

Module 1

How to Double And Triple Your Sales

Who is this Course For?

This course is an Educational Course to help existing Etsy Shop Owners generate more sales.

It assumes you have already set your shop up, and have some listings, and probably some sales, but would like those and future listings to generate more sales.

This Course does Not cover -

Starting your shop, deciding on or designing products or setting prices.

There are many sources of help for that part of your store.

This course gives you the insights and knowledge to get more customers to see your items and then convert those views into sales.

Please Note

I cannot guarantee that you will massively improve your Etsy sales by just reading this information.

These methods have worked very well for my own stores and other stores I have helped,

- but you must actually apply the information.

THIS COURSE IS FOR YOU

if you are NOT getting the level of Etsy Sales that you want!

You might be new to Etsy, or have even worked on your store for a while, but don't really understand why they want all the information they ask for, and SEO seems to be a "hard" concept.

So grab a coffee and do an overall read through the course first.

Don't get bogged down in any of the details the first time. If a section is not making sense, just skip to the next section and continue from there - It really will all make sense later.

When you have gone through it all, have a break and then come back, & start working on your Store improvements from the beginning.

Work through each section in the order presented.

1) Do fill out all your store details and get that nice & completed first.

2) Read and further understand the images and video sections - but don't do lots of work on changing all your images on all your listings too much at this stage.

- Yes images are VERY Important, but it's best to improve your images for each listing, as you ALSO do the Titles, Tags & Description work.

So that, as you work through your store, each listing is complete as you go, rather than doing half a job on everything and finding that your sales have not improved very much.

It's better to have 10 excellent listings than 50 slightly improved listings.

And Have Fun! - there is nothing hard here, but you do have to do a little bit of thinking.

If you are enjoying it, you will be more creative with everything - images, titles, tags and descriptions,

and that will further improve your listings and that will result in even more sales.

Believe it or not, Etsy are on your side!

They want more shops to sell more great items to more customers.

They make most of their money from SALES of your items, so they are always doing their best to show customers the products they are looking for, so that a sale is made.

So if you work WITH them, you will make more sales and profit, they will make more in transaction & listing fees, and everyone will be happy.

Their rules and requirements are all about getting the information they need from you to put the right listings in front of the right customers, and the customers getting enough information, to make those purchases.



How to Double your Sales on Etsy

Start with the basics -

How to get your listed items in front of more potential customers.

Etsy show the listings to the customers in accordance with their 'formula' that determines what order the listings appear in.

The order that listings are shown in, is determined by -

1. Your Shop Quality
2. Your Title, Tags and other listing information (SEO)
3. Age of the listing (new listings get a boost)
4. The Viewing & Sales Stats (Quality Score) of the listings
5. Other things Etsy may decide is important at the time
6. Your Images and Information will 'sell' your items only your listing has been found by the customer.



So what do they need?
How do I improve my
SEO & other "scores",
so that I sell more products?

It all starts with your shop quality- Fill in ALL the places Etsy give you -

1. Add a banner, and a relevant logo,
2. Update your shop policies,
3. Add your "About Me" story - it can be short or long but make it interesting to your customers - you do want to appeal to, and connect with, your customers as well as Etsy.
4. Put something relevant on the Shop Announcements

If you don't already have a nice banner, and if you don't have access to Photoshop or similar to make your own then -

see the Course Module 6 - How to Get a Professional-Looking Store Header for Free

Update Your Store Policies.

This is VERY Important - It's a bit like that police warning

'Anything you say may be used against you in a court of law'

But here it's - Anything you DON'T say that may be used against you.

So - If you have a non-returns policy - say so.

If you worry that colors they see on their screen might not be exactly the same as on the product you photographed - say so.

If you don't refund if there is a delay in postage - say so

If you don't refund once you have started to make the article - say so

If you don't refund simply on a change of mind - say so.

If the item is fully hand made and the finished product may not be exactly the same as the one on the listing - say so.

See Course Module 7 for a full rundown on
Setting your Store Policies

Etsy likes to have updated info on your shopfront, so a regular update in the announcements, refresh your Shop Banner or Logo for seasons or changes in your shop product themes etc, anything that tells Etsy that you are actively looking after your shop will help.

Etsy want committed and trustworthy Shop Holders.

Make it obvious to them that you care about your business by caring about your shop.

A well filled-out shop is a sign to Etsy that you are a good shop holder.

That's the first thing that will help with your listing quality score.

Ideas for Updating your
Announcements

Change of Season
'Greeting" (Welcome
Spring with our great
range of)

Warnings about postage
delays caused by bad
weather or similar.

Announce a new product
line or color etc

The second thing is to have lots of listings.

Yes, you can have a shop with one listing.

It may even be a spectacular and hugely successful product that everyone wants and you sell hundreds of it every day.

You have to put on staff to help you fill the orders, and you make enough profit to retire in a year!

That would be great!

- But how likely is that to happen?



How it usually works is that the more items you list, the more likely that a customer will see something they like, and the more likely they will visit your store, and the more likely they are to purchase something.

Most shops start with a few items, get some views, perhaps even sell something and put some more items up for sale, then gradually build up their views, likes, followers and sales over time.

It might take a week, or a month, often a lot longer, to start making regular sales.

It also depends on your product and the season. Christmas Decorations & Gifts sell well in October to December – but swimsuits & beach towels are a bit slower at that time.

January & early February are the slowest months overall, but if you sell Valentine's Day Gifts it can be quite busy in January & early Feb.

So be aware of seasons and dates if your items are seasonal or gift oriented.

Sales of Gifts for Christmas can start as early as September. Then October, November and early December can be very busy and then there is usually a big drop off for a few months following Christmas - but again it depends on your product and customer base.

