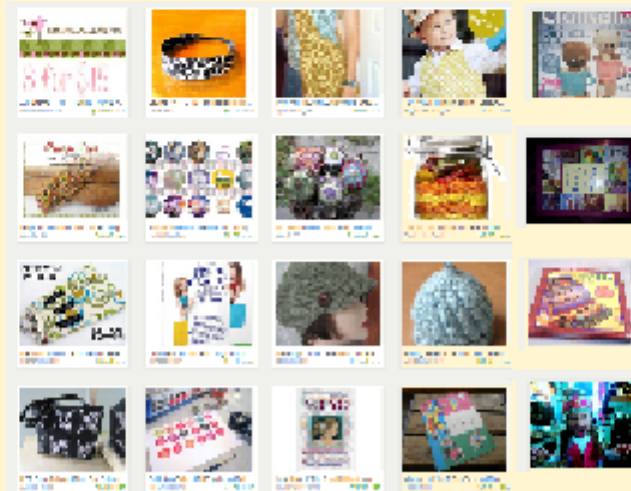


EXCLUSIVE "Golden" Interviews With 18 TOP Etsy Sellers



**18 TOP Etsy Sellers In 18 HIGH PROFIT
Niches REVEAL Success Secrets!**



(And Let You See Their Shops Too!)

Created By Bart Hennin & Stuart Turnbull – Copyright, All Rights Reserved
You may not duplicate, share or distribute this guide to anyone without the authors' permission.
It is for *personal* use and reference only.

Special And Sincere THANKS To ALL Of The ETSY Shop Owners Featured Within These Pages For
Generously Sharing Their Passion, Tips, And Inspiring Ideas!

Welcome To Your Bonus Guide:

EXCLUSIVE "Golden" Interviews With 18 TOP Etsy Sellers
18 TOP Etsy Sellers In 18 HIGH PROFIT
Niches REVEAL Their Success Secrets!
(And Let You See Their Shops Too!)

What would you "pay" to sit down and talk with NOT "one", but with EIGHTEEN (18!!) highly successful Etsy sellers?

In this valuable one of a kind BONUS guide, we twisted the arms of 18 SUCCESSFUL Etsy shop owners and asked them to talk about their wares, and also got them to tell what inspired them. They ALSO reveal how they got started with Etsy & ***HOW THEY SUCCESSFULLY PROMOTE their listings!***

These are ordinary people just like you and I, but with EXTRAORDINARY ETSY SUCCESS!

And they reveal their secrets to YOU *personally!* (PLUS they let you see inside their actual Etsy stores!)

If you want to get your own "creative juices" going with an avalanche of incredibly inspired store & listing ideas, this UNIQUE treasure of a guide will fast become YOUR FAVORITE BONUS RESOURCE! (Easily a \$67 VALUE and it's yours FREE!)

This guide is chock FULL of great shops and inspirational ideas! It presents example after example after example of attractively fashioned, high profit Etsy shops for your leisurely perusal! ***(HINT: Don't "copy" their products or shops outright, but rather use them as examples to inspire your OWN grand ideas!)***

The shops are listed alphabetically by shop name but feel free to jump around where your curiosity and passion takes you!

Click on the banners or shop name to view the featured shops - Click on owner's

name to see their ETSY profile. Each shop owner was asked the following questions...

- **How did you get started with Etsy?**
- **How did you get the idea for your shop?**
- **What are the main ways (or main way) you promote your listings?**
- **To what do you attribute your success?**
- **(Optional) Anything else you'd like to add?**

As you read through different shop owner's interview answers, look for good ideas and **MAKE NOTES!** Think of how you can adapt ideas to **YOUR** own passion and situation.

You'll get excellent product ideas, listing ideas, promotion ideas and more!

NEXT, check out their shops. What is it about their product descriptions that “grab you”...What makes their profiles, shops, and products themselves interesting?

Most importantly, use this guide as an inspiration! Use it to get your imagination working. Use it to get your creative juices going.

Enjoy!

Bart & Stuart

Dedication

The authors would like to **DEDICATE** this guide to **ALL** of the shop owners featured within its pages. Thank you for your efforts, time & generous sharing of how you attained success. **YOU** are courageous, and an inspiration to us all.

Sincere Thanks!

The FEATURED ETSY Shops begin below in alphabetical order by shop name...Enjoy!



