



Program Workbook





Lesson 1 Worksheet: Who's Your Target Customer?

Use one product you sell in your shop to help you determine who you think your target customer is. Remember, your target customer is the person who you think will be most likely to purchase your product.

Part I.

What problem does your product solve?

Part II.

Now that you have an answer for the above, identify your target customer by thinking through **who** your product solves a problem for. Have a little fun and give this target customer an identity.

Name: _____

Age range: _____

Gender: _____

Occupation: _____

Income range: _____

What things are happening at this stage of life for your target customer?

Where do they currently like to shop?





What do they like to do for fun?

What are their values? What is important to them?

What are their favorite magazines? TV Shows? Movies?





Lesson 1 Homework: Etsy Scavenger Hunt

Get to know Etsy by acting like a shopper on the site. Go to [etsy.com](https://www.etsy.com) and login to your account.

PHOTOS

Browse through the site until you find a shop that you like, and write it down: _____

What kind of items does this seller have in their shop?

Are the photos in this shop...

- | | | |
|---------------------------|------------------------------|-----------------------------|
| Taken with good lighting? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Clear and focused? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Next, click on any item in the shop.

How many photos does the seller include in the individual item listing?

If there are more than one photo of the listing, why do you think the seller uses multiple photos?

ABOUT SECTION

For many customers on Etsy, how the item was made and who made the item can be just as important as the item itself. Shop owners use the About section to share this type of important information with customers.

Type NicolePorterShop (remember, no spaces) into the search bar to find this shop.

Where does this seller live?

How many customer reviews does the seller have?

Click the ‘About’ link near the top of the screen. Read the information in that section then answer the following question:

What are two publications where Nicole’s Designs have been featured?

1. _____

2. _____

PROFILE

Click on Nicole’s name below her picture to read her short bio, then answer the following questions:

Where is Nicole originally from?

What is Nicole’s approach to design?

Shoppers read the About section and profile to learn more about a shop and its owner. Why do you think this information is important to Etsy shoppers?

SEARCH

Pretend you are shopping for a new tote bag on Etsy and you have a very specific idea of what you are looking for. Let's say this is the bag of your dreams

But how can you find what you are looking for? On Etsy, customers find what they are looking for by using search terms that match phrases found in an item listings tags and titles. For instance, the seller of this bag uses the following phrases for this bag:



waxed canvas waxed canvas bag tote bag

Let's see how searching for different words and phrases affect what shows up in a particular search.

Type each of the following words or phrases into the Etsy search bar one at a time and click search. How many items come up for each word or phrase?

Word or Phrase	Number of Items
Bag	
Canvas Bag	
Canvas Tote Bag	
Waxed Canvas Tote Bag	

What did you notice about how many items appeared in a search as you got more specific with your search terms? Which searches produced results that matched the bag of your dreams and what does that tell you about how searching for items on Etsy works?



THE ETSY COMMUNITY

It's time to join an Etsy Team based on your interests! From the Etsy home page, scroll to the bottom and click on the Teams link. Search for Teams based on your interests, like marketing, in-person selling, local community, knitting, metalwork, etc.

Join at least one team and write the name(s) of the team(s) below:

1. _____

2. _____

Lesson 2 Worksheet: Build-A-Brand

Example: Prunella Soap

Your Company: _____

Why do you make your items? What inspires you?

I was really interested in the lost arts—things done the old fashioned way. I got into this kind of soap making because making this type of product appealed to me.

What makes your items great?

The high quality ingredients, pretty scents, fun packaging, and the ability to inject some fun and whimsy into people's lives with something that is usually boring.

Which words do you use to uniquely describe your items?

All natural

Eco-friendly

Simple

Vegan

Who are your customers?

Women, ages 32-45 who are health conscious, buy natural products, enjoy the outdoors, and enjoy nice beauty products.



Lesson 2 Worksheet: Create a Killer About Section

Attract potential customers with details about your shop that stand out from the crowd.
What is your name? What is your shop name?

What do you make?

How did you learn your craft?

Is there a personal story behind why you learned this craft? Tell that story!

How would you describe why your products are so great?





What makes your products better than or different than similar products?

What do you love most about making your items?

Are there hardships you have had to overcome to make your products?





Lesson 2 Worksheet: Tags and Titles

Use the space below to come up with a new title and set of tags for the starfish necklace example.

Starfish Attempt #1

Title:

Tags

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____

Starfish Attempt #2

Title:

Tags

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____





Cutting Board Attempt

Title:

Tags

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____



Lesson 2 Homework: Finding Keywords

Brainstorm words and phrases that address each question below. Then, type your keyword into the Etsy search bar to see if it suggests a commonly searched term that is relevant to your item and write that in the right hand column.

