

OPEN AN ETSY SHOP IN AN HOUR OR LESS

Not counting the hours and hours of preparation!

This guide was created solely to assist WLAST artists in establishing an Etsy shop as a sales channel in the COVID era. Etsy has made their process so amazingly user friendly that you can open a shop in an hour or less. But that is only if you've done all of the prep work and gathered all of the important information you'll need ahead of time. Use this step by step guide to get ready and then open an Etsy shop to sell your art!

G'Ann Zieger

Table of Contents

| | |
|--|----|
| Introduction | 2 |
| Chapter One: Preparation – An Absolute Must! | 3 |
| For Your Business | 4 |
| Decide on a Shop Name | 4 |
| Get a Gmail Account | 5 |
| For Your Images | 6 |
| Create an Etsy Image Location | 6 |
| For Your Shop Appearance | 7 |
| Find a Picture of Yourself | 7 |
| Get a Logo | 8 |
| Get a Banner | 9 |
| For Your Shop Inventory | 10 |
| Take Ten Pictures | 10 |
| Write a Product Description & Tags | 11 |
| Decide on a Price | 12 |
| For Your Shipping Profile | 13 |
| Wrap One Piece to Ship | 13 |
| For Your Finances | 14 |
| Gather Bank Information | 14 |
| Gather Credit Card Information | 14 |
| Chapter Two: Register Your Shop | 16 |
| Access Etsy online | 16 |
| Create Your Account | 17 |
| Confirm Your Etsy Account in Email | 18 |
| Chapter Three: Five Steps to an Etsy Shop | 20 |
| Step One: Shop Preferences | 20 |
| Shop Preferences | 20 |
| Step Two: Name Your Shop | 21 |
| Choose Your Name (Or Use What is Available!) | 21 |
| Step Three Stock Your Shop | 23 |
| Upload Item Images | 23 |
| Complete Listing Details | 24 |
| Complete Inventory and Pricing | 26 |
| Create Your First Shipping Profile | 26 |
| Step Four: Decide How You'll Get Paid | 29 |

| | |
|---|----|
| Step Five: Set Up Billing | 32 |
| Chapter Four: A Few More Things to Do | 34 |
| Pictures, Avatars and Banners | 34 |
| Shop Title, Location..... | 35 |
| Shop Policies | 35 |
| Chapter Five: Finishing Up | 38 |

Introduction

I've owned several Etsy shops since Etsy came on the scene in 2005. My main shop www.etsy.com/shop/IndoorGirl has been online since 2007. I say online, because with my other jobs, travel, moving and other stuff, my shop is frequently "on vacation" – one of the many awesome features of Etsy to help sellers.

As for setting up a shop in an hour or less – you can do it! But in order to do that you must do all of the prep work and gather all of the important information/images you need before you start the clock! To ensure that your shop is "street ready" with at least one item to sell when you press the final button, **you've got to do the prep** - and then setting up the shop is a breeze. Etsy makes it easy for you and following the steps in this guide will make it even easier!

It is not the intention of this guide to delve into business structure, pricing theory, tag development, marketing or any of the other things that go into running an online business like an Etsy shop! But if you follow these steps for preparation and shop set up, you will have the start of your business in short order.

This guide is written specifically to assist artists juried into the Western Loudoun Art and Studio Tour and is provided at no cost **for their use only**. Professional guidance is available from G'Ann Zieger, Indoor Girl, LLC at indoorgirlllc@gmail.com for a reasonable cost. During the COVID-19 pandemic, 100% of proceeds will be donated to [Loudoun Hunger Relief](#).

How to Use This Guide

- The purpose of this guide is to get your shop open.
- Links are provided for various types of Etsy help; use or not!
- Links are provided for other resources; use or not!
- Space is provided for notes, questions and light bulb (aha!) moments as you read the information
- Complete all of the steps in each of the chapters before you move on! This is one of those read the info and then do it; read the info and then do it kind of guides!

In order to get up and running in an hour or less, remember this:

Perfect is the enemy of done!

I don't know to whom I should attribute this – but they were really smart and probably got their Etsy shop up and running in less than an hour – if they did all of the prework preparation!

Here is the not so fine print!

I am not a lawyer or an accountant. I'm an artist and entrepreneur who has successfully sold art on Etsy. I believe in playing by the rules both business wise and Etsy wise. I'm providing this guide solely for the use of WLAST juried artists and based on my experiences with Etsy what I have found to work for me and will hopefully work for you!

Information provided in this material is protected under the copyright laws of the United States. Really; I sent in the money! Any reproduction, sharing or other violation of copyright law is strictly prohibited.

If you wouldn't want someone to copy your work, please don't copy mine! Don't copy it in any event – it's just not cool!

Copyright Ashburn, VA 2020

Chapter One: Preparation – An Absolute Must!

These are the steps that I have taken for the Etsy shops I have opened and they have worked for me – they can work for you!

Remember, you are doing all of the preparation first so no need to read ahead! Trust me you need all of this stuff so no peeking!

Start here and then pat yourself on the back when you get to Chapter Two.

- ✓ Print this page as your checklist
- ✓ Read the following few pages that explain the preparation needed and do the work!
- ✓ Then schedule an hour to get your shop up and running!

| Preparation Checklist | Done |
|---|------|
| <i>For Your Business: Decide on a Shop Name</i> | |
| <i>For Your Business: Get a Gmail Account</i> | |
| <i>For Your Images: Create an Etsy Image Location</i> | |
| <i>For Your Shop Appearance: Find a Picture of Yourself</i> | |
| <i>For Your Shop Appearance: Get a Logo</i> | |
| <i>For Your Shop Appearance: Get a Banner</i> | |
| <i>For Your Shop Inventory: Take Ten Pictures</i> | |
| <i>For Your Shop Inventory: Write a Product Description & Tags</i> | |
| <i>For Your Shop Inventory: Decide on a Price</i> | |
| <i>For Your Shopping Profile: Wrap One Piece to Ship</i> | |
| <i>For Your Finances: Gather Bank Information</i> | |
| <i>For Your Finances: Gather Credit Card Information</i> | |

For Your Business

Decide on a Shop Name

This is not the hardest part of this process! Why? Because no matter how much time you spend coming up with your shop name, it may already be in use!! At the end of 2019 there were 2.5 million sellers on Etsy – they all have shop names! Thankfully, there were 39.4 million buyers on Etsy in 2019!!

So how do you choose a name that is not used by anyone else? Here is some awesome information from Etsy on how to choose your shop name:

✓ [Top Tips for Choosing Your Etsy Shop Name](#)

Everything in this article is valid, but here is the reality. Pick a name you think will work and in the shop creation process Etsy will tell you if it is available or not. Etsy will also auto generate similar names for you in the creation process; you may like one of those. And you can change your shop name up to five times if on second (third, fourth or fifth) thought you would rather use something else.

Remember, perfect is the enemy of done!

- ✓ Pick a name you like
- ✓ Pick two back up names you also like
- ✓ Cross your fingers when you start to create your shop that what you want is available
- ✓ Don't stress over the choice because you get five more chances to change the name



Notes, Questions to Resolve, Light Bulb Moments

Here is your first check mark in the done column; they will add up soon!

| Preparation Checklist | Done |
|---|------|
| <i>For Your Business: Decide on a Shop Name</i> | ✓ |

Get a Gmail Account

Start out by setting up a Gmail account that is a dedicated email account for your shop. Why Gmail? I find it to be the most robust platform out there with so many options, all free.

This is the email that you will use to register yourself first and then your shop in Etsy. If you already have a Gmail account you can link all accounts and easily switch back and forth.

Don't forget to write down the email address and the password....I can tell you from experience if you have multiple email addresses, forgetting those two important bits of info makes for a frustrating day!

Here are two tutorials with step by step instructions to set up a Gmail account:

- ✓ [Gmail – Setting up an Account](#)
- ✓ [Create a Gmail Account](#)



Notes, Questions to Resolve, Light Bulb Moments

And here is your second “done” check mark!


| Preparation Checklist | Done |
|--|------|
| <i>For Your Business: Get a Gmail Account</i> | ✓ |

For Your Images

Create an Etsy Image Location

While you are on your computer, with a new email account, now is the time to create a folder for all of your Etsy images. Keep everything in one folder and you'll cut down on the "search time" when you are uploading images for items to sell!

You're on your own for this one – way too many ways to do this on way too many operating systems! Just create a folder where you can upload pictures and name it "Etsy Images". Trust me, you'll be glad you did!

| | |
|---|--|
|  | Notes, Questions to Resolve, Light Bulb Moments |
| | |

Another check mark – keep going!

| Preparation Checklist | Done |
|---|------|
| <i>For Your Images: Create an Etsy Image Location</i> | ✓ |

For Your Shop Appearance

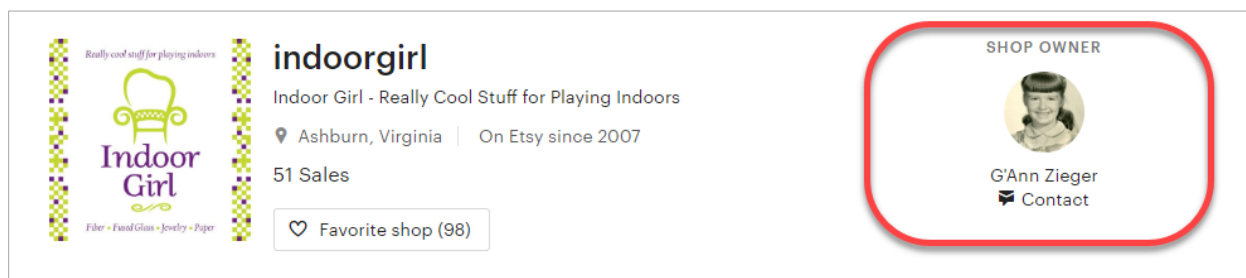
Find a Picture of Yourself

Here is the first picture to upload! A picture of yourself? Why? Because Etsy gives you the opportunity to introduce yourself to your customers! You're an artist; let people know who you are.

