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30-DAY ETSY GROWTH CHALLENGE

OPTIMISE YOUR SHOP &
MAKE MEANINGFUL
PROGRESS IN 30 DAYS

Growing Your Craft

Welcome!

This comprehensive 30 day Etsy growth challenge provides a step-by-step framework to optimise and market your Etsy shop for success. Completing the actionable daily tasks across 4 phases would set you up for sustainable growth and sales.

To get the most from this challenge, devote the time each day to complete the outlined tasks thoughtfully. Don't just rush through. If you are not able to put aside the required time, feel free to extend the challenge beyond 30 days.

You'll also find self-assessment questions after each of the 4 phase to make sure you are on track and making good progress.

If you are a visual person like me, I'd recommend printing this out and writing notes for clarity.

Best of luck with this 30-day challenge. And most important, have fun on your Etsy journey!

Let's get started!



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Phase 1

Target Customer, Niche & Your Unique USP

Day 01

Phase 1

Target Customer, Niche & Your Unique USP

- **List out the traits of your target customers.** Think about age, gender, occupation, income level, etc. Truly understanding your target customer is one of the most impactful tasks you can do for your Etsy business.
- **List out 3-5 specific ways that your products improve their lives.** Avoid any price related arguments (don't say because your product is cheap).

PRO TIP

One good way to brainstorm this is to think about the emotional reasons and how your product can help your target customers achieve their desire. Some common reasons that drive people to buy include: reducing pain, saving money, gaining comfort, increasing status, improving relationship, etc. They're mostly related to: love, money, relationship & happiness. *For example, an emotional reason to buy dog leash is that it allows more play time with your best friend. A piece of home decor can help your customer turn a house into a warm, welcoming home.*

Notes

Day 02

Phase 1

Target Customer, Niche & Your Unique USP

- **List out all the features of your product.** If you have a diverse range of products, it would be a good idea to just do it for your 1-2 bestselling products. Break down the features so that you can analyse them easily in the future.
- Then **rewrite your product features** by matching your product features to your target customer's desires and emotional reasons from yesterday

Let's use a handmade soy candle shop as an example:

- Product Features:
 - 100% soy wax and essential oils
 - Cotton wicks
 - Custom scent options
 - Amazing smell
 - Non-toxic and clean burning
- Target customer desires:
 - Relaxation and self-care rituals
 - Natural ingredients
 - Making the house smell great at all times
- Rewritten features:
 - A relaxing, peaceful burn with carefully chosen ingredients including natural soy wax and pure essential oils (matches relaxation and self-care rituals, natural ingredients)
 - Candle that's truly yours with customisable scents (matches customisation and personalisation)
 - Infuse your home with welcoming aroma even when the candle is not lit (matches making the house smell great and amazing smell)

Notes

Day 03

Phase 1

Target Customer, Niche & Your Unique USP

- Imagine what you'd provide your customers if you **charge 10x the price** you're currently selling. The exercise can help you brainstorm ways to satisfy your target customer's true desires and create an ultimate product that they can't say no to.

Remember this, an outstanding product can succeed without marketing, but even the best sales tactics may not help a mediocre product. So it's important to think of ways to improve your product offering to truly stand out in the minds of your target customer.

- For each of the things that you are not currently doing, write out ideas of how you can achieve the same effect or give your customers the same benefit the handmade/ less costly way.

PRO TIP

I've used this thought exercise for every brand I've built. One tip I find really helpful is to find comparable high end brands that sell my product. Study their product design, features, packaging, after sale services, etc.

