



**How to Buy and Sell on Etsy**

New York Society Library  
Tech Workshop Spring 2011  
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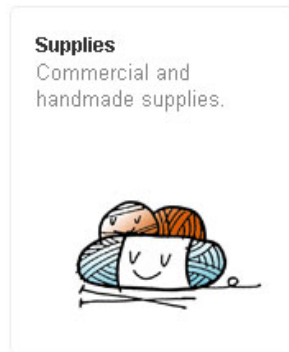
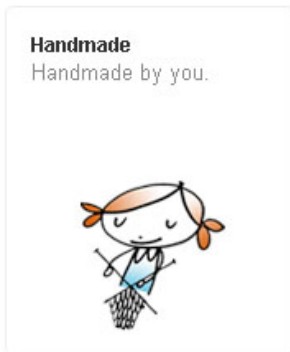
## What is Etsy?

Etsy is an online community marketplace of handmade goods, vintage items and supplies made available by individual sellers. Sellers make their own shops with their own goods available in individual shops. They then become part of the greater whole of the Etsy marketplace, searchable through Etsy's search feature.

Etsy describes itself as “a venue, not a retailer; Etsy's role is to connect the buyer and the seller. This means when you place an order on Etsy, you are entering into a direct transaction and personal relationship with an individual seller (facilitated by Etsy).”

– From: <http://www.etsy.com/policy/dosdents>

## What is available on Etsy?



- Handmade
- Vintage
- Supplies

## Who can sell on Etsy?

Anyone can sell on Etsy.

## How much is available on Etsy?

- 800,000 sellers
- 8.9 million items


## What does Etsy look like?

Etsy is currently (April 2011) transitioning its front page. When you arrive at Etsy.com you may see either the older version or the newer version. Both are similar and have the same features on each. The layout has changed and features have moved but the site is generally the same.

# Front Page of Etsy:

## Older version of Etsy's front page layout.

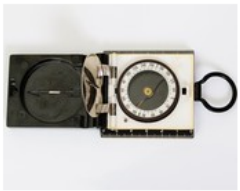
Buy Sell Community Blog Help

**Etsy** Register Sign In Handmade  Search  Cart


**Categories**

- Accessories
- Art
- Bags and Purses
- Bath and Beauty
- Books and Zines
- Candles
- Ceramics and Pottery
- Children
- Clothing
- Crochet
- Dolls and Miniatures
- Everything Else
- Furniture
- Geekery
- Glass
- Holidays
- Housewares
- Jewelry
- Knitting
- Music
- Needlecraft
- Paper Goods
- Patterns
- Pets
- Plants and Edibles
- Quilts
- Supplies
- Toys
- Vintage
- Weddings
- Woodworking


**Handpicked Items** [See more](#)




Very beautiful Pocket Comp...  
isantik \$38.00 USD




Vintage LL Bean Duck Boots...  
IndianvsIndi... \$50.00 USD




Deer and Fawn, encaustic m...  
bumblebellyd... \$300.00 USD




Vintage 2 qt. Canteen, Mir...  
CathodeBlue \$12.00 USD




Natural Burl Buttonwood Wa...  
bearpawstick... \$60.00 USD




Open Space - Original Map ...  
rachelaustin \$85.00 USD




Jewelers Bronze Whitetail ...  
mrd74 \$55.00 USD




Tree Rings Olive Pocket Me...  
mediumcontro... \$39.00 USD




Vintage Percolator A great...  
fiosolio \$12.00 USD



woodcraft by nessmuk  
goseek \$28.00 USD

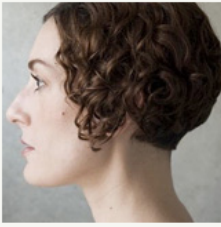


Log No. 40 original waterc...  
GollyBard \$58.00 USD




faux bois 6 oz flask  
wickedpen \$18.00 USD


**Featured Seller** [See more](#)



**ErinTyner**  
"I believe it's never too late to try something new and I'm working on putting that theory into practice more often."  
[Read the interview](#)



The Crossing - 8x8 photo  
ErinTyner \$35.00 USD



Windswept - 8x8 photo  
ErinTyner \$35.00 USD

### Older version of front page:

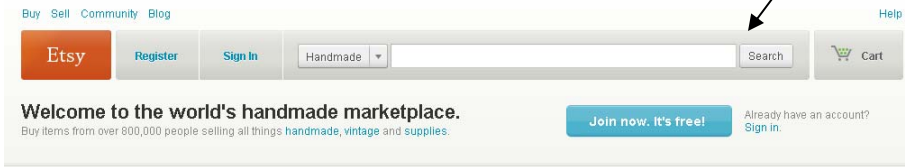
- (1) Search
- (2) Categories
- (3) Ways to Shop

3

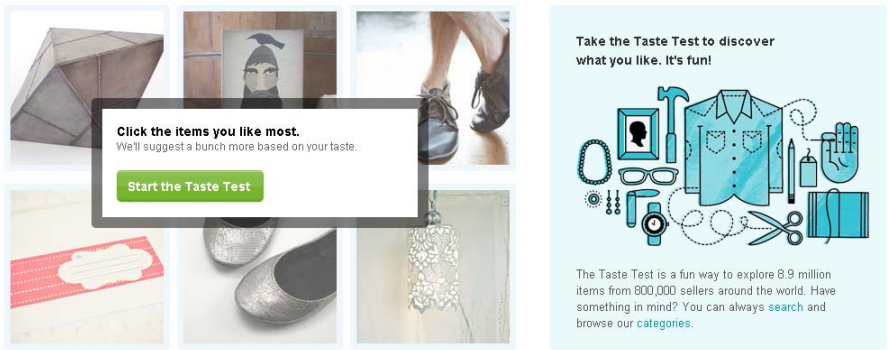
# Front Page of Etsy.com:

Newer version of Etsy front page layout.

