

Pocket Money Mugs

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Overview

The purpose of this guide is to show you just how easy it is to make money by selling mugs on the [Etsy.com](https://www.etsy.com) website.



You will see examples of popular Etsy stores selling hundreds of mugs and then learn exactly how to do it yourself.

The great thing is that you don't need any design skills or even previous experience of selling anything online. Just follow the simple system and you could be making sales as quick as today.

The mugs are super simple and are mainly just text based. We'll show you how to create them yourself or you can easily outsource them for just a few dollars.

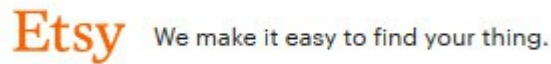
Although they may look really basic, people go crazy for them and the low prices make them a real impulse buy.

The key is to create some text that connects with people. So it will either make them laugh or will make a great gift for a family member or friend.

You'll learn how to find these and make them unique within this guide.

So let's get started.

Firstly, Why Are We Using Etsy?



Millions of Monthly Buyers - Etsy is a website that specializes in handmade, vintage and unique goods. According to [SimilarWeb](#), approximately 175 MILLION people a month visit the site to look for unique products to purchase.

They want products that no one else has. When they see mugs with unique text on them that either connects, makes them laugh or would make a great gift for someone they know, then they will gladly buy the products.

Easy & Cheap To List Products – Unlike other complicated eCommerce platforms like Amazon.com, it is incredibly easy and cheap to list your products on their website. They have a simple one page product listing that takes seconds to fill out and it costs just 20c to add each listing. This renews every 4 months and they charge just \$1 for each sale you make.

It's incredibly cheap when comparing to other platforms.

Secondly, Why Are We Selling Mugs?



Mugs are low priced, easy to have made and are a product that not much can go wrong with.

If you're selling t-shirts for example, customers might get a size that doesn't

fit, they might not like the material, there are many reasons why they might want a refund and to send the item back.

But with mugs, as long as the design looks good, it's a mug. It does exactly what is advertised and there's few reasons why a customer would send one back.

The fewer customer issues you have, the easier you will find running the business and the quicker and cheaper you can scale it.

There's no need to re-invent the wheel. People need mugs. We are just giving them a reason to buy our mugs that use designs to connect with people.

Popular Mug Examples

Before we move on, let's take a look at some popular examples of mugs and Etsy mug stores so you can see the potential for yourself.

Rise & Shine Mug



Do you see how simple [this design](#) is? It's hard to even read the text. Yet at the time of writing this, 1832 people have favoured the listing. When people favourite things in Etsy, they more than likely come back and buy it.

Jesus Mug



Again, [this mug](#) has a simple design but has amassed 1821 favourites which means it has sold a LOT of them.

Coffee Mug



How much effort do you think went into [this design](#)? It just says coffee in different fonts but has been favoured by 1213 people.

The crazy thing is, mugs with even more basic designs sell just as many or even more than these.

Let's take a look at some popular mug stores:

Mug Country



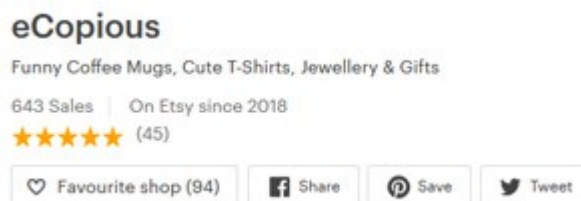
When you look at the Etsy store [Mug Country](#), you'll see that they use simple designs on their mugs but have sold more than 13,000 of them to date.

GoldenDesignsbySarah



Another [Etsy store](#) that sells nothing but mugs. More than 7,500 sales of them to date.

Ecopious



The store [eCopious](#) is brand new this year but has sold more than 600 products already, with mugs being their most popular items.

We could literally go on and list dozens more mug stores that are selling hundreds or even thousands of mugs with simple designs. But we hope you get the point that this is a hot market with plenty of room for anyone to make some great sales in.

Finding Winning Designs



The great thing about mug designs is that you can find popular quotes and phrases in hundreds of places that you can use instantly.

You can search for popular mugs and create your own version of their design. Find phrases used on t-shirts or posters. Use your own brain power to create some designs that you find funny or that you would buy for someone. There really is an endless supply of designs you can find and use.

