

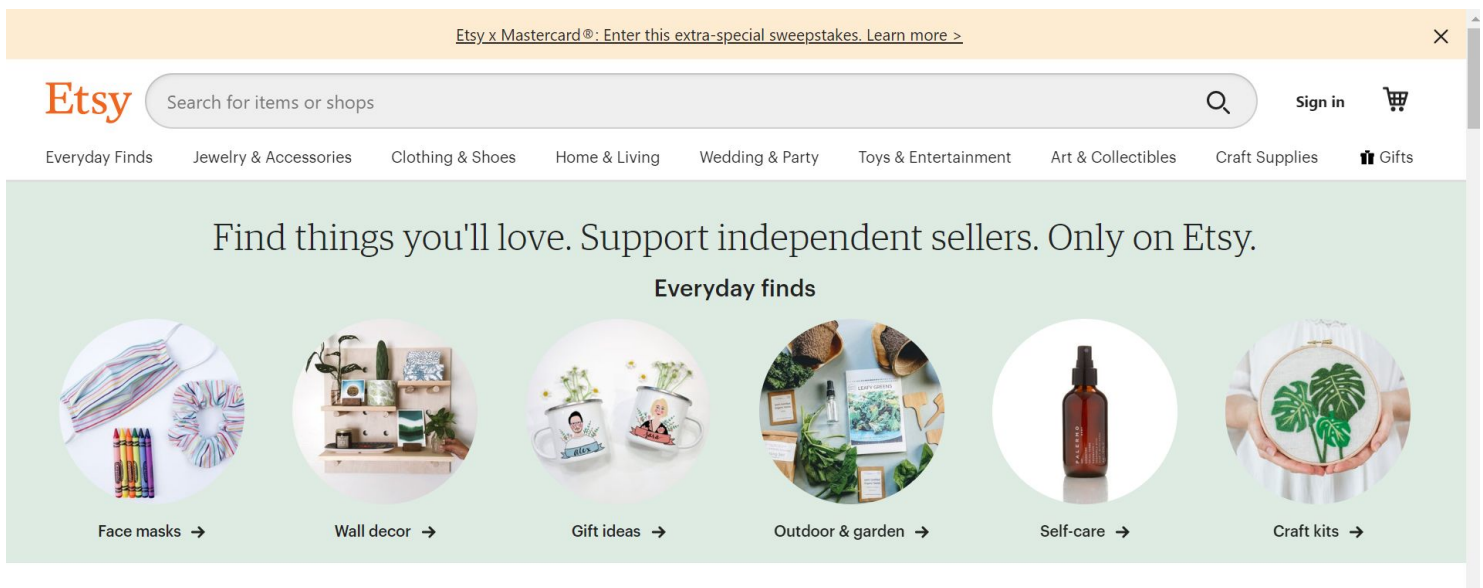
HOW TO SELL ON ETSY

Etsy is the global marketplace for unique and creative goods. It connects sellers and buyers across the globe on a single platform. Sellers turn their ideas into businesses and buyers can purchase something with a personal touch.

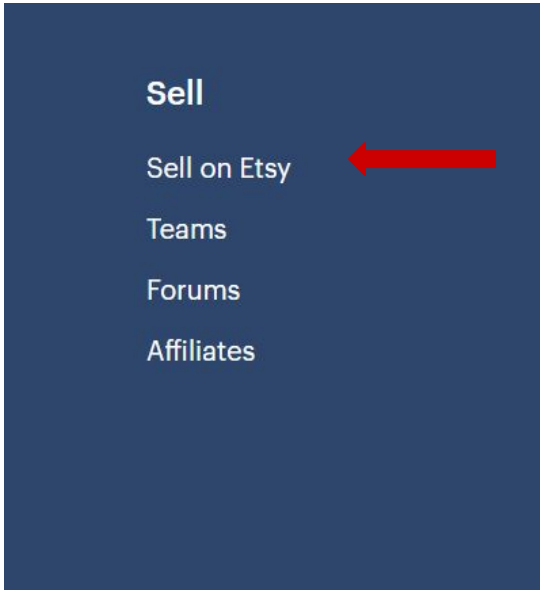
This tutorial assumes the user has an Etsy account and profile.

