



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

By Derrick Sutton

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

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 forward..." --- 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

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Editorial Review

Review

“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.” *?spinningdaily.com*

“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.” *?Bead Design Studio*

“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..” *?Theresa D. Abelew, Art Jewelry magazine*

“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!” *?Arbee Cards blog*

“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.” *?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.

Users Review

From reader reviews:

Paul Butler:

Do you have favorite book? When you have, what is your favorite's book? Book is very important thing for us to understand everything in the world. Each book has different aim or perhaps goal; it means that e-book has different type. Some people feel enjoy to spend their time and energy to read a book. They can be reading whatever they acquire because their hobby is definitely reading a book. What about the person who don't like looking at a book? Sometime, man or woman feel need book if they found difficult problem or maybe exercise. Well, probably you will need this *How to Sell Your Crafts Online: A Step-by-Step Guide to*

Successful Sales on Etsy and Beyond.

Kathleen Young:

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Dennis Sellers:

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