

Etsy Shop Launch Checklist

Open your shop in one sitting, knowing what it costs before your first sale. Free · v1.0 · October 28, 2026 · getrevenueoperator.com

HOW TO USE THIS: Print both pages (US Letter, fits A4 with "Fit to page"). Before you open Etsy, tick the "Have ready" box and fill in the money box on page 2, so you know what you'll pay before your first sale. Then work down page 1 in one sitting. Fee figures were read from Etsy's help pages on October 28, 2026; Etsy changes fees, so check the amounts Etsy shows you during set-up.

1. Have ready before you start

- ☐ An email address you check, and a password manager or a strong password
- ☐ 3 shop name ideas (letters and numbers only, up to 20 characters; have backups in case your first choice is taken)
- ☐ Your bank account details for Etsy Payments (where your sales are paid)
- ☐ A credit or debit card for Etsy's billing (fees and any set-up fee)
- ☐ Government ID: Etsy may ask you to verify your identity before payouts
- ☐ At least one item ready to list, with photos, a price and a postage cost
- ☐ Your phone, to turn on two-factor sign-in

2. Open the shop

- ☐ Shop preferences: language, country, currency (your currency is hard to change later, so pick the one your bank pays in)
- ☐ Choose the shop name (you can change it later, but pick something clear and move on)
- ☐ Add the first listing (Etsy asks for one before the shop opens)
- ☐ Set up Etsy Payments and billing; note any set-up fee Etsy shows you on page 2
- ☐ Turn on two-factor sign-in under Account settings

3. Your first listings

- ☐ Title: what it is first, in the words a buyer would type (titles can be up to 140 characters)
- ☐ All 13 tags used, each a phrase a buyer might search
- ☐ Attributes and category filled in: they help Etsy show your listing in filtered searches
- ☐ First photo shows the item clearly on a plain background; the rest show size, detail and use
- ☐ Price checked after fees: on a \$20 item with \$5 postage, Etsy takes about \$2.83 (US) or £3.71 (UK, no VAT ID; £20 + £5) — see page 2
- ☐ Postage price set from a real quote for your heaviest packed item
- ☐ Processing time you can actually meet

4. Shop page and policies

- ☐ Shop icon and banner (a simple text logo is fine)
- ☐ About section: who makes the items and how
- ☐ Returns and exchanges policy, and processing times
- ☐ Shop announcement: one line on what you sell

5. Launch week

- ☐ List 5 to 10 items so buyers who find one can browse
- ☐ Share your shop link with people who already know your work
- ☐ After 7 days, check Stats: which listings get views but no favourites (fix the photo) or favourites but no sales (check the price)

Money before your first sale

Fill this in before you open. Figures from Etsy's help pages, read October 28, 2026.

Cost	US shop	UK shop	Yours
Opening a shop: monthly fee	\$0 for a standard shop	£0 for a standard shop	0
One-time set-up fee (some new shops)	Varies by location; Etsy introduced it at \$15 and shows the amount during set-up	Shown during set-up	_____
Listing fee, each listing (4 months or until it sells)	\$0.20	£0.15 (billed as \$0.20)	_____ × _____ listings
Etsy Ads / Etsy Plus	Optional	Optional	_____
Total before your first sale			_____

Worked example: a US seller whose set-up screen shows a \$15 set-up fee, opening with 10 listings and no ads: $\$15 + 10 \times \$0.20 = \textbf{\$17.00}$ before the first sale. With no set-up fee shown: **\$2.00**.

Then, on every sale

Fee	US shop	UK shop
Transaction fee (on item + postage)	6.5%	6.5%
Payment processing	3% + \$0.25	4% + £0.20
Regulatory Operating fee	none	0.48%
Listing fee again after a sale (multi-quantity listings renew automatically)	\$0.20	£0.15
VAT on Etsy's fees	none	20% unless you add a VAT ID
Offsite Ads (only on orders from those ads)	15% (12% if your shop made \$10,000+ in the last 12 months), max \$100 per order	
Example: \$20 / £20 item + \$5 / £5 postage	\$2.83 in fees, you receive \$22.18	£3.71 in fees, you receive £21.29

"You receive" is before your materials, packaging and the postage you pay. To work out profit and the price that hits your margin, use the free **Etsy Price & Profit Worksheet** or the free Etsy fee calculator at getrevenueoperator.com/tools/etsy-fee-calculator (US, UK and EU).

Sources (read October 28, 2026): Etsy Help 115014483627 (fees and taxes), 115015628847 (processing fees), 1500011073202 (Regulatory Operating fee), 360040584433 (VAT on seller fees); etsy.com/uk/sell; Etsy Seller Handbook (set-up fee). Arithmetic only; not tax or legal advice. Made by Revenue Operator (Tyasi LLC), PO Box 20324, Knoxville, TN 37940 · hello@getrevenueoperator.com