



Turn Your Knowledge into Sales on the Etsy Marketplace

Enhanced Webinar Transcript

D'vorah Lansky, M.Ed.



© 2018 D'vorah Lansky - All rights reserved, except those expressly granted.

This guide is intended for your personal and professional development. You do not have the right to transmit it or share it with others or change it in any way! Reproduction or translation of any part of this work by any means, electronic or mechanical, including photocopying, beyond that permitted by the Copyright Law, without the permission of the Publisher, is unlawful.

Disclaimer - *** The term "Etsy" is a trademark of Etsy, Inc. This product is not affiliated with Etsy, Inc. ***

This is an informational guide and is not intended as a substitute for legal or other professional services. Readers are urged to consult a variety of sources and educate themselves about the business of publishing and marketing. While every effort has been made to make this guide accurate, it may contain typographical and content errors. The information expressed herein is the opinion of the author and is not intended to reflect upon any particular person or company. The author and publisher shall have no responsibility or liability with respect to any loss or damage caused, or alleged to be caused, by the information or application of the information contained in this guide. May this content serve you well as you take action towards achieving your dreams.

Table of Contents

Introduction.....	3
Imagine for a Moment	4
Many Platforms to Choose From	4
An Exciting Alternative Exists	5
The Benefits	5
Why Digital Products?.....	6
Examples and Ideas to Get Started	6
Another Way to Approach Getting Started.....	8
Creating a Worksheet.....	9
Virtual Field Trip to Etsy	11
Additional Training Available	Error! Bookmark not defined.

Introduction

Hello and welcome to today's workshop. We're going to be talking about an innovative way to turn your knowledge into sales with an online shop. I'm your host, D'vorah Lansky, and I'm thrilled that you can be here today. I want to welcome you. I'm really excited about today's training and believe that you're going to find it to be valuable.

Here's what we're going to be talking about today:

- We're going to talk about an easy way to turn your knowledge into sales.
- We're going to explore a powerful and affordable online shopping platform that you can benefit from.
- We're going to talk about how to easily create products for your shop without having to purchase inventory or ship orders.
- The platform we're going to be talking about today is designed for you to be able to sell both physical and digital products.
- My area of expertise is digital content, so I'll primarily be focusing on ways that you can share digital content, but you can apply everything we're talking about to physical products as well.

If you've been a member of our community for a while and have been in our programs, you know that we like to take what we call *virtual field trips*. We're going to go on a virtual field trip today and I think that you'll enjoy it. The slides you see are informational, but by going on a virtual field trip you'll be able to actually see things in real time.

I'm going to show you how to create content and I'm going to show you some examples of successful virtual shops that are making tens of thousands of dollars. That got your attention, right?

In this training, you are going to learn strategies that you can apply right away. I'll also share how you can take this training to the next level towards creating your own online shop. We have an online training program on how to create a digital shop and I know that many of you are already registered for that program, so this training that you'll get here today is icing on the cake. If you're not yet registered, you can check out the course information page at <http://ShareYourBrilliance.teachable.com>

I believe you're going to get a lot out of this training, wherever you are on the spectrum. The training you'll receive today will equip you to take action and apply what you learn. You'll also have the opportunity to go further, if you're intrigued.

Let me share briefly about myself for a moment. I just want to give you an overview about who I am.

My name is D'vorah Lansky. I have a Master's Degree in Education. I've been making a living marketing online since 1994. Since 2007, I've been working with and teaching online marketing strategies to authors, coaches, and virtual assistants. This has allowed me to make a full-time living, paying all of the household bills, the mortgage, college tuition, etc. All by creating and selling digital content (and helping others to do the same) which is what we're going to focus on today. I'm a bestselling author of over 20 books and I've created over 30 successful online training programs, which I've taught to thousands of students across the globe. I've also built a solid business around my books and I love teaching these strategies to others.

Imagine for a Moment

I'd like you to imagine what it would be like to have access to a global market of people thirsty to know what comes second nature to you.

Oftentimes, people think, "I don't have anything to teach. Why would they listen to me?" or, "I'm not an expert on that topic." The fact is, if you've written a book on the topic or you have done extensive study and applied it to your life successfully, you're an expert in your own right.

