

craft  entrepreneurship.  
**Selling Online With Etsy**

**Karen Koch**

lifeneedsart@gmail.com  
216-789-2751

<http://lifeneedsart.etsy.com>  
[www.LifeNeedsArt.com](http://www.LifeNeedsArt.com) / FB, IG @lifeneedart

Uncommon ART, 178½ N. Main St., Hudson, OH  
[www.uncommonarthudson.com](http://www.uncommonarthudson.com)

# 30 Years in 30 Seconds

- Majored in Art and English
- Worked for galleries for several years
- Did technical writing, editing, web content, SEO, emarketing for 25 years
- Did not make any art for half my corporate career
- Restarted making art in the early 2000s
- Have been selling art online since 2004
- Etsy shop owner since 2008
- Full time artist since 2013



# Selling Online With Etsy

What is Etsy and why use it?

What can you sell on Etsy – and what can you NOT sell there

Strengths: what it does so very well

Weaknesses: it's good but not perfect

Costs and fees

How does it compare to other platforms: Shopify, Amazon Handmade, Square?

Let's look at some successful shops – local and national

Fitting Etsy into your basket of tools (website, social media, retail shops, in person events)

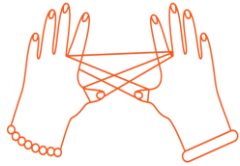
What's selling well online in 2020?

Etsy's Craft Entrepreneurship Program

# What is Etsy?

- A global marketplace for individual artisans, makers, creatives, and collectors to sell their wares.
- Easy and inexpensive for DIYers to set up a shop.

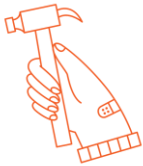
# What can you sell on Etsy?



Handmade



Vintage (at least 20 years old)



Craft Supplies

Products can be physical or digital

# What cannot be sold on Etsy?

Manufactured items purchased for resale

Cars

Real estate

Some services

Medical supplies

Event tickets

For the complete list see: <https://www.etsy.com/legal/prohibited>

# Why Use Etsy?

**Low cost - Low risk**

**\$0.20** to list an item for sale

No monthly fee / low transaction fees

**Lots of the right buyers**

**45 million** shoppers come looking for handmade and unique items.

**Plenty of room for everyone**

**\$1.2 Billion** in 1<sup>st</sup> Quarter 2020

up 30% from 1<sup>st</sup> Quarter 2019

# Strengths: what it does so very well

- They are not trying to be everything for everyone. They've defined their niche and stick to it, mostly.
- Lots of buyers
- They handle the messy bits: technology updates, international regulations, security,
- Easy to use with a small learning curve
- Low fees
- Reduced shipping fees with USPS
- Plenty of training, information, and support
- Advertising
- Mediation for buyer disputes
- Analytics and trend reports
- Decent mobile phone apps
- Integration with other apps: Square, Quick Books, Pinterest, free and paid SEO tools.
- Integration with pass-through products via Printful, Printify, etc.



# Weaknesses: it's good but not perfect

- Branding: shops all look the same. There are very few opportunities to customize your shop appearance.
- Limited workflow and personalization options
- Not enough integrations (Mailchimp)
- Managing multiple shops is allowed but complex
- Your shop will show referrals to other shops
- Community: Etsy used to have a robust team and forum area that was very helpful.
- Your shop is subject to Etsy's changes in fees, policies, design, terms of service

## Basic Costs and Fees

Listing      \$0.20 per item for 4 months

Transaction fee      5%

Payment processing      3% + \$0.25

Roughly 8.5% before shipping and advertising

No monthly subscription fee

# How Does Etsy Compare to Other Platforms?

<b>Etsy</b>	\$0.20 listing fee + 8.5 % transaction fee	No monthly fee Marketplace with other sellers
<b>Shopify</b>	\$30 / month + ~3%. transaction fee	Robust tool that you can customize to fit your products and brand. Integrate with your own website.
<b>Amazon Handmade</b>	\$40 / month + 15% transaction fee (varies depending on category and value) Juried site	Power of Amazon! Fee structure is complex. Encourages sellers to send products to warehouse so that orders can be fulfilled by Amazon
<b>Square</b>	~ 3% transaction fee	No monthly fees but you have to buy their card reader Integrates with Weebly for online store Can integrate with Facebook catalog
<b>GoDaddy</b>	\$25 / month Transactions are processed through Square at ~3%	Package includes website builder and hosting Limited selection of templates

Other options: BigCartel, WooCommerce, SquareSpace, Wix, Facebook/Instagram product catalog, Fine Art America, YouTube, MadeCleveland

# Fitting Etsy into your basket of tools

- Etsy can complement your other channels:
  - Your own website
  - In person events
  - Retail shops and galleries
  - Social media

Be consistent in your branding and pricing across channels so that people can find you and recognize you in each place.

