



Etsy Excellence: The Simple Guide to Creating a Thriving Etsy Business

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The Ambitious Crafter's Guide to a Profitable Etsy Shop

More than a marketplace, Etsy is a community—and being an active, informed member can lead to lucrative results. This book provides actionable steps to help shop owners engage the Etsy community in authentic ways that attract buyers and generate sales.

The best Etsy shops stand out among the sea of sellers and draw loyal customer bases, but how they've done it isn't—and shouldn't be—a secret. In these pages, top Etsy sellers share the tools that have helped them, the changes they made that yielded positive results, and their best advice for achieving and sustaining a successful Etsy shop.

Beyond sellers' words of wisdom, this book offers a roadmap all sellers can follow in order to:

- Choose keywords and tags to drive traffic to your shop
- Photograph your products for maximum appeal
- Create a unique shop that stands out
- Write winning product descriptions
- Price your goods appropriately
- Market your products effectively on social media platforms
- Maintain lasting relationships with your customers
- Diversify your product offerings

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Melissa Broussard:

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