

A Buyer's Perspective

The Essential eBay Guide

Get Your Items Noticed
and Sell More!



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DO YOU STAND OUT?



Perhaps the most frequently asked question from eBay sellers is, "How can I stand out and get my items noticed?" There are over 200,000,000 products available worldwide on eBay at any one time, in over 50,000 categories. Do your products stand out? Are you doing all you can to succeed and sell your items? Are you happy with your sales and profits? Can you do more?

And now the holidays are here. Buyers are coming to eBay to shop for their holiday gifts. Are you ready to help them find what they're looking for? You have to get noticed first!

Fortunately, there are many ways you can improve your chances of getting in front of interested buyers and once seen, close the sale. This guide is all about standing out and getting noticed. Whether it's appearing in search results, closing the sale with your description or surpassing expectations when a customer receives your product.

PUT YOURSELF IN YOUR BUYER'S SHOES



The best way to sell successfully is to first understand the people you want to buy your product. Imagine you're in their shoes. Why would they want your product? Are they younger, older? Male or female? What else separates them? By looking through their eyes you can better communicate the key selling points of your product in a way that they'll like and understand. You will increase your chances of engaging them and ultimately making a sale. And, be a buyer yourself on eBay. Whether you are just getting started selling or you have had an eBay store for years, *being* a regular buyer helps you think like one.

MAKE THE MOST OF YOUR BUYER'S "TOUCH POINTS"



Search



Discovery



Close the sale



Finish with a smile

When do you "touch" potential buyers? Each time they interact with your product listing as they look to make a purchase. In search results, viewing your listing page, reading your description, even opening the shipping box once they become a customer. At each touch point, they must decide if they are interested enough to take one more step forward and learn more about your product. Or if they will come back and buy from you again.

You need to do everything you can to stand out, keep the sale moving forward, ultimately close it and then get them to buy from you again.

PREPARE YOURSELF TO STAND OUT



Before you ever list a product on eBay, prepare yourself to succeed. Do your research. Find out what in the market is now of interest. And remember that things change. What is hot today may be cold tomorrow. Beanie Babies anyone? But it also might get hot again. *Don't be afraid of the unusual.* Get out of your comfort zone. The different and unusual can mean less competition and a better chance to get noticed and succeed.

There are a number of excellent research services that give you a wealth of information. Use them. Some don't cost a penny. You can learn a significant amount of information about how your product has been sold successfully in the past, and you can use that information to improve your chances in the future.

⇒ Do your research

- Review eBay's completed listings
 - While you can learn from seeing how items that match yours are currently being sold, it's actually more useful to see items that have been listed before, both sold and not sold. Learn from their successes and failures. Why did some sell when others did not?
 - See what your item has sold for previously. What keywords got the most bids? What selling format worked best? What categories were used? And a lot more. The more information you have before actually listing your product, the greater your chances of success. All of this information is available on eBay and it's free.
 - To try it: click the **Advanced Search** link, located next to the search box at the top of most eBay pages. Follow the steps. Make sure to select the **Completed listings** option in the **Search including** section.
- Use Terapeak research
 - Terapeak is a third-party research application for eBay sellers. You'll get a broad range of eBay data going back through 365 days of closed eBay listings to help you improve your online sales.
 - Try it at: www.terapeak.com
- Take eBay's Pulse
 - eBay Pulse is a great resource from eBay that lets you learn what's hot, the most popular searches, the most watched items, hottest trends and much more.
 - Check it out: <http://pulse.ebay.com>
- Listen to eBay Radio
 - A great online resource with great guests to learn more. Make sure you call in with your own questions.
 - Listen at: <http://groups.ebay.com/forum/Ebay-Radio-Broadcasts/Welcome/1278>
- Be a buyer!
 - The best way to understand buyers is to be one. Plus there are all kinds of benefits for shopping on eBay, like the eBay Bucks Rewards Program and eBay Buyer Protection.

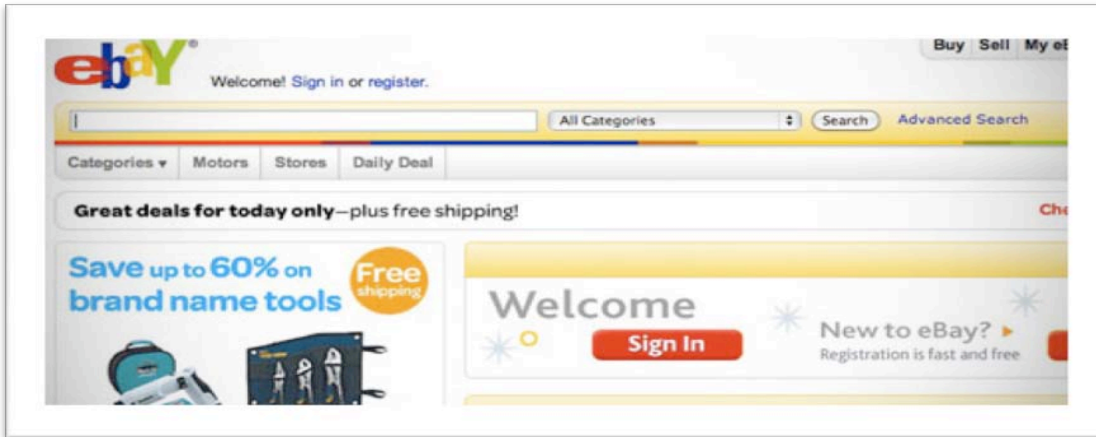
⇒ Answer these questions

- What sells?
- What sold recently?
- At what price? How much is it truly worth?
- What are the important keywords?
- Which categories are paying off?

⇒ Test and track as you go

- Try different pricing strategies, selling formats, service options, descriptions and more. Learn what works and what does not. Keep a written record of what you try and the results. Then do more of what is getting you sales and higher prices and eliminate what isn't.
- Don't always be safe. Take chances. Get out of your comfort zone.

ANATOMY OF A BUYER ON eBay



OK, you've done your research. You have the products. See your product through the eyes of your buyers and learn how you can improve your chances of getting a sale.