There are people who are eager to learn what you know. Providing a way for them to access your knowledge can really boost your business and help a lot of people in the process.

Creating information products based on your expertise provides an easy way for you to help others while growing your income. Is having access to an online shop platform, where you can sell information products and generate a significant income something that appeals to you? Imagine being able to get your products in front of the exact people who are interested in what you have to sell!

Imagine being able to easily create products based on your knowledge and expertise. What is currently on your hard drive that you've created? That content can provide the raw material for digital courses and products that you create and offer for sell.

Many Platforms to Choose From

There are many online shop platforms available on the Internet today, beginning with major department stores to your favorite brands, to your favorite clothing stores. These online shops are beautiful and they're effective. While major companies have had online shops for a while, it's now become easy and affordable for you and I to have our own online shops for our products. Let me share a few things I've discovered when researching online shop platforms, where we can sell digital products such as PDF eBooks and worksheets, as well as online courses.

I've learned that the average monthly cost to have an online shop ranges from \$15 to \$179 per month, plus set up fees, plus extras. If you want this gadget or that gadget, or to be able to have more functionality, there are additional monthly fees. It can really add up.

You can start at the basic level for about \$15 a month. However, what I found on those platforms was they were not very easy to set up and the training is minimal, leaving you pretty much on your own. Imagine getting the keys to your virtual shop and someone telling you, "Best of luck. By the way, there's a library over there if you want to research how to set up your shop."

There are training videos on some of the sites and there are customer support representatives that get back to you once every couple of days. However, it can take some time to learn how to set up a shop on these platforms and it can be frustrating to be pretty much left on your own.

Also, many of those shops are geared towards physical products. If having a physical product and global exposure is something that appeals to you, you may want to check out one of those platforms. However, the platform that we're going to be talking about today can accommodate physical and digital products.

The other thing that I noticed on those other platforms was that there is no built-in community. There was no tribe of people driving buyers to the "virtual shopping mall" so that everyone can benefit.

An Exciting Alternative Exists

There's an alternative to the shops I just mentioned, that I'm really excited about and that I want to share with you today. It's called **Etsy**. They do things differently and they are set up to create a "virtual shopping mall" atmosphere, where shop owners benefit from each other's traffic. Let me tell you a little bit about Etsy.

They offer a simple and affordable solution. Their online platform is easy to use and extremely affordable. You could be up and running in a day.

Instead of having monthly fees, you pay \$0.20 per listing plus a nominal percentage on your sales. They also have a built-in community of sellers and shoppers.

Their systems are designed to help draw customers to your shop. It's like having a virtual mall where you're not a single shop on top of a mountain, but you're in this plaza and a lot of people are driving traffic to that plaza.

They also have a very strong relationship with Google. They have built in training and community support that teaches us how to maximize the effectiveness of our shops so that we benefit from search engine results, which is pretty exciting. It's a very mysterious topic, but they make it accessible and it really has an impact on your sales.

Here are some stats that you'll find about Etsy. This report was as of June 2017.

- They have 30.6 million active buyers, all of those buyers going to that virtual mall.
- They have 1.8 million active sellers or shop owners.
- They have 45 million items for sale.
- They had 2.84 billion gross sales in 2016.
- They have people buying and selling from nearly every country in the world.

We can easily get plugged into this. This is what we're going to talk about today.

Let's explore further, because there are many hidden gems. Once you know where to look and how to access all that is available, you can create a mean, lean, selling machine that's on autopilot that people can purchase from while you sleep, which is a dream.

The Benefits

As authors and entrepreneurs, coaches and people where we have a message to share with the world, having an online shop gives you an additional platform. It gives you more visibility to be able to reach your audience in a different location, which is pretty exciting. You're expanding your reach, you're reaching people across the globe in a different environment. It can boost your product sales, your book sales, and whatever it is you're selling in your shop.

Most commonly known for being able to sell physical products, you'll find there are a lot of handmade items on Etsy. They call them makers or crafters. There are a lot of crafts there. There are what they call vintage items, people who do tag sales or garage sales and then refurbish materials and resell them. There are also physical products, such as books.

Basically, anything you can think of, it's for sale on Etsy. There are hundreds of categories and subcategories of things that you can sell over on Etsy.