Some popular niches and markets to consider:

- Family (mother, father, brother, sister, grandparents, children, step parents)
- Work/Office
- Occupations (nurse, doctor, plumber, teacher, accountant, policemen, firemen, army)
- Pets (dogs, cats)
- Hobbies (fishing, camping, running, cycling, gym, knitting)

And if you find a popular quote/phrase, you can often use that same quote and just swap out the words for other niches.

For example:

Dear _____ Thank you for being my _____ If I had a different _____ then I would punch them in the face and go find you. Your Favorite.

This is a popular quote at present and you can replace the _____ with mother, father, brother, sister, doctor, uncle, auntie, grandad etc.

Another example:

The more people I meet, the more I love my _____

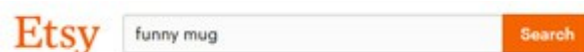
Replace the _____ with dog, cat, labrador, terrier, goldfish, parrot, turtle etc.

So just one quote can literally turn into dozens of different mug designs you can use right away.

Let's take a look at just some of the ways you can find designs to use.

#1 – Etsy

Head over to [Etsy.com](https://www.etsy.com) and do a search for some mug designs.



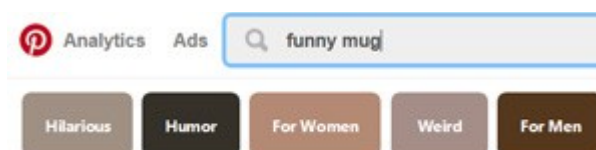
Try searches like *funny mug*, *novelty mug*, *mug gift*, *funny coffee mug*, *nurse mug* and *popular coffee mugs*.

Then look at the results and find ones that have lots of reviews (Point to note, in Etsy the number of reviews are for the vendor NOT for that specific product.) You can click on various designs and see how many people have favourited each one. If you find ones with hundreds of favourites, then you can be pretty sure people like it and you could make your own version of it.

Make sure you write down designs and quotes you like on a notepad file or on a piece of paper.

Also worth noting: You don't have to stick with mugs. You can search for funny t-shirt designs and find popular ones that have quotes on and you can use those on your mugs if they are suitable.

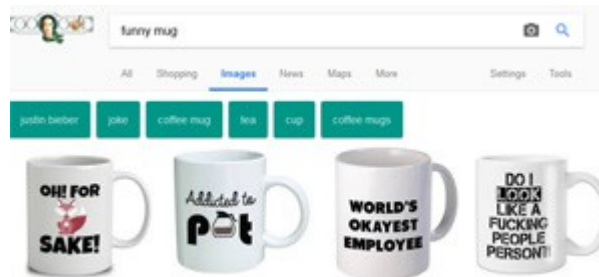
#2 – Pinterest



[Pinterest](#) is another great platform to find ideas. Whilst they have recently removed the ability to see how many times a pin has been saved, you can use it to get some ideas you personally like.

Just repeat the same searches you used in Etsy and look at what designs you like. Add them to your list.

#3 - Google Images



Another place for inspiration is [Google Images](#). Just do some searches and see what designs come up. Any design you like, click on it and see where it is being sold. Check out what else they are selling. Add ones you like onto your list.

Whether it's when searching online or even in your day-to-day life, always be thinking to yourself 'would that go on a mug?'. You'll be amazed at just how many ideas you can come up with each day.

TV adverts, car bumper stickers, radio adverts, t-shirts people in the street are wearing, conversations you overhear, jokes, items you notice in stores. These are just some of the ways you can find ideas when not sat at your computer.

Ideally, you want to build a list of at least 10 quotes/phrases you like so that you can hit the ground running when opening your Etsy store.

Creating Your Mug Designs



Now that you have your quotes/phrases ready, it's time to turn them into designs that will be printed onto your mugs. This is going to be a lot easier than you probably thought.

