES YOUR LISTINGS ELIGIBLE TO BE RANKED.**
- Please please do not fall into the trap of using Erank, Marmalead, Alura, Sale Samurai and all the other Etsy tools that purport to be able to tell you what keywords to use to get more visibility and make more sales.
- You will spend weeks or even months messing around with keywords trying to get more views and make more sales, and I guarantee you it will not work, and you will be wasting your time.
- These tools have some useful functions, but SEO is not one of them.



SEO - Keep It Simple

- **HOW TO DO ETSY SEO:**

- Use all your product title space to fully describe your item to your customers. Imagine you cannot SEE the product when doing this work.
- Use as many relevant and different words to populate your listing title, the goal here is to have as many varied keywords as possible.
- Separate each keyword set with a comma, a good example listing title SEO example is below for you to visualize what I mean, in this instance the product is a silver necklace:
- **“Women’s Sterling Silver Moon Necklace, Dainty Minimal 925 Silver Stars Charm Necklace, Celestial Planet Silver Pendant”**
- You can now see that repetition is kept to a minimum, and I have been very descriptive about my necklace, and you need to do the same.
- Tags follow a similar path but with some exceptions.
- In your tags you describe the WHO, WHAT, WHERE, WHEN and WHY.
- Who will use the product, what will they be doing with the product, where will they be using the product, when will they be using the product and why will they be using the product.
- For a complete step by step guide on how to do all this, watch this video on my YouTube channel, the link is below:
- <https://www.youtube.com/watch?v=OPElFduVPf4&t=0s>



Bigger Is Better

- **SIZE OF STORE MATTERS:**

- I have been an Etsy consultant, mentor and guide for almost 10 years and in this time I have learned that in general, bigger stores sell a LOT more than smaller stores.
- This is simply down to how Etsy's quality score system works. You collect quality score (visibility) at the listing level, and at the store level simultaneously.
- Bigger stores also earn Etsy more revenue through Etsy seller fees, it is a VERY smart system, and it will pay you to recognize it and take steps to make as big an Etsy store as you can.
- That being said, do not fill your store with low quality, low effort listings, this will definitely not work.
- You have to strike a balance between listing quality and store size.

- **LARGER STORES ARE LESS SUSCEPTIBLE TO ETSY SITE CHANGES:**

- If you can build a larger store, it will be more resilient to changes Etsy makes to it's site, and also stronger when there is a downturn in the economy and/or the Etsy marketplace.
- Larger Etsy stores, that have more sales are also more resilient to the negative impact of going on vacation mode.
- As I mentioned further up in this guide, you should only use VM as a last resort, a much better practice is to extend your processing times if you need a break or holiday.



Etsy Ads

- **ESSENTIAL INFORMATION YOU NEED TO KNOW:**

- The first thing is not to use Etsy ads until you are making regular organic sales, and by regular I mean at least 1 sale per day.
- If you do use Etsy ads before you are making regular sales, you are basically trying to run before your store can walk, and all your store shortcomings will be exposed through ads, you will literally be burning your money for zero return.
- Etsy ads work best when you have built your store well, and your listing quality is on point and you are making sales. Once you have organic sales viability you can start running Etsy ads. How to do this is below:

- **HOW TO SET UP ETSY ADS:**

- Have a daily ads budget and be prepared to stick to it for several months.
- Make SURE that your daily Etsy ads budget gets whatever listings you are advertising through a complete day. Having your budget run out during prime time customer purchasing will mean you never realize your ads potential.
- Give your listing 100 clicks to meet your ROAS (return on advertising spend) target. This will usually mean you need to budget anywhere from about \$15 to \$40 per product to reach that number of clicks.
- If the listing does not meet your ROAS after 100 clicks, deactivate that listing from Etsy ads, and try another listing.



WORKING WITH NIK

- **WAYS TO WORK WITH ME:**

- I offer multiple ways for you to work with me, and you can find these below. Please note I do not do email consultation work, it is too slow, and not a good use of my time in working with you.

- **CONSULTATIONS:**

- Consultations are usually 30 or 60 minutes, and you can book in for those using the links below:
- 30 minute consultation booking links:

- **MY WEBSITE:**

- <https://etsy-consultant.com/services/30-minute-zoom-consultation/>

- **FIVERR:**

- <https://www.fiverr.com/s/zkD7ag>

- **UPWORK:**

- https://www.upwork.com/services/product/marketing-a-30-minute-etsy-problem-solver-video-call-with-the-world-s-best-consultant-1351219976669429760?ref=project_share



- 60 minute consultation booking links:
- **MY WEBSITE:**
- <https://etsy-consultant.com/services/60-minute-zoom-consultation/>
- **FIVERR:**
- <https://www.fiverr.com/s/zkD7ag>
- **UPWORK:**
- https://www.upwork.com/services/product/marketing-a-60-minute-etsy-problem-solver-video-call-with-the-world-s-best-consultant-1351221928884056064?ref=project_share&tier=0
- **30 MINUTE ETSY STORE VIDEO CRITIQUE:**
- I offer a 30 minute video recording Etsy store critique for people who prefer not to have a consultation, and this can also be purchased with the language subtitles of your choice if needed.
- Link to purchase your Etsy store critique is below:
- <https://etsy-consultant.com/services/30-minute-etsy-store-critique-video-with-subtitles/>
- **ETSY MENTORING:**
- I offer limited 1 to 1 Etsy mentoring, if you are interested in my mentoring program, please send an email to enquiries@etsy-consultant.com

