



GET A PLAN. CHANGE YOUR LIFE.

## ETSY SHOP MUST HAVE CHECKLIST

### BEFORE YOU OPEN

(EVERYTHING CAN BE CHANGED LATER IF NEEDED)

- ☐ PICK YOUR SHOP NAME
- ☐ HAVE 5-10 PRODUCTS TO LIST & TAKE PICS OF THEM
- ☐ SET UP A PAYPAL ACCOUNT
- ☐ GET A SHOP EMAIL ADDRESS
- ☐ OPEN A SEPARATE BANK ACCOUNT
- ☐ SET PRICING & SHIPPING CHARGES
- ☐ SET SOME BASIC POLICIES
- ☐ GIVE YOURSELF GRACE - IT WILL NOT BE PERFECT

# IN THE FIRST COUPLE OF MONTHS

- ☐ JOIN AN ETSY TEAM OR TWO
- ☐ TRY TO LIST NEW ITEMS WEEKLY
- ☐ USE ALL 13 TAGS & TEST THEM
- ☐ HONE IN ON YOUR IDEAL CUSTOMER
- ☐ START A BLOG
- ☐ START TO GROW AN EMAIL LIST
- ☐ OPEN SOCIAL MEDIA ACCOUNTS
- ☐ REVISIT YOUR SHOP POLICIES
- ☐ USE VARIATIONS WHEN POSSIBLE
- ☐ TAKE A WEBINAR OR ONLINE COURSE  
RELATED TO YOUR CRAFT
- ☐ TREAT EACH CUSTOMER LIKE THEY  
ARE YOUR ONLY CUSTOMER
- ☐ GIVE YOURSELF GRACE - IT WILL NOT BE PERFECT

# MILESTONES TO CELEBRATE

PAT YOURSELF ON THE BACK - YOU ROCK!

- ☐ YOUR FIRST SALE - WHOO HOO!
- ☐ YOUR FIRST SHIPMENT
- ☐ YOUR FIRST PROFITABLE MONTH
- ☐ SETTING A SALES GOAL AND CRUSHING IT
- ☐ YOUR FIRST POSITIVE REVIEW
- ☐ THE FIRST TIME SOMEONE FAVORITES YOUR ITEM
- ☐ THE FIRST TIME SOMEONE FAVORITES YOUR SHOP
- ☐ YOUR FIRST BLOG POST
- ☐ HANDLING A CHALLENGING CUSTOMER  
WITH A SMILE
- ☐ WHEN A CUSTOMER POSTS A PIC OF YOUR  
PRODUCT TO SOCIAL MEDIA
- ☐ THE FIRST ETSY DEPOSIT INTO YOUR  
BANK ACCOUNT - CHA-CHING!

# KNOW WHEN TO ASK FOR HELP

YOU DO NOT HAVE TO DO THIS ALONE!

- ☐ ENROLL IN THE ETSY ACTION PLAN COURSE & TAKE ACTION! (More info coming via email soon!)
- ☐ CHECKOUT THE ETSY BLOG
- ☐ FOLLOW @HELLOWORLDPAPERCO ON INSTAGRAM
- ☐ FIND OTHER ETSY SHOP OWNERS ON INSTAGRAM
- ☐ ASK QUESTIONS
- ☐ READ, READ, READ
- ☐ LISTEN TO PODCASTS WHILE YOU WORK  
I recommend my podcast for product people called Creative Biz Rebellion.  
You can listen and subscribe here: [www.creativebizrebellion.com](http://www.creativebizrebellion.com)

DO YOU HAVE MORE QUESTIONS? YOU CAN EMAIL ME AT [KELLY@HELLOWORLDPAPERCO.COM](mailto:kelly@helloworldpaperco.com) WITH YOUR QUESTIONS AND I WILL ANSWER THEM IN A BLOG POST OR IN AN EMAIL SO THAT EVERYONE WINS!

HAVE MORE SPECIFIC QUESTIONS? YOU CAN BEND MY EAR FOR A WHOLE HOUR! GET DETAILS AT [HTTP://BIT.LY/ETSYSHOPSERVICES](http://bit.ly/etsyshopservices)