# Examples of Etsy Shops

May Designs: [www.maydesigns.com](http://www.maydesigns.com)

LazyTCrochet: [www.etsy.com/shop/LazyTCrochet](http://www.etsy.com/shop/LazyTCrochet)

SToNZ: [www.etsy.com/shop/stonz](http://www.etsy.com/shop/stonz)

Maiden Jane: [www.etsy.com/shop/MaidenJane](http://www.etsy.com/shop/MaidenJane)

Anne Cate: [www.etsy.com/shop/AnneCate](http://www.etsy.com/shop/AnneCate)

Jess Sheeran: <https://www.etsy.com/shop/CoolCritters>

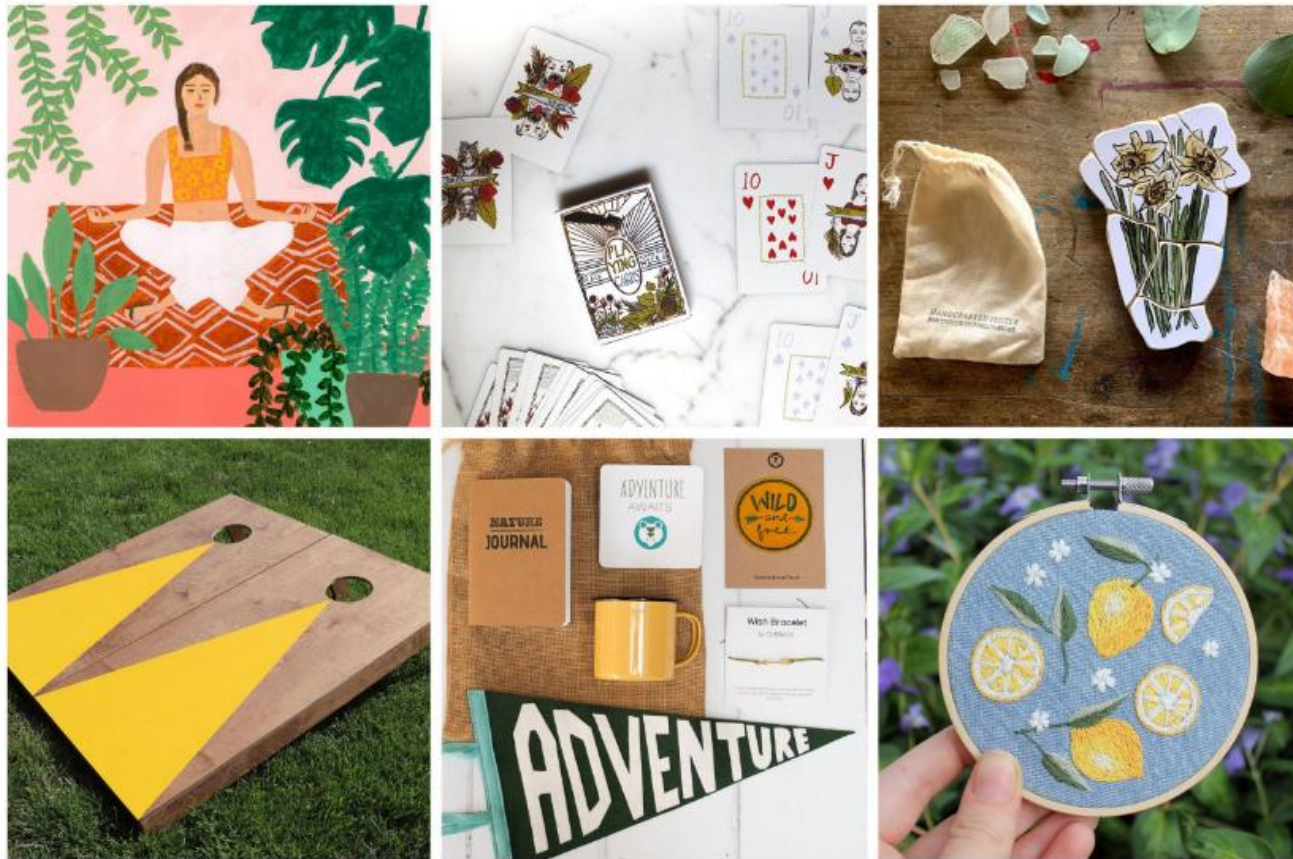
Scott Bergey: <https://www.etsy.com/shop/ScottBergey>

Jackie Kaufman, Rock My World Inc: <https://www.etsy.com/shop/rockmyworldinc>

Gail Richardson: [www.etsy.com/shop/TheGaleria](http://www.etsy.com/shop/TheGaleria)

Barbara Bunsey: [www.etsy.com/shop/CalicoGoosePatterns](http://www.etsy.com/shop/CalicoGoosePatterns)

# What's selling well in 2020?



<https://www.etsy.com/seller-handbook/article/trending-now-everyday-items-on-etsy/878285829792>

# Upcoming Etsy Classes

## Offered via Zoom

- **Etsy's Craft Entrepreneurship Program - Introduction**

Designed to help new sellers start a shop and learn the basics of running an online business

- 5 Sessions on Thursdays beginning Sept. 24, 6:30-9pm

- \$75; to register: <https://uncommon-art-llc.square.site>

- **Etsy Entrepreneurship Program - Intermediate**

Designed for current shop owners who have had a few sales and want to ramp up their Etsy performance

- 4 Sessions on Mondays beginning October 5, 6:30-9pm

- Register with the Hudson Library, Alison Walton, (330) 653-6658.

Thank you!

Please reach out with any questions!