It is also good if your product is actually something that people a) want... and b) will look for it on Etsy. They probably won't look for a pool pump here - because Etsy is supposed to be for hand made and unique items - but they will look for personalized beach towels.

So if you are in doubt, search for your item idea on Etsy and see how many of that item there are. If there are none or only one or two, then it might be hard to sell here - but if you are sure then try it out anyway. If there are already many listings that is OK too - proves there is a market for that item - and with all the info here you can still sell well.

Etsy also like a regular supply of new listings - one or two at a time every week or two is enough.

New listings get a boost in the search results - see the Listing Quality Score Module - and regular new items also increases the Shop Quality Score. So a few new items every month is a good way to raise your profile and helps in more than one way to get more sales.

Updating Your Shop and Adding More Products may or may not double your sales very quickly - but I guarantee it will help a lot!

How to Triple your Sales on Etsy

Product Images

Use as many images as you can. - You can have up to 10.

Make sure it is well lit with no distracting background.

Make sure that the item on sale is the main thing in the image, a prop for scale is good, but make it obvious what the sale item is.

Make the item as large as you can in the images. - Yes, you can enlarge the main thumbnail image but very often a small image in the middle of a large picture will still not be really well seen and can end up blurry.

If an image is a bit 'flat' you can use photoshop or similar (or even a filter on your camera) to increase the contrast. - Make sure you don't change the colour, but just making the shadows darker can often bring an image to life.

Add a close-up of interesting or important parts, or the artwork if that shows it better.

Show the item IN USE - & from different angles & both sides.

If it is clothing add side and back images if that is suitable/possible.

Show the item IN USE - in someone's hands, on the head, on the child, on the dining table, in a car, on the desk, etc, etc, etc...

"IN USE" is so important - a flat image is great, but when you show how it is used, how it fits, then your customer can see what it is likely to look like when they are using it, and are much more likely to buy.

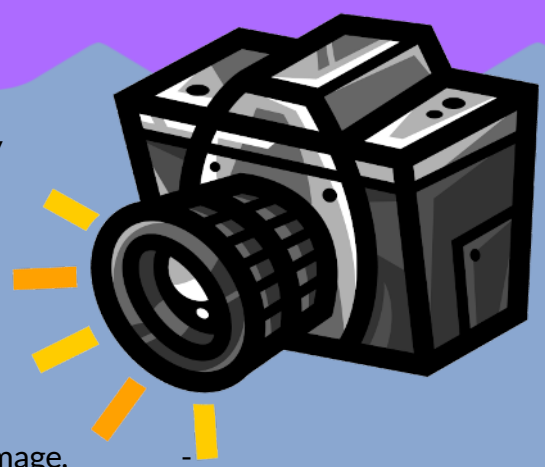
If you can't add images of each different design of an item in use, then at least show a similar (or even a blank) item in use - help your customer envisage using that item themselves, in every way you can.

Can I add text to my main images?

Text on the 2nd and later images seems to be just fine with Etsy, and lots of shops do also put text on their main (first) image.

Text can be very useful to point out some major features that may not be obvious, but that customers will want to know, but don't overdo it.

If your items comes in different colors you may be able to use photoshop or similar to add small images of the other colors to the background of the main (first) image rather than text saying "5 colors available".



You've got about One 10th Of A Second to spark interest with the customer viewing the search results page - and then they've gone.

Do everything you can to make your product appealing from the very first glimpse.

Some sellers don't like to show the whole artwork in the images - in case of image theft - so just show a section, or add a 'watermark' image across part of the image.

You will be horrified how many customers think that if they only see one side of an item, then the other side is blank, and of course if the image IS only on one side then you should point that out too.

Many Sellers find that customers don't read the item descriptions - You can have one of your images as a text image with important info.

If your Images are not very helpful to your customers at the moment then updating them with all these suggestions WILL treble your sales.

Videos

You can put a video of your product right in the hands of your customer.



Etsy are really pushing for Videos of your products at the moment.

It's probably not just because they spent a lot of time and money getting this feature available for you to use.

They also think it will help you sell more of your items - and they will benefit from that of course too!

Everyone has a mobile phone now - or will know someone who does, so it's easy to do a video and upload it to your Etsy Listing

- oops - did I say easy???

Well, it is easy for some shop holders, but not for all.

And Yes, It's a bit more complicated than that.

You need access to a fairly modern phone or other equipment for the best images.

You need to consider lighting, and backgrounds.

You need a way to move the object - or someone who will be happy to move it for you.

Then you may need to edit the video and crop it to the correct size.

And what if you only have "still" images to use?

Then you need to decide on a "Story"!

Are you going to show how you make the item?

Or a few ways it can be used?

Do you just want to 'turn your item' to show all sides?

Do you want to showcase a few similar items?

- or show items from other categories in your shop?

Search for "Free Online Video Editor"
They allow you to edit and change the sizes of your videos

Search for "Free Online Video Maker"
These allow you to edit videos but also to use still images to make a slideshow and add some animation - zoom, text, backgrounds etc

It's an interesting learning curve, but you only need 15 seconds and not many Etsy sellers are using video at the moment so it could make a big difference.

Once you have a video then you can of course, also use it in other promotions
Facebook, Instagram, Pinterest, or any other social media or other placements.

Whatever way you use the Video feature - it is a great way to showcase your products and your store, and should result in even higher sales.

Etsy have also stated that they are prioritising listings with videos in the sales rankings - so if you can do a video, then you should!

When you are ready
to start working on your images,
find Module 8
Taking Images and Making Videos

Module 2 - Titles, Tags & Attributes - is next.