



## **Secret Ebay Tips for serious cash profits!**

It utterly makes the mind reel, when you fully grasp just how many categories and sub-categories you could potentially list items for sale. And this doesn't even factor in the time that flies by when you start actively perusing categories of curious fascination...

However, when you boil it all down, there are only two types of offerings for sale:

- Tangible [physical "stuff" or real-world, off-line services; such as a lamp, massage service, or automobile mechanic]
- Non-tangible [any service or goods that can be completely fulfilled via computer; such as e-books, mp3's, Web hosting, etc.]

The primary focus of this Special Folio is the latter of the two types of offerings. However, once you fully assimilate these *Timeless Principles*, your mind will be racing with non-tangible applications, as well. Enjoy!

**Part I: Your A.C.E. in the Hole-**

## Ambiance-

Regardless of what offerings you may consider posting on eBay, *ambiance* is everything. It is the difference between [possibly] getting your Buy Now, opening or minimum reserve bid, and witnessing a buying/bidding frenzy of hungry "sharks".

The atmosphere, condition and status of your auction descriptions and eBay storefront [sometimes not so] subtly reflect to me- the potential buyer- *volumes* about you, and more specifically- your offerings.

Call it Consumer Psychology 101, for lack of better words. From womb to tomb, Americans are born, bred, and raised on ravenous- *borderline manic*- consumerism; until whence we pass on to the The Next.

So, how does this apply to **you**- in terms of prosperity and abundance, via eBay?

As an eBay seller, you already have the formula for Outstanding Success programmed into you, *from birth*. No joke. You just need an expedient "refresher course" to unleash *that which is already yours*.

To illustrate the importance of *ambiance*, I will use both a tangible and non-tangible example:

- > Tangible example- For many years, Farmer Gerry has been stashing back what he refers to as "Farm Artifacts", literally found sticking out of the ground. Most of which are ancient [by my reckoning]; dating back 50, 75, even a hundred years or more.

And I must tell you it is a truly mind-boggling collection of Humanity's majestic history of invention; out of necessity or pleasure!!!

Not to digress. A number of years ago, Farmer Gerry's wife needed to complete an art-related project for college.

In a long to short, she took a number of these Farm Artifacts and mounted them on an outside wall, in a highly intriguing manner that created a *true synergy*. The overall wall- as Life-sized art- became *far greater* than the sum of each individual piece.

It literally spoke a story of the days of Old...the Pioneer days. WOW!

Now- let me ask you; which way Farmer Gerry stands to make the most amount of money:

Merely giving each Farm Artifact from the wall a cursory description, and a photo or two; or revealing the full-blown history of the wall as a Work of Art, and highlighting each piece's history, if known?!?

If Farm Artifacts was your forte, which would you be most stimulated and motivated by [read "salivating"]???

The point, here, is that any time you are considering selling an item of greater value, it pays **HUGE** dividends to spend a little extra "research" time and create a background/history dossier for your item.

Educate your potential buyer in an invigorating and [if at all possible] entertaining way- you'll be far more apt to fetch Top Dollar for your offerings!

Most especially if it is rare, unique, non-mainstream, or so new/"bleeding edge" that the general public is not aware of it; it's background, benefits, nor it's applications.

- Non-tangible example- You've toiled long and hard on your first e-book. You've had it proofread by multiple individuals. You've carefully selected [or designed] the cover art. You are ready to share your Pride and Joy with the Global Web Community. You could- like many folks that I've observed- just toss it up on eBay, as is, with a brief description and eagerly await flocks and hoards of sales.

And since eBay is over a hundred and sixty five million strong- the sheer numbers are in your favor- assuming a high-quality product at a fair price. Sure, you will make sales, and perhaps a lot of them. However, consider this:

Spend some quality time crafting your eBay About Me page and project yourself with enthusiasm- totally successful, if you haven't done so already.

Tell me about yourself, what inspired you to write your book, plans for future releases, favorite hobbies/pastimes, etc. This adds the unmistakable "human element" so desperately far and few in between on the Web these days!

