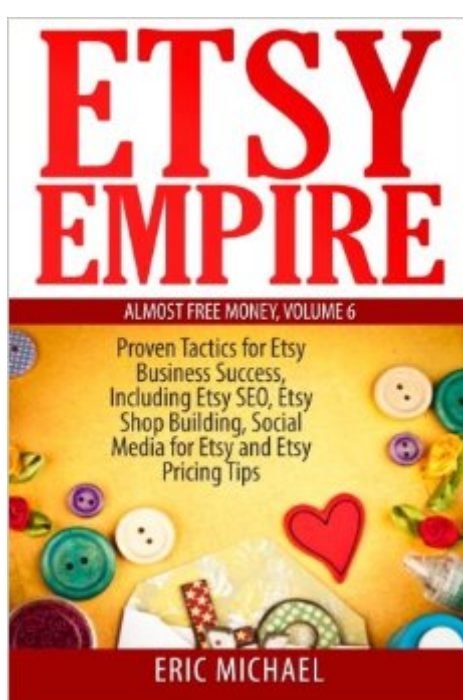


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# Etsy Empire: Proven Tactics For Your Etsy Business Success, Including Etsy SEO, Etsy Shop Building, Social Media For Etsy And Etsy Pricing Tips (Almost Free Money) (Volume 7)



## Synopsis

Etsy Empire is the first book to provide instruction on all aspects of building a successful Etsy business selling crafts and vintage collectibles. Complete primers on internet selling often cost in excess of \$50. After all, why would a successful Etsy shop owner give other competitors instructions on exactly how to build the most profitable shop in their own niches? They wouldn't, right? Well, I was a successful Etsy seller for years, but I moved on to providing help for aspiring online business owners, so I have no reservations about telling you exactly how to sell more items on Etsy and build an Etsy shop that will provide you consistent paychecks and grow over time. Etsy Empire offers a unique combination of the most important Etsy tips for building your business. Build your brand. This is the most important task for Etsy sellers. Determine demand for your potential business for free. Learn how to double or triple traffic to your shop and sales items with Etsy SEO and Google SEO. Use Pinterest, Facebook and Twitter to sell more items and engage your shop's fans - Social Media for Etsy. Learn how to sell crafts and vintage collectibles on Etsy. Etsy tips for packaging and shipping. Learn valuable tips for improving Etsy photography and how to make your item descriptions convert into sales. Etsy 101 - learn how to start your business from scratch and build into a successful online business. Learn how to network with other successful Etsy shop owners. How to design a great Etsy shop - create a professional shop banner, shop name and avatar. Currently the #1 Kindle Book in Craft and Hobby Reference and #3 in E-Commerce category. Don't wait for your competitors to catch up. Please order now.

## Book Information

Series: Almost Free Money

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## Customer Reviews

This is a very detailed book describing what Etsy is and how you can make money using it. This book takes you through how to set up your page and if you need help, where to get it. It talks about how to find out what kind of products people will buy, how to price the stuff you are selling and the semantics of keywords, social sites, and SEO. The author even gives you tips on how to write great item description with examples to follow. If you are looking for a step by step guide on how to bring in extra money for your household this is it. Highly recommended.

The guide is broken into easily digested sections, including those listed below.

1. Etsy 101
2. Prepare to Succeed on Etsy
3. Designing an Etsy Shop
4. Pricing
5. Constructing Professional Listings
6. Packaging and Shipping
7. Social Media
8. Networking

In the words of the author: "I provide this personal resume, if you will, only so that the reader knows where I am coming from when I provide this information. You may be able to find portions of this information (how do you think I learned to do it?) online or in books, but most of this material comes from my personal experiences locating and selling materials and items online. You cannot find most of this information for free, and if you were to try to surf the ânet and put this together, it would take you a very long time." Eric Michael's book *Etsy Empire: Proven Tactics for Your Etsy Business Success, Including Etsy SEO, Etsy Shop Building, Social Media for Etsy and Etsy Pricing Tips (Almost Free Money)* is the perfect guide for both newcomers and more experienced users.

I heard that that Etsy is a good place for designers to sell their artwork without investing tons of upfront money in the process. But don't know How to list a product- Author gives the details knowledge including how to build a shop with built-in demand at Etsy store". I surprised- How unsold eBay auction items on Etsy and was pleasantly sold for 3-5 times the value of the eBay opening bid amount. I have found the best information about Etcy- in The following chapters-\*

- \* Set realistic goals for your etsy business\*
- \* Designing an etsy shop: traffic + demand + professionalism = profit\*
- \* Pricing etsy items\*
- \* Photography tips by etsy professionals\*
- \* Interacting with customers: building loyalty and brand recognition\*
- \* Networking and connecting with other etsy sellers

I think, Anyone wanting to return a best value of his product, but don't know how to create sales page and optimize his listing, this book will give you the A to Z information. I can say it's a bible for product selling for Etsy.

In comparison with Etsy Help articles some advice given in this book contradicts. For example: naming your shop or how to place tags for a listing. Three or four links provided in the book about attracting traffic aren't valid anymore. I used all tips provided in this book how to attract the traffic to my Etsy store following this book and got 0 traffic. The chapters How to present your store and to Pack an item are full of details, but for me the traffic is the most important of all. Good article about uses of social media it explains how to keep your followers and expand the circles. Conclusion: if you are a social person, definitely, use all social media because being social helps to attract people to your site. But if you are non-social person ( an introvert) or have nothing to say what then? Sit and wait ;)

I love a good reference book! And one that can help me make money is even better. I already do a lot of things online for money but this book helped me see that I really should be branching out to Etsy! I never even considered it before reading this and now am so glad I came across it! I can't wait to get started. What a goldmine!

I just started selling in Esty and I need to know a lot of information that can help me sell well. This book comes at the right time. It teaches me how to set up the shop, how to price the item, how to build royalty and brand and so much more! Great guide!

I found this book to be VERY helpful! No single book can or should be expected to cover all possible topics from every angle but this book gave me many new insights into the workings of the Etsy machine. The author's easily understandable and direct writing style definitely helped me to further figure my way through setting up my Etsy shop, writing titles and descriptions and, especially, learning about "tags!" Every author has their own tips that they pass on in their writing and I learned a great deal from this author!

Very well written and very informative. The only reason I didn't give it 5 stars is because most of the information is available with online tutorials. That being said I did learn quite a few new things. If you're just getting started on Etsy this book is well worth the purchase and will save you the troubles I went through digging and searching through the online tutorials.

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