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# The Handmade Entrepreneur-How To Sell On Etsy, Or Anywhere Else (2016 Updated): Easy Steps For Building A Real Business Around Your Crafts



## Synopsis

Every day you wake up and eagerly visit your Etsy account (or website) to see how many sales, clicks, or "favors" it has received from shoppers, but for many, this routine only ends in disappointment. What if you could start your day out with an excited shout instead of a frustrated sigh? Unfortunately, selling handmade goods online is no longer as simple as throwing together a product listing and waiting for sales to roll in. There are now millions of people with handmade products and they are all eager to build a sustainable income. The Handmade Entrepreneur uses precise methods based on proven marketing techniques to set you above the competition. It teaches you how to create a genuine business you can count on rather than a bundle of shop pages and social media accounts built on a foundation of guesswork.

**What You Can Expect to Learn from This Book:**

- How to take DIY pictures that get clicks and sales
- How to set up a shop that turns visitors into buyers in under two seconds
- How to price your items
- How to write titles and descriptions
- How to brand your business with DIY techniques
- How to rank your pages
- How to find targeted audiences
- How to build up your list of followers
- Where to promote your listings
- How to sell without selling
- How to form relationships with people who can send you extra sales
- How to start a "buzz" about your products
- Which tools to incorporate into your business

The goal of this book is to free you from having to rely on any third-party website for your sales. Yes, you can take advantage of platforms like Etsy, and you should, but websites come and go, and if all your sales come only from that website, you run into trouble every time there are algorithm changes, a saturation of sellers, or cheaper products to compete with. You are trying to generate sales, which means that you are trying to run a business, which in-turn means that you need a real business plan. Brick and mortar stores don't just buy a bunch of goods, throw them in a building, and hope people will come. They plan, study their target market, pick a perfect store location, and prepare to market themselves. Just because you sell online does not mean that you can skip all of these steps. You have billions of products to compete with online and a crowd of shoppers who have an overwhelming number of options before them. You must prepare your storefront, get your products ready, know your audience, and then know how to market to them.

**Optimizing Your Shop for Sales** Dani starts out showing you how to prepare your products with photos that attract clicks and sales. It doesn't just tell you how to do it, though. It SHOWS you. Thanks to the help of many carefully selected Etsy sellers, there are many example photos for each point. In addition to this, the author only shows you DIY photos to prove that you can do it all on your own. Next, Dani discusses how to optimize your shop. She goes through every aspect such as banners, profiles, descriptions, tags, and titles. You will learn how to optimize your pages so that

people stay there instead of leaving instantly. This can be done by creating an inviting environment with images and content that buyers can skim through in under two seconds. If buyers can determine that your page is worth staying on in less than two seconds, you have won the battle. Finding Targeted Audiences and Marketing The issue with selling online is finding people who would be interested in your products. The book gives you several ways to locate your target audience so that you can send shoppers to your products and generate sales instead of just views and "favorites." Next, you learn ways to build up a list followers, how to stay engaged with them, and how to sell to them without actually selling. Just spamming links all over the place is not effective because you irritate your audience. You must tastefully put your products in front of shoppers.

## **Book Information**

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## **Customer Reviews**

Bought this book last night and stayed up til wee hours reading it...It was that good. Lots of good stuff in there. Would absolutely recommend this to any handmade artist! Lots of photos, clear explanations of how social media works, etc. I've purchased a few books on this subject and this is my favorite.

I've been researching strategies to improve my Etsy shop for years. Most books are too technical or too vague. In only a few pages the authors zero in on the key points you need to focus on, and how to use your photos to catch customers attention and capture a sale....and that's just the section on photos. But the first amazing recommendation was to limit your store to one product. If you sell a variety, open a store for each. Her suggestions ring true and their effectiveness easily confirmed by reviewing successful Etsy shops you admire. After only 20 minutes I'm eager to revamp my online presence ---and feel equipped to do it. If you are a crafter who has had little luck selling online.....don't waste time on other guide. Get this book ASAP.

An excellent book by Dani Marie. This book covers a variety of topics to start your own handmade business online. It is explained in an easy to understand way and gets right to the point/topic. One of my favorite parts of the book is Dani's explanation of how to take professional looking photos to help your items sell. She provides real life photos from actual Etsy stores along with the links to visit those stores and see more examples of professional looking photos. At the end of the book there is an action plan outlined to help you take steps/actions to grow your business online. A very well done book.

Downloaded to the Kindle app on my iPhone and can barely put it down to take a call ^\*. So much valuable information I am taking notes as I read and bookmarking several pages (grateful for this option!). Although I am only halfway through I have already implemented some of the suggestions. Know I will be busy over the next few weeks as I continue to learn more and improve my shop! Very straightforward and useful strategies, suggestions, tips and tools! I had read a few similar "setup" books prior to entering the Etsy marketplace and was disappointed by the common sense and easy to google answers provided. Dani Marie's The Handmade Entrepreneur is the #1 go to by far for anyone even thinking about getting into small e-commerce! Can't say enough good things about this book!

This book is so full of great information that I'm having to read it a second time to get it all. The weekly action steps at the end are awesome for keeping me focused and progressing. Dani, (I know, kind of casual to use her first name, but after spending all this time with her, I feel like we're gal pals) wrote the book with Etsy shop owners in mind. I don't have an Etsy shop...and may not ever open one, but the information applies to any handmade business. I could go on and on, but don't want to take up valuable time that you SHOULD spend by reading her book. Seriously, get it.

Read it. And get your business moving!!

Timely, Concise info, action plans. Written so you can read it in one sitting. I have had an etsy shop since Nov 2014, but things are always changing, even from moment to moment. If you want to stay ahead of your competition, get this book and read it asap, then implement the MANY specific ideas. Money well spent.

I started my business 7 months ago. Although I've had several successful business ventures over the years, marketing my product online is a whole new territory for me and daunting to say the least!! Just as I was ready to give up I came across this book. I can't begin express the difference it has made! I finally feel like YES! I CAN do this!!! If your feeling confused and overwhelmed, if you are passionate about your art but spending WAY too much time trying to market your product and not enough time perfecting it, this book is a MUST HAVE!! Thank you Dani Marie!

I haven't finished the whole book yet, but I love what I am seeing so far. The author put concepts and ideas in words that are easily understood, and the most helpful things about her book is all the pictures as examples. I am more of a visual person, so photos of what needs to be done is incredibly helpful to me. I can't wait to finish the book so that I can enhance my shop even better!

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