

The Etsy logo consists of the word "Etsy" in a white, serif font, centered within a solid orange square.

Etsy

Your place to buy & sell all things handmade™

“Etsy is an online marketplace for buying & selling all things handmade.

Our mission is to enable people to make a living making things and to reconnect makers with buyers

Our vision is to build a new economy and present a better choice:

Buy, Sell, and Live Handmade”

~ Reasons to buy handmade ~

[article](#) [discussion](#) [edit](#) [history](#)

Reasons to buy handmade

- You are purchasing higher quality products, made with love and care by the artisan.
- You are purchasing unique items that are not mass-produced. Even if the same product may be made a thousand times each will be unique in some tiny way.
- Buying handmade supports artists, crafters, designers and small business owners instead of large corporations - if you buy handmade you help someone live their dream.
- When you buy handmade art objects you are also getting a piece of the artist's soul. Those who value handmade are usually eager to know about the artist that made their piece and they value the skill and passion that went into its creation. Handmade pieces have life, unlike items that are mass-produced by machines and basically untouched by human hands during the creation process.
- You are helping to promote local economies and fair trade. Investment in the creative sector brings a huge boost to the economic, cultural and social vitality of communities.
- Handmade products are increasingly being made with recycled materials. This is excellent for the environment.
- You as the buyer vote with your purchase. This offers immediate feedback to the artisan and allows them to gauge which items to further develop. This feedback loop is vital to the handmade indiepreneur.
- Handmade items appeal to trend setters, not trend followers.
- Handmade items can push boundaries - they aren't in thrall to the dictates of the mass market.
- Handmade items can often be custom-made, fit, and colored, to the buyer's specifics or wishes making it even more unique and, often, practical.

(The above is good, tho I'd prefer to see a more positive spin on the statements whenever possible - by leaving out the "instead of"s and the better thans, and the judgment calls, because we do have users who use machines, and who do live in countries where labor is cheap, just sayin' - Haptotrope)

Return to [Main Page](#).

Category: [Etsy](#)

Etsy
Wiki

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BUYING

~ Buying Dos & Don'ts ~

 Cart 0 items

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Etsy

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Handmade Items: tags, titles

Search

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Help is here

General FAQ

info about basic use of the site

Help Guides

straight from Etsy admins

Buying FAQ

info about making purchases

Selling FAQ

info about setting up shop here

Copyright FAQ

copyright info for crafters

Report a Transaction

for both buyers and sellers

Contact Etsy

ways to send us messages

Important info

DOs and DON'Ts

Learn what you can and can't do »

Privacy Policy

how we guard your data

Terms of Use

the rules for using this site

DMCA

The DOs & DON'Ts of Etsy

[Membership](#) | [Conversations](#) | [Transactions](#) | [Selling](#) | [Flagging](#) | [Community](#)

Etsy is a marketplace for buying and selling all things handmade. Our mission is to enable people to make a living making things and to reconnect makers with buyers. Our vision is to build a new economy and present a better choice: Buy, Sell, and Live Handmade.

Please read this page with care, as it explains the dos and don'ts, the ins and outs, the ups and downs (and everything in between) of being a member of the Etsy community. These policies only apply to Etsy.com; alas, we do not control the universe, or even the rest of the Internet. If you still have questions after reading these policies, please check out our [Help section](#) or feel free to [contact us](#).