Instructions

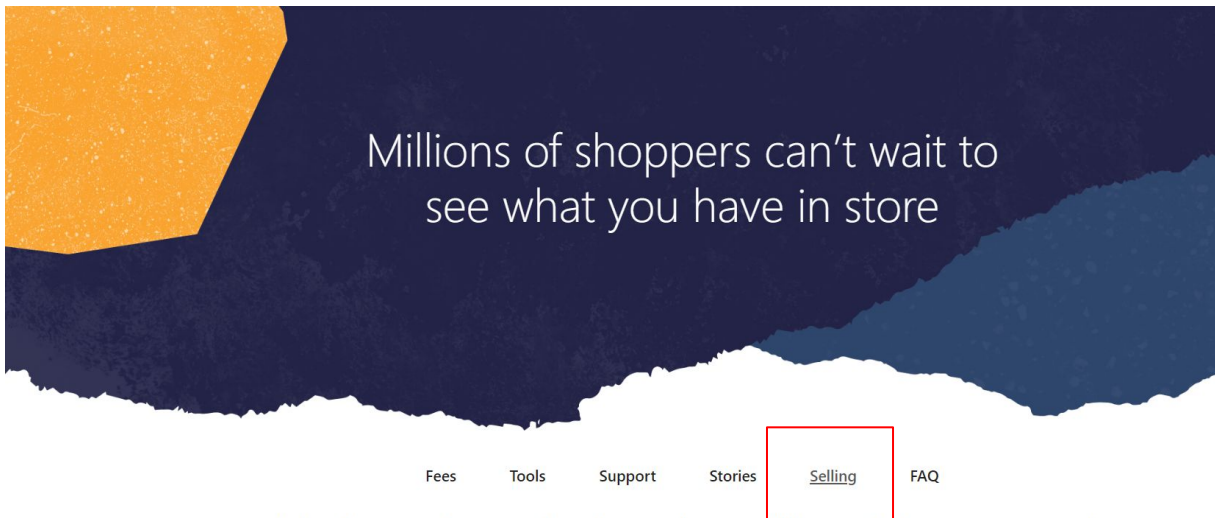
- Navigate to <https://www.etsy.com/>. You will be taken to the homepage of the website as shown below.



- Scroll to the bottom of the page and look for “Sell”. Click on “Sell on Etsy”.



- You will be taken to a page that contains more information about setting up a shop on Etsy. Scroll to the middle of the page and click on “Selling”.



Add a Congratulations!

- You will be taken to a page that shows what you can sell on Etsy. Click on the “Open your Etsy Shop” button.

Fees Tools Support Stories Selling FAQ

Open your Etsy Shop

What can you sell on Etsy?

Handmade Goods

Vintage
(20 years or older)

Craft Supplies

- There will be a pop up to sign in. Log into your account.

Sign in to continue

Sign in or register with your email address

Email address

Continue

[Trouble signing in?](#)

OR

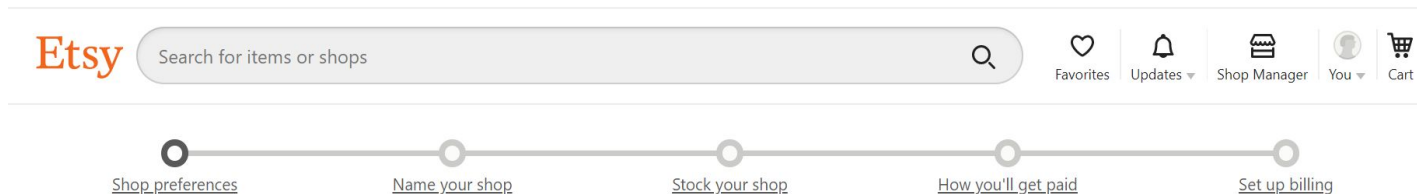
Continue with Google

Continue with Facebook

Continue with Apple

By clicking Sign in or Continue with Google, Facebook, or Apple, you agree to Etsy's [Terms of Use](#) and [Privacy Policy](#). Etsy may

- You will be redirected to a page to set up your shop. Follow the instructions and fill out any relevant information on the page.



