Shop Cottage Goods

Seller guide

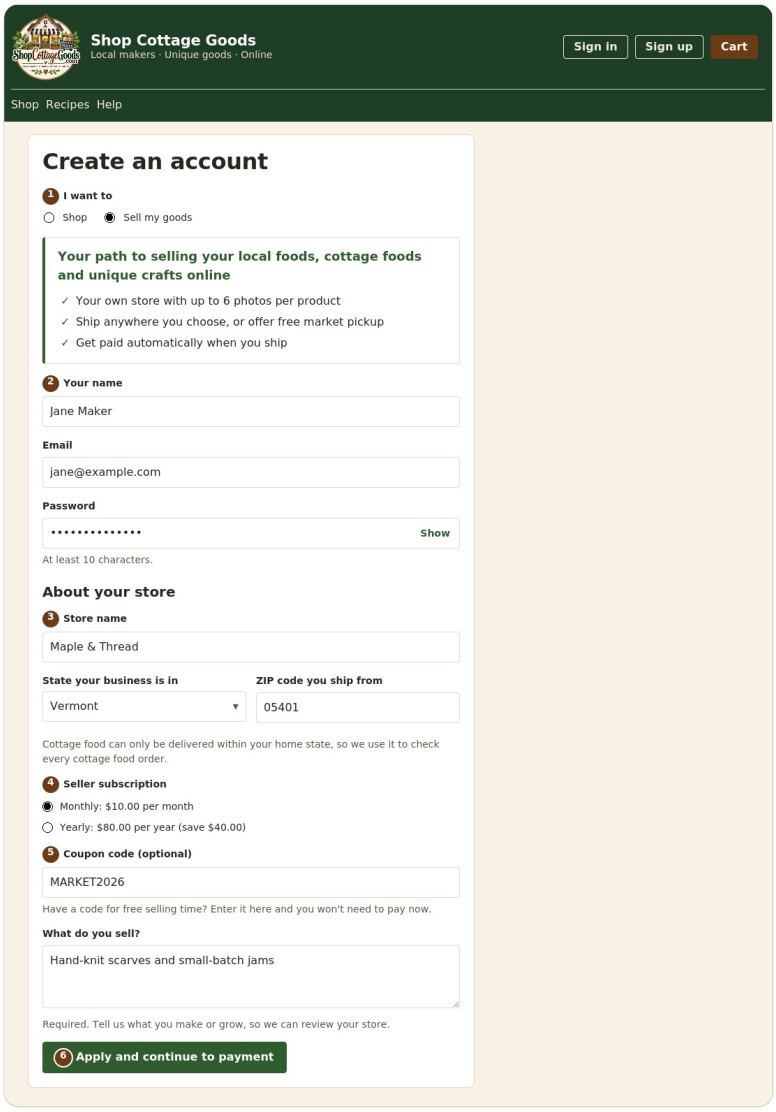
How to open your store, set it up, sell, and get paid. Build 1.0.48.19, updated November 1, 2026.

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Sign up to sell

Apply for your store, choose a plan and pay, then the marketplace reviews your application. It takes about five minutes.



The numbers match the steps below.

1. Select **Sign up** at the top of any page, then choose **Sell my goods** under *I want to*. A summary of what you get as a seller appears.
2. Enter your name, email and a password of at least 10 characters. Use **Show** to check what you typed.
3. Enter your **store name**, the **state your business is in**, the **ZIP code you ship from**, and (further down) **what you sell**, which is required. Your state matters: cottage food can only be sold to shoppers in your home state.
4. Choose a **seller subscription**: monthly, or yearly to save. The prices shown are the current ones.

5. Have a **coupon code** from the marketplace? Enter it to get free selling time instead of paying now. Codes aren't case-sensitive.

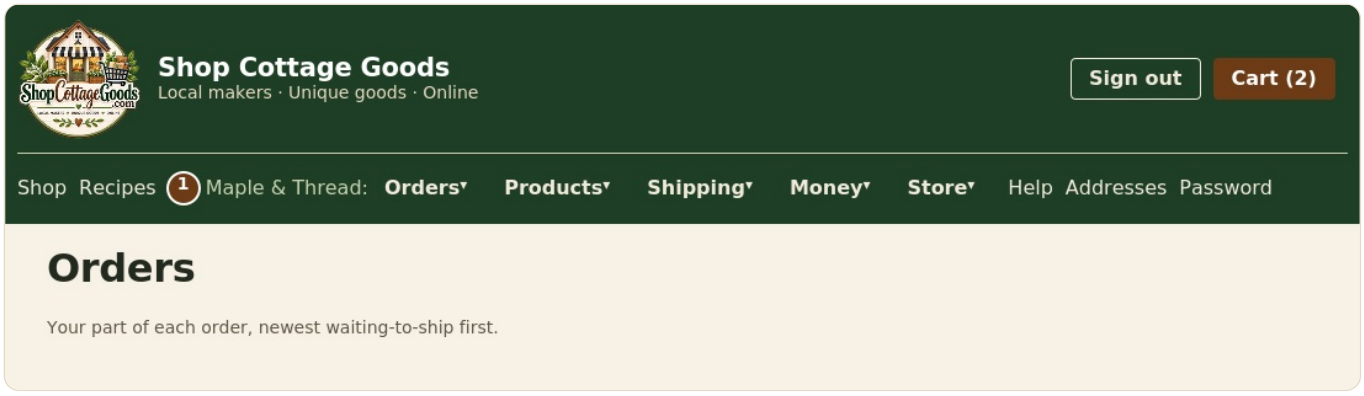
6. Select **Apply and continue to payment**. Your subscription is in your cart; finish checkout. No shipping address is needed for a subscription on its own. With a coupon, there's nothing to pay: your application goes straight to review.

What happens next

- The header shows *Seller application in review* until the marketplace decides. You're emailed either way.
- Your subscription time starts on the day you're approved, not the day you pay or use your coupon.
- If your application isn't approved, your payment is refunded automatically.
- Once approved, your store menu appears in the header. The next topic shows you around.

Find your way around

Once you're approved, your store's menu appears in the header after your store name. Everything you need is one click away.



The numbers match the steps below.

