



3

steps to prepare your

ETSY SHOP

to increase sales

NOTES

Hey Boss,

I'm SaRatta, owner of [SaRatta Speaks](#) and more commonly known for my jewelry line [expressions bracelets](#). I've been an entrepreneur for over 10 years and launched my most successful business (to date) [expressions bracelets](#) in January of 2012.

My jewelry line is available in over 250 boutiques worldwide, on [Etsy](#), [Amazon Handmade](#), and my [main website](#). The most successful site is my own [eCommerce site](#) which I built and grew over the last 8 years. When I started my business I had NO IDEA what I was doing but I was willing to put in the work. Within 6 months of launching on Etsy, [expressions bracelets](#) was doing well enough for me to get off of unemployment (another story for another day) + hire my first part time employee.

By December of 2016 I hit my first \$10K month on Etsy. From November 16 - December 16, 2016 my revenue was \$11, 555.81 with 351 orders during that time period. I then turned my focus toward building my own e-commerce site with the growth I had experienced on Etsy.

Getting found and getting sales on Etsy can seem like a pitch in the dark. There are so many factors that go into getting shoppers to first find your listing, click on your listing, and then purchase your listing.

In this workbook I give you 3 practical steps to updating your Etsy Shop that can convert to sales. Updating your shop, updating your listings, marketing your shop.

Let's dive in!

Sa Ratta Murphy

WWW.SARATTASPEAKS.COM



Workbook Contents

Updating
Your Etsy
Shop

PAGE
05

Updating
Etsy
Listing
Photos

PAGE
11

Updating Etsy
Listing
Details

PAGE
12

Marketing
Your
Etsy Shop

PAGE
14

Sales
and Coupon
Tracker

PAGE
16

Bonus ↘

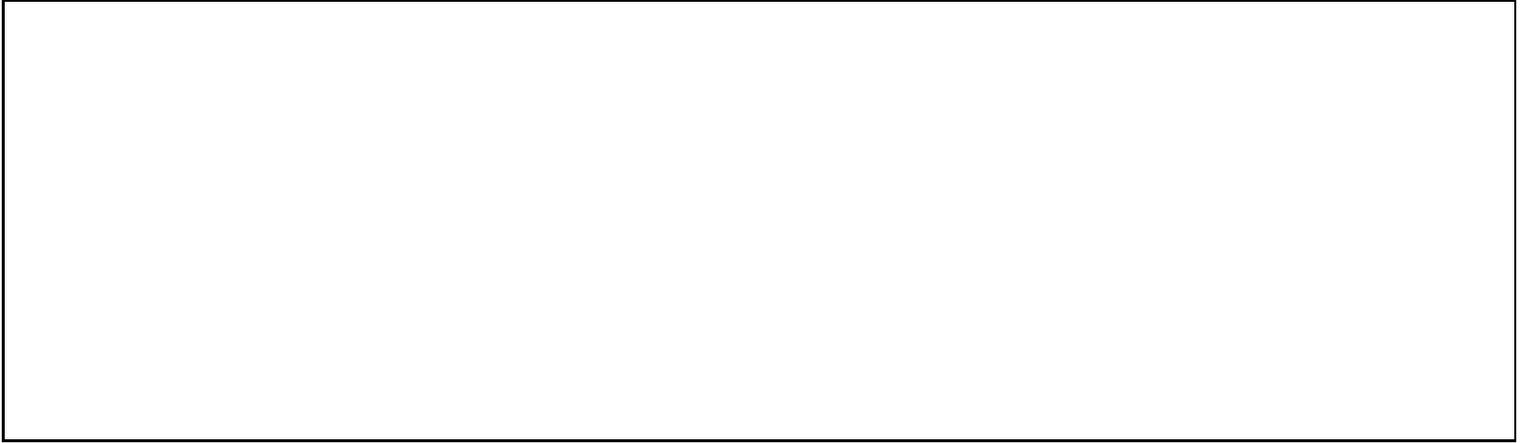
Join my 2021 Facebook
girl boss biz group!
Page 17



**UPDATING
YOUR
ETSY SHOP**

updating YOUR ETSY SHOP

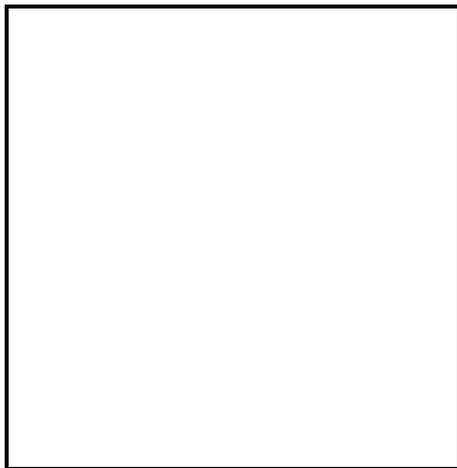
Shop Banner



Create a banner using the correct dimensions with your BEST brand imagery. You have two size options: Big banners (3360 x 840 pixels for optimal performance, and a minimum of 1200 x 300 pixels) or Mini banners (1200 x 160 pixels). Update your banner seasonally.

Note: Mini banners will shift your listings higher up when viewing your shop home on desktop, and do not appear on mobile devices.

Shop Icon



Shop Title

Shop title is a short sentence that clearly states what your shop sells. It can be up to 55 characters long and appears in Google search results so be sure to optimize it with a few keywords

Shop icon is a logo for your business on Etsy. This graphic will represent your shop across the site, a brand logo is highly recommended. A version of your logo that is simple with minimal text since the graphic is small (500 x 500) and cannot be read on small screens.

updating YOUR ETSY SHOP

Shop Announcement

When creating your shop announcement think about the most important information you want to communicate to the potential customer.