(continued)

For example: If I currently sell handmade bracelets for \$30 each, I could imagine what my "ultimate bracelet" would be like if I charged \$300. To justify that higher price and satisfy customers, my \$300 bracelet might:

- Use higher quality materials like solid gold instead of plated, or ethically sourced gemstones. This would improve durability and feel more luxurious.
- Offer more customisation options so each piece is unique. A possible option is to attach custom charms to the bracelet like Tiffany & Co.
- Provide a more classy packaging and shopping experience - maybe ship in a jewelry box with branding, include a thank you note, offer gift wrapping, etc.
- Offer excellent customer service like free repairs, 5-year quality guarantee, working with customers to create custom pieces.
- Tell the story behind the bracelet - where I sourced the stones, how it was made, connecting customers to the process.
- Donate a portion of each sale to a charitable cause the customer cares about.

Doing this exercise can help you develop ideas that would improve your customer's experience. After knowing these ways, you can then find ways to achieve a similar result that fits within your budget.

Notes

Day 04

Phase 1

Target Customer, Niche & Your Unique USP

○ Building on yesterday's task, **imagine selling your product 10x cheaper.** How can you adjust or streamline aspects of your production without compromising the customer experience?

- Could you source materials that are cost-effective yet maintain quality?
- Is there an opportunity to optimise your production process for efficiency, so that you can reduce time and cost?
- Could you offer a smaller version of your product?

It would also help to imagine constraints on your process like:

- What if you only have half the time?
- What if you can use the material you're using?

PRO TIP

In today's economic climate, people have less and less disposable income and they are reducing non-essential spending. Most handmade products selling on Etsy are not 'essential', but are 'nice to have'. So it's beneficial to brainstorm this.

Notes

Day 05

Phase 1

Target Customer, Niche & Your Unique USP

- Identify your **top three competitors on Etsy**. Select a product from each of their shops that is highly similar to yours. Remember, these are the products potential customers will likely compare yours to during their purchasing decision.

Analyse these areas for your competitors' products:

- Design: What design elements make their product stand out?
- Features: List out the set of features
- Customer Benefits: What benefits are highlighted or implied in their listings?
- Pricing: How is their product priced in comparison to yours?

- Based on your analysis, list out the **common features that they have and you don't**, and how you can implement those features to your products.

- For those top three competitor products, think about a product that's different than what they are offering. Always keep this question in mind: What extra benefit does it provide to your target customer?

PRO TIP

Also, if there are unique features your product has but they don't, consider highlighting them in the listing photos and description.

Notes

Day 06

Phase 1

Target Customer, Niche & Your Unique USP

- Analyse your main competitors' products, identify the 5 top products that rank in the main keyword that you are targeting. Go to the review section for this analysis.

Look for 2-4 star reviews, extract comments that suggest areas of improvement or highlight features that they wish were present.

- Similarly you can go to Amazon, search products that are similar to yours. Filter out 2-4 star reviews and mark down the specific suggestions that are included in those reviews.

- From these suggestions, write a list of product features that you can add to your own products to fill the gap in the market. Highlight those features as they are the ones that your competitors don't have potentially.

Notes

Day 07

Phase 1

Target Customer, Niche & Your Unique USP

○ From all your findings about target customers and competitors this week, finalise the followings:

- One sentence statement about your USP (unique selling preposition)
- 3 reasons why your customers should buy from you and not your competitor
- Your updated feature list
- 4 biggest benefits to your target customers

They are very important to bring to the next few days where we will optimise your listings and Etsy shop.

If there are any new features that you'd like to implement to your products, consider using 2 extra days to modify products before moving on to optimising listings and shop in the next phase

Notes

Phase 1 Self-Assessment Questions

QUESTION 1

Who is your target customers? What's their biggest pain point and what do they care about most?

QUESTION 2

Have you come up with ideas to create new products that you can charge more with? And do you have ideas of how you can cut costs without sacrificing customer experience?

QUESTION 3

Can you describe your unique selling proposition (USP) concisely for your target customers to buy from you and not from your competitors?



