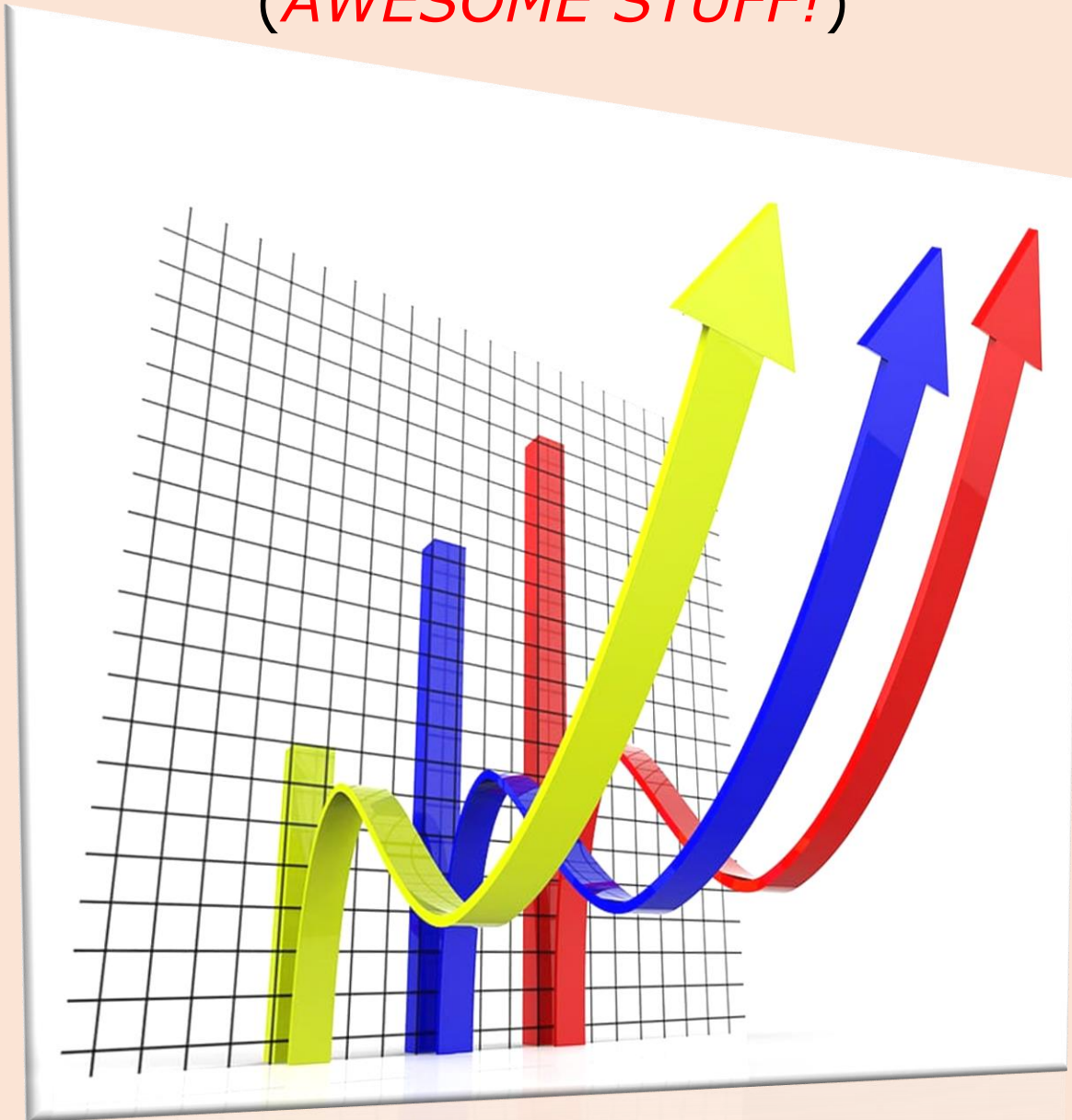


HOTSHEET REPORT:

6 LESSER KNOWN Insider Secrets For Boosting Your Etsy Sales in 2021! (*AWESOME STUFF!*)



Created & Produced By Stuart Turnbull & Bart Hennin

All Copyrights Reserved ©

- You May NOT copy, reproduce, share, distribute or resell this guide or any parts thereof without express written permission from the author.