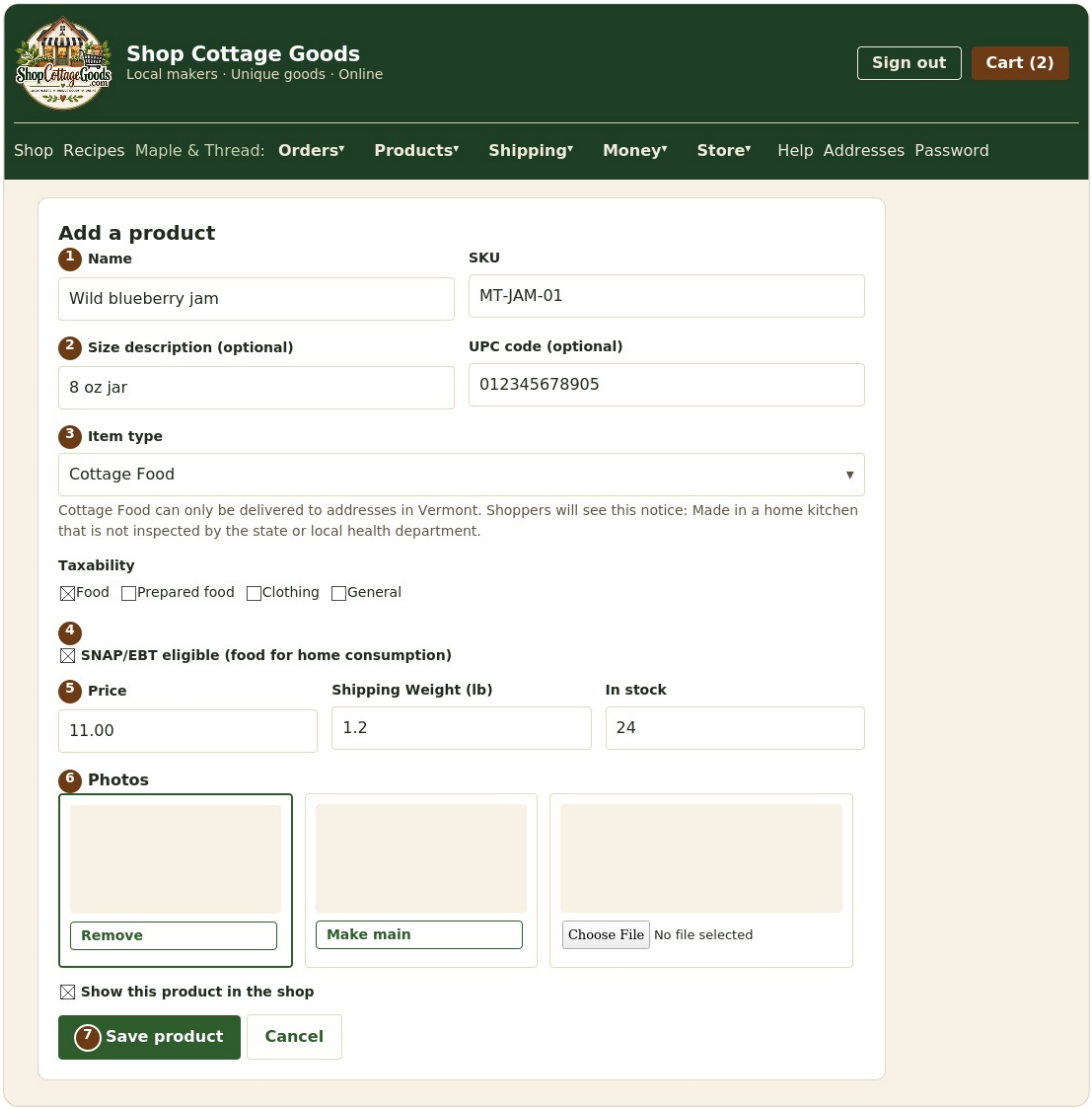
1. Your **store menu** (marked 1): every page for running your store. Each page also has a **Help** button at the top that opens the matching topic.

Your first day: a checklist

- ✓ **Connect your bank** on Payouts, so you get paid (topic 8).
- ✓ **Set your shipping**: your ZIP code and at least one shipping rule (topic 4).
- ✓ **Add your products**, with photos (topic 3).
- ✓ Optional: **add market pickup dates** (topic 5).
- ✓ Optional: **start a promotion** (topic 6).
- ✓ Optional: **add a helper** to your team (topic 9).

Add your products

Each product needs a name, an item type, a price and stock. Good photos sell: add up to six.



The numbers match the steps below.

1. Enter the **name** shoppers see and a **SKU**, your own product code.
2. Optional: a **size description** shoppers see (like *8 oz jar*) and the **UPC code** under the barcode. Shoppers can search the shop by UPC.
3. Choose the **item type**. *Cottage Food* can only be sold to shoppers in your home state, and shoppers see the cottage food label statement. The type also fills in the **taxability** boxes; change them only if this product is taxed differently.
4. For food sold for home consumption, tick **SNAP/EBT eligible** if it qualifies (not hot or prepared food). Shoppers see the badge once the marketplace has confirmed your SNAP authorization.

5. Enter the **price**, the **shipping weight** in pounds (packed, used for weight-based and live shipping prices) and how many are **in stock**. Stock goes down as orders arrive.
6. Add up to **6 photos** (JPEG, PNG, WebP or GIF, up to 5 MB each). The first is the main photo; use **Make main** to change it. Photos are turned upright and resized for you, and their hidden location data is removed.
7. Select **Save product**.

Browsing your store from a product page

At the top of each product page, shoppers see ‹ and › arrows with the names of the products before and after, and where they are (for example *3 of 12 from Michigan Mixes*). The arrows follow your store's order: your featured product first, then your **Order** numbers, then newest. They go round from the last product back to the first, and the keyboard's left and right arrow keys work too. Products that aren't in the shop are skipped.

New and spice level badges

Tick **New** on the product form to show a gold *NEW* starburst on the product's picture, in the shop and on its page. Choose a **Spice level** (Mild, Medium or Hot!) to show a green, orange or red starburst too. Untick *New* when it's no longer new; set the spice level to *None* for products that aren't spicy. Your products list shows the same badges.

Display order and your featured product

When shoppers look at your store (choosing it in the shop, or tapping your store's name on a product page), they see your products in your order. On **Your products**, type numbers in the **Order** column (1 first) and tap **Save order and label**. Products without a number follow, newest first. Leave gaps (10, 20, 30) to slot new products in later. When shoppers look at all stores together, the newest products come first.

Tap **Feature** on one product to put it first, larger, with a short description and a label, *Product of the month* unless you type your own (for example, *Seasonal favourite*). It shows only when shoppers look at your store, and only if it's in the shop and matches what they searched for. Tap **Unfeature** to stop, or feature another product instead.

Putting a product on sale

On the product form, tick **On sale** and enter the **Sale price** (less than the regular price). Shoppers pay the sale price, and see it beside the regular price crossed out, with *Save* and the amount, in the shop, on the product page and in their cart. **Savings shown to shoppers** fills in from the two prices; you can change it to show a different amount, for example rounding $1.51 to "Save $1.50". That's for display only: shoppers always pay the sale price. Promotions still apply on top of the sale price.

Sale dates: add a **First day** and **Last day** to start and end the sale by itself. Both days are included, by the marketplace's local date. Leave the first day blank to start now, and the last day blank to run until you untick *On sale*. Your product list shows each sale's status, like *Sale starts Nov 1* or *On sale until Oct 31*, and shoppers see *Sale ends* with the date on the product page. Untick *On sale* to end a sale early; the sale price and dates are kept for next time.

Preparation instructions

Below the description, add **Preparation instructions** (how to prepare or use the product, one step per line) and, if there's another way, **Alternate preparation** (say, slow cooker instead of stovetop). Shoppers see them on the product's page under *Preparation*.

Related products

Under **Related products** on a product's form, tick up to 8 of your other products that go well with it (a jam with the scones it suits, say). They show at the bottom of the product's page as small pictures that link to each product. Below them, **Customers also bought** fills in by itself from orders: products shoppers often buy together with this one.

