

Hand Made Goods, Art & Crafts



Overview

From crafting clothes through to making candles, carving wood through to setting stained glass, there are endless opportunities for the crafty. If you are starting a new venture or side hustle you can do it small-scale and turn an enjoyable pastime into a way to make some extra cash - and if things look promising you can develop your venture into a fully-fledged business.

You can also do all of this with a high degree of independence - and the structure of the modern world enables you to make it work: From obtaining supplies through to marketing and product fulfilment, it can all be done from

your laptop or even mobile device - from anywhere in the world you can get an internet connection! You can also outsource the parts of the process that you can't or don't wish to do yourself.

One of the modern challenges of handmade goods is that you may be competing head-to-head with foreign imports that are being made far cheaper than yours can be. However in a competitive global marketplace you can still get an edge simply by making better quality products, by uniqueness and by visibility.

Here's a great example of how to stand out in a crowded marketplace:

Full Time Etsy Store (7 Questions)

<https://www.youtube.com/watch?v=Ap315ipl8dQ>

This is an inspiring interview with a maker couple who have cracked success with woodwork. They have in particular mastered how to work social media and create high brand awareness, leading to (I am guessing) high 6 figures or even 7 figures in sales (their Etsy store has had 5,500 sales with most items priced between \$50 and \$500.)

Where To Sell Your Stuff:

The classic outlet for hand made goods now is of course [Etsy](#), which is a perfect platform for makers / creatives to sell their work.

If you are in the UK, take a look a [Folksy](#), which calls itself "The home of British Craft." It's similar to Etsy in many ways. You could probably sell the same items on both.

[Ebay](#) is of course another option - and it makes sense to display your work on more than one platform so as to increase your visibility and your overall sales!

A [Shopify](#) store is a tried and tested E-commerce solution that can be either "plugged in" to your own website (looks more professional) or run "at Shopify"

(cheaper and easier to get started.)

Local distribution: Potential avenues can include craft fairs, local markets, retail outlets and entertainment venues - using for example cafes to display artwork. Be sure to link your local product displays to your online presence - either through a social media link or a [QR code](#) that can (for example) send visitors to your linktr.ee, beacons.ai or similar node that connects all your links.

Lots More:

23 Best Places to Sell Crafts Online:

<https://dollarsprout.com/sell-crafts-online/>

One thing to note about selling online is that you can create a presence in a number of places, which will give a bigger overall visibility to your work. If you've ever been a street vendor, you'll know that sales are always better when there are more people around. So it makes sense to have your stuff seen by as many people as possible. All the big websites have their own search engine and their audience and so you are bound to get more views just by being in more places.

The same concept of increasing your visibility applies on social media sites. More on that later.

Printables:

A popular option is selling printables, which is generating surprisingly large incomes for top sellers – up to five or even six figures per month! That's a highly atypical revenue, but shows the potential. One of the benefits of printables is that files are digital downloads and so no physical goods need to be shipped. See the full module on Printables (**#20**) for more.

Print On Demand:

Not to be confused with printables is print on demand (POD). The way this works is that you upload your designs to a service such as Printify, who will handle the manufacture and shipping of the goods! So you can sell mugs, t-shirts and many other items featuring your own design, without needing to deal with inventory or distribution. Perfect for digital nomads and people who live away from a center of civilization.

Even more amazing is that Printify can also be integrated seamlessly into an Etsy store, eBay store or Shopify website - enabling you to design and promote goods and have the order fulfilment side handled off completely!

Which POD service to use? Here's a fantastic comparison tutorial to help you choose:

Printful vs. Printify 2023 (My Thoughts after \$1,000,000)

<https://www.youtube.com/watch?v=tw6PGwhONVQ>

For the rest of this chapter I'm focusing on Etsy because this is likely to be the #1 outlet for most creators.

7 Key Factors For Success On Etsy:

Aside from the quality of the actual products themselves, key success factors include:

1) Cohesive, Strong Branding - from memorable brand name and logo through to product quality and customer experience, success is created by strong brand building that appeals to your target audience.

2) Market research. You can see what is already working from available data. There are also several analysis tools available to pull more data and give additional deep insights - such as Alura, Sale Samurai, EverBee and Marmalead.

3) The number of products you have on offer: Look at the most successful Etsy stores and will see that they typically offer hundreds or thousands of products. With more products, your store will pop up in more search results, and each visit to your store will presents more purchase options; customers have the option to add more of your products to their cart. Don't just create 1000 products out of the gate without testing: Start small and see what's working before scaling up.

4) The presentation of your listings - especially the images. For just one example, "lifestyle backgrounds" showing the product in a conducive, appealing environment are widely agreed to convert to sales much better on Etsy than white backgrounds - although on Amazon the reverse is often true. Test!

