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Custom Template Treasure Chest!

QUICK START Cheat Sheet



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Table Of Contents

Legal Disclaimer	1
Table Of Contents	2
Introduction	3
LIST OF SUCCESSFUL SHOPS (To Get Ideas From)	3
Recommended Tools.....	3
ACTION STEPS	4
DECIDE WHAT 'EXTRAS' TO INCLUDE	6
Sources For FONTS	6
Creating Your Resume Templates	7
ACTION STEPS	9
Creating Your Etsy Shop	10
ACTION STEPS	11
Creating Your 1st 'Draft' Etsy Listing!	11
Creating Your Bio, About, Policies, and other Etsy Pages!	12
ACTION STEPS	16
Creating Etsy Sales & Coupons	17

Custom Template Treasure Chest!

QUICK START Cheat Sheet

By Stuart Turnbull & Bart Hennin

Introduction:

The following is a condensed list of points, links, resources, and steps summarized from your main course guide. Refer to this as your “Quick Reference” guide when setting up your resume Templates business.

Don't Sell Products... Sell Solutions!

LIST OF SUCCESSFUL SHOPS (To Get Ideas From):

[A1RESUME](#) [introDuice](#) [LandedDesignStudio](#) [TheResumeBoutique](#) [KekeResumeBoutique](#)

Start a Keyword swipe, Product description swipe, Tags swipe, LOOK at their *shop announcements*, *about me pages*, *shop info* and *policies* pages as well as their *listings* (titles, images, products, bundles, & pricing). Also look at any cross sells and upsells of products.

Use these things as “idea generators” in creating your own products, and shop branding. You get 13 tags per listing, each having a 20 character maximum length. Use “**long tail**” (multiple word) tags that **drill down** to your target customer.

Recommended Tools:

Marmalead uses actual search data taken from Etsy to analyze the performance of different keywords. FREE ALTERNATIVE: [EtsyRank](#) [Here are full \(simple\) instructions on how to use it.](#)

MS Word (if you don't already have it, you can get a 30 day FREE trial here: <https://products.office.com/en-us/try>).

CANVA FREE tool for creating your Etsy banner & shop icon.

→ **ACTION STEPS:** ←

Here are some action steps you should do right now...

1) **Look at other successful resume sellers** on ETSY and see

- What they are **offering** (including bundled offerings)
- Prices they are **charging**
- How they **differentiate themselves**
- What “**shop sections**” they have (Etsy lets you create up to 15 shop sections)
- What they write in their **shop announcements, profile pages**, etc.
- What added **bonus materials** they include (if any)
- What they write in their **descriptions** (that get people to BUY)
- What **photos** they use (Etsy allows you up to 10 photos per listing now)

This will show you WHAT TYPES of templates sell best and give you ideas for your OWN templates (as well as show you what to offer your customers in your listings!)

2) **Start a swipe file...** A “swipe” file is simply a file of notes, phrases, and keywords you see on competitors' shops and listings that you copy and paste for future reference...

IN FACT, you want to start several 'swipe files' including...

- A Keyword phrase swipe file
- A swipe file of persuasive words
- A 'listing titles' swipe file
- A swipe file of what sellers say in their shop announcements and profile pages
- (more on “shop announcements” and “profile pages” later)
- A “shop sections” swipe file

Create a spread sheet if you need to!

Of course, we don't want to “directly copy” other people's listings or descriptions BUT we can use our swipe files to REWRITE our own descriptions in our own unique way based on what we see works for others!

As you study other sellers and create some swipe files, you will quickly start to see what you should have included in your own shop! You can start to plan out your own Etsy store and will have plenty of ideas to make it UNIQUE.

You can decide if you want to target certain types of job seekers or ALL job seekers. You most likely want to target certain types to start and expand later as you see what your best sellers are!

3) **Look at specific EXISTING resume templates** to get ideas for your own! You can find existing templates by

- Buying some templates from other successful Etsy sellers (again don't “copy” these templates... Use them as inspiration for your own!)
- Googling “Free Resume Templates”
- Going to CANVA and looking at their templates (Stunning!)

Here's a list of CANVA links to specific types of resumes...

[Professional Resume Templates](#) Teachers, Book Keepers, Nurses, Engineer, etc.

[Creative Resume Templates](#) Writers, Programmers, Marketers, Sales, etc.

[Simple Resume Templates](#) - 1st job, low entry jobs, returning to workforce jobs, etc.

Other resume types can include 'Technical' Resumes, 'Public Service' Resumes, 'Student' Resumes, 'Business Resumes' and more!

