BONUS GUIDE 02

ETSY & PINTEREST

Two search-driven platforms that help buyers find your digital products, no face required.

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WELCOME

Etsy and Pinterest work a little differently from Instagram. People go there to search, plan, and shop. That makes them a great match for faceless digital products.

Etsy is a marketplace with buyers already looking for printables, planners, and templates. Pinterest is a visual search engine that can send people to your shop for months after you post.

This guide covers how to set up both, write listings and pins that get found, and connect them together.

> **A QUICK NOTE**
>
> Platform rules change. Etsy has specific policies on what you can sell, including resell products. Read the current seller policies before you list.

Warmly,

The Ghost Growth Lab team

SELLING ON ETSY

WHY ETSY WORKS FOR BEGINNERS

- Millions of shoppers already search there for digital downloads.
- Setup is quick and costs little: you pay a small listing fee and a fee per sale.
- Etsy's search helps new shops get found with the right keywords.

> **IMPORTANT: RESELL PRODUCTS ON ETSY**
>
> Etsy expects sellers to make or design what they sell. Selling MRR or PLR products as-is may break its rules. If you use resell content, rework and customize it into something truly your own, or sell it on your own platform instead.

SET UP YOUR SHOP

1. Create your account

   Use your brand name from Lesson 02.

2. Brand your shop

   Add your logo, a banner, and a short "About" section.

3. Write your policies

   Use your policies from Lesson 04.

4. Publish your first listing

   Start with your best product.

ETSY LISTINGS THAT GET FOUND

Part	Tip
Title	Start with what it is: "Weekly Budget Planner Printable, Monthly Money Tracker"
Photos	Use all image slots: cover, inside pages, size info, how to use
Tags	Use every tag slot with phrases buyers would type
Description	First lines matter most: what it is, who it helps, what is inside
Price	Compare similar listings and check your license minimum

My listing title:

Tags and phrases buyers would search:

GROWING WITH PINTEREST

Pinterest is a search engine made of pictures. A good pin can bring visitors to your shop, sign-up page, or blog for a long time.

1. Make a business account

   It is free and gives you analytics.

2. Create boards for your niche

   For example: "Budget Planners," "Mom Organization Tips," "Printable Checklists."

3. Design tall pins in Canva

   A 2:3 size (1000 x 1500 pixels) works well. Use clear text and your brand colors.

4. Write keyword-rich titles and descriptions

   Use words people actually search.

5. Link every pin

   To your shop listing, freebie, or helpful post.

6. Pin consistently

   A few fresh pins each week beats a big burst once a month.

> **FACELESS BONUS**
>
> Pinterest is all about the image and the idea, not who is behind it. It is one of the most faceless-friendly platforms there is.

CONNECT THE TWO

- Make several pins for each product, each with a different hook.
- Link pins to your listings so Pinterest browsers become shoppers.
- Pin your free gift too, to grow your email list.
- Check which pins get clicks, then make more like them.

YOUR WEEKLY ETSY AND PINTEREST PLAN

Task	How often	Done?
Create 5 to 10 new pins	Weekly	
Review Etsy stats and favorites	Weekly	
Improve one listing	Weekly	
Add a new product or variation	Monthly	
Check Etsy and Pinterest policy updates	Monthly	

Three pin ideas for my first product:



GET FOUND.

With strong keywords and steady pinning, your products can be discovered by people searching for exactly what you made.

QUESTIONS? WE ARE HERE.

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With you every step,
The Ghost Growth Lab team