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December 2017

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Chapter 1: Introduction

Have you ever thought of making money from your artwork? Has a lack of time and money and the risk involved stopped you from pursuing that dream? There are a lot of reasons why artists don't try to sell their work. Do any of these statements sound familiar?

- I don't have the money to open a store and I don't know how to build a website.
- I don't have the time or money to create a constant supply of products. And where would I keep inventory? How would I handle shipping?
- I have no idea where to begin! I need guidance and support.
- I want to try out my business idea to see if it's viable before I invest a lot of time and money into it.
- I don't have a lot of time to set up a store.

What if you could remove those obstacles and get started today? If you want a simple and fast way to start a creative business, without a lot of hassle, there is a solution! By combining two popular online platforms, you can run a business on auto-pilot with little time or money: the Printful fulfillment and drop-shipping service and the Etsy marketplace.

Whether you want to test the waters of starting a full-time business or dabble in a part-time hobby, the Printful-Etsy integration may be a good fit for you.

Who is this guide for?

- You are an artist who creates original work. This point is important. Etsy's seller policies state that you can only sell items from designs you have created.
- You have digitized, high-resolution files of your work. Printful requires high-quality digital files to print your designs (links to instructions are in Chapter 2).
- You will need to have accounts with Etsy and Printful. To integrate these two platforms, you need to create accounts for both (links to instructions are in Chapter 2).

What is Printful?

Printful is a fulfillment and drop-shipping service based in California, US. You can create customized products that feature your designs. They print your designs on products that they have in inventory and ship them worldwide. Printful is a print-on-demand service. Print-on-demand means that there is no minimum amount required for printing. Your designs are printed as they are ordered so that you don't have to keep any inventory!

Printful also provides drop-shipping which means that they will ship out each order as they come in. There are no minimum orders. Printful has set prices for the printing and cost of the printed items. You set your retail price above this cost to make a profit. Real-time shipping rates are in addition to these costs. You only pay when a customer places an order and you approve it for fulfillment. You never have to pay out of pocket since Etsy handles the payment transactions. You can set fulfillment to begin once the payment has cleared. Printful has a wide selection of items you can print your designs on; you do not have to sell only t-shirts! Some of their current line-up of products includes:

- Clothing (t-shirts, sweatshirts, hoodies, tank tops, long-sleeve shirts, leggings, dresses, skirts, socks)
- Accessories (embroidered hats, totes)
- Home items (pillows, towels, wall art, mugs)
- Technology (phone cases)

Note: Items may change. Refer to the Printful website for current product listings and prices.

What is Etsy?

Etsy is the world's largest online marketplace with more than 1.8 million sellers and 30 million buyers worldwide. You can create an online shop on the Etsy website to become an Etsy seller. From there you can create listings of the products you want to sell. In adherence to Etsy's policies, the products you sell must originate from your designs. People can view the product listings you publish in your online shop. A customer can purchase your item through the Etsy platform. Etsy handles the payment processing. It is free to set up a shop on Etsy. However, Etsy charges fees for listings and transactions. Also, you need to renew your listings every four

months to keep them active. With Etsy, you harness the power of an existing marketplace that handles transactions as well as dispute resolutions.

How does it work?

A customer finds your product or shop in the Etsy marketplace. When the customer purchases your product, it sends the order notification to the Printful website. Then the order appears in the fulfillment queue. Depending on the settings you assign, the order can be left in draft form so that you can manually approve it. You can also change your store settings to initiate fulfillment without your approval. Once you approve the draft, the Printful team will begin working on your order (see timeframes on the Printful website). Printful will print the order and ship it to the customer directly. As an extra option, you can set up your branding stickers to show on the packaging and receipt. Only the retail price will be on the customer's receipt. You can use Printful's mailing address for handling returns.

Your business can operate on auto-pilot while Etsy and Printful handle the transactions, printing, inventory and shipping.

Chapter 2: Getting started

To set up your store and merge the two platforms, you need to create accounts with both websites.

Step One: Create an Etsy account

You need to have an Etsy account. Go to the Etsy website and create a new account.

You can use this link to get 40 listings free: <http://etsy.me/2iG2siD> (works with new shops only).

When you create a new account, you can create a new store. Think about what name you would like for your store. When you create your store, the Etsy website will use the name you choose for your store link. Etsy has additional help for getting started that you can find here: <https://www.etsy.com/help/article/34284891124>.

Step Two: Create a Printful account

You also need to have a Printful account. Go to the Printful website and create a new account here: <https://www.printful.com/auth/register>.