Phase 2

Listing & Shop Optimisations

- Revisit your **shop logo** and ensure it is professional, legible when displayed small, and clear in black and white. Consider redesigning it if needed. The template designs from Canva is a good starting point, or you can use a simple text logo with an interesting font.
- Pick 1-2 **brand colours** that represent your shop's style and products. Choose an eye-catching primary color and a complementary secondary color. Use [colorspace](#) to generate a possible second colour and a palette that you can use for your graphics.
- Pick your **header font and body font**. Your header font should stand out and your body font should be clean and easy to read. They are used for graphics like your social media posts, shop banner, etc.

Notes

Revisit your shop to make sure you have these key sections:

- ☐ Rewrite your **about section** with some or all of these elements:
 - A brief introduction to your brand
 - Your brand story & value
 - Your products & their benefits
 - Your creative process
 - Your expertise & experience
- ☐ For **shop announcement**, a few things you can include:
 - A short welcome message
 - Recent shop changes
 - Time sensitive information (like shipping time updates near holiday)
 - Short introduction of what you sell
 - A signup link to your email list.
- ☐ Use the Etsy simple **shop policy**. A clear and easy to understand policy is good for Etsy SEO and also conversion rate.
- ☐ Organise your **product categories** logically so customers can easily navigate your shop.
- ☐ For your Etsy **shop banner**, go to the bonus section on GYC Etsy Academy and customise from my Etsy shop banner template pack. Make sure to use your brand colours and fonts from yesterday for consistent branding.

Notes

Day 10

Phase 2 Listing & Shop Optimisations

- **Research keyword ideas** by using EtsyHunt (free plan is good enough for this if you don't want to pay)
- Go to the keyword tab and search your main keyword
 - Scroll down to the 'Keyword Expansion' and rank the list of keyword by Rec Degree. It will show long-tail keywords that have good demand and relatively low competition.
 - Go through the list and mark down any highly relevant keywords that you are not using.
 - You can use them for new listings or listings that are not bringing in a lot of traffic (Don't change your bestsellers. If they work, don't touch them)

PRO TIP

Long-tail keywords are longer, more specific keyword phrases that shoppers are likely to use when they are close to making a purchase.

Notes

Day 10

Phase 2 Listing & Shop Optimisations

(continued)

- ☐ Go through 10 of your listings and make sure they are **using long-tail keyword** at the beginning of the listing title. The keyword should be highly specific and descriptive. For example, a “green hand-thrown ceramic stoneware mug” instead of just “ceramic mug”.
- ☐ Then, make sure that your **listing tags match the keywords** in your title. Also, the tags should only contains phrases that shoppers would search for.
- ☐ **Format the title for readability** - use commas, dashes, etc to separate keywords

Notes

Day 11

Phase 2

Listing & Shop Optimisations

- For your best sellers, **rewrite the first paragraph of the listing description**. The beginning should be a short paragraph (about 2-3 sentences long) that describe what that product is and its main benefit to your target customer. The paragraph should contain about 3 relevant long-tail keywords naturally. Don't keyword stuff.

PRO TIP

Etsy updates in May 2023 that now takes keyword in description into account. Of course it would be ok to use all your keywords throughout your whole description. But doing so would be very time consuming and not worth your time as a busy Etsy sellers. Your time is better spent on other parts of your business. Putting a short paragraph in the beginning has 90% of the positive effect with 10% of the effort.

- Check 5 more listings and make sure they are using **descriptive long-tail keywords** from your research. Focus on lower-ranking listings first. You can use an SEO research tool to identify high demand low competition keyword more efficiently.

Notes

Day 12

Phase 2

Listing & Shop Optimisations

- **Review the featured product** selection in your shop. They can be updated in the Listing section in your Etsy shop dashboard by clicking the star icon.
 - If there's any holidays or festivals coming up, make sure relevant products are featured in your shop.
 - If there are no events coming up, feature 2-3 of your bestsellers that drive sales consistently and 1-2 items that you want to get more exposure.
- For product listings that you love but not getting sales, check its stats. If it's high view, low sales, use the pro tips to improve your conversion rate, because your thumbnail photo is likely to be attractive enough for clicks. If it's low view and low sales, then consider also improving your thumbnail photo as well. Read this [Etsy photography article](#) for more details.

