



Pathway to Success

FOR NEW ETSY SELLERS



MAGNOLIACOCREATIVE.COM

Hi There!

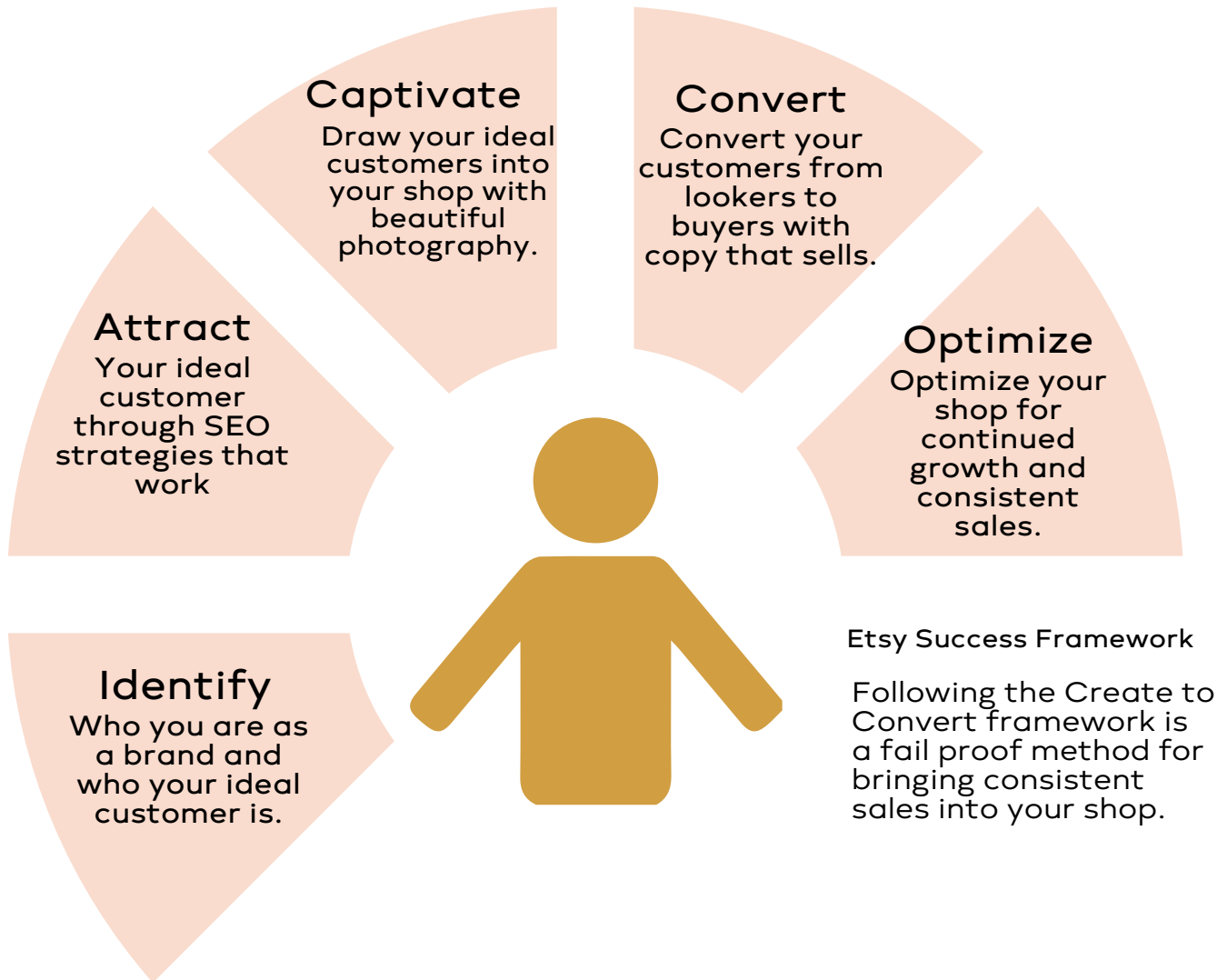


I'm Casey, and I'll be your new biz bestie when it comes to planning and growing your Etsy shop. If you've been scrambling around the web trying to make sense of how to get started developing and growing a successful Etsy shop, Friend - this workbook is for you! I've curated my top worksheets to give you a clear path for launching your Etsy shop easily and successfully, So let's get to it!

xo Casey

Create to Convert

ETSY SUCCESS FRAMEWORK



Which framework pieces are you currently struggling with in your shop? Write an action plan below :



Shop Opening Checklist

Use this checklist to help you plan your Etsy Shop opening.