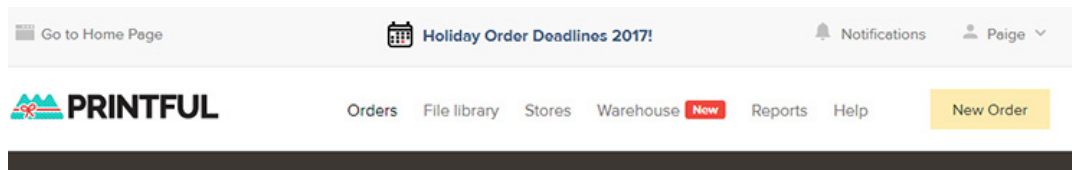
Chapter 3: Printful and Etsy integration

Now that you have set up both accounts, you need to get them working together to build your store.

Step Three: Integrate your Printful account with your Etsy shop

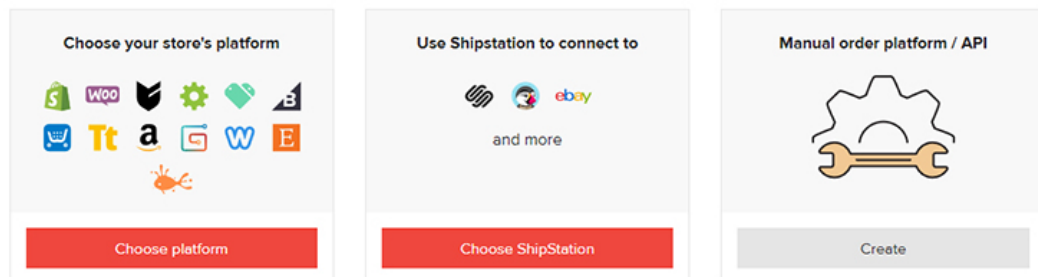
Follow these instructions to integrate both accounts:

1. Log in to your Printful account.
2. From your dashboard, select **Stores** from the main menu.

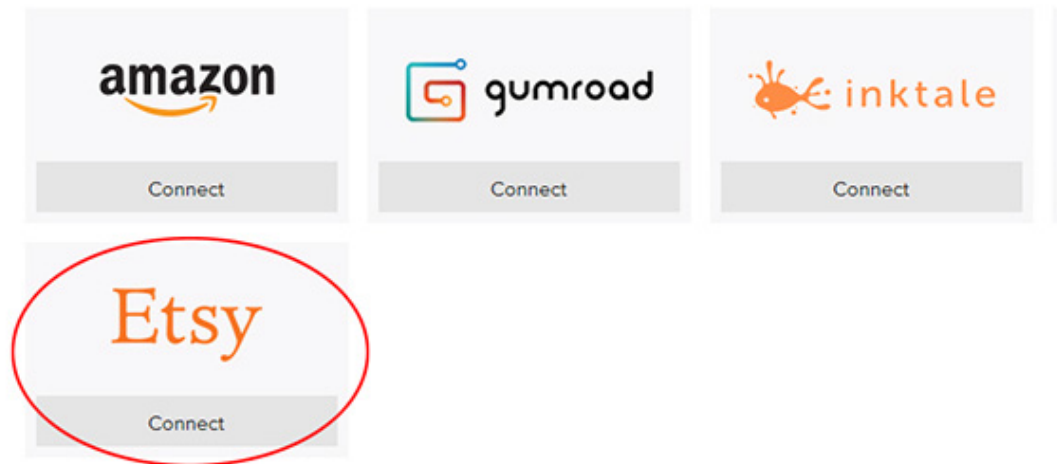


3. Click on **Connect an e-commerce platform** and select **Etsy**.

To create a new store, choose your method



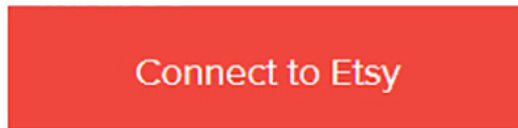
4. Click on **Connect your Etsy store.**