I've heard of Etsy for years and I thought it was interesting. I enjoy crafts, so I would go there. I did some printable planners and things like that that I've purchased there, but I didn't realize until recently that training in digital format – basically PDFs of training, worksheets, and checklists – can be sold on Etsy. We're going to go into great depth with that today. During our virtual field trip, which is coming up shortly, I'm going to show you some real live examples.

Etsy also provides a way for people to sell their training, artwork, audio recordings, and much more digitally as downloadable products. What happens when you add digital products to your Etsy shop is that people can purchase, and the system is set up to automatically deliver it to the customer.

You get a notification via email that you just made a sale and they have a way for you to be in direct contact with your customer. They are a very ethical company. They do not allow us to spam or to farm customers. They have clear guidelines to help us build strong positive relationships with our customers.

Think about it. How many people who've purchased books from you on Amazon do you have an intimate ongoing relationship with? How many of them can you send a coupon towards their next purchase? Probably none, unless you know them personally. On Etsy, they have those features built in.

Why Digital Products?

Let's talk about why you might want to sell digital products. First of all, they're really easy to create. You create them once and you can sell them over and over again without having to stock or ship inventory, order supplies, or deal with any of that. It's all done digitally.

You can also create digital products based on your knowledge or experience. Customers love getting instant access to their purchases. They don't have to wait days or weeks, they get their purchase instantly, which they can print out.

Examples and Ideas to Get Started

As I'm going through this, you may find some ideas come to your mind. Go ahead and write those down while you're thinking about it. You might think, "I could create ____." Jot that down so you capture the idea. Here are some examples of digital products that you can create that your audience is eager to buy:

- Worksheets and workbooks
- eBooks and checklists
- Guides and reports
- Journals and planners
- Templates and training
- Cheat sheets and mind maps
- The list goes on...

These are knowledge-based products. You could also create digital content that goes way beyond knowledge-based content, such as: recipes and recipe books, digital artwork, printables and quotes.

Maybe you're a person who collects motivational quotes. Here's an outside of the box way of marketing your book. Let's say that your book is on a specific topic and there are a lot of quotes that you collect that you are inspired by that relate to your topic area. You could sell them in your Etsy shop, and you could have on each of the PDFs that go out with the digital quotes that you're creating is a link to your website where people can find out more about you and your book. It's a wonderful way to get additional exposure.

The list pretty much goes on and on. You're only limited by your imagination. You just have to deliver something that they can print off.

The best part is you probably have some of these items already on your computer hard drive. Think about it. Articles you've written, blog posts that you've written, content that you've created, trainings and lectures that you've developed. All of that content on your hard drive, as long as you own it and have the rights to it, you can transform that into digital content.

You don't have to send people a 150-page manuscript. That 150-page manuscript could end up being several workbooks or 100 worksheets, or five different module areas. I can show you one of the products that I set up on my shop where I took one product and I turned it into 36 products. Hopefully, that's going to stretch your thinking.

These can become part of a report when you go through that content. You may want to have a spreadsheet or a piece of paper that you jot down which folder things are in or you copy things into it.

When I go through my hard drive like that, I would copy things and put it in a fresh folder called Possible Etsy Products or something like that and put it somewhere that I knew how to access that folder. I would just start copying and dumping things into there, knowing that they're all copies so that if I deleted anything out of that master folder the originals were still intact. That's a great way to gather and curate the content all together.

When you look through the content on your hard drive, these can become part of a report, a guide, a workbook, or an eBook, a print book, or foundation for checklists, worksheets, workbooks, etcetera.

What you know and take for granted, others are thirsting for. They are seeking a solution. They are suffering and you have the answer.

This one thought changed my life. You may be thinking of a lot of things. I'm going to say a couple of times during our time together that this is a bullet point. That means come back and give me your attention, this is important.

When I first started selling and marketing my first book, I didn't tell very many people about it. I thought it was egotistical to say, "I have a book for sale." However, when people started coming to me, sometimes in tears, a marketing book and people were in tears, because the solution I was providing was making their life better, was transforming their business, was helping them live their dream.

Your knowledge and your expertise can do that for others. Share your knowledge. Share your brilliance with the world. You're going to be helping others while getting that affirmation that you're doing the right work in the world and then being financially compensated for it.