STAND OUT IN SEARCH

A screenshot of an eBay search results page for "bolex h-16 camera". The page shows 265 results. Callouts highlight specific elements: "Check one out or keep searching?" points to the search results count; "Good deal?" points to the price "\$187.50" of a listing; "Exactly what I'm looking for?" points to a listing titled "Bolex H-16 Reflex 16mm Camera+22.5-90mm f1.5 C-Mount+++"; "Look OK?" points to a listing titled "Bolex H16 SBM 16mm Movie Camera". The search filters on the left include Categories, Condition, Price, and Seller. The search results list includes items like "Bolex H16 SBM 16mm Movie Camera" for \$1,095.00, "VINTAGE PAILLARD BOLEX H-16 16MM MOVIE CAMERA" for \$129.99, "Paillard Bolex H16 16mm motion picture camera. Nice!" for \$250.00, and "BOLEX H16 REFLEX 16MM MOVIE CAMERA" for \$495.00.

A buyer has typed in a few words to find the product they want. Many results will appear. You need to be in those results so you have a chance to sell your product to that potential buyer. So, how do you get in those results? And how do you stand out once you appear?

OPEN THE DOOR WITH KEY FUNDAMENTALS

By focusing on fundamentals, you can help ensure your product shows up when the buyers are searching for the products you're selling.

⇒ Title

- Your title is one of the first things prospective buyers will see, so make it count.
- Research to see what titles were used to successfully sell your item in the past.
- Create a descriptive, unique, accurate title with terms buyers use. Include the most important features, depending on the item, that could include: make, model, color, age or unique characteristics.
- Use all 55 characters, with item-relevant keywords.
- Don't use punctuation, you're wasting precious characters. And no quotes. eBay needs to "see" a space before and after words to know it's a word.
- Think like a buyer. Don't use words that buyers won't use in their searches. Buyers don't search for "wow" or "beautiful." The exception would be if one of those terms is part of the item name such as a doll called "Beautiful Mary."
- Don't use all caps! Caps are often harder to read.
- Alternate CAPS and lower cased WORDS in a selective way to stand out.
- Certain categories have standard acronyms that save you space. For example if you see "NWT" used frequently with a product or category similar to yours, use it. NWT replaces "new with tags," and you have more space.
- The order of the words does not matter. Write the title so it makes sense to the potential buyer and catches their attention.
- There are tools from companies like Terapeak that will help you build titles.

⇒ Categories

- There are over 50,000 categories on eBay, so make sure you're in the right ones. Search for similar items to yours and see what categories they are in.
- Many searches are done for a specific item, so the category is not important. However, frequently, when a buyer wants to narrow their results, they go to a specific category and then do a search within that category.
- If there are multiple categories for your product, look at page-view counters and the number of bids to see which categories have more successful listings. And once again, use research to see what categories have proven successful for previously listed products.
- Many times it's worth paying a nominal extra charge to eBay to put your item in multiple categories, especially if it's a high-priced item.

⇒ Other Search Factors

- eBay has new filters on the left navigation for Expedited Shipping (+1 day handling) and Returns Accepted.
- Those filters along with the Free Shipping filter are more visible.
- Use all available item specifics and attributes (size, color, model, etc.) When buyers filter down their results, your item will only continue to appear if you've checked off all the specific aspects of your item.

- There are now red text callouts on all listings that offer expedited or one-day shipping. So stand out by offering those options if possible.

⇒ Item Specifics

- The odds of being found in search will increase even more by taking advantage of this added tool eBay has incorporated into many different categories. Not all categories include the specs but when they are seen, eBay recommends that you do add them as much as possible. They also suggest to “fill in the blanks” if there is an appropriate term to use with the listing. More advantages can be found on eBay:
http://pages.ebay.com/help/sell/item_specifics.html#advantages

⇒ Price

- Are your prices competitive? Consider the total price, with shipping: think in the buyer’s shoes. Just because you love your product doesn’t mean others will think it has the same value. Know what your item has previously sold for.
- Right format:
 - Auction – Use when selling rare items OR when demand outstrips supply. Auctions with a “Buy It Now” option are taking off and are being used more and more successfully by sellers.
 - Fixed Price – For everything else. Also consider adding the “Best Offer” option. It can really boost your sales. Some sellers increase their fixed price and accept a best-offer price that is where they wanted to sell the item in the first place. Buyers still feel they are getting a bargain.
 - Charitable Donations - Consider donating a portion of sales to a charity. Research shows sellers connected to a charity get more buyers. This also exposes your items on the Giving Works pages. There are buyers who search there first. Call attention to this in your description. Use a starburst to let them know the charity you support.
 - Group Gifts – Take advantage of this new eBay feature. Friends can “chip in” on a gift for someone in their circle. When you list an item with a Fixed Price or Buy It Now price, the item will be visible to all Group Gifts shoppers. See it at: <http://groupgifts.ebay.com>

⇒ Photographs

- The photo is a thumbnail. Make sure it stands out as a **thumbnail**. For example, putting a small picture of a large oriental rug doesn’t make sense. You can’t see it. But a close-up picture of a small portion of that rug to show the colors and detail makes sense, will get noticed and will get more views.
- Contrasts and backgrounds will make your item stand out. Lighting is critical.
- Present items against a white or black background.

⇒ **Best Match**

- eBay's "Best Match" affects where you show up in search results. It is designed to put the best matching products in front of a potential buyer and to reward sellers for listing their product in the ways eBay thinks will best fit that buyer's behavior. The key components are:
 - Fixed price first
 - Relevance to the buyer – keywords in the title and item attributes
 - Price with shipping
 - Seller quality or status
 - Sales over impressions. For listings with multiple quantities, the ratio of the number of times your item has appeared in search vs. the number of sales. In some categories, like electronics, this is crucial. In collectibles, where you're not selling multiple quantities, it's not.
 - Amount of time remaining before an auction ends
 - Get a boost for Top Rated Sellers who offer Expedited Shipping (+1 day handling) or Returns Accepted past 12/25 on Fixed Price listings.



YOUR LISTING PAGE – WHAT IS THE BUYER THINKING?

The screenshot shows an eBay listing for a "Bolex H-16 Reflex 16mm Camera+22.5-90mm f1.5 C-Mount+++". The listing includes a photo of the camera, a description, a current bid of \$187.50, and shipping information. Red callout boxes highlight specific areas of the listing:

- Quality? Really what I want?**: Points to the product image.
- Reasonable shipping?**: Points to the shipping cost of \$20.00.
- Might I get stuck?**: Points to the return policy: "No returns accepted. Covered by eBay Buyer Protection."
- Credible seller?**: Points to the seller information: "consigntheworld (2602) 99.7% Positive feedback".