(1)



(4)



## Features of front page:

- (1) Search
- (2) Categories
- (3) Ways to Shop

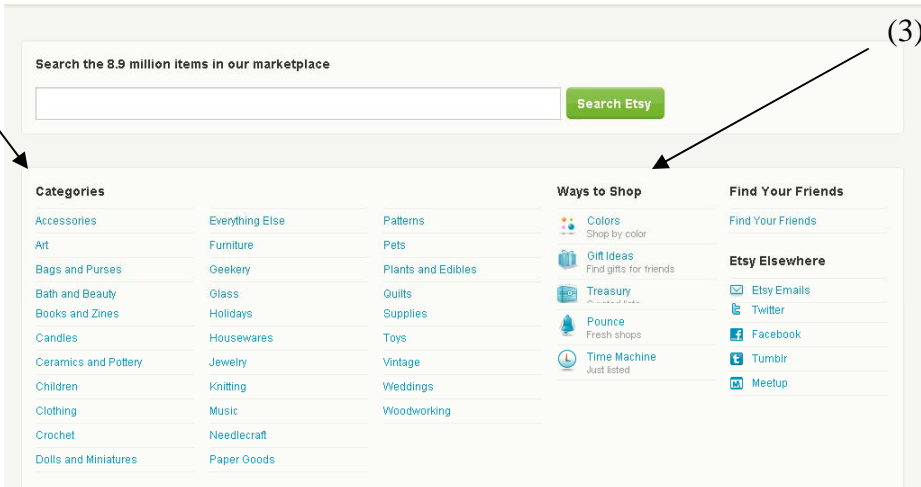
## New features to front page:

- (4) Taste Test
- (5) Suggestions

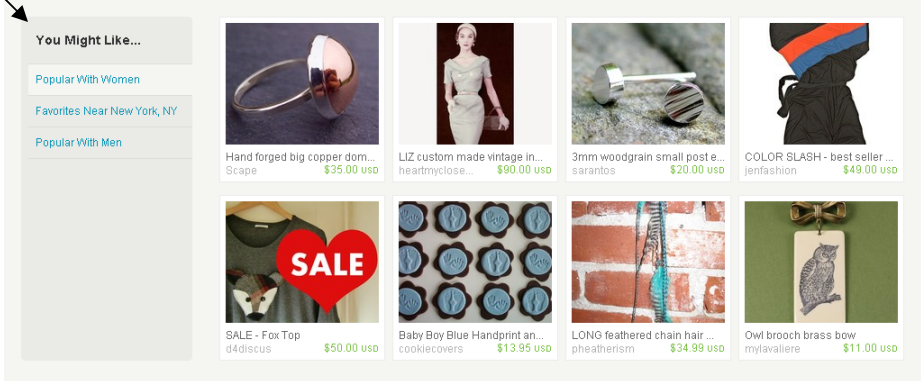
(2)



(3)



(5)



# BUY Shopping on Etsy:

[Buy](#) [Sell](#) [Community](#) [Blog](#)






[Help](#)

Etsy [Register](#) [Sign In](#) Handmade  Search  Cart









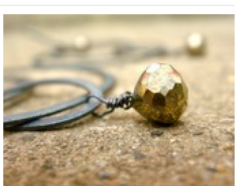

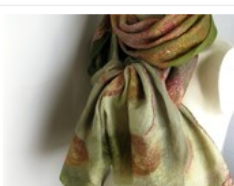

## Categories

- [Accessories](#)
- [Art](#)
- [Bags and Purses](#)
- [Bath and Beauty](#)
- [Books and Zines](#)
- [Candles](#)
- [Ceramics and Pottery](#)
- [Children](#)
- [Clothing](#)
- [Crochet](#)
- [Dolls and Miniatures](#)
- [Everything Else](#)
- [Furniture](#)
- [Geekery](#)
- [Glass](#)
- [Holidays](#)
- [Housewares](#)
- [Jewelry](#)
- [Knitting](#)
- [Music](#)
- [Needlecraft](#)
- [Paper Goods](#)
- [Patterns](#)
- [Pets](#)
- [Plants and Edibles](#)
- [Quilts](#)
- [Supplies](#)
- [Toys](#)
- [Vintage](#)
- [Weddings](#)
- [Woodworking](#)

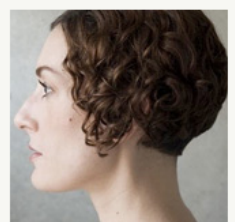


## Ways to Shop

-  [Colors](#)  
Shop by color
-  [Treasury](#)  
Curated lists
-  [Pounce](#)  
Fresh shops
-  [Shop Local](#)  
Buy nearby
-  [Time Machine](#)

## Handpicked Items [See more](#)

 <p>Wine bottle holder - FREE ... NATUREDESIGN \$24.00 USD</p>	 <p>mercury glass posey floresdelsol \$30.00 USD</p>	 <p>8x8 Restless f2images \$25.00 USD</p>	 <p>Sugar and Creamer Set - Ho... justmare \$55.00 USD</p>
 <p>Tiger's Eye Smooth BAT... fiberstory \$29.00 USD</p>	 <p>I LOVE you to the MOON and... AmberSky \$41.50 USD</p>	 <p>VINTAGE Mustard Harvest Ye... GetReadySetG... \$89.95 USD</p>	 <p>honey heart felt pebbles i... SewnNatural \$42.00 USD</p>
 <p>Handmade faceted Pyrite br... steinschmu... \$63.51 USD</p>	 <p>Choose 2 Pillows From Urba... NestaHome \$57.00 USD</p>	 <p>Scarf Shawl Hand Felted su... avivaschwarz \$143.00 USD</p>	 <p>Sand swan RutisRoots \$49.00 USD</p>