Membership

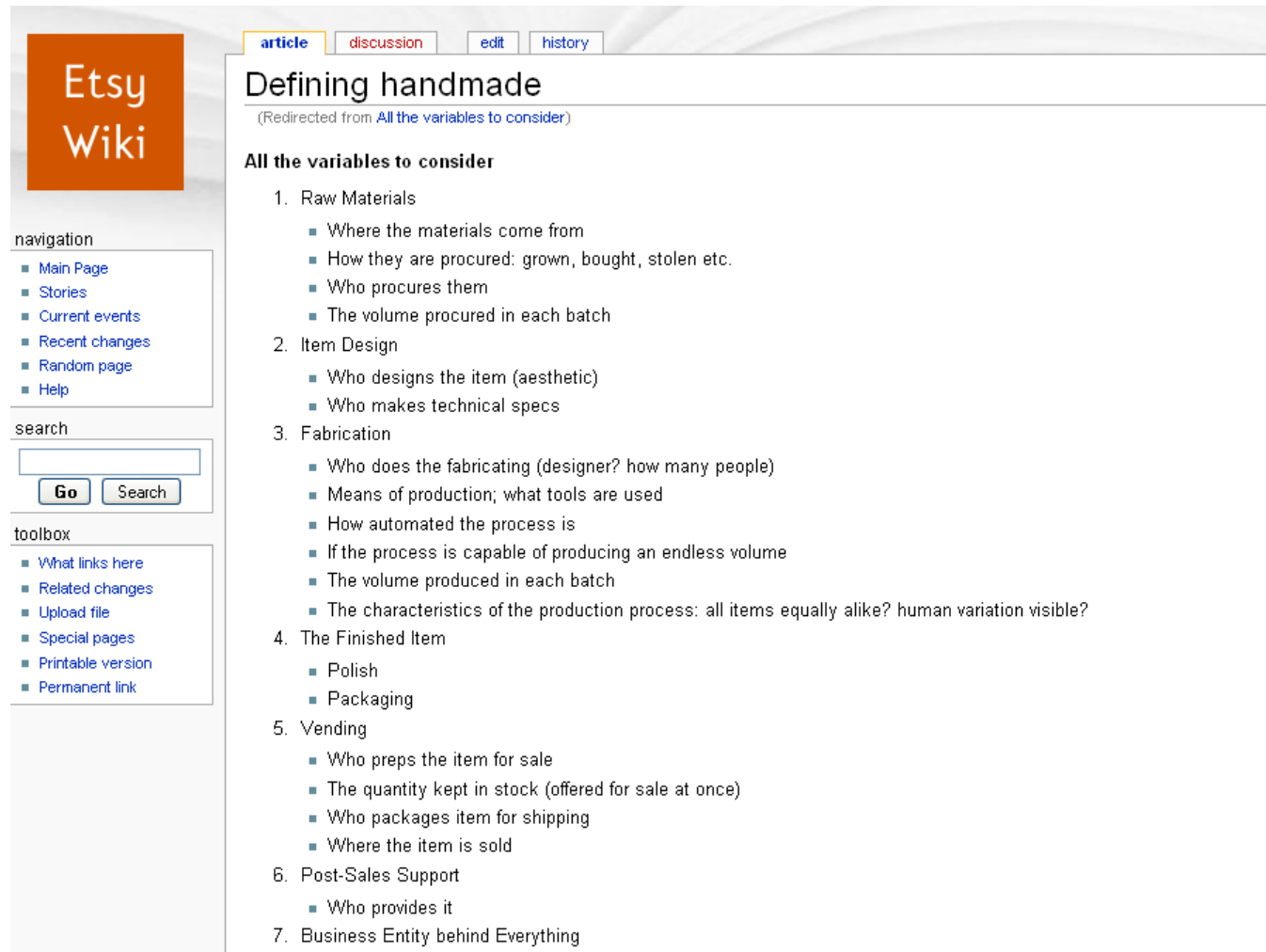
More Help: [Registration Help Guide](#) | [General FAQ](#) | [Selling FAQ](#) | [Buying FAQ](#)

We expect all members of Etsy to treat each other with respect and kindness (including [Etsy's staff](#)). Remember that behind every username is a real person with feelings. Your username on Etsy is your identity. You are responsible for your conduct and all content submitted under your username on Etsy.

