

## E-Commerce

There's no better time than now to start selling your artwork online.

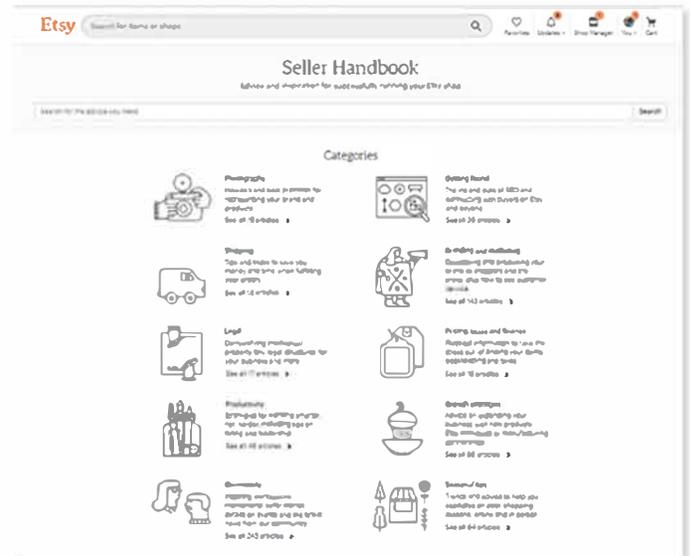
### Which platform to use?

There are many choices when selecting your online sales platform. Many people sell directly from their website, which requires a Professional/Commerce Level paid upgrade.

For those that aren't interested in that direction, there are websites that offer this service for a fee. **Big Cartel, Etsy, Square, Shopify, Big Commerce, and Ebay** are some of the more popular options.

Etsy is one of the most popular and easy to use e-commerce sites, and for that reason, that's what we recommend as a third party online shop.

\*Etsy's "Seller Handbook" offers hundreds of articles with advice and inspiration. Click the image above to go directly there.



\*Click the image above to go directly to the Seller Handbook.

\*Listing an item costs 20¢ and will last four months, or until it sells. Once an item sells, there is a 5% transaction fee on the sale price (including the shipping price you set). Etsy notifies you when your funds are on the way. The revenue is directly deposited in your bank account.

\*Etsy automatically pays sales tax collected in many states, so you don't have to. **See the list.**

\*Print shipping labels directly from the Etsy website.

\*Communicate directly with customers with the app or website.

\*Dedicated "Etsy Seller" app for smartphones.

Average item review ★★★★★ (4)

 **cegtaylor7** on May 23, 2020

★★★★★

This pottery is gorgeous and I am really thrilled to have found Becky on Etsy - she is a superb artisan and creates lovely pieces. I will definitely visit frequently!



[Yunomi LLC](#)

"Opening up an Etsy shop was one of the best decisions I have made. For years I fought setting up an online store of any kind. I didn't think I could do it. Turns out I was wrong. Once you get the hang of how things are laid out and work, Etsy is very user friendly and it is actually kind of fun and very satisfying to get things photographed and listed. It is easy to tweak once you get it all set up and I like the way it breaks down all the fees and payments for you. I am so very glad I finally did this! I miss in person sales but I feel like this move will help to sustain selling my work now and into the future and add another dimension to selling when in person shows are an option once again. Really... if I can do it anyone can!"

-Becky Lloyd SHCG Member