Before Starting

Choose a Business Name

Register your new business with your state.

Open a business bank account for all of your business transactions.

Create business email for all business communications.

Create an Etsy sellers account.

Planning Your Business

Identify your Ideal Customer.

Define your brand.

Create or hire a designer for your branding materials.

Validate your product idea.

Research your competition.

Develop your product.

Photograph your product.

Plan your listing - Get ready to list!

SEO Cheat Sheet

SEO Tips

- Use short keyword phrases your ideal customer might use when searching for your product.
- Choose keywords that accurately describe your product.
- Use all 13 tags that Etsy allows for each listing.
- Use your most relevant keyword phrases in your title, tags, and description.
- Fully complete each listing, taking advantage of attributes, categories, occasions, and holidays.

Where to Find Keywords

- Etsy Search Bar - begin typing your search term to see the most popular searches auto populate.
- Pinterest Search Bar
- Erank.com - Allows you to search a certain number of keyword phrases per month on their free plan.
- Everbee browser extension - Free plan allows you to search up to 10 analytics per month - See what is selling well, and their keyword phrases.

Monthly Shop Planner

DATES TO REMEMBER

IMPORTANT

- _____
- _____
- _____
- _____
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- _____

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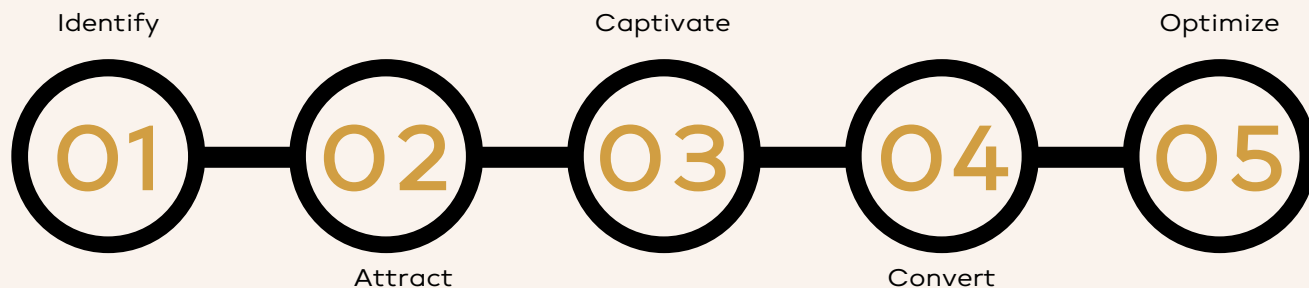
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Etsy Success Framework



01

Identify who you are as a brand and who your ideal customer is. Tailor your brand voice to connect with your ideal customer and establish a connection with them.

02

Using effective keyword phrases and language that your ideal customers would use, put Etsy's algorithm to work for you, to attract customers who are searching for exactly what you are providing.

03

Captivate your ideal customer with light and bright photos that speak to them and draw them into your shop, ready to hand over their credit card and make a purchase.

04

Charm your ideal customers with a listing description that defeats all purchase hesitation and builds trust in their purchase decision with your shop.

05

Optimize your shop for higher order values, repeat customer experiences, and future growth. Gain momentum and achieve your Etsy shop dreams!

Ready for Serious Sales?

If you're ready to ditch the overwhelm and follow a simple system to start making consistent sales in your Etsy shop, this is for you!



Our signature Create to Convert framework is waiting for you! Learn how to make the Etsy sales of your dreams in just 6 weeks with our fail-proof system.

[Click Here to learn more!](#)