Get some straight-from-the-heart reviews on your book. Like what you find on the back, or just inside of, a paperback. Give me an irresistible, fat list of sales bullets with some sizzling sales copy; maybe even tantalize me with a sneak-preview of a chapter or two...

## Character-

Though not the same, your Character is kin to ambiance.

If the extent of your effort is merely to present your offerings in a bland, uninteresting way; then whether or not you actually make the sale depends solely on your price, and the visual information I can glean from the quality of your photos.

If I actually, really want your offering bad enough, I *might* convince myself to send you an e-mail with a question or two.

However, that detracts from both my precious time and overall eBay experience- unless I want your item *THAT* bad; which I most seriously doubt- all things being what they are.

Let's face it- we live very harried lives with a bazillion "taxings" of our extremely limited time and money resources.

If you do not inspire me to keep reading- for my own personal enjoyment- you have a *better than* a 99% chance of loosing my- and countless other's- interest and business.

Why? With just eBay, *alone*, I have millions of consumer choices at my immediate fingertips. And that doesn't even factor in the other 70+ million Web Sites, my bills, children's needs, etc., etc.!!!

However, when you *inject your personality* into your descriptions and storefront, and it's one I find somewhat intriguing; at very least- you'll *inspire me* to read on a little farther.

Maybe put your auction in my fav's, to get back to. Perhaps your Character even persuaded me *to make a modest bid!*

One thing's for absolute certain, though- you will sell far more, far quicker, by putting some real personality into your copy!

This is your unbridled opportunity to project yourself in the most positive light you perceive [above and beyond spouse, parent, co-worker, etc.]. Convince me that I actually dealing with a *real* person; one with real interests, struggles, and hopes- just like me!

What made Paul Harvey such a smash success syndication? Was it the information he shared? Perhaps. But it was his Character that gave otherwise mildly amusing information personality and *life!*

One last thing on Character: It is absolutely realistic that the only way I'll ever know you is by your copy; convince me you're worth knowing- because friends do business with friends, over strangers!

## **Exposure-**

If you've actually participated in selling on eBay, you've come to the realization that there are multiple types of auctions you can utilize [assuming you have a high-enough feedback rating or a Verisign "check mark"].

It is outside the scope of this Special Folio to go into each one. The important thing to understand, is that with these different types of auctions are numerous, not-so-obvious *Timeless Principles* for getting noticed.

One of which I shall bring this Special Folio to a close:

The "suggested serving" strategies [as presented by eBay] are not necessarily the *most* advantageous to your prosperity. Naturally, eBay desires your experience with them to be pleasurable enough so as to be repeatable. That said, they have their own self-serving interests to cultivate first- then yours.

So, use this leverage to your advantage! The timeless Principle you are about to [re] discover will work- not only on eBay, but- equally well- with search engines, classified ad sites, and other on-line auction houses.

As a real-life example of this Principle at work, let's assume that you are selling small ticket [under \$25.00], non-tangible offerings.

Let us also assume that you have acquired the "Buy Now" privilege. If not, you'll have this Principle firmly in mind when you finally do!

Meanwhile- back to the e-book example covered above.

You have not *only* deftly crafted your Labor of Love; you've uploaded it, created your payment button, included a few excellent bonuses, chose a suitable Web template, forged some highly compelling sales copy- *brimming* with personality and atmosphere- and even decided on a starting price of \$9.99!

Here's where your Marketing Strategy comes into play. At first glance Dutch Auctions seem like such a bargain- especially when, for a bit extra you can get a 10 day run instead of seven.

And since you are eBay savvy, after all, you decide to only post your auctions on Thursday afternoons- at 7:00 PT, let's say- to get two full weekends of potential exposure.

Sound marketing tactics- right? Perhaps not...

First, there are a few other considerations, which include:

- > Is your product deliberately limited in quantity- the Scarcity Principle- or is your goal to keep on selling as many as you possibly can?
- > Is your e-book serial or ISSN numbered?
- > Have you prepared a downloadable Special Report that highlights your offerings, while adding real value to the end reader; delivering nothing but juicy, zero-fluff content- perhaps even infused it with some good, clean humor or anecdotes?
- > Do you already have an outline of your next Project, in the event that your e-book ends up attracting a strong following...

