

How to open an Etsy shop selling digital party products
MODULE 2

EXPLORE

*A workbook to show you why you should
start an Etsy business selling digital party
products*

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MODULE 2: EXPLORE

In this Module you will learn:

- All about what Etsy is
- How to get started on Etsy
- About the types of digital products you could sell

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Welcome! This is the workbook to accompany the *How to open an Etsy shop selling digital party products* course.

How to use the workbook

Download and save the workbook before filling in your answers.

This is an editable workbook. Click inside the boxes or above the solid lines to type in your answers.

Here's how it works. In this course, I'll share with you everything I know about building an Etsy business. But knowledge alone isn't enough - you need to take action. That's why I created this editable workbook for you to download or print and fill in the blanks, so you know exactly what steps to take to create your awesome Etsy business.

I designed the workbook to follow the lessons in the course. If you find yourself getting stuck, go back to the course and see if the lesson can help you.

If you still need help, then you are welcome to reach out to me with questions. You can contact me at miri@miricampbell.com and I'll be more than happy to help.

In the meantime, download your workbook and get to work growing your Etsy business. I can't wait to see what you create!

WHAT IS ETSY?

Go to Etsy and spend some time browsing through shops and trying out searches. Really get to know how the platform works. Focus on the area you are interested in and see what other shops are selling. Enjoy yourself and get inspired!

Make notes about what you find out in the space below.



HOW TO GET STARTED ON ETSY

Etsy makes it super simple for you to get started with your online business. It really is an easy platform to use. It is affordable and you can do it all from home. Opening an Etsy shop is free and making digital products is low cost too so you have nothing to lose.

When you start your Etsy business you will be able to make money, learn new skills and help yourself and your family.

Before you start, here are some questions to ask yourself...

What will I be selling?

Can I make it affordably? How much will it cost to make my product?

How will I find people to buy my product?

How can I differentiate my product from the competition?

How much time can I devote?

WHAT PRODUCT WILL YOU SELL?

Note down some ideas of different products you could make for each of these areas:

Printable invitations	Electronic invitations
Printable party decorations	Printable party games
Printable photo booth props	Other

CONGRATULATIONS

You have successfully completed Module 2: Explore

In this Module you learnt:

- All about what Etsy is
- How to get started on Etsy
- About the type of digital party products you could sell

You did it!

Now continue learning with **Module 3: Investigate**.
In this module, you'll learn how to identify your target customer, how to make a product your customer wants, and how to focus on a niche

See you there!

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