

BONUS 2

GRAB MORE BUYERS!

How To Create Stunning Etsy Images That Are Irresistible!

(NO CAMERA NEEDED...EVER!!)



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Bart Hennin

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BONUS 2

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How To Create Stunning Etsy Images That Are Irresistible!

In this guide we will demonstrate how you can easily create stunning, beautiful and ATTENTION GETTING Etsy images for your resume template products!

Etsy now lets you have up to 10 images per listing. This allows you to give your customer greatly detailed shots of your products on Etsy.

Types of image shots can include the following:

- Images of your resume template(s)
- Images of included 'extras' (where applicable)
- Images of bundles
- Images of your resumes “in context” (i.e. sitting on a desk or table or set against an attractive background)

On page 47 of your main course guide, we show you how to convert your Word documents into Jpgs that you can use as your Etsy images. You can get good images of your resumes simply by exporting your “Word resume templates” as a PDF and then use a free online tool (<https://pdf2jpg.net/>) to convert your PDFs into Jpg images.

You can do the same process for 'extras' such as job search planner sheets, etc.

But what really sets your images apart are “contextual” images showing your resumes sitting on a desk or table or set against an attractive background with other office items (pencils, pens, phone, tablet or computer or computer keyboard, etc.)

Your resume template is still the largest and most attention getting part of the image but, being set upon an actual themed and contextual background, it creates a picture inside your customer's brain that makes the product more “real” to them (and more desirable!).

NOTE: These enhanced 'contextual' images are commonly referred to as “*mock-ups*”.

There are links to **3 short instructional videos** at the end of this guide that show you, step by step, how to make these mock-ups using FREE images and a FREE online image editor (very simple to do!).

IN FACT, you won't necessarily even have to watch the third video!..It just shows some further examples of what's already covered in vids 1 and 2 and is just there to reinforce what the first 2 vids show you).

NOTE: Etsy has INCREASED their recommended and maximum image sizes to 2000 px sq.

This means you are now able to add larger, more high resolution images to your shop!

HOWEVER, Etsy also puts a file size limit of 1MB max. on listing images. PNG images are 'uncompressed' and thus will usually be too large.

Therefore, in the vedios, we recommend saving your Etsy listing images as Jpgs.

Jpg files are smaller because they are 'compressed' and thus take up less bytes.

Successful Etsy sellers take full advantage of this showing off their products in the best most attractive light. You should endeavor to do the same! (see below).