Questions	Your Item	Etsy Search
What is it?	Ex: purse	Ex: clutch purse
Who is it for?		
What is it made out of?		
What is the main material?		
What is primary color?		
How will it be used?		
What is the style?		
What technique was used to make it?		
Does it have any imagery or motifs?		



Lesson 2 Homework: Questions to Answer in Your Item Description

What is it?

What are the item's exact dimensions?

What color is it? Do you offer color variations, or any other variations, like size?

Who is the ideal customer? Help shoppers imagine the item as part of their daily life.

Why is this item superior to similar items? What special skills, materials or ideas make your item uniquely valuable?

What is it made from? What materials and techniques were used to create it?





How should it be cared for?

Where is it made? Add some local flavor to connect with customers.

What if the item isn't the right size after being ordered? Will you exchange the item? Who pays to ship it back?

How should it be used? Is the item decorative? Does it have a function? Both?

Are there special instructions for how the item should be used or cared for?

What exactly is included in an order? If there are 12 items shown in your item photo, does the buyer get all of them or only one? Does that lovely bauble in the background come with it, or is it just for display?

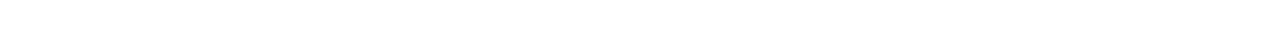



Will they get the exact item they see in the photos? Or will the item vary slightly in color or size?

Is it ready to use? Is that painting ready to hang, or will they need to frame it first? How does it arrive? Will it be gift-wrapped? Is it prepared to ship? Or is it made to order?

Are there any odors or blemishes, particularly if it is a vintage item?

Is there any special processing or shipping instructions that are different for this item than the rest of your shop?



Lesson 2 Homework: Tracking Your Expenses

Knowing how much it costs to buy the materials to make your items is an important part of managing your business.

Part I.

Take one item in your shop and write down all the different materials needed to make it, as well as how much it costs to purchase each material.

Part II.

Determine if each material is a **Main material** or **Supporting material**. A main material is something that is a major part of your item, like fabric, leather, or metal. These materials also represent the main cost to make a product. A supporting material is something needed to make the item, but not much of it is used, like glue, buttons, or thread.

Lesson 3 Worksheet: Pricing for Profit

Refer to your Tracking Expenses worksheet to help complete this section.

Part I.

Record what you determined to be the main materials from the item you used for the Tracking Expenses worksheet below. This time, for cost, estimate how many of this particular item you could make from the amount of material purchased to figure out the cost per item. For example, if I buy \$50 worth of fabric and I know I can make 5 items from it, my cost is \$10 per item.

Material	Cost of material	How many items will this produce?	Cost per Item
Ex: Fabric	\$50	5	\$10
Total cost of materials		Total cost per item	

Part II.

Go to Etsy.com and search for three items that are similar to yours in style and quality and record notes about the items below.

Item	Price	Description	Better quality than your item? (Yes or No)
1.			
2.			
3.			



Part III.

Step 1

Based on the three items you evaluated, how might you price your item compared to these?

Write your initial price here: _____

Step 2

Calculate how much in fees you can expect to incur from Etsy at this price and incorporate that into your price.

1. Initial price _____ \times .07 (Etsy fees) = _____

2. Initial price _____ + Fees _____ = Estimated price _____

Step 3

Take the price you have decided on above and subtract the cost of materials from Part I above.

Estimated Price _____ - Cost of Item from Part I _____ = _____

Step 4

From the number you get above, decide how much of that money you want to consider your labor cost (your salary for making the item) and how much you want to be profit (money that will go back into the business to purchase supplies, equipment, etc.)**

Labor cost: _____ Profit: _____

**If you are not happy with how much money is left to split between your labor cost and profit, consider making one of two changes: 1) Raise the price of your item or 2) Look for ways to get cheaper supplies to make your item.

You must consider the packaging and shipping costs for your product before settling on a final price. The next worksheet will help you do just that.



Lesson 3 Homework: Calculating Packaging and Shipping Costs

Accurately estimating your shipping costs is an important factor when setting prices for your items. Follow the steps below to calculate the shipping cost for one item in your Etsy shop.

Part I.