If you are selling a truly limited quantity of identical, non-tangible goods; then the Dutch Auction is a good advertising value- especially when combined with the ten day auction upgrade, depending on total quantity.

Back to the e-book example.

After strong and careful deliberation, you finally decide that you are definitely after continuous, maximum exposure. And to make it as easy on yourself as possible, you've opted to exclusively use the "Buy Now" option; covering each, individual list fee within the price of your e-book.

The only way to make serious cash on eBay, and acquire the lifestyle you ultimately envision yourself living, is this:

### **Relentless Visibility.**

The American attention span is about as long as the average cell phone antenna. Add to that Americans are inherently lazy- it's a knack that virtually all Americans seem to have wired in their DNA, from birth.

So how does this translate to you making more "hands-off", truly passive money, more often- via eBay? Simple.

As soon as someone else lists another item in the same category you get bumped a notch, and so forth. Sure, there are Top Position, *featured* options eBay will gladly sell you, but these are completely out of the budget for all but the wealthiest individuals or Power Sellers.

The advantage to relisting it either once a day or as soon as you notice that you've slipped below the first page of listings, is that *you remain constantly visible.*

In this aspect it is most advantageous to log into eBay multiple times throughout a day [if possible- especially on weekends] to keep a close eye on your visibility status; in terms of the first listings page of each of the categories that you uploaded your offerings to.

With a little bit of extra time invested- you may very easily find your sales doubling, tripling even quadrupling; far greater than what they would have been...if you would've just "let happen as it may"!

## **Part II: Delivery Is Everything-**

### **Introduction-**

*"It doesn't matter whether your product is information or a flyswatter. If you understand marketing, you can make serious income."*

Robert G. Allan, Author

#### **Multiple Streams of Internet Income**

How will your offerings make me look better, feel better? What will my family and friends say? Will this help me enjoy my leisure? Money is forever the great desire.

Now more than ever, people seek financial security, and look for ways to save money- especially over the long run. Saving money and buying at a lower price are sound copy points. But they must be followed through with benefits, reasons, more benefits and sound facts.

When designing each of your listings, stick to the facts and BENEFITS ["What's in it for ME!?!"]! A potential customer may be sold, but will that person buy?

### **Getting Your Reader's Attention-**

Endorsements and testimonials are effective ways to dramatize facts and back up the benefits of your product, but don't use ones that seem transparent. They'll ring falsely.

There are eBay policies and federal laws against misleading advertising, and they do check up on and prosecute against fraud.

If you use an endorsement from a famous or popular person, that person should use the product. Any testimonials you use must be true. Always aim for satisfaction. Self-respect, accomplishment and security are human aspects everyone strives for.

Never talk down to the readers as though you know something they don't or you're better than they are. To you, the potential customer is POTENTIAL GOLD.

- > You've caught the reader's attention with a catchy headline.
- > You've followed through with good copy that demonstrates benefits and appeals to the reader.

Now- before you lose that interest -ask for an order.

You can to close the gap between reading your sales copy and acting upon impulse. The purpose of your eBay ad is to make people buy. You have to tighten the desire to buy.

An iron-clad money-back guarantee is the most useful tool in pressing action; the more generous, the better! It goes for the bottom line:

*What do I have to lose?*

And it affirms the quality of the product. If you are willing to back the claims you make with a full refund, you can get a hook into those borderline buyers.

Absolutely STAND BEHIND your word. Be cheerful and expedient in returning a refund. Let them know that you sincerely appreciate their business and not to hesitate in contacting you, if there is any way you can be of further assistance.

If you give a time limit the product will be offered for sale, or mention a limited supply, or have a reduced price for a certain time, you'll increase the impulse to act.

Again, STAND BEHIND your word; do not make a "time sensitive" or limited quantity offer that- in fact- is not; illegal and unethical- better to be a flaming spammer!