Don't agonize over acquiring the perfect picture! Here are some tips:

- ✓ It should be a headshot or no more than head and shoulders
- ✓ You should be smiling
- ✓ It should be relatively recent or the opposite, a childhood picture


I use childhood pictures of myself – just because I like them and I have far fewer chins than at present! Here's an example from Indoor Girl:



Here is what Etsy says about a good profile picture:

- ✓ The image you use must be at least 400 x 400 pixels in size and smaller than 10MB.
- ✓ Make sure your original image is a square, or your profile picture will be distorted on the site.
- ✓ You can't delete your profile picture, but you can always replace it with a new one.
- ✓ Profile pictures should be a .jpg, .png, or .gif file only.

Now that you have a picture selected, be sure it is one that is uploaded to the image location you chose in the last step. Name it "Shop Owner" so you can find it easily when you are setting up shop!

|  | Notes, Questions to Resolve, Light Bulb Moments |
|---|---|
| | |

Now you're starting to get some important stuff done!

| Preparation Checklist | Done |
|--|------|
| <i>For Your Shop Appearance: Find a Picture of Yourself</i> | ✓ |

Get a Logo

If you have a business you should have a logo! No if, ands or buts about it! But if you don't have one now, don't worry about it! Do not hold up opening your shop! Here's what you can do!

- ✓ Choose a photograph that is representative of a single piece of your work
- ✓ Upload that photo to the file location you just created
- ✓ Name the photograph "Shop Icon"

For the future, after your shop is open and you have time to tweak, this is what Etsy says about shop icons:

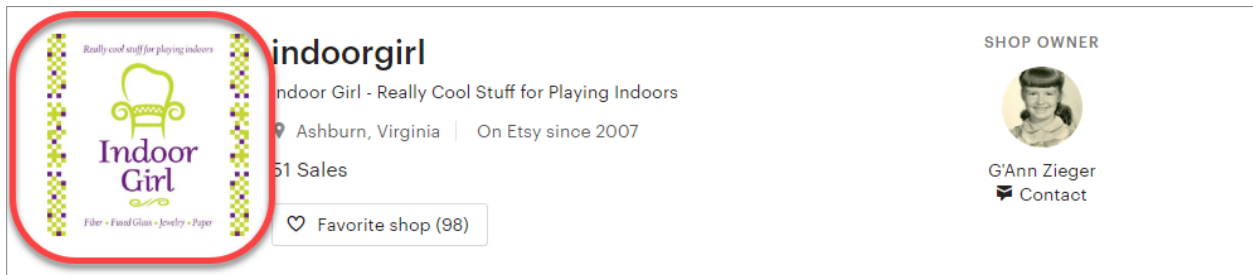
If you choose not to upload a mini banner or big banner, your shop icon will be the most prominent branding on your shop homepage. Doing this moves your listings higher on the page."

A good shop icon should:

- ✓ Reflect your shop's personality
- ✓ Look good both big and small
- ✓ Use simple graphics or illustrations
- ✓ Keep any text short and easy to read
- ✓ Avoid long words or busy backgrounds

If you need help creating a shop icon, check out [Canva's free shop icon maker](#). Keep in mind that if you need help with any of Canva's services, you'll need to reach out to [their support team](#) directly.

This is the shop icon for Indoor Girl, using the logo (checkerboard chair) and tag line:



Notes, Questions to Resolve, Light Bulb Moments

More than a third done – way to go!

| Preparation Checklist | Done |
|--|------|
| <i>For Your Shop Appearance: Get a Logo</i> | ✓ |



Get a Banner

Ultimately this is important, however, it is the least important piece of this preparation to get your shop open. Shop banners are the largest “branding asset” that you have in the appearance of your shop. This image appears when your customers arrive at your shop and will appear on mobile devices.


There are two choices of banners; this is an example of Indoor Girl:



The banner for Indoor Girl includes my tag line, “really cool stuff for playing indoors” and examples of some of the items for sale on my site.

If you want to get your shop up and running now, **do not wait until you have a banner designed**. There are resources available that will create banners, but it is not necessary for the appearance of your shop if you have a shop icon and picture of yourself ready for the set up.

Etsy recommends: [Canva's free shop icon maker](#) Or maybe you know a graphic designer?

| | |
|---|--|
|  | Notes, Questions to Resolve, Light Bulb Moments |
| | |

Keep going – almost to the halfway point!

| Preparation Checklist | Done |
|--|------|
| <i>For Your Shop Appearance: Get a Banner</i> | ✓ |

For Your Shop Inventory

Take Ten Pictures

This is probably the most daunting part of the process for any artist – taking pictures! Here more than anywhere, perfect is the enemy of done! Etsy only requires that you have **one item listed to open your shop**. Here is what you will need to do:

- ✓ Pick one piece of your work and take pictures of it
- ✓ Take as many pictures as you like
- ✓ Choose up to 10 images for the listing
- ✓ Upload all images to the image location you have chosen

If you have lots of items and you want to take pictures of them all, even better.

DO NOT get hung up on taking perfect pictures! Remember, the goal here is to open your Etsy shop and to do that you only need to have one item listed.

If you need help with taking pictures of your items check this out:

- ✓ [Etsy's Ultimate Guide to Product Photography](#)
- ✓ [How to Take Great Product Photos – YouTube](#)



Notes, Questions to Resolve, Light Bulb Moments

Your shop is going to be awesome – keep at it!

| Preparation Checklist | Done |
|--|------|
| <i>For Your Shop Inventory: Take Ten Pictures</i> | ✓ |

Write a Product Description & Tags

This shouldn't be hard because you are the artist and this is your work product.

- ✓ Write a description of the piece you've chosen
- ✓ Talk about your inspiration, your process, how it can be used, anything that you think will sell your piece to someone who can only see an image and not the piece itself

Remember you only have to list one piece to open your shop. However, if you have multiple pieces of the same type such as mugs that are the same size, glaze, decoration, etc. then make a template that you can copy and paste into multiple listings with only minor changes.

If you need help or want to research product descriptions, check this out:

- ✓ [Product Descriptions that Sell](#)
- ✓ [Five Tips for Writing Stellar Product Descriptions](#)

And then there are tags!!! Tags are your opportunity to increase your chances to be matched to a potential customer's search. Your product title, product description, tags, categories and materials listing should all contain key words that are all ways to increase your chances of being found in a customer search.

Read what Etsy says about tags key words and then list down below the tags you will use in your first listing when you open your shop. There is also a keyword generator online that will help you in the future when you are choosing tags.

- ✓ [Key Words 101](#)
- ✓ [Marmalead – Etsy Key Word Generator](#)



Notes, Questions to Resolve, Light Bulb Moments

More than halfway done – awesome!

| Preparation Checklist | Done |
|---|------|
| <i>For Your Shop Inventory: Write a Product Description & Tags</i> | ✓ |

Decide on a Price

If you have been selling your work at art fairs or studio tours then you know how to price your piece. If you have never sold anything before there are many different pricing models to look at to determine a price. This is the price just for your work, not for shipping your work – we'll discuss that later.

If you want to research pricing, here is a nifty calculator to check out:

✓ [Pricing Calculator](#) (they also have a free eBook to download on pricing theory for handmade items)

Volumes have been written on pricing theory. Remember, you are pricing just this one item to get your store open, so decide on a price and be ready to enter that when you get to that point in opening your shop.



Notes, Questions to Resolve, Light Bulb Moments

This was an easy one – now keep going!

| Preparation Checklist | Done |
|---|------|
| <i>For Your Shop Inventory: Decide on a Price</i> | ✓ |

For Your Shipping Profile

Wrap One Piece to Ship

Remember, you only need to list one item to get started!

This may sound silly but it has been a fool proof method for me. Take the piece you are going to list and wrap it as if you were going to ship it. The box measurements and final weight all have to be recorded in your first shipping profile. You will ship many other items over time, but this one will get you started.

Whatever you need to wrap it securely, invest in the right stuff – sturdy boxes, special mailers, bubble wrap, self-stick labels, packing tape, and don't forget a scale that measures pounds and ounces. A lot of emphasis is placed on proper packaging and shipping so using old Amazon boxes and crumpled newspaper isn't going to cut it.

- ✓ Wrap the item so it will ship in good condition
- ✓ Weigh the wrapped item in the box
- ✓ Measure the box – length, width and height

You will also need to decide on your shipper.

- ✓ For this exercise I recommend USPS Priority
- ✓ UPS is expensive and USPS Parcel Post is only minimally cheaper than Priority and doesn't have the extras for shipping that are essential like tracking
- ✓ You can do more investigation after your shop is open and do some comparisons based on your product and your shipping area

Here is some shipping info from Etsy:

- ✓ [Etsy Shipping Help](#)
- ✓ [Etsy Help Center FAQ for Shipping](#)

Etsy has made shipping so easy both domestically and internationally that as you get more experienced you can expand your shipping area.



Notes, Questions to Resolve, Light Bulb Moments

You're almost there – just a couple more steps!

| Preparation Checklist | Done |
|---|------|
| <i>For Your Shipping Profile: Wrap One Piece to Ship</i> | ✓ |

For Your Finances

Gather Bank Information

The last two categories we will look at as one. This is the financial part of opening your store. How will your buyers pay Etsy and how will Etsy in turn pay you. Etsy now uses Etsy Payments and deposits funds to your bank account on a predetermined basis.

To save time and be secure in the transaction, I recommend adding a savings account to your current list of bank accounts and have sales proceeds deposited in that account. The funds are segregated from all other funds and while there is no need for concern, I just have always handled sale proceeds in a separate account from all of my other banking.

You will need you bank account number and your bank routing number in order for Etsy to direct deposit funds. If you are opening a new account, be certain to do that before you start the clock on setting up your shop.

