

# Ways to blow up your e-commerce site cheat sheet



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# It's not enough to throw up a site and expect sales...

Social media, content marketing, never mind the actual physical products...this ish is WORK. You can't just put up an Etsy site and wait for the sales to come rolling in. You gotta WERK. Or work. Depends on how much you watch **RuPaul's Drag Race**, really.

This cheat sheet is what I've learned over nearly 10 years (ugh, OLDTOWN) of making a living off of my products. I never had a store (thank you, NYC real estate prices) and never had anything someone would consider an "advertising budget" (I used to tell advertisers that "we didn't advertise" to sound cool and underground-ish, but the truth was I was terrified to turn over thousands and thousands of dollars for ads) so I had to draw attention to my brand in other ways.

I hope this workbook helps you to think of ways that gets your brand out there and that blows your competition out of the water. I want them to give you the "nice" smile, all the while being so jealous about how you're rocking it and they're left in the dust. Let me know on twitter [@handmadebk](https://twitter.com/handmadebk) because I would LOVE to read about your success!

~Megan BF

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# Blow up your e-commerce site by:

## Rethinking what it is

It's a process in your sales funnel, it's not the end. If you want recurring customers, you've got to rethink your sales plan and keep up with your customers. Don't let them be a one-and-done transaction.

## Creating KNOW. LIKE. TRUST.

Blow your competitors away by getting your brand out there, letting people learn about you (or your brand, if you're not the face of the company) by going behind-the-scenes. Once they know you, they will like you (or they won't. If they don't, move on, you ain't tryina sell to everybody, right?). Once they like you, they trust you as a resource. Sorry, were there other companies doing what you do? I totally forgot about them...BOOM.

## Providing extra value

Create a blog. It may feel like extra work, but bb it is going to help you out so much. Google loves new content which increases your rankings, your customers will love that you want to teach them, and makes YOU the authority in your niche.

## Making it easy to share

Social shopping is on its way up the ladder, and you want to be on top of this. If you can make it easy to share your shiz on Pinterest and your audience is there, do it. If your customers hang out on Facebook instead, install a Facebook shop for your fan page. Make it easy for your customers to find you and SUPER easy for them to tell other people about you. Social shopping is the new word-of-mouth marketing.

## Creating an experience in your product descriptions

Ever heard "You're not selling the steak, you're selling the sizzle?" I think I messed that up, actually, but you get the meaning. If you're only describing the features of your products, and not the benefits, you're missing out on a HUGE opportunity.

Benefits sell, features tell. If you've got a necklace, and all you talk about is the length of the chain and the carat of the gold, you haven't sold anything. You should be talking about how you went to this bazaar and saw this old stone and bought it to create this necklace. Or how you were inspired to create this illustration after hiking through the forest and getting caught in the middle of a Springtime bloom. You can picture these experiences...and so can your customer. Remember Liz Lemon's "I want to go to there?" THAT'S how you sell, you make the customer want the benefit and sense the experience.