What you're after:

- > Appeal to the reader's urgency;
- > Make the product totally irresistible to have- now;
- > Extend a generous guarantee;
- > Whole-heartedly stand behind the above!

What is your competition doing? When testing new ads; start with the tried and true. Don't try to be different. It is the sound and worthwhile that brings in the customers- time and time again.

### **Layout Considerations-**

The ad must be interesting to look at and should have a feeling of movement and action. That movement is not necessarily in the photo, but the placement of photo and copy in the ad, so the eye goes from one to the next in easy, exciting movements.

You'll need to consider where the photo will be, and its relation to the headlines and body text.

Perhaps you are showing the product in use, or maybe the photo is just a simple picture of the product.

- > A rule of thumb in layout is to use contrast. The most obvious contrast is the black print on white paper. Use that white space. Although it's not apparent, the white space is as important in the visual appeal as the illustration and type.
- > Don't try for symmetry. The unusual or irregular catches the eye more readily. The photo works hand in hand with the headline to grab reader's attention.
- > Be simple and direct. Don't push too much copy into a small area, crowding the photo. If you don't have room, cut copy or reduce the photo.
- > You can use any size and style font you want for the ad. But don't get carried away. You shouldn't use a special font unless it helps sell the product. And, never use a headline type that's hard to read.
- > Using different sizes of fonts help point out the benefits of the product. Bold or italicized type also brings more visual appeal to the ad.

If you find that the photo is too big for the ad space you want to use, you can reduce it to a smaller size, or crop out portions not absolutely necessary.

A good way to do a rough layout is to use a pencil to sketch in the places for the copy, the photos, lines and bullets to indicate look, layout and feel. Try different pencil layouts until you're satisfied you have the product at its best appeal.

## **In Review-**

Mastering the "art of selling" is simply knowing how to present whatever it is that you're selling to the buyer in such a manner that she feels buying it from you will solve her problems or fulfill her dreams.

Anybody can sell anything to anybody and selling on the Web is really no different than selling by mail or in person; face to face with your prospect.

Really, it's just a more efficient and economical way of making contact. Thus, you've got to have your sales presentation on "paper", and present it to your prospect just as if you were standing at her front door:

You've got to captivate her attention;

- > You've got to appeal to her interests;
- > You've got to reveal to her how her purchase of your product will benefit her;
- > You've got to close the sale by causing her to reach into her purse for her credit card or to write out a check for whatever it is you're selling.

The first few seconds of the opening encounter with your prospect ultimately affects the success of the presentation and inevitably-whether or not a sale is made.

Therefore, it's absolutely critical that your sales presentation radiates enthusiasm and success!

Once she's on your Site and is looking at your presentation, you've got to make her feel comfortable; be friendly and believable.

Stimulate her interest in whatever you're selling by appealing to one of her primordial wants, needs or problems with a solution. Don't waste her time with a long and/or complicated dissertation:

- > Make your sales presentation flow;
- > Anticipate her objections;
- > Logically answer them within your presentation.

- > Explain all of the irresistible benefits gained from ownership of your product or service;
- > Whenever possible, let her see or read of proof or testimonials from people who have already bought from you.

The most important thing you want to do is to create- within your presentation- the fulfillment she'll have as a result of buying from you. Stimulate her imagination, and explain to her how she can use whatever you're selling to solve her problems or achieve her dreams.

Invite her to attend the theater of her own mind; cast a word movie that allows her to see herself ultimately gratified and satisfied with your product.

Then give her a payment button to click on or a simple coupon to print, fill out and send in along with her cash, check or money order.

Make it as simple and as easy as possible for your prospect to buy from you, extend a generous guarantee and - most importantly- STAND BEHIND IT.

The payment button, order agreement or simple coupon should close the sale for you - that is, if your presentation is well-written and highly compelling; she sees what you're selling as an answer to one of her immediate wants, needs or problems!

Too many sales presentations begin with some sort of blah-blah story about the seller:

"Hello there, I'm writing to you from the beautiful beaches of Waikiki" or...