Recipes

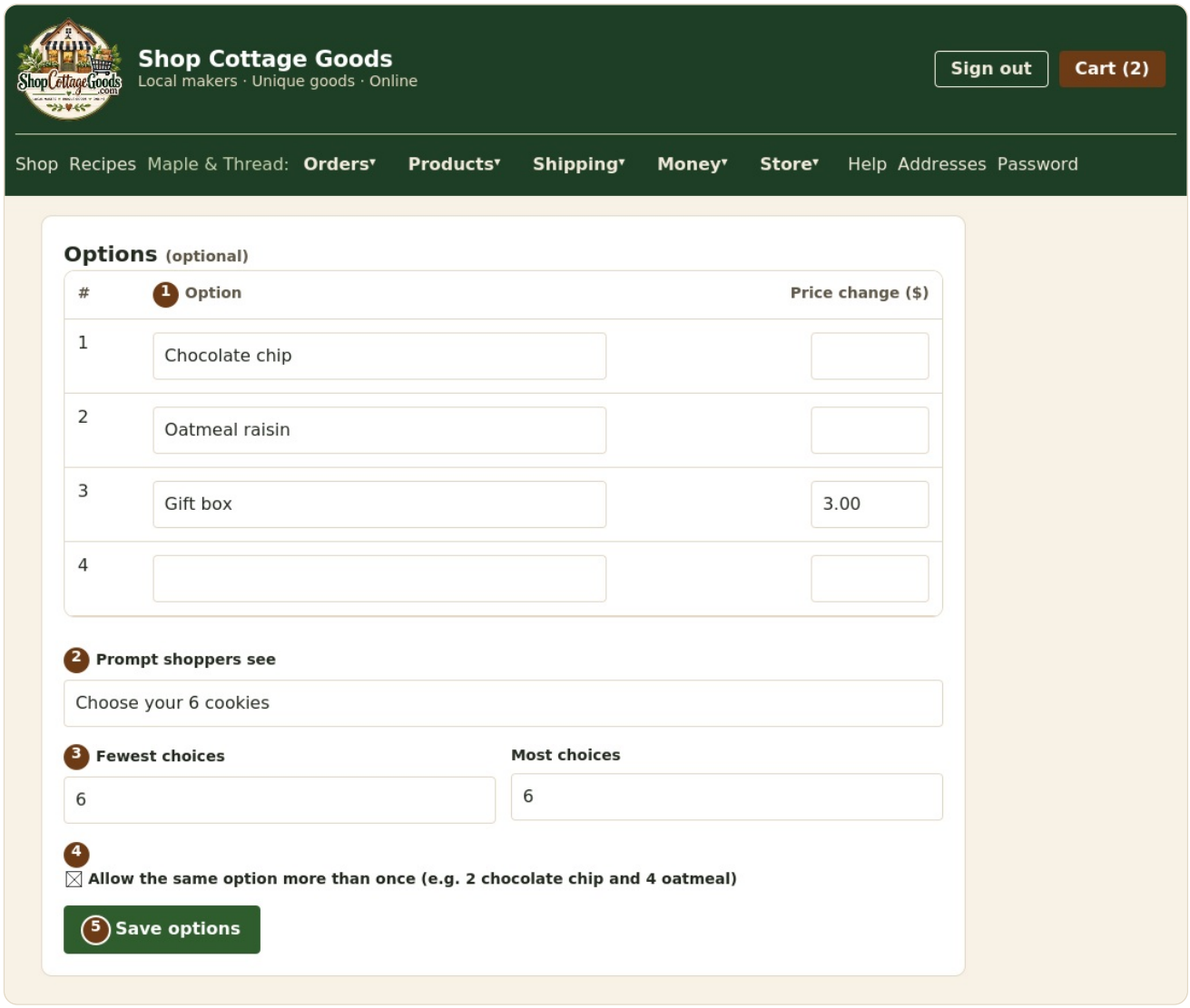
Share recipes that use your products under **Recipes** in your store menu. Write the ingredients one per row and the steps one per line (they're numbered for you), and add a photo once it's saved. Use **Link to my product** on an ingredient, and shoppers can open that product or add it to their cart straight from the recipe; the product's page then lists the recipe too. Tick **Published** to show a recipe in the shop.

Food details

For food item types, the form asks for the **ingredients** (as on your label, most first), what the product **contains** (tick any of the nine major allergens: milk, eggs, fish, crustacean shellfish, tree nuts, peanuts, wheat, soybeans and sesame, and list others) and what it **may contain** (allergens used in the same kitchen). Shoppers see them on the product page under *Ingredients and allergens*. Keep them matching your label.

Options (flavours, sizes, gift wrap)

Let shoppers choose, for example "6 cookies: 2 chocolate chip, 4 oatmeal" or "add a gift box". After saving a product, select **Edit** on it and scroll to **Options**.



The numbers match the steps below.

1. Enter up to **15 options**, each with an optional **price change** (3.00 adds $3.00; -2.00 takes $2.00 off). Leave a row empty to remove an option.
2. Write the **prompt** shoppers see above the options.
3. Set the **fewest** and **most** choices. The same number makes it exact, like 6 and 6 for "choose 6".
4. Tick **Allow the same option more than once** to let shoppers pick quantities; otherwise they tick different options.
5. Select **Save options**. In the shop, the product now shows **Choose options**, and it can't go into a cart until the right number is chosen. Your orders show exactly what was picked.

Options that are your own products

For a box or bundle, like *Pick any 3 jams*, choose one of your products in an option's **Product** column; its name fills in (you can change it). Then, when shoppers choose that option, the product's own stock goes down too: two boxes with Strawberry twice use 4 jars of Strawberry. The box keeps its own stock as before

(set a high number if boxes aren't limited). Products set to *Not in shop* work well here, so single jars can be sold only in boxes.

When a product runs out, its option shows **Sold out** and can't be chosen. If it sells out while it's in a shopper's cart, they're asked to choose again before checking out. Cancelled, refunded or unpaid orders give the stock back. Options that aren't products (like gift wrap) work as before, and empty option rows are never shown to shoppers.

Selling when out of stock

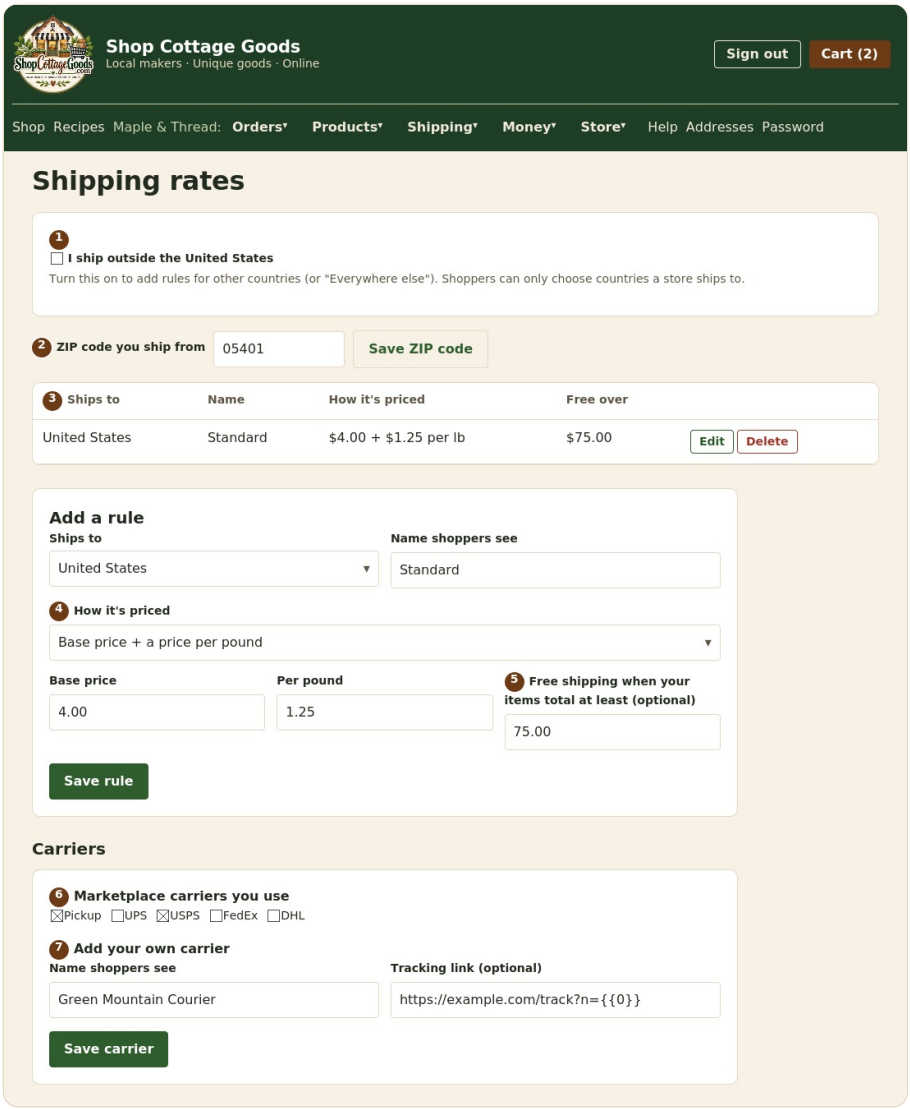
Tick **Keep selling when out of stock** under *In stock* for a product you can always make more of. Shoppers can still buy it, on its own or as an option, and its stock goes below 0, shown in red on Your products so you know how many to make. To stop, untick it and enter how many you have.

