ETSY ESSENTIALS SYLLABUS

COURSE OBJECTIVES

Etsy Essentials will teach you everything you need to know to sell successfully on Etsy. This course is for beginners as well as those who haven't yet seen their sales take off.

Etsy Essentials is divided into **5 modules** that offer more than **10 hours of video instruction** .teaching you the very same strategies we used to grow our shop!

MODULE 1: SETUP

- Hone Your Shop Name and Tagline
- Learn How to Complete the Info & Appearance Section of Your Etsy Shop
- Write Your About Section
- Organize Your Shop with Listing Sections
- Discover How to Revamp Your Shop Layout
- Create Synergy in Your Shop

MODULE 2: ALL ABOUT LISTINGS

- All about Etsy's Search Algorithm
- Tools for Etsy SEO (Search Engine Optimization)
- Optimize your Listing Tags & Titles
- How to Use Listing Categories & Attributes
- Write Great Listing Descriptions
- Walkthrough Other Key Elements of Listings
- Learn When to List, Renew, & Deactivate Listings

MODULE 3: PRODUCT PHOTOS

- Intro to Product Photography
- Plan a Photoshoot
- Define Your Visual Style
- Crash Course in Graphic Design
- Examples of Good & Bad Graphic Design

MODULE 4: PRICING AND SHIPPING

- How to Price Your Products
- Using the CraftRanker Pricing Worksheet
- Learn the Basics of Packaging & Shipping
- How to Ship Very Large & Very Small Items
- Using Shipping Profiles
- Etsy Shipping Walkthrough

MODULE 5: CUSTOMER SERVICE

- Customer Service 101
- Taking the High Road in Convos
- Dealing with Bad Reviews
- Setting Good Boundaries
- Etsy's Star Seller Program

BONUS MODULE

- No Sales? Look at Your Stats
- A Quick Dive into Marketing Options

ETSY EXPERT SYLLABUS

COURSE OBJECTIVES

Etsy Expert will teach Etsy sellers how to turn their hobbies into thriving businesses. It is aimed at entrepreneurs who want to build a business using Etsy's platform.

Etsy Essentials is divided into **5 modules** that offer more than **20 hours of video instruction** .teaching you the very same strategies we used to grow our shop!

MODULE 1: MARKETING AND ADVERTISING

- Keyword Tools 2.0: Google Adwords & Moz.com
- Get Organized with Keywords
- Hone Your Listing Descriptions
- Why Writing is Essential to Growth
- Copywriting for Marketing
- Learn to Use Sales, Targeted Campaigns, & Promotions in Etsy
- Up Your Game with Paid Ads: Etsy Native Ads and Offsite Ads

MODULE 2: ADVANCED BRANDING TECHNIQUES

- Why Aesthetic & Branding Matter
- Real Strategies to Hone Aesthetic
- Shop Cohesion: How to Make Your Colors, Style, Images, and Text Work Together
- Image Design Tips
- How to Use Color in Design
- Next-Level Design Tools
- Advertising: Best Practices, Social, Influencers, Content Advertising, FREE Advertising
- How to Use Social Media in Marketing: What and When to Post, Growing a Following, Engaging with Customers
- Email Marketing: Best Practices, Tools, How to Get Subscribers, How to Send Awesome Emails, How to Measure Success
- To Blog or Not to Blog?

MODULE 3: DATA, ANALYTICS, AND SUSTAINING SALES

- How to Use Etsy Analytics
- Using Data Effectively
- Getting Google Analytics for Your Etsy Shop
- Learning from Social Data
- Graduating to Pattern by Etsy
- Trying out Other E-Commerce Options: SquareSpace, Shopify, Amazon
- What to Do if Sales Stall: Tricks and Tips

MODULE 4: SCALING AND PROFIT MARGINS

- Business Logistics & Scaling
- How to Have a Growth Mindset
- Recognizing Signs You Are Growing
- The Big 3 of Scaling
- Changing Your Business Structure: LLCs and S-Corps
- How to Do Your Own Accounting: Expense Tracking, Invoicing, & Time Tracking
- Business Plans & Licenses
- Workspace Logistics
- Hiring Help
- Shipping 2.0
- Understanding Supply Chain & Growth
- Outsourcing, Wholesale, & Drop Shipping

MODULE 5: ADVANCED TROUBLESHOOTING

- Iterating Small with New Products
- Testing Market Viability
- Using Etsy Forums to Troubleshoot Problems
- Contacting a Live Person for Etsy Help
- What to Do about Copycats
- How to Handle Account Limitations & Shutdowns
- Should You Use Vacation Mode?
- How to Use Listing Variations