



Starting an Etsy Business for Dummies

Kate Shoup , Allison Strine

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The easy way to build an online craft business from scratch

"Starting an Etsy Business For Dummies" offers expert advice for artists and entrepreneurs looking to build an online craft business from scratch. You'll get invaluable information on setting up your online shop, writing compelling item descriptions, photographing your work, engaging the Etsy community, understanding fees, and finding your muse when it takes a holiday.

In the last couple of years, the DIY movement has transcended the big-box hardware stores, and has taken on a new format in the savvy crafting arena. Etsy.com boasts an astonishing 1.9 million members, and there are tens of thousands of craft and hobby bazaars held each year across the United States. "Starting an Etsy Business For Dummies" shows you how to create, manage, and successfully sell handmade wares, vintage goods, and DIY supplies using the world's largest online handmade marketplace. Learn to sell your handmade wares, vintage goods, DIY supplies online at Etsy.com Create and manage your own successful Etsy storefront Merchandise your unique creations and drive buyers to your shop

If DIY is your domain, "Starting an Etsy Business For Dummies" gives you the skills, knowledge, and know-how to create a successful business that pays.

Starting an Etsy Business for Dummies Details

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From Reader Review Starting an Etsy Business for Dummies for online ebook

Laura Cushing says

A fairly helpful book - I am starting my own Etsy business, so I really needed to learn the basics. This book is easy to follow and generally helpful. They really went overboard with the section titles- I know they're meant to be funny, but sometimes they just made me shake my head and go "...really?".

I read it on my kindle and bookmarked sections that I will want to refer to again as I continue selling on Etsy, so I think it will not only be a good read to start my business up, but also useful as a reference.

Amber Koppenhofer says

I've read a couple of chapters of this book, but don't really have the time or motivation to continue w/it at this time. I think it's going to be very helpful, but I need to buy it because apparently it's popular and the library never lets me renew. I will start it back up when I can purchase it.

Chris Davis says

Even though the Etsy Website contains detailed instructions on how to use the site, Etsy is not a guide to e-commerce. The "Dummies" books are very straightforward and easy to read. Consider this a starting point for starting your own Online business using Etsy.

Lauren Prock says

Lots of great information about how to start your etsy business.

Mandy Power says

I've never read a "for dummies" book before, but it turned out to be pretty helpful

Arlene says

This is a helpful book but is not terribly insightful. Some of the information, for most users of the web, is a bit obvious (i.e. if you want to sign up for an Etsy account - there is one for shoppers and one for shop owners).

The book could be better by being updated to a current version (so much of Etsy's site has new or expanded

features since the book was written).

Also, it would be helpful if the authors had gone into Paypal in some detail since Etsy relies on it and since Paypal requires its own storefront or shop owner customer service (i.e. dispute resolution customer service, etc.).

In the end, though, it is helpful in explaining the basics and where to hunt and peck on Etsy's site for further information.

False says

I guess I'm not a dummy about ETSY, because I knew all of this. My copy was three years old, and in technology years, that's obsolete: meaning...none of the icons or locators were where they were three years ago, so you had to go looking. This book would be more helpful for someone selling handcrafted items, maybe. I read through the teams, conversations and forums and none of them seemed very helpful. The one thing I did learn is that you can apply Google Analytics to your site to track viewers, etc, but you get a lot of that data from the ETSY dashboard anyway without dragging Google and it's tracking cookies, into it.

Kitten Kisser says

Why would I want this book when I have been selling on Etsy for over 3 years? Because Etsy has been making changes. At the time I requested this book, the latest change negatively affected my sales to the point where I was wondering why I was bothering to list my items at all. The problem was Etsy changed it's search format. Potential buyers were not finding my items. I followed all the Etsy newsletters & workshops changing tags, titles you name it. It made no difference. Along comes this book & I think, what have I got to loose?

For the most part being an active buyer & seller I can say that this book is dead on right. The advice is sound & you should follow it. I even discovered little things here & there that I didn't know! =D

Sadly the book is already outdated! Etsy is continuing to make changes & at the rate they are doing these changes, no book will ever be up to date. The already mentioned search format change is not in the book. Also, the book says you cannot change your shop name. Last week I got a notice from Etsy saying soon we would be able to change our shop names. The book says how you can buy a spot for \$7 a day to be featured. This changed twice now. They did away with that when they changed the search format. That space featured the newly listed items. It has yet again changed to feature items that sellers pay to have featured but not for \$7 a day. It's totally different & I'm not going into it or this review will never end.

There is now a option to click the Facebook like button on the shop page front. As well as a Twitter option. Now not only is your shop name shown, but your real name (or whatever name you chose to provide. If you don't provide a name it will show your shop name twice) and your shop name. The book mentions going into the Chat rooms & etiquette. Well don't worry you can skip right over this. Etsy got rid of the Chat rooms!

I am trying to remember all the changes that have happened that are not in this brand new book & really there are so many it's rather nutty & I'm sure I'm missing a few.

The section on paying taxes was not very detailed. This is another reason I wanted the book. I only

discovered one thing I hadn't known about our tax system. Mostly this section covers the tax part in Etsy but advises you to speak to a lawyer and/or accountant. They also recommend finding out the specific tax laws for not only your State but your Town as well. This is good advice but probably not what you are looking for since you have to look elsewhere for the answers to all those confusing tax questions.

If you are new to Etsy I see no reason not to read this book because it still contains loads of useful information. If your a seasoned seller, you may enjoy brushing up on your Etsy knowledge & who knows maybe like me you will learn a few new things along the way! The biggest problem is if you use this book & really are a "Dummy" you are going to be very confused when what the book says & what Etsy does don't match up. Luckily at the moment it's a small enough amount of differences that you can still learn plenty. Aside from that Etsy is not a super complicated site. It functions very well. As the book advises (this is great advice) Be a buyer first! You have a stress free way to get familiar with the site while getting some nifty items for your efforts!

Good luck!

Lorna says

A lot of practical information. Will prove very useful as I open an Etsy shop.

Judy says

This book offered me a lot of help in building my Etsy help in regards to paying taxes, taking photos that will catch the interest of the public, etc. However, the truth is although a new book it is already out-of-date as Etsy has added many more features for sellers.

Samantha says

This book had a ton of really good advice and suggestions that I plan to implement in my existing Etsy shop. It was very well-organized and informative. I appreciated the light, easy-to-read, humorous tone, like reading an email from a close, personal friend. I look forward to implementing the things I learned from this book and seeing my business grow.

Mary says

Nice overview of how Etsy works--including detailed step-by-steps for various things--and good tips on organizing your business. The info about promotion and price setting was particularly interesting.

Arista says

I wasn't overly impressed with this book. It was a small book filled with information that anyone could have

found out by using the Etsy site for about 10 minutes. I'm hoping the larger edition has more helpful tips. The Mini Edition was definitely a waste of money, though.

Meredith says

Too old to be of much use. The site has changed a lot. It's way more friendly.

Myndi says

A very thorough review of many of the steps and considerations that go into starting an Etsy shop. There were many elements that I skimmed because they don't apply to me at this point, but might come in handy in the future. Other parts were extremely basic (i.e. "I already knew that"), but would come in handy if you have no experience on the Etsy platform at all, even as a customer. A great place to start if you are considering a business venture on the Etsy platform.