Here is the entire category of help regarding Finances on Etsy to do any research you'd like:

✓ [Getting Paid by Etsy](#)

Gather Credit Card Information

This is probably the easiest preparation task; grab a credit card and have it ready when you have everything else done! Fees are paid by credit card and you must have a card on file with Etsy. How much are the fees? Here is the guide to all fees on Etsy:

✓ [Beginner's Guide to Etsy Fees](#)



Notes, Questions to Resolve, Light Bulb Moments

The last two done! You made it!

| Preparation Checklist | Done |
|---|------|
| <i>For Your Finances: Gather Bank Information</i> | ✓ |
| <i>For Your Finances: Gather Credit Card Information</i> | ✓ |

**There should be a check mark in all rows of the “Done” column on your checklist
– now what?**

**With preparation done, you can now move to the next Chapters and open your
Etsy shop in an hour or less!**

Start the clock!

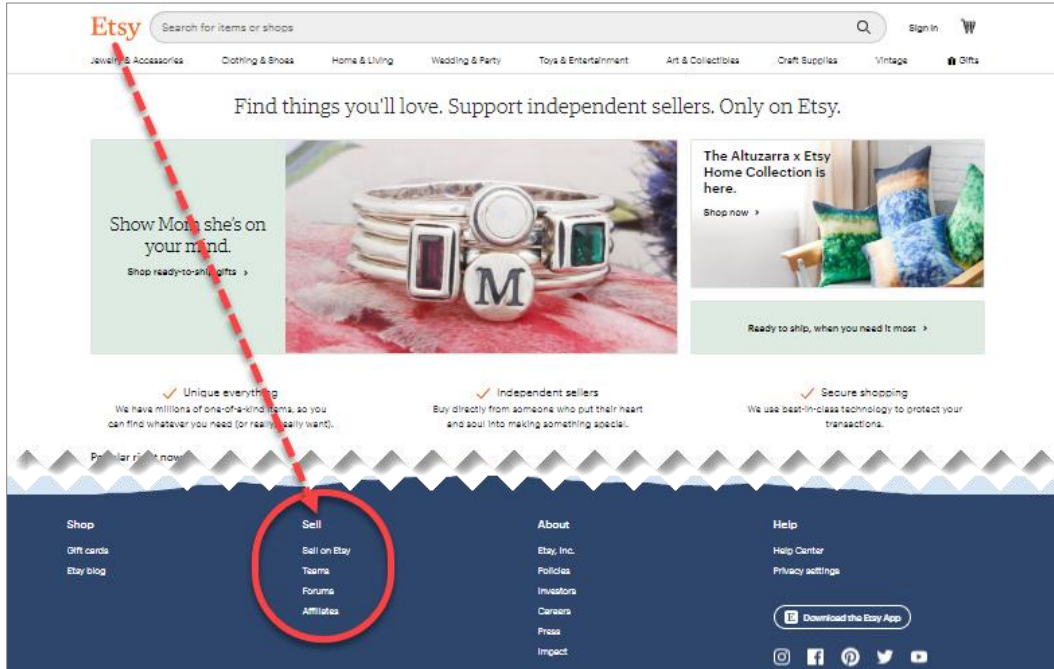


Chapter Two: Register Your Shop

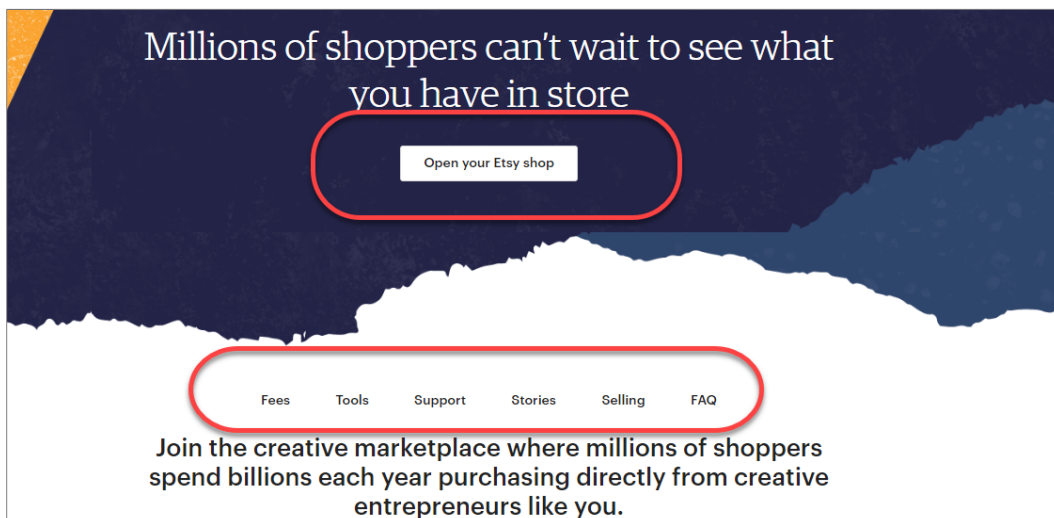
Start the clock! If you have done all of the preparation and gathered all of the information you will need before you start, this is step by step process that will take an hour or less.

Access Etsy online

1. Access Etsy: www.etsy.com
2. Scroll to the bottom of the Etsy home page
3. Click **Sell on Etsy**



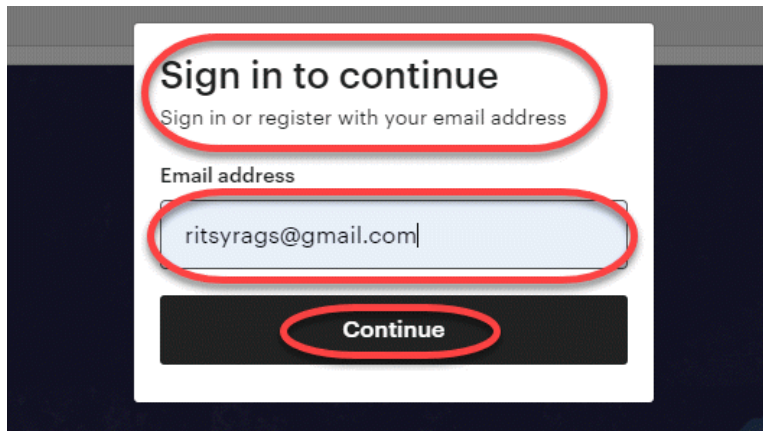
4. Click on **Open your Etsy Shop**
 - a. Note: If interested, before you click the Open button, scroll through the page and read the information on Fees, Tools, Support, Stories, Selling and FAQ; return to the **Open your Etsy Shop** button
 - b. Note: You will return to this screen a couple of more times during this process – no worries!



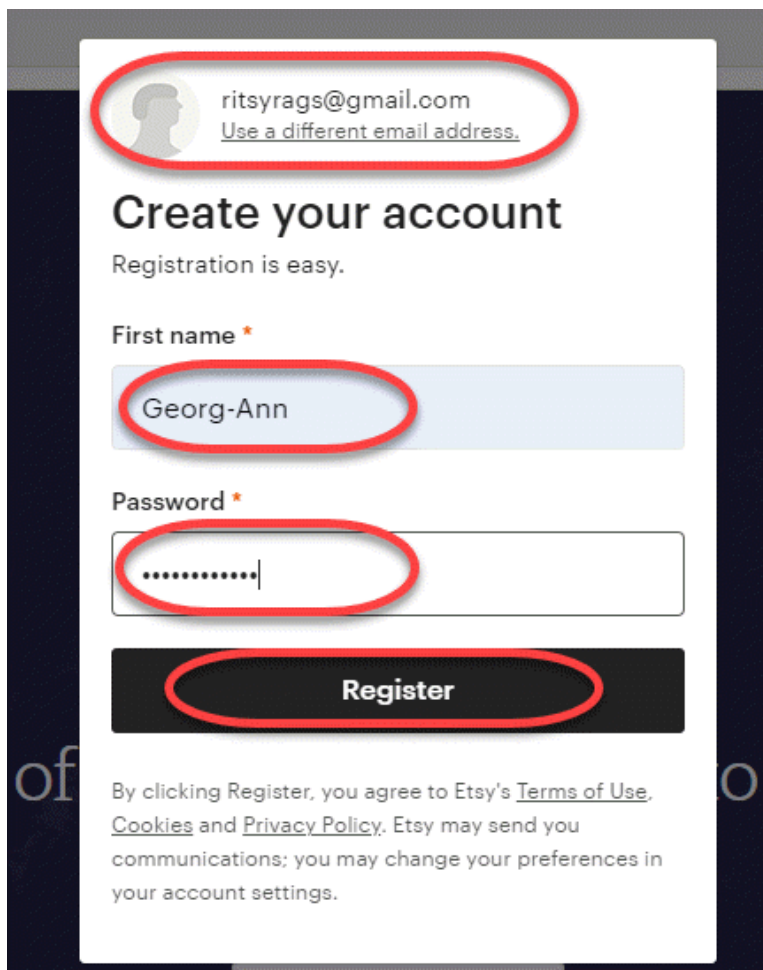
Create Your Account

The **Sign in to continue** screen is returned. Note that this is also where you register to open your shop.

