



The Complete Idiot's Guide to Selling Your Crafts on Etsy (Idiot's Guides)

Marcia Layton Turner

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Etsy is a wildly popular website where crafters and craftsmen alike have discovered a portal where they can market and sell their handmade wares - literally around the globe. According to the latest stats from Etsy, there are over 14 million registered members, over 800,000 shops, over 39 million unique visitors each month, and transactions spanning across 150 countries. Those numbers represent a global marketplace for someone interested in selling their handmade items, but they also mean a tremendous challenge when a seller is faced with the daunting task of making their Etsy storefront visible among the thousands of others.

Any successful Etsy seller will tell you the difference between a successful Etsy storefront and the storefront that gets lost in the mix often boils down to the tricky details. *The Complete Idiot's Guide® to Selling Your Crafts with Etsy* is written by someone who has proven selling success on Etsy and knows the tricks that will get a storefront noticed - and wares shipping out the door. From having the right keywords in place for optimum searchability, to creating an attractive storefront that will create return customers and loads of traffic, *The Complete Idiot's Guide® to Selling Your Crafts with Etsy* will help you learn the tricks of the trade and help you build the successful Etsy business you have always wanted.

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