## Featured Seller [See more](#)

 <p><a href="#">ErinTyner</a> "I believe it's never too late to try something new and I'm working on putting that theory into practice more often." <a href="#">Read the interview</a></p>	 <p>The Crossing - 8x8 photo ErinTyner \$35.00 USD</p>	 <p>Windswept - 8x8 photo ErinTyner \$35.00 USD</p>
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## How to shop on Etsy:







- Use the **search box**
  - Keyword search
- Use **Categories**:
  - Browse available goods by category
  - Refine your search using categories and sub-categories

## BUY

Ceramics and Pottery

Children  
Clothing  
Crochet  
Dolls and Miniatures  
Everything Else  
Furniture  
Geekery  
Glass  
Holidays  
Housewares  
Jewelry  
Knitting  
Music  
Needlecraft  
Paper Goods  
Patterns  
Pets  
Plants and Edibles  
Quilts  
Supplies  
Toys  
Vintage  
Weddings  
Woodworking

### Ways to Shop

-  Colors  
Shop by color
-  Treasury  
Curated lists
-  Pounce  
Fresh shops
-  Shop Local  
Buy nearby
-  Time Machine  
Just listed
-  Gift Ideas  
Find gifts for friends

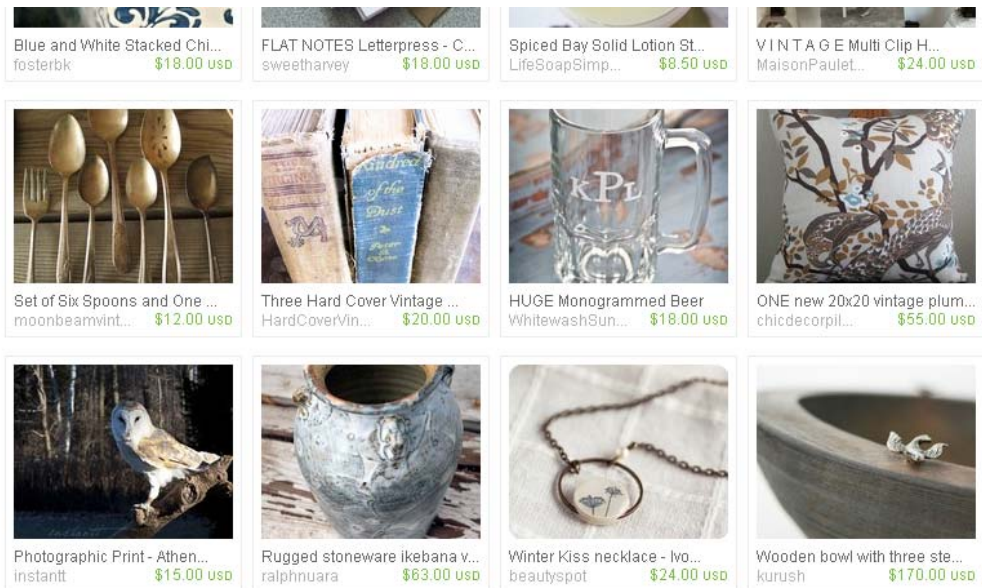
### Etsy Finds

Get our daily email of hot products and gift ideas.

Enter your email

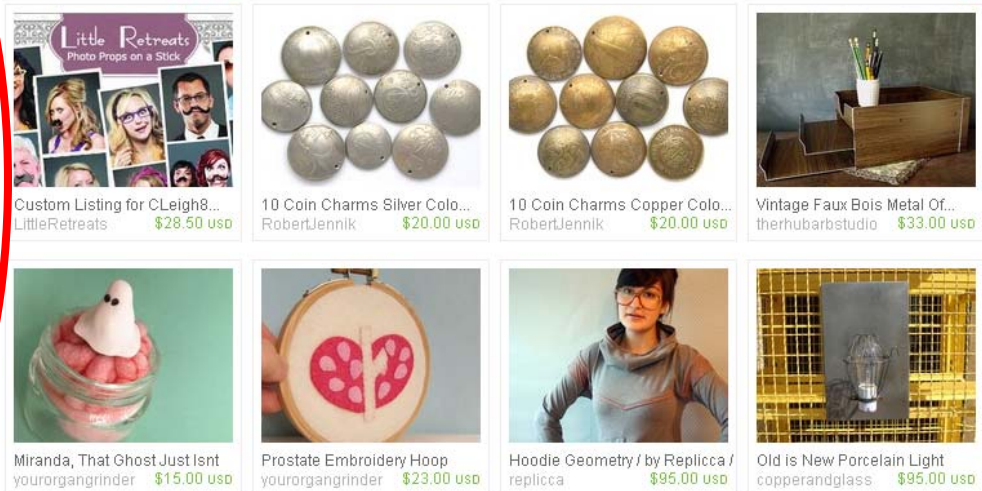
Sign Up

See our other newsletters.



