



# GET YOUR SHOP IN SHAPE CHECKLIST

We created this checklist as a companion to Module 1 to help you stay on track as you build those Etsy shop muscles! There's no need to do things in this exact order (except you'll probably want to start by opening a shop if you don't already have one!). Just pick a task, jump in, and see how much you can accomplish! Remember, you don't have to be PERFECT from day one. The rest of the courses in this series will help you HONE each aspect of your shop piece by piece. Ready? Set, GO!!!

## Open an Etsy Shop

- ☐ Create a product to sell and take at least one picture of that item (you have to create a listing to open a shop, but don't be intimidated! We'll help you hone this listing later. For now, just get something in there.)
- ☐ Choose a shop name (20 characters or less)
- ☐ Choose a shop tagline (55 characters or less)
- ☐ Go to Etsy Help "How to Open an Etsy Shop" and set up your shop

## Nail Down Exactly Who You Are and What You Sell

- ☐ Create a logo or pay someone on Fiverr.com or Etsy to create one for you
- ☐ Fill in your About Section (Shop Manager > Settings > About your Shop > Story)
  - ☐ Why do you make what you make?
  - ☐ How did you get started?
  - ☐ What makes your product unique?
  - ☐ How does your product make your customers' lives better/more interesting?



- ☐ Add 5 behind-the-scenes photos to your About Section (if you have them. If photography freaks you out, don't panic. Get our Etsy 103 Mini Course!)
- ☐ Add descriptions for you and each member of your shop (Shop Manager > Settings > About Your Shop > Members)

## **Organize Your Shop and Improve Its Visual Appeal**

- ☐ Using Canva.com, create a shop banner (Google Etsy shop banner dimensions for the size)
- ☐ Add your banner, shop icon (your logo), and your profile photo to your shop (Shop Manager > Sales Channels > that pen icon next to your shop name)
- ☐ Create shop sections (Shop Manager > Listings > Sections)
- ☐ Write your shop announcement ("Welcome!" or "New Products!")
- ☐ Install the "Sell on Etsy" app on your phone or tablet and post a shop update (More > Marketing > Social Media > Shop Updates)
- ☐ Fill in your "message to buyers" asking them politely to review their purchase (Shop Manager > Settings > Info and Appearance > Message to Buyers). (We'll hone this message in the Etsy 106 Mini Course!)
- ☐ Keep creating products! Keep adding more listings!