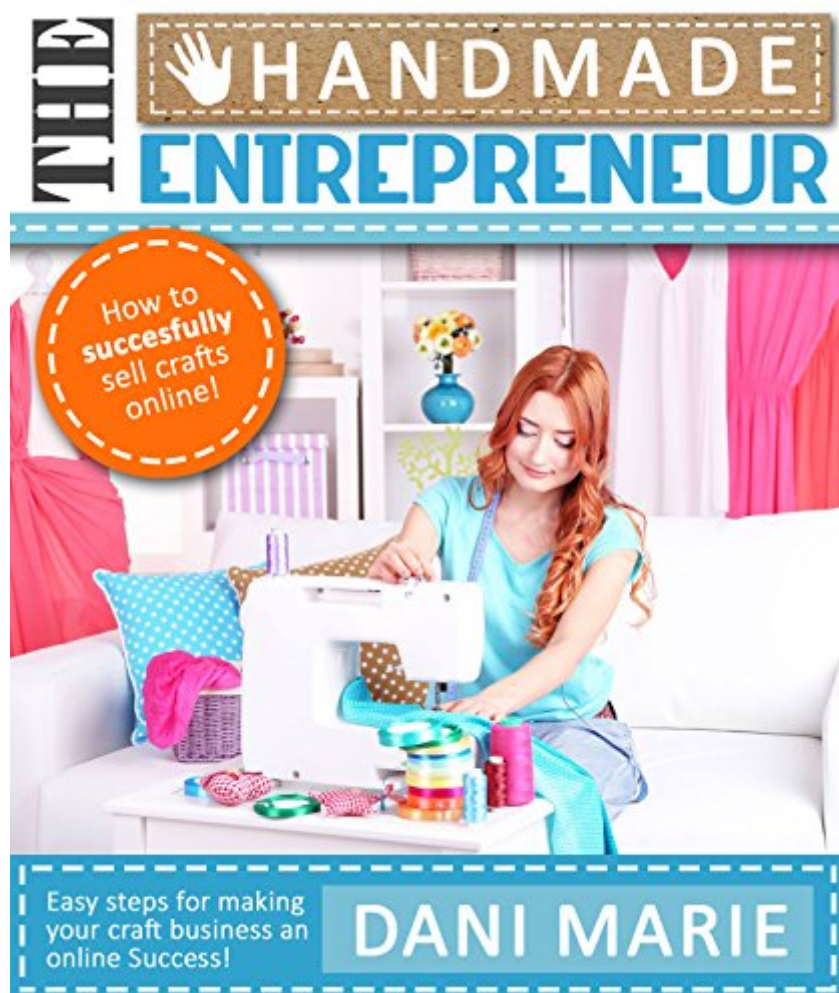


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# The Handmade Entrepreneur – How To Sell On Etsy, Or Anywhere Else: Easy Steps For Building A Real Business Around Your Crafts





## 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 "favors." 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**

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.

Mentions a lot of ideas but doesn't explain the actual step-by-step procedures for execution. For example it mentions "curating" a list in Pinterest but doesn't explain how one does this. I still haven't made a sale!

Dani really knows what she is talking about when it comes to building a HANDMADE online business. Not only that but she doesn't fill her book with a lot of fluff. Every page has suggestions for what you can do to build your business. It takes a while to read because you keep stopping to do what she says but for that very reason it is AWESOMESAUCE! Definitely a must read for any person attempting to build a handmade online business.

This is one of the best entrepreneur books I've read. Dani provides practical business advice to establish and grow a handmade business. I love the step-by-step marketing guide at the end of the book. Thanks for also providing links and overviews for potential vendors/business partners. Great job with this book...looking forward to the next one.

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!

I downloaded the book on my PC, very convenient to click on the links included in the book. I keep going back to re-read and implement the suggestions made in the book. So much good information in an easy to read and understand format. The sample shops pictured are very helpful, so are the direct links for more information and reference. Dani is a very good teacher and always helpful on her FB site. Thank you Dani Marie.

Good book, good tips and more importantly straight forward to the point. A lot of books or articles telling you that by the end of the book or article you will be a pro and you continue reading for next 20 pages or even finish the book and don't see the reason why you bought this book. But this book

is different, tells you all the steps, tricks and all that. I liked it, used some of IG tricks already and it works)

Whoa this book is so full of nuggets. You may want to start immediately being an entrepreneur OR get scarred silly in the process. Which is the point. Not everybody is cut out for business.

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