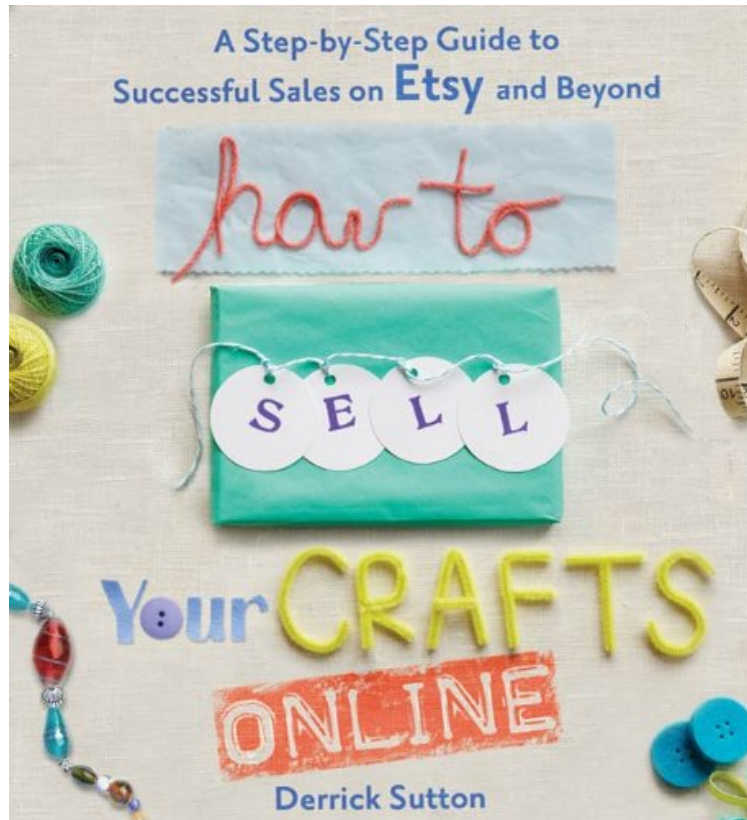


How to Sell Your Crafts Online: A Step-by-Step Guide to Successful Sales on Etsy and Beyond

Derrick Sutton

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Derrick Sutton : How to Sell Your Crafts Online: A Step-by-Step Guide to Successful Sales on Etsy and Beyond before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Sell Your Crafts Online: A Step-by-Step Guide to Successful Sales on Etsy and Beyond:

2 of 2 people found the following review helpful. Do What You Love By C. Perez Artist, crafter, vintage lover? If you have listened to the "do what you love and the money will follow" gurus and feel it's time to dip your toe in the river of commerce, this book is the perfect place to find the foundation pieces of the mysterious selling-on-line pie. If you have some business, advertising and web experience, this book may not tell you much more than you already know. If not - this will help you understand how to set up your online shop on Etsy, make it look appealing and how to attract more customers. Mix that with a great product and maybe you can "follow your passion" and pay the mortgage too! 1 of 1 people found the following review helpful. Excellent resource By CarolDI saw a review of this book in The Crafts Report magazine and decided to check it out from the library. After reading thru the first chapter, I knew I wanted it for my library and purchased it. Money well spent! It has clear instructions and lots of visuals. Filled in the gaps that weren't covered in an Etsy class that I took. This is a wonderful guide for setting up a professional looking shop on Etsy and is my go-to book for a quick reference. There is also a wealth of information on the other social mediae - Facebook, Twitter, blogging, etc. I highly recommend this book for anyone wanting setting up an Etsy shop or for

those of you who have an existing shop and want to make it more professional with better photographs and descriptions. It has all the information you need. 0 of 0 people found the following review helpful. Awesome resource! By Sherry P. Bourbeau I bought the kindle edition of this book and am currently working my way through it as I build my etsy shop. I have probably bought 10 or more e-books/ books/online courses designed for the craft business but this is the best by far. Such a practical step-by-step guide to setting up shop. I know my craft of sewing inside-out but as a retired physical education teacher I have no inside experience with business and retail. This book is a life-saver for me! LOVE it!! I am probably gonna order the physical book as well. This is just one of those books I want to be able to hold and mark in.