PRO TIP

Improve your conversion rate by asking these questions:

- Are your photos clear and show all the standout features of your product?
- Do you have a strong reason for customers to buy from you and not your competitor?
- Do you have a feature list comparable to your close competitors?
- Are the keywords long-tail and specific to the product?

Notes

Day 13

Phase 2 Listing & Shop Optimisations

- Go through your customer reviews and highlights specific comments other than 'love it' or 'amazing product'. Those comments can be enhanced to become your selling points.

Pay attention to details about how the products improve specific areas for your target customer.

Highlight relevant comments and rewrite them as benefit-focused selling points.

For example, if you have a review that says "This candle makes my apartment smell so fresh and clean." Then a possible selling point you can extract is "Fills any room with a refreshing clean scent"

PRO TIP

You can also use AI tools to speed up the process. Here's an prompt you can use:

Please analyse these Etsy shop reviews and extract any specific comments related to how the product improved the customer's life or the positive emotions that the product makes them feel. Rewrite these comments as concise selling point statements that focus on the customer benefit.

Etsy Shop Reviews: ""(Paste a large number of Etsy reviews here. Separate each review with a comma or a new line)""

Day 13

Phase 2 Listing & Shop Optimisations

(continued)

- Optimise 5 more listings by revising titles, tags, and adding a descriptive opening paragraph. Refer to the previous 3 days for more details.

Notes

Day 14

Phase 2 Listing & Shop Optimisations

PRO TIP

Etsy now hides descriptions by default, so your listing photos are one of the only places to convince your target customers to buy. Most shoppers don't read the product description or they don't even know it exists.

- Add your standout feature, benefit to customer and essential information to the **listing photos** of your 5 top selling products.

From week 1, get your list of product feature list and selling points.

Some of the common things to include in your listing photos:

- Main benefit of your product to your target customer
- Selected list of features
- Product dimensions
- Packaging information

- Use **Canva** to add text to your product photos. Be sure to stick to your brand fonts.

Or you can use my listing photo template pack and edit from there. They can be found in the bonus section on GYC Etsy Academy.

Notes

Day 15

Phase 2 Listing & Shop Optimisations

- Create a photo or video to **showcase your creation process**. This can increase the perceived value of your product. All the products that are in the same product category can use it. It can also be used for your social media and your Etsy shop about section.

If it shows the handmade quality of your brand, having this can also help you differentiate yourself from mass produced sellers.

- Then **edit your creation process video** is using Canva. You can also use Adobe Premier or Final Cut Pro as well, but they have steep learning curves.

PRO TIP

A few tips for you to create the content:

- Filming a stable video is easiest to create a professional looking result
- If you have a tripod, use it when filming. If not, sandwich you phone in between two heavy objects and point the phone to you when making your product
- Film in natural light near windows

Notes

Day 16

Phase 2 Listing & Shop Optimisations

PRO TIP

Your photos should highlight all angles, sides, and details of your product. A wide variety of photos can help shoppers visualise your product better and improve conversion rate.

- Choose 5 listings that are not getting a lot of traffic or sales. We will improve the selection of product photos to increase their conversion rates.

Here are a list of different types of photos you can take for your products:

- Close-up photo showing important features
- In action photo of the product being used
- Scale photo to show the product size
- Photo from top-down
- Photo from eye-level
- Photo at 45-degree angle
- Back side of your product
- Packaging photo

- Start this process with 5 products that you are readily available:
 1. Choose a neutral background (could be a beige coloured cloth or a large piece of white paper)
 2. Put the backdrop on a table next to the window
 3. Make sure there is good amount of light without any harsh shadows
 4. From the list above, choose at least 3 types of photos that your product currently don't have

Day 17

Phase 2 Listing & Shop Optimisations

- **Edit the photos** you took yesterday. I would recommend downloading Lightroom on your phone. Canva is also a decent option for photo editing.

