

Subject line version 1: **(Name,) here's how to bring in those Etsy orders in 2019!** 🍊



Subject line version 2: **I'm re-opening my Handmade Academy for you (name), yay!**



Hey (name),

It's important to be kind to ourselves. Especially if the year hasn't been as successful as we have hoped.

Or even if it has, it's still important to be compassionate to ourselves!
Setting goals is amazing, but remember Rome wasn't built in a day.

For 2019, I want to let you know that January is a perfect time to really work on your Etsy store!

I'm excited to tell you more about my upcoming [Handmade Academy](#), but first I'll share some tips that have worked for me.

For starters, how irresistible are your product descriptions?

Here's a few tips to get your customers enticed:

#1 Answer as many potential buyer questions as possible: ?

Make sure you answer as many questions as possible that any potential buyer may have.
What is the size? What material was it made from? If it's a headband, what size head will it fit?
Answer these common questions in a clear and concise way.

#2: Have a call to action: 🖱️

A call to action is important because it's where you ask your buyer to do something else.
A great call to action to add to your Etsy shop is to encourage buyers to keep browsing the rest of your items. In my own shop I put something like this at the end of each product description: "Be sure to check out the rest of my rustic wood signs:".

#3: Have a link to your main Etsy store page: 🛍️

Right below your call to action add in the link to your Etsy shop. Because it's an Etsy link, this will be clickable and will encourage buyers to check out the rest of your listings. The longer you can keep someone in your shop, the more likely they are to buy your products! This is the most crucial tip!

For more tips, check out the [blog post](#).

If you're ready to scale your handmade business in 2019, why not join my [Handmade Academy?](#)

I built an Etsy business that was making \$5k-10k a month in just 8 months! 🎉
I'll show you how to:

- **Optimize your Etsy** so your products get seen and sold
- **Build an audience of raving fans** that want everything you sell with an email list
- **Get seen on social media** so you can build an excited following and increase your sales
- **Get consistent sales** that will let you find the freedom and flexibility you crave

There's so much on offer, including weekly Q&A, printables, video tips, a fab handmade community of support and more!

Doors are opening soon, but in the meantime you can sign up to the waitlist [here](#).

Have a great holiday season and I'll be back in 2019!

- **Jami x**

PS - Are you following me on [Instagram yet?](#) I share tips and tricks in my posts and stories and free training through Instagram live. Or if you're more into videos, check out my insider advice on [Youtube!](#)

he email looks great!! I think people will get a lot of value out of that one. I'm trying to think of a topic for next week's email. I plan on doing a quick 3 day launch of the Handmade Journey Academy, my membership site for handmade sellers right after Christmas. Maybe a teaser for that?

What about something that talks about the holiday season winding down and how the new year can be a good time to really dive into working on your shop so you can see even better results in 2019?

Editing product descriptions is a really good thing to do in January so maybe we could point to this article? <https://handmadejourney.com/5-tips-for-irresistible-etsy-product-descriptions/>

And then lead into how the Handmade Journey Academy can really help them learn the things they need to know to optimize their Etsy shop and increase their sales.

Just for reference, here's the sales page for the Academy although I won't be doing the free 2 week trial: <https://handmadejourney.lpages.co/handmade-journey-academy-2-week-free-trial/>

Let me know what you think or if you need any more info.

Thanks!

Jami

PS - I haven't sent this week's email yet. Recording the video took a little longer than planned but I hope to get it out today or tomorrow at the latest.