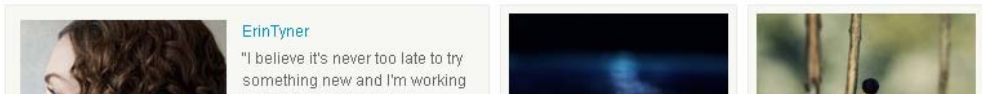
### You Might Like

See more



### Featured Seller

See more



Browse what's available on Etsy:

### Other ways to shop:

- Colors: shop by color of the item
- **Treasuries:** curated collections of items selected by other buyers and sellers on Etsy
- Pounce: browse newly opened shops
- Shop Local: browse your city
- Time Machine: most recent listings
- Gift Ideas: find gifts for Facebook friends

Etsy Finds:

- **Daily emails** feature items and shops selected by Etsy staff

# BUY

Search:

Buy Sell Community Blog

Help

**Etsy** Register Sign In Handmade  Search Cart

**Handmade**  Handmade  
Vintage  
Supplies  
All Items  
People & Shops

**Handpicked** Picked by merrithyde

**Categories**

- Accessories
- Art
- Bags and Purses
- Bath and Beauty
- Books and Zines
- Candles
- Ceramics and Pottery
- Children
- Clothing
- Crochet
- Dolls and Miniatures
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- Furniture
- Geekery
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- Holidays
- Housewares
- Jewelry
- Knitting
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- Paper Goods
- Patterns
- Pets
- Plants and Edibles
- Quilts
- Supplies
- Toys
- Vintage
- Weddings
- Woodworking

**Ways to Shop**

- Colors Shop by color
- Treasury Curated lists
- Pounce Fresh shops
- Shop Local Buy nearby

**Featured Seller** See more

**ErinTyner**  
"I believe it's never too late to try something new and I'm working on putting that theory into practice more often."  
[Read the interview](#)

**The Crossing - 8x8 photo**  
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**Sugar and Creamer Set - Ho...**  
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**Tiger's Eye Smooth BAT...**  
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**Choose 2 Pillows From Urba...**  
NestaHome \$57.00 USD

**Scarf Shawl Hand Felted su...**  
avivaschwarz \$143.00 USD

**Sand swan**  
RutisRoots \$49.00 USD

## Search box:

- Drop-down menu options:
  - Handmade
  - Vintage
  - Supplies
  - All Items
  - People & Shops
- Keyword search for items. Ex: 'Red Hat Feathers' or 'calendar 2011 birds'

# BUY

## Browse and Select:

[Buy](#) [Sell](#) [Community](#) [Blog](#)

[Help](#)

Etsy Register Sign In Handmade calendar 2011 birds Search Cart

Home > Search Results

All Items  
Handmade  
Paper Goods  
Calendar  
Desk Calendar (21)  
Planner (13)  
Wall Calendar (12)  
Calendar Tags (5)  
Vintage (0)  
Supplies (5)  
Local Items (0)  
In New York, NY - Change  
Price  
to 15.00 GO  
Prices in USD.  
Ship To  
Choose Country  
Gift Ideas  
Find unique gifts for friends using their Facebook profiles.  
[Learn more](#)

12 results for calendar 2011 birds

Sort by: Most Recent Relevancy Highest Price Lowest Price

The grid displays 12 different calendar items for sale. Each item includes a thumbnail image, a title, the seller's name, and the price in USD. The items include: a 2011 calendar with a colorful bird illustration; a 2011 Birds and Seasons Wall Calendar; a 2011 Vintage Bird Calendar; a hand-drawn calendar for March 2011; a Little Forest 2011 Mini Calendar; a 2011 Wall Calendar with a bird illustration; a 2011 Calendar (11 x 17); a hand-printed 2011 calendar; a Printable Whimsical Mini Calendar; a 2011 Illustrated Tweets Desktop Calendar; a 2011 Monthly Calendar with owl illustrations; and another 2011 Monthly Calendar with owl illustrations.

### Browse results

- Left side-bar: Narrow your results by:
  - Categories and sub-categories
  - Location
  - Price
  - Ship-to location
- Click on item to see more details



# BUY

View item and seller:

[Buy](#) [Sell](#) [Community](#) [Blog](#)

[Help](#)

Etsy Register Sign In Handmade Search Cart

Home > Search Results > OliveandRuby's shop > 2011 calendar > SALE - 2011 Wall Calendar

## SALE - 2011 Wall Calendar



zoom

Here is a 2011 wall calendar featuring 12 different illustrations. A perfect gift for New Year!

The calendar measures 4.25"x11" and has 12 cards, one for each month. The calendar is a mix of popular illustrations from the cards in my shop. (Take a look at the fourth picture for a digital view of each month's illustration.)

Each calendar hangs from a simple light yellow ribbon. The Wall Calendar is printed on cream colored card stock, and they are acid and lignin free. Each and every calendar is put together by hand, and all wall calendars come packaged in a cello bag, inside a recycled stay flat mailer.

And when the year is up you can cut and trim the calendar illustrations and frame them as mini prints!

\$10.00 USD

Add to Cart Favorite

Only 1 available

OliveandRuby Shop Favorites Circles: 30 Feedback: 132, 100% pos. Contact

### MORE FROM THIS SHOP

Mix n' Match You Choose Six 43 items

- Add shop to favorites
- See who favorites this shop
- Subscribe to feed

- Add item to favorites
- See who favorites this item
- Email

Tweet

Like

Listed on Feb 26, 2011 Listing # 63676474 1757 views 70 hearts Report this item to Etsy

\$10.00 USD

Add to Cart Favorite

Only 1 available

View this item, browse the shop in which it is sold, or find out more about this seller by looking to the side bar options on the right. These include:

- Shop: this seller's shop and other available items
- Favorites: what this seller likes
- Circle: this seller's social circle in Etsy
- Feedback: what other buyers have said about this seller after a purchase
- Contact: send a message to this seller

# BUY

Add to Cart:

[Buy](#) [Sell](#) [Community](#) [Blog](#)

[Help](#)

Etsy Register Sign In Handmade Search Cart

Home > Search Results > OliveandRuby's shop > 2011 calendar > SALE - 2011 Wall Calendar

## SALE - 2011 Wall Calendar



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\$10.00 USD




 




Only 1 available



 **OliveandRuby**  
Shop  
Favorites  
Circles: 30  
Feedback: 132, 100% pos.  
Contact

MORE FROM THIS SHOP

  **43** items

 Add shop to favorites  
 See who favorites this shop  
 Subscribe to feed

 Add item to favorites  
 See who favorites this item  
 Email


Listed on Feb 26, 2011  
Listing # 63676474  
1757 views  
70 hearts  
[Report this item to Etsy](#)

\$10.00 USD

Only 1 available

### Browse item results:

- Favorite items and shops using the  symbol and 'Favorite' button  
Individualized shopping: You can also begin conversations with sellers to request custom items or ask questions.

