



A FREE STARTER FROM ARDENT SELLER

The Shop Policy Starter

Your shipping and returns policies — a short version and a detailed version of each — plus a few of the questions buyers always ask.

Fill in the blanks, paste onto your shop. Plain English, not legalese.



Your shipping and returns policies, done

Almost every operating shop needs these two policies, and almost none have them written well. So here they are — a clear, fair Shipping policy and a Returns & Exchanges policy, each in a short version (for a listing FAQ or your announcement bar) and a detailed version (for your Policies page) — plus a few of the questions buyers always ask. Fill in the blanks and paste them onto your shop.

FILL IN EVERY [BLANK] — AND KNOW THE ONE BOUNDARY

Everything in [\[amber brackets\]](#) is a spot for you to set — [\[Shop Name\]](#), your real processing time, your [\[Carrier\]](#), your [\[Return Window\]](#). Replace them all, then search for a “[” before you publish. These are a clear, plain-English starting point, not legal advice — follow the rules where you and your buyers live, and your selling platform's own policies, which can override your shop page.

Each policy below tells you where it goes on Etsy and Shopify, gives you a short and a detailed version, and ends with a “make it yours” note on the one decision only you can make. This free starter is two policies; the full Shop Policies & FAQ Pack has all eight, a 50+ question FAQ bank, three About blurbs, and eight shop-announcement templates. The closing page has the details.

POLICY #01

Shipping Policy

How and when orders ship, what carrier you use, tracking, delays, and international orders.

WHERE IT GOES

Etsy: [Shop Manager > Settings > Policies > Shipping](#). Shopify: [Settings > Policies > Shipping policy](#) (and a shipping section on the product page). Keep a one-line version in your shop announcement.

SHORT VERSION — for a listing FAQ, the announcement bar, or a quick reply

Orders ship within [\[X-X Business Days\]](#) of your order (or after your custom order is approved). I ship with [\[Carrier\]](#), and you'll get tracking by email as soon as your label is made. Once a package leaves my hands, delivery times are up to the carrier.

DETAILED VERSION — for your shop's Policies page

Thank you for supporting [\[Shop Name\]](#)! Here's how shipping works.

When your order ships: Most orders are made and packed within [\[X-X Business Days\]](#) (see my Processing Time policy for current timing). You'll get an email with tracking the moment your label is created.

How it ships: I ship with [\[Carrier\]](#). Standard delivery usually takes about [\[X Business Days\]](#) within [\[Country\]](#) after the package is collected, though the carrier sets the actual pace.

Tracking: Every order ships with tracking. Please keep an eye on it once it's moving, and make sure your address is correct at checkout — I print labels exactly as the address is entered.

Delays: Once a package is handed to [\[Carrier\]](#), it's in their hands. Weather, holidays, and busy periods can slow things down. If your tracking hasn't updated in [\[Number of Days\]](#), reach out at [\[Your Email\]](#) and I'll help you chase it.

Wrong or undeliverable address: If a package is returned to me because of an incorrect or incomplete address, I'll happily reship it once you cover the return-to-sender and re-shipping cost.

International orders: I'm glad to ship to [\[Country/Regions\]](#). Customs, duties, and import taxes are set by your country and are the buyer's responsibility — I have no control over them and can't predict the amount. International transit and customs can add time, so please allow extra.

Make it yours: Set your real processing window, carrier, and typical delivery time. Decide whether you ship internationally; if not, delete that paragraph and say 'I currently ship within [\[Country\]](#) only.'

POLICY #02

Returns & Exchanges Policy

Whether you accept returns or exchanges, the window, who pays return shipping, and what can't be returned.

WHERE IT GOES

Etsy: Settings > Policies > Returns & exchanges. Shopify: Settings > Policies > Refund policy. Summarize it in a listing FAQ.

SHORT VERSION — for a listing FAQ, the announcement bar, or a quick reply

I accept returns and exchanges on most items within [\[Return Window\]](#) of delivery, as long as they're unused and in original condition. Buyers cover return shipping. Some items can't be returned for safety and hygiene reasons — see my full Returns policy for the list.

