



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:

Sharron Marty:

The book How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products make one feel enjoy for your spare time. You should use to make your capable much more increase. Book can to be your best friend when you getting anxiety or having big problem together with your subject. If you can make examining a book How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products for being your habit, you can get much more advantages, like add your own capable, increase your knowledge about several or all subjects. You are able to know everything if you like available and read a book How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products. Kinds of book are several. It means that, science e-book or encyclopedia or some others. So , how do you think about this e-book?

Rachel Kaufman:

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Joyce Shryock:

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 the idea. The writer explains her idea with easy means. The language is very clear to see all the people, so do not worry, you can easy to read it. The book was authored by famous author. The author will take you in the new time of literary works. You can actually read this book because you can keep reading your smart phone, or model, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can start their official web-site along with order it. Have a nice read.

Sandra Brown:

Reading a reserve make you to get more knowledge as a result. You can take knowledge and information originating from a book. Book is prepared or printed or illustrated from each source in which filled update of news. With this modern era like currently, many ways to get information are available for you actually. From media social similar to newspaper, magazines, science guide, encyclopedia, reference book, book and comic. You can add your understanding by that book. Are you hip to spend your spare time to open your book? Or just searching for the How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products when you necessary it?

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