Think you're ready to open an Etsy Shop?

NOTE: This is just my advice to those thinking about opening an Etsy shop and some things to consider in order to prepare. It's not required to have everything on this list and please don't let this list hold you back from starting! If you have any additional questions, my email is listed at the bottom of this page!

Questions to ask yourself

☐ What are you selling? A product? A service?

☐ Why do you do what you do? What do you want to achieve? What's your goal?

☐ If it's a product, does my product infringe on any copyrights that are in place?

Competitor Analysis

☐ Is there a demand for your product or service?

☐ Does anyone else have a similar product or service? If you don't see anything like what you make, why do you think that is?

☐ Are your competitors local? Or international?

☐ What makes your products more unique? Why should shoppers buy from you and not your competitors?

☐ What do you offer that your competitor does not offer?

Brand

☐ Do you already have a shop name?

☐ Is your brand name easy to find? Easy to spell? Easy to pronounce? Is it memorable?

☐ Does your name exist elsewhere? (Google your name and see if a similar one shows up)

☐ Does your brand represent your products or services?

☐ Do you have your bio and store description written?

☐ If you had to describe your shop in two words - what would they be? (ie: Fun & Whimsical? Rustic & Vintage? Modern and Minimal?)

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Products

☐ Do you have at least 3-5 products in mind?

☐ Are these items done or are they made to order? Or Digital Files?

☐ Are you able to fulfill your customer's orders in a reasonable time? (Within a week?)

☐ Do you have a brief description of each of your products?
- Dimensions?
- Colors?
- Material?
- Variations?
- How long does it take to ship?

☐ Are the categories and tag listings utilized for each product?

Photography

☐ Do you have at least one high resolution photo for each product? (max. of 800-1000 pixels wide)

☐ Did you use props for your photos?

☐ Are you showing your products in different angles? Include how it can be used? Close ups?

☐ Are you naming your photos properly? (jpg - try to use your brand name in them)

☐ Do you have a banner (760 pixels by 100 pixels in size) and an avatar (75 pixels x 75 pixels)?

☐ Do you have photos for the "About" carousel?

Packaging

☐ Does your packaging reflect your brand?

☐ Do you have materials needed for packaging?

☐ Do you offer gift wrap as an option? Or is it included in product listing?

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Pricing

- [ ] How much are your competitor's charging for similar items/ services?
- [ ] Does your price include materials cost/ expenses and time to make?
- [ ] Do you have a wholesale price vs retail price?

Shipping/ Policies

- [ ] Are you offering expedited/ other shipping options?
- [ ] Do you have all the materials required to ship your products?
- [ ] Do you know how much it would cost to ship your products? What if there are multiple items?
- [ ] Did you mention you're not responsible for damages in shipping? Or are you offering refund/ exchange if items are damaged in the process?
- [ ] Do you have a refund/ exchange policy?
- [ ] Do you accept credit card only? Or PayPal, Etsy gift cards and Checks too? What about international shoppers? How much is sales tax?
- [ ] Did you set your shipping profiles to link to specific products?
- [ ] Do you provide a tracking number for shipment? (*If you print labels via Etsy- it's included)

After your shop is opened

PROMOTIONS:

☐ Do you have a promotional plan? (ie: Guest blog to feature your products? Giveaway contests)

☐ Do you have a:
- Facebook page?
- Instagram?
- Twitter?
- Pinterest?
- Blog?
- Website?

☐ Are your social media linked to Etsy? and Vice versa?

☐ Are you listing new products regularly?

☐ Are you contributing and staying active within the Etsy Community?

OVERALL AESTHETICS:

☐ Does your profile tell your shoppers who you are and your design process?

☐ Are you utilizing the carousel photos on the "About" page?

☐ Are you utilizing the members and manufacturers on the "About page?

☐ Did you write in the "welcome message"?

☐ Is your shop cohesive? Do your products relate? Does your banner reflect your brand? Does your product descriptions represent your brand tone?