### How to purchase on Etsy:

- Add the item you want to buy to your cart

# BUY

Check out:


[Buy](#) [Sell](#) [Community](#) [Blog](#)

Etsy [Register](#) [Sign In](#) Handmade  Search  Cart [Help](#)

Home > Cart

## 1 item in your cart




**Order from hadlee11**

	<b>Vintage Red Feather Pill Box Hat</b>		
	Price	Shipping	Quantity
	\$31.00 usd	\$7.95 usd	1
	<a href="#">Remove</a>		

Note to hadlee11 (optional)

You can enter any info needed to complete your order or write a note to the shop.

**Ship to**  
United States

**How You'll Pay**  
 **PayPal**     
 Money Order

Item total	\$31.00 usd
Shipping	\$7.95 usd
<b>Order total</b>	<b>\$38.95 usd</b>

[Check out with PayPal](#)

[Keep Shopping](#)

**About Checkout**

On Etsy, you buy from one shop at a time.

**Need help?**  
See our [step-by-step checkout guide](#).

© 2011 Etsy, Inc. Regional Settings: [English \(US\)](#) / [\\$ United States Dollar](#)

[About](#) [Contact](#) [Press](#) [Developers](#) [Careers](#) [Terms](#) [Privacy](#) [Copyright](#)

Make a purchase:

- A (free) Etsy account is needed to make a purchase.
- You do not need a PayPal account to purchase on Etsy, you simply use PayPal (without any fee or registration) to transfer your money to the seller safely.

# BUY

## Your Account:

Buy Sell Community Blog

Your Account Help Sign Out

Etsy

Handmade Search Cart

Your Account


- Purchases
- Feedback
- Public Profile
- Settings
- Apps
- Promote

Who do you know on Etsy? Find your friends now.

Purchases (20)

Multi-listing purchases are grouped together.

View purchases in - Month - - Year - Go

Title	Quantity	Price	Shipping	Purchased	Shop	Invoice Status
 Editions de Tokyo Tape Set of 3 - 15mm Black Lace, Stripe, Bows	1	\$8.00 usd	\$1.75 usd	Dec. 10, 2010	PrettyTape	Shipped

As a buyer, sign in and click on YOUR ACCOUNT. Here you will find a list of your recent purchases. Account information is located in the left side-bar:

- Purchases: all purchases you have made
- Feedback: what you have said about sellers, and what they have said about you as a buyer
- Public Profile: information that others see about you, you can edit this as you wish
- Settings: account info, email settings, shipping info, etc.
- Apps: applications you use

# SELL

## Begin Selling:

The screenshot shows the Etsy website's top navigation bar. The 'SELL' link is circled in red with an arrow pointing to it. Other navigation links include 'Buy', 'Community', and 'Blog'. The main navigation bar also features the 'Etsy' logo, 'Register', 'Sign In', a search bar with a 'Handmade' filter, and a 'Cart' icon. Below the navigation bar, the page is divided into several sections: 'Categories' (listing various product types like Accessories, Art, Bags and Purses, etc.), 'Handpicked Items' (a grid of 12 featured products with images and prices), 'Featured Seller' (highlighting ErinTyner with a quote and a 'Read the interview' link), and 'Recent Blog Posts' (showing two photo posts by ErinTyner). The 'Ways to Shop' section on the left offers options like 'Colors', 'Treasury', 'Pounce', 'Shop Local', and 'Time Machine'.

Interested in selling your handmade goods, vintage items or supplies on Etsy?  
Click on SELL in the upper right corner to begin.

# SELL


## Understand Selling on Etsy:




### Sell on Etsy

#### What can you sell?


**Handmade**  
Handmade by you.



**Vintage**  
20 years or older.



**Supplies**  
Commercial and handmade supplies.



**Not allowed**  
Anything that doesn't fit in one of the three categories.  
Handmade goods created by someone else.  
Illegal or prohibited items.  
[See what can be sold on Etsy.](#)

[Sell on Etsy](#)


Already a seller? [Sign in](#)

#### Resources


- [Create an account](#)  
To sell on Etsy, you'll need to register. It's free and easy!
- [How fees work](#)  
A helpful guide to Etsy fees.
- [Selling FAQs](#)  
Top questions about how to sell on Etsy.
- [Offers](#)  
Special deals for Etsy sellers.
- [Apps](#)  
Useful tools for Etsy sellers.

#### How it works


**List item**  
You list the item on Etsy for a fee.



**Get paid**  
Shoppers find your item and pay you directly.



**Ship item**  
You ship the item to your customer.



#### Why sell on Etsy?

- No HTML required.** Setting up shop on Etsy is easy and takes only a few minutes. You can customize your shop with a banner, profile, shop policies and more.
- Active buyers.** Etsy shoppers are looking for handmade goods, vintage items and craft supplies. Reach the ideal customer for your products when you sell on Etsy.
- Online safety.** Etsy values your safety and privacy. We won't share your email address with anyone. All sensitive information, such as billing information, is encrypted using secure socket layer technology (SSL). For more information, read our [Privacy Policy](#).
- Vibrant community.** When you join Etsy, you're joining a community of helpful, knowledgeable sellers. You can share ideas in the [Etsy Forums](#), collaborate with other Etsians on an [Etsy Team](#) or attend an [online workshop](#).