LEGAL DISCLAIMER

THE INFORMATION CONTAINED IN THIS MATERIAL (INCLUDING, BUT NOT LIMITED TO ANY MANUALS, CDS, RECORDINGS, MP3S OR OTHER CONTENT IN ANY FORMAT) IS BASED ON SOURCES AND INFORMATION REASONABLY BELIEVED TO BE ACCURATE AS OF THE TIME IT WAS RECORDED OR CREATED. HOWEVER, THIS MATERIAL DEALS WITH TOPICS THAT ARE CONSTANTLY CHANGING AND ARE SUBJECT TO ONGOING CHANGES RELATED TO TECHNOLOGY AND THE MARKETPLACE AS WELL AS LEGAL AND RELATED COMPLIANCE ISSUES. THEREFORE, THE COMPLETENESS AND CURRENT ACCURACY OF THE MATERIALS CANNOT BE GUARANTEED.

THESE MATERIALS DO NOT CONSTITUTE LEGAL, COMPLIANCE, FINANCIAL, TAX, ACCOUNTING, OR RELATED ADVICE. THE END USER OF THIS INFORMATION SHOULD THEREFORE USE THE CONTENTS OF THIS PROGRAM AND THE MATERIALS AS A GENERAL GUIDELINE AND NOT AS THE ULTIMATE SOURCE OF CURRENT INFORMATION AND WHEN APPROPRIATE THE USER SHOULD CONSULT THEIR OWN LEGAL, ACCOUNTING, TERMS OF SERVICE FOR MENTIONED SERVICES OR OTHER ADVISORS.

ANY CASE STUDIES, EXAMPLES, ILLUSTRATIONS ARE NOT INTENDED TO GUARANTEE, OR TO IMPLY THAT THE USER WILL ACHIEVE SIMILAR RESULTS. IN FACT, YOUR RESULTS MAY VARY SIGNIFICANTLY AND FACTORS SUCH AS YOUR MARKET, PERSONAL EFFORT AND MANY OTHER CIRCUMSTANCES MAY AND WILL CAUSE RESULTS TO VARY. THE INFORMATION PROVIDED IN THIS PRODUCT IS SOLD AND PROVIDED ON AN "AS IS" BASIS WITHOUT ANY EXPRESS OR IMPLIED WARRANTIES, OF ANY KIND WHETHER WARRANTIES FOR A PARTICULAR PURPOSE OR OTHER WARRANTY EXCEPT AS MAY BE SPECIFICALLY SET FORTH IN THE MATERIALS OR IN THE SITE. IN PARTICULAR, THE SELLER OF THE PRODUCT AND MATERIALS DOES NOT WARRANT THAT ANY OF THE INFORMATION WILL PRODUCE A PARTICULAR ECONOMIC RESULT OR THAT IT WILL BE SUCCESSFUL IN CREATING PARTICULAR MARKETING OR SALES RESULTS. THOSE RESULTS ARE YOUR RESPONSIBILITY AS THE END USER OF THE PRODUCT.

IN PARTICULAR, SELLER SHALL NOT BE LIABLE TO USER OR ANY OTHER PARTY FOR ANY DAMAGES, OR COSTS, OF ANY CHARACTER INCLUDING BUT NOT LIMITED TO DIRECT OR INDIRECT, CONSEQUENTIAL, SPECIAL, INCIDENTAL, OR OTHER COSTS OR DAMAGES, IN EXCESS OF THE PURCHASE PRICE OF THE PRODUCT OR SERVICES. THESE LIMITATIONS MAY BE AFFECTED BY THE LAWS OF PARTICULAR STATES AND JURISDICTIONS AND AS SUCH MAY BE APPLIED IN A DIFFERENT MANNER TO A PARTICULAR USER. THE RIGHT TO EVALUATE AND RETURN THIS PRODUCT IS GUARANTEED (PLEASE REFER TO THE TERMS OF THE GUARANTEE).

THEREFORE, IF THE USER DOES NOT AGREE TO ACCEPT THE PRODUCT OR SERVICES ON THESE TERMS, THE USER SHOULD NOT USE THE PRODUCT OR SERVICES. INSTEAD, THE PRODUCT AND ALL RELATED MATERIALS SHOULD BE RETURNED IMMEDIATELY TO THE SELLER AND THE USER'S MONEY WILL BE REFUNDED. IF THE USER DOES NOT RETURN THE MATERIALS AS PROVIDED UNDER THE GUARANTEE, THE USER WILL BE DEEMED TO HAVE ACCEPTED THE PROVISIONS OF THE DISCLAIMER.