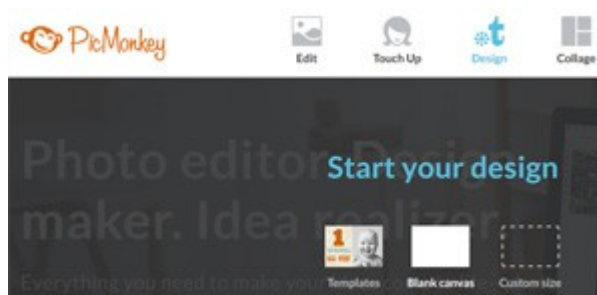
Here are your options:

#1 – Do It Yourself

As the designs will mostly just be text based, we simply need to add the text to an image file that we will then use to print onto the mugs (we'll cover the print on demand services and specifications later in this guide).

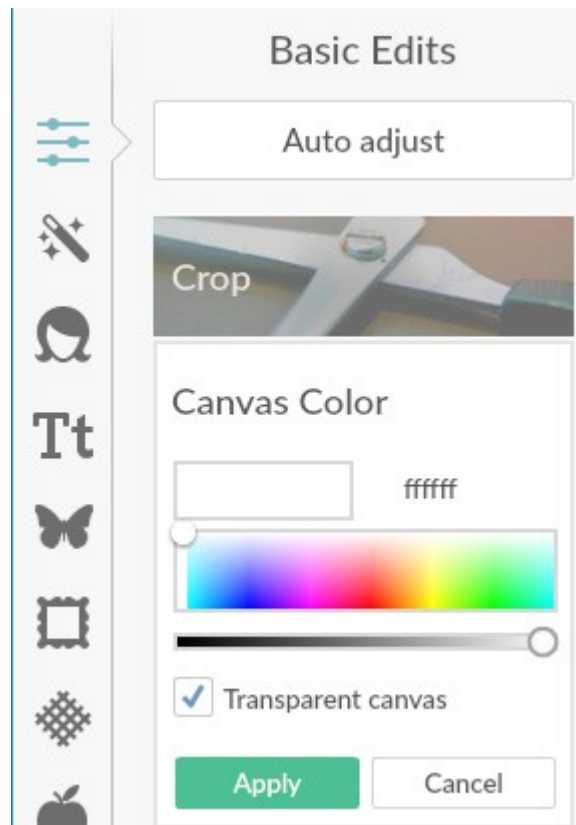
- Image Editors - If you are familiar with Photoshop or any other graphics program, then this will be very easy for you. Just find out what size your print on demand service requires and create the image. Most of them provide .PSD templates that you can add your text onto and then save as a .PNG file. Just be sure that the background is transparent as white doesn't print well onto white mugs.

- PicMonkey – [PicMonkey](https://www.picmonkey.com/) is an online tool where you can create your designs and then download them.



Once on the homepage, hover over **Design** and then click on **Custom Size**. Enter the size you need and then you'll be taken to a screen where you can add your text onto the image.

The first thing you need to do is click on **Basic Edits** on the left of the screen and check the box for **Transparent canvas**. This means the background won't be white and it will just be the text that is on the image.



Next, add your quote/phrase using the **Text** icon. You use it just like using a word processor, so you can choose the font, alignment etc.

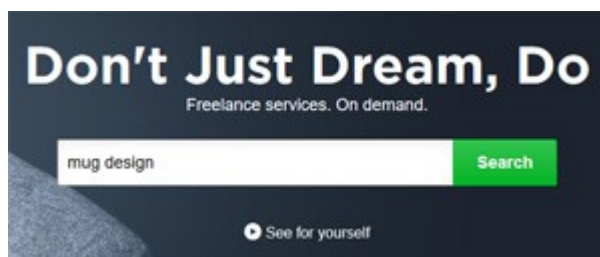


Once you are happy with your design, download it as a .PNG and you have your first mug design!

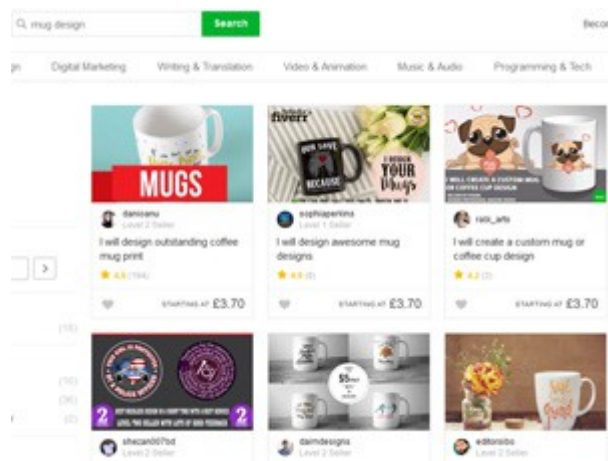
#2 – Outsource It

If you don't want to do it yourself, then you can use a site like [Fiverr.com](https://www.fiverr.com) and get your designs made very cheaply.