- By joining Etsy, all members agree to abide by the policies outlined here and in the [Terms of Use](#).
- You must be at least 18 years of age to hold an account on Etsy. If you are under 18, you must have the permission and supervision of a parent or legal guardian who is at least 18 years of age; that adult is responsible for the account.
- You may not use profane or racist language or images in your username, avatar and/or public profile.
- You may not transfer ownership or sell your Etsy account to another party.
- Usernames cannot be changed except in the event of documented legal action (such as trademark infringement) at Etsy's discretion. Choose your username carefully.

SELLING

~ Defining Handmade ~




The screenshot shows a Wikipedia-style page on the Etsy Wiki. The page title is "Defining handmade", which is a redirect from "All the variables to consider". The page content is a numbered list of seven categories, each with sub-points:

1. Raw Materials
 - Where the materials come from
 - How they are procured: grown, bought, stolen etc.
 - Who procures them
 - The volume procured in each batch
2. Item Design
 - Who designs the item (aesthetic)
 - Who makes technical specs
3. Fabrication
 - Who does the fabricating (designer? how many people)
 - Means of production; what tools are used
 - How automated the process is
 - If the process is capable of producing an endless volume
 - The volume produced in each batch
 - The characteristics of the production process: all items equally alike? human variation visible?
4. The Finished Item
 - Polish
 - Packaging
5. Vending
 - Who preps the item for sale
 - The quantity kept in stock (offered for sale at once)
 - Who packages item for shipping
 - Where the item is sold
6. Post-Sales Support
 - Who provides it
7. Business Entity behind Everything

The left sidebar contains navigation links (Main Page, Stories, Current events, Recent changes, Random page, Help), a search box, and a toolbox with links like "What links here", "Related changes", "Upload file", "Special pages", "Printable version", and "Permanent link". At the top of the article area, there are tabs for "article", "discussion", "edit", and "history".

SELLING

~ Selling - Beginners Guide Basics ~



navigation

- Main Page
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search

toolbox

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article discussion edit history

Selling: Basics

please sign your posts to identify your contribution

Contents [hide]

- 1 A HUGE amount of info on Selling, taken from the forums
 - 1.1 Tips for Newbies
 - 1.2 Store Policies
 - 1.3 Non-Payment
 - 1.4 Getting Sales
 - 1.4.1 how long does it take for your first sale
 - 1.5 Listing
 - 1.5.1 arranging shop items
 - 1.5.2 best time/day to list
 - 1.5.3 how often should a seller list items?
 - 1.5.4 how many pages is too many pages?
 - 1.5.5 custom orders
 - 1.5.6 gift certificates & coupons
 - 1.6 Packaging
 - 1.7 Presentation
 - 1.7.1 should items be modeled? or is it a turn off?
 - 1.8 International Selling
 - 1.9 Adding Links
 - 1.9.1 the correct URL to use when linking to your Etsy store
 - 1.9.2 how can I add a link ON my Etsy store?
 - 1.9.3 how can I post a link TO MY PRODUCT on the forums?
 - 1.9.4 how can make a link TO MY STORE or product on ANOTHER SITE?

A HUGE amount of info on Selling, taken from the forums

Dyno <http://dyno.etsy.com> 02/12/07

Tips for Newbies

Etsy

FEEL GOOD....

Donate - CraftRevolution

The Indie Community Made a Difference!

CraftRevolution's Shop Announcement

Through the generosity of crafters across the globe, we set out to raise funds to assist those in need. All of the proceeds were donated to the Red Cross Hurricane Relief Fund. Our initial goal was to raise \$1,000 and, at the end of the fundraiser, we raised nearly \$25,000! We are grateful to each of the crafters that donated their handcrafted items to make this possible!

Also:
Etsy for Animals,
Donations for Honey Bees,
and a new "Charity Shop" on Etsy

OTHER ETSY THINGS

~ Alchemy ~

 Cart 0 items

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Etsy

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Your Etsy

Alchemy: tags, titles

Search

[Home](#) > [Alchemy](#) > Public Listings

Alchemy






[Your Alchemy](#) | [How Alchemy Works](#)

Turn your ideas into reality with Alchemy!

