With over 400,000 sellers on Etsy, how can you make YOUR shop stand out and increase your sales? This is a key question for many crafters and artists who are selling online these days. Now here are all the answers and much more from author and Etsy seller Derrick Sutton. Based on his self-published guide, and drawn from his practical experience, you will learn how to boost your Etsy sales, attract more customers, and expand your online presence. Derrick shares his proven online sales and marketing knowledge in an easily accessible format, complete with simple actions steps at the end of each chapter. Learn how to completely optimize your Etsy shop, website, or blog, and much more. Some of the topics covered include:

- How to design a catchy Etsy banner
- How to gain an instant analysis of your shop and where you need to focus your efforts
- A crash course on photographing your items and key mistakes to avoid
- Fail-safe copywriting secrets
- How to take advantage of Etsy’s forums, Treasury, and more
- The effective way to use Facebook and Twitter, and why so many people get it wrong

How to Sell Your Crafts Online offers crafters and artists practical internet marketing techniques from an experienced Etsy seller that will pave the way for a profitable online business!

Praise for Derrick Sutton's e-Guide Crafting Success:

"This is really a great guide through the mind-boggling thicket of internet selling. It's so easy to follow and straightforward..." --- Etsy seller jenniferwhitmer

"I definitely saw a difference in my sales after doing many of the things suggested. A true wealth of useful information..." --- Etsy seller mishmishmarket

"[The steps are] easily presented, so making changes to your shop can be done instantly as you are reading. I learned more from [this book] than from anything I have purchased in five years..." --- Etsy seller HandpaintedGifts

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Learn Marketing with Social Media in 7 Days Master Facebook, LinkedIn and Twitter for Business, Linda Coles, Nov 16, 2011, Business & Economics, 224 pages. Discover how to use social media to give your business an unbeatable competitive edge in no time! Written by an internationally renowned social media guru, Learn Marketing with.

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