



etsy quickstart checklist

- Decide what you will sell on Etsy: vintage, handmade, digital, or supplies.
- Open a shop on Etsy and use this code to get 40 free listings: <https://etsy.me/2GCT8aX> Save your shop name. Create your logo and branding.
- Complete some preliminary market research on Etsy. Choose three items that you think you will sell on Etsy. Type those in the Etsy search bar and write down all the suggestions that you see come up in search. This is what your customer types in the search bar when looking for that item. This will help you with titles and tags for your products.
- Find a shop selling a similar item. Scroll all the way down to the bottom of the listing and write down all the keywords you see at the bottom of the listing. These are also super helpful for creating great titles and tags for your future listings.
- What is the price range for listings that are similar to what you want to sell? Keep track of those numbers.
- Now that you have checked out some of your competitor's listings, think of ways that you can differentiate your product. Can you offer additional sizes, colors, or options? Will you target a different market?
- Decide on the look, feel, and branding that you want to use with your photography. Research lightboxes. Look for examples of photography that stands out to you on Etsy.
- Make a goal for getting your first 3 listings up on Etsy. Try to do it sooner rather than later! Write that date here: _____
- The Etsy Quickstart Guide includes step-by-step instructions, including helpful visuals. Use code 5OFF to save \$5 when you purchase here: <https://www.4onemore.com/product/etsy-quickstart-guide-ebook/>