Let's look at some successful Etsy sellers...**The previous list of sellers in this guide is a terrific place to start!**

DECIDE WHAT 'EXTRAS' TO INCLUDE:

Consider what 'extras' you will include with your Etsy Resume Template offers (helps differentiate you from other sellers). **You can include extras such as...**

- Matching cover letter templates
- Fonts (covered in the next section)
- Instructions
- Resume & cover letter writing tips
- Icons
- Job Search Worksheets
- etc. etc.

Sources For FONTS:

fonts.google.com 1001Fonts [Font Squirrel](http://FontSquirrel) & Dafont.

How to INSTALL Fonts: <https://www.dafont.com/faq.php>

Example font instructions for customers... (modify as needed)

INSTALLING FONTS

Your resume template uses the following free fonts which are compatible with PC and Mac. If you do not have them installed on your computer, please click the link to download or Word will replace them with a suitable alternate.

FONT INSTALLATION: After you download the font, right click the font file, select install, and then restart Word.

Mac users may double click to install.

If the fonts aren't loading right away, try restarting your computer and re-opening your template in Word.

ATTN. MAC USERS – If a font is not showing up in Word after installation, please [CLICK HERE](#)

FONT DOWNLOAD LINKS

<https://fonts.google.com/selection?selection.family=Abel|Roboto>

Fonts and font families which work well on resumes...

[Roboto](#)

[Theano Ditot](#)

[GFS Ditot](#)

[Noto](#) (family of fonts)

[Baskerville](#)

[Secada](#) (family of fonts)

Other Common UNIVERSAL FONTS (Found Already Loaded On Most Devices:)

1. Calibri
2. Cambria
3. Garamond
4. Georgia
5. Arial
6. Book Antiqua
7. Trebuchet MS

FONT SIZES: For regular (detailed) content on your resumes (and cover letters), a **12 pt.** or **13pt.** font size works well . For headings and/or subtitles, font size should be about 4–6pts larger. It should be not so big as to be ridiculous, but not so small as to go unnoticed.

10pt. fonts are generally too small for “general content”, but may be OK in some areas, like 'supporting text' (such as the city and state in a work experience listing). *Italics* can ALSO be useful for supporting text. You might use *italics* in places like the city and state related to a university of a degree listing, for example.

Creating Your Resume Templates:

If you don't have MS Word, you can get a 30 day free trial here:

<https://products.office.com/en-us/try> OR there is a \$6.99/mo option too [here](#) (*not an affiliate link*).

TAKE SOME TIME to view other people's professional resume templates to get familiar with what's popular and get your creative juices flowing. **CANVA is terrific**

for getting creative ideas! (see links below).

[Professional Resume Templates](#): Teachers, Book Keepers, Nurses, Engineer, etc.

[Creative Resume Templates](#): Writers, Programmers, Marketers, Sales, etc.

[Simple Resume Templates](#): 1st job, low entry jobs, returning to workforce jobs, etc.

[Modern Resume Templates](#): Clean look with key info summarized for quick glance

You can also do a Google search for “[resume templates Word](#)” & look at other resume templates too). *Consider purchasing 1-3 competing products for ideas.*

SETTING UP WORD FOR CREATING RESUME TEMPLATES:

Keep in mind that for each template, you will be creating both a **US Letter size** (for your US/Canada customers) and also an **A4 size** (for your NON-US customers).

Set page margins to zero, and decide what fonts we want to use. **Use the following steps to create your templates:** (Also [See Video Links](#) Below)

1 – Select your header and sidebar shape(s) and color(s)... Place them where you want and drag them to the size you want. Also insert any borders you may wish to have.

2 – Set text wrap to 'off' and set the text to 'in front' (so it appears IN FRONT of images, shapes, and other elements in your template).

3 – Set up your “text boxes” and paste in your text. “Text boxes” are designated areas within the resume inside which your text (for particular sections) appears. Part of setting this up includes selecting the text font, size, and color (use no more than 2-3 fonts...1 font only is often better). You can size and place “text boxes” much like you size and place your header and sidebar shape(s) in step 1 above.

4 – [OPTIONAL] Set up your “personal photo” box and place any icon elements.

5 – Go back and play with/adjust anything in steps 1-4 until you are happy :)

Finally... SAVE your resume template as a **PDF, docx & doc**.

KEEP YOUR FILE NAMES ORGANIZED so you know what's what.