Great! Your product stood out in the search results, and the potential buyer is interested! They clicked on your listing to see if they've found what they want. The first thing they'll see is the top of your listing. Your goal is to grab them, create interest and get them to close the sale or continue to your description. BUT how do you do that?

CREATE INTEREST AND ACTION

Now your buyer can see more photographs, your shipping cost and the return policy. Make sure each of these gives you the best chance to keep their interest and continue selling.

⇒ Photos!

- Photograph the front, back, top and bottom. Duplicate the real-life experience of a buyer holding the item in their hands and looking at it from all sides. That way buyers won't be surprised when they receive it. They're more likely to provide positive feedback and less likely to return it.
- Show photographs of all condition issues. You might highlight them in the photographs so the buyer doesn't miss them. It protects you should the buyer file a dispute with eBay. You can prove that you disclosed the problem.
- Photograph items against a white or black background.
- Good lighting is critical. Don't use a flash. Use natural light for a better picture.
- Check out eBay's "best practices" for more photography tips: <http://pages.ebay.com/education/sellingbasics/photos.html>
- Cindy Shebley has an excellent guide called "Easy Auction Photography". Take a look: <http://www.ezauctionphotography.com/>

⇒ Return policy

- Why not provide a 100% satisfaction guaranteed, full-return policy? You eliminate a major obstacle to the purchase. Think of Nordstrom's and Zappo's. Wouldn't you like to be in their shoes? Your buyer is concerned about getting a product they don't want. But the reality is that buyers seldom return items. This doesn't necessarily work for every seller, but consider it.
- There's an opportunity cost, too. How many potential buyers will skip your listing in favor of a competitor with a better return policy? You're losing sales.
- Don't handcuff a good return policy with extra requirements. For example, if the buyer claims they received a broken item, many would want a picture to prove it. It probably won't happen! Think from the buyer's perspective. You think the seller doesn't believe you. All that work just to prove you're telling the truth? On top of being unhappy with getting a broken item in the first place! Is it really worth it? As the seller, you will not win. Just refund their money. Maybe they'll buy another product from you.
- Think like a retailer during the holidays. Many people will want a return period that extends past the holidays, especially if it is items like apparel that might be received as a gift but not be the right size.
- No matter what your policy, make the details very clear. This will increase the comfort of potential buyers.
- Provide details on who covers return shipping.
- In all your policies, be positive and friendly! A sure turnoff to a potential buyer is a negative attitude from a seller before they've even agreed to buy.

⇒ Shipping

- IT IS THE SEASON to stand out from your competition with FREE shipping. Eliminate one of the obstacles between your products and prospective buyers. eBay research has shown that getting an item without that extra fee is a value proposition buyers love. This may get them to buy from you instead of continuing to shop around with your competitors.
- Be sure to add a banner or graphic to your listings that screams out to buyers that you don't charge for shipping!
- When determining which products you'll sell, don't forget to think about their weight. If it costs more to ship the product than to buy it, you won't succeed.
- Clearly set expectations for lead times and delivery dates. And communicate to the buyer. Use tracking for estimated shipping times. It provides that information to the seller and the buyer. Display a list of "order by" dates on your listing in a simple chart.
- Make sure your shipping policy is highlighted on every page your buyer sees.
- Factor in packaging and handling times and pad your holiday delivery times since you're not the only one shipping!
- If a buyer orders a gift for Christmas, for example, and it doesn't arrive by December 24th, there's a 99.99% chance they will return the purchase. Save both of you a headache by giving a firm cut off date.
- Make sure your terms are clearly stated.
- Include the shipping carrier.

⇒ Reputation

- Ultimately, for many buyers, your reputation is what makes or breaks your sale. By standing out through the entire process and providing great customer service, you'll make your reputation.

PIQUE THE BUYER'S INTEREST – THE DESCRIPTION

Exactly what am I getting?

Why do I want to buy this? Make it quick!

Do you seem legit? Is this an easy, safe purchase?

BOLEX H-16
16MM CAMERA
With 1:2/18-90 Lens!

er! Tested with film! Great working order!

You are bidding on an early '80's Bolex H-16 16mm camera. Runs great! Includes Bolex 1:2/18-90 lens (Variogon 1:2/18-90)

RARE FIND!

- OVERALL DIMENSIONS: 8 1/2" x 4" x 3"
- WEIGHT: Approximately 5 1/2 lbs
- OUTER CASE: Highly polished skunkium body, covered in genuine Morocco leather. Metal parts are chrome-plated
- FILM CAPACITY: 100F (30m) and 50F (15m) daylight loading spools of 16mm film
- THREADING: Automatic threading and loop forming
- MOTOR: Constant speed, spring motor mechanism; governor controlled
- TURRET: Rotating turret with folding lever; Accommodates three interchangeable RX type C mount lenses; Built-in turret lock lever
- VIEWFINDER: 10x magnification; Reflex viewing with semi-reflecting prism system; Groundglass focusing; Adjustable to eyesight
- FILTER SLOT: Built-in slot holds a gelatin filter behind the taking lens and in front of the shutter

- CLEAN lens.
- No scratches or fungus
- German precision from Schneider-Korona

The majority of eBay sellers don't take advantage of the description area of their listing. Either they type in too little or too much text with no formatting. Why not? They don't think it makes a difference. "Nobody reads it," is the common belief.

But remember those other 199,999,999 items being sold? Why wouldn't you give yourself every opportunity to stand out and close the sale? Research has shown that well-designed descriptions can significantly increase the intent to buy of potential buyers. You will appear more professional and will convey the impression of a credible business.