With over 400,000 sellers on Etsy, how can you make YOUR shop stand out and increase your sales? This is a key question for many crafters and artists who are selling online these days. Now here are all the answers and much more from author and Etsy seller Derrick Sutton. Based on his self-published guide, and drawn from his practical experience, you will learn how to boost your Etsy sales, attract more customers, and expand your online presence. Derrick shares his proven online sales and marketing knowledge in an easily accessible format, complete with simple actions steps at the end of each chapter. Learn how to completely optimize your Etsy shop, website, or blog, and much more. Some of the topics covered include: -How to design a catchy Etsy banner -How to gain an instant analysis of your shop and where you need to focus your efforts -A crash course on photographing your items and key mistakes to avoid class-Fail-safe copywriting secrets -How to take advantage of Etsy's forums, Treasury, and more-The effective way to use Facebook and Twitter, and why so many people get it wrong How to Sell Your Crafts Online offers crafters and artists practical internet marketing techniques from an experienced Etsy seller that will pave the way for a profitable online business! Praise for Derrick Sutton's e-Guide Crafting Success: "This is really a great guide through the mind-boggling thicket of internet selling. It's so easy to follow and straight forwardhellip;" --- Etsy seller jenniferwhitmer "I definitely saw a difference in my sales after doing many of the things suggested." --- Etsy seller mishmishmarket "A true wealth of useful information." --- Etsy seller helixelemental "[The steps are] easily presented, so making changes to your shop can be done instantly as you are reading." -- Licky Drake, HappyGoLicky Custom Silver Jewelry "A tremendous amount of information. I learned more from [this book] than from anything I have purchased in five years." --- Etsy seller HandpaintedGifts

ldquo;Who will benefit from this book: Serious new and current Etsy shop owners.... Don't be surprised after reading and implementing the ideas in this book to learn that you have gained an entire new set of skills beyond optimizing your own Etsy shop and elevating your entire online presence.rdquo; spinningdaily.comldquo; Author and online entrepreneur Derrick Sutton shares over 200 pages of his most useful and valuable secrets that will help you build a successful online presence for selling your crafts and artwork. It really can't get much better than that, unless he decided to knock on your door, come in, and do the work for you. With his easy-to-follow and incredibly detailed guide, though, this book is the next best thing.rdquo; Bead Design Studioldquo; Derrick Sutton's book offers up helpful insight from a successful seller's point-of-view. Everything from virtual-world advertising and blogging to real-world packing and shipping is covered in easy-to-digest chunks.rdquo; Theresa D. Abelew, Art Jewelry magazineldquo; From chapter one...every step you will make as an online craft seller is carefully considered.... [T]his book will be worth the price simply from the money saved using these tips alone.... How To Sell Your Crafts Online is like having a good friend "in the know" who's willing to share all their secrets of success and help get your Etsy shop up and running and on the way to a (hopefully!) meteoric rise!rdquo; Arbee Cards blogldquo; I found this book to be one that I would recommend current sellers to check out or those who are considering opening up an Etsy shop. Derrick has really done a great job on giving A to Z information on what it takes to set up a shop online, providing tips to help boost your sales, attract more customers, and really make your shop stand out from the rest.rdquo; Peacefully Knitting blog About the Author DERRICK SUTTON and his wife sell their artwork and jewelry in their Etsy store. After using simple internet marketing techniques to promote their work, they saw their Etsy sales increase dramatically. Based on these techniques, Derrick produced this guide to help other artists and crafters increase their success.Excerpt. copy; Reprinted by permission. All rights reserved.How to Sell Your Crafts Online