- The first portion is “Shop Preferences”. Select the language, country and currency. Select an option that describes you best. Once all the fields are filled out, the “Save and Continue” button will turn black - you can click to navigate to the next page.

Shop preferences

Let's get started! Tell us about you and your shop.

<p>Shop language *</p> <p>Shop country *</p> <p>Shop currency *</p>	<p>English</p> <p>United States</p> <p>\$ United States Dollar</p>	<p>The default language you'll use to describe your items. Choose carefully! You cannot change this once you save it, but may add other languages later.</p> <p>Where is your shop based?</p> <p>The currency you'll use to price your items. Shoppers in other countries will automatically see prices in their local currency.</p>
<p>Which of these best describes you? *</p>	<p><input type="radio"/> Selling is my full-time job</p> <p><input checked="" type="radio"/> I sell part-time but hope to sell full-time</p> <p><input type="radio"/> I sell part-time and that's how I like it</p> <p><input type="radio"/> Other</p>	<p>This is just an FYI for us, and won't affect the opening of your shop.</p>

Save and continue

- Select a name for your shop. It should be unique and available. Type the name in and check availability

Name your shop

Choose a memorable name that reflects your style.

Enter your shop name 20 **Check availability**

Your shop name will appear in your shop and next to each of your listings throughout Etsy. After you open your shop, you can change your name once. [Here are some tips for picking a shop name.](#)

Save and continue

- If a name is not available, you will see the “Not Available” box in red and be given alternate names. If the name is available, you will see an orange “Available” button. You can now Save and Continue to the next page.

toys ✗ Not available Check availability

Unfortunately, toys is already taken, but our snazzy name generator has come up with some similar names that still are available:

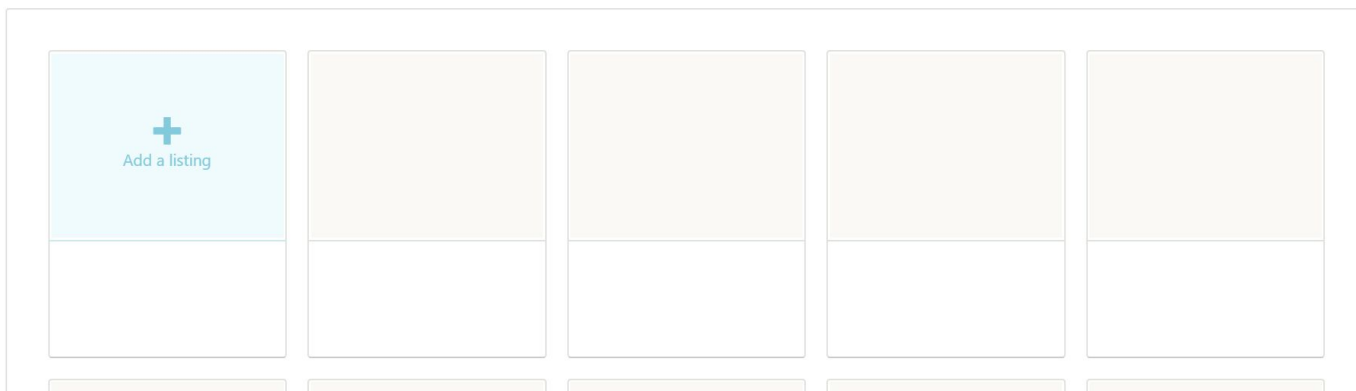
toys0800 ✔ Available Check availability

Your shop name will appear in your shop and next to each of your listings throughout Etsy. After you open your shop, you can change your name once. [Here are some tips for picking a shop name.](#)

- The next page, “Stock Your Shop”, allows you to take pictures and add a listing. Click on “Add a listing” to add more and relevant information about the items you wish to sell. Add as much information as possible including pictures, details, or even a video. This will help the buyer know more information about the product you wish to sell.