1. Enter your email address (aren't you glad you set up a Gmail account in your prep work?)
2. Click **Continue**



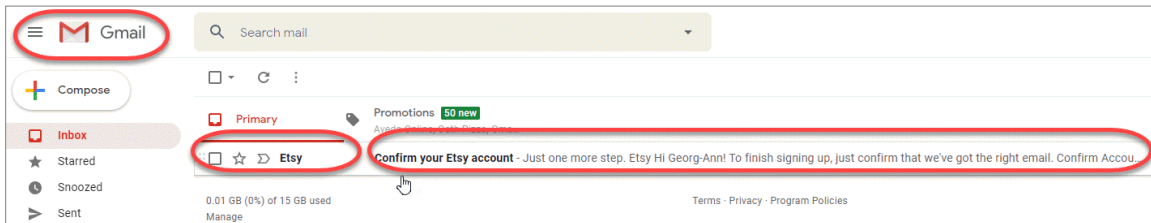
3. The **Create Your Account** screen is returned
4. Enter your first name
5. Enter your password to be used for Etsy
 - a. Be sure to write it down for the time being; you will need it soon!
6. Click **Register**



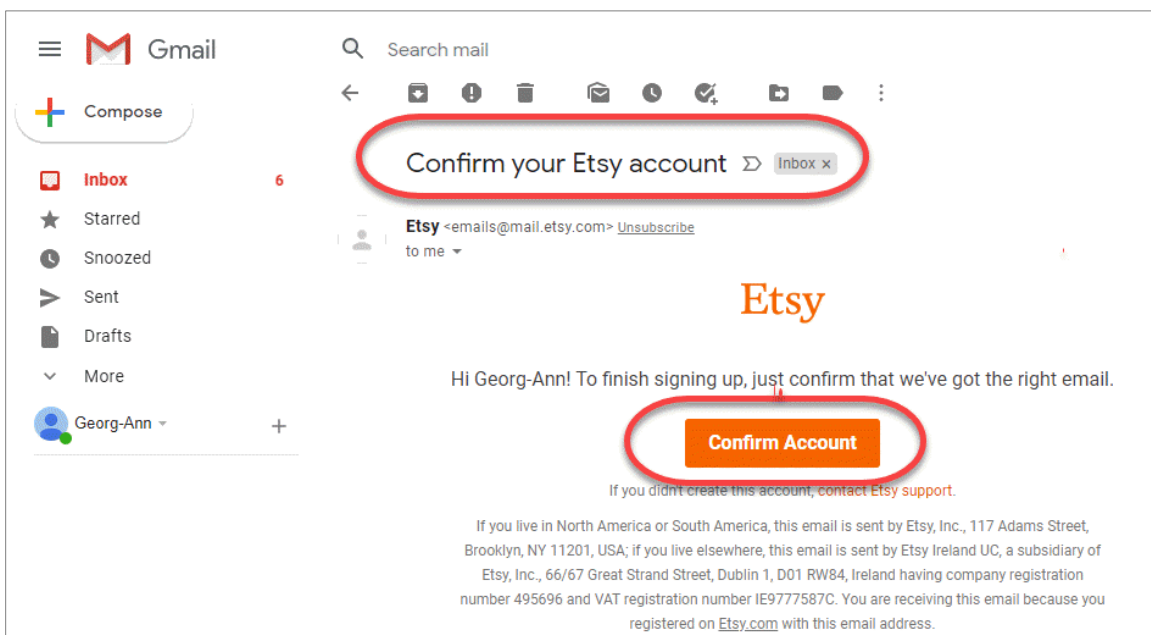
Confirm Your Etsy Account in Email

Aren't you glad you set up a Gmail account beforehand? This account will be used for all Etsy matters and for customer interaction that is out side of Etsy.

1. Access the Gmail account used to register your Etsy account
 - a. Etsy has sent an email to confirm the email account has been entered correctly

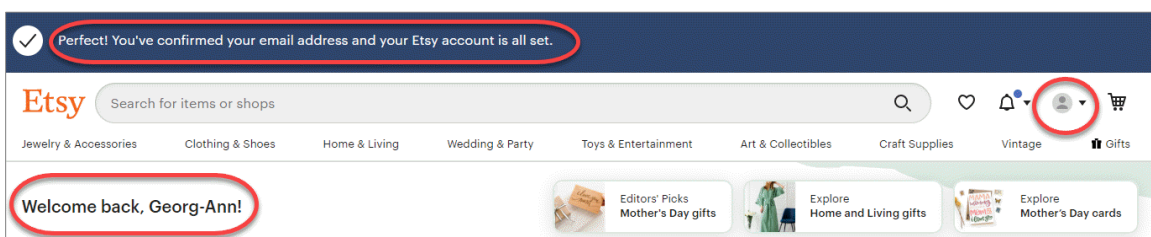


2. Open the email
3. Click **Confirm Account**

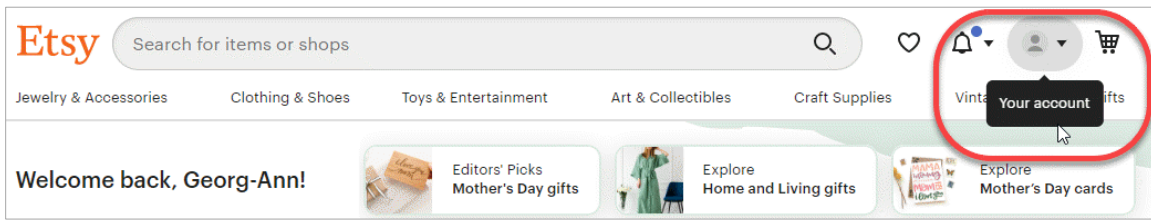


You are returned (or you may have to go to) the Etsy tab in your browser.

- Note the statement in the blue bar indicating your email address is confirmed and your Etsy account is all set
- Note that the icon at the right indicates a person only, no shop icon since you have only registered your email as your Etsy account; no shop was created
- The screen welcomes you back since you had to leave the site to confirm your email and now you are back to set up your shop

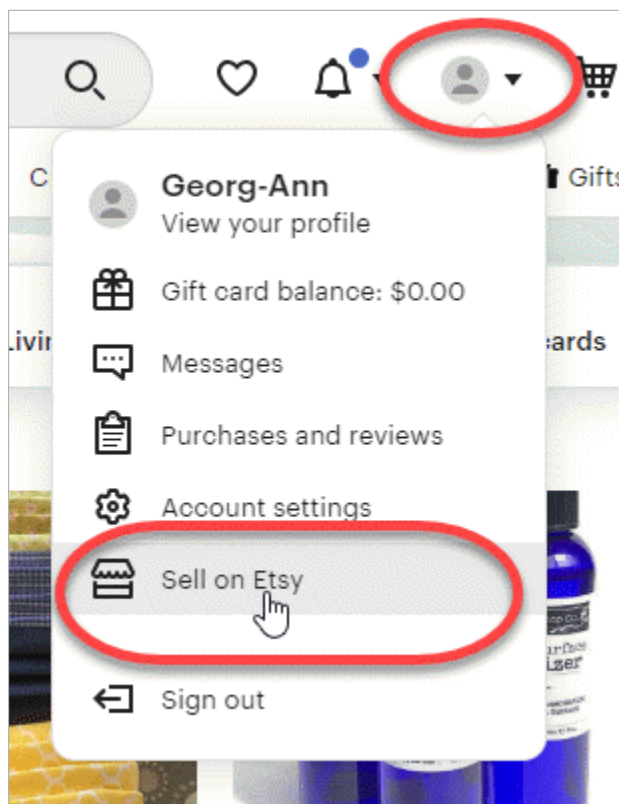


1. Hover over the person icon at the far right
 - a. **Your Account** appears
 - b. This is where you will begin the setup process
2. Click the down arrow
 - a. Note that the icon here is a single person – no other icon (shop icon) is visible



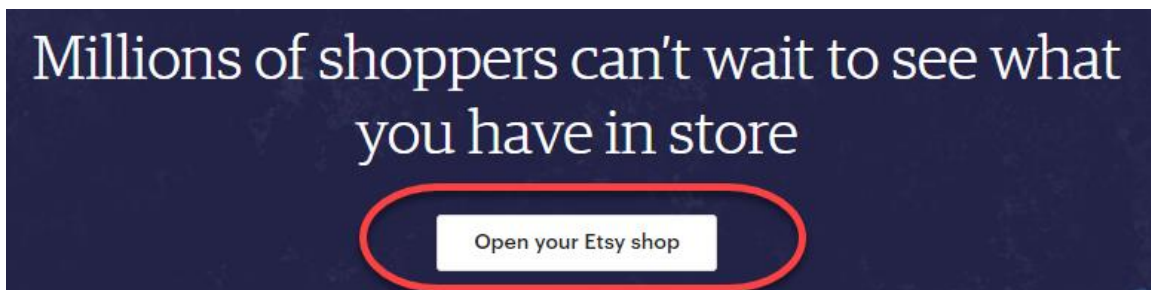
The dropdown menu appears indicating your account information.

3. Click **Sell on Etsy**



We're back here again!

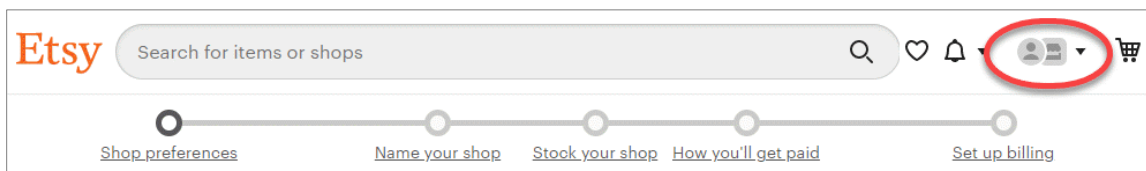
4. Click **Open your Etsy shop**, and away we go!



Chapter Three: Five Steps to an Etsy Shop

Now you can start setting up your shop....finally!! But you've only spent a few minutes getting this far so now the actual fun starts!

Note that there are now two icons in the heading – a person icon (you!) and a shop icon (your Etsy shop)!!



Step One: Shop Preferences

Shop Preferences

The selections in this section are pre-filled based; change if you wish to use a shop language or currency other than English and US Dollars. Since your shop is in the US, you'll probably just leave the prefilled selections as they are shown on the screen!

1. Select what describes you best as an Etsy seller
2. Click **Save and Continue**

Step Two: Name Your Shop

Choose Your Name (Or Use What is Available!)

This takes a teeny bit of patience, but you can do this! And because you did the prep work, you can do this! Note progress bar at the tip of the screen is now on the second of five steps – the most time consuming one is next!

1. Type your chosen name in the search bar - again, aren't you glad you did the pre-work!?

This is where your patience is required!

- If your chosen name is available, verify spelling/format is exactly as you wish; click **Save and Continue** and move on to **Stock your shop**
- If your name is not available, Etsy will return a list of names that are available.

2. Select a name from the list shown or from your “fall back” choice that is not shown
3. Type that name into the search box
4. Click **Check availability**
5. Same choices as above; if your name is available, click **Save and Continue** and move to **Stock your shop**
6. Rinse and repeat (type next acceptable name and click **Check Availability**) until you have a name that is available

Etsy Search for items or shops

Shop preferences Name your shop Stock your shop How you'll get paid Set up billing

Name your shop

Choose a memorable name that reflects your style.

