

The Makers Hub

Is A 2nd Etsy Shop Right For Me?

Do all your products fall under one category? (Jewellery, pottery, prints etc)

YES

NO

Do all your products have the same target customer, niche and aesthetic style?

YES

NO

You can probably keep everything in the same shop

Are you new to Etsy?

NO

YES

Do you have the resources, time and energy to run 2 Etsy shops?

YES

NO

You can totally consider a new Etsy shop

You might be better off working on your existing shop for now