

Etsy Entrepreneur

Turn Creativity Into Income & Elective Credit
Presented by Abby Banks



Why Etsy is a Smart First Business

- 1.
- 2.
- 3.

4-Step Etsy Launch Framework

- Validate the Idea
- Build Smart
- Price for Profit
- Manage Like a Business

Step 1: Validate the Idea

Keyword Search & Tags
Pricing Research
Differentiation Research

Step 2. Build Smart

Strong Photos
Clear Titles
Clear Descriptions
SEO Basics

Step 3. Price for Profit

- materials
 - time
 - fees
 - margin
-
- Supplies + Your Time = Item Cost
 - Item Cost x Mark-up (2.0-2.5 or more) = Wholesale Price
 - Wholesale Price x Mark-up = Retail Price

What about fees?

Listing fee 20 cents
Transaction fee 6.5%
Payment processing 3% + 25 cents

Offsite ads 15% IF the sale comes through Etsy advertising
Etsy collects & remits sales tax now



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Step 4. Manage Like a Business

- Systems
- Organization & Storage
- Simple Bookkeeping
- Professional Communication

The best way to learn is by doing.
Don't wait for things to be perfect before starting!

Turning it into Elective Credit

- business elective, entrepreneurship elective
- logging hours 120 hours = approx. 1 credit
- decide on a grading rubric before starting
- what will success look like?

Resources

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