

# Making Money on Etsy: A Beginner's Guide to Selling Printables

If you're looking for a way to earn some extra cash, selling printables on Etsy can be a great option.

*Printables are digital products that customers can download and print at home. They can include things like wall art, calendars, planners, invitations, checklists, and more. The possibilities are endless, and you can create printables for almost any niche or interest.*

Etsy is an online marketplace that specializes in handmade, unique, and vintage items. It's a great platform for selling printables because it has a large and engaged audience that's interested in creative and customizable products. Plus, the low overhead costs of selling digital products means that you can make a profit even if you sell your printables at a low price.

If this sounds like something you are interested in, we highly recommend the E-Printables Side Hustle Course by Cody and Julie. You can register for a free one hour workshop which tells you what you should sell to make money on Etsy, what you need to start an Etsy shop, and what will help make your Etsy store a success.



So, how can you make money selling printables on Etsy?

Here are some tips to get started:

## 1. Find your niche

To stand out on Etsy, it's important to find a niche or specific category of printables to focus on. You can't be everything to everyone, so try to create products that appeal to a specific group of people. For example, if you love calligraphy, you could create printables that feature beautiful hand-lettering. Or, if you're a fitness enthusiast, you could create workout planners and trackers.

## 2. Create high-quality designs

To make money selling printables, you need to create designs that people will want to buy. Your designs should be unique, visually appealing, and of high quality. You don't need to be a professional designer and you don't even need to have some super expensive design software to do so. A lot of people use Canva for creating printables because it's user-friendly and free, making it an easy starting point. However, upgrading to the paid version of Canva is worth considering as it provides more options and enables you to ultimately make better quality printables.

If you want to learn how to use Canva to create your own printables to sell on Etsy check out the E-Printables Course created by Julie and Cody. We've gone through the course ourselves and love it. They've done a great job creating everything you need to start an online printables business on Etsy.

## 3. Set fair prices

When setting your prices, it's important to consider your time and effort as well as the value of your product. You don't want to underprice yourself and not make a profit, but you also don't want to price yourself out of the market. Look at

what other sellers are charging for similar products, and adjust your prices accordingly.

#### 4. Optimize your listings

To get your printables seen by potential customers, it's important to optimize your listings. This means using keywords in your titles and descriptions that people are searching for. Use clear and attractive photos to showcase your designs, and include detailed descriptions that highlight the features and benefits of your products. Consider offering multiple sizes or color options for your printables to increase their appeal.

#### 5. Promote your products

While Etsy has a large audience, it's also important to promote your products outside of the platform. Use social media to showcase your designs and reach new customers. You can also collaborate with influencers in your niche to get your products in front of a larger audience. Consider running promotions or discounts to entice new customers to try your products.


#### 6. Offer exceptional customer service

Customer service is key to building a successful Etsy shop. Make sure to respond promptly to customer inquiries and address any issues or concerns they may have. Consider offering coupon codes to encourage repeat business.

**Want a step-by-step course on how to start your own Etsy store selling**

# printables?

If you're looking for more guidance on how to succeed on Etsy, consider signing up for the Gold City Ventures Etsy course. This comprehensive course will teach you everything you need to know to start and grow a successful Etsy shop. It includes lessons on how to create high-quality printables, optimize your listings, promote your products, and more. With the Gold City Ventures Etsy course, you'll have all the tools and knowledge you need to turn your printable creations into a profitable Etsy business.



Register for Cody & Julie's

## FREE WORKSHOP

- learn how to supplement your income by selling printables on Etsy
- get dozens of printable ideas
- learn case studies from real printable sellers who started from scratch and now make five figures with printables

**REGISTER NOW**

The Gold City Ventures Etsy course covers a wide range of topics, including:

1. Creating high-quality printables: Learn how to create stunning designs using software like Canva or Adobe Illustrator. Plus, learn best practices for resizing your printables and packaging them for sale on Etsy.
2. Researching best-selling digital product ideas for Etsy.
3. Setting up your Etsy shop: Get step-by-step guidance on how to set up your shop, do keyword research, create

- listings, and optimize them for maximum visibility.
4. Pricing and profitability: Learn how to price your printables for maximum profitability, taking into account your time, materials, and overhead costs.
  5. Marketing and promotion: Discover how to promote your Etsy shop using social media and other strategies. Learn how to use keywords and SEO to drive traffic to your listings.
  6. Plus you also receive free Canva and Adobe Illustrator templates to help you get started. These include a Weekly Checklist, Date Night Cards, Holiday Gift Tags, Calendar template and more.

The Gold City Ventures Etsy course is designed for both beginners and experienced Etsy sellers. Whether you're just starting out or looking to take your Etsy business to the next level, this course has something for you. The course is self-paced, so you can work through the modules at your own speed and you can revisit the content whenever you need a refresher.

In conclusion, selling printables on Etsy can be a fun and lucrative way to earn some extra money. By following these tips and taking the Gold City Ventures Etsy course, you can turn your passion for design into a successful Etsy business. So why not give it a try? Who knows, you could be the next Etsy success story!