Shop Name: [By Samantha](#) **Shop Owner:** [Samantha Ranlet](#) **10,361 sales**
Shop Opened on Aug. 26, 2012 **Niche:** Art Prints And Stretched Canvases

How did you get started with Etsy?

I honestly started a shop out of boredom. As a sophomore in college with a little extra free time and a serious need for some cash I thought Etsy would be a great place to start selling.

How did you get the idea for your shop?

I just remember seeing prints on Etsy and thinking "hey, I could do that!" so I started playing with some design software and putting a few prints together. I was so inspired by the other artists here on Etsy but soon found my own style and ran with it.

What are the main ways (or main way) you promote your listings?

The only promoting I really do is on Pinterest and Instagram. For the most part, my traffic comes through Etsy without any driving force; people come to Etsy to find items like mine and for a lot of things, I'm at the top of search results because I've worked hard to fine-tune my SEO. With Instagram I post photos of my work, my workspace, and some behind the scenes things to keep my feed interesting. I like to offer exclusive offers and giveaways to my Instagram followers, which is a great way to keep your followers engaged and gain new ones. With Pinterest, I occasionally post my own items to my personal page, but most of the success Pinterest has brought me has been thanks to customers who pin my prints to their own board and share with their friends.

To what do you attribute your success?

I've worked really hard to get an idea of what sells well in the market. I did a lot of browsing and research before I got started and I've done a lot of

trial-and-error with my designs until I found what worked for me. The biggest thing that has helped my sales was increasing the number of designs I offer in my shop. My business went from a little hobby to a serious venture when I sat down one week and listed over 100 new designs.

Anything else you'd like to add?

I'm a senior in college with no business education, I've never done this before, and I don't really know what I'm doing. I'm just learning as I go and doing the best I can, and it's made me the most rapidly-selling print seller on all of Etsy.

It doesn't take a lot of connections or money to start an Etsy shop. For me, all I needed was some creativity, some passion, and some serious time commitment. With those three things, I was able to change my life. I'll be graduating in the spring with a Psychology degree, no debt (I paid off my student loans my sophomore year!), and a promising business where I can indulge my creativity and enjoy the rewards of working for myself.



Shop Name: [Charlie Chalk Designs](#) **Shop Owner:** [Charlie Chalk](#) **11,939 sales**
Shop Opened on Jun. 26, 2011 Niche: Wedding Chalkboards Chalk Labels/Decals

How did you get started with Etsy?

There are 3 of us –Pattie (mom), and her 2 daughters, Jamie and Lisa. Jamie wanted to start an Etsy shop so she could be home with her first child. Pattie asked if they could open up a shop together. A year later, Lisa joined us.

How did you get the idea for your shop?

Our first shop was a vintage inspired shop. While doing research for that shop, Pattie got the idea Charlie Chalk and we've never looked back. We truly feel this business is a blessing from heaven. We planned to have a vintage shop and we ended up with a shop focusing on personalizing your life. Jamie's first child (the inspiration for our shop) is named Charlie. And for the record, he loves chalk. No surface is safe when he has a piece in his hand.

What are the main ways (or main way) you promote your listings?

We pay for Etsy search ads and we've had many outside sources reach out to us. I think the best way to promote your listings and your shop is to have photos and branding that attract people to your products.

To what do you attribute your success?

We are absolutely committed to being the best. It isn't the least expensive way or the easiest. We don't associate our brand with any entity that doesn't meet our standards of quality. And we always put our customers first by striving to make sure they receive products that exceed their expectations.

Anything else you'd like to add?

Etsy has been a huge blessing for our family. We started out with Jamie and Pattie. A year later, Lisa joined our business. Pattie's husband is our wood supplier and is getting ready to open up his own Etsy shop with his designs. We highly encourage anyone and everyone to start an Etsy shop with their creative idea. You never know what can happen!



Shop Name: [The Charming Frog](#) Shop Owner: [The Charming Frog](#) 7,192 sales
Shop Opened on Dec. 11, 2010 Niche: Handmade Designer Soaps & Essentials

How did you get started with Etsy?

Since 2008, we have been a family (Tracie, Mom, Anita, and Jenny) owned business that began as a tea shop; housed in a historical town in Canton, Connecticut. With the drop in the economy, we had to close the brick and mortar shop but we just couldn't give up the dream of doing what we love!

How did you get the idea for your shop?