Determine what size box or envelope you will need to ship your item and what packaging material you want to use. Record the materials you expect to use in the table below. Estimate, as best you can, the cost associated with shipping only one item. (For example, if I buy a pack of 50 sheets of tissue paper for \$10, and I use two sheets per package, that will last me for 25 items. If I divide 10 by 25, then my cost per item is \$0.40)

Material	Cost	How many packages will this fulfill?	Cost per item
Ex: tissue paper	\$10	25	\$0.40
Total cost of materials		Total cost per package	

Part II.

Step 1

Using a scale at home or the post office, place the item inside its packaging and weigh it. Write down the weight here: _____

Step 2

Measure the dimensions of the box or envelope, if unknown, with a measuring tape. Write the dimensions here: _____

Step 3

Go to the listing in your shop and scroll down to the Shipping section. Click the link on the bottom right that says, “Look up shipping costs” and follow the instructions using the information from 1 and 2 above. For destination, use a zip code somewhere domestically far off, like California, Florida, or New York.

Step 4

Take the first calculated estimate given and write that figure down below

Estimated shipping cost: _____

Step 5

Decide where you want to account for your packaging and shipping costs. Will you add them into the price of the item and offer free shipping? Will you add only the packaging costs to the price of the item?

Option 1: Packaging and shipping costs separate from price of item.

Option 2: Packaging costs added to price of item, shipping separate.

Option 3: Packaging and shipping costs added to price of item, offer free shipping.

Step 6

Depending on your choice in number 5, update your listing price and shipping price.



Lesson 3: Packaging Tips

Here are items you may need or want to include when preparing to ship an item:

- Free boxes and envelopes from USPS
 - New boxes from stores like Staples or Office Max
 - Bubble wrap
 - Tissue paper
 - Styrofoam peanuts
 - Newspaper
 - Packing tape
 - Scotch tape
 - Business cards
 - Personalized thank you card
 - Ribbon, twine, or bows
- 

Lesson 4: Photo Checklist

While great product photography does not need to contain every one of the approaches below, these will help point out ways you can improve your own work.

1. What details do the photos show?

- The size and scale of the product
- Color
- Unique features of the product
- Possible variations
- Materials used in the product
- Product packaging
- How the product was made

2. What angles were used?

- Close-up
- Wide shot (full image of object)
- A mix of close-ups and wide shots
- Straight on
- Side view
- Top view

3. How does the lighting impact the photos?

- It's bright and clear.
- The lighting seems natural.
- The lighting shows the details of the product.
- The lighting is even—there are no shiny or flashy spots.

4. The photos included illustrate:

- Possible uses of the product
- Who the product is for
- What season the product is for
- The larger brand look



5. The product is shown:

- Alone, with a solid backdrop
- On or with a model
- Alongside other props that emphasize the brand
- In a setting / lifestyle that shows the product's use or function (in a park, on the wall, etc.)

Top Tips to Take Great Product Photos

1. Say no to flash! Use indirect, natural light.
2. Make sure your photo is focused.
3. Show details like texture and quality to illustrate what makes your item special.
4. Use different angles and props to convey scale. You have ten photo slots—use them all!
5. Keep backgrounds simple.
6. Show how the product could be used. Get creative.

Selling a cool coffee mug? Show it being held with morning coffee or as a desk caddy holding pens and pencils. A bag? Show all of its uses, including carrying groceries, books, or even your cute dog! Include something fun to entice potential buyers.

Lesson 4 Worksheet: Photography Editing Instructions

Taking Photos with Your Phone

When using your phone's camera to take product photos, remember to do the following before shooting:

1. Turn off the flash.
2. Touch screen where object is to clearly focus.
3. Rather than zooming, step closer to the object.

Snapseed App Editing Instructions

Snapseed is a free photo-editing app available for both iPhones and Android devices. Download for free in the App Store or Google Play. When you first open Snapseed, you will see 'Open' at the bottom of the screen. Tap this icon. You will then be asked permission to allow access to photos. Yes, you do want to allow access.

1. Once in the app, tap 'open' on the top left.
2. Select the image you want to edit first, preferably the image that will be your lead photo.
3. Tap the pencil image (iOS) or plus sign (Android) on the bottom right of the screen.
4. For this class, focus only on two tools, 'Tune Image' and 'Crop'. Tap 'Tune Image'. You will see a quick tutorial about using the app. For now, tap skip. (As you get familiar with the app, you can choose to explore other tools on your own. However, your goal should be to enhance photos, not to make them look overly edited. If you shoot in proper light, very little editing should be needed.)
5. Tap the little magic wand on the bottom. This will auto-adjust your image. (On your own, you can explore editing the photo manually by moving your finger up-and-down to select what feature to tune. Then, move your finger side-to-side to edit.) Tap the checkmark on the bottom right to save the edits.
6. Tap the pencil image or plus sign on bottom right again.
7. Tap 'Crop.'