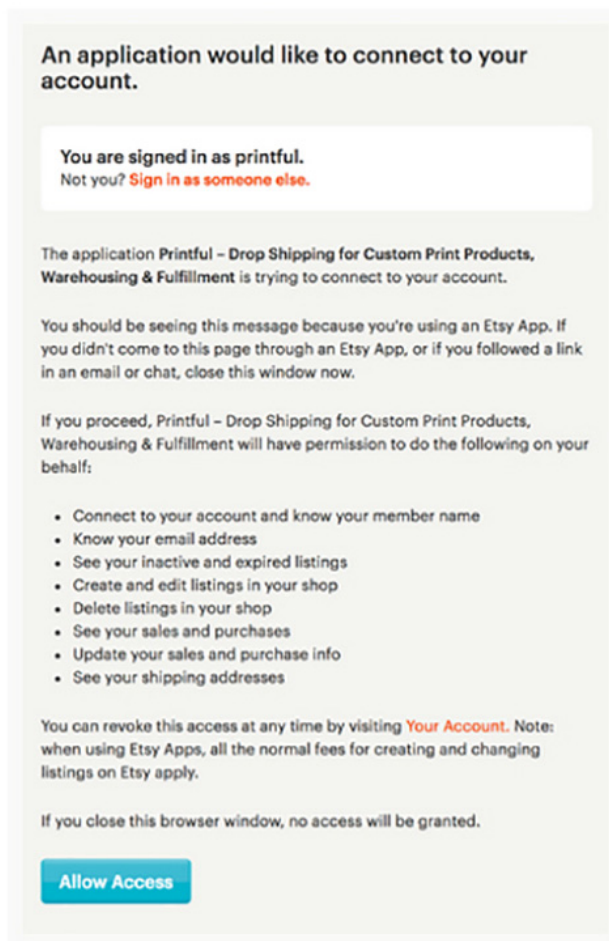
5. Log in to your Etsy account and select **Allow Access** to authorize the Printful application.

Step 1: Authorize Printful Etsy application

1. Click the "Connect to Etsy" button below.



2. Log in with your Etsy account and "Allow Access" to the Printful app.



6. Connect your existing Printful account. Now you can start adding products!

Chapter 4: Creating products for your store

Now you can upload your designs and create products on the Printful platform. The initial set up for your products can take some time. But once it is done, you do not have to repeat this process. You can make it easier by starting with just a few items. Then you can add more products over time.

Make sure that you have your design files ready in high-resolution format. To start accepting orders, you need to upload the print files for the products you wish to sell on Etsy.

You do not need to upload the print files for all of your products -- only the ones you want to fulfill through Printful. Printful will ignore any products that do not have print files.

Step Four: Create products in Printful

You can create new products directly from Printful and they will synchronize with your Etsy store.

Note: Before adding products, be sure to look at the print file guidelines. From the Printful dashboard, click on Products & Pricing. Scroll down and select the product to find its guidelines. The direct link is here: <https://www.printful.com/custom-products>.

Models
Shipping
Retail prices
Guidelines
Mockups
Example gallery

Print sizes In order to print high quality prints, we need high quality print files. So here are Printful's print file design guidelines.

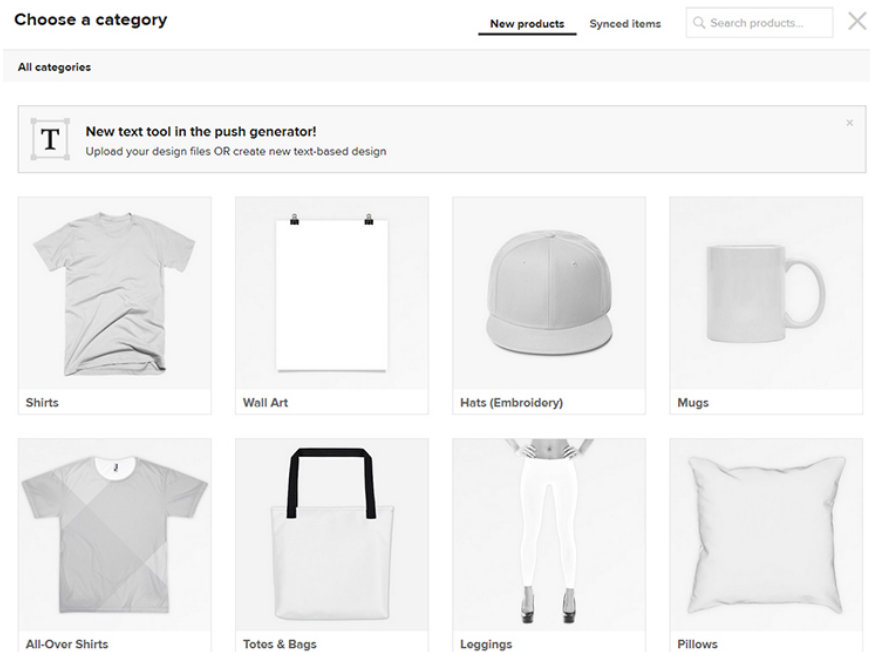
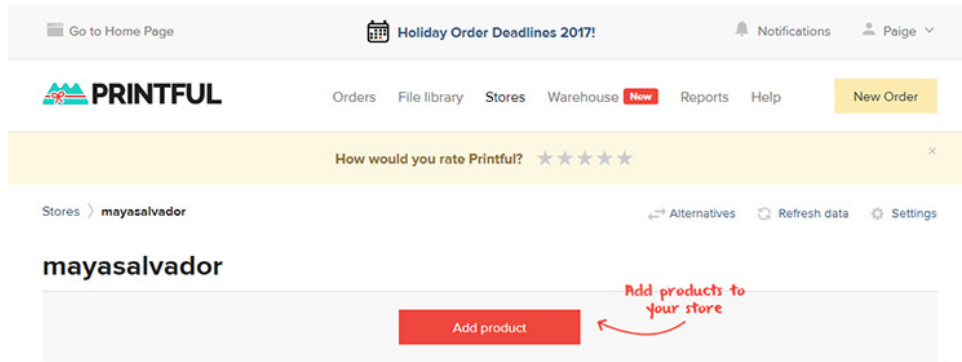
All print files must be scaled to print size. Graphics that do not meet our guidelines might not be printed correctly.

