



# TOP FIVE INVESTMENTS FOR YOUR ETSY SHOP

Here you will find a list of my recommended resources for your Etsy shop

*\* please note some of these recommendations are affiliate links where I make a small commission but always at no extra cost to you*

## 1. large planner

Many Shop owners swear by their planners. You will need a place to write ideas, keep notes and organise your daily tasks. I use a bullet journal for taking notes and then plan my tasks in my [Panda Planner](#). This means I can stay ahead of upcoming dates and plan my shop in advance. As creatives, we love to write things down, and these are perfect for getting you planning.

## 2. Keep track of expenses and sales

Of course when you start your Etsy shop - you don't think about costs, you just want to sell your items. However, in the long term, it is always best to start these small tasks as soon as possible. Even if that means recording only four items each month. You will be thankful when it comes to tax time. My favourite place to start is [Etsy Seller Spreadsheets](#). Janet from Paper and Spark has lots of helpful accounting sheets for Etsy sellers and a YouTube channel to boot.

## 3. Branding pack

Easily one of the best investments you can make for your shop. Having a well thought out cohesive brand which speaks to your target market can transform your shop in moments. This can be easily achieved by purchasing a pack from Etsy or Creative market. This includes your shop's colours, fonts and header, even your style of writing - which all go together to form your brand. Your items are what brings a browser to your store, but your branding is what turns them into a buyer. Such as this lovely [Greenary shop banner](#).

## 4. Keyword tool

There are currently two foremost market leaders for this. [Marmalead](#) and [Erank](#). I've used both in the past. These allow you to search and discover potential new tags for your shop items, which is very helpful if you are starting and need some help. Both are pay as you go - so you can sign up for just a month and come back to them later. Please read their helpful articles and podcasts as well.

## 5. Email collecting service (helpful to have, but can be costly)

After you make a sale on Etsy, you may only contact that customer via email if it relates to that transaction. However, wouldn't it be nice to contact them again when you have a sale, or a special offer, or even a new item in your shop? - Well, to do that you must collect email addresses. An Email service provider such as [MailChimp](#) (free for low numbers) or [Convertkit](#) but are suitable for this task. There are many ways to collect email addresses from your customers. I collect mine by offering a coupon code for 30% off your order if you sign up.