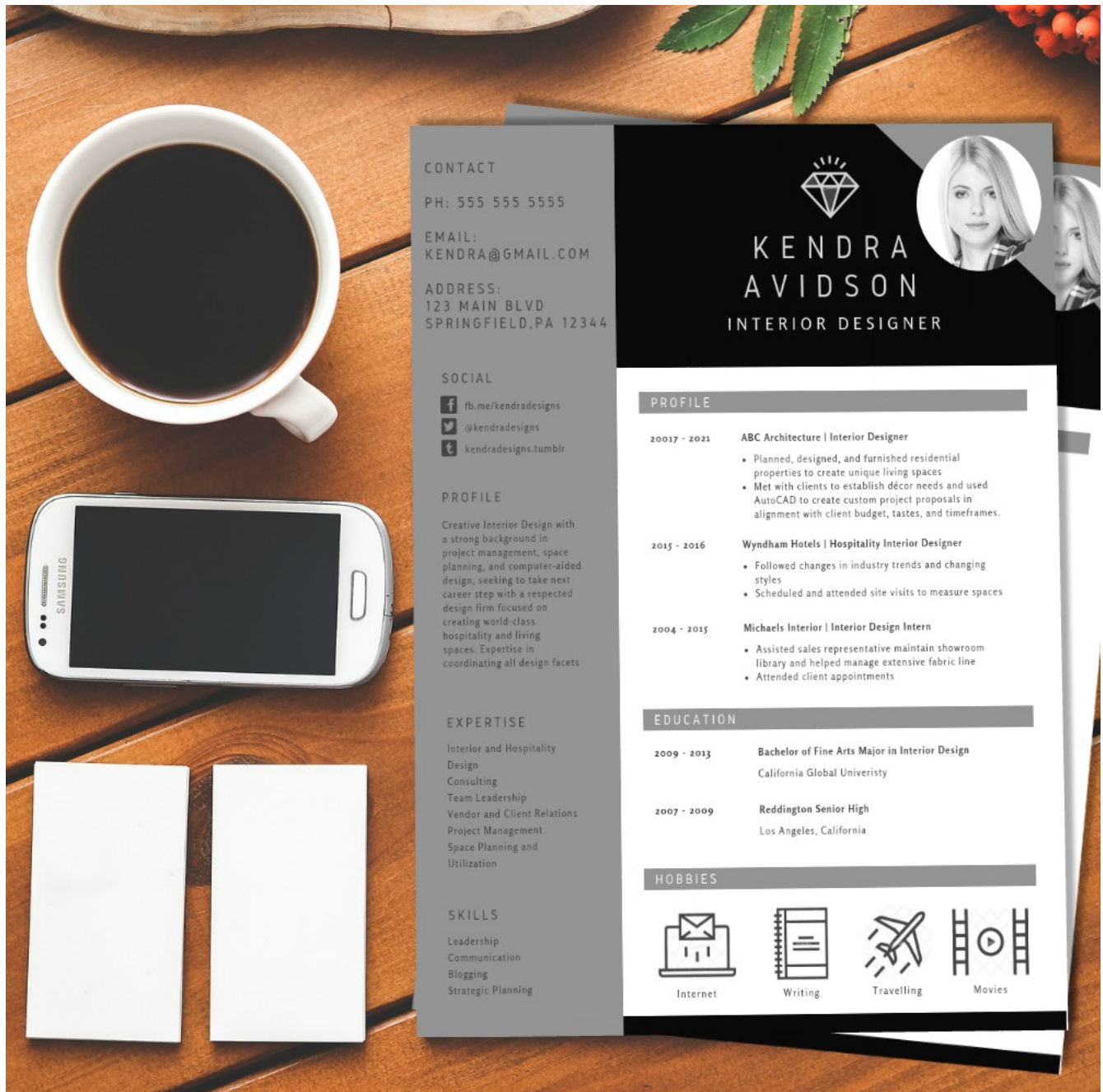
Creating Beautiful 'Contextual' Mockups Of Your Etsy Resume Templates:

Once you have finished creating some resume template images, you can set to work creating beautiful and unique contextual mockups.

For example, you can turn this →

Into this!
(see following page).





And turn other templates into images like these...

(see pages following)

GRETCHEN WEINERS

GRAPHIC DESIGNER

PROFILE

I'm a 26 year old graphic designer and illustrator with a focus on branding, typography, and layout design.

CONTACT

282 Willis Avenue
Port Orange, FL 32019
(386) 492 9740
gretchenweiners.com

INTERESTS

UI/UX
Growth Marketing
Typography and Lettering
Video Production
Print Design

SKILLS

Illustrator	● ● ● ● ●
Photoshop	● ● ● ● ●
Premiere	● ● ● ● ●
Corel Draw	● ● ● ● ●
Microsoft Office	● ● ● ● ●

EDUCATION

Florida Institute of Art, 2015
Visual Arts, Summer Residency

Ohio School of Design • 2014
BA Graphic Design and Visual Communication

Bexley High School • 2009
Secondary Education

WORK EXPERIENCE

GrapiK Studio Ohio • 2015-Present
Graphic Designer

Plassive Studio Inc • 2014
Graphic Designer
Social Media Manager

REFERENCES

Nolan K. Roepke
Lecturer, Ohio School of Design
(386) 492 9740

Isabella Philipps
Creative Director, Plassive Studio
(301) 906 7503





KENDRA AVIDSON

INTERIOR DESIGNER



PROFILE

20017 - 2021

ABC Architecture | Interior Designer

- Planned, designed, and furnished residential properties to create unique living spaces
- Met with clients to establish décor needs and used AutoCAD to create custom project proposals in alignment with client budget, tastes, and timeframes.

2015 - 2016

Wyndham Hotels | Hospitality Interior Designer

- Followed changes in industry trends and changing styles
- Scheduled and attended site visits to measure spaces

2004 - 2015

Michaels Interior | Interior Design Intern

- Assisted sales representative maintain showroom library and helped manage extensive fabric line
- Attended client appointments

EDUCATION

2009 - 2013

Bachelor of Fine Arts Major in Interior Design
California Global Univeristy

2007 - 2009

Reddington Senior High
Los Angeles, California

HOBBIES



...lling

Movies

55 5555

@GMAIL.COM

S:
N BLVD
FIELD, PA 12344

AL

ume/kendradesigns
kendradesigns
kendradesigns.tumblr

PROFILE

ative Interior Design with
strong background in
project management, space
planning, and computer-aided
design, seeking to take next
career step with a respected
design firm focused on
creating world-class
hospitality and living
spaces. Expertise in
coordinating all design facets

EXPERTISE

Interior and Hospitality
Design
Consulting
Team Leadership
Vendor and Client Relations
Project Management
Space Planning and
Utilization

SKILLS



You can get royalty free background images (and other elements) by searching in 'Google Images' with “Usage Rights” set to “Labeled for reuse” (commercially).