Use these prompts to craft a stellar shop announcement for your visitors:

- **Who** are you? Who is your business? Who are you creating products for and what do you sell?
- **What** do you want them to do next? **A CTA (call to action)** tells your visitor what to do next and leads them to an offer that is of value to them. You can link to a free download, a discount for signing up for your newsletter, or a free offer for following on social. See [my shop announcement](#) for an example.
- **How** are you preparing their order? How do you process orders in your shop? How will you service them?
- **When** can the customer expect their order to ship and via **which** carrier and class (service)?
- **Where** else can they connect with you? This is where you place your links to your blog, Pinterest, or social media platforms (FB, IG, Twitter, Snapchat, TikTok, YouTube).

Featured Items

Select four items to feature at the top of your shop. During holiday seasons (Valentine's Day, Mother's Day, Halloween, Christmas, etc.) feature items in your shop that fit the season. During non holiday seasons, feature your best selling items.

updating YOUR ETSY SHOP

About Section

Answer the question prompts below to curate an about section that entices the reader to want to connect with you and your products.

WHO ARE YOU?

Introduce yourself and tell them something unique about you.

WHAT DO YOU DO?

What you create, who you create it for, and how you create it?

WHEN DID YOU START?

When did you start this journey and what keeps you inspired?

WHY DO YOU DO THIS?

Why do you do this? Why is it your passion?

HOW IS YOUR BRAND SPECIAL?

How is it different from your competitors?

updating YOUR ETSY SHOP

Shop Policies

Update your shop policies at least once a year to ensure they are accurate.

PROCESSING TIME

How long does it take you to create and package your items?

SHIPPING TIME

Which carrier and service do you use? Do you ship internationally?

RETURNS & REFUNDS

Will you accept returns? What are your return/refund guidelines?



**UPDATING
YOUR ETSY
LISTINGS**

create
PHOTOS THAT CONVERT

Update your photos using [Etsy's Seller Handbook](#) and these 12 shot ideas.

01

PRIMARY

02

Studio Shot

03

Lifestyle Shot

04

Scale Shot

05

Detail Shot

06

Group Shot

07

Packaging Shot

08

Process Shot

09

In Use

10

Flatlay

11

Angle

12

Angle

updating

YOUR ETSY LISTINGS

Listing Details

Here are quick tips to update your listings seasonally so that your titles, tags, and descriptions don't include holiday keywords that are no longer relevant. This should be done after any major holiday (i.e. Valentine's Day, Mother's Day, Father's Day, Halloween, Christmas, etc.). This update also allows you to rethink other important changes like pricing and shipping. It also encourages you to only do the most important tasks.

TITLES

- Remove previous holiday keywords
- Add upcoming holiday keywords
- Move most relevant keywords to the front of your title

DESCRIPTIONS

- Remove previous holiday keywords/text
- Add upcoming holiday keywords/text
- Only update listings descriptions that were changed for the previous holiday

TAGS

- Remove previous holiday tags
- Add upcoming holiday tags
- Remove any duplicate tags

PRICING

- Factor in any supply cost changes
- Factor in any shipping cost changes
- Make sure you are factoring in paying yourself!

SHIPPING

- Make your shipping as low as possible
- Etsy gives a better ranking to items with lower shipping
- Absorb the cost of shipping into the item's price (raise the price) & offer free shipping



**MARKETING
YOUR
ETSY SHOP**

Marketing Ideas

Relying solely on Etsy to drive traffic to your shop will limit your growth exponentially. Here are some free/low cost ideas to market your shop and drive traffic to your Etsy shop.

ETSY OPTIONS

Shop Manager → Marketing → Sales and Coupons

- Offer a coupon (abandoned cart/favorites/thank you)
- Run a sale on Etsy
- Create Shop Updates

SOCIAL MEDIA

To increase brand awareness or drive traffic to your shop

- Run a contest or do a giveaway
- Partner with a complementary brand to offer a giveaway
- Offer a coupon code exclusively to followers

OTHER

Other inbound marketing strategies to drive traffic

- Email Marketing - Newsletters
- Pinterest Marketing
- Word-of-mouth

Measuring Marketing Success

Keep track of how well your marketing efforts worked by tracking coupon codes, usage, and revenue. The platform would be whichever avenue you used to run the promotion, ie: Etsy, Social Media (IG/FB), Pinterest or Newsletter.

Sales and Coupon Tracker				
PLATFORM	COUPON CODE	DISCOUNT	NUMBER OF SALES	REVENUE EARNED



Remember

- PAUSE
- PIVOT
- PRIORITIZE
- PLAN

Pause

Take a moment to take it all in and decide which things you want to implement first based on what your business needs most for growth.

Pivot

Consider this to be an opportunity to pivot and make some changes in your business to help sustain and/or grow it.

Prioritize

Make a list of all the things you want to change/update and then prioritize by level of importance.

Plan

Understand you cannot do all the things at once but you do need a plan that will include a goal for what you want to accomplish, a strategy of how you will accomplish the goal, and a list of tactics to do. Then create a schedule of when to do each tactic.



Ready for more?

Are you REALLY ready to build the business you dream of?

If you are, I will be your girl boss bestie on your journey and help you in all the ways I can. That's why I have created the girl BOSS biz tribe where we can share best practices and you can pick my brain! The first 100 Days of 2021 kicks off in the group on Monday, January 4th!

Each month we will focus on a specific topics with hot segments each week. This group is new and fresh so join now and enjoy all the perks of a small community (before we start to grow)!

[JOIN MY FACEBOOK GROUP](#)

LET'S STAY CONNECTED



WWW.SARATTASPEAKS.COM