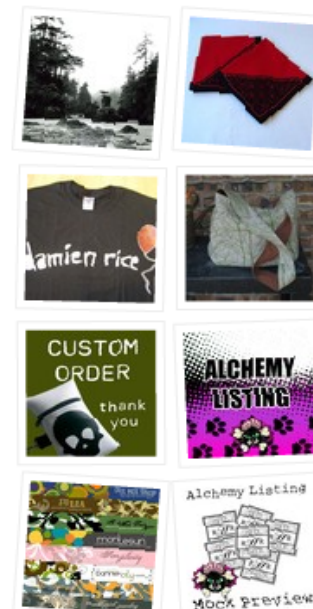
Buyers can post requests for custom handmade items, and then sellers bid on the opportunity to make the goods. Please check out the [Alchemy overview](#) help guide and the [rules for Alchemy](#) before getting started. Have fun!

Requests for Custom Items

ADD NEW REQUEST

		Ideal Price	Posted On ▼	Deadline	Bids
	Cotton halter dresses for bridesmaids wanted by: esgal	\$50.00	Jul 29	Jun 5	0
	WW2 sweater from V and A pattern wanted by: felicitywormwood	\$130.00	Jul 29	Sep 30	0
	Matrushka, matroushka, matryoshka doll wanted by: PriscillaDeijs	\$0.01	Jul 29	Aug 18	0
	Portal Companion Cube Plushie wanted by: wickedgroovy	\$40.00	Jul 29	Aug 21	0
	Butterfly Comb wanted by: Bithya	\$20.00	Jul 29	Aug 30	0

Recent custom creations



~ Community ~

Community

Etsy's Community is made of thousands of Etsy members with a love for handmade.

Please read [these guidelines](#) about participating in Etsy's community spaces - and have fun!

- **Etsy Emails**

News & updates delivered right to your inbox

- **Downloads**

Designs you can use to promote Etsy

- **Handmade Pledge**

Sign the pledge and support the handmade movement

- **Contests and Opportunities**

The friendliest kind of competition

- **Collaborative Projects**

Creative collaboration with others

- **Teacher Application**

Apply to teach a class online or at the Etsy Labs

- **Contact Etsy**

Email us about account issues, transactions, or other questions

Learn more about how to use these community areas:

- [Forums](#)
- [Virtual Labs](#)
- [Chat Rooms](#)
- [Etsy Teams](#)
- [Storque](#)

Forums



Ask questions, report bugs, and discuss Etsy

Virtual Labs



Live workshops and online classes

Chat



Meet and chat with other Etsy members

Teams



Members united by craft, location, or interest

The Storque



News and articles to keep you up-to-date

Resources



Tools for promoting your Etsy shop, and more

New Storque Articles & Related Items



You be the Judge: Copycat Caskets

In previous "You be the Judge" articles, Etsians offered opinions regarding the image of an apple, Vuitton and Darfur, and Naked M&Ms. This time, I invite our community to examine a pending case concerning a product not typically associated with ...

[Read the article](#)



◀ [previous article](#)

▶ [next article](#)

Etsy

OTHER ETSY THINGS

~ Virtual Labs ~

Virtual Labs Join us! Click any of the colored rooms below to enter. View upcoming events.

Rooms

LOUNGE ENTER ROOM Next event: Show and Tell For Sellers Wed 3:00pm	SUPPORT ENTER ROOM
TREEHOUSE ENTER ROOM Today: ★ Newbie Chat Tue 2:30pm	BUSINESS ENTER ROOM
LIBRARY ENTER ROOM	TEAMS ENTER ROOM Next event: Mad Scientists of Etsy Wed 9:00pm
RED ROOM ENTER ROOM	SHOP SETUP ENTER ROOM Next event: Storque chat with Etsians Thu 12:00pm
ENGINEERING ENTER ROOM	