You are looking for 'public domain' images OR 'CC0' (Creative Commons Zero) images. **NOTE:** Images that are licensed under CC0

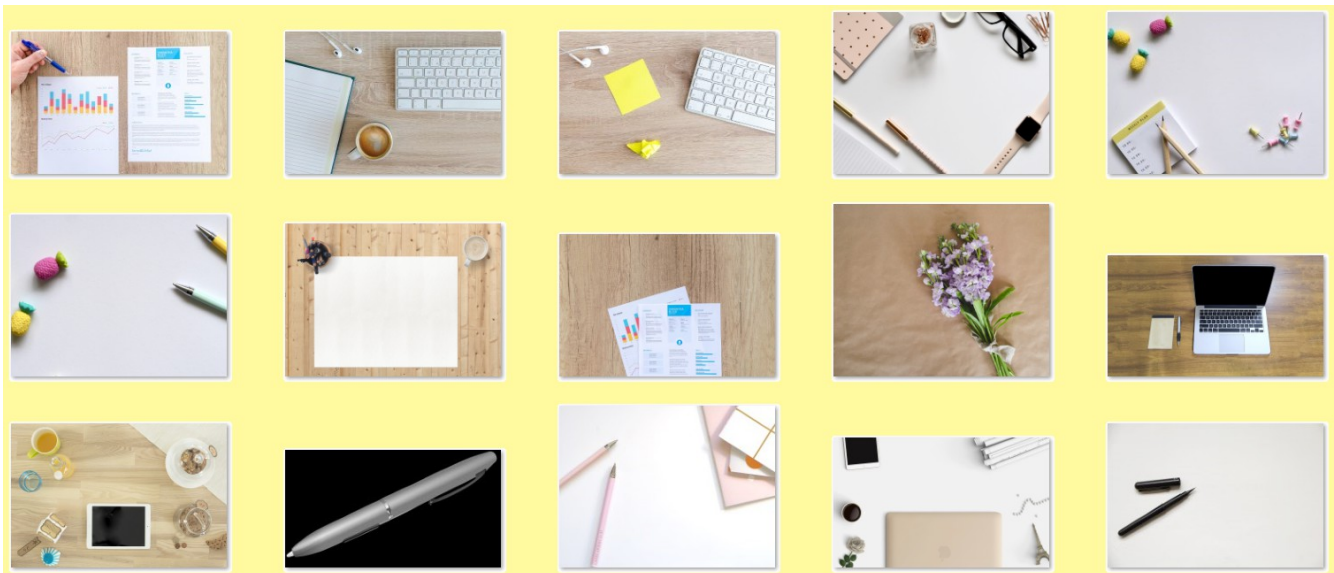
are “free to use” and the 'zero' means NO attribution required.
ALTERNATELY, you can find tons of CC0 images on these 2 websites...
www.pexels.com and/or Pixabay.com (2 of my favorite sources for royalty FREE images!).

There are other sites you can search too... [Here's a list of 31 free public domain image websites](#) you can also search!

Just search things like:

- *desk*
- *desk top*
- *conference table*
- *wood background*
- *pen*
- *pencil*
- *etc. etc.*

This should get you plenty of free backgrounds and other beautiful image elements you can use for your mockups!



I found these on Pexels and Pixabay in just minutes...

Once you have some attractive background images and other elements, you can quickly construct your stunning images as the following 3 short video tutorials below demonstrate (in step by step fashion!).

You can use any image editor you want... The process is the same.

However, the one we use in the videos is an image editor called Photopea (www.photopea.com). It's FREE and it works ONLINE so there is nothing to download.

[Video 1](#): Creating Beautiful Resume Template Mockups - Part 1

[Video 2](#): Creating Beautiful Resume Template Mockups - Part 2

[Video 3](#): More Examples...

And there you have it :)

You can now produce stunningly beautiful Etsy images for your resume templates!

Happy creating!

Stuart & Bart