### How to sell on Etsy:

- Create an Etsy Seller's account
  - Think of a name for your shop and create an account under that name.
  - Link with your email. Consider creating an email account with the same name as your shop
  - Provide personal information, address etc...
  - Provide billing information, credit card information "to verify identity"
- Before you list your first item for sale:
  - Determine your payment methods, how you want to get paid
    - Options: PayPal, Money Order, Personal Check and/or other
  - Sign up for PayPal: Create a free Premier PayPal account, which will allow you to accept credit card payments. (PayPal asks for personal info, bank info, ie: routing #s)
  - Link your Etsy account with your PayPal account using your email address associated with PayPal.

# SELL

## Step 1. Enter your personal info:

[Buy](#) [Sell](#) [Community](#) [Blog](#)

Hi, [TheWorkShoppe](#). [Your Account](#) [Help](#) [Sign Out](#)

Etsy    Handmade  Search  Cart

[Home](#) > [Register](#)

### Become an Etsy seller

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

#### Personal info

Full name   
Street   
City   
City province   
State   
State county   
Zip code   
Zip code postal code   
Country

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

#### Our privacy policy

We take great pains to ensure your private data stays private. [Read our privacy policy](#)

Next

## Step 2. Enter your billing info:

[Buy](#) [Sell](#) [Community](#) [Blog](#)

Hi, [TheWorkShoppe](#). [Your Account](#) [Help](#) [Sign Out](#)

Etsy    Handmade  Search  Cart

[Home](#) > [Register](#)





### Become an Etsy seller

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

#### 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   
City province   
State   
State county   
Zip code   
Zip code postal code   
Country

#### Our privacy policy

We take great pains to ensure your private data stays private. [Click here to read it](#)

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](#).

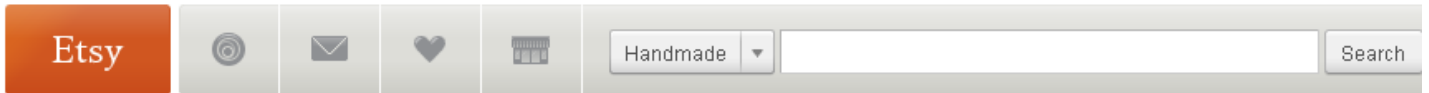
Validate Card

# SELL

## Step 3. Welcome, and begin selling:

[Buy](#) [Sell](#) [Community](#) [Blog](#)

Hi, [TheWorkShoppe](#). [Your Acc](#)



[Home](#) > [Register](#)

### 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 `rokali`, my shop is at `rokali.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, as it facilitates instant payment and offers anti-fraud protection. When an item sells both the buyer and seller are sent emails with the 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.

#### Fees FAQ

##### Can I sell on Etsy if I'm not in the United States?

Yes you can. We already have many sellers in other countries and we'll be adding built-in currency conversion soon.

##### What currency are fees in?

All fees are in US dollars. When paying your fees by credit card, currency conversion is handled automatically by those services.

##### If I unlist an item, is the listing fee refunded?

No it's not.

**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](#)




After you enter your information (steps 1&2), you are ready to list an item on Etsy.









# SELL

Link your PayPal account to accept payments:






Buy Sell Community Blog Hi, TheWorkShoppe. Your Account Help Sign Out

Etsy Handmade  Search 

**Your Account**

-  Purchases
-  Feedback
-  Public Profile
-  Settings
-  Your Bill
-  Apps

**Your Shop**

-  **Items**
  - Add New Item
  - Currently for Sale
  - Inactive Listings
  - Expired Listings
  - Featured Listings
  - Shipping
-  **Orders**
  - Sold Orders
  - Cancel an Order
  - Sales Stats
  - Reported Cases
-  **Shop Settings**
  - Info & Appearance
  - Shipping & Payment
  - Options
-  **Promote**
  - Coupon Codes
  - Showcase
  - Etsy Mini
  - Facebook
-  **Resources**
  - Seller Handbook
  - Etsy Apps

**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.

**Payment Mailing Address**

Buyers who choose to pay with a check or money order are instructed to mail their payment to this address.

