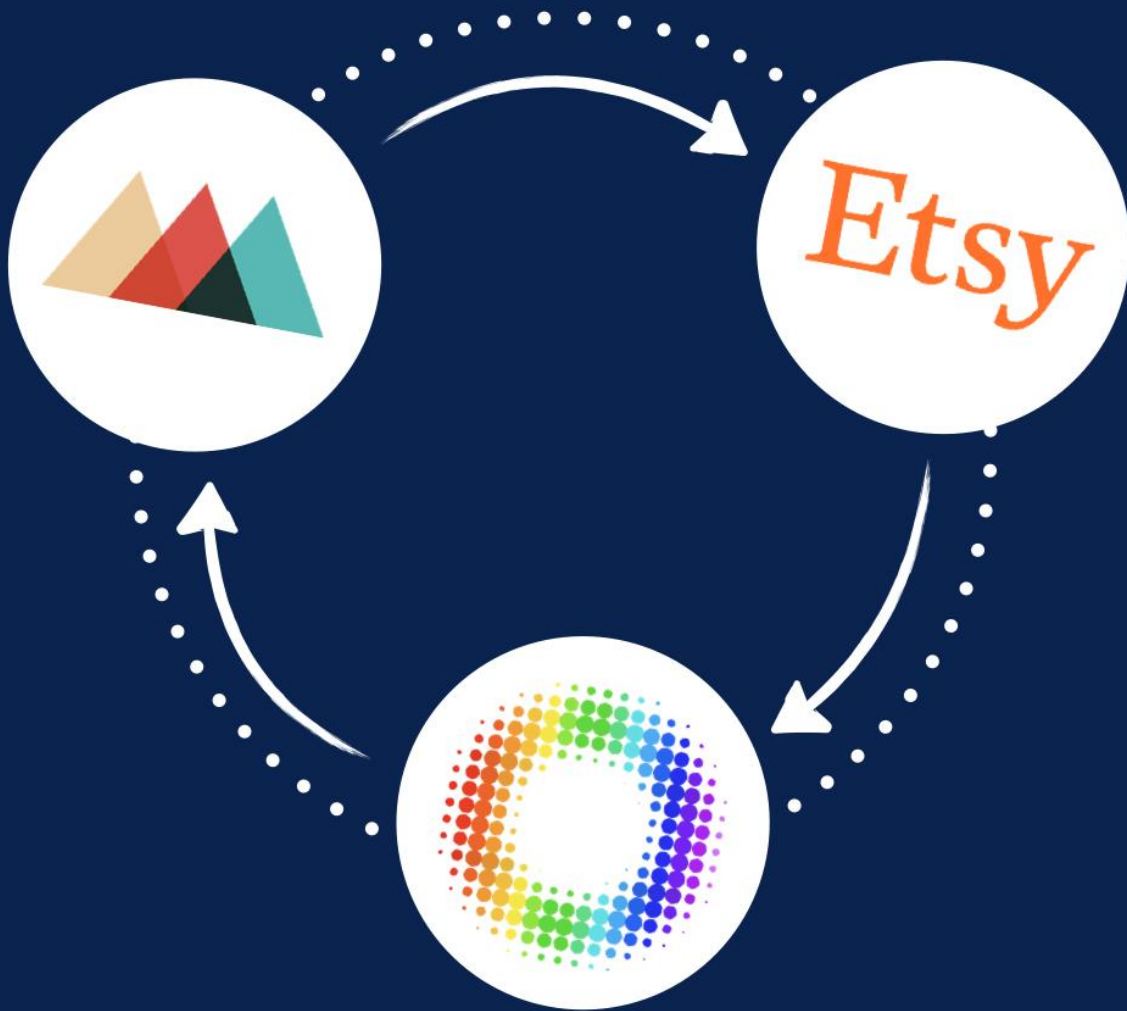


PRINT ON DEMAND PROFITS



PRINTFUL TO ETSY

INTEGRATION

A HANDS FREE SOLUTION

Printful To Etsy Integration

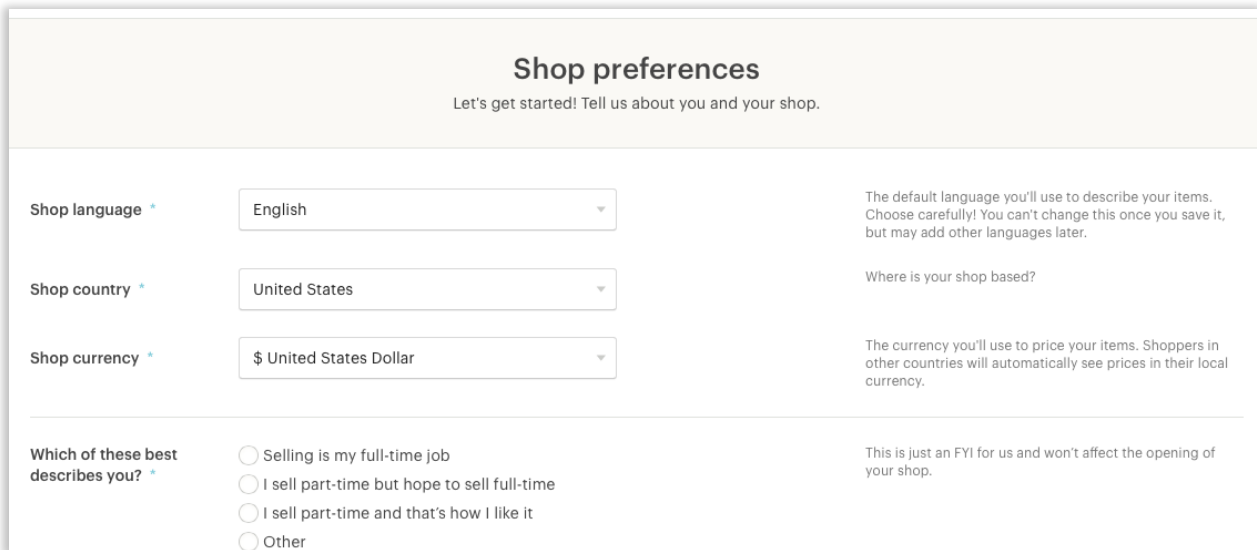
A Hands Free Solution

This a run through of how you can integrate a sales platform and a supplier to take away all the heavy lifting for you Print on Demand designs.

In this example I am going to show you how Printful integrates with the shopping Marketplace Etsy.

You first need to open an Etsy Shop. You need to complete sign up and check your email to confirm it is you that is applying.

The first page after sign up sorts out your shop preferences. A very simple page which just asks language , country and currency.



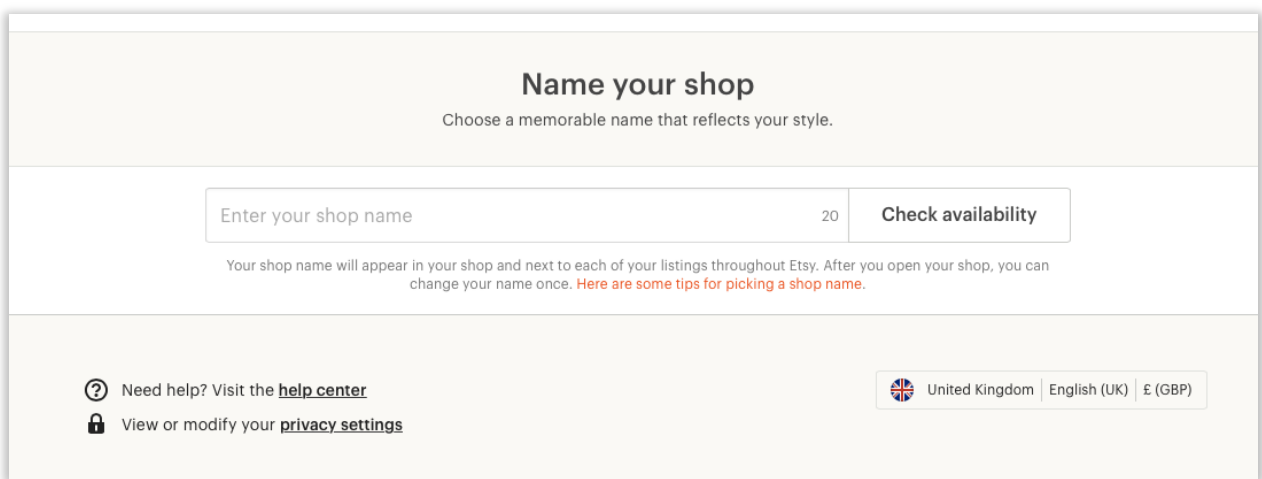
The screenshot shows the 'Shop preferences' page on Etsy. The page has a light beige header with the title 'Shop preferences' and a subtitle 'Let's get started! Tell us about you and your shop.' Below the header, there are three dropdown menus for 'Shop language', 'Shop country', and 'Shop currency'. The 'Shop language' dropdown is set to 'English', 'Shop country' is set to 'United States', and 'Shop currency' is set to '\$ United States Dollar'. To the right of each dropdown is a small text box providing additional information. Below these dropdowns, there is a section titled 'Which of these best describes you?' with four radio button options: 'Selling is my full-time job', 'I sell part-time but hope to sell full-time', 'I sell part-time and that's how I like it', and 'Other'. To the right of this section is another text box stating 'This is just an FYI for us and won't affect the opening of your shop.'

Shop preferences	
Let's get started! Tell us about you and your shop.	
Shop language *	<div>English ▼</div> <p>The default language you'll use to describe your items. Choose carefully! You can't change this once you save it, but may add other languages later.</p>
Shop country *	<div>United States ▼</div> <p>Where is your shop based?</p>
Shop currency *	<div>\$ United States Dollar ▼</div> <p>The currency you'll use to price your items. Shoppers in other countries will automatically see prices in their local currency.</p>
Which of these best describes you? *	<div><p><input type="radio"/> Selling is my full-time job</p><p><input type="radio"/> I sell part-time but hope to sell full-time</p><p><input type="radio"/> I sell part-time and that's how I like it</p><p><input type="radio"/> Other</p></div> <p>This is just an FYI for us and won't affect the opening of your shop.</p>

It does get a bit more difficult but not too much.

