



Your guide to online auction success!

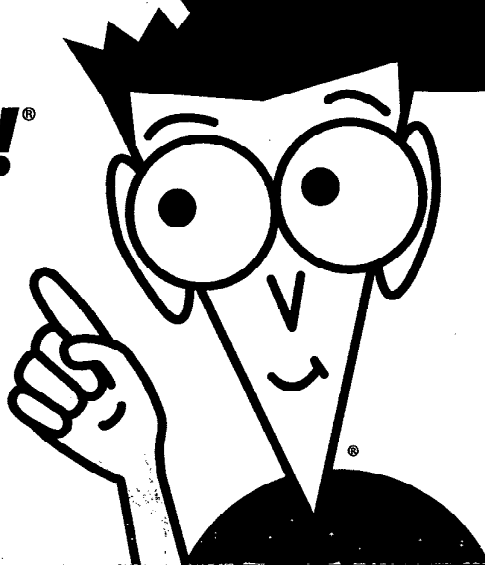
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2nd Edition

*Packed with savvy tips
for bidders and
expert advice for
sellers!*

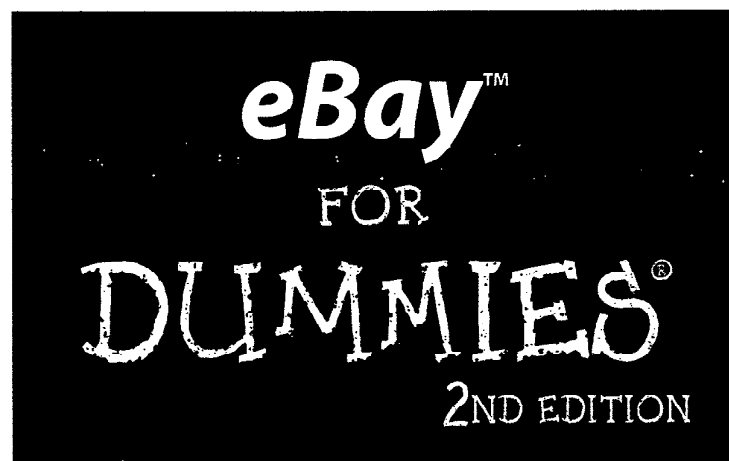
**A Reference
for the
Rest of Us![®]**

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Stephanie Becker**



Summit 6 v. RIM, et al.

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**by Marsha Collier,
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Stephanie Becker**



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Chapter 13

Using Pictures and Strategies to Increase Your Profits

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In This Chapter

- ▶ Attaching pictures to your auction
 - ▶ Making picture-perfect images
 - ▶ Using great photographic form
 - ▶ Playing the links (golf cleats optional)
 - ▶ Finding out all About Me
-

You may be enjoying most of what eBay has to offer, and you're probably having some good buying adventures. If you're selling, you're experiencing the excitement of making money. But there's more. Welcome to eBay, the advanced class.

In this chapter, we take you to the head of the class by sharing some insider tips on how to jazz up the selling power of your auctions with images and spiffy text. Successful eBay vendors know that pictures (also called images) really help sell items. We show you everything you need to know to create great images. We also give you advice on linking pictures to your auctions so buyers around the world can take a gander at them. Look no further if you want to know more about spotting trends and acquiring products to sell at eBay.

Using Images in Your Auctions

Would you buy an item you couldn't see? Most people wouldn't, especially if they're interested in purchasing collectible items that they want to display. Without a picture, you can't tell whether a seller's idea of good quality is anything like yours.

Welcome to the cyberworld of *imaging*, where pictures aren't called pictures, but *images* (as in, "Excuse me, could you pass the Grey Poupon while I examine my *images*?"). With a digital camera or a scanner, you can manipulate your images — crop, color-correct, and add special effects — so that they grab viewers by the lapels. Even cooler: When you're happy with your creation, you can add it to your eBay auction for others to see.

Sellers, take heed, and read these other reasons why you should use well-made digital images in your auction pages:

- ✓ If you don't have a picture, potential bidders may wonder whether you're deliberately hiding the item from view because you know something is wrong with it. Paranoid? Maybe. Practical? You bet.
- ✓ Fickle bidders don't even bother reading an item description if they can't see the item. Maybe they were traumatized in English class.
- ✓ Everyone's doing it. We hate to pressure you, but digital images are the norm at eBay, so if you're not using them, you're not reaching the widest possible number of people who would bid on your item. From that point of view, you're not doing the most you can to serve your potential customers' needs. Hey, fads are *driven* by conformity. May as well use them to your advantage.

So which is better for capturing images: digital cameras or digital scanners? As with all gadgets, here's the classic answer: It depends. For our money, it's hard to beat a digital camera. But before you go snag one, decide what kind of investment (and how big) you plan to make in your eBay auctions. If you're already comfortable with 35mm camera equipment, don't scrap it — scan! The scoop on both these alternatives is coming right up.



Whether you buy new or used digital equipment at eBay, make sure it comes with a warranty. If you *don't* get a warranty, Murphy's Law practically ensures that your digital equipment will break the second time you use it.

Choosing a digital camera

If price isn't a factor, you should buy the highest-quality digital camera you can afford, especially if you plan to use images with a lot of your eBay auctions, and the items you plan to sell vary in size and shape.

Both Olympus and Epson make good basic cameras, starting at around \$500 — we told you they can be pricey. Middle-of-the-road digital cameras sell for between \$150 and \$250. Compare prices at computer stores and in catalogs.

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