EARNINGS DISCLAIMER

ANY INCOME OR EARNINGS STATEMENTS ARE ESTIMATES OF INCOME POTENTIAL ONLY, AND THERE IS NO ASSURANCE THAT YOUR EARNINGS WILL MATCH THE FIGURES WE PRESENT. ANY INCOME OR EARNINGS DEPICTED ARE NOT TO BE INTERPRETED AS COMMON, TYPICAL, EXPECTED, OR NORMAL FOR THE AVERAGE STUDENT. WE CAN MAKE NO GUARANTEES AS TO YOUR INCOME OR EARNINGS OF ANY KIND, AT ANY TIME.

WHERE SPECIFIC INCOME FIGURES ARE USED, AND ATTRIBUTED TO AN INDIVIDUAL OR BUSINESS, THOSE PERSONS OR BUSINESSES HAVE EARNED THAT AMOUNT. BUT, THERE IS NO ASSURANCE THAT YOUR EARNINGS OR INCOME WILL MATCH THOSE FIGURES, OR THAT YOU WILL MAKE ANY MONEY AT ALL.

ANY AND ALL CLAIMS OR REPRESENTATIONS AS TO INCOME EARNINGS MADE ON OUR WEB SITES OR IN OUR MATERIALS OR INFORMATION ARE NOT TO BE CONSIDERED AS AVERAGE EARNINGS. TESTIMONIALS ARE NOT REPRESENTATIVE. THERE CAN BE NO ASSURANCES THAT ANY PRIOR SUCCESSES, OR PAST RESULTS, AS TO INCOME EARNINGS, CAN BE USED AS AN INDICATION OF YOUR FUTURE SUCCESS OR RESULTS.

ALL PRODUCTS AND SERVICES OF OUR COMPANY ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY.

WE DO NOT OFFER LEGAL ADVICE

WE ARE NOT LEGAL PROFESSIONALS NOR DO WE OFFER LEGAL ADVICE. THE INFORMATION CONTAINED IN THIS GUIDE REPRESENTS OUR PERSONAL OPINIONS BASED ON RESEARCH WE'VE DONE.

COPYRIGHT

Content copyright protected © - You cannot share, distribute, or resell this material.

HOTSHEET REPORT:

6 LESSER KNOWN Insider Secrets For Boosting Your Etsy Sales in 2021! (*AWESOME STUFF!*)

Written By: Stuart Turnbull & Bart Hennin

Intro:

When it comes to boosting Etsy sales, we all know the basics... You see it repeated everywhere...

- Use all 13 tags in each listing...
- Select specific relevant categories...
- Add relevant attributes (not applicable for digital products)...
- *Add relevant keywords to tags, titles & 1st line of descriptions...*
- Place the best photos of your products first...
- Complete your “About Section” and other Etsy shop pages...

We’re not going to rehash those methods here... Instead, we are going to reveal 6 NEW and little-known secrets the PRO Etsy sellers use to generate even MORE traffic and sales!

You’ve already done the basics... Great!...

Now let’s move ourselves up to the next level!

Insider Secret #1: Use Social Media **BRANDING**

Take a look at this [Etsy shop listing](#)...



Check out the listing image.

This is a listing offering “**Weather icon stickers for planners**”, BUT...

This Etsy seller is also doing something unique with her image... Do you see it?

Let’s take a closer look...



She’s doing something very clever... This seller is incorporating her social media “handles” as part of her listing image! (and product).

In this case, she’s included her **Instagram** handle “@stick_with_bonbon”.

She’s also included a link to her Etsy shop, “stickwithbonbon.etsy.com” so that when people buy her product, they have her shop link right on the product itself!

Do you have a Pinterest business account that promotes your Etsy products?... Your Pinterest “handle” would be

[Pinterest.com/your user name](https://www.pinterest.com/your_username)

You could post your Pinterest (or other social media handles) to your Etsy images! (& products where possible!).

IMPORTANT SIDE NOTE: If your website (or social media pages) provide ways your customer can buy OTHER than Etsy, don't post links/handles to these sites. It's against Etsy's TOS to redirect Etsy shoppers to alternate buying sites.

Getting more shoppers to your social media pages means you can engage visitors personally, and retain them for future purchases. You can also...

- Brand yourself more effectively (by having consistent branding (logos, color schemes, etc.) between multiple platforms!
- Make important announcements once people follow you!
- Run campaigns for new products and/or specials on established products!
- Produce share-worthy content to reach even more ‘like-minded’ buyers through your existing buyers!

