

Platform Fit and Etsy Shop Workbook

Multi-Channel Marketplace Selling: Amazon, Etsy & Pinterest

Covers: Module 1: Choosing What to Sell Where; Module 2: Etsy Shop Foundations.

How to use this file: work through the lessons for each module in the course, then use this workbook to apply them to your own business. Print it or fill it in digitally. Revisit it whenever your numbers or plans change.

Key actions from the lessons

Module 1: Choosing What to Sell Where

How Shoppers Behave on Each Platform. For your top ten products, write one sentence on how a shopper would look for each one on Amazon, on Etsy and on Pinterest.

The Platform Fit Matrix. Complete the platform fit matrix for ten products, mark each product's primary platform, and choose the first five to list.

Module 2: Etsy Shop Foundations

Setting Up a Shop That Builds Trust. Complete or rewrite your shop's about section, policies and sections, then view the shop on a phone as a first-time shopper would.

Pricing and Processing Times on Etsy. Recalculate the price of three listings with the formula above using your own shop's fee figures, and update processing times to reflect busy-season reality.

Checklist

- | | |
|--------------------------|---|
| ☐ | Described how shoppers search for top ten products on each platform |
| ☐ | Completed the platform fit matrix |
| ☐ | Chosen first five products and their primary platform |
| ☐ | Checked Etsy's current policy on what may be sold |
| ☐ | Rewritten the shop about section |
| ☐ | Completed shipping, returns and personalisation policies |
| ☐ | Organised listings into sections |
| ☐ | Recalculated prices using own shop fee figures |

Worksheet

Shop name and one-line description:

About section key points:

Processing time in busy season:

Pricing formula: materials + packaging + labour + margin + platform charges =

First five products and primary platform:

Template: Platform fit matrix

Fill one row per item. Add rows as needed.

Product	Eligible	Demand	Competition	Margin	Visual fit	Primary

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