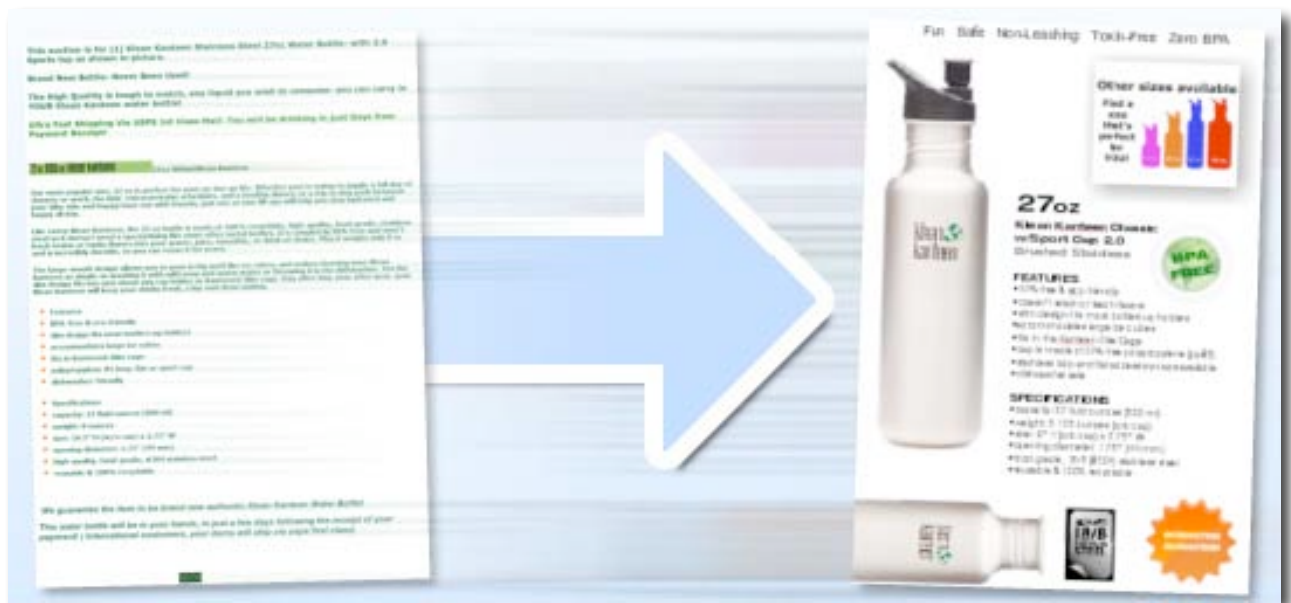
CLOSE THE SALE

If a buyer has moved all the way through the process of searching, selecting your listing, and then scrolling down to read your listing description, there is a strong possibility you can close the sale. Don't lose it now! You need to stand out, create trust, tell them what they need to hear (and *only* what they need to hear) and make it happen.

⇒ Why NOT?

- Good design makes a difference in credibility, trustworthiness, intent to buy and more. It's not always required. Sometimes well-formatted, clear text is fine. But why not give yourself every chance to succeed?

Which description is more appealing and grabs your attention? (Same product.)



⇒ Understand

- Know your audience – age, gender and interests. Write to that buyer.
- Don't forget your mobile and social media shoppers! More and more buyers are shopping on eBay from their cell phones and iPads, so make it easy for them by having great images, concise descriptions, and accepting PayPal (so they can pay on their phone too!). And don't forget your friends on Facebook, Twitter and all of the other social media sites. Invite them to shop your listings to find the perfect gifts for everyone on their lists.
- Do more research: See descriptions of similar items and ads in magazines. Use their research to guide your description.

⇒ Photos

- Photos are essential to every listing. Potential buyers rely on your photographs to tell the whole story of the product they're interested in purchasing.
- Place these photos at the top of your descriptions.

⇒ Design

- Start with a template. Professional or fun or fashionable or rustic. Whatever is appropriate for your item. Keep it generic if you have any question about what kind of buyer will be shopping for and purchasing your item.
- Get buyers in the mood to gift shop with holiday flair. Holiday-themed listings are a great way to awaken their spirit. Research shows that festive surroundings improve the willingness of customers to spend more money. Retail stores spend big to create a holiday atmosphere. So why not apply it to your listings as well? Use a holiday-themed template or background.
- Don't look like everyone else by using dated clip art and old-looking templates. Find something contemporary and fresh.
- Once you've created templates you're happy with, use them again. Don't reinvent every time you sell. Repeat buyers appreciate consistency.
- Create different templates for different categories. Again, use these repeatedly so you'll save time by streamlining your listing process.
- Even your fonts are important. Fonts like "Times New Roman" and "Arial" are easy to read and look professional. Most of the time that's what you will want to use. But sometimes a different font can help create a different mood more appropriate for your product. If you're selling something like children's toys, you might want to use a font that's less formal and more fun.

⇒ Content

- People scan more than they read. Don't write a novel.
- Ask the question "who cares?" when writing your description. Look at each sentence and ask yourself "Would a potential buyer care? If not, delete it.
- "Less is more." By putting too much information in your description, buyers are less likely to actually read the most important selling points, and you're less likely to get the sale.
- Make sure you include key details as appropriate about your item, such as dimensions and materials.
- "Under promise and over deliver!" Make sure to call out any defects in your item. The buyer is going to see them when they receive it anyway, so make sure they know in advance. This avoids returns, negative feedback and other problems you don't want to deal with. Your objective isn't to just get the sale, it's to get the sale and keep the sale.
- Buyers care about benefits more than features. Write your product description in a way that makes them "feel" the good it will do for them. For example, instead of just writing "Batteries included," you can write, "Batteries included, so it's ready right out of the box and saves you money."
- Want to offer your buyers an extra bonus for extra sales this holiday season? Offer services that stand out like "free gift wrap." Use a holiday graphic to make your "free gift wrapping" stand out in the description of your listing.
- Provide a gift-wrapping kit with a holiday card that buyers can personalize. This is convenient for buyers who are short on time and are buying your product as a gift that needs to be shipped to someone in another location.
- Want to wish your customers a Happy Holiday? Add a personal video to your listings. This adds a personal touch that makes buyers more comfortable with you. Or include a video with holiday tips, product reviews or a buyer's guide.

- Make sure to place videos toward the bottom of the listing so you won't distract buyers from first reading the description of your product.
- Think – answer your buyer in the description.
- Use bullet points to help key features or selling points get noticed by potential buyers. It also makes for easier reading.
- Spell check!
- Don't use all capitals! It is hard to read. Use all caps sparingly to point out important features. Bold is usually a better option.
- Use all possible item specifics, details and attributes in the description.
- Make sure the point size of your text makes it easy for potential buyers to read your text, especially if you're selling a product that's targeted at older buyers. Usually 12 point for text and 14 point for titles is suggested.
- Typically a page-view counter is a good idea. As a buyer, a lot of views on an item you want means you'd better get serious, others are interested. If there aren't a lot of views, you might be able to "steal it" at a great price. Either way it's a positive for you as a seller, because it's motivating the buyer.
- Always encourage shoppers and customers to "Join My Newsletter" and/or "Add me as a favorite seller." Growing a list can benefit you later for special offers and discounts.

