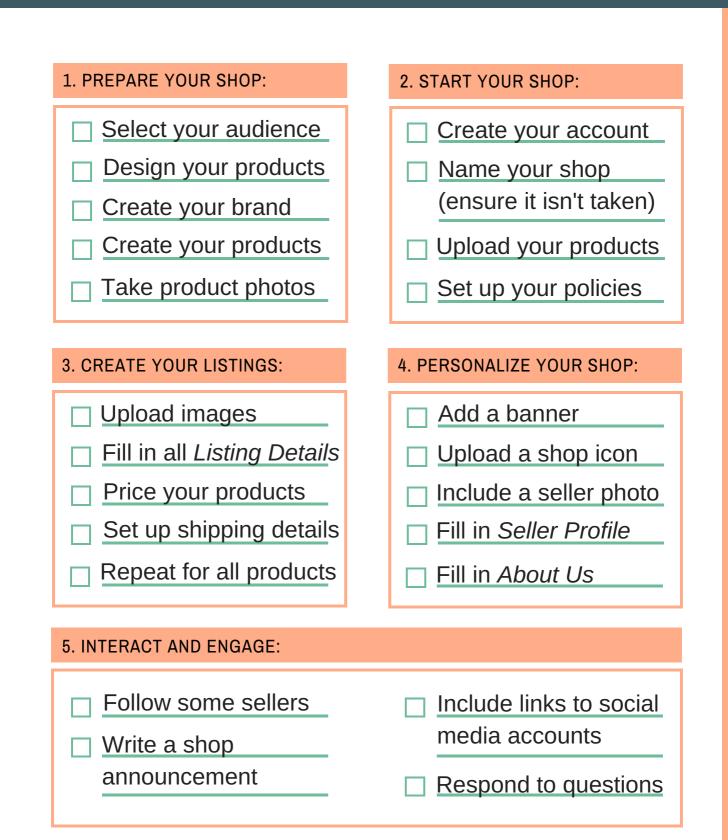# ETSY SHOP CHECKLIST
Everything you need to open your Etsy shop.

1. PREPARE YOUR SHOP:

- ☐ Select your audience
- ☐ Design your products
- ☐ Create your brand
- ☐ Create your products
- ☐ Take product photos

2. START YOUR SHOP:

- ☐ Create your account
- ☐ Name your shop (ensure it isn't taken)
- ☐ Upload your products
- ☐ Set up your policies

3. CREATE YOUR LISTINGS:

- ☐ Upload images
- ☐ Fill in all *Listing Details*
- ☐ Price your products
- ☐ Set up shipping details
- ☐ Repeat for all products

4. PERSONALIZE YOUR SHOP:

- ☐ Add a banner
- ☐ Upload a shop icon
- ☐ Include a seller photo
- ☐ Fill in *Seller Profile*
- ☐ Fill in *About Us*

5. INTERACT AND ENGAGE:

- ☐ Follow some sellers
- ☐ Write a shop announcement
- ☐ Include links to social media accounts
- ☐ Respond to questions