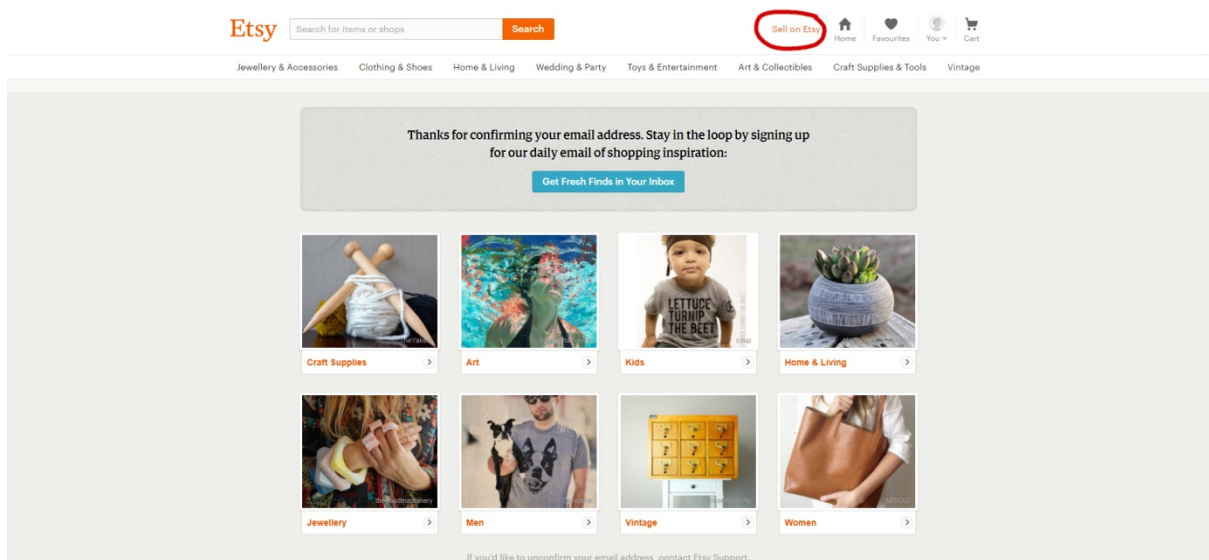
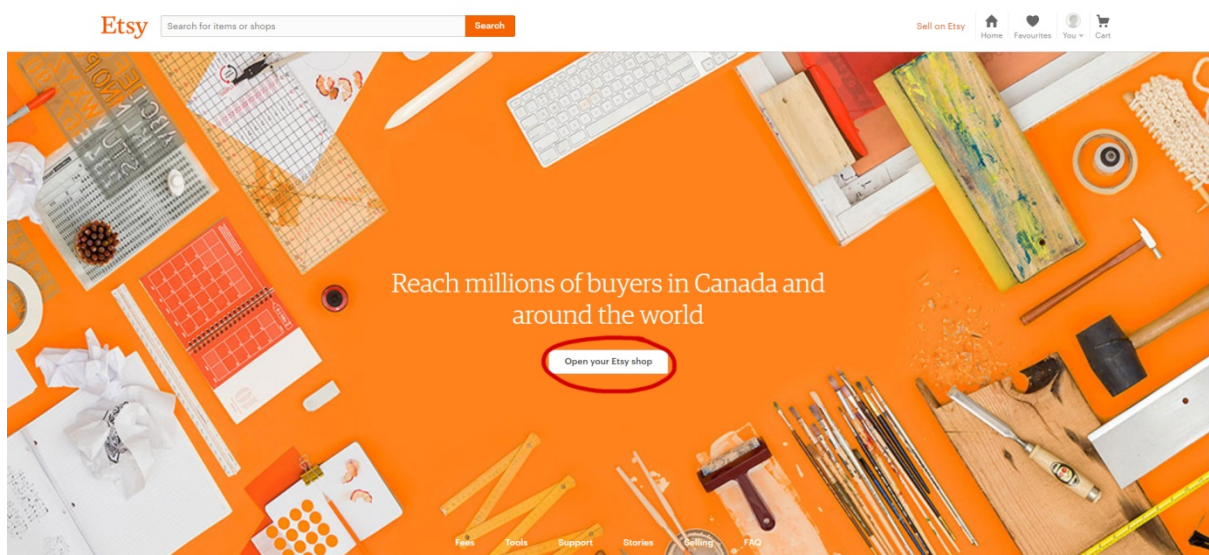


CRÉATION D'UNE BOUTIQUE SUR ETSY

Étape 1 :



Étape 2 :



Étape 3 : Toutes ces options peuvent être changées par la suite.