Touch
3

DESIGN TIPS FOR YOUR DESCRIPTION

Here are some additional design tips and recommendations to help you create listing designs that stand out from your competition.

Fun . Safe . Non-Leaching . Toxin-Free . Zero BPA

27oz
Klean Kanteen Classic
w/Sport Cap 2.0
Brushed Stainless

FEATURES

- BPA-free & eco-friendly
- Doesn't retain or leach flavors
- Slim design fits most bottle/cup holders
- Accommodates large ice cubes
- Fits in the Kanteen Bike Cage
- Cap is made of BPA-free polypropylene (pp#5)
- Stainless loop and flat accessory caps available
- Dishwasher safe

SPECIFICATIONS

- Capacity: 27 fluid ounces (800 ml)
- Weight: 6.125 ounces (w/o cap)
- Size: 9" H (w/o cap) x 2.75" W
- Opening diameter: 1.75" (44 mm)
- Food-grade, 18/8 (#304) stainless steel
- Reusable & 100% recyclable

BPA FREE

ALWAYS 18/8 STAINLESS STEEL

SATISFACTION GUARANTEED

Page 1 of 2

TIPS:

- ⇒ Eyes read in a "Z" pattern – catch the buyer's attention with important information in the top left. End in the lower right with a strong call to action or key selling point.
- ⇒ Highlight important selling points and put them towards the top.

SCANNERS, NOT READERS

Most people are scanners not readers. Help them scan your description effectively so you communicate the most important selling points to them.

BOLEX H-16 16mm Camera with 1:2/18-90 Lens!

OVERALL DIMENSIONS:
WEIGHT: APPROXIMATELY 5 1/2 LBS
OUTER CASE: HIGHLY POLISHED DURALUMINUM BODY, COVERED IN GENUINE MOROCCO LEATHER.
METALS PARTS ARE CHROME-PLATED.
FILM CAPACITY: 100FT (30M) AND 50FT (15M) DAYLIGHT LOADING
THREADING: AUTOMATIC THREADING AND LOOP
MOTOR: CONSTANT SPEED, SPRING MOTOR MECHANISM; GOVERNOR CONTROLLED
TURRET: ROTATING TURRET WITH FOLDERING LEVER; ACCOMMODATES THREE INTERCHANGEABLE RX TYPE C MOUNT LENSES; BUILT-IN TURRET LOCK
VIEWFINDER: 10X MAGNIFICATION; REFLEX VIEWING WITH SEMI-REFLECTING PRISM SYSTEM; GROUNDGLASS FOCUSING; ADJUSTABLE TO EYESIGHT.
FILTER SLOT: BUILT-IN SLOT HOLDS A GELATIN FILTER BEHIND THE TAKING LENS AND IN FRONT OF THE SHUTTER.

CLEAN lens.
No scratches or fungus
German precision from
Schneider-Kreuznach

We are world renowned as the place to be for all your photo, video, pro...
Once inside our store, an incredible choice of specialized dep...

Just past our "What's New: What's Hot" display, is an Information Deck with...
and a monthly price bulletin that features our standard listings plus our...
signs lead you easily through our venue. However, no matter where y...
philosophy in action.

Our Goal
Our overriding goal is to make you, our customer, feel comfortable and sa...
Our commitment to sales quality and customer satisfaction is second to...
store is based upon your ability to come in, tough, feel, experiment, ask...
sales pressure. At B&H, we have strong feelings about our customers and...
teams are decided to making your experience with us a pleas...

Our Staff
Our sales staff is made up of working professional videographers with years of field experience. They are here to accomplish your task and advise you as to what you need to get the job done effectively. If you only want to shoot a particular job, we're more than willing to make suggestions.

EMAIL
Lcarneras@nomail.com
SHIPPING: Best Used Cameras, 1234 Redwood Blvd., Redwood City, CA 94063
VARIABLE SPEED: 12, 16, 18, 24, 32, 48 and 64 frame

All CAPS, centered text, multiple colors and too many fonts just make it tougher to read your description

BOLEX H-16
16MM CAMERA
With 1:2/18-90 Lens!

Tested with film! Great working order!

RARE FIND!

You are bidding on an early '60s bolex H-16 16mm camera. Runs great! Comes with Schneider-Kreuznach lens. (Variogaon 1:2/18-90)

- OVERALL DIMENSIONS: 8 1/2" x 6" x 3"
- WEIGHT: Approximately 5 1/2 lbs
- OUTER CASE: Highly polished duraluminum body, covered in genuine Morocco leather. Metal parts are chrome-plated
- FILM CAPACITY: 100ft (30m) and 50ft (15m) daylight loading spools of 16mm film
- THREADING: Automatic threading and loop forming
- MOTOR: Constant speed, spring motor mechanism; governor controlled
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- FILTER SLOT: Built-in slot holds a gelatin filter behind the taking lens and in front of the shutter

CLEAN lens.
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Schneider-Kreuznach