You can also edit other product photos that you've taken before to improve the click through rate and conversion rate.

PRO TIP

These are the adjustments that a lot of Etsy sellers can use to make the photos pop more. So you can start with these:

- Increase shadow
- Decrease highlight
- Increase brightness
- Increase contrast

Day 17

Phase 2 Listing & Shop Optimisations

PRO TIP

If you are using Lightroom, in the color tab, use the dropper icon to pick a neutral colour area (for example, a piece of white paper) to correct the white balance automatically.

- ☐ Make sure the **white balance** is accurate, using your neutral background as a base colour to compare is a good idea.
- ☐ **Add text** of your selling points and important information to the new product photos. You can reference day 14 when doing this.
- ☐ Upload your polished, edited shots to Etsy to improve your listings

Notes

Day 18

Phase 2 Listing & Shop Optimisations

- **Take at least 10 short clips for your products.** You can start with the products you have readily available at home.

Product videos can help showcase your product in a way that photos can't. Polished product videos build trust and reduce returns by giving shoppers a comprehensive view.

PRO TIP

When taking your product videos:

- Stable videos are often more professional-looking
- Capture the product being used to demonstrate scale and functionality
- Highlight moving parts or intricate details
- Experiment with different angles and distance from product
- Film each clip for about 5 seconds. You can combine a few clips together at the end to create your video
- Take your video with plenty of natural sunlight

- **Edit your videos** if necessary to increase brightness and correct the colours.
- Combine a few short clips to **create a 10-15 second product video.**

Notes

Day 19

Phase 2 Listing & Shop Optimisations

- **Improve 5 of your lowest performing listings** using the following method:

For each of your lowest performing listing, check the following:

- Is it using long-tail keywords in the titles and tags
- Are the photos eye-catching with the product being the main focus?
If not, consider retaking the photos or editing the existing ones

If the keywords and photos look fine, then re-examine the followings:

- Who is the target customer?
- What is the product's unique selling proposition (USP)? And why does it benefit your target customer?
- Why would your target customer buy from you instead of your competitors?

Often you'll discover that big changes are needed to improve these products. Maybe you'd rather spend your time in creating new, improved products. If that's the case, consider doing a clearance sale to clear out the inventory.

Notes

Day 20

Phase 2

Listing & Shop Optimisations

Now that you have optimised a number of your listings, it's time to speed things up to grow your sales.

- **Turn on Etsy ads for 10 listings:** your top 5 top selling products, and 5 products that have great conversion rate. I would recommend having a daily budget of at least \$5 so that you can get enough data to analyse in about a week's time.

PRO TIP

Except the products that are already ranking very well and are in a very small niche. For example, one of the bestselling listings in my shop was a coffee bag label template. But because of the relatively small niche, it was already ranking in page 1 consistently. Turning on ads for that listing would not be very cost effective.

- **Set up saved replies** for 5 questions you receive from shoppers the most often. For example, "how long would the shipping take?", "how long will this last?", etc.
- **Set up your FAQ** using those same question and answer. Doing so can improve your conversion rate by answering common customer questions. And yes, they will still ask you the same questions so your saved replies won't go to waste.

Notes

Phase 2 Self-Assessment Questions

QUESTION 1

Have you established a clear visual branding identity with logo, brand colours and fonts? Are they used when updating your shop banner and listing photos?

QUESTION 2

What improvements did you make to your listing photos? Do they showcase your product clearly with a neutral background, accurate colours and multiple angles?

QUESTION 3

Have you optimised my shop policy, about section, shop banner, and shop announcement?

Phase 2 Self-Assessment Questions

QUESTION 4

Have you optimised the SEO of your listings and make sure descriptive long-tail keywords are used in titles and tags?