"After a hundred years of research I've found the fountain of youth"; even some such tripe as "dear friend, you may not know me but I'm now a millionaire..."

Just ask them if they'd like to know how to make their tires on their car last 10 years or more- if so, let me explain; if not, then you can surf elsewhere now because I don't want to waste your time...

Above all else, treat your prospects as though their time is more precious than your own!

### **Part III: The Art of Compelling Copy Writing-**

## **Introduction-**

Yes, writing eBay listing ads is an art, one that can be learned, developed and perfected in a relatively short period of time.

Depending on the nature of your business, a well written classified ad can bring in business and subsequent sales of \$10,000 to \$25,000 annually, or more!

As with any business tool (and an eBay listing ad is most assuredly a powerful tool) you must first become aware of the effective use of these little business builders, then understand exactly what can be expected of them and what cannot be accomplished.

Instead of wondering, speculating and experimenting with your advertising budget, concentrate on offering free, *genuinely valuable* information to sign up as many interested prospects as possible for what you have to offer.

Realize from the beginning that your eBay listing ad should serve only one purpose: to target a specific audience consisting of people who need/*really* want what you have to offer.

You are after building a double opt-in of eager prospects.

When you start receiving them; quickly reply, via auto responder and/or "Thank You" page, with a sweet bundle of *100% unadvertised* [the "unspoken bonus"], professional quality information products- as well as your actual sign-up offer.

This total surprise bundle must be products that you:

- > Have the legal Free Reprint/Giveaway Rights to;
- > Found to be of such high quality- that they could easily be sold for money;
- > Personally have checked out and have derived great benefit from!

This will make your prospects far more resilient to your story/sales pitch.

Unlike display advertising which must attract, reach out from the printed page and grab the reader, your eBay list ad is placed under a specific heading according to subject.

## **Your Potential Readers-**

Readers interested in your subject will scan the heading in much the same way they would scan the Yellow Pages of the phone directory.

Secret Ebay Tips from *HighProfits.com*

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They are looking for something.

You potentially have what they are looking for, or what will help them achieve what they want; tell them!

No deception! What you want are quality prospective buyers not a large quantity of misery, stress and possible fraud charges.

The best way to write your ad is to disregard size at first, writing everything on paper that might attract readers.

Tell it all. Stress the need for what you have to offer, what it will do for readers, how they will benefit, benefit and benefit, what they can expect by using your product, how easy or more pleasant life will be for them...

When you have finished writing, you might have a long paragraph or a dozen pages. Now is the time to think of clarity, not cost. Unlike a 'zine classified, you do not pay by the word.

So you won't have to be nearly as selective in your choice of words in the final ad.

To build sales, this advertising must be seen or heard by potential buyers, and cause them to react to the advertising in some way. The credit for the success, or the blame for the failure of almost all ads, reverts back to the ad itself.

The bottom line in any ad is quite simple: To make the reader buy the product or service.

Any ad that causes the reader to only pause in this thinking, to just admire the product, or to simply believe what's written about the product -is not doing its job completely.

The "ad writer" must know exactly what he wants his reader to do, and any that does not elicit the desired action is an absolute waste of time and money.

Never forget the basic rule of advertising copy writing:

*"If the ad is not read, it won't stimulate any sale; if it is not seen, it cannot be read; and if it does not command or grab the attention of the reader, it will not be seen!"*

Most successful advertising copywriters know these fundamentals backwards and forwards.

Whether you know them already or you're just now being exposed to

them, your knowledge and practice of these fundamentals will determine the extent of your success as an advertising copywriter.

eBay list ads are the ads from which all successful Web businesses can really blossom!

These ultimately inexpensive ads give the beginner an opportunity to advertise her product or service without losing her shorts if the ad doesn't pull or the people don't break her door down with demands for her product.

Classified ads are written according to all the same rules. What is said in a 'zine classified ad must have the same [if not more] impact that's delivered in a larger, more elaborate type of ad, in ultra-condensed form.