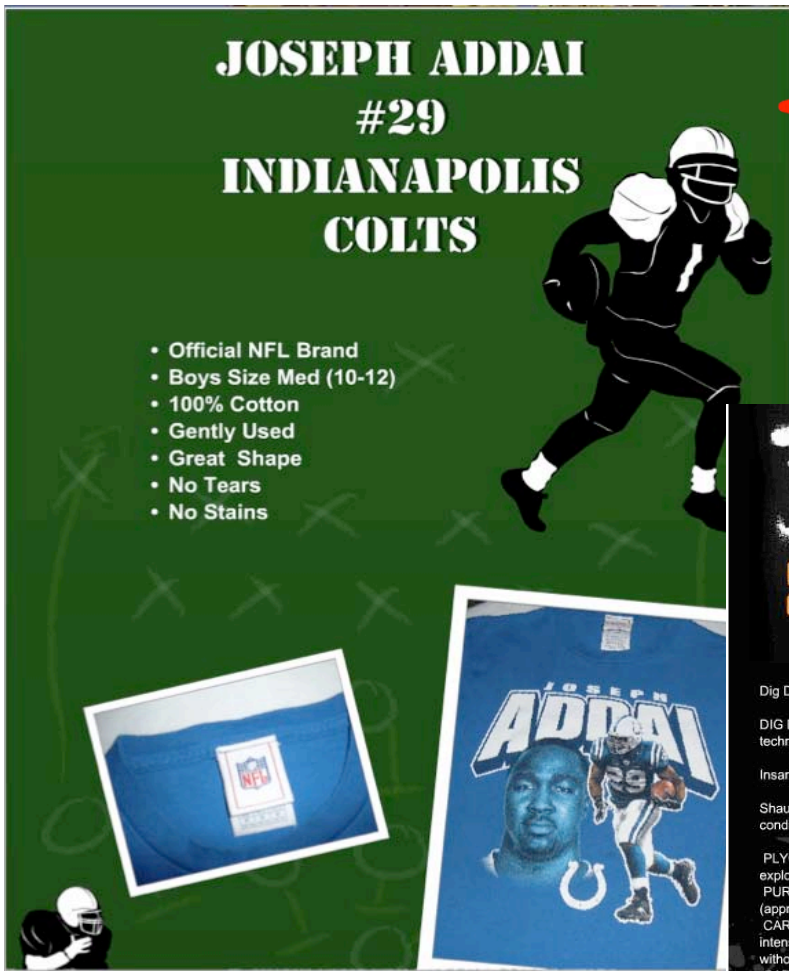
CLICK HERE FOR MORE INFORMATION

This description has the same exact text except for policies. Which does a better selling job?

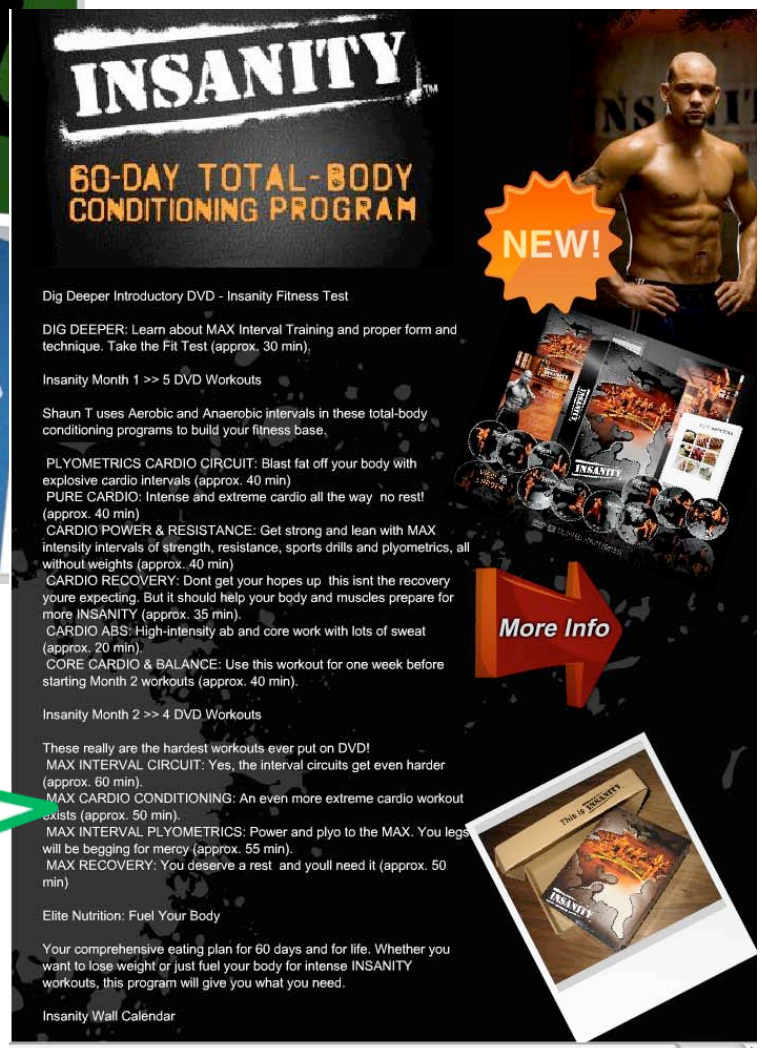
- TIPS:
- ⇒ Make text easy to read.
 - ⇒ Use only one or two fonts typically.
 - ⇒ Minimal font colors.
 - ⇒ Left justify. Make it easy to read.

USE OF COLORS

Color is important. People are susceptible on a subconscious level to color impressions.



Not Colts colors. Looks like a Boston Celtics fan! Negative reaction to seller.



Dark colors create an intense mood. Gets me motivated to get in shape!

TIPS:

- ⇒ Match the color to the product. For example, if it's a recycled product, use green or earth tones.
- ⇒ Use colors that complement each other, not clash with each other.

SELLING POINTS AND WHITE SPACE

Emphasize the key selling points and put them near the page top in your description so potential buyers are most likely to read them. Use white space to help draw attention to the most important information you want to communicate.

Alexis Bittar Lucite® Sword Earrings



aka Angled Drop Earrings

- Smooth, hand-sculpted and hand-painted Lucite® earrings take on a modern sword shape.
- French wire.
- Approx. drop: 2 3/4".
- Approx. width: 1/2".
- Lucite®/18k gold vermeil.
- By Alexis Bittar; made in the USA.

Free Shipping

Price starts at \$55.11

Compare to retail \$115

View video below to check out inside Alexis Bittar's studio



About Alexis Bittar

"Alexis Bittar is Gossip Girl's Fashion Accessory Designer" - FabSugar

Kim Catrall, Madonna, and Cameron Diaz are among the celebrity clients



There might be slight color difference between photographs and actual product because of monitor settings.

Shipping Information
I will ship the item within 2 business days after payment is received.
FREE SHIPPING :-)


Return Policy
Sorry, no return for this item. Please understand as this policy helps keep my items affordable. Message me for any question before bidding. I will respond within 24-48 hours.

Payment Policy
I gladly accept PayPal and credit payment via PayPal. If payment received within 3 days, I have to void the transaction.