Enter your shop name Available Check availability

Unfortunately, **RitsyRags** is already taken, but our snazzy name generator has come up with some similar names that still are available:

RitsyRagsDesign RitsyRagsStudio RitsyRagsGifts RitsyRagsCrafts
 RitsyRagsTreasures RitsyRagsArt RitsyRagsByGeorgAnn RitsyRagsUS
 RitsyRagsDesigns RitsyRagsBoutique RitsyRagsShop
 RitsyUnitedStates

Your shop name will appear in your shop and next to each of your listings throughout Etsy. After you open your shop, you can change your name once. [Here are some tips for picking a shop name.](#)

United States | English (US) | \$ (USD) © 2020 Etsy, Inc. [Terms of Use](#) [Privacy](#) [Interest-based ads](#) [Help Center](#) Save and continue

7. When a name is shown as Available, be certain to check the spelling/format to ensure it is exactly what you want for your Etsy shop name
8. When you are satisfied the name is correct, click **Save and continue**

Etsy Search for items or shops

Shop preferences Name your shop Stock your shop How you'll get paid Set up billing

Name your shop

Choose a memorable name that reflects your style.

RitsyRagsDesigns Available Check availability

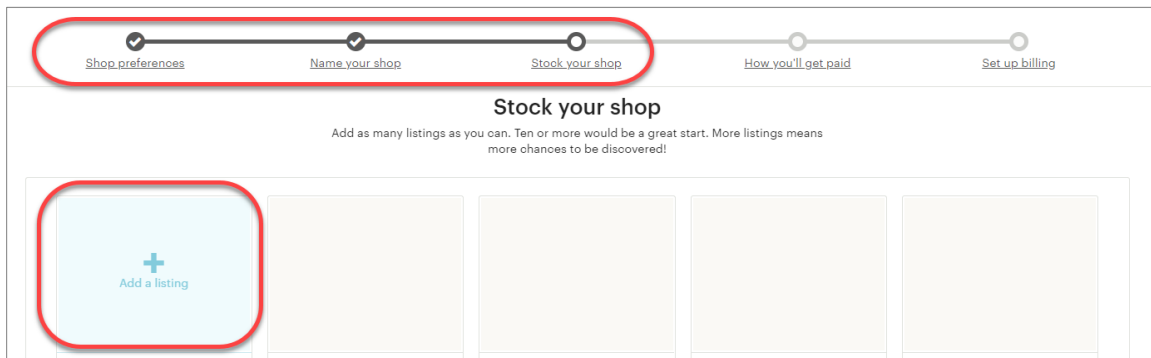
Your shop name will appear in your shop and next to each of your listings throughout Etsy. After you open your shop, you can change your name once. [Here are some tips for picking a shop name.](#)

United States | English (US) | \$ (USD) © 2020 Etsy, Inc. [Terms of Use](#) [Privacy](#) [Interest-based ads](#) [Help Center](#) Save and continue

Step Three Stock Your Shop

Just one item...that's all you need to start your shop. You can do this too! You've done all of the prep beforehand (aren't you glad!?) so now just list this one item and move on! And you're on step three of five so you're almost there!

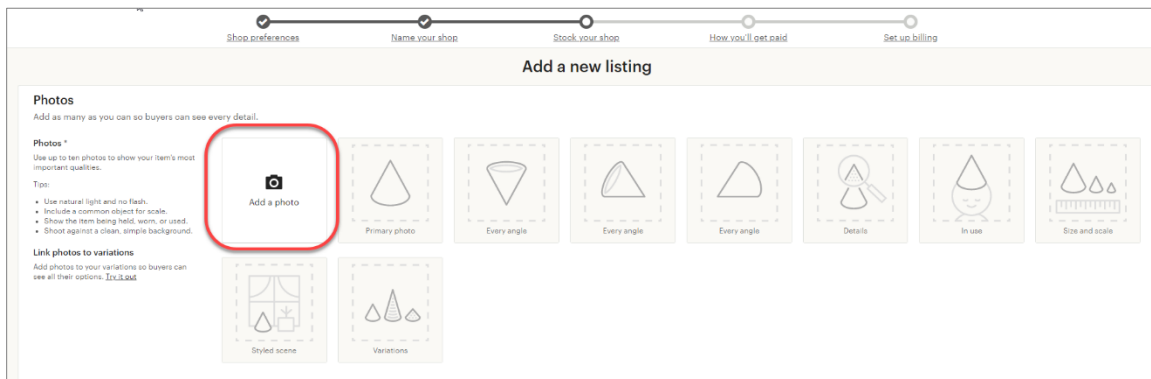
1. Click **Add a listing**



The Add a new listing page is returned. There is a lot of information that must be completed to list an item – don't let it overwhelm you! Etsy allows you to make templates, copy and paste from other sources, bulk upload photos and many other cool ways to ease this process. For this first item to just open your store, let's walk through the steps and when you are done with this one item you will be really glad you did all of the pre-work! Have I said that already?

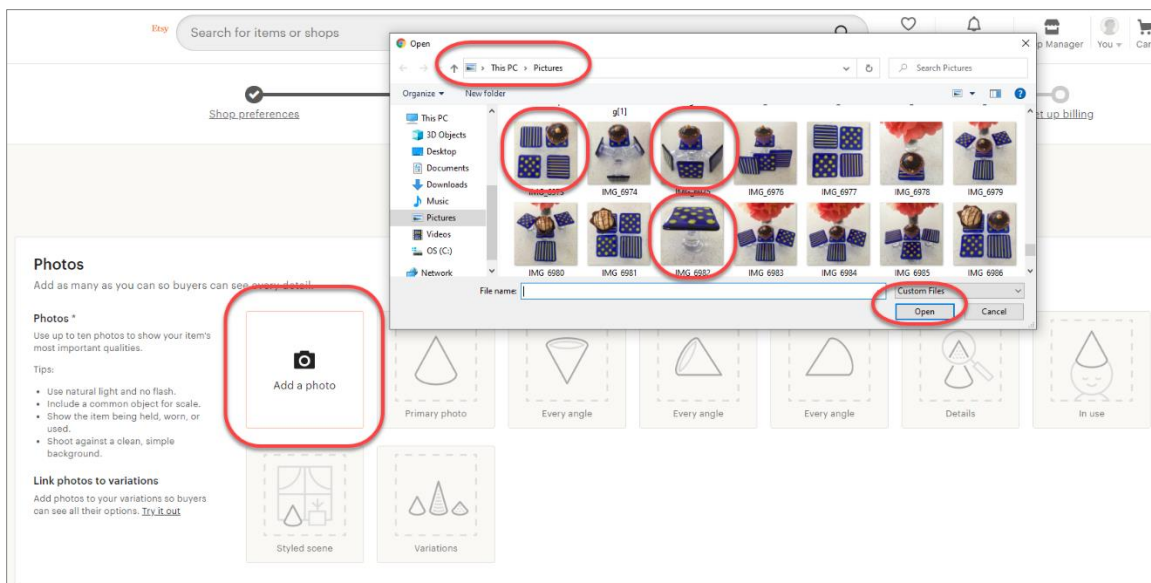
Upload Item Images

1. Click on Add a photo

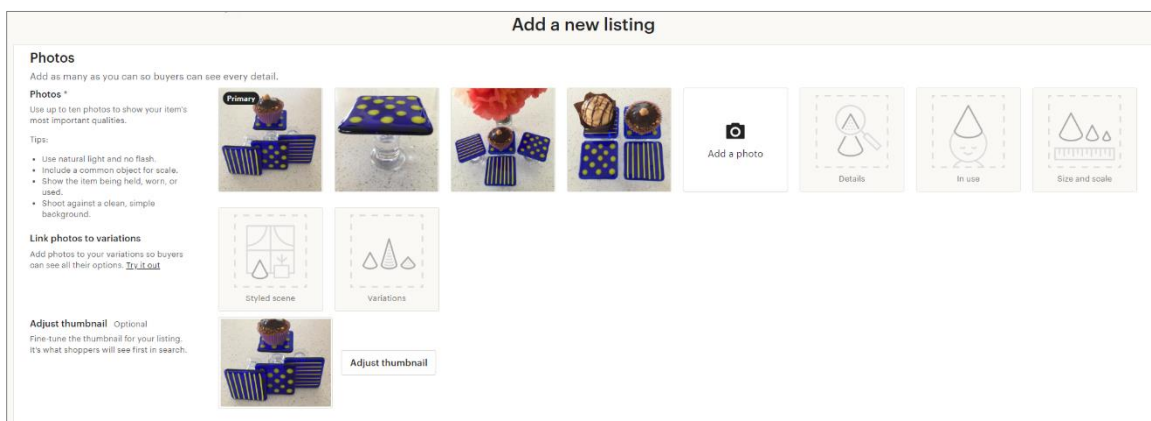


The photo selection dialog box opens.

2. Select those photos that you uploaded in the pre work to add to your listing
 - a. You may add up to 10 photos at one time
 - b. Note the tips and clues given at the left side and on each of the image spaces
3. Click open to upload photos



4. Click and drag the photos into your preferred order
5. Fine tune the thumbnail photo by using the **Adjust thumbnail** button



6. When complete, scroll to **Listing details**

Complete Listing Details

A lot of decisions need to be made on this page but if you've done the prework this is copy and paste and click, click, click!

1. Enter the title for your work that you completed in your prework
2. Answer the questions about the listing by choosing the appropriate answer from the dropdown menu
 - a. Who made it?
 - b. What is it?
 - c. When did you make it?
3. Select the category by typing in a two or three word description
 - a. Etsy displays a list of categories to choose from

The next 5 selections are optional. My suggestion is to select the Primary and Secondary color if appropriate and do not limit the search possibilities by adding Theme, Occasion, and Holiday.

