



## Frequently Asked Questions

### What is the NYC Craft Entrepreneurship Program?

The **NYC Craft Entrepreneurship Program** is a training program that enables artists and craftspeople to supplement their income and improve their well-being by starting independent, creative businesses online. The NYC Craft Entrepreneurship Program is provided by the [NYC Department of Small Business Services](#) in partnership with [Etsy](#) and funded by [Citi Community Development](#).

### How will participants benefit from the program?

Through a special curriculum that will be taught by experienced instructors (who are also successful Etsy shop owners), participants will learn to start and set up their online business. During the course, participants will learn by doing within their own online shop. The program's ultimate goal is to enable graduates to earn supplemental income.

The subjects covered in the five classes are:

- Becoming an Entrepreneur
- Branding and Marketing
- Product Photography
- Day-to-Day Business Strategy
- Planning for Growth

### What are the requirements to apply to the NYC Craft Entrepreneurship Program?

#### **To be eligible for this program, applicants must:**

1. Have at least one handmade craft item ready to sell
2. Commit to attending 4 weeknight classes and 1 Saturday class (about 12 hours total)
3. Reside in New York City
4. Have never made any sales\* on Etsy.com
5. Have a credit card and checking account (necessary for sales transactions)
6. Have regular access to a computer with an Internet connection

*\*It is possible to have a store on Etsy.com but have never made sales.*

Applicants must currently have a craft and interest in starting their own online business (small, part-time businesses are fine and even encouraged!). Enthusiasm for craft-making and collaborative learning are a definite plus! Participants also must have regular access to a computer and Internet and should be familiar with using a computer and have some experience with the Internet.

### **When and where is the program?**

When applying for the program, you will be asked to choose a first and second choice from the list of dates and locations. Each class is composed of five sessions (four on weeknights and one on Saturday). The schedule will likely be on Tuesday night, Thursday night, Saturday during the day, and another Tuesday night and Thursday night. *Dates subject to change.*

If none of the dates and locations in the application are suitable for you, the program will be offering the class on future dates to be determined. To stay informed on upcoming classes, sign up for the newsletter at <http://nycworkforce1.org>.

### **How much does it cost to participate in the program?**

Thanks to the generosity of Citi, the program is free for selected individuals. Note, however, that participants will have to cover fees that come with opening their own online shop. Participants will also need to cover travel expenses to and from class.

### **What will be expected of me from this program?**

All selected participants will be expected to attend all five sessions of their class and be ready to open a shop and start selling.

Participants will also be asked to agree to a Code of Conduct that includes, but is not limited to, professional conduct, no cell phones, but above all, having fun and happy crafting!

### **I have opened a store on Etsy.com before but never made any sales. Would I be eligible for the program?**

Yes. You just cannot have made previous sales revenues from your store.