TO CONVERT YOUR PDF TO A JPG (for your Etsy images):

Simply go to <https://pdf2jpg.net/> .

Word Tutorial VIDEO LINKS:

If you have never used **MS Word** before, this [Video Introduction To MS Word](#) will familiarize you with this program.

Here is the list of videos showing how to create resume templates in word:

- [VIDEO 1](#)
 - Setting Up Word For Creating Your Resume Templates
 - Selecting & Placing Your Header And Sidebar Shape(s) and Color(s)
 - Setting Up Your Resume Text Sections And Entering In Your Text
- [VIDEO 2](#)
 - Setting Up Your “Personal Photo” Box
 - Placing Icon Elements For Added Flair! (see **NOTE** below).
 - Grouping Elements into single designs
- [VIDEO 3](#)
 - Creating Additional Templates From One You've Already Created!
 - Keeping Organized & Saving Your Work!
 - Creating a Matching Cover Letter Template To Go With Your Resume Template

BONUS VIDEO!! – [A Secret Way Of Using CANVA To SPEED UP YOUR WORK!!](#)

NOTE: RE Icons – If you have the “monthly subscription” to MS Word, **it includes an [Icon tool & icon library](#)**. **Here is an MS Word info page & video** that shows you how to use this feature. **However you don't NEED this feature!** In “**VIDEO 2**” above I show you how to easily insert images. Icons are just images as well!

ADVANCED TIP: [Optional] If you want to insert a “bar chart”, “pie chart,” or any other kind of chart into your resume template(s), [here is a video](#) showing you how. **THAT SAID, be careful...** Your customers may not know how to customize charts... You'll want to give added directions (or link to the same video above).

→ **ACTION STEPS:** ←

Here are some more action steps you should do right now...

- 1) **Create some Resume Templates** and/or **template bundles** you can offer on Etsy (match your template creations to your Keyword swipe file you made earlier)
- 2) **Create Etsy Images for each template** (keep all your files organized in separate and appropriate folders)
- 3) Based on your initial Keyword research and templates created, **start thinking about which types of job seekers you want to initially go after** (1st time job seekers, professional job seekers, target specific professions... your choice!) and correspondingly **what “shop sections” you may want to have...** You DON'T have to make any 'final' decisions as yet... Just start thinking...

Creating Your Etsy Shop:

CHECKLIST BEFORE YOU START:

Create a name for your shop:

- 4-20 characters in length
- No spaces or special characters
- No profanity (obviously)
- Not already in use by an existing Etsy member
- Does not infringe on another's trademark

Create Your Esy shop Banner & Shop Icon:

Etsy gives you a choice of creating either a "shop cover image" (1200px X 300px min / 3360px X 840px max) OR a "shop banner" (760px X 100px). **You DON'T have to create both...just one or the other.** You can create either one in [CANVA](#).

Create your Etsy cover image by going here: www.canva.com/templates/social-graphics/etsy-shop-icon/.

You can use pre-made images/text from CANVA, and/or you can use your own royalty free images from places like www.pexels.com AND/OR pixabay.com/

Here are instructions for using CANVA: www.canva.com/create/banners/etsy-banners/

Create your Etsy shop icon on CANVA using the SAME methods as used above. Go here: www.canva.com/templates/social-graphics/etsy-shop-icon/

If you need more detailed steps, ref your MAIN COURSE GUIDE (pages 52-60).

Here are ETSY's complete step by step instructions on how to create an ETSY shop from start to finish (it is also **loaded with links** that take you to sub-pages with detailed directions for each step!)

Start by heading over to [Etsy.com](#) (for NEW Etsy accounts, you get **40 free listings through that link!**). Click on Sell On Etsy in the top right navigation menu.

→ **ACTION STEPS:** ←

Here are some action steps you should do right now (if you haven't already)...

- 1) Register with Etsy.com as a seller (for NEW Etsy accounts, **you get 40 free listings** through that link!).
- 3) Create your Etsy cover banner and shop icon
- 4) **Create at least one resume template design/package and generate your resume image mockup(s)**

Creating Your 1st 'Draft' Etsy Listing:

Adding Your First Listing to Etsy is needed in order to "open" your Etsy shop.

You need to "open" your Etsy shop before you can create your profile, about and policy pages as well as your shop announcement and your Etsy shop sections.

TIP: Your initial listing will take you some "time" (especially if it is your first time using Etsy) but don't fret! **1)** You'll get faster with practice and... **2)** Once you have your first listing done, Etsy has a "COPY" option that let's you copy the EXISTING listing and then simply MODIFY it to a new listing which is easier and much faster than creating every listing 'from scratch'!

