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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Release #: 042
Date: September 21, 2018

Open an Etsy Shop and Sell Your Products

Weed / COS - Learn how to utilize Etsy's online platform for selling creative goods and make money online. These are the goals of the *It's Your Etsy Class* sponsored by Women's Business Center at JEDI and College of the Siskiyous. Participants will acquire the basic skills of starting and running an Etsy e-commerce business, including: discovering target customers, pricing, basic accounting, product photography, merchandizing and marketing. This program gives people in rural communities an opportunity to start a home-based business.

The class is designed to provide training for individuals with creative skills who would like to supplement their income and reach a new, larger market. The instructor, Robin Fator, a certified Etsy trainer shares, "I am excited to bring *It's Your Etsy Business* to College of the Siskiyous. Every time I teach this series of classes I meet amazing creative people with beautiful products. The Etsy e-commerce platform is a great way to help artists and crafters bring their wares to the global marketplace."

The five week class is being offered at no cost by the Women's Business Center at JEDI and College of the Siskiyous, through the Self-Employment Pathways in the Gig Economy grant. Etsy has made the training available through their Craft Entrepreneurship Program.

Heather Stafford, Director of Adult Education for Siskiyou County, states, "In today's world, where nearly 50% of the US population works in the GIG Economy, it's more important than ever to provide people with the knowledge and skills to make their own living. That's what "It's Your Etsy Business" provides for individuals and small businesses who make things. Using this robust online platform, anyone can build a business from their craft and access a global marketplace. I love that College of the Siskiyous recognizes the opportunity to provide relevant, actionable training to Siskiyou County citizens. As these citizens succeed, so does our local economy."

Joy Taylor, Director of the Women's Business Center adds, "Not only do the participants learn, they implement and build their online shop during the course sessions. The class is hands on, and by the end, people are ready to make a sale."

Classes will be held at College of the Siskiyous, Weed Campus in the Learning Resource Center, on Monday evenings, October 1, 8, 15, 22 and 29 from 5:30 to 8:00 pm. For more information about this class, contact Jenny at 888-926-6670, x10 or info@e-jedi.org.

WBC is hosted by JEDI, a nonprofit organization committed to building the regional economy through entrepreneurship, has a mission is to increase the economic well-being of people and communities through business development and local wealth creation. JEDI has worked with thousands of people who have started businesses that support families and build community. Serving the north state since 1996, JEDI is an SBA Women's Business Center serving Shasta, Siskiyou, Trinity, and Humboldt County entrepreneurs. Based in Mt. Shasta, JEDI serves small business owners by phone, in person, onsite and online.

This service is funded in part through a cooperative agreement with the US Small Business Administration. The WBC at JEDI is non-discriminatory and available to individuals with disabilities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.