Deleting and hiding products

- **Delete** (on your products list) is offered only for products that have *never been sold*. It removes the product and its photos for good.
- A product that *has* sold can't be deleted, because past orders refer to it. Select **Hide** instead: it leaves your list and the shop, but stays in past orders.
- Tick **Show hidden products** to see hidden ones again, and select **Unhide** to bring one back to your list. It returns to the shop when you edit it and tick **Show this product in the shop**.
- To stop selling something for a while without hiding it, untick **Show this product in the shop**: it shows as *Not in shop* on your list.

Shipping rates and carriers

Shoppers pay shipping on your items only, once per order, even when their cart has items from other stores. Set it up once and it works for every order.



The numbers match the steps below.

1. Optional: tick **I ship outside the United States** to sell to other countries. You ship within the United States until you do, and shoppers can only choose countries some store ships to. Turning it off keeps your other-country rules but stops using them.
2. Enter the **ZIP code you ship from** and select **Save ZIP code**. Live carrier prices are worked out from it.
3. Your **shipping rules**: start with one for the *United States*. If you ship internationally, add one per country, or one for *Everywhere else*; a rule for a specific country overrides *Everywhere else*. Shoppers in a country with no rule can't have your items shipped (they can still choose market pickup).

4. Choose **how it's priced** (see the table below).
5. Optional: **free shipping** when your items in the order total at least this much, after promotions.
6. Under **Carriers**, tick the marketplace carriers you use, then **Save carrier choices**. These appear when you mark an order shipped, and if you price shipping with *Live carrier rate*, shoppers are only quoted the cheapest rate from these carriers.
7. To add your own carrier, such as a local courier, enter its name and, if it has one, its tracking link with `{0}` where the tracking number goes. Untick **Needs a tracking number** for carriers without one. Only your store sees your own carriers.

Local delivery

Deliver to nearby shoppers yourself: under **Local delivery**, tick **I deliver locally** and set up to 5 levels. Each level is *up to how many miles* from your ship-from ZIP, for *orders of at least* an amount (your items after promotions), and the *fee*. Shoppers pay the cheapest level that fits; if none fits, they see why (too far, or the order is too small). Add a note such as your delivery days. Distance is a straight line between ZIP codes, so allow a little extra for driving.

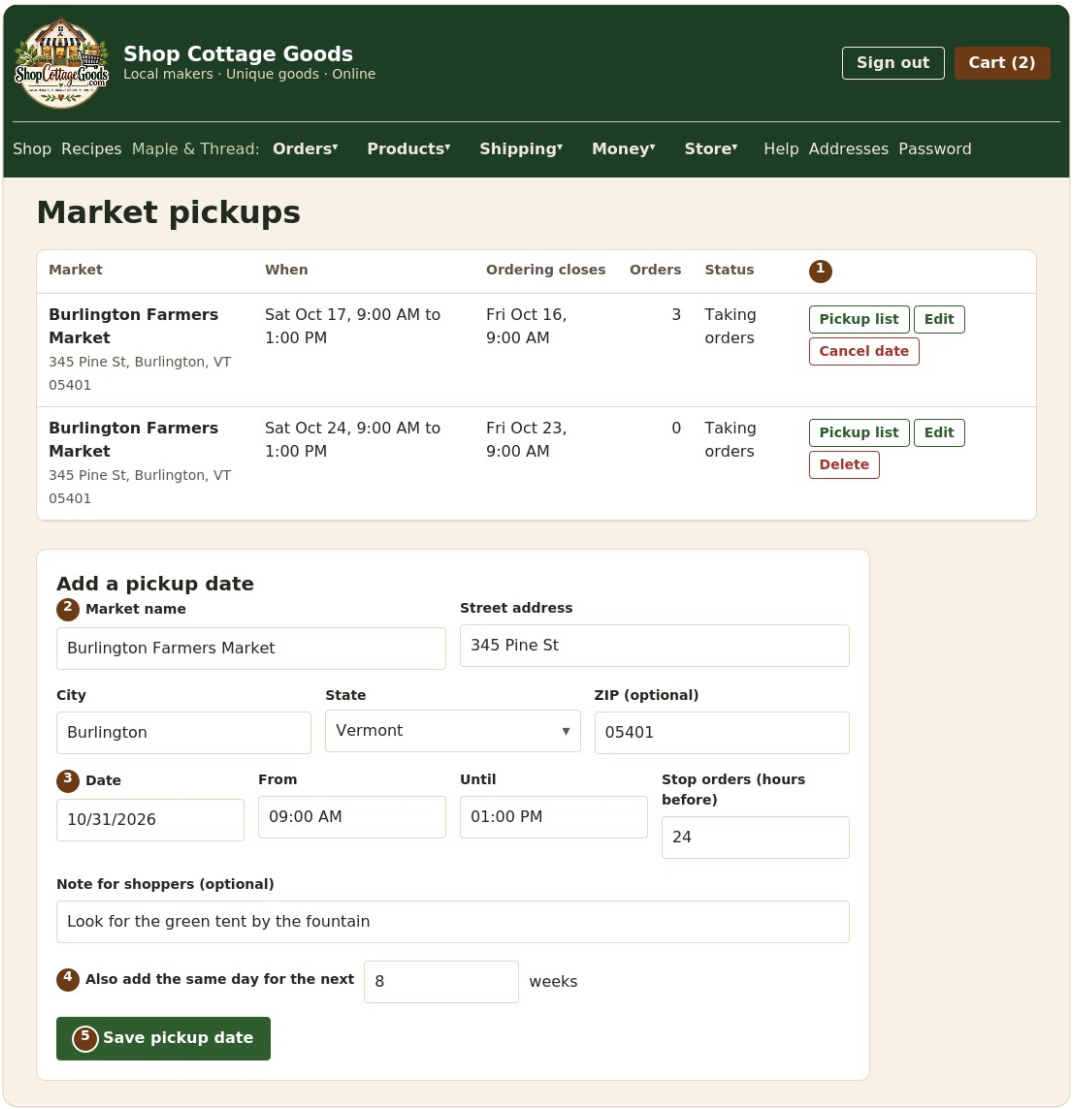
Porch pickup

Let shoppers collect orders from your porch (or a similar spot) any time during your hours. Under **Porch pickup** on the Shipping page, tick **Customers can collect orders from my porch** and enter the address, your pickup hours, any instructions (like where the bins are) and a fee, or 0 for free. Before paying, shoppers see only your town; the address, hours and instructions come with their order confirmation.

