



Your

Etsy Success Checklist

Before beginning the course

- Join my Facebook group, the Non-Starving Artists Society!
- Get a softbox, lights, and paper backdrops for photos.
- Get shipping materials - flat rate boxes, regular boxes, bubble wrap - save receipts and note prices for everything you buy
- Gather up the items you're going to sell - make an inventory with price list
- Start looking up other people who sell the same thing on Etsy, make a Word document or Google Doc where you list the tags and keywords they use

Your shop

- Get an Etsy shop!
- Set up your payment account (Paypal or your bank)
- Make your Etsy profile page - good photo of you, make it personal, tell people why you do what you do
- Fill out your shop policies
- Make up some test packages to figure out shipping rates
- Take photos of your products
- Make a listing! (Title with keywords, photos, categories and attributes, a great description, some AWESOME keywords, a shipping profile)
- Make some more listings!
- Sort your listings into sections
- Take a break and pat yourself on the back! You have an Etsy shop!

Promo party!

- Get a Facebook page for your business
- Make Facebook cover photo (your product, maybe?) and profile pic (your face or logo)
- Start scheduling Facebook posts (promote your shop at least six times a month!)
- Get an Instagram for your business (optional)
- Share your Etsy shop link and your business social media accounts on your personal social media account, so your friends can support you
- Keep up the good work! Keep making your products, updating your tags, adjusting, and promoting!