- Choisir la langue dans laquelle vous souhaitez ouvrir votre boutique.
- Lieu d'où vous vendrez vos créations
- Monnaie : le choix va dépendre d'où vous pensez vendre le plus. Nous en reparlerons durant la formation.

The screenshot shows the 'Shop preferences' step in the Etsy onboarding process. At the top, there's a search bar and navigation icons for Home, Favourites, Your shop, and Cart. A progress bar indicates the current step is 'Shop preferences', with other steps being 'Name your shop', 'Stock your shop', 'How you'll get paid', and 'Set up billing'. The main content area is titled 'Shop preferences' and includes the following options:

- Shop language ***: A dropdown menu set to 'English'. A note below states: 'The default language you'll use to describe your items. Choose carefully! You can't change this once you save it, but may add other languages later.'
- Shop country ***: A dropdown menu set to 'Canada'. A note asks: 'Where is your shop based?'
- Shop currency ***: A dropdown menu set to '\$ Canadian Dollar'. A note states: 'The currency you'll use to price your items. Shoppers in other countries will automatically see prices in their local currency.'
- Which of these best describes you? ***: Radio button options: 'Selling is my full-time job', 'I sell part-time but hope to sell full-time', 'I sell part-time and that's how I like it', and 'Other'. A note below says: 'This is just an FYI for us and won't affect the opening of your shop.'

At the bottom, there is a 'Need help? Visit the [help center](#)' link and a language/currency selector showing 'Canada | English (UK) | \$ (CAD)'. A 'Save and continue' button is located at the bottom right.

Étape 4 : Étape très importante.

Votre nom de boutique doit être court, facile à retenir pour vos clients et je vous conseille très fortement d'également de vérifier sa disponibilité sur les réseaux sociaux (Facebook, Instagram,...) et au niveau du nom de domaine (.com, .ca,...).

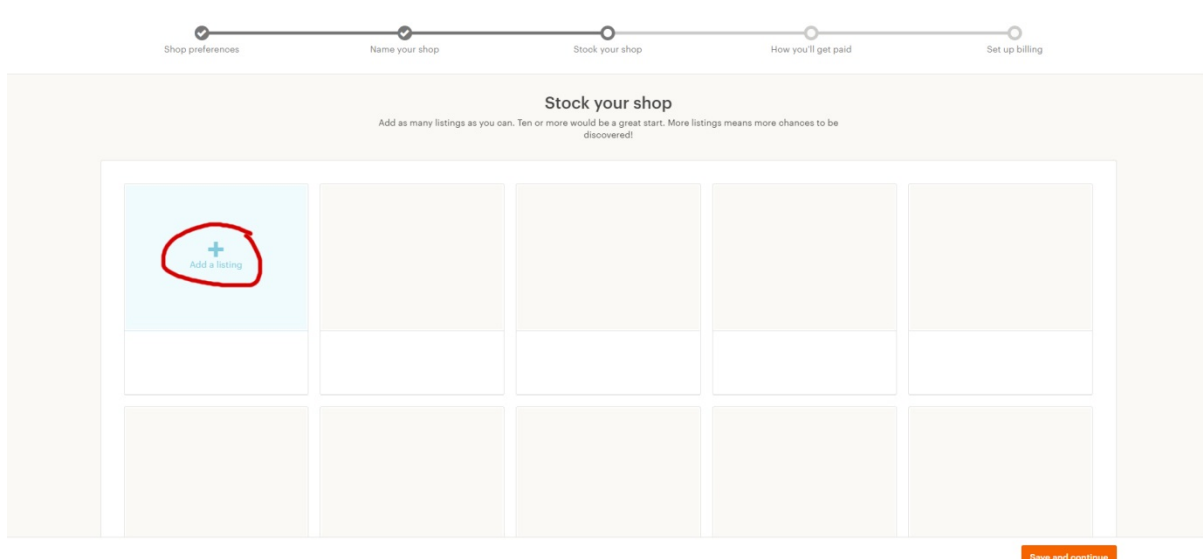
Attention vous ne pourrez changer qu'une seule fois votre nom de boutique Etsy !

The screenshot shows the 'Name your shop' step in the Etsy onboarding process. The progress bar now has 'Shop preferences' checked and 'Name your shop' as the current step. The main content area is titled 'Name your shop' and includes the following elements:

- A text input field labeled 'Enter your shop name' with a character count of '20' and a 'Check availability' button.
- A note below the input field: 'Your shop name will appear in your shop and next to each of your listings throughout Etsy. You can change it later if you'd like. [Here are some tips for picking a shop name.](#)

At the bottom, there is a 'Need help? Visit the [help center](#)' link and a language/currency selector showing 'Canada | English (UK) | \$ (CAD)'. A 'Save and continue' button is located at the bottom right.