When an order is ready, open it on the **Orders** page, choose **Bin**, **Bag** or **Mailbox**, type its number and tap **Ready for pickup**. The customer is emailed, for example, *Look for Bag 12*, with your address and hours, and the number shows as the order's tracking. Put it somewhere else? Change it and tap **Update and re-send**. When it's been collected, tap **Mark picked up** to release your payout. If it's never collected, use **Customer no show**, as for market pickups. Cottage food items can only be collected in your home state.

Market pickups

List the dates you'll be at a market, and shoppers can choose free pickup instead of shipping. You get a printable list of who's coming.



The numbers match the steps below.

1. Your **upcoming dates**. **Pickup list** shows each order, the customer's name and phone, and the items to bring. A date with no orders can be **deleted**; one with orders can only be **cancelled**, and those shoppers stay on its list so you can contact them.
2. Enter the **market name** and its **address**.
3. Choose the **date**, the **from** and **until** times (local to the market), and when to **stop orders**: ordering closes this many hours before the start (24 to begin with).
4. Same market every week? Enter how many more weeks under **Also add the same day for the next … weeks** (up to 26).

5. Select **Save pickup date**. The form keeps the market's details, so adding another date is quick.

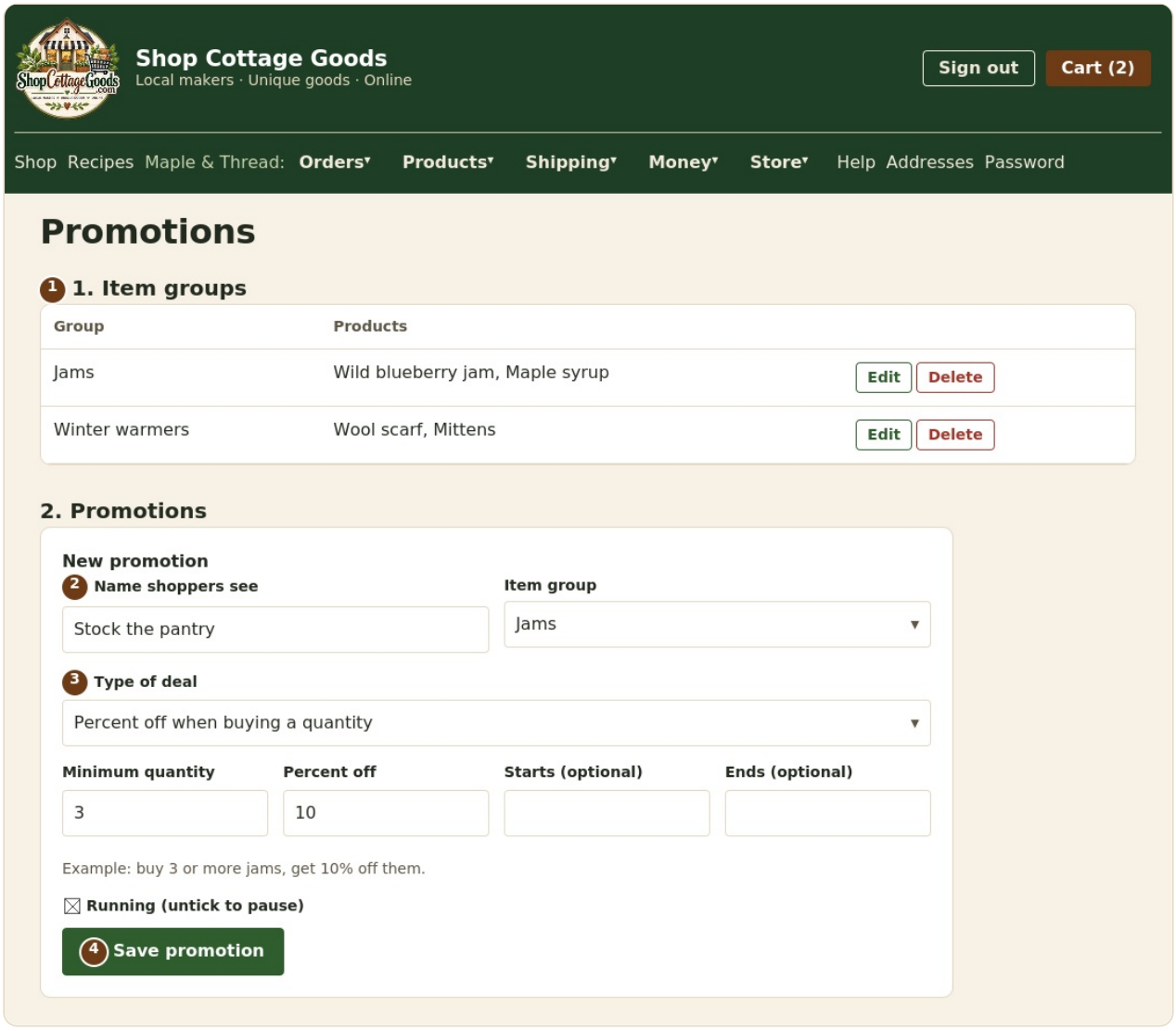
On the day

- Shoppers get a reminder email the day before.
- When someone collects, select **Mark picked up** on your Orders page. That releases your payout.
- If someone doesn't come, use **Customer no show** on the order (topic 7).

> **Good to know:** pickup orders are taxed at the market's state, and cottage food can only be picked up at markets in your home state.

Promotions

Two steps: put some products in a group, then give the group a deal. Shoppers see their saving as its own line in the cart, and product pages list the deals.



The numbers match the steps below.

1. **Make an item group**: give it a name (like *Jams*) and tick its products. A product can be in several groups.
2. Start a **new promotion**: the name shoppers see, and the item group it's for.
3. Choose the **type of deal** and fill in the amounts (see the table below). Start and end dates are optional.
4. Select **Save promotion**. Untick **Running** to pause a deal without deleting it.

> **How deals work together:** when several fit the same items, the shopper gets the best one, and an item is never discounted twice. Discounts come out of your share of the order, and the marketplace fee is worked out on what the shopper paid after them.