- Remember to remove all backgrounds.
- White shirts will not have a white under base.
- Please be advised that we cannot guarantee 100% color accuracy if the files have not been adjusted using our DTG (direct to garment) color swatches for color correction.
- Transparencies do not translate well in DTG printing. We advise that all colors remain solid.
- Simply typing in a new resolution into the file will not result in a higher resolution print.
- Note that DTG is a manual process, so discrepancies in print placement are possible.

Men, Women & Youth T-Shirts

MODEL	SIZES	MAX PRINT AREA	GUIDES
	American Apparel Youth (2, 4, and 6yrs)	7 × 8"	
Men, Women & Youth (front, back)	Men / Unisex (XS), Women (S, M, L), Youth sizes American Apparel (8, 10, and 12yrs)	10 × 12"	Download

1. Log in to your Printful account.
2. From your dashboard, select **Stores** from the main menu.
3. Click **Add product** and follow the instructions. This is where you will select the product you want your design on and upload your design file for printing.







Choose a category


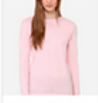


New products Synced items

All categories > Shirts


Unisex / Men

-  T-shirts
-  Longsleeves
-  Tank-tops
-  Sweatshirts & Hoodies

Women

-  T-shirts
-  Longsleeves
-  Tank-tops
-  Crop Tops

Youth & Kids









-  T-shirts

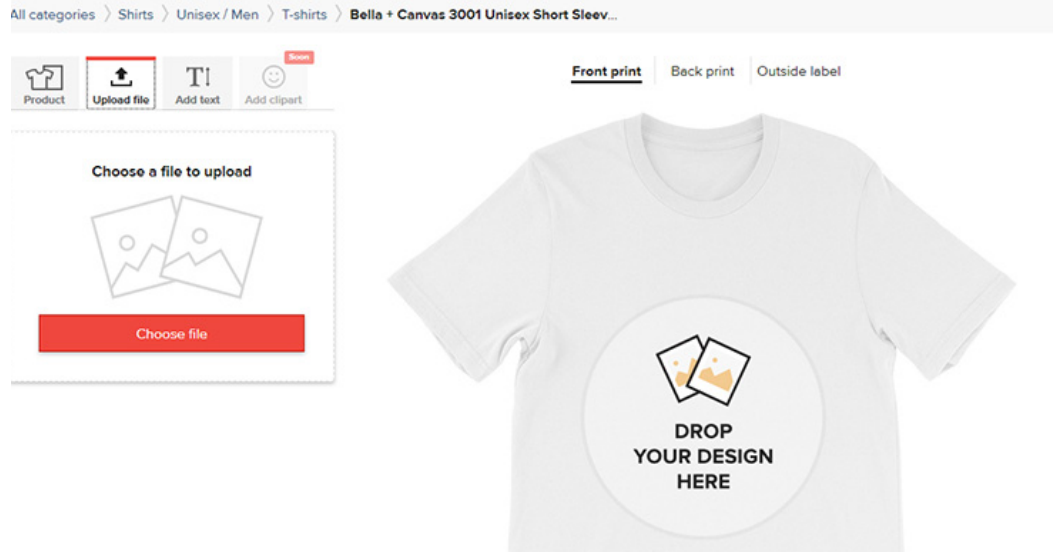
Choose a product

New products Synced items

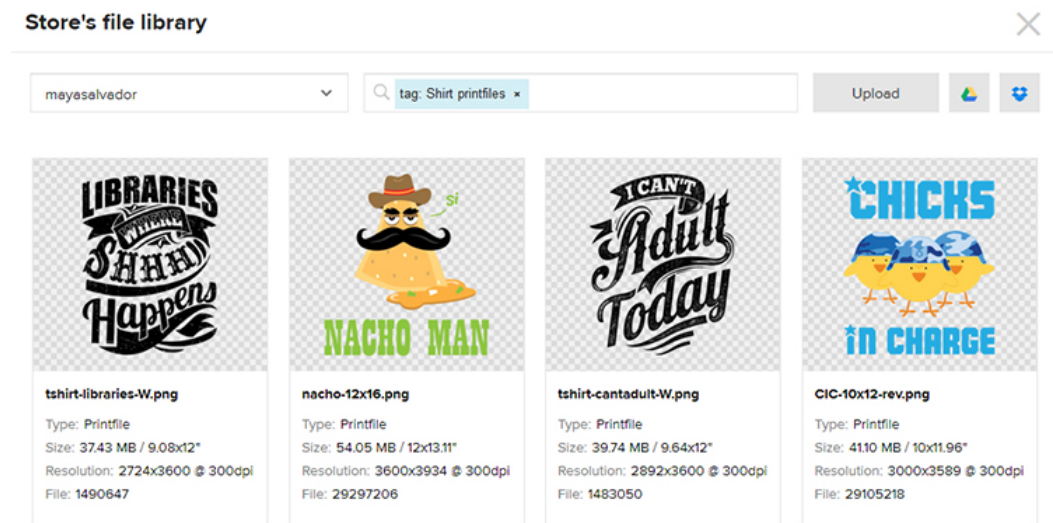
All categories > Shirts > Unisex / Men > T-shirts

All Alternative American Apparel Anvil Augusta Sportswear Bella + Canvas Glidan Hanes Los Angeles Apparel Next Level

-  **POPULAR**
Bella + Canvas 3001 Unisex Short Sleeve Jersey T-Shirt with Tear Away Label
Starting from **\$12.95**

-  **POPULAR**
Gildan 64000 Unisex Softstyle T-Shirt with Tear Away Label
\$8.95

-  **POPULAR**
Bella + Canvas 3413 Triblend Short Sleeve T-Shirt with Tear Away Label
Starting from **\$17.25**

- 
Anvil 980 Lightweight Fashion Short Sleeve T-Shirt with Tear Away Label
\$13.50