Growing up in a little town in New England, we had a wonderful palette of colors to give us inspiration to create. In addition to the beautiful scenery, our mother was a huge influence. She enhanced, nurtured, and encouraged the artist we had hidden somewhere inside us! Watching her work with paint, pencil, pastels, and charcoal, we were inspired to begin our own journey as artists. She taught us to appreciate such artists as Van Gogh, Da Vinci, and Maxfield Parish.

Tracie began working with paints (acrylics and oil) but also works with mosaic art pieces, clay-board, sculpting, and pyrography. However, from the encouragement of my youngest sister Jenny, recent work includes a much different medium; soap! Jenny taught the basics of working with soap and Tracie took off from there.

We try to step outside that "soap" box to create little distinctive masterpieces either by making them with our own molds or purchasing them. To be unique in every way is very important and we hope to convey that through our work. Although they are almost too beautiful to use, we tell customers that each soap has a destiny; to be used!

What are the main ways (or main way) you promote your listings?

We know the importance of technology so social networking (Facebook, Pinterest, Twitter, and Tumblr) is one of the biggest ways but word of mouth is also important so this to, is another one our are ways we promote the shop.

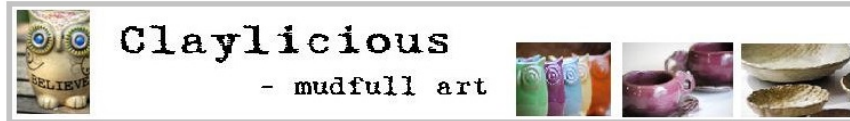
Being unique and offering products that are pleasing to our customers are what is important. Moreover, taking great photos (which we try to improve on every time we offer a new product) is another way we promote the shop.

To what do you attribute your success?

As with any business, offering best products possible and taking care, good care, of our customers is how we are successful. Our customers are the bread and butter. Making them happy is so very important! We remember to treat them the way we want to be treated. We love our customers and we make sure to listen to what they want. We make sure to be kind to others, run an ethical business, and be dedicated to our work.

Anything else you'd like to add?

Our soaps offer different perspectives from any other soaps we have seen. We love to work with each soap as a unique sculpture and incorporate our flare of a collaboration of design, art, and beauty into each one.



Shop Name: [Claylicious](#)

Shop Owner: [Eshkar](#)

[6,724 sales](#)

Shop Opened on Aug. 5, 2009

Niche: FUNctional decorative rustic natural pottery

How did you get started with Etsy?

By chance. Read about it in an interview with another potter and thought to give it a try.

How did you get the idea for your shop?

I am a potter so it came naturally.

What are the main ways (or main way) you promote your listings?

Renewing, SEO , Treasury Teams.

To what do you attribute your success?

Great product, always learning, and keeping up with Etsy market place.

Anything else you'd like to add?

Etsy has given me the option to work at what I love and I'm very grateful for it.



Shop Name: [Epic Art Store](#) Shop Owner: [Jason Heuser](#) 8,153 sales
Shop Opened on Feb 23, 2011 Niche: Unique Art Prints

How did you get started with Etsy?

I had a lot of random ideas and saw another artist using etsy for selling their prints and figured I should try. Never thought it would work but I have used etsy to really further my store.

How did you get the idea for your shop?

I started with painting things that I liked, which was history related and enjoyed pushing the envelope. I saw that many people were like minded and it took off from there.

What are the main ways (or main way) you promote your listings?

Word of mouth, internet sharing, used etsy, bought ad space, and a personal reference would be Justin Page from laughing squid. He's helped so much and really supported sharing my artwork.

To what do you attribute your success?

I attribute my success to my dog and cats, my hot babe of a wife cooking me many steak dinners and my son. I do it all for them.

Anything else you'd like to add?

Just do it, like nike. Push yourself to do better and keep learning new techniques. Don't be afraid to take chances, and have some humor.



Shop Name: [Jolie Mae Collections](#) **Shop Owners:** [Sandy & James](#) **6,961 sales**
Shop Opened on Oct. 29, 2010 **Niche:** Custom Wedding Decor & Organization

How did you get started with Etsy?

I originally started with jewelry and was not successful. I saw a do it yourself sign on a blog that I loved, I created one for myself and loved it. I started to sell signs with my jewelry at local craft shows and the signs sold out (not the jewelry!). My husband encouraged me to try selling on Etsy again with my signs. I did and our business took off from there.