Stock your shop

Add as many listings as you can. Ten or more would be a great start. More listings means more chances to be discovered!



Add a new listing

Photos *

Add as many as you can so buyers can see every detail.

Photos *

Use up to ten photos to show your item's most important qualities.

Tips:

- Use natural light and no flash.
- Include a common object for scale.
- Show the item being held, worn, or used.
- Shoot against a clean, simple background.

Link photos to variations

Add photos to your variations so buyers can see all their options. [Try it out](#)



Video Beta

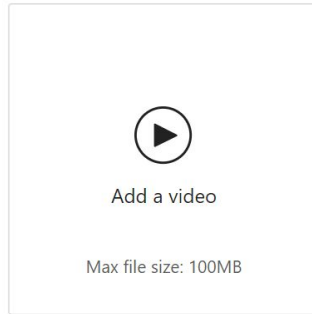
Bring your product to life with a 5 to 15 second video—it could help you drive more sales. The video won't feature sound, so let your product do the talking!

Before you start

- Adjust your phone or camera settings to record high resolution video - aim for 1080px or higher.
- Match the aspect ratio of your video with your primary photo, or consider making it square.
- Keep your camera steady by using a tripod or filming on a level surface.

[Learn how to make videos that sell](#)

Quick note: 50% of Etsy buyers will see your videos in an experiment we're currently running! [Learn more](#)



- Fill out all the relevant details of the listing including category, size, color etc. This helps shoppers find the item in the relevant category.

Listing details

Tell the world all about your item and why they'll love it.

Title *

Include keywords that buyers would use to search for your item.

About this listing *

[Learn more about what types of items are allowed on Etsy.](#)

This item is **handmade**

Category *

Type a two- or three-word description of your item to get category suggestions that will help more shoppers find it.

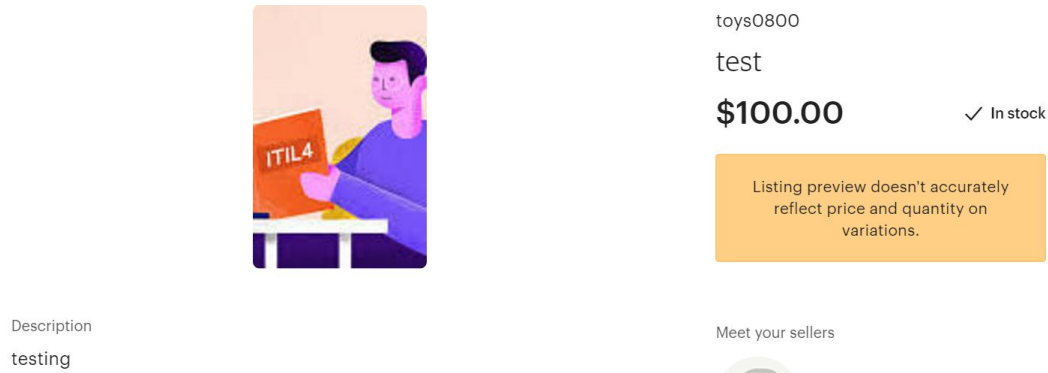
Shoppers will find this item in all of these categories:

Size Optional

Primary color Optional

Primary and secondary color attributes are

- Once all the details including inventory and pricing as well as shipping information are filled out, you can preview the shop.



