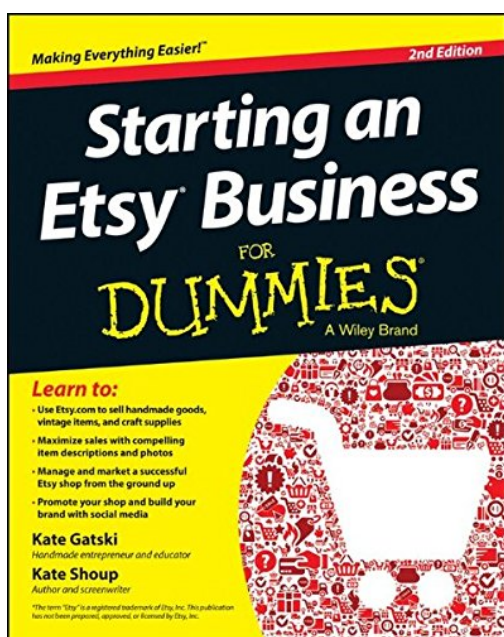


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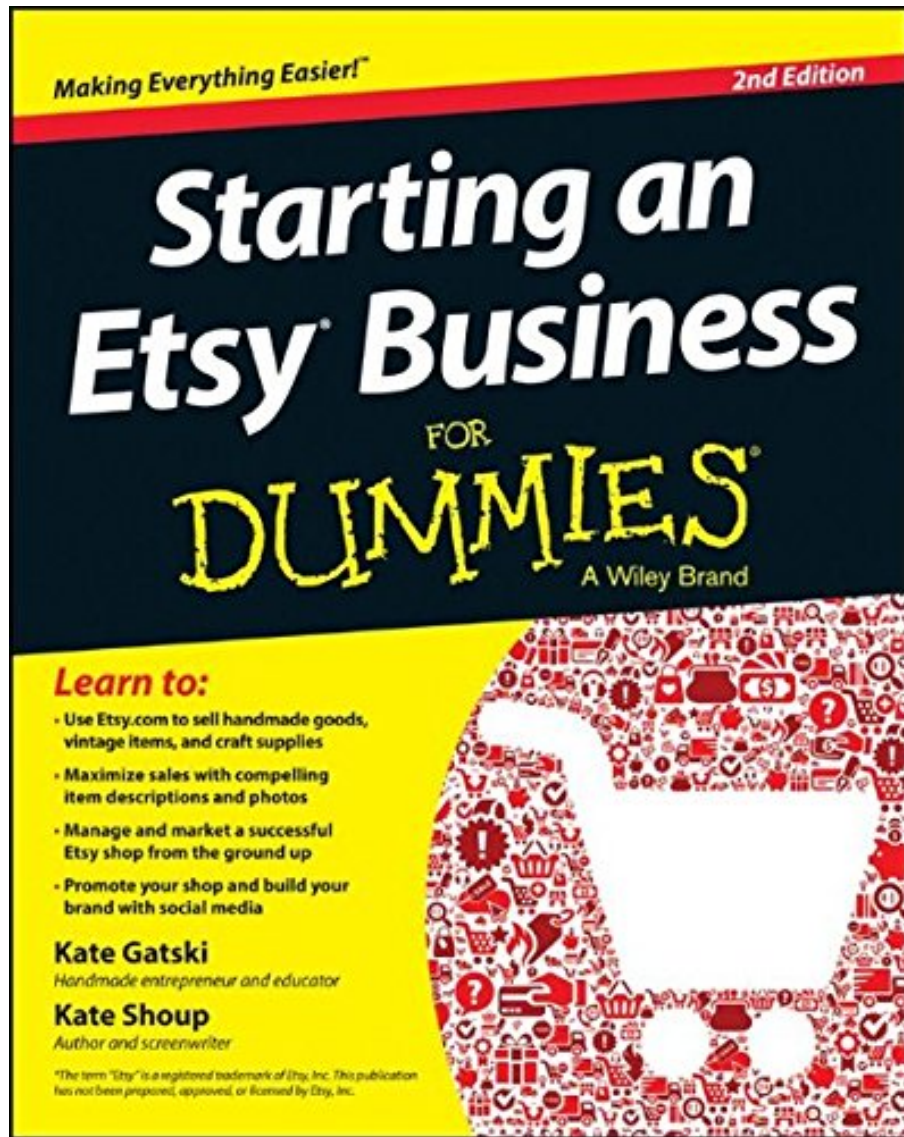
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- Homemade crusade — get an intro to the Etsy business model, sign up for an Etsy account, navigate the site, and find and purchase items
- Come on in! — find out what you can (and can't) sell on Etsy, create an eye-catching storefront, establish your shop's policies, and price your work
- Start selling — discover how to photograph your wares, compose engaging titles and descriptions, list your items, close the deal, and ship your items
- More exposure — market your Etsy business, build your brand, create a logo, and promote your Etsy shop on Facebook, Twitter, and Pinterest
- The heart of the matter — learn how to handle business matters with ease, from providing excellent customer service to managing your Etsy store
- Share the love — join in the community spirit, keep up with Etsy news, and spread the word about other Etsy sellers

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- Pointers for saving money and time as an Etsy shop owner
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- Best practices for applying SEO to your shop
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#### About the Author

Kate Gatski is a handmade entrepreneur and educator, and a member of the Full Time Etsy Crafters Team. Kate Shoup is the author of numerous crafting books, including *Not Your Mama's Beading*, *Not Your Mama's Stitching*, and *Rubbish: Reuse Your Refuse*.

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