How did you get the idea for your shop?

A lot of brides come to us with ideas of what they would like for their wedding and I love creating their visions.

What are the main ways (or main way) you promote your listings?

Through Etsy, I do not promote anywhere else.

To what do you attribute your success?

My daughters. I wanted to have a business that I could work from home to be with them. My desire to be home with them more was my drive to become successful at what I do. I want them to see that you can do anything if you work hard and set your mind to it.

Anything else you'd like to add?

You should LOVE what you do and it will show in your product. Having a quality product with a reasonable price is what most people are looking for.



Shop Name: [Joy Pribish Designs](#)

Shop Owner: [Joy](#)

5,536 sales

Shop Opened on Apr. 28, 2011

Niche: Digital Designs, Invitations & Printing

How did you get started with Etsy?

I started selling greeting cards on Etsy as a way to fill my spare time shortly after my husband and I moved to Fort Rucker, AL for my husband's flight school program.

How did you get the idea for your shop?

I wanted to spend more time being creative, so I thought what better way of doing this than to create greeting cards and make money selling them?

What are the main ways (or main way) you promote your listings?

I don't promote or buy any sort of ads for my listings. My traffic comes from Etsy search and word of mouth.

To what do you attribute your success?

Great customers and a love for design.



Shop Name: [Karolinas Krafts](#)

Shop Owner: [Karolina](#)

15,693 sales

Shop Opened on Jan. 23, 2014

Niche: Stickers

How did you get started with Etsy?

I've always been into art & crafts and actually have a Youtube channel where i would share some of my crafts with my viewers. Then when I started graduate school at the end of January 2014 and was going to school full time, I ordered a planner that looked like it would work for me, and it did. But a planner wasn't enough, a planner wasn't paying my bills while I was going to school full time. So I decided I would combine my love for crafts and my obsession with my planner with etsy to make an extra buck without having to punch a clock and still be able to dedicate enough time to school.

How did you get the idea for your shop?

When I decided to switch from an e-planner back to a paper planner I joined many planner related Facebook groups , I saw how many people drew in their tasks, or how people decorated with stickers they found at a craft store, many of which took up a lot of space in their planner. I then had the idea to open up my own shop and make decorations for planners including small stickers that are super cute, are functional, and help people stay organized.

What are the main ways (or main way) you promote your listings?

Since my shop is aimed at people who stay organized with a planner/agenda, i've joined many planner and organizational related Facebook groups and promote my shop there.

To what do you attribute your success?

Hard work and dedication, and a supportive, loving boyfriend who bought me the equipment I needed to be successful.

Anything else you'd like to add?

I've always wanted something to call my own, my own store, my own business, something where i'd be able to make my own hours and work in my own time. I live by the quote "Go confidently in the direction of your dreams, live the life you have imagined" by Henry David Thoreau, and etsy is where it led me to.



Shop Name: [Lovely Body](#) **Shop Owner:** [Sarah Johnston](#) **4,794 sales**
Shop Opened on Opened on May 21, 2012 **Niche:** Natural Soaps & Body Products

How did you get started with Etsy?

When I first had the idea for my shop, Etsy was the very first venue I turned to. I had shopped on Etsy for a while, so I knew what an awesome & creative community it was, and couldn't wait to be a part of it.

How did you get the idea for your shop?

I had spent a slow afternoon looking up each of the ingredients in various commercial beauty products I had around the house – what I found stunned me! I couldn't understand why products aimed at helping people would contain so many harmful ingredients – things like triclosan, parabens, synthetic detergents and chemicals linked to cancers. I decided then and there I wanted to make my own products without any of those things and set to work from there.

What are the main ways (or main way) you promote your listings?

I try to keep my shop fresh, and update my listings very regularly. Seasonal items are always fun, and they get repeat customers looking at making new purchases, while also grabbing the attention of brand new buyers. I am also always on the lookout for items in my shop which aren't doing too hot and take them down if they don't sell well. I have a Facebook page for my shop as well, which is a great way of keeping fans up to date.

To what do you attribute your success?

*I try to be very critical towards my own listings – if I wouldn't buy it myself, I don't put it in my shop. I also like to put a lot of time and attention into my customer service – without my customers I wouldn't have a shop or even a business – just a *ton* of soap. I make sure I take the time to thank*

each and every person for their order, because when it comes down to it, they've made Lovely Body what it is.

