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Úloha:

Vyplňte alebo vylepšite sekciu About (O vás / príbeh).

Vysvetlenie:

Sekcia About (alebo príbeh) vo vašom Etsy obchode **je priestor, kde môžete zákazníkom predstaviť seba, svoju značku** a príbeh za vašimi produktami.

Je to jedna z dôležitejších častí obchodu, pretože práve tu **budujete dôveru, vzťah a odlišujete sa od konkurencie.**

Prečo je to dôležité?

- Pri handmade výrobkoch ľudia radšej nakupujú od človeka, ktorého príbeh ich zaujme a s ktorým sa môžu stotožniť.
- Odlíši vás to od masovej konkurencie. Na Etsy sú tisíce obchodov, ale váš príbeh je len jeden.
- Buduje dôveru. Keď zákazník vidí, kto ste a prečo robíte to, čo robíte, ľahšie sa rozhodne pre nákup.
- Podporuje emócie. Práve tie často rozhodujú pri kúpe handmade produktov.

Čo by mala táto sekcia obsahovať?

- **Kto ste?** Predstavte seba ako tvorcu. Môžete spomenúť, ako ste sa k svojej technike dostali.

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- **Prečo tvoríte?** Podeľte sa o dôvod, ktorý vás poháňa. Čo pre vás vaša práca znamená?
- **Ako vznikajú vaše výrobky?** Popíšte proces výroby, použité materiály, špecifiká alebo tradície.
- **Čo je výnimočné na vašej značke?** Prečo by si zákazník mal vybrať práve vás?
- **Vaše hodnoty** Napr. udržateľnosť, lokálne materiály, ručná práca, originalita.
- **Fotky zo zákulisia** Etsy umožňuje do About sekcie pridať až 5 fotiek alebo krátke video (do 1 min), ukážte svoj ateliér, proces, balenie alebo dokončený produkt.

Ďalšie tipy:

- Skúste sa vyhnúť suchému životopisu alebo iba zoznamu faktov. **Píšte ako príbeh**, ktorý zákazníka vtiahne.
- Nepoužívajte všeobecné frázy ako „robím kvalitné produkty“. **Ukážte konkrétne detaily**.
- **Zapojte emócie**. Prečo ste začali? Čo vás inšpiruje? Aký pocit chcete produktami priniesť?
- Ak máte dlhší text, rozdeľte ho na odstavce, aby sa lepšie čítal.
- Doplňte **fotografie alebo video**. Ukážu, že ste reálna osoba.

Príklady od úspešných tvorcov:

Love the Kids! Special, Unique and Educational Puzzles

We love kids and especially enjoy making them smile and grow healthily. This is the main driver behind all of our work. Our special, unique, high-quality, and eco-friendly educational toys for baby girls and boys are made from natural wood and designed to support the improvement of their cognitive and physical skills. We also strictly avoid the use of any harmful substances at all levels of production.

Jewelry Crafted with Love.

♡ My Story

Creating jewelry has forever been a passion of mine. I got my start in the industry by designing high end jewelry but things shifted when I went away for college. I took a letter that my grandfather had written and designed a necklace as an exact replica of his handwriting. The necklace was beautiful and something I could wear everyday while providing me some comfort knowing he was nearby. The amount of attention the piece received from my friends and family was astonishing. Everyone started inquiring about having a special piece of jewelry created that was personal to them, except my friends were all college students and couldn't afford expensive jewelry.

It was then that I realized where I wanted to shift my attention: creating sentimental jewelry at affordable prices. I felt a calling to create a brand that could replicate the amount of joy and comfort that my friends and I felt with our pieces. I also wanted people to celebrate their loved ones and the life they share together through something timeless like jewelry. This is how the Caitlyn Minimalist journey began.

We create jewelry with meaning and give our dainty minimalist touch ♡

The idea that everyone can wear a piece of jewelry that means so much to them inspires us to work hard and provide unique and high quality sterling silver designs at a reasonable price point. Our catalog consists of name pieces, handwriting and meaningful quote jewelry from loved ones. You can take the most important piece of handwriting or your child's first drawing and immortalize it into daily wearable silver jewelry.

About MinimumDesign

Sales
30,675

On Etsy since
2016

Welcome to our Minimum Design shop! You will find minimalist inspired creations in 3D wood and others!

We are a couple and have created a small design studio located in the south west of the France, in Hossegor.

Passionate about design, we create interior decoration objects with a sleek style that we would like to see at home!

We like to work patterns, geometric shapes, in an eco-responsible material: a mixture of recycled wood and bio-plastic (corn).

Our creations are 3D printed. This new manufacturing technique allows us to manufacture products with particularly complex lines and to customize our products.

It is part of a responsible approach, because it allows us not to waste raw materials.

We are also working on the design of new materials from recycling various materials! This means a lot to us!

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Poznámky:

ETSY LETNÉ VZDELÁVANIE