

Hi! Welcome to Wealthy Affiliate. You've made a good decision that will help you on your path to owning your own Craft Business. Exciting isn't it!

As I have said previously marketing your crafts is one of the most important aspects of making it a real business. Without further ado, lets get in to your special report on how to really use Wealthy Affiliate to your advantage (being lost and confused is no fun, and quite frankly, who has time for it?)

The first thing you should do is just start clicking around. When you go to the forum make a post and introduce yourself. The forum is going to be your friend.

There are many different people, building many different business, and on every level imaginable. Anytime you fell stuck or you don't understand something, ask! These are the most helpful people out there and someone will have an answer for you.

Done looking around? Great, let's get started!

On your WA (Wealthy Affiliate) home page you will a tab on the top that say Training Center, Click it and click on training center home page. There are really only a few ways of getting people to view your crafts.

There is a free way (recommended) and an expensive way (quicker but can cost a lot of money if you don't know what you are doing).

Click on getting started with internet marketing. This will direct you to using the free method, Article Marketing and will teach you how to build links to your craft pages so that Google will display them. This will give you free traffic and if you get listed at the top you will have a lot of people viewing what you are selling.

In a way, you are actually ahead of the game as far as marketing online goes. One of the hardest parts for people is finding something they want to sell that they believe in. You already have the question answered!

Read through the tutorials until you get some grasp of what you should be doing. Here is a quick rundown of what you will learn (I always like to know what to expect).

Look at the product you have made and think about what you would type into Google if you were looking to buy it (be descriptive) --> Do keyword research (<https://adwords.google.com/select/KeywordToolExternal>) (we will get into that more in a minute) -->

Build your Etsy site (or website depending on how you choose to sell your craft) --> Start writing articles and building links to your site (also called Search Engine Optimization).

WA is going to give you all of the information you will need to learn how to market your product as well as tools that will make your life easier. Do not go on a spending spree! It is very easy to do when you are learning something new.

The first thing you need to do is keyword research.

Go to the training tab and click on research. Click View Getting Started Guide. It is best to read the entire tutorial just to get a basic understanding. Remember this is a marketing school so it will cover many different aspects of marketing. It is up to us to take the wealth of information they teach and bend it to suit our specific needs.

The section we are really looking for though with the keyword research is Keyword research overview and how to master keyword research, which are on the third page of Research Getting Started.

Master Keyword Research is going to tell you how to actually use Google's Keyword Tool to find

keywords for your specific craft you want to sell. Keyword research is one of the most important aspects of marketing your product.

Without proper research one of two things will happen.

1. You will target people who are not really looking to buy the craft you are selling. This happens when you pick keywords that are simply too broad. Let's say you are selling handcrafted purple necklaces and you pick the keyword necklaces.

Most of the people you will be getting to your store are going to be people who are simply browsing, looking this up because they are bored, deciding what kind of necklaces they are looking for, etc.

2. If your keyword is too broad you also run the risk of never ranking for the keyword which means that you will not receive anyone looking for your product.

The more general the keyword is, like jewelry, the harder it will be to get articles ranked. All of the major companies are competing for these kinds of words and they have a lot more money and man power behind them.

But let's say you are trying to rank for the keyword "buy purple handcrafted necklace". Chances are fairly good that someone who is typing that into Google is looking to buy a handcrafted necklace that is purple.

Not only that, but because they know what they are looking for they are considered to be at the end of the customer buying cycle.

This is who you want to visit your store because you have a much better chance of showing them exactly what they are looking for.

Time to build your Etsy Store!

Once you have your keywords that you are going to rank for you need to actually build your Etsy store. Remember that pictures are worth a thousand words and that is never truer than when you are selling something online. Spend a lot of time on your pictures.

Your pictures need to show the customer why they can not live without what you are selling. This will come with practice but it is a good idea to spend some quality time on making them the best you are able to. Play with the lighting, etc.

When tagging your items, make sure you are using the keywords that you chose to target. This will help Google know what you are selling. You do not need to go overboard here, 3 or 4 will do nicely.

The next thing you need to do when building your Etsy store is to do on site optimization.

To learn how to properly optimize your site go to Training Center --> Search Engine Optimization (SEO) --> Get Started Guide

Here is where you will learn all about how to properly optimize your site and how to do off site SEO as well. Make sure you read it a few times if you have to. The better you understand this, the easier it is going to be to get visitors to your store.

Don't forget your bio area of your store. This is very important because it lets the visitors connect with who you are.

Always let your personality shine in everything that you write.

Got your products listed and looking good? Great! The next step of the plan is to start article marketing!

Article marketing is how you are going to show Google that your products are important and that people should see them (in other words, this is how you are going to rank for your keywords in Google).

Article Marketing is the free way to get visitors to your store and it is also the way I recommend starting out with.