You can drag and drop your design file from your computer to the t-shirt image or select **Upload File** to upload your design file to your store's file library.



- On the next screen you can scale your design and select all of the t-shirt colours and sizes you want to create.


Choose mockup images

All categories > Shirts > Unisex / Men > T-shirts > Bella + Canvas 30... > **Choose mockups**




Main mockup image

Flat Front



Wrinkle Front




[Proceed to description](#)

7. Select **Proceed to descriptions**. In this screen, you can change the product title, description and add descriptive tags. You will see default product descriptions which you can customize for your product.

Choose mockup images ✕

All categories > Shirts > Unisex / Men > T-shirts > Bella + Canvas 30... > Choose mockups > Add description



Main mockup image

Product title

Description

This t-shirt is everything you've dreamed of and more. It feels soft and lightweight, with the right amount of stretch. It's comfortable and flattering for both men and women.

- 100% combed and ring-spun cotton (heather colors contain polyester)
- Fabric weight: 4.2 oz (142 g/m2)
- Shoulder-to-shoulder taping
- Side-seamed

Tags (max 13)

Proceed to pricing

8. Once you have made your changes, select **Proceed to pricing**.
9. On the next screen you will see the Printful fulfillment price in the second column. You can edit the retail price by setting your profit in the third column. The retail price will automatically update when you make changes to your profit setting. When setting your prices, keep in mind that Etsy charges 3.5% for every transaction.

Edit prices and description ✕

All categories > Shirts > Unisex / Men > T-shirts > Bella + Canvas 30... > Choose mockups > Add description > Pricing

Prices

Choose the mark up price and we'll auto configure your product prices.

SIZE	PRINTFUL PRICE	RETAIL PRICE	PROFIT
S - XL	\$ 12.95	\$ 20	\$ 7.05
S	\$12.95	\$ 20.00	\$7.05
M	\$12.95	\$ 20.00	\$7.05
L	\$12.95	\$ 20.00	\$7.05
XL	\$12.95	\$ 20.00	\$7.05

