

Procedure for registration of artisan on ETSY

1. Go to Etsy.com
2. Click to Sign in
3. Go to Registration - Create your account – Fill email address – First name – Password – Click Register
4. Go to Sell on Etsy – Get Started – Let's Do it
5. What brings you to Esty :-
 - I'm just starting to sell for the first time ever
 - I have a business and want to sell online for the first time
 - I want to expand my online business by selling on Etsy, too
 - I'm mainly here to explore
6. Select - I have a business and want to sell online for the first time – Click Next
7. Is there anything you'd like help with?
Select the following options, then click Next
 - Deciding what to sell
 - Shop naming and branding
 - Selling Online
 - Taking photos of items
 - Getting discovered in search
 - Packing & Delivery
 - Pricing items
 - Understanding Finances and fees
 - Moving existing listings on Etsy
 - Marketing to new audiences
 - Selling internationally
8. Click to Start your Shop
9. **Shop preferences** – Select : Shop Language – English, Shop Country – India, Shop Currency – Indian Rupees. Click Save & Continue
10. **Name your shop** – Enter name of your shop then click Save & Continue
11. **Create a listing** :-
 - (i) **Photos** - Add as many as you can so buyers can see every detail. Use up to ten photos to show your item's most important qualities.

Tips: Use natural light and no flash, Include a common object for scale, Show the item being held, worn, or used, Shoot against a clean, simple background, Add photos to your variations so buyers can see all their options.

Add a photo – primary photo – every angle – details – in use – size and scale – style scenes – variations

(ii) **Video** - Bring your product to life with a 5 to 15 second video - it could help you drive more sales. The video won't feature sound, so let your product do the talking!

Quick tip: Film wearable items on a model or show a functional item being used, Adjust your settings to record high resolution video - aim for 1080p or higher, Crop your video after you upload it to get the right dimensions, Learn how to make videos that sell

Add a Video – Maximum File Size – 100 MB

12. **Listing Details** : Tell the world all about your item and why they'll love it.

- **Fill the Title** : Include keywords that buyers would use to search for your item.
- **Fill the columns** : About this listing :-
Who made it? Select a maker : I did – A Member of my shop – Another Company or person
What is it? – When did you make it?
- **Category** :-
- Type a two- or three-word description of your item to get category suggestions that will help more shoppers find it
- Craft (Optional)
- Primary Colour (Optional)
- Secondary Colour (Optional)
- Width (Optional)
- Height (Optional)
- Depth (Optional)
- Sustainability (Optional) : Let buyers know if your item is made using eco-conscious materials or methods. By choosing an attribute, you're claiming this item meets the criteria here. Buyers won't be able to see this info just yet, but add your details now and they may be used in a future launch.
- Framing (Optional)
- Style (Optional)
- Occasion (Optional)
- Celebration (Optional)

- Room (Optional)
- Renewal Options : (i) Automatic, (ii) Manual.

Each renewal lasts for four months or until the listing sells out. Get more details on auto-renewing

- Type : (i) Physical, (ii) Digital

13. **Description:** Start with a brief overview that describes your item's finest features. Shoppers will only see the first few lines of your description at first, so make it count! Not sure what else to say? Shoppers also like hearing about your process, and the story behind this item.

14. **Production partners:** Is this required for you? A production partner is anyone who's not a part of your Etsy shop who helps you physically produce your items.

15. **Selection (Optional) :** Group related listings into Sections to help shoppers browse (e.g., Bracelets, Father's Day Gifts, Yarn).

16. **Tags (Optional):** What words might someone use to search for your listings? Use all 13 tags to get found. Get ideas for tags.

17. **Materials (Optional)**

18. **Inventory and pricing :** Price - Remember to factor in the costs of materials, labour, and other business expenses. If you offer free delivery, make sure to include the cost of postage so it doesn't eat into your profits.

19. **Domestic & global pricing (Optional) :** Set different prices for buyers in your country (India) and buyers in other countries to account for different postage costs.

20. **Quantity :** For quantities greater than one, this listing will renew automatically until it sells out. You'll be charged a \$ 0.20 USD listing fee each time.

21. **SKU (Optional) :** SKUs are for your use only — buyers won't see them.

22. **Variations :** Add available options like color or size. Buyers will choose from these during checkout.

23. **Personalisation :** Collect personalised information for this listing.

24. **Delivery :** Set clear and realistic delivery expectations for shoppers by providing accurate processing time.

Delivery options : Fill out your delivery options for this listing. You can keep these options specific to this listing, or save them as a delivery profile to apply them to future listings.

(a) **Country of origin :** The country you're dispatching from

(b) **Origin PIN code :** Where do you dispatch packages from?

(c) **Processing time :** Once a buyer has placed their order, how long does it take you to prepare, package, and put it in the mail?

25. **Standard delivery** : Only shoppers in countries you deliver to will see your listings in search
- (a) **India** : Delivery Service, What will you charge ?
 - (b) **Anywhere else** : Delivery Service, What will you charge ?
 - (c) Add another Location
26. **Delivery upgrades (Optional)** : Give buyers the option to choose faster delivery. We'll add these costs to your standard pricing.
- (a) Add Delivery upgrade
 - (b) You can save these options to apply to future listings, if you'd like. (Save as a delivery profile)
27. **Customs information** : This info may be required on customs forms for international packages. Requirements may vary based on the carrier and the delivery destination, for example (Tariff Number)
28. **Preview postage price** : See what buyers will pay for postage
- (a) Destination
 - (b) Postage price
 - (c) Total price
29. **Returns and exchanges** : The selected policy will apply to this listing.
- (a) Get started with a simple policy : Returns and exchanges 30 days
 - Buyer can return or exchange this item
 - Buyer must return item within 30 days of delivery
 - Buyer is responsible for return postage costs
 - Buyer is responsible for loss in value (as agreed upon with seller) if an item isn't returned in original condition (+Apply Simple Policy)
 - (b) **Create a policy** : Set up a custom policy that best fits your listings. Remember, you can create different policies to use for different types of items. (+Create Policy)
30. **Click Save & Continue tab**
31. **Great job on your first listing** : You're one step closer to your first sale. Consider adding a few more listings (five is a good start). This gives buyers more chances to find your shop.