Étape 5 : Ajouter votre premier listing

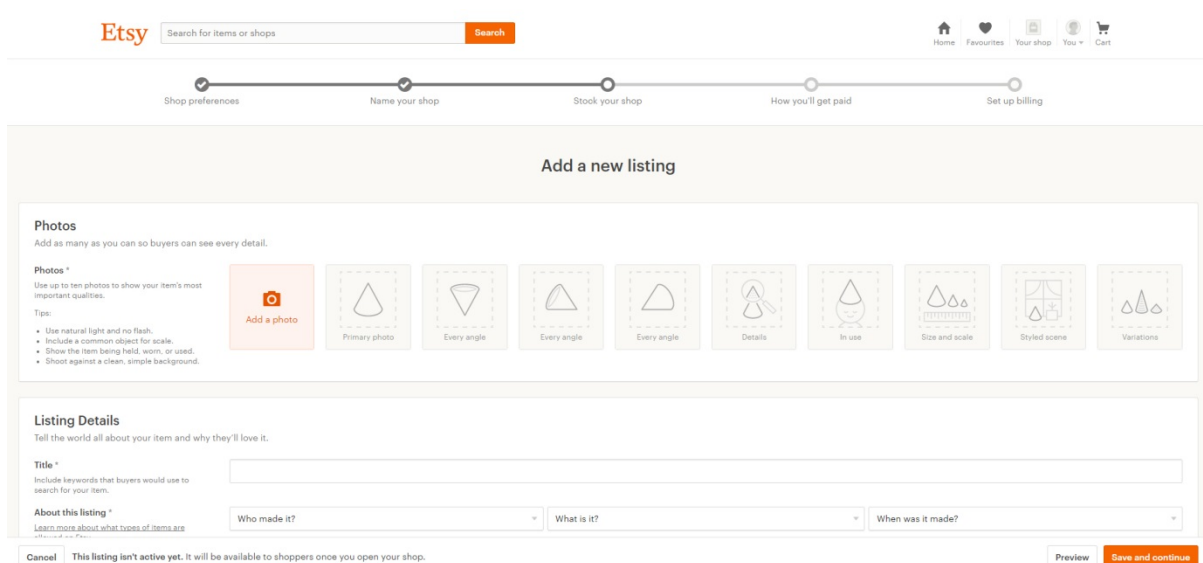


Étape 6 : Création de votre premier listing.

Nous verrons en détail l'anatomie d'un listing lors de notre atelier. Pour finir de mettre en place votre boutique, vous devez cependant remplir toutes les informations.

Lors de l'atelier, nous verrons comment :

- Optimiser vos photos
- Écrire un bon titre
- Choisir la meilleure catégorie
- Choisir l'option de renouvellement
- Optimiser votre description
- Choisir vos tags
- Définir vos prix
- Utiliser les variations
- Définir vos frais de port et les options disponibles à Vancouver



Étape 7 : Remplir vos coordonnées bancaires afin de créer vos listings et de pouvoir être payé !

The screenshot shows the Etsy 'How you'll get paid' setup page. At the top, there is a search bar and navigation links for Home, Favourites, Your shop, You, and Cart. Below this is a progress bar with five steps: Shop preferences, Name your shop, Stock your shop, How you'll get paid (the current step), and Set up billing. The main heading is 'How you'll get paid' with a 'Protected' badge. Below the heading, it states 'Etsy Payments gives buyers the most payment options and gives you Etsy's seller protection. Learn more' and lists various payment methods like VISA, Mastercard, American Express, etc. The main form area asks 'To start, where is your bank located?' and features a 'Select country' dropdown menu. Below the dropdown is a link 'Didn't find your country?'. At the bottom of the form, there is a link 'Need help? Visit the help center' and a language/currency selector showing 'Canada | English (UK) | \$ (CAD)'. The footer contains the Etsy logo, the tagline 'We make it easy to find your thing.', and copyright information '© 2017 Etsy, Inc. Terms of Use Privacy Interest-based ads'. At the very bottom right, there is a 'Save and continue' button and a small disclaimer: 'By clicking Save and continue, you agree to Etsy's Terms of Use and Privacy Policy.'

N'oubliez pas de vous inscrire à notre atelier : <http://www.sdecb.com/evenement/bien-vendre-sur-etsy>