### **Honing Your Copy Writing Skills-**

To start learning how to write good ads, carefully study:

- ✓ High-octane Copy Writers, like [Marc Goldman](#) and [Alex Mandossian](#).

[Ed. Note: Neither of the above links are affiliate program links!]

- ✓ Issues of The National Enquirer. These are some of the all-time highest paid copy writers, and with good reason- sales of products advertised.

No, I am not suggesting studying articles such as "Jennifer Williams Gets Impregnated By Alien!". Only the ads.

Analyze each of these ads for the following:

- > How has the writer attracted your attention
- > What about the ads keeps your interest?
- > Are you stimulated to want to know more about the product being advertised?
- > What action must you take?
- > How strongly are you "turned on" by each of these ads?

Rate these ads on a scale of one to ten, with ten being the best. Now, just for practice- without clipping the ads- do the same thing with ten different ads from a Wards or Penney's catalog.

In fact, every ad you see from now on, quickly analyze it, and rate it somewhere on your scale.

If you'll practice this exercise on a regular basis, you'll soon be able to quickly recognize the "Power Points" of any ad you see, and know within your own mind whether an ad is good, bad or otherwise, and what makes it so.

This will give you the "feel" of the fundamentals and style necessary in writing successful ads; it takes dedicated and regular practice, but you can do it!

Simply recognize and understand the Master Formula [A.I.D.A.]:

- Attention!
- Interest!
- Desire!
- Action!

Practice.

Practice reading and writing the good ads -and rewriting the bad ones to make them better- and keep at it; until the Formula, the Idea, and the feel of this kind of ad writing becomes second nature to you.

This is the ONLY WAY to gain expertise in writing good classified ads.

Virtually all successful copywriters rate the headline and/or the lead sentence of an ad as the most important part of the ad, and in reality, you should do the same.

After all, when your ad is surrounded by hundreds of other auction ads; what makes you think anyone is going to see your particular ad?

### **The Naked Truth-**

The truth is, they're not going to see your ad unless you can immediately reach out and grab their attention; entice them to read all of what you have to say.

Your headline has to make it more difficult for your prospect to ignore or pass over, than to stop and read your ad. If you don't capture the attention of your reader with your headline, anything beyond is useless effort and wasted money.

Successful advertising headlines- are written as promises, either implied or direct.

The former promises to show you how to save money, make money, or attain a desired goal. The latter is a warning against something undesirable.

Example of a Promise: Are You Ready To Become A Millionaire -In Just 18 Months?

Example of a Warning: Do You Make These Mistakes In English?

In both of these examples, I've posed a question as the headline. Headlines that ask a question seem to attract the reader's attention almost as surely as a moth is drawn to a flame.

Once she's seen the question, she just can't seem to keep himself from reading into the rest of the ad to find out the answer.

Remember, however, that your first 250 words are going to make or break whether they read on- and usually a lot less than that!

The best headline questions are those that challenge the reader; that involve her self esteem, and do not allow her to dismiss your question with a simple yes or no.

You'll be the envy of your friends is another kind of "reader appeal" to incorporate into your headline whenever appropriate.

The appeal has to do with basic psychology: everyone wants to be well thought of, and consequently, will read into the body of your ad to find out how she can gain the respect and accolades of her friends.

Wherever and whenever possible, use *colloquialisms* or words that are not usually found in advertisements. The idea is to shock or shake the reader out of his reverie and cause him to take notice of your ad.

Most of the headlines you see day in and day out, have a certain sameness with just the words rearranged.

The reader may see these headlines with his eyes, but his brain fails to focus on any of them because there's nothing different or out of the ordinary to arrest his attention.

Example of Colloquialism: Do You Experience Severe Brain Farts?

Another attention-grabber kind of headline is the comparative priced magazine headline: Three For Only \$3, Regularly \$3 Each!

Still another of the tried and proven kind of headlines is the specific question: Do You Suffer From These Symptoms??? And of course, if you offer a **strong** guarantee, you should say so in your headline: Your Money Refunded, If You Don't Make \$100,00 Your First Year.

