

Creating Killer Listing That Dramatically Improve Your Chances Of Selling Quickly

In this video we will be talking about how you can create killer listings that will dramatically improve the chances of selling your items faster and for more money.

Now, we will be covering the 3 most important parts of the listing, the title, the description, and the pictures. If you get these 3 parts of your listing right, you'll sell items much easier.

Okay. Let's start with creating a killer title.

The title that you give your listings and the description that you provide are going to make all the difference when it comes to the sale of your products. The title and the description are your form of advertising in the eBay community. Without solid titles and strong descriptions you stand the chance of losing buyers to other sellers who stand out in the crowd. Your goal should be to become one of these sellers that stand out in that crowd.

Creating a strong title: Buyers at eBay will notice the product that you're selling from the title that you write for the item. You want to create a title that is immediately eye catching so that buyers want to linger for that crucial extra minute to read your description. Following are some guidelines for writing a strong, eye-catching title:

Try to use words that fully describe the item that you're selling. If there's room, include color, size, amount, the items' condition, etc.

- If appropriate include the key words in the title such as (1) brand names, (2) artist name, (3) designer names, or (4) any other identifying words that you know buyers will recognize.
- You need to precisely say what the item is. For instance, if it's a Playstation 4, you want to say Playstation 4. This seems obvious but sometimes little things like this can be overlooked and it will spell disaster for your listing.

- Try to choose words in the title that buyers might use to search for items. This will bring more buyers to your item page. For example, if you're selling a pre-owned playstation 4, use the phrase pre-owned playstation 4 in your title.
- You only have so much space for a title so make the most of the words that you use. You don't want to use words that have no meaning, such as "incredible", which really tells the buyer nothing about the item that you're selling.
- Take a look at similar items that sold for a good price. See what titles those sellers used to encourage buyers to read through the description of the item that they were selling. Don't copy their title word-for-word, however. Write it in your own words.
- There are some types of titles which eBay prohibits the use of. This includes titles that (1) use profane language, (2) use words the lead a buyer to believe the product is "illegal", (3) titles that include phone numbers, email addresses, or URLs, (4) titles that don't adequately describe the item that you're selling in any way.

When you follow these tips you'll be well on your way to creating titles that catch the eyes of buyers.

Now, let's talk about creating a strong description:

The more time that you put into writing a good description for the items that you're selling, the better chance you have of getting a lot of bids and selling at a high price.

A description that is strong and filled with a lot of information will (1) give buyers all that they need to know to want to place a bid on your item, and (2) leave buyers with the impression that you care about what you're selling.

Sellers are always trying new techniques when it comes to item descriptions. Some of the more interesting things that you might want to include in the description are telling the buyer why you personally like the item that you're selling,

For example, let's say you were selling a tennis racket. You could say, "I really love playing with this racket. I feel like it really helped with my accuracy. Also, it's the racket Rafael Nadal used to win the French Open 13 times!"

Letting the buyer know what appeals to you about the item,

Following the last example, you could say, "this racket not only helped my accuracy, but it was also balanced and weighted well. It's not too heavy and not too light."

Okay? Now there are some things that you should include in the description of the products that you're selling.

Some of this specific information should include:

- A clear explanation of what the item is.
- What the item is made of and the year that it was made.
- Who created the item, such as artist or author.
- What is the current condition of the item.
- What are the measurements of the item.
- Are there any distinguishing features of the item that the buyer should know about.
- What is the history of the item that you're selling.

There are obviously some pieces of information that you won't be able to include in the item description. Keep in mind that buyers have the ability to get in touch with you if they want to ask for more information.

You can even include that in the description by saying something like, "if you have any questions about this item, please contact me."

There are some definite things that you should avoid when it comes to the description of the item. This includes:

- Never include any false information that will deceive a buyer.
- Avoid what is called "keyword spam". This means that you can't include keywords that aren't related to the item that you're selling, such as throwing in a brand name when you're not selling that particular brand.

Before you finalize your description make sure that you check the spelling and grammar of your item descriptions before you submit. Nothing looks more unprofessional than an eBay listing that has spelling and grammar mistakes.

Okay, that's it for descriptions. Just remember to consider all of these points when creating your description. If you do, you'll dramatically increase the chances of selling your items easier, faster, and for more money.

now let's talk about the pictures you'll include in your listings...

For one, make sure that the pictures you use are clear and that the item can be plainly seen. Buyers are drawn to those listings that have a good, clear photo of the item.

When you're taking a picture of the item there are some basic guidelines that you should follow to make the most of this photo opportunity:

- Make sure that the lighting is good so that you get pictures that are clear and natural. If you're taking a picture outside make sure to use a flash if you need to increase the brightness of the picture.
- Use a backdrop of some kind for smaller items. Some people get really professional here. Me, I just put my stuff on a green metal nightstand against a white wall. Here are a few pictures of items I've sold.

[scroll through your pics...there are 5 ending with the backpack]

As you can see, the pictures are nothing special, however, each item can be clearly seen.

- Remove other objects from the picture that have no relevance to the item that you're selling.
- Get as close as you can without losing focus.
- Take pictures of sections of the item that you're selling so that buyers can see all sides. Front, back, middle, bottom, top. You want to make sure that every side and section is represented in your pictures. Leave nothing to the imagination of your buyer.
- Take pictures of any distinguishing marks on the item, such as manufacturer stamps on the bottoms of vases, or labels on clothing, or issue number on a comic book. If it's designer clothing, make sure you take a picture of the clothing tag that shows the designer.

After you've taken the pictures and are ready to upload, eBay will walk you through the process of uploading the photo to your listing page. It's a really simple process and only takes a few seconds.

Okay, so, let's recap what we've gone over in this video.

When creating your listings, you want to create strong titles that will attract potential customers.

You want to include good, clear pictures of the items you're selling.

You want to write a description that is strong and filled with a lot of information will (1) give buyers all that they need to know to want to place a bid on your item, and (2) leave buyers with the impression that you care about what you're selling.

The way you describe the items that you're selling can make all the difference between a sale or losing a buyer to another seller.

If you follow the guidelines I've provided above, you will be head and shoulders above most of the other sellers on eBay. And that will dramatically improve your chances of selling your items faster and for more money.

Okay? That's it for this video. I'll see you in the next.