Head over there and type in a search like 'mug design'



You'll then be presented with a huge choice of designers who will create your mug design for just \$5.



Just check out their reviews and choose the one that looks the best. Tell them what you need and they don't usually take too long to deliver your designs.

Design Summary – Whilst outsourcing is the easiest option, it is also the most expensive and will take the longest.

So we recommend you use one of the Do It Yourself methods we have mentioned. Once you have the size of the image you need and a way to edit that image, you can create dozens of designs in just a few hours.

This means you can list products faster, have more choice on your store and will ultimately make more money faster than having to wait for designers.

Creating Your Mockup Images



Once you have your flat image designs, you're going to want to turn them into nice looking mug images that you can use on your Etsy store.

Fortunately this is also a really easy thing to do.

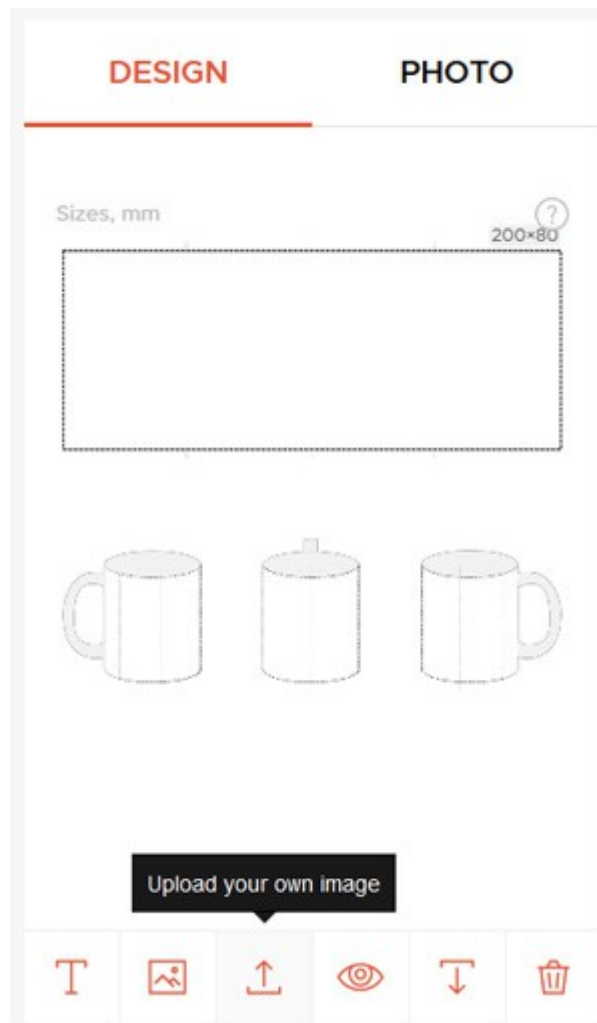
Inkthreadable Mockup Tool

Inkthreadable is a UK based print on demand service (we'll cover them more later in this guide). They have a great mug mockup tool you can use for free to turn your flat images into great looking mugs.

Here's how to do it:

#1 – Head over to their [mugs page here](#).

#2 – On the left side of the page, you have the options of creating and uploading your own designs. Click on the **Upload Your Own Image** icon and choose the design you want to use.



What you need to do now is move that image over to the left of the template. Then duplicate it and move that image over to the right of the template. This means your design will be printed on both sides of the mug.

Alternatively, they have a .PSD template on that page you can download and add your designs to which makes it easier. This is our preferred method if you know how to or are willing to learn how to work with .PSD files.

#3 – Once uploaded, click on the Preview icon and you will see what your mug will look like.

#4 – If it looks good then Right Click and Save those mug images to your computer. You'll need an image of both sides of the mug so that people know it's printed on both sides.



Now that you have your mug images, we can move onto getting them live in your Etsy store!