*How To* headlines have a very strong basic appeal, but in some instances, they're better used as book titles than advertising headlines.

Who Else Wants In On The Finer Things -which your product or service presumably offers- is another approach with a very strong reader appeal. The psychology here is the need of everyone to belong to a group (read *herd mentality*)- complete with status and prestige motivations.

Whenever, and as often as you can naturally work it in, you should use the word "you" (and its derivatives) in your headline, and throughout your copy.

After all, your ad should be directed to "one" person, and the person reading your ad wants to feel that you're talking to her personally, not everyone who lives on her street.

### **Personalize and Be Specific-**

You can throw the teachings of your English teachers out the window, and the rules of "third person, singular" or whatever else tends to inhibit your writing:

Whenever you sit down to write advertising copy intended to pull the orders -sell the product -you should picture yourself in a one-on-one situation and "talk" to your reader just as if you were sitting across from him at your dining room table.

Say what you mean, and sell HIM on the product your offering. Be specific and ask him if these are the things that bother him -are these the things he wants -and he's the one you want to buy the product...

The layout you devise for your ad, or the frame you build around it, should also command attention.

Either make it so spectacular that it stands out like lobster at a chili dinner, or so uncommonly simple that it catches the reader's eye because of its very simplicity [known as a "plain vanilla" Web site].

It's also important that you don't get cute with a lot of unrelated

graphics and other "eye candy". Your ad should convey the feeling of excitement and movement, but should not tire the eyes or disrupt the flow of the message you are trying to present.

Any graphics or artwork you use should be relevant to your product, its use and/or the copy you have written about it.

Graphics [other than your product photo] should be used *modestly*- as artistic touches; to create an atmosphere.

Any photos within your ad should compliment the selling of your product, and prove or substantiate specific points in your copy.

Once you have your reader's attention, the only way you are going to keep it, is by quickly and *emphatically* telling him what your product will do for him.

Your potential buyer doesn't care in the least how long it's taken you to produce the product, how long you have been in business, nor how many years you've spend learning your craft- save that for your About Me page for those who are interested!

*All she really wants to know, is specifically how she is going to benefit form the purchase of your product. Period.*

Generally, her wants (and perceived needs) will fall into one of the following categories:

- ✓ Better health;
- ✓ More comfort;
- ✓ More money;
- ✓ More leisure time;
- ✓ More popularity;
- ✓ Greater charisma/beauty;
- ✓ Greater success and/or
- ✓ Greater security!

Even though you have your reader's attention, you must follow through with an enthusiastic enumeration of the benefits you can gain. In essence, you must reiterate the advantages, comfort and happiness she'll enjoy -as you have implied in your headline.

Mentally picture your prospect -determine his wants and emotional needs -put yourself in his shoes, and ask yourself: If I were reading this ad, what are the things that would appeal to me?

Write your copy to appeal to your reader's wants, emotional needs and ego cravings!!!

Remember, it's not the "safety features" that have sold fine cars for the past 50 years -nor has it been the need of transportation. It has been, and almost certainly always will be the advertising writer's recognition of people's wants and emotional/ego needs/cravings.

Visualize your prospect, recognize his wants and satisfy them. Then Stand and Deliver on your promise, with a sweet, unadvertised bonus bundle!

Writing good advertising copy is nothing more or less than knowing "who" your buyers are; recognizing what he wants; and then telling him how your product will fulfill each of those wants.

***"I can define copy writing in two words: applied psychology."***

- Alex Mandossian

The "desire" portions of your ad is where you present the facts of your product; create and justify your prospect's conviction, and cause her to demand "a piece of the action" for herself.

It's vitally necessary that you present "proven facts" about your product because survey results show that at least 80% of the people reading your ad -especially those reading it for the first time -will tend to question its authenticity.

So, the more facts you can present in the ad, the more credible your offer.

People want "logical facts" to justify emotional surges of instant gratification- as reasons/excuses for buying a product.

It's like the girl who wants to marry the guy her father calls a "no good bum."

Her heart -her emotions- tell her yes, but she needs to nullify the seed of doubt lingering in her mind- to rationalize her decision to go on with the wedding.

