



## How to Sell Your Crafts Online: A Step-by-step Guide to Successful Sales on Etsy and Beyond

By Derrick Sutton

Griffin Publishing. Paperback. Book Condition: new. BRAND NEW, How to Sell Your Crafts Online: A Step-by-step Guide to Successful Sales on Etsy and Beyond, Derrick Sutton, Getting noticed on Etsy amongst 400,000 competitors is tough, but with this accessible guide, it can be done. You will learn how to boost your Etsy shop sales, attract more potential customers, and stand out in your field. Author Derrick Sutton lays out his secrets to success with simple, yet effective step-by-step actions that are accompanied by easy-to-follow screenshots. Even crafters who aren't internet savvy will have no trouble completing the easy lessons and tasks to ensure that your shop is fully optimized. Derrick shares his priceless advice on a variety of topics including: how to design a catchy Etsy banner; a crash course on photographing your goods; how to use Google Analytics to track your progress; tips on how to use Facebook and Twitter effectively; fail-safe copywriting secrets. Where to gain inspiration for blog posts; and, how to take advantage of Etsy's Forums, Treasuries, Alchemy, and much more!.



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