Some people find it hard to write articles but I assure you that after you do a few it gets easier, and easier, and before you know it, it becomes a piece of cake!

To learn how to really get a good article marketing campaign going you need to go to Training Center --> Article Marketing --> Getting Started

Pay special attention to the getting listed in the search engines (page 2) and how to write the articles (page 6) and submitting your articles (page 7).

It is always good practice to read everything though some of it will not really concern you, for example, finding a product to promote. You already have the perfect product you should be promoting.

If you would rather promote your store using Pay Per Click then go to the Training Tutorial --> PPC Marketing --> Getting Started.

If you have the money then you may want to give this a try.

The reason I suggest Article Marketing is because it is free. With PPC it is very easy to lose a lot of money so never use money that you can not afford to lose.

The benefit of using PPC is that you can start to see visitor's very quickly while the disadvantage is that you will always have to pay for your visitors.

That is the basics of what you will be learning to do.

Obviously there is more to it then that and I would highly recommend that you spend the extra time to go through the rest of the training materials because the more you know about how to market your products the easier it will be and the more profitable it will be for you.

Taking Your Business To The Next Level

When you are ready to really amp up your crafting business you can make your own website to sell your crafts. Learning how to make a website may seem daunting at first but once you really get into it, it is really simple. WA offers wonderful tutorials on how to set up your site and fully optimize it to get targeted visitors.

Go to Training Tutorials --> Website Development -
-> Getting Started

Why would you want to own your own website?

There are many reasons for putting your business on your own website.

The biggest reason is that you own your website so no one can change the rules on you. One of the biggest problems with using places like Etsy is that they have the ability to decide what you can and can not sell, what you can and can not say, and they can change the rules at anytime because they own the website.

Now don't get scared. Chances are good that they won't do that but it is something I have seen happen elsewhere.

You have complete control over the feel and design of your own website. You can convey a lot through the look and feel of your website.

There are no listing fees. Because you own the website you will never have to pay a listing fee or a fee when you sell one of your crafts. Etsy is really reasonably priced so when you are first starting out this is no big deal.

Wealthy Affiliate offers free hosting to it's members so when you do decide to start your own craft website you can easily host it right on WA.

WA Tools (Making your life easier)

Wealthy Affiliate offers you many tools to use that will really make owning your own business easier.

One of the Great tools offered at WA (there are a few really good ones) is the campaign manager.

You can find this under MY WA --> Campaign Manager

What the campaign manager does for you is allow you to keep track of both how much money you are making and how much money you are spending.

This is a very important part of owning your own business.

To use it Click Start New Campaign and begin filling in information on what you have spent, for example you listed 5 crafts on Etsy on. So to start your new campaign, list it as Etsy --> in revenue list 0, unless you've already sold one :), and in expenses list 1.00 for the listing fees of the five crafts.

This is really an easy way to keep track of just how much money you are spending and how much money you are making because it keeps a running total for you.

Don't forget to add things in your campaign like how much you spent on supplies, etc and of course how much you are making now that you are selling your crafts online.

Another great tool in WA is the Tasks and Goals Section. My WA --> Tasks and Goals

If you actually take the time in the beginning to set this up and to use this it will make a world of difference in how quickly you are able to market your craft online.

Staying on track and organized is priceless when you are running your own business. The ability to get side tracked (especially online) is an amazing thing.

If you want to build your business you have to take action and it is so much easier to remember exactly what you should be doing to build your business when it is written down in front of you.

What the Tasks and Goals section does is give you a daily calendar that you can fill in so you know what you need to be doing each and everyday.

This can be used for anything connected to your business.

Let's say your goals for the week are to make 3 Halloween costumes, get them listed on Etsy, and start marketing them to get visitors viewing your fabulous costumes.

After you have filled in your information for goals you will see the week highlighted and it will tell you that those are your goals for the week.

But how are you going to get these goals accomplished?

Well on Monday you are going to set out to get 1 of the costumes finished, Tuesday you want to make another one done and maybe get one or two listings on Etsy, Wednesday you want to finish your last costume and get your listings done, Thursday you want to write 2 articles to start marketing your craft, and Friday you would like to finish up your marketing efforts for the new listing.

Now why this is so nice is because on Sunday when you look at what you should be doing for the week it will tell you what your goals are with each day outline with what you need to accomplish that day to get to your weekly goal.

After you complete a task for the day you can check it off so you know that it was accomplished.

The few extra minutes it takes to set this up will save you hours of wasted time every day and there is no limit as to how far in advance you can set your goals and tasks.

Staying focused on building your business is what is going to make the difference between having a hobby and owning your own online craft business.

Again I welcome you to Wealthy Affiliate! You have a wealth of information and tools at your fingertips to learn how to successfully have your own craft business and remember if you are ever stuck ask for help! There are hundreds of people here at WA that would be more than happy to answer any questions you might have.

Have fun owning your own craft business and remember anything worth having is worth working for!