Creating Your Etsy Store

Now is where the fun really begins, it's time to get your mugs online and up for sale.

Head over to [Etsy.com](https://www.etsy.com) and click on **Sell On Etsy** in the top right navigation menu.



You'll then be taken to another page that explains more about selling on Etsy. Just click on the **Open Your Etsy Shop** button.



You'll now have to create an account if you don't already have one.

Once done, you have have just a few steps left to complete your store set up.

A screenshot of the 'Shop preferences' form on Etsy. The form is titled 'Shop preferences' and has a subtitle 'Let's get started! Tell us about you and your shop.' It contains several sections: 'Shop language' with a dropdown menu set to 'Deutsch'; 'Shop country' with a dropdown menu set to 'United Kingdom'; 'Shop currency' with a dropdown menu set to '£ British Pound'; and 'Which of these best describes you?' with radio button options: 'Selling is my full-time job', 'I sell part-time but hope to sell full-time', 'I sell part-time and that's how I like it', and 'Other'. There are also informational text blocks on the right side of the form.

Just fill in these preferences and go through the 4 steps. These will differ depending on where you live but are quite straightforward. You just need to choose how you want to get paid and how you'll pay for your store listings.

Shop name – The name of your shop can be anything you like. You can add your name, the word 'mugs' or something else. Just remember that you are trying to appear to be professional to encourage more trust and sales. You can change the name afterwards, so don't let this step slow you down.

Once you have filled everything in, your store will be live and ready.

Adding Your First Listing

Now you have a live store, it's time to add your first mug listing and start making money.

Click on **+ Add A Listing** in the top right of the screen when in your Etsy account.

You'll now have a single listing page with various sections to fill in. Let's go through them one by one:

- Photos

This is where you will add the 2 images of your mugs that you downloaded using Inkthreadable. One of each side of the mug.

The 'Photos' section of the Etsy listing form. It includes a title 'Photos' and a subtitle 'Add as many as you can so buyers can see every detail.' Below this is a 'Photos *' section with instructions: 'Use up to ten photos to show your item's most important qualities.' and a 'Tips:' list: '• Use natural light and no flash.', '• Include a common object for scale.', '• Show the item being held, worn, or used.', '• Shoot against a clean, simple background.' There are three photo slots: 'Primary' (showing a mug), 'Details' (showing a close-up of the mug's design), and 'In use' (showing a mug being held). A fourth slot is labeled 'Size and scale' (showing a mug next to a small object). A fifth slot is labeled 'Adjust thumbnail' (showing a mug with a text overlay 'Adjust thumbnail'). A red 'Add a photo' button is in the top right.

- Listing Details

Next are the various options in the Listing Details section.

The 'Listing Details' section of the Etsy listing form. It includes a title 'Listing Details' and a subtitle 'Tell the world all about your item and why they'll love it.' Below this is a 'Title *' section with a text input field containing 'Funny Dad Coffee Mug - Great Fathers Gift - Fathers Day Gift From Single Child'. There is a 'About this listing *' section with a text input field containing 'Another company or per', 'A finished product', and 'Made to order'. Below this is a 'Category *' section with a dropdown menu set to 'Mugs'. There is a 'Primary colour' section with a dropdown menu set to 'White'. There is a 'Secondary colour' section with a dropdown menu set to 'Choose secondary colour'. There is a 'Occasion' section with a dropdown menu set to 'Choose occasion'. There is a 'Celebration' section with a dropdown menu set to 'Choose celebration'.

Title – This is where you need to describe what your product is and also try and include vital keywords that your product will be found for in Etsy and in Google too. Something like:

Funny Dad Coffee Mug – Great Father Gift – Fathers Day Gift

You get a lot of characters in this field, so make sure you try and use as many as you can without making it look very spammy. You still need to appeal to your customer too and look professional.

About This Listing – This is where you have several drop down fields to choose from. You should use:

Another company or person/A finished product/Made to order



Category – Next section is to choose the right category. You can choose:

Home & Living/Kitchen & Dining/Drinkware/Mugs



The next fields are optional but you can fill them in if you wish.

For example, the color will be white, the material is ceramic and the capacity is 11 fluid ounces.

