# Etsy Design Awards

## Tips for perfecting your submission

Here are a few best practices to keep in mind before submitting your listing:

☐ **A strong item submission.**
Make sure you pick your shining star item—it should be original, innovative, high quality, have a wow factor, and serve a purpose.

☐ **Great photos.**
Your listing should have high-quality photography with a strong aesthetic to show off your branding and tell a cohesive story. Include at least five photos from various angles. Better yet, use all 10 photo spots to show off what makes your item incredible. Check out our Ultimate Guide to Product Photography for insights on lighting, shooting, and editing your photos.

☐ **An optimized listing and shop.**
Make sure your listing is set up for success by using all 13 tags and filling out your item description with clear, compelling language. Also, make sure you have at least five listings, complete your shop policies, and consider shipping globally and offering free shipping.

☐ **Your story.**
We want to hear about your maker/curator story to learn more about you and your shop, so make sure you share it in your about section. Share where you draw your inspiration from and how your shop came to be. Read How to Craft a Killer About Section for more tips.

## Insights from past winners

"Make sure that you're submitting your best work, and that it's unique! It doesn't need to be groundbreaking, but make sure it has something special. And make sure your shop is looking good. For us, I think having a range of price points also helped. You want to be a good ambassador."

**Martinus Pool of AdrainMartinus
Grand Prize winner, 2020**

"Choose a product that has a very good story or background story to it. There should be a clear message about why this product is needed, who would like to have it, and attractive in terms of imagery—strong photos are very important, too."

**Sian Zeng
Grand Prize winner, 2019**

## Additional resources

- [Listen] Pro Tips From Last Year's Etsy Design Awards Winners: Find out how these 2020 Etsy Design Awards winners chose which product to enter and how they made their shop and listing shine for the judges.

- [Read] Introducing the Winners of Etsy's 2020 Design Awards! Feast your eyes on all the creative genius on display in last year's top designs, and discover the people—and the passion—behind the products.

- [Watch] Meet Wallpaper Artist Sian Zeng, Grand Prize Winner of the 2019 Etsy Design Awards: Go behind the scenes with the 2019 Etsy Design Award Grand Prize Winner to see how she transforms her hand-painted artwork into interactive wallpaper patterns.