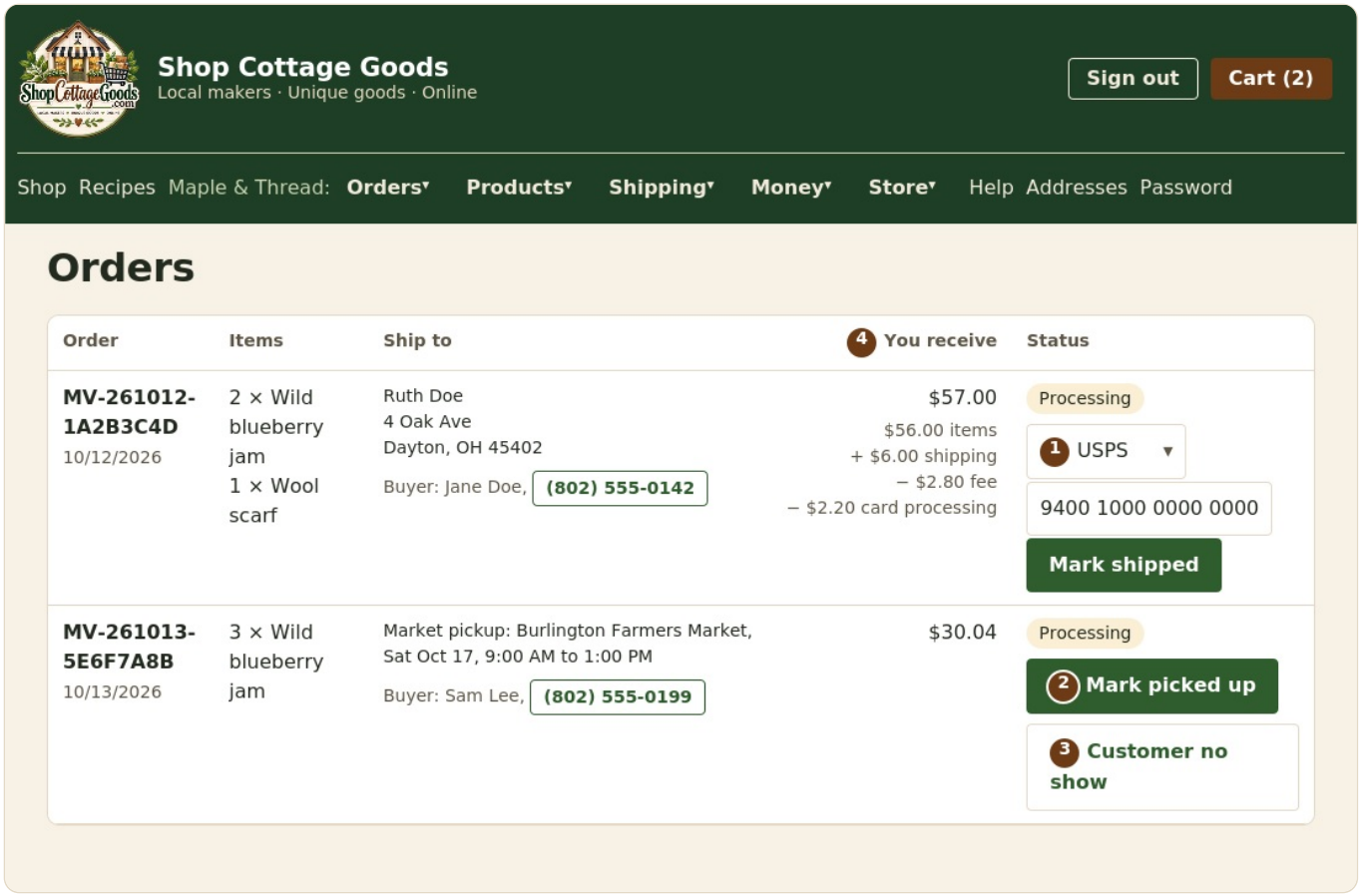
Free gifts that aren't in the shop

For *Buy some, get a specific item free*, the free item can be something you don't sell on its own, like a sample jar: set that product to **Not in shop** on its product page, give it stock, and choose it as the free item with *Add the free item to the shopper's cart automatically* ticked. Shoppers can't find it in the shop; it's added to their cart when they qualify, as a free gift they can't change the quantity of (they can still remove it).

The free item needs stock. Shoppers see the offer only while the free item has stock. When it runs out, the offer hides itself everywhere, any gift waiting in a cart is taken back, and the promotion shows *No stock* on your Promotions page. Add stock and it comes back on its own.

Ship and hand over orders

You're emailed when an order arrives. The Orders page lists only your part of each order, waiting-to-ship first, with the customer's phone as a tap-to-call button.



The numbers match the steps below.

1. **Shipping an order**: choose the carrier, enter the tracking number, and select **Mark shipped**. The shopper is emailed with a tracking link, and your payout for the order is sent. For *Pickup* (handing it over yourself), no tracking number is needed.
2. **Pickup orders**: when the shopper collects at the market, select **Mark picked up**. That releases your payout, just like shipping.
3. **Customer no show**: from the pickup date on, choose **refund the customer** (a full refund; the items go back into your stock) or **keep the payment** (the order closes as a no-show and your payout is released; suits perishable goods). The shopper is emailed either way.
4. **You receive**: what you'll be paid for the order, with the breakdown underneath (topic 8 explains it). Items with options show the shopper's choices, like "Cookie box (2 x Chocolate chip, 4 x Oatmeal)".

Local delivery orders

Orders the shopper chose to have delivered show *Local delivery* with the distance. Deliver them, then select

Mark delivered: the shopper is emailed and your payout is released, just like a pickup.

Finding an order

Use **Find an order** at the top of the Orders page: scan the barcode on the customer's receipt with a barcode scanner, or type an order number (or part of one), the customer's name or phone. The order appears with its buttons, and the box is ready for the next scan. **Show all orders** brings back the full list.

Local deliveries

Orders > Local deliveries lists your delivery orders: show the ones waiting (or delivered, or all), pick dates, or search an order number, and sort by newest, oldest or nearest. Each shows the items, the customer's address (with a *Map* link), phone, email and distance. **Open route in Google Maps** plans a drive from your store through the deliveries shown, in that order (sort by *Nearest first* for a sensible route). **Mark delivered** works here too.

Getting the Print Helper

Use **Download the Print Helper** next to *Check printer* on your Orders page, then follow its instructions to set it up on the computer by your receipt printer.

Your store as an app on your phone

Open your Orders page on your phone and follow **Use your store as an app**: on Android select **Install the app**; on iPhone or iPad tap **Share**, then **Add to Home Screen**. The app opens straight to your orders, full screen. At a market, use **Scan with camera** next to Find an order to scan the barcode on a customer's receipt.

Notifications for new orders

Get a notification on your phone or computer the moment a new order is paid, even when the app is closed. Go to **Orders > Notifications**, tap *Turn on notifications* and allow them when your browser asks. Do this on each device you want them on; everyone on your team can turn them on for themselves. *Send a test notification* checks they arrive.

- **Android, Windows, Mac and Linux:** Chrome, Edge, Firefox or Safari.
- **iPhone and iPad (iOS 16.4 or later):** first add the store app to your Home Screen (Share, then Add to Home Screen), open it from there, then turn notifications on.

A notification shows the order number, how many items and your store's total, never the customer's name or address. Tap it to open that order. Turn them off on the same page, or remove a device you no longer use. If none arrive, check notifications are allowed for the site (and for the browser, in your phone's settings) and that Do Not Disturb is off.

Printing receipts

Select **Print receipt** under an order number to print a till-style receipt on your receipt printer (Epson TM, 80 mm). It needs the **Print Helper**, a small program from the marketplace that runs on your computer; select **Check printer** at the top of the page to see that it's ready. Without it, the receipt opens in a new window to print from your browser.

Shipping labels

Select **Buy shipping label** on an order waiting to ship. You'll see the method the shopper chose at checkout (for example USPS Ground Advantage) and the package weight from your products; adjust the weight and box size if needed.

