

# Printify Shares A Complete Guide on How to Make Money on Etsy

*New sellers discover how print-on-demand removes inventory barriers and opens the door to Etsy's 95 million active buyers*

WILMINGTON, DE, UNITED STATES, March 11, 2026 /EINPresswire.com/ -- Etsy continues to attract millions of entrepreneurs looking to turn creativity into income. With more than 95 million active buyers searching for unique and personalized items, the marketplace has become a major opportunity for beginners entering eCommerce.



Complete Guide: How to Make Money on Etsy

Printify, a leading print-on-demand platform, has released a comprehensive guide explaining [how to make money on Etsy](#) and launch an online store with minimal upfront investment. The

guide highlights practical strategies for new sellers, including choosing profitable niches, pricing products, and marketing listings effectively.

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Etsy is the ideal platform for new entrepreneurs. By combining Etsy's large buyer base with print-on-demand tools, beginners can start selling custom products without managing inventory or shipping.”

*Davis Sarmins, Director of Growth Marketing at Printify*

“Etsy remains one of the most accessible platforms for new entrepreneurs,” said Davis Sarmins, Director of Growth Marketing at Printify. “By combining Etsy's large buyer base with print-on-demand tools, beginners can start selling custom products without managing inventory or shipping.”

The guide explains how Printify enables sellers to design and publish products quickly while global Print Providers

handle production, packaging, and delivery.

How to make money on Etsy: Why beginners are entering the marketplace

Etsy has grown into a powerful global marketplace where small creators can compete with established brands. According to Etsy's public reports, the platform attracts more than 95 million active buyers and millions of sellers offering handmade, vintage, and customized products.

This demand creates a major opportunity for first-time online sellers who want to launch a small business without building a complex eCommerce infrastructure.

One US-based beginner seller launched a niche shop selling personalized mugs and reached consistent monthly sales within the first year by focusing on trending keywords and customized designs. By identifying a specific audience and using print-on-demand fulfillment, the seller scaled their catalog quickly without investing in inventory.

### Sell on Etsy with print on demand

For inexperienced entrepreneurs, [selling on Etsy with print-on-demand](#) has become one of the easiest ways to start a store. The business model allows entrepreneurs to create custom designs and sell products that are produced only after a customer places an order.

Printify supports this process with more than 1,300 white-label products across categories such as apparel, accessories, home decor, and drinkware.

Once a product is sold, Printify's network of global Print Providers handles printing, packaging, and shipping, allowing sellers to focus on marketing and design rather than logistics.

One US entrepreneur used Printify to launch a custom t-shirt shop focused on motivational quotes. Within months, the store expanded its product catalog to include hoodies and tote bags, allowing the seller to reach multiple customer segments without purchasing inventory.

### Choosing profitable products and niches

Selecting the right niche is one of the most important steps when launching an Etsy shop. Successful sellers typically begin by identifying a target audience and researching trending product categories.

Popular categories on Etsy include jewelry, home decor, clothing, craft supplies, and personalized gifts. Personalization is particularly important for Etsy shoppers, with one in three buyers searching for customized products.

Printify's automated personalization tools help sellers capture this demand by allowing customers to add names, dates, or messages to products at checkout.

### Using an Etsy calculator to estimate profit

Pricing products correctly is essential for building a sustainable Etsy business. Sellers must account for production costs, listing fees, transaction fees, and payment processing charges.

Etsy currently charges a \$0.20 listing fee per product, a 6.5% transaction fee, and payment processing fees that typically total around 3% plus \$0.25 per order in the United States.

To simplify pricing decisions, [Printify provides an Etsy calculator](#) that helps sellers estimate their potential profit margins. By entering product costs, shipping fees, and retail prices, sellers can quickly determine how much they might earn from each sale.

Marketing strategies that help Etsy shops grow

Once a store launches, visibility becomes the next challenge. Successful Etsy sellers rely on a combination of organic search optimization and external marketing to attract customers.

Optimizing product listings with relevant keywords helps items appear in Etsy search results. Sellers can also increase traffic through social media marketing, influencer partnerships, email newsletters, and Etsy Ads.

Tracking performance using Etsy Stats allows sellers to analyze visits, clicks, and orders, making it easier to refine product descriptions and improve listings over time.

Turning creative ideas into income with Printify

For many new entrepreneurs, Etsy offers an accessible path into eCommerce. With the right niche, clear pricing strategy, and consistent marketing efforts, sellers can build profitable online businesses from their creative ideas.

Printify simplifies the process by combining product creation tools, automated fulfillment, and global printing partners into one platform.

For beginners exploring how to make money on Etsy, the combination of Etsy's large marketplace and Printify's print-on-demand tools creates a low-risk path to launching a new online store.

About Printify

Printify is a leading print-on-demand platform that connects ecommerce merchants with a global network of Print Partners. With the industry's largest Catalog, free design tools, and seamless integrations with major ecommerce platforms, Printify enables sellers to create and scale custom product businesses without upfront costs or inventory.

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