To Create Your Listing, sign into Etsy and go to your seller dashboard... Click "Listing" at left. Click on the + Add A Listing in the top right of the screen. You'll now have a single listing page with various sections to fill in. Let's go through them one by one...

ASIDE: Since we are doing DIGITAL listings only, **our task is greatly simplified!** For example, we do not need to set up "*shipping rates*". As well, our listings won't have "*variations*" ('variations' on Etsy allow customers to select things like "sizes" and "colors", etc. - think "clothing" for example)...Digital listings on Etsy do not have a "variations" option so this again simplifies things.

[Here are Etsy's instructions for setting up Digital download listings.](#)

And/or you can refer to the steps listed on the following page...

If you need more detailed steps, ref your MAIN COURSE GUIDE (pages 62-69).

TIP! Bitly.com is integrated with ETSY to shorten and customize all your links! You can link from every listing to a BUNDLED listing offer at a premium price (or any alternate offer(s) you wish!).

These shortened links have a much better and cleaner look and, as long as the links stay on the ETSY website, they will be LIVE! - i.e. CLICKABLE!

ANOTHER TIP! [OPTIONAL] You can insert links into your descriptions that lead OFF of Etsy's site but they won't be "live"... Your customer will have to 'copy & paste' those links.

IMPORTANT NOTE: Etsy's TOS state you can't draw customers away from ETSY to buy somewhere else BUT you CAN write something like... "To get a coupon for 20% OFF your order, click here [link]" and that link could lead to an **email list sign up page** (building you a list of buyers!).

Creating Your Bio, About, Policies, and other Etsy Pages:

Creating these pages is important as...

- 1) Etsy gives you a **search boost** when these pages are completed
- 2) Customers have more confidence buying from you
- 3) It helps differentiate you from other sellers!

Writing Your Bio (Profile) & About Pages:

The goal of your **Bio** is to help you make a "*personal connection*" with your audience.

[Here is some info](#) about writing your Etsy "Bio". To edit your bio, just go to "*Your Account*" - and select "*Public Profile*".

Here's an example of a good Bio...

I have a passion for helping people. Having reviewed many resumes, I quickly became weary of seeing so many boring resumes falling short, destined for the NO pile when all they needed was a better organized format and a couple of tweaks. Thus, [name of your shop] was born!

We have made a study of what works and know exactly what is going to catch a recruiter's eye. Our resume and CV templates are designed to maximize ease of readability plus highlight important information that is guaranteed to help you land your dream job.

With our proven resume templates you'll stand out from the crowd and get results faster.

In a word, our templates help you make an instant and lasting impression showing you in your best light when applying for your dream career. We aim for sophistication and elegance with a modern twist, combined with a thoughtful 3 or 4 PAGE design and matching cover letter (with plenty of space for all your information).

With our properly formatted PROFESSIONAL resume and CV templates, you no longer need to "guess" at what's proper or what will get attention. You no longer need to spend hours scrolling and then hours pondering on how to format a best resume.

See how in the latter example we bring ourselves (and our products) to life? And how we also make a more personal connection with our audience?

TIP: Create a '**swipe file**' for your bio and about pages and etc. by looking at what other successful sellers are saying, and use it as a guide to writing your own.

To create your "About" page, go to '[Shop Manager](#)', click the pencil icon next to your shop name under Sales Channels, and scroll down to the About section. [Here is some info on Etsy's site for writing your Etsy "About" Page.](#)

There are several important parts to this page...

- [Shop story](#) – Consider it an expanded version of your bio page
- [Shop members](#) – Where you list any employees (not applicable for us)
- [Production partners](#) – (not applicable for us)

Like your bio, you want your **About Page** to show why you are passionate about your products and show some personality too – Always write in the first person to make the strongest personal connection!

- Consider your **About** page to be an expanded version of your **Bio** aimed at what your STORE is about as an “extension” of yourself.
- Buyers can find your **About section** by clicking the “About” link near the top of your shop homepage (or by scrolling down your shop homepage).
- Your About page also lets you post pictures or even a video!
- [Here is some good info](#) on how to craft a terrific “About” page!

TIP: Put Links On Your About Page!

This is the ONE place Etsy lets you put LIVE EXTERNAL LINKS! You'll want to list links to any of your external sites or social media pages if you have them - e.g. Your blog, FB fan page, other Web 2.0 sites (Twitter, You Tube channel, etc.).

