

How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products

By Timothy Adam

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In a world where most products are manufactured by machines, Etsy offers an online platform for makers of handmade products and crafts to market and sell their goods to a vast network of buyers who demand unique, genuine products. To date, the site has attracted over 400,000 sellers who collectively have sold over 30 million items, generating more than \$180.6 million in revenue. The only resource of its kind, *How to Make Money Using Etsy*--written by Tim Adam who has successfully been selling his products all over the world through his Etsy shop since 2007--guides readers step-by-step through the many stages of selling online. How-to topics include:

- **Establish your Etsy shop**
- **Effectively photograph your products**
- **Post your products to optimize visibility and increase sales**
- **Brand your business**
- **Use social media like blogs, Twitter, and Facebook to connect with buyers and grow your business**

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Editorial Review

From the Inside Flap

Back in the olden days—you know, circa 2004 or so—artists and craftspeople had to drag their portfolio and wares to galleries and craft shows, and popularity in the local market didn't mean an end to your day job. But thanks to Etsy, a website that connects makers of handmade products and crafts with buyers, those same artisans can now market and sell their goods to a worldwide network of motivated shoppers.

Etsy.com is the newest tool of the arts and crafts trade, and *How to Make Money Using Etsy* is your instruction manual. To date, the site has attracted over 400,000 sellers who collectively have sold over 30 million items, generating more than \$180.6 million in revenue.

Whether an Etsy newbie or a veteran seller, you'll get a step-by-step guide to running a successful Etsy shop. Successful Etsian Tim Adam leads you through the Etsy community, including the forum, where fellow Etsians offer support and critiques vital to defining your brand; the Etsy Storque blog; and the Etsy Teams, like-minded sellers who help promote each other's work.

Mastering your craft is only step one in developing a successful Etsy brand. You'll learn how to:

- Properly set up your Etsy shop and start listing your handmade goods
- Develop a good keyword and search engine optimization strategy
- Create compelling blog content to drive traffic to your Etsy shop
- Promote your brand through Facebook and Twitter

In a world where nearly everything has been made by machine, the demand for handcrafted goods is growing. You know how to make the products—now master the age-old craft of making money.

From the Back Cover

"If you want to learn solid techniques to get noticed online, spend time with expert Etsy seller, Tim Adam. Tim is up on the latest how-tos, plus his passion to share his knowledge will get you motivated and improve your online presence and sales."—Alison Lee, host of CRAFTCAST

"Tim Adam is a real voice for the handmade community online, always at the cutting edge of news, ideas, and progress. His information and communication style have made him an authority on success to a whole new generation of artists and crafters. Tim seeks to combine innovation with the age-old art of craft—a beautiful combination."—Tara, Scoutiegirl.com

"I met Tim on the Etsy forums in early 2008, when he was working on Vol. III of *The Handbook to Handmade*. At the time, I felt as if I had hit a pulse, a heartbeat into Etsy. How right I was! Tim has been in the right place at the right time and has skyrocketed past all of us! In flight, he brought me up to speed on the basics, starting with copy/paste. We moved on to the 'how tos' of blogging, virtual links, Google Analytics, and keywords for my Etsy shops to be on the top of the search engines, Facebook, Twitter, Handmadeology, and most important, linking everything back to Etsy. I am delighted for Tim's tremendous success, and, even more so, to call him 'friend.' "—Amy Lilley, Amy Lilley Photography (Etsy seller)

About the Author

Timothy Adam teaches people how to use Etsy.com through his web- site Handmadeology.com. He is a self-taught metal artist and modern metal furniture designer, and since 2007, his products have sold around the world through his successful Etsy shop.

Users Review

From reader reviews:

Nicholas Walsh:

Do you have favorite book? Should you have, what is your favorite's book? Publication is very important thing for us to find out everything in the world. Each guide has different aim or maybe goal; it means that book has different type. Some people feel enjoy to spend their time to read a book. They are reading whatever they have because their hobby is usually reading a book. Think about the person who don't like examining a book? Sometime, person feel need book when they found difficult problem or perhaps exercise. Well, probably you will require this How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products.

Jesica Demarco:

Hey guys, do you really wants to finds a new book to study? May be the book with the subject How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products suitable to you? The particular book was written by popular writer in this era. The book untitled How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products is a single of several books in which everyone read now. This particular book was inspired lots of people in the world. When you read this reserve you will enter the new shape that you ever know previous to. The author explained their idea in the simple way, therefore all of people can easily to know the core of this e-book. This book will give you a large amount of information about this world now. To help you see the represented of the world in this book.

Ray Chung:

People live in this new day of lifestyle always attempt to and must have the time or they will get great deal of stress from both day to day life and work. So , if we ask do people have time, we will say absolutely sure. People is human not a robot. Then we question again, what kind of activity do you possess when the spare time coming to you actually of course your answer will certainly unlimited right. Then ever try this one, reading publications. It can be your alternative throughout spending your spare time, the particular book you have read is actually How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products.

James Cooper:

The book untitled How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products contain a lot of information on this. The writer explains your ex idea with easy way. The language is very easy to understand all the people, so do not necessarily worry, you can easy to read the idea.

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