



ETSY™ 101

(TAKING YOUR HOME BUSINESS TO THE WORLD MARKET WITH ETSY)

WITH

PAMELA ZIMMERMAN

Pamela Zimmerman opened her first Etsy shop in 2008, and has had over 10,000 sales there. Although she was a Fiber Artist of international standing, with hundreds of awards to her credit and work appearing in numerous books, magazines and articles, Pamela found her work was not very marketable in Eastern North Carolina. Long distance gallery relationships took a lot of effort and meant her artwork was out of her immediate control. Finding Etsy was the solution to selling! Pamela maintains 5 shops on Etsy.com, selling pottery, metal, fiber and vintage items. Read more about her at PamelaZimmerman.net.

- **HAVE YOU EVER WISHED YOU COULD SELL THE THINGS YOU MAKE ONLINE?**
- **LOOKING FOR A WAY TO MARKET TO A SPECIFIC GROUP OF PEOPLE (WHO DON'T LIVE HERE?)**
- **HAVE COLLECTABLES YOU HAVE HELD ONTO FOR 20 YEARS?**
- **DO YOU HAVE A LOTS OF MATERIALS THAT CAN BE USED TO MAKE OTHER THINGS?**
- **HAVE YOU WRITTEN YOUR OWN HOW-TO ARTICLES THAT YOU JUST KNOW WOULD SELL TO THE RIGHT PEOPLE?**
- **TRIED EBAY AND GAVE UP ON IT?**

IF YOU HAVE ONE — OR ALL — OF THESE SITUATIONS, ETSY COULD BE FOR YOU. THIS CLASS IS AN ORIENTATION TO ETSY.COM, A WORLD ONLINE MARKETPLACE WITH MILLIONS OF SELLERS (AND MILLIONS OF BUYERS!) YOU WILL LEARN: WHAT YOU CAN AND CANNOT SELL ON ETSY, HOW TO CHOOSE A NAME AND OPEN A SHOP, 5 KEYS TO SUCCESS, HOW TO LIST AN ITEM, HOW TO FIND WHAT INFORMATION YOU NEED ON THE ETSY WEBSITE, HOW TO COLLECT MONEY AND SHIP, AND MORE!

THURSDAY, MAY 17, 2018

2:00 PM – 5:00 PM
HYDE DAVIS CENTER
ENGELHARD, NC

To register, call the Continuing Education
Registration Clerk at 252-940-6375 or
email continuingeducation@beaufortccc.edu

FREE to attend!
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