



Technocation Freelancing Training Institute & Software House

ETSY E Commerce Training Certification Course Outline

MODULE 1: Introduction to Etsy

- What is Etsy and why use it
 - Who buys and sells on Etsy
 - How Etsy is different from other sites
 - Simple tour of Etsy marketplace
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MODULE 2: Setting Up Your Shop

- How to create an Etsy account
 - Steps to open your shop
 - Picking a simple shop name
 - Adding shop logo and banner
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MODULE 3: Product Selection

- What to sell on Etsy (handmade, digital, vintage)
 - Choosing your best items
 - Understanding customer needs
 - Making products unique and special
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MODULE 4 : Creating Product Listings

- Writing a clear product title
- Simple product description tips
- Adding price and stock
- Uploading product photos

MODULE 5: Product Photography

- Take photos in good light

- Show product from different angles
- Keep background clean and simple
- Add lifestyle photo if possible

MODULE 6: Pricing & Payments

- How to set fair prices
 - Checking competitor prices
 - Adding shipping cost properly
 - Setting up payment method
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MODULE 7: Marketing Your Shop

- Share shop on social media
- Use simple Etsy ads
- Write nice messages for buyers
- Offer small discounts sometimes

MODULE 8: Customer Service & Reviews

- Reply to customers politely
- Handle complaints with care
- Deliver on time always
- Good service = 5-star reviews