Product sections

Pick one

Choose a section

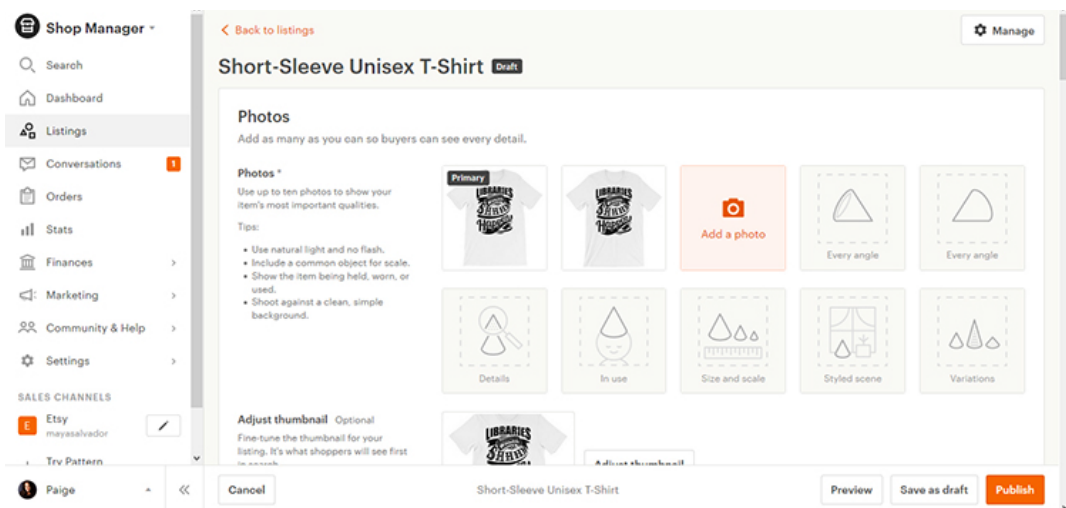
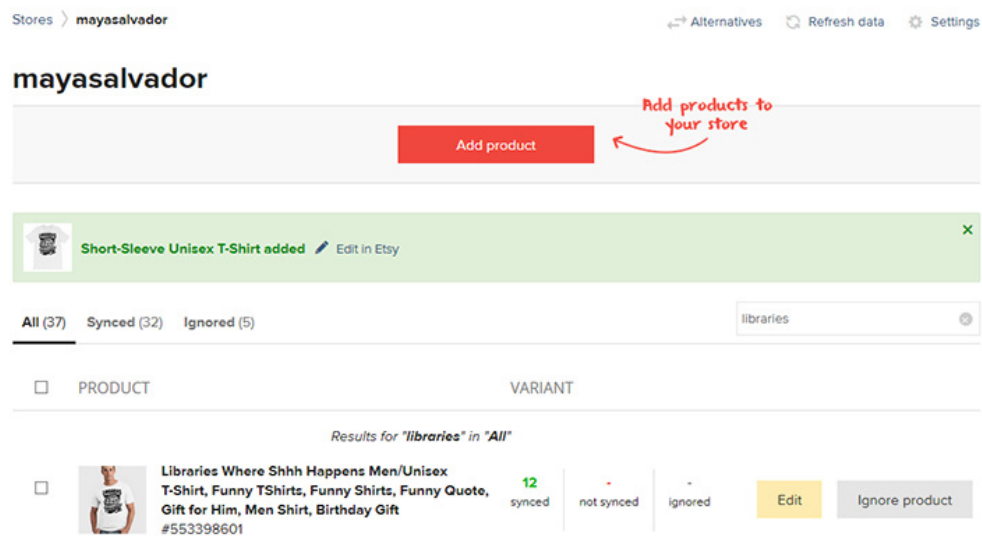
Submit to store

10. If you already have store sections set up in your Etsy shop, you can select where

you want this product to appear in the **Product sections** drop-down menu.

11. When you're done, select **Submit to store**. Wait for your product to generate.

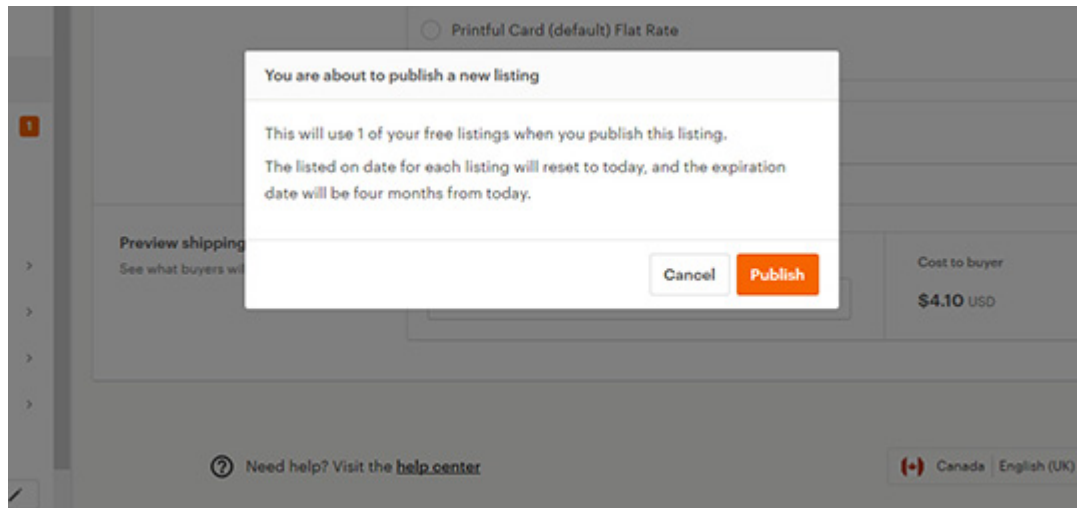
12. Select **Edit in Etsy** beside the product you just created.