QUESTION 5

Have you put your biggest selling points and essential product features in your product listing photos?

QUESTION 6

Have you turned on Etsy ads after optimising your listings?



Phase 3

New Product Development

Day 21

Phase 3 New Product Development

- Using your 5 bestselling products as inspirations to **develop new product variations**.

Expanding into strategic new varieties allows you to expand on your existing success. Carefully analyse what makes each of the 5 successful in terms of design, style, features, etc.

- **Make a list of standout elements** from each of your bestselling products that resonate with customers.
- **Design 2-3 new products** by mix-and-matching those popular aspects in new ways.

PRO TIP

Tips for expanding into new variations:

- **Preserve core features but alter secondary aspects like colour, size, patterns**
- **Create "hybrid" designs blending top elements from multiple items**
- **Offer new products focused on customisation - monogramming, colours etc.**
- **Outline production steps and material needs for each new variation**

Notes

Day 22

Phase 3 New Product Development

PRO TIP

When creating products, always ask the question: “will this benefit my target customer?”

- Go to the profile of the **last 10 people who favourited or purchased from you**. Look at their favourited items. Mark down product ideas that's relevant to your niche or complement your current product selection.
- **Use the Etsy search bar** to get new product ideas. Type in your main product keyword and add a letter after it. Go through the alphabet and mark down potential product ideas that you don't currently have.

For example, when you type “birthday card” and add the letter “f” after, you'll get ideas like “birthday card for daughter” or “birthday card for husband”.

Notes

Day 23

Phase 3 New Product Development

- ☐ **Create a product bundle** with 3 of your bestselling products. Bundling enables you to provide more value to your target customer through savings and increase the average order value.

Make sure the products make sense together:

- Serving the same target customer
- The products complement each other
- The products are in the same collection

- ☐ List the bundle in your shop at a **20% discount** off purchasing each item individually.

- ☐ **List out 3 reasons/selling points** why this bundle is attractive to your target customer.

Notes

Day
24-25

Phase 3
New Product Development

Create and upload listings for the new products you've developed:

- ☐ **Photograph** each new item on a neutral background with good lighting. Shoot multiple angles and details.
- ☐ **Edit photos** using Lightroom or Canva.
- ☐ On Etsy, **duplicate a current similar listing** to use as a starting point for your new products.
- ☐ **Upload edited photos** to your duplicated Etsy listings and customise the product description. Save the listing as draft.
- ☐ Once all new draft listings are created, use Etsy's "Quick Edit" to efficiently **update titles and tags** with relevant long-tail keywords.

PRO TIP

Keep your target customer in mind when creating listings: Does it include USP that encourage them to buy from you instead of your competitor? Are you using long-tail keywords that your shoppers will use (appear in Etsy search bar)?

Notes

Phase 3 Self-Assessment Questions

QUESTION 1

Have you successfully identified and incorporated standout elements from your best-selling products into your new product variations?

QUESTION 2

Do your new products have a strong USP that's attractive to your target customer?

Phase 3 Self-Assessment Questions

QUESTION 3

Have you created well-thought-out product bundles that make sense together and offer added value to your target customers?

QUESTION 4

Have you created at least 3 new product listings using the methods in this phase?



Phase 4

Traffic & Marketing Strategies

Day 26

Phase 4 Traffic & Marketing Strategies

- ☐ **Set up coupon codes** for interested shoppers including those who've favoured your listing or those who've abandoned their carts.
- ☐ **Create an order insert** that includes a VIP coupon code with Canva. Put your shop name and a thank you message.

PRO TIP

Include a thank you message using a handwritten font or a photocopy of your handwriting. Doing so can increase the effectiveness of building a positive relationship with your customer.

- ☐ **Print out the order insert** either at home or at a local print shop.

Include the order insert with your future orders.
- ☐ If you are selling digital products, you can **create a digital version** and include it as your listing attachment.

