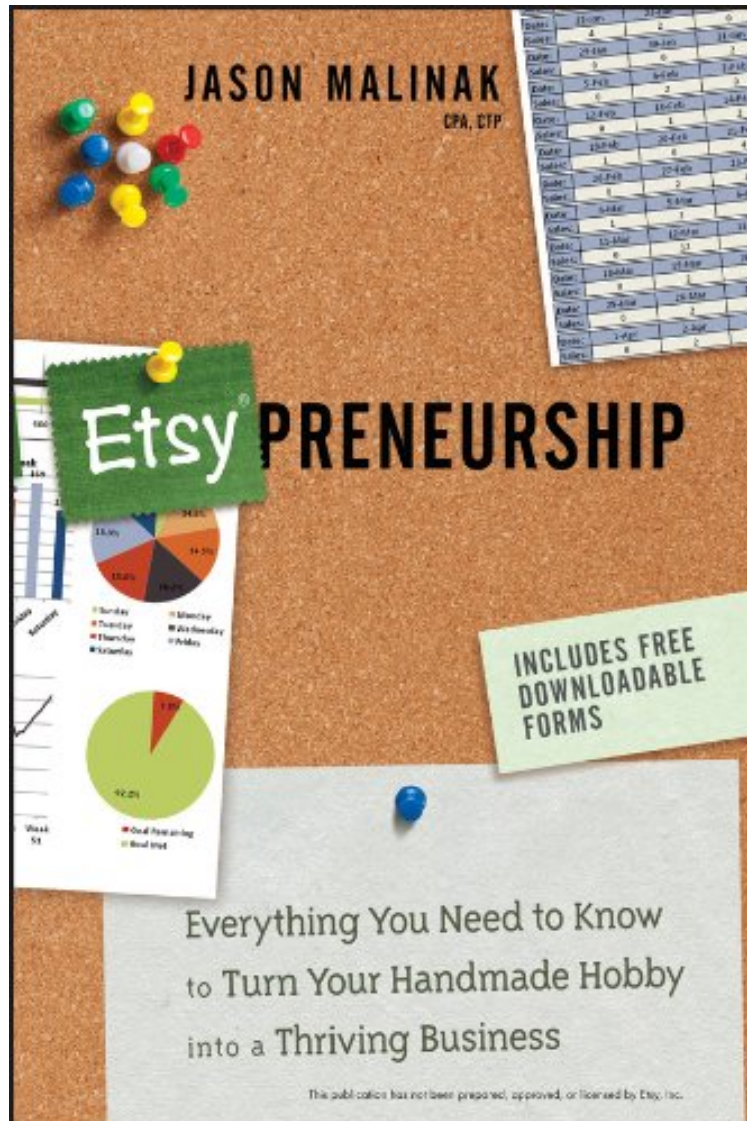


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Etsy-preneurship: Everything You Need to Know to Turn Your Handmade Hobby into a Thriving Business

Jason Malinak

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Turn your handmade hobby into a thriving business Most Etsy sellers are confident in their crafting and artistic capabilities. However, many need guidance on the business-related intricacies of starting and maintaining a successful Etsy business. Etsy-preneurship helps existing and potential Etsy sellers understand the business fundamentals needed to become a small business owner on Etsy, including taxes, bookkeeping, marketing, finances, administrative tasks, daily operations, legal requirements, business plans, and improving your business skills. This book will help you make the jump from enjoying your handmade/craft/art hobby to running a profitable business. Etsy-preneurship offers step-by-step advice on what it takes to bring in extra income or even one day run a full-time business on Etsy Outlines the basic business skills and knowledge you need to run a business on Etsy Explains how Etsy makes entrepreneurship attainable for everyone Each chapter even includes a downloadable business spreadsheet tool to help you put the steps into action. This book empowers Etsy sellers to turn their handmade hobby into a thriving business by employing foundational business concepts.

From the Back Cover PRAISE FOR Etsy-preneurship "Etsy is a crafter's paradise! I've been selling on Etsy since 2009 and have been able to raise over \$122,000 for Rosie's Theater Kids. Etsy-preneurship will help you run a successful Etsy business." —Rosie O'Donnell, mom, crafter, actress, comic "Etsy-preneurship covers almost everything you need to become a seller on Etsy. This book will save you hours upon hours in research —making this book and tools a steal!" —Dennis Anderson, founder of Anderson Soap Company, a top handmade Etsy seller "Jason's expert guidance provides invaluable assistance to Etsy sellers who want to turn their shops into thriving businesses. His charts and strategies make it easy to understand and master the financial side of creative trades, from taxes to inventory management to bookkeeping —and to have fun in the process." —Kimberly Palmer, author of Generation Earn and senior editor at US News World Report "Etsy-preneurship is a game-changer for every Etsy seller! The content drastically shrinks the learning curve for Etsy newbies and will ignite innovation for seasoned Etsy veterans. It is impossible to read this book and not improve your Etsy shop." —Timothy Adam, editor of Handmadeology.com and author of How to Make Money Using Etsy About the Author JASON MALINAK is a Certified Public Accountant and Certified Treasury Professional who is also passionate about Etsy. After his wife began an Etsy shop in 2007, Jason started helping with the bookkeeping, taxes, and legal aspects of her business. Soon after, Jason's Etsy shop, JJM Finance, was born, selling bookkeeping, tax, legal, and financial tools and advice. For years, he has provided answers to Etsy sellers' business-related questions through the Etsy forums and blog articles.