Think about the experiences that you've had and the solutions that you've discovered in order to overcome challenges or achieve success. Sharing your knowledge and expertise will allow you to grow your business while helping a lot of people in the process, and of course you'll earn some handsome profits, which we all like.

It's possible to repackage and repurpose what's on your hard drive based on your core expertise and transform that content into profitable digital products. That's in essence what we're saying here. This is going to build your business, your brand, your credibility, and your visibility.

Another Way to Approach Getting Started

Some of you may be saying, "I don't have that much on my hard drive that I could draw from." Here's another idea. When we go on our virtual field trip today, I'm going to be demonstrating this one.

What you can do is make a list of the top three things that your ideal customer, client, reader, or student has. What are they struggling with? You may have a list longer than three, which is fine, but at least three things. What do they struggle with?

You can create content for each one of those things, but we're going to start with one. To make it easy for you, you can then create a template. Then each time you make content moving forward you'll already have things formatted and it's going to be easy to quickly create content. I'm going to show you how to create that template here in a few minutes.

Choose one of the topics and write it down on a piece of paper. Then compose a brief tip or a brief story about an experience you had related to that struggle. They don't want to know your life story. It could be as simple as, "I know that my ideal readers have a challenge with _____. I used to have a challenge with _____ and it really caused me to...," and then talk about the pain or suffering that you had, just in less than a sentence. Then you say, "I found the solution and it has transformed my life. I want to share that with you here today. Grab a pencil and enjoy this exercise."

There's your first worksheet. I'm going to show you right now how we create that worksheet. That worksheet will walk people through a process and help them to reach a solution.

You may be wondering, "How do I do that?" Would you like to see me create a worksheet like this right before your very eyes?

Creating a Worksheet

Where we want to go first is Canva.com. I'm going to walk you through what to do. The first thing you'll need to do is sign up or login. You'll see those instructions in the middle of the page.

Once you login, you'll be taken to the dashboard where all of the designs that you create you can have access to them in the future. You can also create copies of them so that you can use them again or replicate them.

To create your template, you first want to pick your dimensions. You see up in the top right Custom Dimensions. You can choose pixels, which is usually for a photo, or inches. You can set this to 8.5 x 11 and then it's the same size as a piece of paper. You just enter 8.5 x 11 and then click Design. That's how I designed that first worksheet.

The other thing is when you click this More button you have lots of different templates here in Canva. There are options for all of the different social networks. Here are two for Etsy. You have an Etsy cover photo. For those of you in our training program and those who will be joining us, we're going to be learning how to do that. You also have an Etsy shop icon. You can also add branding to your products.

The first thing I want to do is add a background. I'm going to go over here to backgrounds on the left-hand side. You'll notice that a lot of the content is free. You just have to be aware of it. You can do everything that you need to do with the free content. If you like some of the paid content, just know that there is a fee for that. This is the free version of Canva that I've been using for years and I pretty much just use the free content.

You can click on one of their images and it makes a nice background. You pick something that matches your branding and there it is.

I like to have black ink on the lighter paper. What I did to set the opacity on this paper is click on the background and you'll see there's now lines around the image. Then you'll see over here, this checkerboard, that's the transparency. You can either set it so that there is no transparency, it's solid, or maybe you want to see some of the background behind it. You don't want to see too much, because you do want to distract them from the text. We'll set it at about 82.

Some of you are wondering, "How did you get the image in there?" You can upload content. You can upload an image. Let's just use this image for now. We can add that to our background. When you stretch it all the way, it popped it into the background. There we are. Now the opacity doesn't work as well, because it's such a dark background.

I have a lot of images in here, let's see what we have. Let's try this and see if that changes it, because the other one is kind of dark.

I like this one better, so we're going to go with that. I still think the opacity is just a little light, so we're going to make it a little more solid. There we go.

I typed in some of this text ahead of time. What I did was I made my list of three things. Let me tell you what they are, I have my paper right here. The exercise that I suggested for you is that you come up with a list of three things that your audience struggles with.

I wrote down with overwhelm with too many projects, not prioritizing time to work on the business, and forgetting what their big why is, why they're doing what they're doing. I could create a worksheet on each of those. This worksheet I picked one of those and I'm calling this worksheet Prioritize Time to Work on Your Goals.