- 
8. Place one finger at one of the four corners and drag to crop your image. Place your finger in the middle of the image and drag to properly realign the picture. When finished, tap the check mark on bottom right to save the edits.
 9. Tap 'Save' on top of screen. Select the last option, 'Export', as the way to save the photo as a jpg file. (This is important because it will export your photo in a way that will make it look the best on Etsy.)
 10. Repeat for your remaining nine photos.

Sell on Etsy App Uploading Instructions

Sell on Etsy is a free app available for both iPhones and Android devices. Download for free in the App Store or Google Play.

1. Open the Sell on Etsy app and tap the horizontal line bars on top left of the screen.
2. Tap 'Listings.'
3. Choose the listing to which you want to add a photo.
4. Click on the 'Add Photos' icon once.
5. Click on the 'Add Photos' again on the next screen.
6. Tap 'Choose from Library.'
7. Select the album where the photo is stored.
8. The very first picture should be the most recent one you just edited and saved. Tap to select.
9. Tap 'Done.'
10. Tap on one of the empty squares below the picture you just uploaded.
11. Repeat the process from Step 6 to add up to 9 more photos.
12. When you are finished adding all photos, tap 'Done' on the top right.





Lesson 5 Worksheet: Social Media Marketing

In pairs, look at the Facebook and Instagram accounts for the Etsy shop, Ravenscourt Apothecary (www.etsy.com/shop/RavensCtApothecary). As you look at these accounts, answer the questions below.

Facebook Account

Does the large cover photo clearly communicate that this is a business that sells skincare and fragrance products? Why or why not? What else sticks out to you about the cover photo?

Click the 'About' tab on the side and read the information there. Go to the Etsy Shop About section and compare the Facebook information with their About Page on Etsy. What differences do you notice?

Scroll through their posts and look for the following:

How often do they post?

What are common things you notice present in each post?

What kinds of things are being posted? (Products, sales, announcements, etc.)





Anything else stick out to you?

Instagram Account

Look at the short bio of the account. Can you quickly understand what this business sells? What else stands out to you about the bio?

Look through at least 10 different posts and then answer the following:

How many times per week does it seem like they post content? _____

What kinds of things do they post?

Look at the hashtags used in 2-3 listings and then answer the following (example: #maker):

Which are a few hashtags that are repeated in the posts? Why do you think those hashtags are repeated?

Why do you think hashtags are important to use in an Instagram post?





Both Accounts

In both accounts, what do you notice about the quality of the photos? What photography principles learned from Lesson 4 do you see present in the photos?

Are the same photos and captions shared on each account? Why do you think that's the case?

Just looking at these two social media pages, as well as the Etsy shop home, who do you think might be this shop's ideal target customer? Why?





Lesson 5 Worksheet: Customer Service

Case #1: Message from a customer: "I received my package in the mail today, but it was ripped wide open, and my item was broken. I spent \$50 for this and I expect to receive it in good condition. I will be sending it back ASAP for a refund."

How do you respond?

Case #2: Message from a Customer: "I received my package in the mail today, but I requested the blue jewel in the center, not the green. Please send me a new item immediately." You check your Convos, and she did, in fact, request the green jewel.

How do you respond?

Case #3: Message from a Customer: "I placed my order 5 days ago and still have not received it. Your shop says I should receive it in 2-3 days. Why is it not here? As soon as I receive it I am returning it and expect a refund." Your shop states that you will send items within 5 business days and that it can take an additional 5 business days to arrive. It states that if a customer needs an item within 10 business days to contact you before purchasing. There is no record of this shopper contacting in your Convos. You are not sure where she read 2-3 days.

How do you respond?

Lesson 5 Worksheet: Time Management

Time	Work Day	Weekend or Day Off Schedule
6-6:30am		
6:30-7am		
7-7:30am		
7:30-8am		
8-8:30am		
8:30-9am		
9-9:30am		
9:30-10am		
10-10:30am		
10:30-11am		
11-11:30am		
11:30-12pm		
12-12:30pm		
12:30-1pm		
1-1:30pm		
1:30-2pm		
2-2:30pm		
2:30-3pm		
3-3:30pm		
3:30-4pm		
4-4:30pm		
4:30-5pm		
5-5:30pm		
5:30-6pm		
6-6:30pm		
6:30-7pm		
7-7:30pm		
7:30-8pm		
8-8:30pm		
8:30-9pm		
9-9:30pm		
9:30-10pm		
10-10:30pm		
10:30-11pm		

