



**HOW TO GET STARTED SELLING
PRODUCTS ONLINE
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WHAT TO SELL?

- Do you have an obviously commercial product already?
- Tweak to make occasion-specific
- Originality is key

POSTAGE AND PACKAGING

- Use [Parcel2go.com](https://www.parcel2go.com) for price comparisons
- Research international delivery
- Look into eco packaging and costs

CONSUMER CONTRACTS REGULATIONS

- 2014 legislation covering returns, refunds etc
- There's lots of important info in this legislation, should be familiar with it

SEARCH ENGINE OPTIMISATION (SEO)

- Critical if selling online
- Put simply: the technique of using the words which people are most likely to type in if they are looking for your product
- Use key words and phrases, rather than fancy titles
- Clear and detailed descriptions, giving all the information a customer will need including colour, size, materials etc

PHOTOS

- Clear photos with uncluttered backgrounds are best
- Use natural light
- It's fine to use your phone to take photos
- Think about branding and consistency

PLATFORMS

- Etsy - well known, big existing customer base
- Folksy - UK-based, medium existing customer base
- Ebay - extremely well known, better for bargains
- Facebook Marketplace - low commission, good for local sales
- Own website – eg Shopify - expensive monthly fees, can look more professional, legwork to attract customers
- Social Media - easy to set up, low commission
- Other platforms such as Notonthehighstreet, Amazon etc - can be expensive to join and high commission

GETTING HELP WITH SELLING ONLINE

- Most platforms have support
- Many have Facebook groups (official and unofficial)
- Be mindful of where you get help and advice from
- All platforms want you to succeed!
- For Etsy help/advice follow @etsysuccess (and me, @makeandflourish)!

THINGS TO KNOW BEFORE STARTING SELLING ONLINE

- It can be really daunting
- You will make mistakes and learn as you go
- Hard work - you can't just list items and expect them to sell
- Super-rewarding when you get it right
- Really frustrating when things don't go well
- Don't put off getting started - and stick with it!
- There are no real shortcuts
- It can be really lucrative and super-flexible