I put my business name at the top in a different font. How I did that, you see there's a different text box. I come over to the left-hand side and I clicked on this little one, Add Subheading. I grabbed that and brought it to the top. You can see how it lines it up and centers it, then you would type your text in. That's how I created that.

Then I'm going to start to make my worksheet. Prioritize Time to Work on Your Goals.

The first thing that I want to do is give people a place to record their thoughts. I say, "What is your biggest goal right now?" Then I just clicked shift and hit the underscore button on my keyboard to create lines going across the page.

The next thing I'm going to ask is, "Why is achieving this goal important to you?" I'm going to hit shift and the underscore and take it all the way to the edge. Then I'm going to hit enter twice.

Then I'm going to come up here and since I already have these lines, I'm thinking I'm going to not have room to put three lines on each. You want it to be consistent. I'm just going to copy these two lines, come to the edge of the second question, hit enter, and paste. Now I have consistency. I'm going to bring this text up.

Next, I'm going to say, "When would you like to accomplish this goal by?" Then I'm going to have them set a date. I'm just going to put a little line so that they can put the date. Then I'm going to click enter.

Then I'm going to ask, "How committed are you to achieving this goal?" You could either put lines or you could put bullet points. You would need to create a different checkbox if you wanted to do bullet points. That's one way of doing it, do another text box.

Then I want to say, "What will your life be like when you achieve this goal?" Then I'll copy my two lines again and say: "Make your goal a priority. Open up your calendar and schedule recurring times for X number of weeks to work on your goal. Which days and times are you committed to working on your goal and making it a priority?" I have here day of week and then I just hit the shift button to carry that over, time of day, and hit the shift button again. I'll line that up. Then you can copy this over and copy it three times.

There you have it. There's my handout. Over here, I'm going to download it. You can download it to your computer. That's how we create our digital content.

Now let's go over to Etsy and look at some of the shops.

Virtual Field Trip to Etsy

I'd like to show you the most popular product in my Etsy shop (<https://etsy.com/shop/shareyourbrilliance>). This is a collection of 30 worksheets and the worksheets are divided into five sections. Remember when I said that I had a product that I could turn into 36 products? Here's How: One product is made up of thirty-pages. Then I divided those thirty-pages up into six sets with five pages in each set. Each set is of course a fraction of the price of the full set of thirty worksheets. But you can see that now we have six products; one thirty-page product and six five-page products. From there, I could break the products down further and sell the individual worksheets as individual products. This is just one example of how you can repurpose content in a variety of ways.

Next, I want to show you some of the shops that I've been getting ideas from. Look at how attractive this shop is. It looks like a website. Here are all of her products. Let's see what she's doing here.

- She has sixty-nine products. You can create subcategories for all of your products. This is all digital content. She's had 954 sales.
- Let's click on one of her products. Isn't that attractive? I look at this and think, "What a great way to lay out an image for a product display."

You can get lots of ideas by seeing what other people are doing. It's really inspiring when you see how much is available digitally. Let's go to the main search form on Etsy and type in the word "digital." There are over two million digital items being sold on Etsy. Not all of it is training, but there is an awful lot of training-based products. I've discovered some interesting shops by searching.

Here's another shop that I'm intrigued by. They sell planners and kits, all digital. Again, what a great idea for the type of display image you could have for your products. You can get a lot of inspiration here.

This is all pretty exciting. These are just some of the shops that I've been visiting that all sell digital products, for the most part. Some of them sell art, but I'd say of the ones I've been researching, they primarily sell digital training.

As you explore Etsy, you'll find ideas for a wide variety of digital products. You can also create templates. There are planners and journals. There are resumes and one-sheets that people can download and have access to. I'm hoping that this has sparked ideas for you.

I want to thank you for being here today. I am so excited to share this content. I'm looking forward to helping you expand your visibility online as you grow your sales and relationships with your customers.

Until next time, here's to your success.
D'vorah

From the Become a Digital Shop Owner Course
<http://shareyourbrilliance.teachable.com/p/digital-shop-owner>

You can view my Share Your Brilliance Etsy Shop at: <https://www.etsy.com/shop/shareyourbrilliance>