There is nothing like having the ability to “create sales on demand” by targeting your Etsy followers on your social media!

Insider Secret #2: Create a Shop Newsletter or Other Email Subscription & Cross Promote!

So, you say you have no social media set up? No problem... Start an enticing shop Newsletter or email sign up offer! This is a terrific way to both boost your social media presence AND boost your Etsy sales directly.

Just as your Etsy images can contain your social media channel(s), your email signature line can also encourage people to follow you on your social media too! (even if it's just 1 site!). Be sure to give people a compelling reason or reasons to follow you!

If you haven't set up an Etsy buyers email list yet, do so now. It's not hard and you don't need any tech skills or website, and it won't cost you a dime!

A detailed discussion of how to set up an email list are beyond the scope of this short guide... but ***here's the gist*** (and all you need to get started)...

- 1) [MailChimp](#) is a good autoresponder and it's FREE for your 1st 2000 subscribers.
- 2) You can create attractive sign up forms (with no tech skills) right on MailChimp's site and MailChimp will also HOST these forms free on their site so you don't need a website!
- 3) MailChimp also lets you host digital downloads free on their site so you can offer people something valuable for free for signing up!
- 4) MailChimp has complete instructions for all this on their site.
- 5) TIP: Take a 2-pronged approach to persuade people to sign up... Offer an enticing and valuable freebie for joining your list AND offer them compelling reasons they should stay on your list (early access to new products, exclusive coupons, product uses tips & hints, related content they will love...).

For example, suppose you are selling planners on Etsy... *You could link to content (on your social media pages) that show people how to more effectively use planners OR also feature articles on how to 'stay organized', how to avoid 'task overwhelm', how to eliminate 'procrastination & stay motivated'...etc. etc.*

Insider Secret #3: Offer SALES & FREE SHIPPING!

Etsy offers a search boost to sellers offering 'free shipping' so if at all possible...offer this! ALSO offer your items at a "sale" price as these listings get more attention from buyers!

For example, check out the following screenshot...

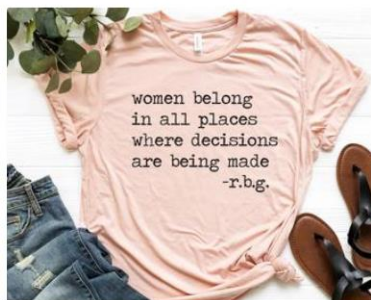


Ruth Bader Ginsburg Mug RBG Coffee ...

Ad by Vitraaze

★★★★★ (2,953)

\$29.24



More colors

Women Belong In All Places Where Deci...

Ad by SweetBasilApparel

★★★★★ (998)

\$13.20 ~~\$16.50~~ (20% off)



More colors

Women Empowerment Shirt, Ruth Bade...

Ad by Pinehart

★★★★★ (1,112)

\$13.97 ~~\$16.44~~ (15% off)

FREE shipping



Black Mug 15oz | Women belong in all p...

Ad by LowKeyGoodies

★★★★★ (150)

\$21.00 ~~\$30.00~~ (30% off)

FREE shipping

Notice how items on sale show up with **green** print showing people how much they save? ALSO notice how items with FREE Shipping show up

with a sticker bubble?

FREE shipping

Which items in the above screenshot most catch your attention? Well the 2 at right of course! (which have both a sale and free shipping!). The one at left (no sale, no free shipping) is practically invisible!

So, say you are selling Print on Demand mugs at \$17 and shipping costs \$4 per mug (\$21 total)... Instead of offering your mug at \$17, offer it at \$21 and include FREE Shipping!

BETTER YET...price your mug at \$30 and put it ON SALE at \$21!

Setting this up is straight forward... [Here are Etsy's instructions for setting up Sales & Coupons.](#)

Here is info from Etsy on [how to set up free shipping](#) and [how to set up a free shipping guarantee](#) (you can specify "free shipping in USA only" if you wish).

Insider Secret #4: Pull In More Buyers With Intent Based Keywords!

Shoppers don't always know exactly what they want. They are looking for ideas for something to buy. If you are not pulling in these fringe buyers with 'intent based' keywords, you're missing out on sales!

What is an "intent based" keyword?... It's any search phrase a BUYER would use to produce product idea suggestions... For example... With the holidays coming up, I'm on the lookout for gifts for my wife BUT I don't

have anything specific in mind... I'm looking for ideas...So if I'm shopping on Etsy, I might search...