Great use of white space.
Images enhance the information.


Important points highlighted and at top.
Colors convey elegance, trends, fashion and compliment the product.

CONTACT US



ABOUT US


(4) 1/3" SHARP CCD IR NIGHT VISION WEATHERPROOF CAMERA



36 IR LED's
82' Night Vision
Indoor/Outdoor
420 TVL Resolution

Product Overview


- o 1/3" Sharp Color CCD IR Outdoor Camera
- o 420 TV Lines, Horizontal
- o Lens: 6mm
- o Auto Iris
- o Signal: NTSC
- o Night Vision Min. Light: 0 Lux (36 LEDs)
- o IR Distance: 82' (25m)
- o Weatherproof: Yes
- o Operation Temperature: -5F ~ 120F
- o Sun Shield Included
- o Video Connector: Male BNC
- o Power Supply Requirement: 12V DC 70mA
- o Power Connector: RCA 12V DC
- o Wall Mounting




(4) Free Cable through Mounting Brackets

FREE BONUS

HURRY! ~~\$349~~ Buy It Now: **\$289.80**
Free Domestic Ground Shipping




3 Port Power Box




Visit Rugged Depot

@ruggeddepot.com - CCTV Systems - Bulk Discounts Available Technical Specs




Free 24 Hr Lifetime Technical Support



Free Domestic Ground Shipping On This Item

Low Prices, Fast Shipping, Great Customer Support. Check our Feedback!



TIPS:

- ⇒ Highlight important selling points and put them towards the top.
- ⇒ Use white space — but use color to create a mood and a personality.
- ⇒ For primary information, the general order of importance for most important details: Images, description, pricing, shipping, returns.



BRANDING



A brand is a promise you make to the world. It helps people differentiate between you and your competition and judge quality. The competition is fierce! Over 200,000,000 listings!

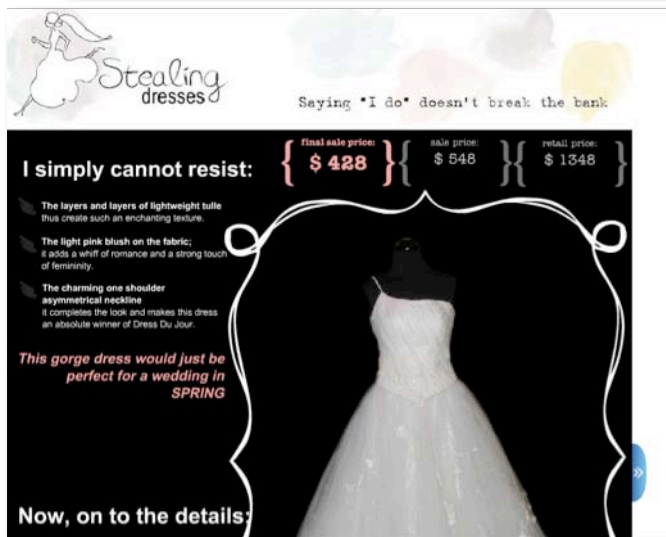
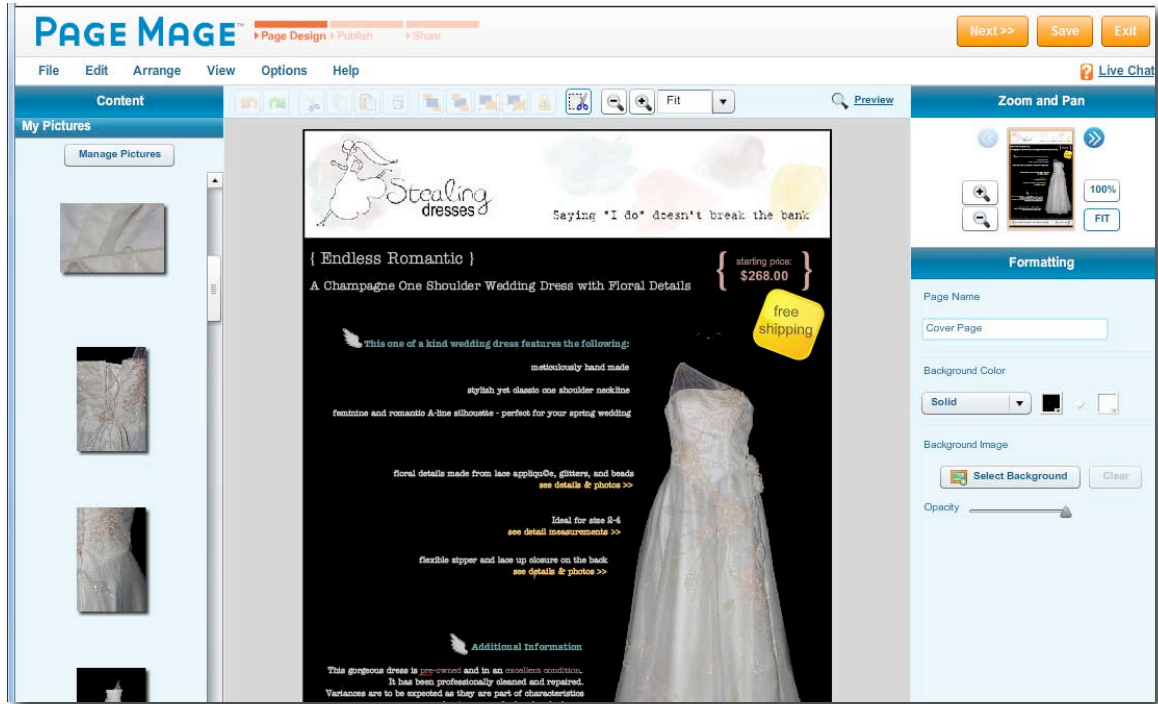
Create a brand for your listings that represents your company, your products, YOU! Make sure it encompasses the personality you want people to experience with you. And every time you touch potential buyers or your customers, make them feel and see your brand.

⇒ Branding

- Buyers will remember you and return to buy from you again.
- If your listings look the same, your buyers and browsers will soon remember your brand and have a greater confidence in buying from you.
- It makes you seem bigger, and that you're an established seller and/or company.
- It provides an image of quality.
- It helps you differentiate from other sellers and businesses.
- It's eight times as costly to get a new customer as to retain a current one.
- Use the same branding from eBay with other spots used on the web such as:
 - Facebook
 - Twitter Blogs
 - Websites

BRANDING IS CONSISTENCY

Everything you do that is seen by anyone besides you should convey your brand in a consistent way. It should always be communicating the same attributes you want people to feel and see.



