**Etsy Craft Entrepreneurship**

In partnership with Etsy, the St. Petersburg Greenhouse will host the Etsy Craft Entrepreneurship Program to help artists, crafters and designers establish an online business to sell their products. The program – which begins in August – uses the popular e-commerce website as a learning lab for five sessions in which successful craft sellers share their expertise with participants through an open-sourced curriculum. Over the course of four weeks, participants will gain hands-on practice on a personal Etsy.com shop and learn about business-related topics such as time management, branding, pricing, shipping and search engine optimization, among others. In addition, the program instructors provide coaching and support through every aspect of setting up their online shops. Once they are underway, participants will also have the opportunity to list 20 items for sale on Etsy.com without having to pay a listing fee. The program targets lower-income individuals by providing them with the tools and business acumen to reach a wider market. This helps participants monetize their passions into a micro business in which they can earn supplemental income.

As a city with an arts and cultural community that has an economic impact of more than $23 million (Economic Impact of Arts and Culture in St. Petersburg, 2010), St. Petersburg is a natural fit as a pilot for the program. "Here in St. Petersburg, such a large part of our community and economy is in the arts," says Sean Kennedy, Greenhouse Manager and Economic Development Coordinator for the St. Petersburg Area Chamber of Commerce. "We think it’s important to help artists be in the best position to succeed financially as well as develop their craft." The program, which started in Rockford, IL, has spread to other host cities including Dallas, TX; New York City; and Oldham, UK; and over 150 people have completed the Craft Entrepreneurship program to date.

The Greenhouse will offer free sessions – the first of which begins on Monday, August 4th. A commitment to five meetings and an application process are required and participants must have never sold an item using Etsy. To apply for the program, visit [http://www.stpetegreenhouse.org/Etsy](http://www.stpetegreenhouse.org/Etsy). Learn more about the Etsy Craft Entrepreneurship Program at [craftentrepreneurship.com](http://craftentrepreneurship.com).

**About Etsy**

Etsy is an online marketplace where a global community of 30 million buyers and sellers connect to buy and sell unique goods. Items include art, photography, clothing, jewelry, food, and bath and beauty products. In 2013, more than 1 million sellers sold more than $1.35 billion in products through Etsy and took home most of that income.