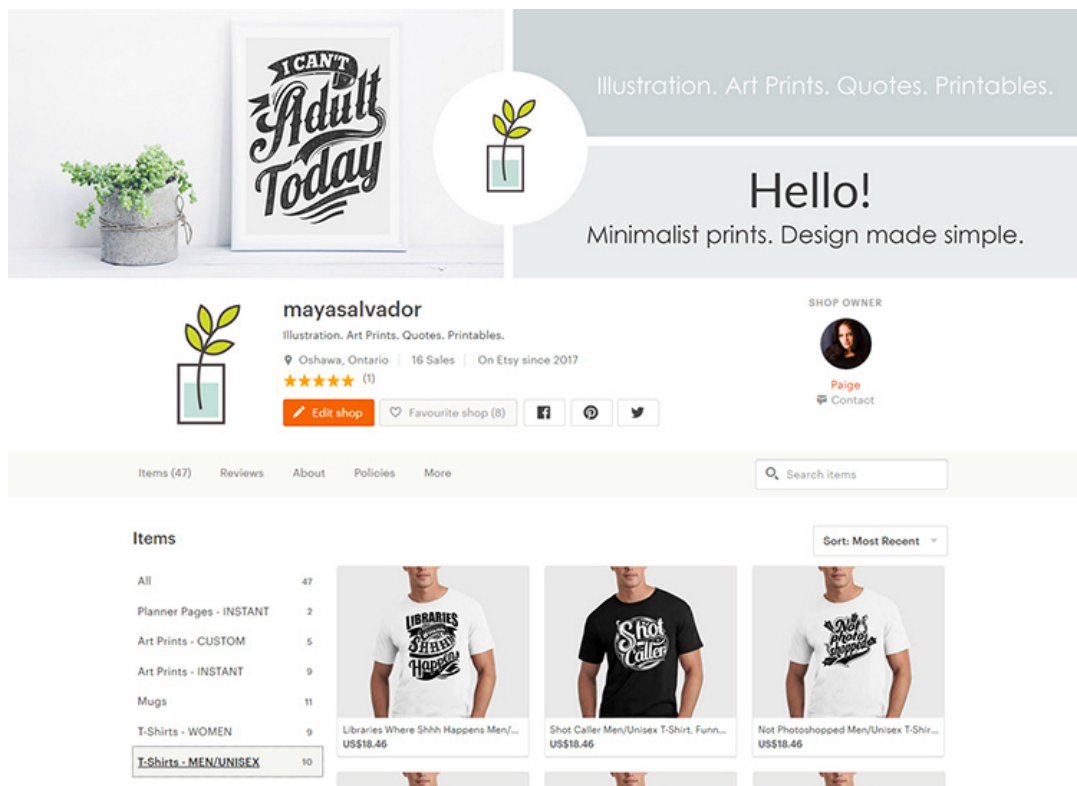
Note: Each product you create will initially appear as a draft listing on your Etsy store. It costs \$0.20 to create a listing. You can read more about Etsy's fees here: <https://www.etsy.com/ca/help/article/136>. On the Etsy draft listing, you can make any adjustments such as adding more product photos and editing the listing details.

13. Once you're done, select **Publish**. A pop-up message will appear to inform you of the listing fee. Select **Publish** to proceed. Now your product has been added to your Etsy store! Any new Etsy orders will be automatically imported into

Printful for fulfillment.



14. Congratulations! You have successfully added a product to your new store!




Note: You must set up Printful as your manufacturing partner on the Etsy website (see the FAQ in Chapter 6 for instructions).

Chapter 5: How to sell your products

There are several things you can do to help sell your products. One way is to use search engine optimization (SEO) in your listings to help customers find your items. Etsy has a search engine and also partners with Google. SEO increases the quantity and quality of traffic you get to your store page. SEO relies on keywords or search terms that people type in to search for things that they want. Keep this in mind when optimizing your listing titles, tags and product descriptions. Include as many relevant, yet effective, search terms to describe your product (e.g. colour, material, style, uses).

