SAMPLE

Excerpt from: The Etsy Shop Starter Guide

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SKILLQUESTERS



The Etsy Shop Starter

ETSY SHOP STARTER GUIDE

From zero to your first 50 sales

2026 expanded edition

skillquesters.com

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How To Use This Guide

Your first 50 sales, step by step

Etsy has 90+ million buyers looking for exactly what you make. But 'open a shop and list things' isn't a strategy — it's a lottery ticket. This guide is the strategy: niche selection, listings that rank in Etsy search, photos that convert browsers into buyers, pricing that protects your margins, and a review engine that compounds.

Follow it in order. Each part builds on the last:

- **Part 1 — Niche:** pick a profitable niche with real demand (not just passion).
- **Part 2 — Shop Setup:** branding, policies, and the settings that matter.
- **Part 3 — Listings That Rank:** Etsy SEO — titles, tags, attributes.
- **Part 4 — Photos That Sell:** the 10-image system for every listing.
- **Part 5 — Pricing:** fees decoded, margins protected.
- **Part 6 — First 50 Sales:** launch tactics and the review flywheel.
- **Part 7 — Scale:** from 50 sales to a real income.
- **Worksheets:** niche scorer, listing checklist, pricing calculator.

WHY IT WORKS: *Etsy rewards shops that look alive: new listings weekly, fast responses, fresh reviews. The algorithm favors momentum. Your first 90 days set your trajectory — move fast, then optimize.*

Your turn: What will you sell?

My product idea: _____

Why I think it will sell:

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