toys0800

test

\$100.00 ✓ In stock

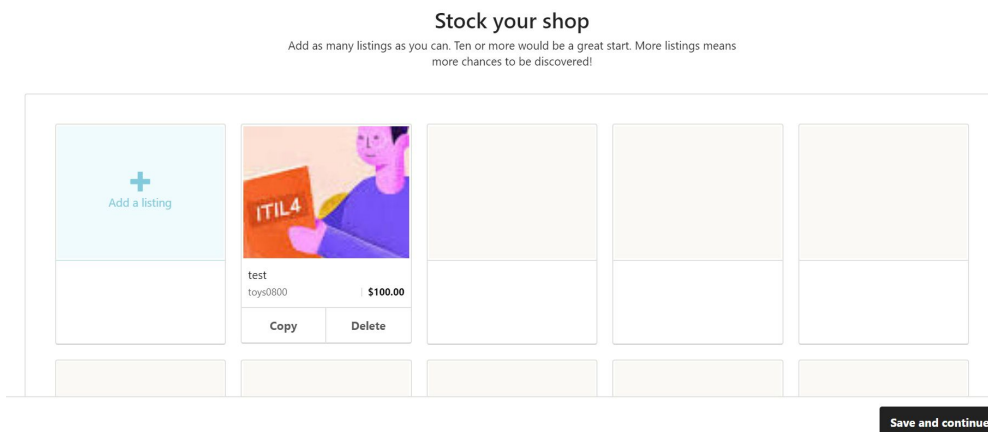
Description
testing

Listing preview doesn't accurately reflect price and quantity on variations.

Meet your sellers

- Add as many listing as you want - the more listings the better. Once all the listings are added, click on Save and Continue.

Stock your shop
Add as many listings as you can. Ten or more would be a great start. More listings means more chances to be discovered!

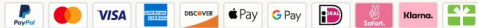


Save and continue

- The next page is “How You’ll Get Paid”. Fill out your bank information and other relevant information to set up transfers. Information will include banking info (account number and routing number), address, phone number etc.

How you'll get paid Protected

Etsy Payments gives buyers the most payment options and gives you Etsy's seller protection. [Learn more](#)



To start, where is your bank located?

Select country

[Didn't find your country?](#)

- Before completing the billing portion, you will need to upload an official government identification document.

Verify your ID

To complete your registration, we'll need you to provide some additional information to verify your identity. This step helps us protect both you and the overall safety of the marketplace. Please upload a clear, high-quality copy of the front of your **official government issued ID from your country of residence**. You can scan it, take a photo, or use your computer's webcam. A valid ID can be a driver's license, a government-issued photo ID, or a passport.

Please note:

- The ID must be an accepted document type from an issuing country in the list below.
- We're only able to accept IDs with Latin characters. Please consult the list below to see which IDs are accepted for your issuing country.
- The copy of your ID must clearly display your name, date of birth, and expiration date.
- The ID should be valid, legible, and not expired. Otherwise, we may request you to provide another copy.
- The information on the document must correspond with the name on the bank account you'll use for deposits and the name provided on your Etsy fee payment account.
- If you wish to use a mononym, please note your documentation must verify you have only one legal name.
- Government-issued health cards are not an acceptable form of ID.
- The uploaded copy must be a JPEG or PNG.

Document Type

Select issuing country ▼

Select a document type ▼

Choose File

- If you haven't confirmed your email address, you might get a prompt to complete this step.
- The final step is to add a form of payment for any Etsy billing. Make sure to review any and all associated fees before setting up shop. Learn more about fees here: <https://www.etsy.com/legal/fees>

Set up billing

Let us know how you'd like to pay your Etsy bill.

Stock up! Adding 10 or more listings gives buyers more opportunities to find your shop.

Choose a form of payment

We already have 2 credit cards linked to your account. You may use an existing card to pay your monthly bill, or enter a new one.

- Once all the fields are filled out and you're ready, click on "Open Your Shop!"

© 202

Open your shop

Congratulations! You now know how to sell on Etsy!