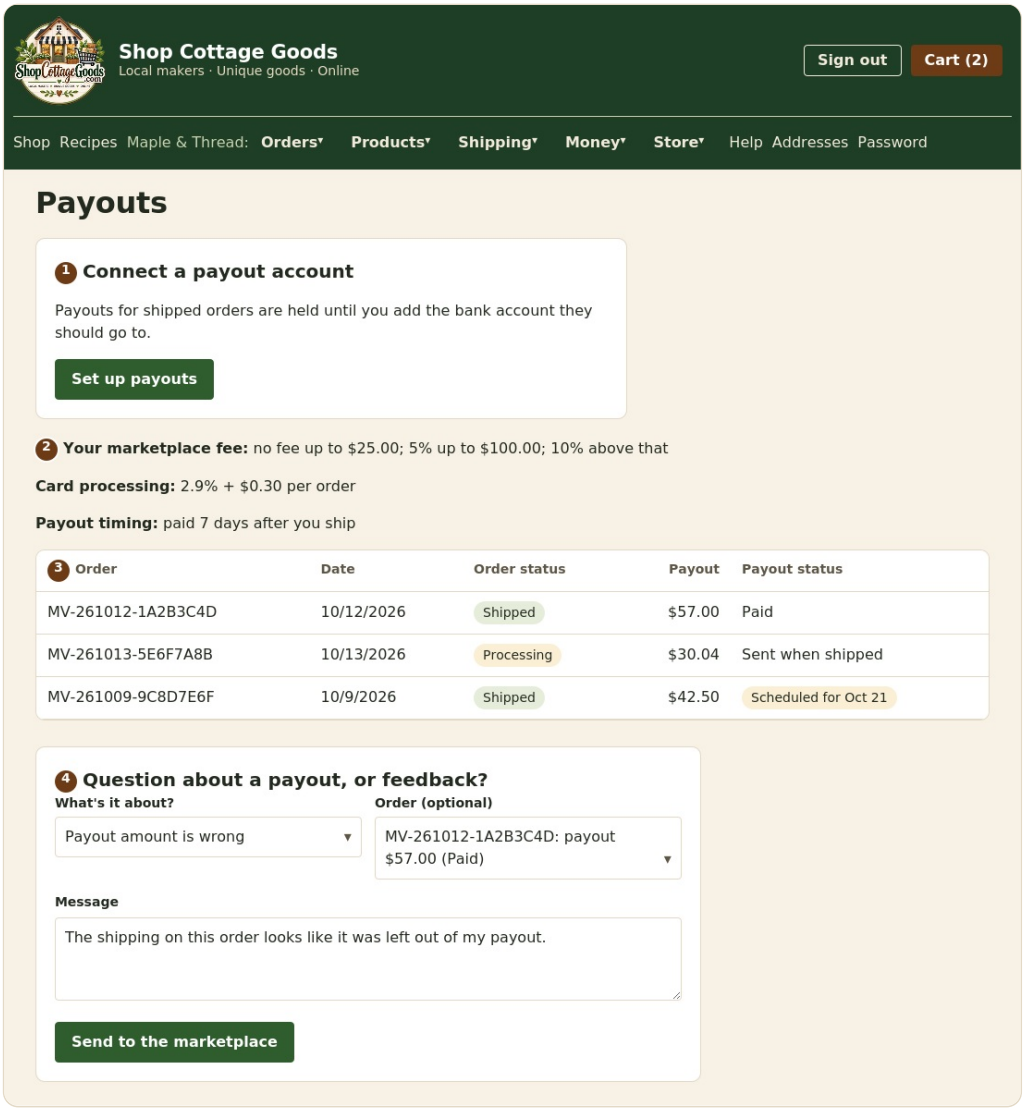
- **Buy label** buys the shopper's chosen method. **See other methods** lists current prices from your carriers if you'd rather use another.
- Select **Print label (PDF)**: it's sized for 4 x 6 inch label printers and prints fine on paper too.
- The carrier and tracking number are filled in on your Orders page for you; select **Mark shipped** once the package is on its way.
- The label's cost is **taken from your payout** for that order. Made a mistake? **Void label** (before marking shipped, and only if it wasn't used) gives the cost back.
- Your return address comes from your **Store profile**, so add your street address there first.

If something goes wrong

- **Marked shipped by mistake?** Open **Remove shipped** on the order, give a reason, and confirm. The order goes back to waiting to ship and the shopper is emailed a correction. If your payout was already sent, it's taken back and sent again when you ship.
- **Customer can't find their confirmation?** Select **Re-send confirmation to customer** on the order. It goes to the email on the order (at most once every 10 minutes); the marketplace can send it to a corrected address.
- **Refunds** are made by the marketplace, for a whole order or specific items. If your payout was already sent, the refunded part is taken back from it.
- **Problem reports**: if a shopper reports a problem with your order, you're emailed a copy.

Get paid

You're paid for each order when you mark it shipped or picked up. Your Payouts page shows your fees, every payout, and a form for questions.



The numbers match the steps below.

1. **Connect your bank**: select **Set up payouts** and follow the payment provider's steps. Only the store's owner can do this. Until then, payouts are held, then sent automatically.
2. **Your fees**: the marketplace fee (a percentage of your items, by order size) and card processing. Your exact rates are shown here, with your **payout timing**: straight away when you ship, or a set number of days later (up to 30), as agreed with the marketplace.
3. **Your payouts**: one row per order, with its status (see below).
4. **Questions or feedback**: choose what it's about, optionally the order, and send it. You'll get a copy with a reference number, and a reply by email.

An example payout

Uses the default fees; yours are on your Payouts page. The tax ($3.36) is kept by the marketplace, which pays it to the state, unless you set your own tax rates (topic 9).

Payout statuses

- **Sent when shipped**: waiting for you to mark the order shipped or picked up.
- **Scheduled for (date)**: shipped; it's paid automatically on that date (your payout timing).
- **Paid**: sent to your account.
- **Waiting for payout account**: connect your bank to release it.
- **Failed, the marketplace will retry**: the payment provider rejected it.
- **Reversed** or **Not due (refunded)**: the order was refunded.

