

TIPS FOR SELLING MORE ON ETSY

Erin Harris of Harris Handcrafted shared his strategy for selling his art on etsy.com

- If you can, spend some time just getting familiar with the tools on Etsy.com and reading through the user forums to see what other, more established businesses are doing
- Look up other businesses that have a craft or product similar to yours to get an idea of how much interest there is in your type of work and to get an idea of what to expect in terms of the number of orders
- Pay special attention to their pricing, are there similar companies that have vastly different prices? Be careful not to underprice yourself
- Erin uses keywords and tags to make his art easy to find and he gets as specific as possible. Example: He doesn't just say "wall art" he says custom wood wall art
- If you have a special or particularly original style or a best-seller, find words to describe it that are very specific. Example: Erin's soundwave art is very specific, if someone searches specifically for soundwave, he is going to pull high in the results
- Consider working together, partnering, with other artists. Sharing resources, time and customer reach can help you grow faster.
- Keep track of your costs for materials and make sure you are pricing your work appropriately. You must factor in your time also.
- Look for ways to make your art practical – can you do what you love and make something that is also useful? Erin has branched out from his wall art and sculpture into furniture, custom shelving and more. It has helped him create pieces at a higher price point but he still gets to do what he loves for a living.
- Don't forget that you also need to deliver your product and that adds to your costs. You can pass it on to the customer but if they are local, you may be able to increase your profit margin by delivering in person.
- Always give your customers extra business cards to keep in their home or office. Erin gets a lot of business from people that see his art in a friend or coworker's space.



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