Description – This is where you describe what the product is and try to sell it to your visitor. You should try and connect with them and also give the basic details about the product. Something like:

A great gift for your father. Show him how much he means to you and make him laugh at the same time! This top quality mug has been designed by ourselves, so you won't find it available to buy from anyone else.

- 11oz Ceramic Mug**
- Bright White Glossy Finish**
- Dishwasher & Microwave Safe**
- Printed On Both Sides, Ideal For Left Or Right Handed People**

Production Partners – In this section you can add the name of your print on demand service. It's quite straightforward, just fill in the required fields. On your listings it doesn't show the name but will appear as **Professional Printers**.

Tags – This is a very important section. You need to add tags to the listing so that it will be found by people searching for them on Etsy. You should try and use all 13 tags and make them relevant to your mug. For example, these would suit if your mug was about a dad:

funny mug, funny coffee mug, novelty mug, gift for father, father gift, father mug, dad gift, gift for dad, funny dad gift, fathers day, dad mug, dad present, dad coffee mug

Materials – You can choose **Ceramic** here.

Inventory and Pricing Section

This is where you add the price of your product and how many you have for sale. You can choose to set your own prices and profit percentages.

Price - A good base is to sell the mugs for \$14.95 (£9.99) with \$4.95 (£3.99) shipping. That is a very competitive price leaving enough room to profit from each sale.

Quantity – You can add 999 here so that the listing won't run out of stock and be removed.

SKU – You can leave this blank.

Variations – You don't have to touch this section unless you are going to add a 15 ounce variation of the mugs. Sticking with 11 ounce mugs helps to keep things simple.

Shipping – This is quite an important section. If you only add a UK shipping option then your listings will never appear in searches from the USA and vice versa.

A good option is to set a shipping option that includes both options so that you can sell to people in the UK along with the USA. You can add an FAQ on your listings pages that says products will be shipped from the country ordered from to avoid customs issues. Most people have no problems with this.

This is how your shipping can be setup:

Edit shipping profile

All 62 listings that use this profile will be affected by any changes you make.

Shipping origin *
The country you're shipping from

United Kingdom

Processing time *
Once purchased, how long does it take you to ship an item?

3:5 business days

Buyers are more likely to purchase items that ship quickly

Fixed shipping costs *

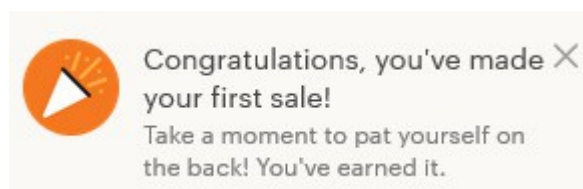
Only shoppers in countries you ship to will see your listings in search.

Destination	One item	Each additional item	Optional
United Kingdom	£ 3.99	£ 3.99	
United States	£ 3.99	£ 3.99	✕

+ Add another location

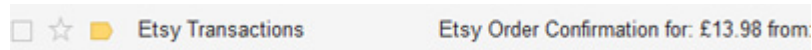
Once that is done, you can scroll down to the bottom of the page and click **Publish**.

Congratulations, you have now published your first mug and it's ready to be sold. It shouldn't be long before you're getting one of these:



Fulfilling Your Orders

Once you have your mugs listed on Etsy, the next thing to do is wait for a sale to come in. They will email you when this happens (or you can keep checking your dashboard!). When it does you need to be able to fulfill each order and make sure the customer gets exactly what they ordered.



Most print on demand services will ship worldwide. But this can be problematic if someone orders from the UK and you ship it from the USA. It can get stuck at customs with the customer having to pay more for it to be released.

So what we recommend is starting with just one or two countries, such as UK and USA. Then when an order comes in from the UK, you use the UK company to print your mug. Same the other way round.

There are many companies to choose from but it's best to stick with the most popular ones so that you get the best quality and service for your customers.

So the two companies we recommend are:

[Printful](#) for the USA market.

[Inkthreadable](#) for the UK market.

(Remember, as long as you have your listings set to ship to both countries, you only need one listing and the mug will show and sell in both places).

Here's how to fulfil your orders with each one:

Printful



Step #1 - The first thing you need to do is visit [Printful](#) and create your free account and login to the dashboard.

Step #2 – Next you need to click on **New Order** in the top right of the dashboard.