Reports

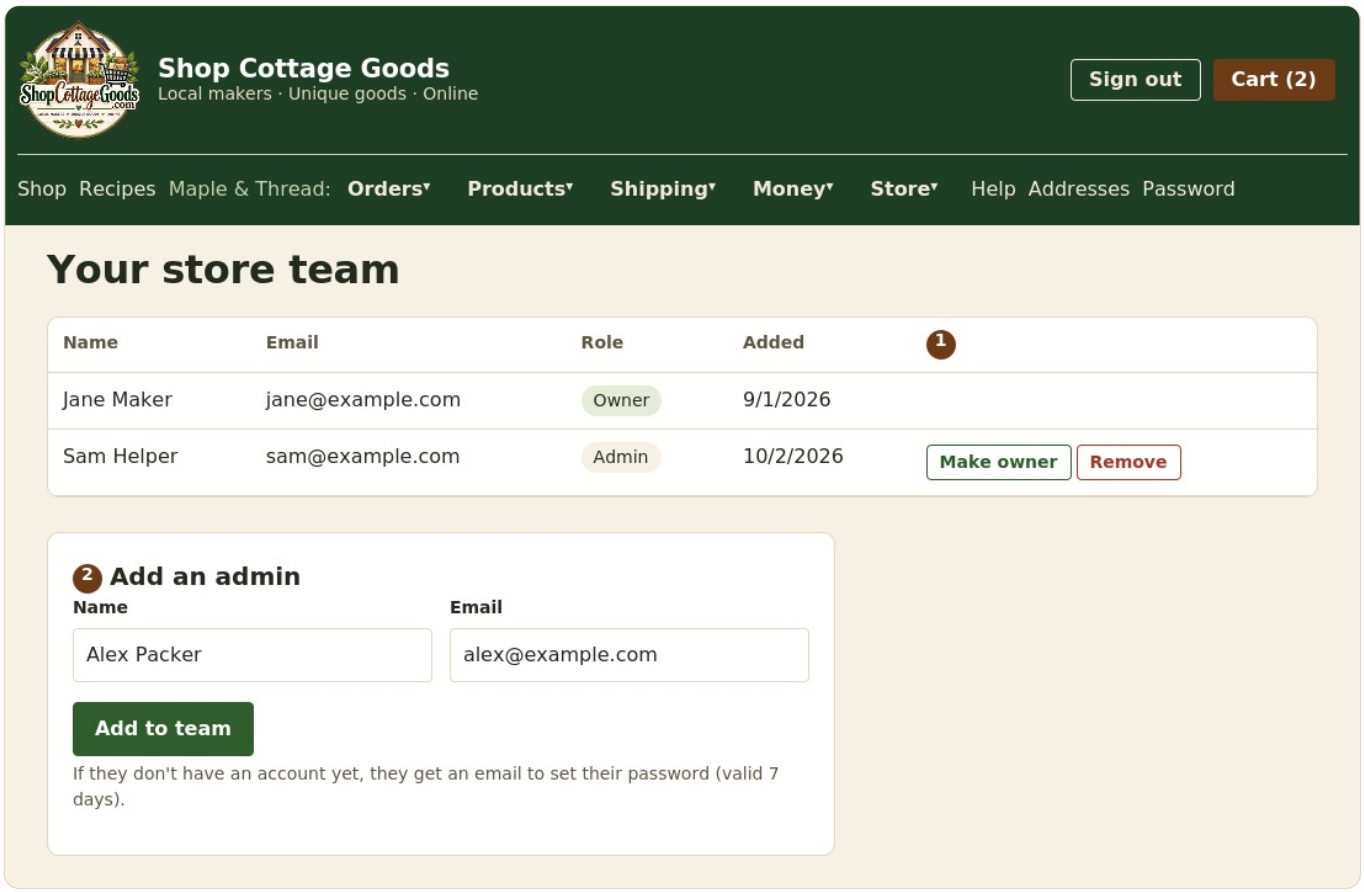
Reports > Product reports has two reports for any dates, in order of product name, SKU or UPC, and each downloads for Excel: **Product sales** lists every product sold in each order with its price, discount, tax, marketplace fee, card processing, your payout and the order's status; **Product movement** shows units sold, refunded and net for each product, with what's in stock now.

Your subscription

Your **Subscription** page shows your plan and the date it's paid through. To renew, choose a plan; it's added to your cart for checkout, and renewing early adds time on top of what's left. Have a **coupon code**? Enter it under **Have a coupon code?** on the same page to add free time; each code can be used once per store. You're emailed 7 days before it ends. If it lapses, your products stay in the shop for 3 more days, then leave it until you renew. You can always ship existing orders.

Team, tax and your account

Share the work with helpers, keep your account secure, and know who handles sales tax.



The numbers match the steps below.

1. Your **team**: you're the **owner**; **admins** can run the store but can't change the team or your payout bank details. **Make owner** hands the store to someone else (you become an admin). **Remove** takes away their access; their account stays as a shopper account.
2. **Add an admin**: enter their name and email. If they already have an account, they're added and emailed. If not, they get an invitation to set their own password, valid for 7 days.

Your store profile

Select **Profile** in your store menu to add the contact email, phone and address customers see, and to upload your **logo** (a square image, at least 100 x 100 pixels). Your logo and contact details can appear in the emails customers get about your orders.

Shoppers see your store's name with your location, for example *Maple & Thread (Burlington, VT)*: the city from your store profile and the state your store is registered in. Leave the city empty to show just the state.

Seller agreement

When you sign up, you read the Seller Agreement to the end and accept it; we email you a copy. It explains

what you control (your store, products, prices, food details, shipping and fulfilling orders) and what the marketplace controls (approval, fees, payments, payouts, refunds and reviews). You can read it any time under **Store > Seller agreement**. If it's updated, your store's owner is asked to accept the new version there.

Two-step sign-in

Store accounts (owners and team members) must use two-step sign-in: as well as your password, you enter a code when you sign in, so nobody can get into your store with your password alone. The first time you sign in, you'll be asked to set it up under **Two-step sign-in** at the top of the site. It takes about a minute.

- **Authenticator app (recommended):** scan the QR code with Google Authenticator, Microsoft Authenticator, Authy or a similar app; it shows a new 6-digit code every 30 seconds, even without signal.
- **Emailed codes:** we email you a code each time you sign in.

You also get 10 **backup codes**: print them or keep them somewhere safe. Each works once if your phone is lost or email isn't reachable. App users can also choose "Email me a code instead" when signing in. Tick *Don't ask again on this device* to skip the code for 30 days on your own phone or computer (never on a shared one).

New phone? Under **Two-step sign-in**, choose *Change* and set up the app again. Lost everything? Contact us: an administrator can reset it after confirming who you are, and you'll set it up again at your next sign-in.

Your password

- Select **Password** at the top of any page to change it. Changing it signs you out on your other devices.
- Forgotten it? Select **Forgot your password?** on the sign-in page and we'll email you a link to choose a new one (it works once, for 24 hours). The marketplace can also send you a link or give you a temporary password.

Sales tax

Normally the marketplace charges, collects and pays sales tax on your sales, and there's nothing to set up; your **Tax** page says so. If the marketplace has agreed that you handle your own tax, the Tax page lets you enter a rate per state for each tax flag; the tax is then added to your payouts for you to pay to the state.

SNAP/EBT

Tick **SNAP/EBT eligible** on qualifying food products. Shoppers see the badge once the marketplace has recorded your USDA FNS authorization. EBT cards can't be used online yet; the eligible amounts are recorded on each order for when they can.

Customer reviews

Customers who bought from you can give your products and your store a thumbs up or down, with a short comment. Nothing appears in the shop until you (or the marketplace) approve it.

1. Customers review from **Review your items** in their order emails, once you've shipped their items or they've picked them up. Each product and your store can be reviewed once per order. Comments are up to 50 characters, and comments with bad language are refused.
2. Open **Reviews** in your store menu. **Waiting for approval** lists new reviews of your store and your products.
3. Select **Approve** to publish a review, or **Reject** to keep it hidden. You can change your mind later from **Published** or **Rejected**.

Where reviews appear

- On each product page: the thumbs-up and thumbs-down counts, and the latest comments.
- Beside your store's name on your product pages: your store's thumbs-up and thumbs-down counts.
- Reviewers are shown by first name and last initial, like "Jane D.".
- A review marked **added by the marketplace** was entered by the marketplace from feedback a customer gave another way, such as in person at a market.

> **Tip:** approving honest reviews, including the occasional thumbs down, builds trust with shoppers. If a review seems unfair, the marketplace can help: send a message from the bottom of your Payouts page.