4. Select Manual renewal

- a. If an item has not sold by the time you must renew (four months from the listing date), then you can make your own choice about how to proceed before paying another listing fee
5. Select Physical, a tangible item that will be shipped to your buyers
6. Copy and paste the description you created in the prework into the description box
7. Answer Production partners questions if this applies to your product
 - a. Click the link to the left in the description and if this applies click Add a new production partner and fill in the blanks
 - b. This decision and research is part of your prework preparation

Production partners

[Is this required for you?](#)

A production partner is anyone who's not a part of your Etsy shop who helps you physically produce your items.

[Add a new production partner](#)

8. Click the down arrow and select Add a section to create a section for this piece in your shop
 - a. Decisions on sections are part of the prework preparation

Section Optional

Tags Optional

What words might someone use to search for your listings? Use all 13 tags to get found. [Get ideas for tags.](#)

None
Select a Section

Couldn't find a section?
Add a section

cupcakes servers glass

9. Enter Section title and click Save

New Section

Section title

Fused Glass

Save

10. Verify Section created
11. Add Tags from the list you created in your preparation
12. Add Materials

Section Optional

Fused Glass

Tags Optional

What words might someone use to search for your listings? Use all 13 tags to get found. [Get ideas for tags.](#)

Shape, color, style, function, etc.

Add 4 left

Fused glass cupcakes servers stand cobalt blue lime green 3 inch diameter set of 4

Materials Optional

Ingredients, components, etc.

Add 11 left

Bullseye Glass production glass foot

Selection of tags and materials is part of the prework and an important part of optimizing the opportunities for your item to be found. There is almost a “science” to choosing tags and this is discussed in the prework section. Here we are just adding the tags and materials decided upon in the prework so that we can finish our listing and complete our shop set up.

Complete Inventory and Pricing

1. Enter the price in whole dollars as determined in the prework preparation
2. Enter the quantity
3. Enter a SKU if applicable from prework preparation
4. Add variations if determined that is applicable from the prework preparation
5. Select toggle for personalization to on or off based on decisions in prework preparation

Inventory and pricing

Price *

Remember to factor in the costs of materials, labor, and other business expenses. If you offer free shipping, make sure to include the cost of shipping so it doesn't eat into your profits.

Quantity *

For quantities greater than one, this listing will renew automatically until it sells out. You'll be charged a \$0.20 USD listing fee each time.

SKU Optional

SKUs are for your use only—buyers won't see them. [Learn more about SKUs.](#)

Variations

Add available options like color or size. Buyers will choose from these during checkout.

Add variations

Personalization

Collect personalized information for this listing.

Off ☐

Create Your First Shipping Profile

Again, thanks to doing the pre-work this is easy peasy!

1. Select Enter custom shipping options
2. Do not change the default for shipping prices
3. Enter your five-digit zip code
4. Select processing time from the dropdown menu
 - a. This was decided upon during the prework preparation
5. Deselect the All countries check box to open the drop down of countries
6. Select North America for Where I'll ship
 - a. Etsy makes international shipping very convenient however for the first shipping profile in shop creation should be for domestic shipping
 - b. Subsequent profiles can be set for other shipping destinations

Where I'll ship *
What countries will you ship to?
[Restore defaults](#)

☐ All countries (United States only)

We make shipping internationally a breeze. Costs are automatically calculated based on the buyer's country, and we've got you covered on the customs front too.
[Read more about international shipping](#)

☐ Asia Pacific 0

☐ Australia, New Zealand and Oceania 0

☐ Europe 0

☐ Latin America and the Caribbean 0

☒ North America 1

☐ Sub-Saharan Africa 0

7. Select USPS Priority Main as the Shipping service
 - a. For the first shipping profile this is the preferred shipping method
8. Leave free domestic and international checkboxes empty
9. Enter \$0.00 as a handling fee
10. Click Save as a shipping profile
 - a. The name of this profile has already been decided in prework preparation

Shipping services *
Buyers can choose these at checkout
[Restore defaults](#)

| | |
|---|-----------------------------------|
| <input checked="" type="checkbox"/> USPS Priority Mail An expedited delivery service for a wide range of package types. | 1-4 days Domestic |
| <input type="checkbox"/> USPS Priority Mail Express The fastest option offered by USPS for a wide range of package types. | 1-2 days Domestic |
| <input type="checkbox"/> USPS First Class Mail An inexpensive way to send light small packages and envelopes. | 2-6 days Domestic |
| <input type="checkbox"/> USPS Priority Mail International An expedited international delivery service for a wide range of package types. | 6-10 days International |
| <input type="checkbox"/> USPS Priority Mail Express International The fastest international option offered by USPS for a wide range of package types. | 3-5 days International |
| <input type="checkbox"/> USPS First Class International Package Service An inexpensive way to send light small packages and envelopes internationally. | Ship time varies International |
| Advanced shipping services | |

Free shipping Optional
Want to offer buyers a free shipping option?

☐ Free domestic shipping

☐ Free international shipping

Handling fee Optional
We'll add this to the buyer's shipping total, they won't see it separately

\$ 0.00

You can save these options to apply to future listings, if you'd like. [How shipping profiles work](#)

[Save as a shipping profile](#)

11. Enter name of shipping profile and click Create profile
12. Screen returns profile with all parameters saved to be selected in the future

Shipping
Set clear and realistic shipping expectations for shoppers by providing accurate processing time.

Shipping options *

☐ CupcakeServers **Calculated prices**
1-3 business days processing time, from 20147 [Edit](#) [Duplicate](#)

☒ Enter custom shipping options

Shipping prices *
Let us calculate them or enter fixed prices yourself

Calculate them for me (Recommended)

13. Complete item weight and size fields as determined in prework preparation

a. Note: A preview shipping price is shown to a selected city

14. Click Save and continue

The screenshot shows the 'Item weight' and 'Item size (when packed)' sections of the Etsy listing form. The 'Item weight' section has two input fields: '2' in the 'lb' field and '8' in the 'oz' field. The 'Item size (when packed)' section has three input fields: '8' in the 'Length' field, '8' in the 'Width' field, and '5' in the 'Height' field. All these input fields are highlighted with red circles. Below these fields is the 'Preview shipping price' section, which shows a shipping price of \$8.59 USD and a total price of \$40.59 USD for a buyer in USA - Chicago. At the bottom of the form, there is a 'Save and continue' button.

Take a minute and admire your first listing. Your shop isn't open quite yet but you have created your first listing and your first shipping profile! One of the many nice features of Etsy is that if you have multiple items where the information is similar and only the pictures are different, you can copy listings and just replace the pictures. A little time saver!

15. Click Save and continue in the lower righthand corner

The screenshot shows the 'Stock your shop' page on Etsy. At the top, there is a progress bar with five steps: 'Shop preferences', 'Name your shop', 'Stock your shop', 'How you'll get paid', and 'Set up billing'. The 'Stock your shop' step is currently active. Below the progress bar, there is a section titled 'Stock your shop' with the text 'Add as many listings as you can. Ten or more would be a great start. More listings means more chances to be discovered!'. In the center of the page, there is a grid of listing cards. The first card is highlighted with a red circle and contains a photo of a cupcake, the title 'Fused Glass Individual Cupcak...', the shop name 'RitsyRagsDesigns', and the price '\$32.00'. Below the card are 'Copy' and 'Delete' buttons. At the bottom right of the page, there is a 'Save and continue' button.

Step Four: Decide How You'll Get Paid

Step four of the five steps in the progress bar is to let Etsy know how you should be paid when someone buys your art. This information is also part of the prework preparation – gathering everything you need to fill in the blanks helps move the process along to the final step!

1. Select **United States** from the dropdown menu

Once the selection is made, the screen expands to display all the fields necessary to complete the payment information. Use the information that you gathered in the prework preparation for both the payment and billing portions of the setup.

2. Verify the bank country location since you cannot change it once you save your work

3. Complete the full name, routing and account number fields with the information you gathered in the prework
 - a. Use the down arrow in the Account type field to choose between checking and savings accounts

Where should we deposit your funds?
 🔒 Your information is protected using SSL encryption and security.

Full name on account *

Account type *

Routing number *

Account number *

4. Complete the personal information section

Tell us a little bit about yourself
 For your protection, we may verify your identity with a secure third-party service. This information will never be displayed publicly on Etsy. [Learn more](#)

Country of residence *

First name *

Last name *

Your date of birth *

Last 4 of social security number * XXX-XX-

5. Complete the home address section

- a. P O Box or business address is not to be used for the street address; this is your home address

Home address *

Number Street Name

Please do not enter a PO box or business address.

Apt / Suite / Other optional

Zip code City

State

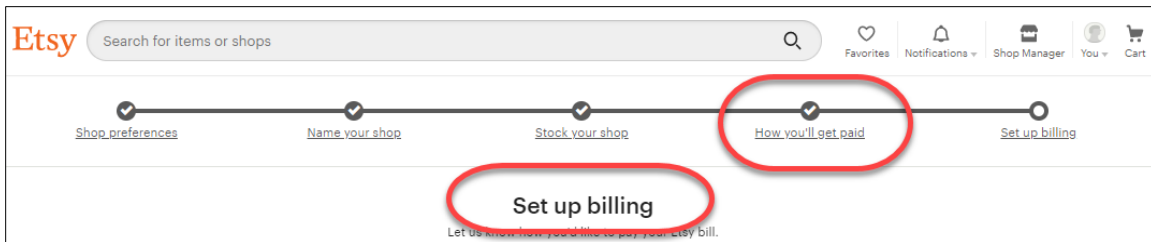
Phone number

6. Verify all information is correct

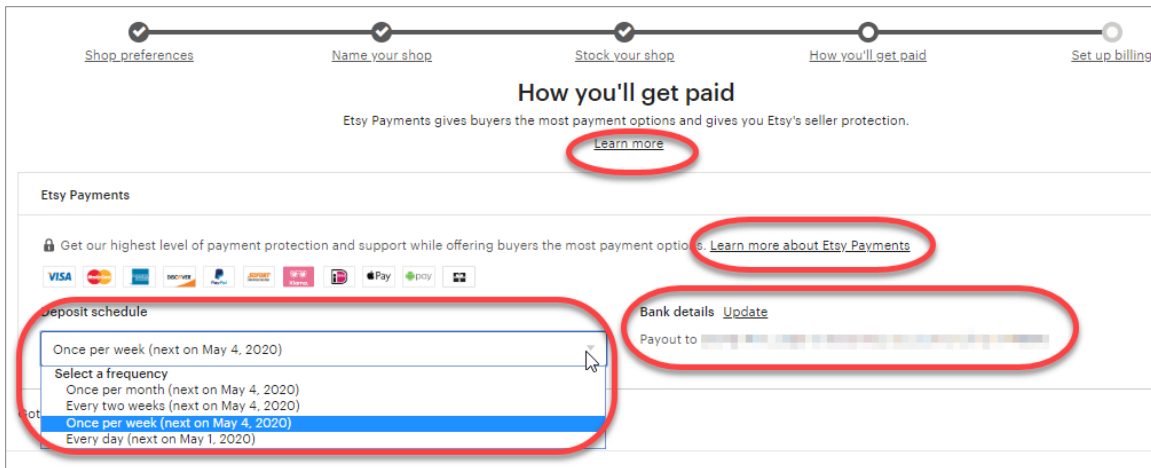
7. Click Save and continue

Etsy will send you to the last step – setting up your billing. However, you should go back and make your selection for how often you would like to get paid. That’s important, isn’t it?

