

Turn your **CRAFT PASSION**
into an **ONLINE BUSINESS** with



The Craft Business Curriculum

Craft Entrepreneurship classes are taught by successful online craft sellers who coach and support participants through every aspect of setting up their online shops.

You will Learn to:

- Make your own Etsy shop to earn income
- Develop your brand
- Promote your products and business on social media
- Create product photographs and descriptions
- Handle product pricing, shipping, and customer service
- Track expenses and manage growth
- To minimize startup costs, students will be given the opportunity to list 20 items for sale for free on Etsy.com

Eligibility Requirements:

- Have at least one handmade craft item ready to sell, and an idea for a related lines of products
- Commit to attending **all** sessions
- Reside in the City of Albany
- Have never made any sales on Etsy.com (it is possible to have a store on Etsy.com, but have never made sales)
- Have a credit card and checking account (necessary for sales transactions)
- Have regular access to a computer with an Internet connection, such as the public computers at Albany Public Library

How to Apply:

- Please complete the [online application](#): fill out the form and email two photos of your craft product and a short paragraph describing what you make and the materials you use (see question 25).
- Once our library staff has received your completed application, they will contact you with registration information. Class size is limited to 16 participants.

For more information:

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www.albanypubliclibrary.org