Anything else you'd like to add?

Give yourself and your shop time to come into its own – it took me a month to sell my first order, and another month after that to make my second. Be patient, creative and friendly. Once things start to pick up they can really start to snowball and have the potential to get big quickly!



**Shop Name: [Madame Memento](#) Shop Owner: [Madame Memento](#) 3,160 sales
Shop Opened on Jul 10, 2012 Niche: Book Art Prints & Dictionary Prints**

How did you get started with Etsy?

Through Tumblr I found out about Etsy and saw it as an ideal marketplace for my artwork.

How did you get the idea for your shop?

Since there is a growing consciousness of saving our planet, I want to participate through recycling old books and illustrations instead of them being thrown away.

What are the main ways (or main way) you promote your listings?

First of all, searching for good titles and tags, additionally through Facebook, Tumblr and Twitter.

To what do you attribute your success?

A good customer service, combined with high quality products is very important to me.

Momma Bean Stalk

Specializing in Baltic Amber, Gemstone, and Hazelwood Jewelry for all Ages



Shop Name: [Momma Bean Stalk](#)

Shop Owner: [Bekah](#)

4,187 sales

Shop Opened on Feb. 4, 2013

Niche: Healing Jewelry

How did you get started with Etsy?

I originally was taking orders directly and billing people through PayPal myself. It started to get overwhelming trying to keep up with the orders and Etsy seemed like the next logical step. It offered a recognizable name.

Momma Bean Stalk came about quite organically. (haha, pun intended!) The name was created months before the business started. MBS started as a Facebook page for family and friends to follow what I was cooking, making, cleaning, preserving, and keep up with Bean, our daughter. Then a friend literally put the Baltic Amber business in my lap. I took what started with basic Baltic Amber chips and ran with it thanks to a generous donation of gemstones and supplies from my Mother-in-law. Momma Bean Stalk has just done its things since then and I am along for the ride, trying to keep up.

What are the main ways (or main way) you promote your listings?

I promote my jewelry and business on my Facebook page at www.facebook.com/mommabeanstalk. It is absolutely the social media that has supported the Momma Bean Stalk community. I have an Instagram account, but I only post the exceptionally beautiful pieces there.

To what do you attribute your success?

I attribute my success to my determination, persistence, obsessive attention to detail, timing, amazing friends, social media, loyal customers, a supportive partner, and creativity that is constantly spinning in my mind. I really feel like Momma Bean Stalk was one of those things that was just meant to happen.



Shop Name: [PolkaDot Posie Prints](#) **Shop Owner:** [Jennifer Davis](#) **11,383 sales**
Shop Opened on Jan. 1, 2013 **Niche:** Instant Download Printable Planners

How did you get started with Etsy?

My mom and I had always dreamed of starting our own business together and when she retired and I left my full-time job to stay home with my kids, we thought it was a perfect time to get the ball rolling. We explored all of our options online, but having been Etsy shoppers for years, we knew it was the best place to launch our shop.

How did you get the idea for your shop?

My mom is an incredibly talented seamstress and in the beginning, our shop was going to feature her handmade fabric items and I would work as her marketer and book keeper. We launched our first shop, ThePolkaDotPosie, in 2012. At that time, I only had a few digital invitations up for sale. As the year went on, we could see that having digital items mixed in with handmade fabric items wasn't working so in January of 2013, we launched our second shop, ThePolkaDotPosie{Printables}. We now use our Facebook page and our shop blog to keep our customers connected to the two shops.

What are the main ways you promote your listings?

Social media is an incredible resource for Etsy sellers. We primarily use Facebook and Pinterest to showcase our new items, but we also generate a lot of traffic from the blog circuit.

To what do you attribute your success?

We have an incredibly supportive group of friends, family and loyal customers who do an amazing job of spreading the word about our shop. But if I had to choose one thing that I attribute my success to, it is Facebook. When I began making planner pages, one of my customers shared a picture of her

printed planner on Facebook in an organization/planner group that had over 5,000 members. I had no idea that conversation groups even existed on Facebook but come to find out, there are groups for almost every niche out there. From knitting, to organizing, to photography...you can find a Facebook group for almost anything. Sharing your items (or having others share your items) with a group of like-minded people is one of the best free marketing tools out there.

Anything else you'd like to add?