1. From the Set up billing page, click the How you'll get paid link in the progress bar



2. Click the Learn more links to learn about Etsy Payments if needed
3. Select a payment frequency from the options available in the Deposit schedule
4. Verify that the bank details as shown are correct
 - a. If changes need to be made to the bank details, use the Update link



5. Click on Set up billing in the progress bar; you're almost there!

Step Five: Set Up Billing

This is it! You're just one step away from opening your shop! As a matter of fact, there is a button at the bottom of the page that says "Open your shop"! Just a few more bits of info and you're there! Guess where those bits of info are coming from – yes, it's your prework preparation so you have everything at hand!

1. Complete all fields for the credit card to be used to pay your Etsy bill
2. Click the down arrow in the How do fees work box to remind yourself of the fee schedule

Shop preferences Name your shop Stock your shop How you'll get paid Set up billing

Set up billing

Let us know how you'd like to pay your Etsy bill.

Stock up! Adding 10 or more listings gives buyers more opportunities to find your shop. [Add more listings](#)

Add a credit card

Card number *

Expiration date * Choose a month Choose year

CVC *

Name on card *

Billing address

Country United States

Street address

Apt / Suite / Other optional

Zip code City

State Select state

You won't be charged now.

We will add **\$0.20** to your bill for the listing in your shop, which will be due on the first day of the next calendar month.

How do fees work?

Listing fee: It costs \$0.20 USD to publish or renew listings. Listing fees are converted into your Payment account currency at the time the listing is published or renewed. Listings are active for four months or until sold.

Transaction fee: When an item sells, we charge a 5% transaction fee on the item and shipping prices.

Payment processing fee: When an item sells, a 3% + \$0.25 payment processing fee is deducted from the sale total.

[Learn more about fees](#)

By clicking Open your shop, you agree to Etsy's [Terms of Use](#)

United States | English (US) | \$ (USD) © 2020 Etsy, Inc. [Terms of Use](#) [Privacy](#) [Interest-based ads](#) [Help Center](#)

Open your shop

3. Verify all information

Once the information is entered, the Open your shop button is active at the bottom of the screen. This is it! Check the clock – it's been less than an hour and you are about to open your Etsy shop!

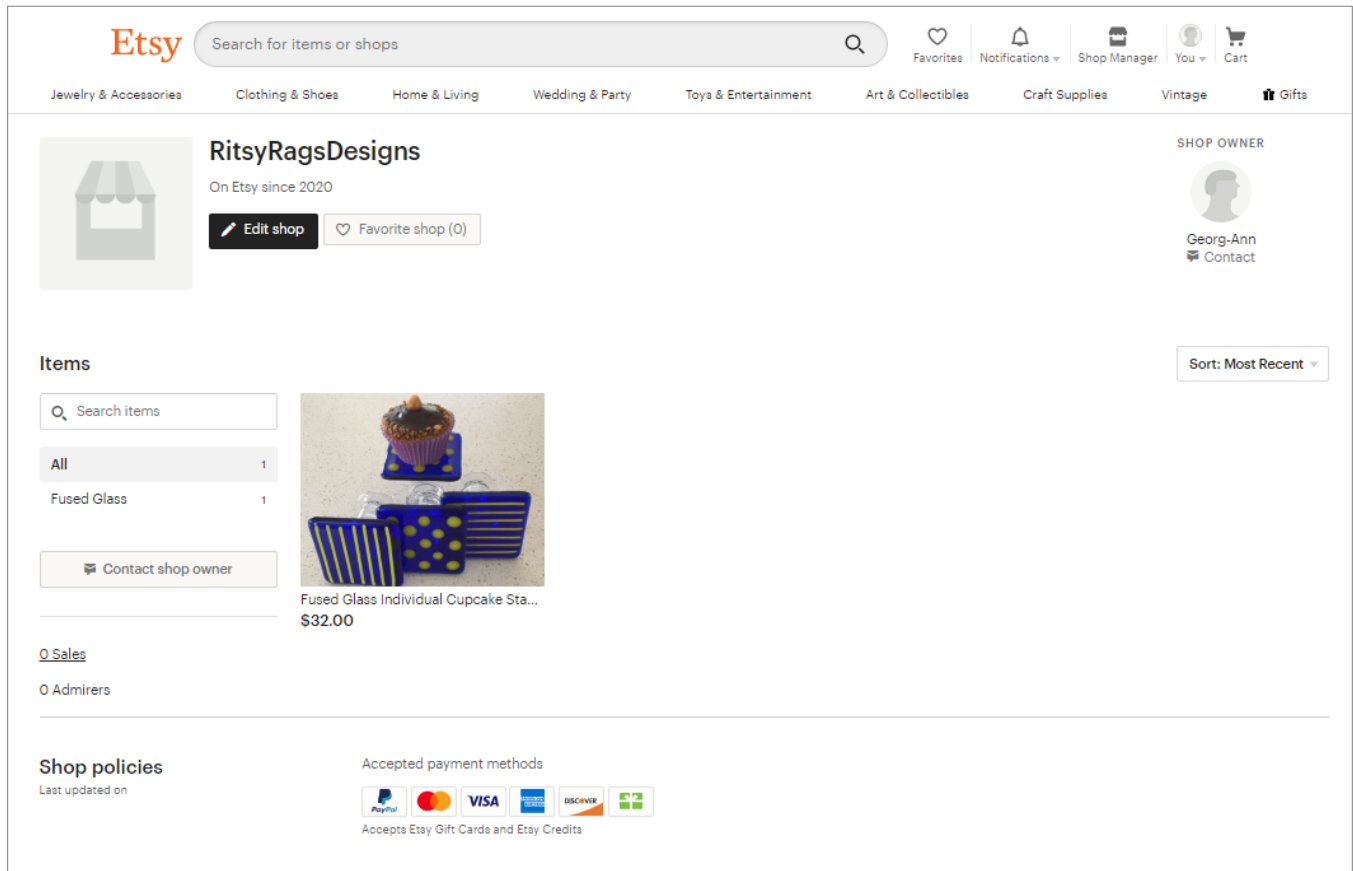
State Virginia

United States | English (US) | \$ (USD) © 2020 Etsy, Inc. [Terms of Use](#) [Privacy](#) [Interest-based ads](#) [Help Center](#)

Open your shop

Go ahead – Press the button!

And there you have it!

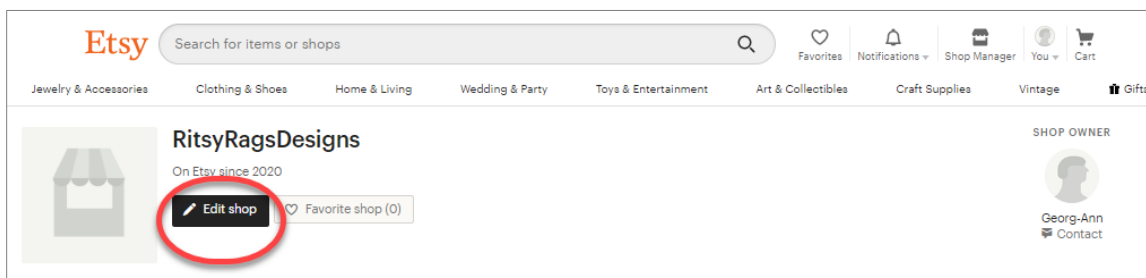


Do you still have some work to do to make it pretty? Yes, for sure, but your shop is open! Let's spend a couple more minutes on things we need to do and then it's all about stocking up your shop and promoting it to make sales!

Chapter Four: A Few More Things to Do

As we've already seen, Etsy has an amazing number of ways to help with your shop. You'll want to add a personal picture, your logo, a banner, your shop policies and of course a lot of inventory that then you will sell! And after the sale, you'll ship quickly and give incomparable customer service. Etsy can help with all of these things but they are a bit beyond the scope of this guide. We will finish up the opening tasks, I'll provide some links to resources and then you can go forth and sell!