5) Marketing. Campaigns to gain visibility and drive visitors to your listing are vital. Visibility is absolutely key and you should expect that even if you are presenting the products on a global marketplace such as Etsy or eBay, your own marketing will still be required in order to create the exposure required in order to drive strong sales volume. Etsy Ads, Pinterest and strong social media presence are regarded as top ways to promote Etsy listings, but look also at email marketing (especially retargeting of past customers) and further ad platforms such as Facebook ads.

6) Tiered Offers. Collections, bundled sets, gift boxes, deluxe options, personalization (super popular!) and other options to create higher tier offers that increase your average order value (AOV). Etsy will also give more exposure to search results that generate more sales and higher spends.

7) Patience. It may take 1-3 years for an Etsy store to show its true form and there may be minimal sales for the first few months - however you can test products and get quicker data with advertising.

Why Many Etsy Shops Fail:

I've identified three main factors that I would call make-or-break.

1) Knowing your ideal customer.

The most successful Etsy stores don't try to "be all things to all people". They have **identified their ideal customer**. Seems the key with shops is to make it "niche". So for example, all stickers, or all mugs, or all clip art is one way to niche down. And then a theme or a vibe, like anime, or cats, or animals etc is another.

2) Having goods that people actually desire.

I've seen a surprising number of Etsy stores where it seems they are just "throwing stuff at the wall" - with random products that don't really have strong appeal. What wasn't surprising was seeing how nobody else wanted their stuff either. Market research is vital: The best way to see what people want is to see what is already working and fortunately the data is already there as you can see sales figures!

Very often, simple wins. Basic, personalized designs often sell very well. For example mugs with attractive art and the person's name on it. Which Printify can do.

3) Being responsible for your own web traffic.

With Etsy shops, one of the classic mistakes is assuming that "If I build it they will come." Uploading a bunch of stuff and hoping for the best is not a plan.

Far better to assume that you will get minimal or even **no** traffic from Etsy and that anything they give you is a bonus. Most fail.

In all these businesses, **being in control of your own traffic** is the win.

Generally speaking that means either

a) SEO. Advanced - difficult and techy AF, traffic can be v slow to arrive (months) - but can deliver ongoing traffic for years if you get it right. Having done SEO back in the day.... I would pass.

b) Strong social media presence. Can give mega traffic but takes time to build. Ranked in terms of pure traffic potential:

#1 - Facebook (by miles)

#2 - Youtube

#3 - Pinterest

A little pro tip: People absolutely love time-lapse videos of art in progress. These have much greater viral potential than just a display of the finished product - and can be run on multiple social media platforms!

c) Paid ads. Instant traffic and you are in complete control. But it has to "convert" and generate more money than you are spending, otherwise you are losing money!

Getting the product to **convert** (i.e. convert visitors into buyers) is the hard part, but when you have a positive return on investment then you are in the money - for a while. Expect that any given ad's ROI will gradually drift down over time due to various factors.

Start with a small budget and promote your best selling products. The goal is to get it so that for every dollar you spend you get more than a dollar back, then of course you can turn up the ad spend.

Top Etsy Tutorials - Hand Picked Gems:

How I set up Attractive and Effective Etsy Product Listings - Step by Step

<https://www.youtube.com/watch?v=5oiLy0WDu6M>

[Hannah is a genuine 7 figure Etsy seller (over \$2M in sales) and an amazing mentor, one of the best in this space. Her channel dives deep into the business processes that have driven her success. Top quality.]

How To Make Etsy Listing Images for 3X Conversion Rate [Using Canva] (Full Tutorial)

<https://www.youtube.com/watch?v=6-KRQl2Ms28>

[this is a super-valuable free tutorial from another genuine 7 figure Etsy seller. Conversion % is one of the most important factors in profitability and can make or break a business for real!]

How I made my first 100 Etsy sales FAST:

<https://www.youtube.com/watch?v=aMEXx2j2F88>

[Amazing tutorial I found that shows how to find surprising gaps in the market in Etsy.]

5 Ways to Instantly Increase Etsy Visits - Get up to 100,000 + Visits per Month

https://www.youtube.com/watch?v=uIZl_uWVPRg

How to Use Pinterest for Etsy SALES (Tutorial for Beginners)

<https://www.youtube.com/watch?v=vVpVcEQzNeQ>

[Pinterest is one of the best external traffic sources for Etsy, this is a great tutorial to get you started.]

Is Etsy Print on Demand DEAD!?

<https://www.youtube.com/watch?v=ao5BYjPjbxS>

[TLDR: No, it absolutely isn't! This tutorial from Hannah Gardner actually has a ton of valuable information for all Etsy sellers on the key attributes of success. The 5 Key Attributes of Success section starting at 6:05 is especially strong]

9 Tip BEFORE You Start Print on Demand - My Thoughts After \$1,000,000+

<https://www.youtube.com/watch?v=8oMs0s7tC9o>

How I Get FREE Traffic & Earn Money FAST With A NEW Etsy Store

<https://www.youtube.com/watch?v=Phucc1uMllw>

[this is an amazing tutorial - especially the part about price anchoring at 9:20 which is gold!]