This shop is really a dream come true and I never in my wildest dreams thought I would be to over 6,000 sales in just 1.5 years. It's been amazing :)



Shop Name: [Pottery lodge](#)

Shop Owner: [Casi](#)

1,752 sales

Shop Opened on Jan. 31, 2013

Niche: Handmade Ceramics

How did you get started with Etsy?

After admiring all of the beautiful handmade work on Etsy, I felt Etsy was the best fit for my ceramics. I loved the community aspect and the simplistic design of the site.

How did you get the idea for your shop?

I've been around ceramics for years. My grandmother and great-grandmother were both into ceramics, but it wasn't until recently that I discovered a kiln (oven for firing ceramics) that was small enough to work for the space I had. Once I took the leap and bought my little kiln, the rest was history. I've been working and creating and working some more ever since.

What are the main ways you promote your listings?

Facebook and Instagram! I post almost daily on either site. The key to promoting on social sites is to keep your audience intrigued. I really enjoy sharing pictures of the process of creating and my journey along the way.

To what do you attribute your success?

Lots of hard work, like a lot of hard work! Seriously though, I researched a lot about having an online business and asked a lot of questions within the Etsy community. I took what I learned and I applied it to my business. I learned what worked and what didn't work through a lot of trial and error. I'm still learning and will continue to learn because I love what I do and I know I wouldn't be happy doing anything else.



Shop Name: [Shovava](#)

Shop Owner: [Roza](#)

30,449 sales

Shop Opened on Mar. 21, 2008

Niche: unique women fashion clothing

How did you get started with Etsy?

About 4 years ago I began to comb thrift stores looking for vintage and oversized men's t-shirts so I could alter them into chic and modern fitted women's tops. I tried selling a few on Etsy and they were quite in demand!

How did you get the idea for your shop?

I don't think I had one idea for my shop, initially I started by making pieces of unique clothing for myself. When you love something, others are bound to love it too. But my shop has been evolving ever since. My point of difference now is my hand drawn art that has been digitally printed onto lush textiles.

What are the main ways (or main way) you promote your listings?

I have some main rules when it comes to my shop listings:

One of them is Great photos – clean photos with good natural light. If you have great photos you are bound to be noticed. By People, by Etsy. They will be used in treasuries and people will favorite them and it will spread like a chain reaction. I also use Etsy search ads. In addition, I used to make lots and lots of treasuries, it helped my shop to be featured on front page because people would feature my shop on their treasuries.

To what do you attribute your success?

It might sound like a cliché, but making what I love and is the main attribute to my success. Also, knowing my tools, whether a computer program or a brush helps. This familiarity with tools keeps the artistic expression flowing. Plus I have a wonderful partner that is very supportive of my creativity and we are very hard working!

Anything else you'd like to add?

For the first time in many years, I feel like I'm doing exactly what I'm supposed to be doing. Honestly, I have no idea how to run a company. I have a lot more responsibility today than I did in my former career, but I am so much more contented. Of course, there is stress, but it has a different quality: it's the stress of growing, as oppose to the stress of spending my life doing something that didn't quite fit. I am so grateful!



Shop Name: [Symbiosis By Julia](#)

Shop Owner: [Julie](#)

18,430 sales

Shop Opened on Apr. 15, 2006

Niche: Planners, Macbook Case, Surface Cover

How did you get started with Etsy?

I heard about Etsy thru a jewelry making forum. I sold charm bracelets for years on Ebay, just for fun, as I had a full-time job, and was looking for more selling platforms.

How did you get the idea for your shop?

I first started selling some jewelry, then slowly sewn items (the first few pages of my sold items...yikes, no words!) and I stumbled upon a website selling Kawaii Japanese Fabrics, and my shop took off, after that.

What are the main ways (or main way) you promote your listings?

I am not on social media on a daily basis, I just don't have time, as I run this shop, and 2 other ones all by myself full-time, however I do several times a month, add my shop items to Pinterest, post about new items on my shop FaceBook page, and once in a while post on my Blog about shop updates. I just started using Instagram for one of my other shops, and that seems to be working out pretty good to interact with other people who are interested in the same items I sell and make in my other shop.

To what do you attribute your success?