1. Click on Edit shop

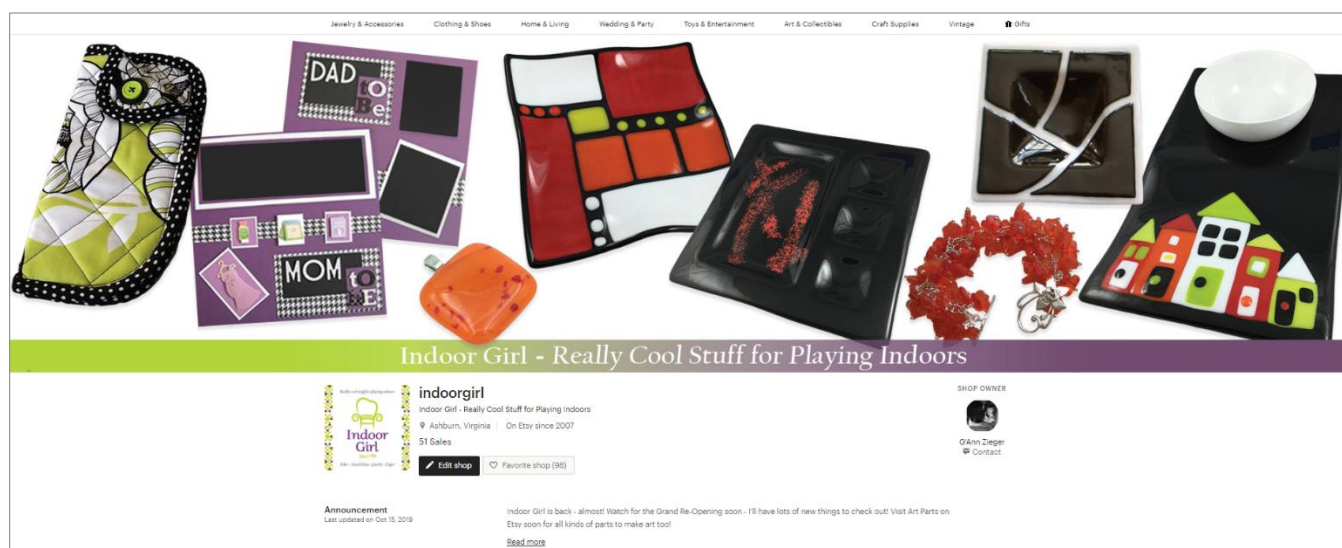


2. Scroll down the page to familiarize yourself with the information located here for use now and in the future
 - a. Only a few things need to be completed here to complete the opening of your shop

Pictures, Avatars and Banners

In your prework you chose a picture to use as Shop Owner, your logo for your avatar and a banner to be used to showcase your brand. If you do not yet have a banner or a logo, do not let that stop you from moving on. Everyone has a picture of themselves they can use as the shop owner and that is the number one requirement! Next is a logo and then when you can, a banner!

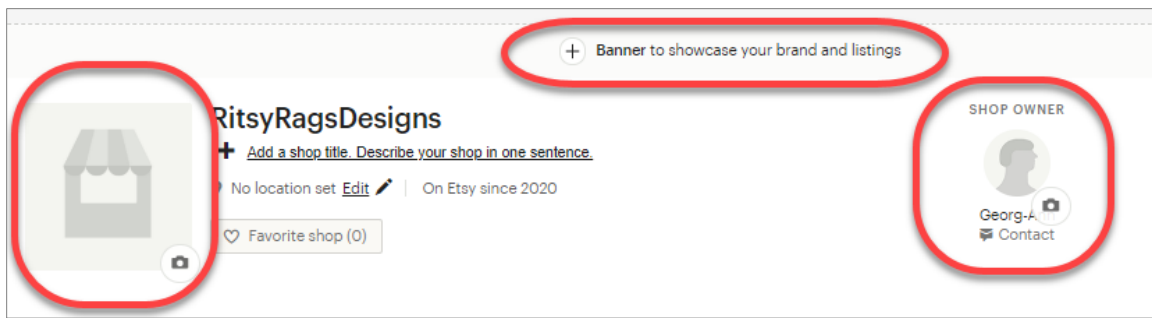
Here is an example of my Indoor Girl banner, avatar and shop owner picture:



Again, a banner is great if you have one available but if not, your shop is fine until you have one created.

1. Click on the plus sign to add your banner
2. Select image; save changes
3. Click on the camera icons for the logo/avatar and shop owner

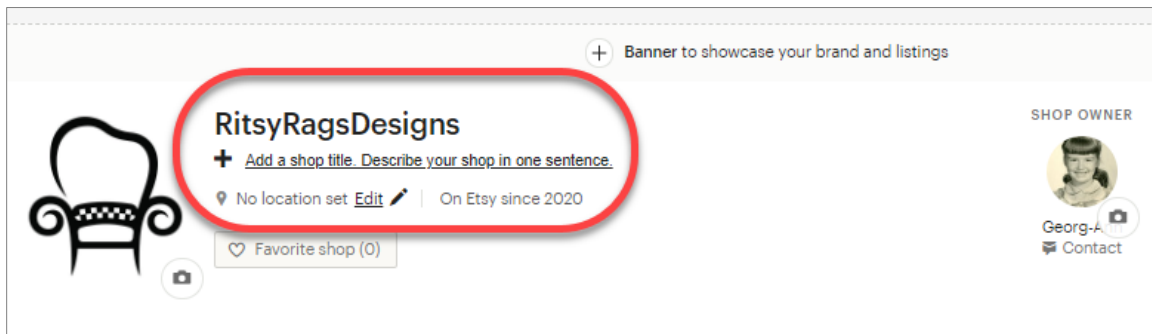
4. Select images; save changes



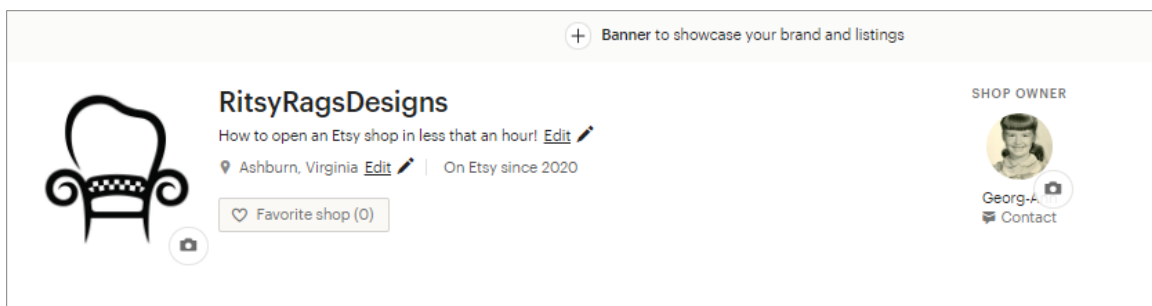
Looking better already!

Shop Title, Location

1. Click Add a shop title
2. Enter your shop tag line
3. Click Edit for location
4. Type name of city and make selection



Looking even better!



Shop Policies

Scroll down the page to the shop policies section. This MUST be updated now so that your buyers will see how you will manage your selling process from the start. You can always change your policies and Etsy makes it easy by giving you simple shop policies to use until you can solidify your own.

1. Scroll to Shop Policies
2. Click Try it now to switch to simple shop policies

Shop policies

Switch to simple shop policies
We'll give you a quick template to create your shop policies in seconds.
[Try it now](#)

Shipping Processing time

The time I need to prepare an order for shipping varies. For details, see individual items.

3. Review policies and make selections for:
 - a. Shipping (only if you want to give a shipping time; you've already indicated your processing time in your shipping profile)
 - b. Returns and Exchanges: Defaults both to yes; change Exchanges to No
 - c. Cancellations: Defaults to no; do not change
 - d. Select options for returns
4. Click Publish Shop Policies
5. Agree to post Shop Policies by clicking OK
6. Sign out of Etsy
7. Access Etsy www.etsy.com and search for your shop name
8. Admire your work!



RitsyRagsDesigns

How to open an Etsy shop in less than an hour!

Ashburn, Virginia | On Etsy since 2020

Favorite shop (0)

SHOP OWNER



Georg-Ann
Contact

Items

Search items

All 1
Fused Glass 1

Contact shop owner



Fused Glass Individual Cupcake Sta...
\$32.00

0 Sales

0 Admirers

[Report this shop to Etsy](#)

Shop policies

Last updated on Apr 30, 2020

Shipping

Processing time

The time I need to prepare an order for shipping varies. For details, see individual items.

Payment options

Secure options



Accepts Etsy Gift Cards and Etsy Credits

Etsy keeps your payment information secure. Etsy shops never receive your credit card information.

Returns & exchanges

I gladly accept returns

Contact me within: 3 days of delivery

Ship items back within: 14 days of delivery

I don't accept exchanges or cancellations

But please contact me if you have any problems with your order.

The following items can't be returned or exchanged

Because of the nature of these items, unless they arrive damaged or defective, I can't accept returns for:

- Custom or personalized orders

Conditions of return

Buyers are responsible for return shipping costs. If the item is not returned in its original condition, the buyer is responsible for any loss in value.

Chapter Five: Finishing Up

Mission accomplished! Your shop is open! Now what!?

1. Make a list of those things that you will need to complete the process
 - a. Have a banner designed if you don't already have one
 - b. Start taking pictures and writing descriptions of items for sale
 - c. Decide on item pricing
 - d. Decide if you are going to offer a different method of shipping
2. Stock up your shop with the items you have pictures, descriptions, and prices for
3. Start marketing your shop – there are SO many ways to market that are free, low cost, passive and not
 - a. At the very least, add your shop URL (www.etsy.com/shop/yourshopname) to your email signature; think of how many emails you send a day! Free advertising!

Use Etsy's wealth of help to fine tune your shop and good selling!

[Etsy's Seller Handbook](#)

Etsy Search for items or shops

Seller Handbook
Advice and inspiration for successfully running your Etsy shop

Search for the advice you need

Categories

| | |
|---|--|
| Photography How-to's and best practices for representing your brand and products See all 19 articles > | Getting found The ins and outs of SEO and connecting with buyers on Etsy and beyond See all 39 articles > |
| Shipping Tips and tricks to save you money and time when fulfilling your orders See all 18 articles > | Branding and marketing Developing and promoting your brand to shoppers and the press, plus how to ace customer service See all 143 articles > |
| Legal Demystifying intellectual property law, legal structures for your business and more See all 18 articles > | Pricing, taxes and finance Practical information to take the stress out of pricing your items, bookkeeping and taxes See all 18 articles > |
| Productivity Strategies for working smarter, not harder, including tips on hiring and leadership See all 46 articles > | Growth strategies Advice on expanding your business with new products, Etsy Wholesale or manufacturing partnerships See all 85 articles > |
| Community Inspiring workspaces, motivational seller stories, details on events and the latest news from our community See all 244 articles > | Seasonal tips Trends and advice to help you capitalize on peak shopping seasons, online and in person See all 62 articles > |