

Meet Etsy

Etsy is a marketplace where people around the world connect, both online and offline, to make, sell and buy unique goods. With more than 21 million active buyers around the world, selling on Etsy is a great way to reach shoppers with your creative products.

Etsy goes beyond just providing the tools and services you need to run a successful and growing business. It also provides a totally unique platform that connects your products with a targeted community of buyers – and connects your business with a community of active shop owners.

On Etsy...

- Your products are available to be marketed to shoppers by Etsy through our merchandising channels and offsite through services like Google Product Listing Ads.
- Your sales through Etsy's direct checkout service are secured and protected through Etsy's seller protection program.*
- You can use [Etsy.com/local](https://www.etsy.com/local) to promote your in-person selling events so shoppers can find you and connect face to face.
- You have access to hundreds of articles, worksheets and instructional videos to help you develop your business expertise and continue to grow after you open your shop.
- You can connect with other sellers through Forums and Etsy Teams to get advice and best practices.

Ann Cosgrove of acbcDesign in Portland, Oregon, started her stationery shop in 2013 and now has over 300 sales through Etsy. Her shop has grown into multi-channel business that includes online retail, wholesale and in-person sales.



"Opening my shop on Etsy has been more rewarding than I could have ever imagined. I love connecting with other creatives through Etsy Teams and being able to share my cards with people from around the world. Etsy has given me a place to learn, grow and nurture my creativity." - Ann Cosgrove of acbcDesign

Join Ann and countless others as they turn their creativity and drive into sales through Etsy. To sign up to sell on Etsy, visit [etsy.com/sell](https://www.etsy.com/sell)

Still have questions? Check out the FAQs on the following page for top answers about the Etsy platform.

Welcome to the Etsy community!

* Direct checkout is currently available in the following countries. Australia, Austria, Belgium, Canada, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, United States

FAQ

How much does it cost?

It's free to open a shop. Each item you list costs \$0.20 USD for four months. Once an item sells, Etsy's fees are 3.5 percent in addition to payment processing fees, which vary, based on the payment method you chose. Etsy's direct checkout payment method fees vary slightly by location.

Do I need to register as a business?

Etsy doesn't require you to have a business license to open a shop on the site. We do ask that you follow your local laws regarding having a small business online.

What can you sell?

Etsy is a marketplace for handmade goods, vintage items and craft supplies.

Handmade refers to items that are made by you, the shop owner, or are designed by you and made with the help of an approved outside manufacturer who complies with Etsy's ethical manufacturing policies. Read Etsy's full Handmade Policy [here](#).

Vintage items for sale on Etsy must be at least 20 years old to qualify as vintage.

Craft supplies are tools, ingredients, or materials intended for use in the creation of a new handmade item. Commercially-made materials that are ready to use as finished goods may not be sold as craft supplies on Etsy.