Touch
4

FINISH THE SALE WITH A SMILE AND A MEMORY



You want to stand out and get the sale in the first place, but you should also carry that all the way through the complete sales transaction. Stand apart from your competition when the buyer receives your product.

⇒ Take care in shipping

- It's no surprise that a lot of items bought during the last few months of the year are intended as gifts. Buyers not only expect to receive their items on time, they also expect them to arrive in excellent condition. Having to return items that got damaged in transit would be a bad buying experience any time of the year but even more during the holiday season.
- Pack items in clean, professional packaging, free of dust or debris. Use proper shipping materials, like bubble wrap and peanuts to protect items.
- Brand yourself even after the sale. Use tissue paper color consistent with your brand. Include a note with your branding on it. These simple things will remind the buyer that it was YOU who treated them so well.
- Provide a surprise or special offer in the box. You could offer free shipping (if you don't offer it already) or a discount on the buyer's next purchase from you. Everyone likes a nice surprise.
- Use a printer when possible to print your labels. If you can't, make sure that labels are clear and legible and placed on the box correctly and neatly so your product will arrive at the right place in the shortest trip possible.
- Recycled material may be considered for shipping. If you are shipping green, take the pledge and gain more tips at: <http://GreenShippingRocks.com>.

STAND OUT WITH A CHECKLIST

- Research past sales: your buyers and your competition
- Select selling format, price, shipping cost, shipping policy and return policy
- Research and create your title
- Take great photographs
- Create a professional description: photographs, content and design
- Develop your brand
- Ship safely and on time
- Communicate throughout the selling process
- Exceed expectations

MORE RESOURCES

There is a lot of great information on the Internet to help eBay sellers. Here are a few good resources to check out:

- ⇒ **Review the eBay Holiday Selling Guide**
 - Find great tips, guides and checklists to position yourself for Holiday success!
 - <http://pages.ebay.com/sellerinformation/growing/holidaysellingguide.html>
- ⇒ **Check out eBay's Learning Center**
 - Information from eBay to help you get on the right track to success.
 - <http://pages.ebay.com/education/index.html>
- ⇒ **Learn from eBay University**
 - Classroom instruction offered by eBay trained Education Specialists.
 - <http://pages.ebay.com/sellerinformation/starting/university.html>
 - Search for a qualified eBay trained instructor in your area:
<http://www.poweru.net/ebay/student/searchIndex.asp>
- ⇒ **Listen on the Internet to eBay Radio**
 - Live eBay Radio broadcasts are from 11 a.m. – 2 p.m. Pacific Time on Tuesdays. You can listen to eBay Radio's "Ask Griff and Lee" from 3 p.m. – 5 p.m. Pacific Time each Thursday.
 - <http://groups.ebay.com/forum/Ebay-Radio-Broadcasts/Welcome/1278>
- ⇒ **eBay's Reviews and Guides**
 - Useful information on every aspect of your business. You can find comments and ratings for everything from books and movies to golf clubs and CDs, plus other specific products. Also research products and learn more about a variety of topics to help your eBay selling.
 - <http://reviews.ebay.com/>
- ⇒ **Learn from superstar eBay sellers with radio shows, podcasts and other resources**
 - Marsha Collier – Author of *eBay for Dummies* series and foremost eBay expert
 - <http://www.coolebaytools.com/>
 - Lynn Dralle – "The Queen of Auctions", eBay Certified Provider and teacher
 - <http://www.thequeenofauctions.com/>

- Janelle Elms – OSI Rockstars founder, author, eBay education and resources, community of star sellers
 - <http://osirockstars.com/>
- Melinda Jackson – Host of The River, The Ranch, & The Bay Radio Show and Education Specialist
 - <http://therivertheranchandthebay.com/radio/>
- John Lawson – e-commerce expert specializing in small business social marketing and an eBay Seller
 - <http://3rdpoblogs.com/colderice/>
- Danna Crawford – eBay Hall of Famer with an online classroom: <http://VirtualOnlineLearning.com> and a Certified Business Consultant trained by eBay <http://powersellingmom.com/>

MANY THANKS!

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 Nancy Nelson (<http://stores.ebay.com/Big-Kitty-Vintage-and-Collectibles>)
 Sherry Gilson (<http://stores.ebay.com/simplyvintagestores>)
 Marianne Taitano (<http://stores.ebay.com/wine-fi70>).
 (Find an eBay Seller meetup group near you: www.meetup.com)
- eBetsy of eBay Radio. <http://stores.ebay.com/TexAnnas-ALL-STORE>

And to Danna Crawford, eBay Hall of Famer and a Certified Business Consultant trained by eBay. Danna had the last review and last say on the content, making sure it was accurate as well as adding additional suggestions from her tremendous experience.

But we know nothing is ever perfect! If you have suggestions on how we can improve our guide (we'd love new tips from you!), please send a message to: Design@pagemage.com

We hope you found our guide valuable. Have a successful holiday season!

The Page Mage Team

November 2010



ABOUT DANNA CRAWFORD



Danna is an eBay expert extraordinaire. She's been selling on eBay since 1997. Danna received the eBay Hall of Fame award as well as the eBay Giving Works Community Seller Award in 2008. She's one of only 30 Business Consultants trained by eBay and is also a Certified Education Specialist. She recently founded Virtual Online Learning, a virtual classroom that helps eBay and online professionals through webinars, radio shows, social chats and much more.

You can find Danna at:

<http://powersellingmom.com/>

<http://VirtualOnlineLearning.com>

ABOUT PAGE MAGE

Page Mage is transforming the way sellers market their products on eBay. We provide easy-to-use applications for creating better listings and bigger profits. Use the Page Mage listing designer to create eBay listings that stand out and sell. Page Mage features include:

- **FREE for 24 listings a month. No catch, no hidden charges.**
- Hundreds of professionally designed eBay templates, fully customizable
- Easy-to-use drag and drop – no HTML to learn
- Launch directly to eBay with dramatically improved display speed
- FREE unlimited images
- Share your listings on Facebook and blogs with one click

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