Step #3 – A popup box will appear, choose **Create Basic Order**.

Step #4 – Select New Products in the top navigation, then go to **Home & Living/Coffee Mugs** in the left hand menu.

Step #5 – Choose the **White Glossy Mug** which is the cheapest.

Step #6 – Choose the 11oz mug (or 15oz mug if that's what you sold).

Step #7 – Click on **Print File** and upload your design.

Step #8 – Click on **Mockup View** to make sure the design looks good on the mug.

Step #9 – Click **Continue** at the bottom of the page.

Step #10 – This is just a summary page, so click on **Continue To Shipping** at the bottom if everything is correct.

Step #11 – Fill in the shipping address. You get this directly from your Etsy dashboard in the **Orders** section.

Step #12 – Click on **Calculate Shipping** and you'll be taken to a summary page which details the order.

Step #13 – Next you enter your billing information and pay for the order.

Step #14 – Now you wait 1-5 days for the order to be printed and shipped. When this happens Printful will email you with a tracking number.

Step #15 – Login to your Etsy dashboard, locate the order and click on **Complete order**. You can then enter the tracking number and mark the order as completed. This will automatically email the customer with their tracking number.

This might look like a lot of steps but it can literally be done in just a minute or so.

Inkthreadable



This is done in almost the same way.

Step #1 – Visit [Inkthreadable](#) and sign up for a free account.

Step #2 – Visit the [mugs page](#) and upload your design using the **Upload Your Own Image** tab on the left hand side.

Step #3 – Make sure you click on **Preview** and that the design looks correct.

Step #4 – Click on **Add To Basket**.

Step #5 – When in the shopping basket, click on **Checkout**.

Step #6 – Fill in the shipping address and click **Continue**. Again, you get this directly from your Etsy orders page.

Step #7 – Fill in your billing address and payment details and place the order.

Step #8 – Inkthreadable will now take 1-5 days to print and ship the order. They will email you when it has shipped. They don't use tracking numbers unless you pay extra for that service.

Step #9 – Login to your Etsy dashboard, locate the order and click on **Complete order**. Choose Royal Mail as the postal service and leave the tracking number blank. The customer will be emailed saying the order is on it's way.

Again, just a few steps that can be done in just a minute or two.

Scaling Your Etsy Mug Empire

Once you have a good number of mugs in your store, you should start to see a trickle of orders coming in. This should give you the motivation and inspiration to push things further.

So here are a few ways to do that:

#1 – More Designs

Because we are dealing with free traffic for the most part, the more mugs you have out there, the more sales you will get.

So don't stop designing and creating more mugs for your store. Make sure you keep adding more whenever you can because the sales will all build up.

Think about upcoming events like fathers day, mothers day, Christmas, Valentines day, sporting events, local events and anything where someone would love to have a mug with a certain phrase or wording on it.

#2 – Etsy Promoted Listings

You can pay for Etsy to use your listings at the top of their results. This is quite inexpensive and easy to do from your main dashboard.

Choose one or two of your favorite mugs and promote them for a few days and see what happens. If they sell and it's profitable then increase your daily budget and sell more of them.

#3 – Use Other Platforms

Whilst Etsy is by far the cheapest and easiest way to get started, you can use other large eCommerce platforms too. You already have the mug designs and descriptions ready to go, so it's an easy task to add the mugs to other platforms.

Some to consider are Amazon.co.uk, Amazon.com, eBay.com and eBay.co.uk

#4 – Get Some Help

You can hire someone local, a virtual assistant or freelancer to run the business for you. Have them find new designs, create them and add them to your Etsy store.

This can be done really cheaply and is a great way to expand your business if you are short on time.

Summary

That concludes this Etsy mug training guide. You now literally have everything you need to start generating sales quite possibly within the next few days.

All you have to do is:

- **Find popular quotes/phrases**
- **Create an image with that quote/phrase on**
- **Get a mockup image of what the mug would look like with that quote/phrase on**
- **Add the listing onto your Etsy store**
- **Fulfil the orders that come in**
- **Repeat**

It really isn't any harder than that. It's a proven method that works time and time again.

All you have to do is follow the steps we have laid out for you and you'll be well on your way to having your own Etsy mug business empire!