- gift for wife
- gift for women
- gift for her
- romantic gift for her
- gift for gamer (my wife and I both love video games)

etc.

On the other hand, for ME, she might search...

- gifts for him
- gadgets for men
- astronomy gifts for men
- man cave decor

etc.

These are all INTENT BASED keywords. They are what BUYERS are searching when they don't have a specific product in mind but are looking for suggestions.

- Kitchen gadget
- Wall hanging for bedroom (nursery, kitchen, bathroom...)
- Mug for teacher (nurse, boss, dad, aunt...)

Are all also 'intent based' keywords.

BE SURE to use relevant INTENT BASED keywords in your listing titles, tags, and descriptions!

Insider Secret #5: Enable “Custom Ordering”

You might have a hundred mugs, tshirts, or wall hangings with clever quotes and still not have what someone wants.

If you offer POD (Print On Demand) items, doing CUSTOM TEXT on a design is a breeze and people LOVE custom items!

Here’s an example...

Love him or hate him, “funny Trump mugs” have become all the rage...



Now imagine offering a similar mug like the above with the person/occupation (Boss, Golfer) being specified by your BUYER!

Once you create the basic POD design, you only need to change the SINGLE WORD (in the 2 places it appears on the mug) to whatever your customer wishes!

- Aunt
- Grampa
- Teacher
- Nurse
- Sister
- Dad

Etc, etc.

Even CAT or DOG!

- *YOU HAVE A FANTASTIC*
- *CAT*
- *REALLY GREAT.*
- *REALLY TERRIFIC.*
- *OTHER CATS?*
- *TOTAL DISASTERS!*
- *BELIEVE ME. ASK ANYONE.*



Here are [Etsy's instructions for creating custom item offers.](#)

Insider Secret #6: Offer “Payment In Installment” options!

A recent study has revealed that a whopping 42% of online shoppers said that the types of payment options offered is a factor that influences them when deciding where to shop.

“More than one third or 35% of shoppers said they are more likely to make a purchase if a business offers monthly installment payments” according to a recent study.

Etsy now offers the option of paying in INSTALLMENTS to its US customers! (The USA is where the bulk of your Etsy sales will normally come from).

Buyers in the United States can now choose to pay in installments from any shop that offers [Etsy Payments](#) if the buyer’s total is between \$50 USD and \$10,000 USD after discounts and before shipping and taxes.

(You can enroll your shop in Etsy Payments by [going here](#).)

Etsy uses a third party ***Klarna*** to handle this payment option. Here’s the BEST PART...You as seller get paid IN FULL UPFRONT! There’s no waiting to get paid from your customers who opt for the Payment In Installments option!

As long as you offer Etsy Payments, you don’t need to add the option for US buyers to pay in installments with Klarna. It’s automatically included!

The ISSUE is, not very many Etsy shoppers know of this option!...SO TELL THEM!

[Here is Etsy's info on offering this option.](#)

[Here is a page you can send your customers to for info.](#)

Here's an example of what you can add to your listing descriptions (and/or shop announcement)... Customize it based on the info contained in the above links.

PAYMENTS BY MULTIPLE INSTALLMENTS NOW AVAILABLE!

If you buy more than \$250. USD worth of merchandise from us (not including taxes or shipping), you can choose Monthly financing! ETSY offers this securely through Klarna. The convenient payment schedule offered by Klarna may be spread over 6, 12, 18, 24, or 36 months.

To pay with Klarna:

1. On a listing, click **Buy it Now**, or click **Add to cart** and view the item there.
2. Select **Klarna** as your payment method.
3. Click **Proceed to Checkout**.
4. Review the order and click **Go to Klarna**.
5. Create or sign in to a Klarna account and agree to Klarna's terms and conditions.
6. Enter the information required by Klarna.
7. Review the order on Etsy again and click **Submit Order**.

Klarna will ask for your name, date of birth, billing address, phone number.

If you're paying with Monthly Financing, Klarna will also securely ask for the last four digits of your social security number. Klarna will then determine options for a payment schedule and an interest rate based on the order amount and their assessment of your ability to make installment payments.

Final Thoughts:

You don't have to incorporate *every* method above to be successful on Etsy. However, every method above you DO implement gives you the potential to make that many more sales!

It's a snowball effect... Choose your favorite idea above and implement it first. Then add more over time!

Most important...KEEP IT FUN!

Happy Selling!

Stuart & Bart