You ALSO want to have a strong, enticing, fun call to action for each link that answers your customer's main question; **WIIFM** (“What's In It For Me”).

Your 'About' page is a great spot to **capture people's email addresses too!!** Have a link to an email 'opt-in' page. **Offer a strong free incentive for people to 'opt-in' to your Etsy newsletter/email list** (Coupons, Free extras, Special deals, Exclusive offers, etc.). [MAILCHIMP](#) is a FREE autoresponder that will also host your optin pages.

Creating Your Shop Policies Page:

ETSY gives you a shop policies form (template). You fill out your “Policies” page (and shop announcement) on THE SAME PAGE as your **about section** above (**scroll down to see these options on Etsy's “about” set up page**).

Completing your “shop policies” page will give you the following advantages...

- 1) Your policies help create trust, credibility, and excitement.

- 2) It's a further way to “differentiate” yourself from other shops in a positive way.
- 3) Believe it or not, it can bring you MORE FREE TRAFFIC! (Etsy gives a search boost to shops that have all these sections filled out).

“Policies” are not meant to unduly “restrict” your customers, but rather, they are there to PROTECT and REASSURE your customers (which results in increased sales).

Including a very generous “satisfaction guaranteed” return policy with a “no hassles” **unconditional refund option** removes all risk for your buyers and is a great way to boost sales!

Creating Your Shop Announcement:

Your shop announcement is an area of text which will appear towards the top of your Etsy shop page (ref [Etsy's Shop Announcement info here](#)).

- You can use your announcement to alert shoppers of important information (like a sale OR if you are away on vacation) However, your shop announcement can be MUCH MORE than just that!
- Use your announcement to show your customers that you understand them and their needs (and that **you’re** the person who can help them fulfill those needs).
- Keep your shop announcement *brief but engaging*.
- At a minimum, your shop announcement can simply be a briefer version of your Etsy “about” page.
- Make sure it captures attention and gives people a reason NOT to click off your shop, but rather to start clicking through your listings!
- You might choose to restate your guarantee here. *“all templates are fully guaranteed to YOUR satisfaction or we refund you 100%”*.
- You can (and should) also use the first 140 characters of your shop announcement for SEO purposes. Fill that space up with keywords about what you offer in your shop (so your store has a better chance of ranking on Google).

Vacation mode:

1. Under Shop Settings on the left side of the page, click the Options link.
2. Click the Vacation Mode tab.
3. Click the On Your Shop Is On Vacation option button under Vacation Mode.
4. Type the desired text — how long you'll be away, when you'll be back, and so on — in the Vacation Announcement field.
5. In the Conversation Auto-Reply field, type the message that you want prospective customers to receive if they convo you while you're away.
6. Click the Save button.

The Vacation Mode page opens - The text you typed above replaces your shop announcement and Etsy puts your shop in vacation mode.

TIP: It doesn't hurt to add a special "on vacation" shop cover graphic or banner to your shop anytime you put it in vacation mode.

Adding "Shop Sections" To Your Etsy Store:

You can have up to 20 custom sections (as well as the default "All items" section that is listed in every shop). Your shop sections are displayed as links in the left sidebar of your Etsy shop.

3-5 sections is a good start. A section's name is limited to a maximum of 24 characters. [Here is info and instructions for creating your shop sections.](#)

→ **ACTION STEPS:** ←

Go ahead now and **set up your Etsy shop & create some listings!**

See My Blog At Stuart-Turnbull.com For More Tips!

Creating Etsy Sales & Coupons:

To set up a sale or create coupons, log into your Etsy account and go to [Shop Manager](#) > [Marketing](#) > [Sales and coupons](#).

Etsy info on Creating Etsy Sales & Coupons is here:

<https://help.etsy.com/hc/en-us/articles/115014260108-Create-Sales-Coupons-and-Special-Offers-for-Your-Shop>

OR follow instructions in your MAIN COURSE GUIDE (pages 77-80)

ASIDE: Below the "Sales and coupons" option, you see the targeted promo options "Abandoned cart" and "Recently favorited". We don't want to set up either of these options right now but if you did, you would click the corresponding button at the right hand side (ref horizontal red outline arrows above).

You would just click the button and fill out the screen that pops up ... Easy to do.

Below that appears all the stats for all your previous promos/coupons, if any.

Remember that each added listing is another set of keywords, tags, and images driving traffic to your shop!

To your success!

Sincerely,
Stuart Turnbull & Bart Hennin

Questions/Comments: stuart@stuart-turnbull.com