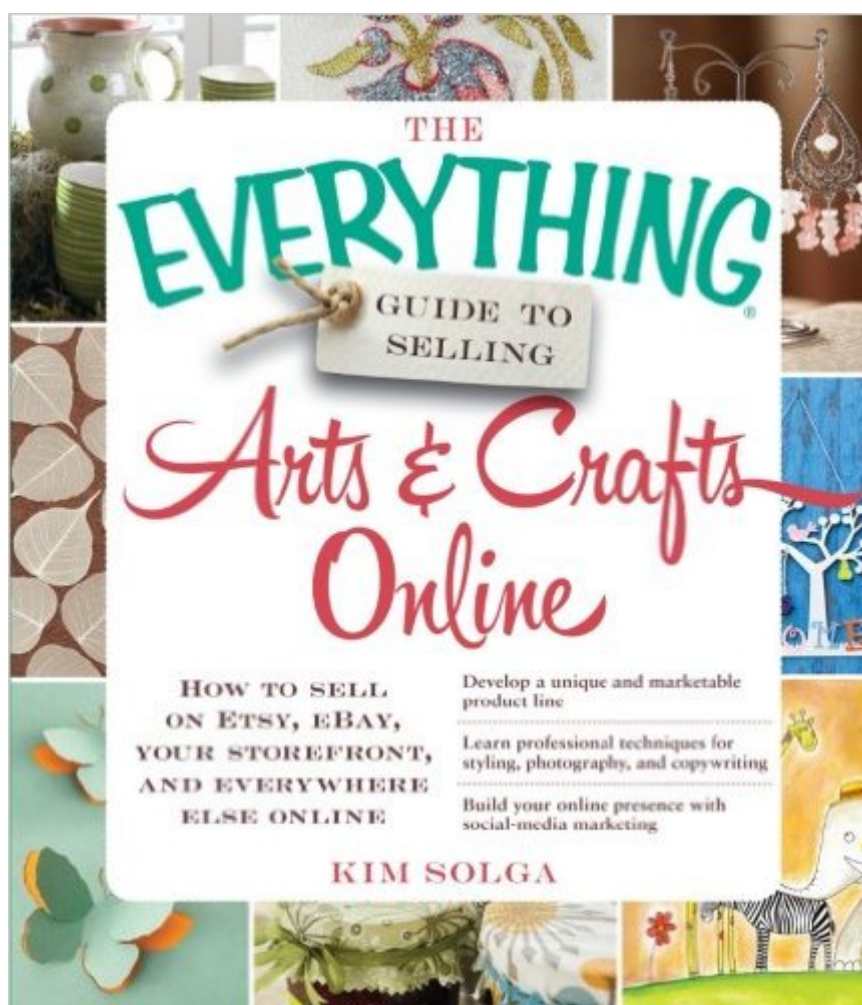


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# The Everything Guide To Selling Arts & Crafts Online: How To Sell On Etsy, EBay, Your Storefront, And Everywhere Else Online



## Synopsis

Your guide to online success! Here's all you need to realize your dreams of turning your handiwork into cash--online! With the popularity of Etsy and Pinterest, serious art and craft buyers and sellers are turning to the online world to buy, sell, and promote beautiful, homemade creations...but where to start? This A-Z guide provides expert advice on building an online presence and getting your creations into the hands of buyers, including:

- Tips on creating a sound business plan.
- Techniques for writing effective copy and taking professional-level photographs.
- Help with creating a comprehensive marketing strategy.
- Ways to increase sales through online networking and social media.
- Best practices for accounting, packing, shipping, and customer service.

You'll learn about the pros and cons of all the major art and craft sites, as well as tips for creating your own store online. With *The Everything Guide to Selling Arts & Crafts Online*, your online business can be up and running in no time!

## Book Information

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## Customer Reviews

I bought this for my mom. She makes her own jewelry, but has no idea how or where to sell it. I thought that this book would give her some ideas (which it did). This book is very simple, useful, and explanatory. Almost anyone could read this book and get started right away. Best deal online w/ Prime!

This book's contents surprised me; the book's cover conveyed the impression that this would be a light-weight reference read. Instead, the only sections that were treated lightly were those that did not directly refer to online selling, such as deciding whether to delve into online work or not, or photography and any other preparation work. Numerous online venues were discussed at length, such as Etsy, Artfire, and eBay, among others. How these sites work, what the cost, how many listings allowed, time period of the contracts, and also hints and advice to the reader were covered in detail. The tone was informal, but extremely informative.

Step by step guidance on getting started selling online! I really liked, as well, the links to others who sell online to see examples of points she makes.

This book is amazing! I am hoping to go full-freelance with my artwork and start a business around that. This book touches on everything in detail, but is a very easy read. I think I took an entire notebook of notes! I love that it leads you to specific outside resources that can help you out including state and government resources, blogs, online shops, websites, etc. to help you along your journey. I have read several other books on the subject and they all pale in comparison to this one. So many books for artists dumb down the material and are all a bunch of exercises to help you figure out how starting a business makes you "feel" - not helpful! This book provides real-world references and material to lead you in the right direction. If you are serious about starting your own business or selling work online, this book is definitely the way to start!

A well written book. As an etsy shop owner, the information in this book saves many hours of trial and error. Worth every penny I spent to buy it.

This is a great reference book to keep around if you're remotely interested in making a living selling arts and crafts online. It lists virtually every available avenue to do so, as well as pros and cons of each. There is A LOT of references packed into this medium-sized book. I enjoyed the format which it was written. I know that I will continue to use this as a reference in the future and I will also refer others to this book as well.

This looks like a book that might get me over the hump of resistance to the seemingly overwhelming task of marketing my work on the internet (but then, I am over 50!) We will see.

Great book easy to follow and it is very thorough. It gets you motivated to start your own business online.

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