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The Etsy logo, consisting of the word "Etsy" in a white serif font on a dark orange rectangular background.

Etsy

Hello Etsy Seller!

\*waves\*

You may not be familiar with us over at Squidoo.com, but we know you, and we think you're pretty cool.

In fact, we're sending YOU this special invitation to give us a try.

We're not just another promo website. We think we have some pretty fun, unique stuff to offer.

For you, your crafts, and your customers. All for free!

And you can make money, for yourself or charity. You can't beat that!

What's in it for you?

## From the desk of Kimberly...

Hello fellow creative!

In June 2006, I was probably a lot like you. I ran several online shops where I designed my own merchandise, among other various online enterprises, and I was stuck in my marketing and sales were slow. After all, who wanted to hear yet another shopkeeper talk about t-shirts? How creative can you get with that?



I found out about Squidoo through a marketing discussion board. My first few lenses were about my shops, but I instantly fell in love with the service as whole. As a former web developer, I could see the possibilities that existed with the tools Squidoo had to offer. I was hooked.

Nineteen months, 400 lenses, several thousand sales, and one fabulous job offer later, I'm positive I made the right decision.

My key to success was in being openly passionate about my topics. Get cutesy. Get creative. Get personal. Get excited. Do what the "big corporate guys" won't. Let your personality shine through. Be the face behind your wares. Tell the story that is your business. Squidoo gives you the tools to do it.

These are exciting times to be in business! Thanks for giving Squidoo a try, and I look forward to seeing YOU on our new lensmaster list soon!

~Kimberly Dawn Wells  
Squidoo's Community Organizer

# What is Squidoo?

Wowzahs! Before you get started with such a cool new tool, it's good to know what you're getting yourself into.

From our homepage:

- An insanely easy-to-build, single page online.
- Your signpost about something that matters to you.
- A place to recommend your favorite stuff.
- A popular way to get found more on the web.
- A free (yes, free) way to earn a royalty. For you or for charity.
- Word of mouth at your fingertips.
- Squiddylicious.
- Something you should have if you care about getting the word out, about selling something, about changing minds, about sharing info, or if you just love to create, express yourself, and play.

Of course, some of our lensmasters would say that you could never know what you're getting yourself into. They've done so much more than they've imagined. Out of all the reasons Squidoo is good for your business, we've come up with especially fantastic ones.

*Reason #1 to use Squidoo*

### **Let your products shine**

Squidoo enhances what you can do with Etsy, and gives you tons of flexibility for displaying your products, linking to the items of your choice, and putting together sets of like items. You can create a lens just for all your cappuccino bracelets, and one for all your dangly earrings, and one for all your carved chess sets. You can give each of your product lines the spotlight, and you know what that means...

*Reason #2 to use Squidoo*

### **Help customers find what they want**

Or, what they don't yet know they want! Squidoo is designed to give you THE best advantage to get found by customers through search engines and other links. By categorizing your products, you create the type of resource people want find and want to send others to. Thousands of our lensmasters have found tremendous success using Squidoo to push customers to their other products and services. You can be next!

*Reason #3 to use Squidoo*

### **Sell ideas**

As a savvy Etsy user you know you're selling more than just your products. You're selling an idea. A beautiful bedroom. A glamorous night out. The perfect wedding present. Squidoo gives you room to draw a picture for your customers, no pun intended, and sell your ideas with more than just a price tag. It's like a virtual boutique – personal stories and all.

*Reason #4 to use Squidoo*

### **Connect with your customers**

Customers crave that special feeling they get when they bond with the person who hand made their favorite eco-friendly shopping tote, or carefully packed the glass blown vase they sent to their mom across the country, or that famous person with the super cool knit caps who was featured in Glamour. Not there yet? Spreading the word just might make you famous!

*Reason #5 to use Squidoo*

### **No Coding Required**

There are no coding requirements with a Squidoo lens. Simply select one of our dozens of fun modules, enter your details as prompted, and voila! Instant lens. Then visit SquidU.com to find out about all the awesome tips and tricks your peers have learned over the years and can't wait to share with you.

*We can't wait to hear from you! Join us today at*

[www.Squidoo.com](http://www.Squidoo.com)

*Squidoo Hearts Etsy!!*

## Bonus Page

Kimberly's top links for learning about Squidoo:

- <http://www.squidoo.com/squidoo>
- <http://www.squidoo.com/dosquidoo>
- <http://www.squidoo.com/pages/faq>
- <http://www.squidoo.com/groups/squidaddiction>
- <http://www.squidu.com/forum>
- <http://www.squidoo.com/pages/EveryoneIsAnExpert.pdf>
- <http://cobrand.squidoo.com/ebooks/uuuEbook.pdf>