Events

Date & Time ▲	Title
Location	Description
Tue 2:30pm July 29 begins in about 33 minutes ■ TREEHOUSE	Newbie Chat Newbies! Get your questions answered here! Julie and Danielle can help get your shop started on the right foot!
Tue 5:00pm July 29 begins in about 3 hours ■ TREEHOUSE	Choosing The Right Fabric with BurdaStyle Join us virtually while we shoot live at Mood Fabrics in NYC and learn how to choose the right fabrics with Mood Fabrics owner Eric Sauma and Nora and Benedikta of BurdaStyle. Exciting, no?
Wed 3:00pm July 30 begins in about 1 day ■ LOUNGE	Show and Tell For Sellers Come share what you are working on! Everyone will get their own time to talk about a project they are working on and get feedback. Come with links to pictures of your work in progress or if you have a webcam, you can show us live!
Wed 6:00pm July 30 begins in about 1 day ■ TREEHOUSE	How-To: Heat Transfer at Home with Kim Learn the ins and outs of heat transfer designs at home.
Wed 9:00pm July 30 begins in about 1 day ■ TEAMS	Mad Scientists of Etsy Private Team Meeting.
Thu 11:00am July 31 begins in about 2 days ■ TEAMS	Teams Meeting Join Sara and Danielle to talk about what your team is up to!
Thu 12:00pm July 31 begins in about 2 days ■ STORQUE	Storque chat with Etsians Come join the Storque admin in our office hours!

Etsy

OTHER ETSY THINGS

~ Labs ~



325 Gold Street, 6th Floor, Brooklyn NY 11201
(718) 855-7955
A/C/F to Jay St | B/M/Q/R to Dekalb St

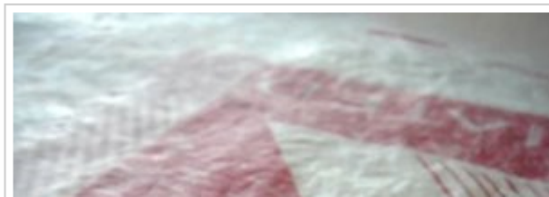
ETSY
Y L
ABS



EtsyLabs Calendar

06 MAY 2007

Long Overdue Fusing Plastic Bag Tutorial



OUR STORE



ETSY LABS HOURS

Craft Night (open): Mondays 4-8pm
Open Crafting: 1st Sunday of every
month 2-6pm

EVENTS AT THE LABS

9/27 Handmade Music Night

The Storque

[ALL ARTICLES](#)

[SPOTLIGHT](#)

[THIS HANDMADE LIFE](#)

[CRAFTIVISM](#)

[HOW-TO](#)

[REVIEWS](#)

[ETSY NEWS](#)

[EVENTS](#)

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Pitch to the Storque!

Featured Columns

Shopping

[A Dude's Perspective](#)
[Etsy Finds](#)
[Featured Buyer](#)
[Fresh Shops](#)
[Gift Ideas](#)
[Gotta Travel On](#)
[Handmade Kids](#)
[Handmade Wedding Series](#)
[Shop Local](#)



The Numbers Game: Ratios and Your Shop's Inventory

Dear Sellers, A few weeks ago, we started the journey of learning how to listen to the stories that numbers tell in our Etsy shop. A ratio is the story that two numbers tell when they are together. We explored a [popularity ratio](#) called the heart-to-sale ratio. This week, we will continue the series by looking ...

Story by [JIMFinance](#)

Published July 29, 2008 in [How-To](#)



Etsy Finds: Crafting With Kids

Pass down your crafty skills to your kids, or learn a new technique along with them. Etsy has plenty of [craft kits](#) and artsy activities to keep you and your children entertained for hours. They are great for birthday parties too, or as an activity for your children to do with their friends after school.

Check ...

Story by [JoeTheBeard](#)

Published July 29, 2008 in [Spotlight](#)

Click to see the full Storque Showcase



Etsy

Online shopping made fun!



100,000 sellers worldwide