Country

Full Name

Street

City

State / Province / Region

Zip / Postal Code

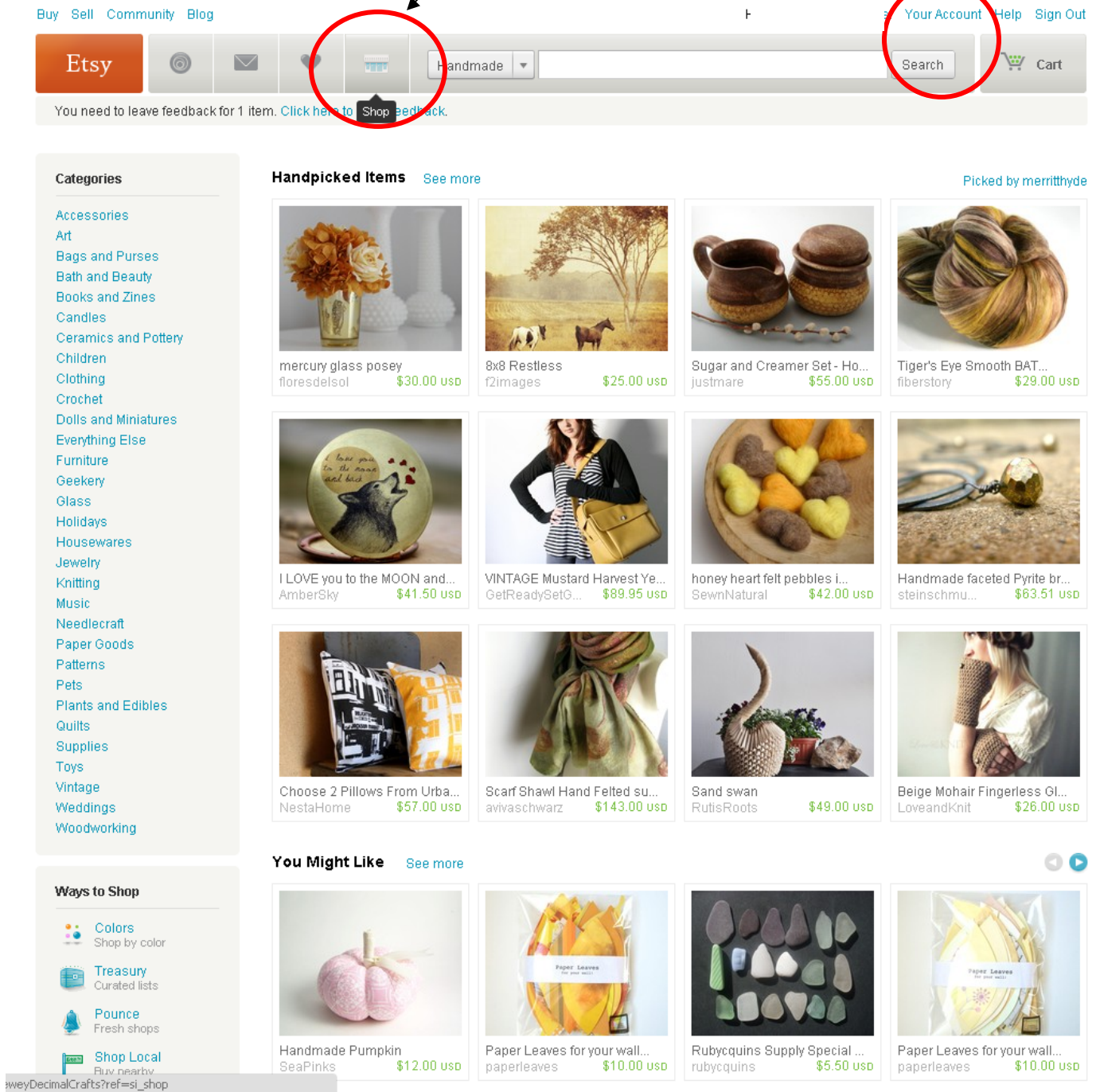
**Save**

You must link your shop with PayPal in order to receive payments. Enter your email associated with PayPal to link Etsy and PayPal together.

# SELL












Locate SHOP (1)

Locate YOUR ACCOUNT (2)



- Sign in to locate your SHOP and YOUR ACCOUNT on the front page.
  - Click SHOP to see your shop as it appears to everyone.
  - Click YOUR ACCOUNT to see the behind-the-scenes details of your shop.
    - Under YOUR ACCOUNT you can list items, make changes, add banners, avatars and other details.

Under YOUR ACCOUNT, there is a left-hand column of settings and shop tasks.

<u>Etsy Account</u>	<u>Description</u>
<b>Your Account</b>	-- <u>Account info</u> --
 <b>Purchases</b>	-Purchases: all purchases you have made.
 <b>Feedback</b>	- <b>Feedback</b> : what you have said about sellers/ what they have said about you.
 <b>Public Profile</b>	- <b>Public Profile</b> : Information that others see about you, editable.
 <b>Settings</b>	- <b>Settings</b> : Account info, email settings, shipping info, etc.
 <b>Your Bill</b>	- <b>Billing</b> amounts and Payment options
 <b>Apps</b>	-Apps: apps you use
<b>Your Shop</b>	-- <u>Shop tasks</u> --
 <b>Items</b>	
<a href="#">Add New Item</a>	- <b>List a new item</b> in your shop
<a href="#">Currently for Sale</a>	- <b>View all currently listed items</b>
<a href="#">Inactive Listings</a>	- Inactive items may include listings being edited
<a href="#">Expired Listings</a>	- <b>After 4 months and no buyers, listings expire, but can be renewed.</b>
<a href="#">Featured Listings</a>	- Items featured in your shop
<a href="#">Shipping</a>	- Shipping profiles for multiple items
 <b>Orders</b>	
<a href="#">Sold Orders</a>	- <b>Items</b> that have been <b>sold</b>
<a href="#">Cancel an Order</a>	- Instructions for canceling incomplete orders
<a href="#">Sales Stats</a>	- Statistics on sales per month or per year
<a href="#">Reported Cases</a>	- Listing of non-delivery reports
 <b>Shop Settings</b>	
<a href="#">Info &amp; Appearance</a>	- <b>Info &amp; Appearance</b> : edit your shop info, policies, banner, sections.
<a href="#">Shipping &amp; Payment</a>	- Shipping profiles, payment methods accepted
<a href="#">Options</a>	- Vacation mode, Analytics
 <b>Promote</b>	
<a href="#">Coupon Codes</a>	- Coupon Codes: offer your buyers coupons for price reductions
<a href="#">Showcase</a>	- Purchase promotional space in Etsy
<a href="#">Etsy Mini</a>	- Add a widget to your shop on your blog, website or Facebook.
<a href="#">Facebook</a>	
 <b>Resources</b>	
<a href="#">Seller Handbook</a>	- <b>Seller Handbook</b> discusses almost everything related to selling on Etsy!
<a href="#">Etsy Apps</a>	- Available apps to supplement your Etsy shop

# SELL

Steps to list an item: Fill out each section and click “next.” To finish the listing process click “finish”

1. Item info- title, description and 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/sunshine-place-rug

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

2. Sort your item- add tags and descriptors to item:

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](#).