DETAILED VERSION — for your shop's Policies page

I want you to love your [\[Product Type\]](#). If something isn't right, here's how I handle returns and exchanges.

Returns: I accept returns within [\[Return Window\]](#) of delivery on most items. To qualify, the item must be unused, undamaged, and in its original condition and packaging. Contact me first at [\[Your Email\]](#) before sending anything back. Buyers are responsible for return shipping, and I recommend a tracked service — I can't refund an item that doesn't make it back to me. Once it arrives and is inspected, I'll refund the item price (original shipping is non-refundable).

Exchanges: Want a different [\[Scent/Color\]](#) instead? Reach out within [\[Return Window\]](#) and I'll help you swap it, subject to availability. The same condition rules apply.

Items I can't accept back: For safety and hygiene reasons, I can't accept returns on [\[your final-sale items\]](#). Custom and personalized pieces are made just for you and are not returnable unless they arrive flawed or damaged (see the Custom Orders section of my shop policies and my Damaged or Missing Orders policy).

A note on fairness: If your item arrived damaged or wasn't as described, please don't send it back yet — message me first and we'll make it right. Your selling platform may also have its own buyer-protection steps; those apply alongside this policy.

Make it yours: First decide whether you accept returns at all (many makers of food, personal-care, custom, or digital items don't — that's fine, just say so clearly). Then set your window, and in [\[your final-sale items\]](#) list exactly what can't come back (e.g. opened personal-care items, earrings, food, intimate items — and digital downloads, which are non-returnable once delivered).

A few questions buyers always ask

Answer these on your listings and FAQ page and you turn browsers into buyers — and save yourself the same message over and over. Fill in the [\[blanks\]](#) with your real details.

Q. How long until my order ships?

Each [\[Product Type\]](#) is made by hand, so please allow [\[X-X Business Days\]](#) for me to make and pack your order before it ships. You'll get tracking by email as soon as it's on its way. Current timing is always in my shop announcement.

Q. Do you provide tracking?

Yes — every order ships with tracking, sent to you by email the moment your label is created. If your tracking hasn't updated in [\[Number of Days\]](#), message me and I'll help you chase it.

Q. What if my order arrives damaged?

I'm so sorry — please don't toss anything. Send me a photo and your order number at [\[Your Email\]](#) within [\[Number of Days\]](#) and I'll arrange a replacement or refund. See my Damaged or Missing Orders policy.

Q. Can I cancel or change my order?

If your order hasn't shipped, message me within [\[Cancellation Window\]](#) and I'll help with changes or a cancellation. Once it's shipped — or once a custom piece is in progress — it can't be changed. See my full Cancellation policy for details.

Want your whole shop sorted?

This starter is two policies and a few FAQs. The Maker's Shop Policies & FAQ Pack is the whole shop: 8 core policies (shipping, processing time, returns, damaged or missing orders, custom orders, cancellations, care & allergens, and privacy) each in a short and a detailed version, a 50+ question buyer-FAQ bank with a section for your craft, 3 About-the-shop blurbs in three voices, and 8 shop-announcement templates — plus a Start Here guide that shows exactly where each piece goes on Etsy and Shopify. In three formats: copy-paste text, editable Word, and print-ready PDF. It's evergreen, so it works any year.

GET THE FULL SHOP POLICIES & FAQ PACK

Available on the Ardent Workshop storefront. [See the full Shop Policies & FAQ Pack >](#)

The shop behind the policies

A processing-time promise is only as good as your grip on your queue. A damaged-package fix is easier when you can find the order in seconds. Clear policies set expectations — keeping them is about actually knowing your shop.

MEET ARDENT SELLER

Ardent Seller is inventory, order, and customer software built for makers. It keeps your stock, orders, and customers in one place — so the promises on your shop page are easy to keep. There's a free plan to start. [Start free at ardent seller.app >](#)

A note on using these. They're a clear, plain-English starting point you should make your own — not legal, tax, or compliance advice. You're responsible for the rules that apply where you and your buyers live, and for your selling platform's own policies, which can override what your shop page says.

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