



Starting an Etsy Business For Dummies

Kate Gatski, Kate Shoup

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Starting an Etsy Business For Dummies Kate Gatski, Kate Shoup
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 how to set up an Etsy shop, write compelling item descriptions, photograph your work, engage the Etsy community, understand fees, and find 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. *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.

- Coverage new to this edition includes the latest in flash sale partners; best practices for applying SEO to your shop and listings; new tools for sellers; and much more
- Includes tips for increasing local sales by connecting with other local vendors through seller communities
- Covers harnessing the power of Pinterest to promote (and protect) your business

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.

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