



How to Make Money Using Etsy: A Guide to the Online Marketplace for Crafts and Handmade Products

Timothy Adam

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In a world where most products are manufactured by machines, Etsy offers an online platform for makers of handmade products and crafts to market and sell their goods to a vast network of buyers who demand unique, genuine products. To date, the site has attracted over 400,000 sellers who collectively have sold over 30 million items, generating more than \$180.6 million in revenue. The only resource of its kind, *How to Make Money Using Etsy*--written by Tim Adam who has successfully been selling his products all over the world through his Etsy shop since 2007--guides readers step-by-step through the many stages of selling online. How-to topics include:

- **Establish your Etsy shop**
- **Effectively photograph your products**
- **Post your products to optimize visibility and increase sales**
- **Brand your business**
- **Use social media like blogs, Twitter, and Facebook to connect with buyers and grow your business**

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