**Category**  
Step 1: Choose a Category.

**Tags** (no tags left)  
Step 2: Choose tags that describe this item. Inaccurate tags may be removed by Etsy.

- **crochet** x
- **circle** x
- **seat** x
- **cushion** x
- **place mat** x
- **setting** x
- **table top** x
- **place rug** x
- **yellow** x
- **sunshine** x
- **bright** x

3. Selling info- price, shipping costs:

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

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

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

**Shop Section (optional)**  
Choose section:  [Create new section](#)

**Your accepted forms of payment** [Manage](#)

- PayPal account: DeweyDecimalCrafts@gmail.com

**Shipping** [Manage](#)

**Item Ships From**

**Country Specific Shipping**  
Set shipping costs for individual countries.  
 [Add](#)

Location	Shipping Cost	If shipped with another item
<input checked="" type="checkbox"/> United States	\$ <input type="text" value="8.00"/> USD	\$ <input type="text" value="5.00"/> USD

[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 Reg settings above.

Location	Shipping Cost	If shipped with another item
<input checked="" type="checkbox"/> Everywhere Else	\$ <input type="text" value="11.00"/> USD	\$ <input type="text" value="8.00"/> USD

4. Images- upload pictures of item:

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

**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

**2. Upload.**

5. Review & Post- Make available to buyers and agree to 20 cent charge:

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

**Review Your Listing**  
**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.

## About Selling on Etsy:

### Notes on Selling:

- Sold items:
  - Upon sale, two emails are sent to you; one from Etsy (order confirmation) and one from PayPal (payment receipt confirmation)
  - The item listing will move to the Sold section of your shop. To make the same item available again, you must renew it.
  - The payment made from the customer goes into your PayPal balance. Withdraw money to linked bank account as desired.
  - Etsy fees: 20 cents per 4 month listing and 3.5% of total upon sale. There are also PayPal sale fees (3% of sale).
- Billing:
  - On the first of every month, Etsy will send a bill to your email. It will also be available under 'Your Account'.
  - Listing fees (20 cents per item) and sales fees (3.5% of each sale) will be tabulated here
- Shop Appearance:
  - Use continuity or cohesion throughout your shop to create a recognizable brand.
  - Edit your photos to look cohesive, clean and eye-catching. Etsy's Seller Handbook (<http://etsy.me/hnHsdk>) describes this more.
  - Free photo-editor example: [picnik.com](http://picnik.com)

### Use Etsy as:

- a starting point
  - Etsy can be an easy way to promote your work. Use it as a portfolio to show other venues.
- a social community
  - Forums, Chat Rooms, and Virtual Labs, are all venues for this community.
  - Join **teams**, create **treasuries**, and make add **friends to your circle**.
  - Add items and shops to your favorites to allow others to see and support your work.
  - Use resources like Twitter, Facebook, Flickr and blogs to promote your work and your shop.

### Use Etsy's resources:

- Blog:
  - <http://www.etsy.com/storque>
  - Etsy's Blog (the Storque) and Etsy's emails provide many resources to help sellers improve and promote their sales. A good resource on relevant issues including taxes, pricing, photography, wholesale orders, etc.
- The Seller's Handbook:
  - <http://www.etsy.com/storque/seller-handbook/the-etsy-seller-handbook-all-our-how-tos-about-selling-2383/> OR <http://etsy.me/hnHsdk>
  - Etsy's Seller Handbook has advice on everything related to Selling on Etsy:
    - Getting started
    - Photography
    - Shipping
    - Advertising
    - Pricing
    - And on and on and on....

## About Etsy:

Notes on Etsy:

- Etsy-related vocab:
  - **Reserved or Custom listing:** a hold is place on an item or a custom order is made for a specific buyer. It is prices accordingly and is ready for checkout by that buyer
  - **Taste Test:** based on your individual selection of items, Etsy produces a group of suggestions.
  - **Tags:** keywords or descriptors used in describing and searching items for sale on Etsy
  - **Treasury:** “an ever-changing, member-curated shopping gallery of handpicked items.” (From: Etsy’s Dos and Donts)
  - **OOAK:** Acronym for “One Of A Kind”
  - **Circles:** “stay connected with other members of the Etsy community. When you add someone to your circle, you can see their stories on your activity feed.” -Etsy
  - **Activity feed:** “a collection of stories about your activity on Etsy and the activity of people in your Circle” -Etsy
  
- FAQs
  - **Does Etsy have fees?**
    - Etsy fees: 20 cents per 4 month listing and 3.5% of total upon sale. There are also PayPal sale fees (3% of sale).
  - **Are there other sites that offer similar services?**
    - Artfire, BigCartel and DeviantArt are examples of online marketplaces for art, but all are different in what they offer and how they offer it.
  - **What makes Etsy a place for individualized shopping?**
    - Sellers are generally small scale producers.
    - Communication with sellers, requests and custom items are encouraged.
    - Many one-of-a-kind items.
  - **What are Etsy’s terms and policies for transactions on Etsy?**
    - For more details, see the Transactions section of the Dos and Don’ts:  
<http://www.etsy.com/policy/dosdonts#transactions>
    - Terms of Use:  
<http://www.etsy.com/policy/terms>
    - Privacy Policy:  
<http://www.etsy.com/policy/privacy>
  - **Can Etsy answer my questions?**
    - Information about basic use of the site:  
At the top left corner of every page on Etsy is a ‘Help’ button which leads you to this page, answering many FAQs: <http://help.etsy.com/app/home>
  
- Peri’s Example Etsy Shop:  
<http://www.TheWorkShope.Etsy.com>
  - Feel free to browse this shop that I created to accompany this Tech Workshop and help familiarize its attendees with Etsy.