Notes

- ☐ **Set up an account with an email marketing service.** I recommend using ConvertKit or Mailerlite. One of the Etsy SEO tool Alura also provide an add-on email marketing service.
- ☐ **Create an email list** called “VIP customers”.
- ☐ **Write a thank you email** that contains a coupon code that encourage repeat purchase. Make sure the code is the same as the one in your order insert if you have one.
- ☐ **Test whether your email marketing works properly** by signing up with your own email address. Check whether you receive the welcome/thank you email and whether it looks professional.
- ☐ **Put your signup link** in your “Message to buyer” to encourage signup.

PRO TIP

Email marketing is one of the marketing channels with the highest return on investment. And most Etsy sellers are not taking advantage of that.

Notes

Day 28

Phase 4 Traffic & Marketing Strategies

- ☐ **Choose your social media platform** that you get the most external traffic from.
- ☐ **Create 5 post ideas** for your social media. Your content should fits one of the following:
 - Educate
 - Entertain
 - Inspire
 - Showcase
- ☐ **Execute your 5 post ideas** by filming your content and editing the videos.

PRO TIP

Some easy content ideas to get you started:

- Take a time-lapse video what you need to do for your Etsy shop anyway, for example, making your products or packing your orders.
- Before-and-after video of two shots between raw materials vs finished product
- Comparison video of two shots between sketches vs finished product
- Give a flat-lay/top-down view of your products organised cleanly on a tidy desk

Notes

Day 29

Phase 4 Traffic & Marketing Strategies

- ☐ Revisit your Etsy ads, **turn off ads that have \$0 ROAS** if they have over 30 clicks.
- ☐ **Turn on Etsy ads for the new products** you have created last week.
- ☐ Continues from yesterday if you haven't finished creating the content for social media.
- ☐ **Write the caption** for your next 5 posts. Follow my template or use AI tools to speed up the process.

PRO TIP

Go to the Instagram Marketing Handbook if you want to dive deep into how to build up your presence on the platform.

Notes

Day 30

Phase 4 Traffic & Marketing Strategies

- ☐ **Check your social media profile** whether it gives a clear idea of what you do and how people can benefit when they follow you.
- ☐ Put your **social media link to your about section** if you haven't already.
- ☐ On the social media of your choice, **spend 30 minutes to leave meaningful comments** on top-performing accounts in your niche. It could be an influencer that regularly features brands in your niche, a similar but non-competing artist, or just the Etsy account.

Notes

Phase 4 Self-Assessment Questions

QUESTION 1

Have you set up coupon codes for interested shoppers, including those who've abandoned their cart and favourited your items?

QUESTION 2

Which social media platform have you chosen to focus on? Have you created 5 pieces of content that satisfy one of the following purposes: educate, entertain, inspire or showcase?

QUESTION 3

Have you set up your email list? What incentive you have for customers to sign up? And have you included the signup link in your "Message to buyers"?

Beyond Day 30

- **Regularly update and refresh your shop.** Add new products, phase out underperforming ones, and tweak listing descriptions or photos as needed.
- Consider expanding to **other online platforms** or even setting up **your own standalone e-commerce website.**
- **Continue monitoring shop data** like traffic and conversions rate to identify new optimisation opportunities. Set aside time each week to analyse and improve underperforming listings.
- **Build upon your product selection** by regularly developing new variations, bundles, and offerings tailored to your target customer.
- **Scale up your traffic** through email marketing, social media, and long-term customer relationship.

Congratulations!

Congratulations on completing this intensive 30 day Etsy growth challenge! You should feel very proud of the foundation you've established and progress you've made.

Remember, success takes consistency and continuous improvement. Use this as a springboard to take your shop to the next level.

Continue setting new goals, keep your products attractive, and broaden your skillset. Feel free to dive deep into the comprehensive courses in GYC Etsy Academy to skill up and become a top 1% Etsy seller.

I can't wait to see your success on Etsy!

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