Example product listing:

Product Image	Product Title	Optimized Product Title
	White ceramic mug	I Can't Adult Today Mug, Coffee Mug, Funny Quote Mug, Gift for Her, Gift for Him, Funny Mugs, Kitchen

For detailed information and lots of great tips, be sure to check out the *Etsy Seller Handbook* which you can find here: <https://www.etsy.com/ca/seller-handbook>.

The Etsy seller forums are a good place to share information with other sellers and get feedback.

Marmalead is an SEO company that focuses on Etsy sellers. Their blog is full of helpful advice and tips on marketing and selling on Etsy. You can find it here: <https://blog.marmalead.com/>.

Advertising your products

Etsy provides a large marketplace to sell your products. However, it can be challenging for customers to find your store. It is not enough to create your store and add products. Marketing and promotion is the key to getting noticed and making sales. You may want to take extra

steps to promote your products. Etsy provides two optional advertising tools available for sellers:

- [Promoted Listings on Etsy](#) – allows you to highlight your products in the top search results on Etsy.
- [Google Shopping ads](#) – allows you to advertise your products in Google search results outside of the Etsy marketplace.

The fees for these advertisements can vary, but both are on a cost-per-click (CPC) basis. You are responsible for paying for any clicks your advertisements receive. Click on the links above for more information about each advertising tool.

Chapter 6: Frequently asked questions

- **How much does it cost to use Etsy?**

It costs \$0.20 to create an Etsy listing. You need to renew your Etsy listings every four months. Etsy also charges a 3.5% fee for every transaction.

- **Does Printful only work with Etsy?**

No! Printful integrates with most of the popular e-commerce platforms such as Shopify, WooCommerce, Amazon, Storenvy, Big Cartel and many more. If you have the skills to build a website, you can integrate Printful with your website. You can even create manual orders through the Printful website.

- **Why are Printful products saved as drafts on my Etsy store?**

All products generated on Printful appear as drafts by default on your Etsy store. You need to manually approve each draft because Etsy charges a \$0.20 fee for every new and renewed listing. Also, you need to renew your Etsy listings every four months to keep them active.

- **Do I have to list Printful as a production partner on Etsy?**

If you are selling print-on-demand products on your store, Etsy's policy requires that you submit the name of your production partner.

Note: Although you have to disclose production partners to Etsy, you do not have to make this information public. You can choose to keep this information hidden through your store settings.

- **How do I set up a production partner on Etsy?**

1. Log in to your Etsy account.
2. Select **Shop Manager** and then **Settings** from the submenu.
3. Select **Production partners** and **Add a new production partner**. Add Printful.
4. Go to your listings and edit the **About this listing** tab to state that **Another company or person made it**.
5. Select Printful as the company who made that product.

Chapter 7: Troubleshooting

- **I removed a product from my Etsy shop but it is still showing on Printful.**
It can take up to two hours for shop items to be removed from the Printful platform.
- **An order is showing as a draft on the Printful website.**
Printful gives you the option to review your orders before they begin fulfillment. All automatic orders synced from your store appear as drafts. If an order appears as a draft, you will have to approve it to begin the fulfillment process.
- **How so I set up incoming orders as drafts?**
 1. Log in to Printful and click on your account name at the top.
 2. Select **Stores** from the drop-down menu.
 3. Beside your store select **Edit** from the **Settings** column.
 4. On the next screen click on **Orders** from the menu on the left.
 5. In the main window, you will see **Order Import Settings**.
 6. Select **Manually confirm imported orders** to save all incoming orders as drafts. If you want your store to be on auto-pilot and you don't want to approve incoming orders, then select **Automatically confirm orders to be fulfilled**.

Glossary

Fulfillment – It is the entire process (receiving, processing and shipping) of when a company receives an order until it reaches the customer.

Drop-shipping – When goods are shipped directly from the manufacturer to the customer. This chain bypasses the seller so that they do not need to keep inventory.

Print-on-demand – Printing is done as it is needed. Unlike traditional printing, print-on-demand uses digital technology to produce small or even single print jobs.

SEO – Search engine optimization increases the quantity and quality of traffic you get to your website by using keywords or search terms that are relevant to your content.

Convo – You can also send and receive messages through the Etsy platform. These are called, “convos.” Most messages are from potential customers that have questions or may want a customized product.

Manufacturing/production partner – According to Etsy’s definition, a manufacturing partner is anyone who is not part of your Etsy shop who assists in producing your physical products.

Credits: Information adapted from <https://www.printful.com/> and <https://www.etsy.com/>.

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