To be successful on Etsy, you need only 2 core things, believe in yourself, and listen to what your customer wants/needs. As much as I loved being the "cute pouch seller" on Etsy for many years, I was not making much money, so I had to make a choice, I keep at it, or I move on to making and selling larger items, that will in turn provide me with more income. The choice was easy. And with technology moving so fast, and so many tablets, readers and laptops turning up on a monthly basis, I am in for the long-haul. I was

lucky that alot of my "pouch" customers stuck with me thru my shop transition, and I have gained quiet a few new customers, that come back year after year.

Anything else you'd like to add?

If you have an idea, don't give up on it quickly. I have always "tried" to sell pocket planners in my shop, for Back-to-school, and every year, if I sold a handful of them, I considered myself lucky. Last year was no different, and you know what, I sold 540 (yes, hundreds!) of them. Am I selling them again this year... heck yes, I already started. Don't give up, be the best YOU, and most importantly, LOVE what you do!



Shop Name: [Sunshine Parties](#) **Shop Owner:** [Louise Sanders](#) **10,835 sales**
Shop Opened on May 21, 2012 **Niche:** Instant Download Personalized Party Prints

How did you get started with Etsy?

I originally discovered Etsy when searching for décor for my first baby's nursery. Thereafter I was completely hooked and started thinking of what I could sell online.

How did you get the idea for your shop?

I have two little boys and loved the idea of creating party invites and decor for their special day. I had the design background as well as an established web-based business so the idea of selling party printables seemed like a good fit.

What are the main ways (or main way) you promote your listings?

We promote our listings through Etsy's featured listings, Pinterest as well as through our SunshineShabby blog which offers freebies, giveaways and our latest work.

To what do you attribute your success?

I have an incredible team – they are like family to me, without them, the shop wouldn't and couldn't run like it does. We're passionate about celebrating life's events so in many ways it doesn't even feel like work! :)

Anything else you'd like to add?

Etsy is simply the best platform for creative entrepreneurs. It allows artists to do their work and run their business smoothly, without having to worry about the technical side of running or maintaining a website.



Shop Name: Very Vintage

Shop Owner: Sam

21,968 sales

Shop Opened on Opened on Jul 7, 2007

Niche: Retro Accessories for Pets

How did you get started with Etsy?

I got started on Etsy when I was in high school. I was working part-time after-school at a major arts and crafts store and just being in that super creative environment, allowed my own creative ideas to blossom. I was always inspired by everything around me and it grew from there!

How did you get the idea for your shop?

I've always loved animals and I always knew that I wanted to do something with them. I had three furry friends of my own and I wanted them to be "stylish" as well. I was only able to find cheap and ugly ribbon collars at the stores, that were also very hard and uncomfortable on their necks. My idea was to use an organic material that was not only comfortable on their necks but also unique and strong!

What are the main ways (or main way) you promote your listings?

Honestly, over half of my customers are repeat customers so great customer service is key. I do find that social networking works as well and I get lots of referrals from customers who love the collars and refer their friends to me!

To what do you attribute your success?

Having a unique quality product. It is so important to create something of excellent quality and craftsmanship as well as have your own unique spin on it. It also takes a lot of hard work and persistence, so never never never give up!

Anything else you'd like to add?

I'd like to add the old adage: "do what you love, love what you do and you'll never work a day in your life". It's cliché but it's so true. When you truly love what you do, your passion shows through and I feel that has really helped our collars to stand heads and shoulders above the rest.



YOU GOT PERSONAL *monogram boutique*

Shop Name: [You Got Personal](#) Shop Owner: [You Got Personal](#) 6,229 sales
Shop Opened on Opened on Jan 1, 2013 Niche: Monogram Stickers

How did you get started with Etsy?

I needed a good explanation as to why I spent so much money on a crafting machine for my fiancé!

How did you get the idea for your shop?

I came up with it on a whim so that I could make some more money to help get myself through nursing school. I just graduated this week!

What are the main ways (or main way) you promote your listings?

I use the "search ads" offered by Etsy. It has made a huge difference in sales for me compared to before I started using them.

To what do you attribute your success?

I love using my creative brain whenever I can and the payback is priceless!

And there you have it! Now It's YOUR Turn... Use the above ideas as inspiration and TAKE ACTION.

It's time to create your OWN success story!

Special thanks again to all the successful Etsy sellers above who contributed so much to make this guide a success and very useful resource too!

And thank you to all of this guide's readers too! You represent the FUTURE success stories yet to be made!

All the best,
Bart & Stuart