The next page asks you to name your shop. At this point you might have a problem if you haven't yet decided on your niche and what type of thing you are thinking of selling. It is not compulsory but it is very useful if your shop name reflects the theme of the products you are offering.

The page has the facility to check that you haven't chosen a name that is already taken.



The screenshot shows the 'Name your shop' page on Etsy. The page has a light beige background. At the top, the title 'Name your shop' is centered in a bold, dark font, with the subtitle 'Choose a memorable name that reflects your style.' below it. In the center, there is a text input field with the placeholder 'Enter your shop name' and a character count '20' on the right. To the right of the input field is a button labeled 'Check availability'. Below the input field, a line of text explains: 'Your shop name will appear in your shop and next to each of your listings throughout Etsy. After you open your shop, you can change your name once. [Here are some tips for picking a shop name.](#)'. At the bottom left, there are two links: 'Need help? Visit the [help center](#)' and 'View or modify your [privacy settings](#)'. At the bottom right, there is a language and currency selector showing 'United Kingdom', 'English (UK)', and '£ (GBP)'.

Once you have found a name for your shop and had it accepted you move to a page which asks you to load your first product. It is a good idea to have your first product image available when you start this process and have one that was at least 750 pixels wide. I had several messages saying that my images were too narrow before I got it right.

Stock your shop

Add as many listings as you can. Ten or more would be a great start. More listings means more chances to be discovered!

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Add a listing

The image only shows the top of the page which is the picture loading part of the page. Immediately below are a few boxes to fill out description , price etc. Nothing too complicated. You are asked who made the product. So you have say that you designed it but that you have partner that makes it.

At this point you should go to settings and add a partner as per the example form set out below. So add Printful as your partner then in the next box add something like Print on Demand dropshipper. Then add one of their production addresses. I added the one in California.

There are 3 drop down questions whose answers are pretty obvious and you are done.

The screenshot shows a modal window titled "Add a new production partner" with a close button (X) in the top right corner. Below the title, there is a message: "We may reach out to request more information. [Learn more about our policy.](#)".

The form contains the following fields and controls:

- Production partner ***: A text input field containing the text "Printful".
- Private**: A dark button with the text "Private".
- Show this production partner's name to buyers**: A toggle switch that is currently turned off.
- Descriptive title ***: A text input field containing the text "A print shop". Below this field is a note: "This will appear instead of the production partner's name".
- Location ***: A text input field with a location pin icon and the placeholder text "City, State, Country".
- About production partner ***: A large text area for a description.

Below the "About production partner" field, there is a callout box with the text: "Help buyers understand what this partner does for you. Keep this description general."













The 'stock your shop' page suggests you load 10 products but you really need to just load the one and move on to integrating with Printful.

While you have been opening your Etsy shop you will also have opened a Printful account. Once you have confirmed your account you are taken to the page below. You need to choose the box on the left to create your platform.

Create your online store




Pick a platform for your store

Choose your store's platform



Choose platform


Use Shipstation to connect to



and more

Choose ShipStation




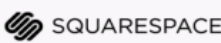










Manual order platform / API



Create

Printful integrates with quite a few sales platforms. So you then have to pick out Etsy from the next box.

Connect to an ecommerce platform

 Connect	 Connect	 Connect	 Connect
 Connect	 Connect	 Connect	 Connect
 Connect	 Connect	 Connect	 Connect
 Connect	 Connect		

6

When you hit Etsy on this page you be sent off to a page on Etsy that asks you if you want to integrate. There is a big green button at the bottom of the page that says “Allow Access”

Once access has been granted you are able to design in Printful using their tools and push them straight through to Etsy. Not only design you can do your complete product description in Printful. The product specification is mainly pre-populated by Printful anyway. The listing will sit in the back end of your Etsy Store as a draft until you authorise the spending of \$0.20 listing fee which is good for 4 months or until the item is sold. There is also a 3.5% commission to factor into your selling price.

Printful has a good mock up generator. Here is an example of how they look if you want to use them. You have the ability to edit images and descriptions inside Etsy too.



Once you have mastered how to get your products looking nice you need to fill the shop up with at least 10 probably better 20 products to see if your idea is a winner.

Now the money. You will be paid for your sale by Etsy but to get your order fulfilled you need to have a credit card or Paypal account connected to your Printful wallet. Your order will only be fulfilled if they have a means of taking payment.

You can see that the process is quite simple , there is no cost and it doesn't take very long.

I suggest you have a look at this fascinating page https://www.etsy.com/uk/apps/shop_tools?order=popular or pages because there are 8 pages full of apps that can be used with Etsy. Browsing here will be an education in itself and will help you decide what sort of integrations you might want to put together.