In other words, the "desire" portion of your ad has to build belief and credibility in the mind of your prospect.

It has to assure him of his good judgment in the final decision to buy- furnish evidence of the benefits you have promised- and afford him a "safety net" in case anyone should question his decision to buy.

People tend to believe the things that appeal to their ego, individual desires, fears and other emotions.

Once you have established a belief in this manner, logic and reasoning are used to support it.

Your reader "wants" to believe your ad if she has read it through this far- it is up to you to support her initial desire.

Study your product and everything about it- visualize the wants of your prospective buyers- dig up the facts, and you'll almost always find plenty of facts to support the buyer's reasons for buying.

Here is where you use results of tests conducted, growing sales figures to prove increasing popularity, and "user" testimonials or endorsements.

Before you end this portion of your ad and get into your demand for action, summarize everything you've presented thus far.

#### **WIIFM [What's In It For Me]-**

Draw a mental picture for your potential buyer. Let her imagine owning the product. Induce her to visualize all of the benefits you have promised.

Give her the keys to seeing herself richer, enjoying luxury, having time to do whatever she would like to do, and with all of her dreams fulfilled.

This can be handled in one or two sentences, or spelled out in a paragraph or more, but it is the absolute ingredient you must include prior to closing the sale.

Study all the enticing sales presentations you have ever heard; look at every winning ad; these are the elements that actually make the sales for you.

Remember them, use them, and don't try to sell anything without them. Lots of ads are beautiful, almost perfectly written, and quite convincing- yet they fail to command action from the reader.

If you want the reader to have your product, then tell her so and command that she send her money now.

Unless you enjoy spending money on eBay listings, mildly entertaining your prospects with your beautiful writing skills; always command that she complete the sale now, by taking action now- by ordering, visiting your eBay store or Web site, etc.

Once you have got her on the hook- land her! Don't let her get away! Probably, one of the most common and best methods of moving the reader to act now, is written in some form of the following:

- All of this can be yours!
- You can start enjoying this new way of life immediately, simply by sending a check for \$XX!
- Don't put it off, then later wish you had gotten in on the ground floor!
- Make out that check now, and "be IN on the ground floor!"
- Act now, and as an "early-bird" buyer, we'll include a big bonus package -absolutely free, simply for acting immediately!
- You win all the way!
- We take all the risk!
- If you are not satisfied, simply return the product and we will quickly refund your money!
- Do it now!
- Get that check on its way to us today, and receive the big bonus package!
- After next week, we won't be able to include the bonus as a part of this fantastic deal, so act now!
- The sooner you act, you more you win!

#### **Bonuses and Time Limits-**

Offering a reward of some kind will often times stimulate the prospect to take action.

However, in mentioning the reward or bonus, be very careful that you don't end up receiving- primarily- requests for the bonus; with mountains of requests for refunds on the product to follow.

The bonus should be mentioned only *casually* if you are asking for product orders; and with lots of fanfare only when you are *seeking inquiries*.

Too often the copywriter, in her enthusiasm to pull in a record number of responses, confuses the reader by "forgetting about the product," and devoting her entire space allotted for the "demand for action" to sending for the bonus.

Any reward offered should be *closely related* to the product, and a bonus offered only for *immediate* action on the part of the potential buyer.

If you specify a time limit- stick to it! Tell your prospect that he must act or lose out on the bonus, face probably higher prices, or even the withdrawal of your offer.

**This is always a good hook to get action.**

Any kind of guarantee you offer always helps you produce action from the prospect. The stronger and more liberal you can make your guarantee, the more product orders you will receive.

For example, you would do well to offer your clients a full 365 Day, "Love It or Shove It"-style guarantee.

Be sure you state the guarantee clearly and simply. Make it so easy to understand that even a child would not mis-interpret what you are saying.

Stick to it; without qualm or fail!

The action you want your prospect to take should be easy- clearly stated; devoid of any complicated procedural steps on her part, or numerous directions for him to follow.

Picture your prospect, very comfortable in his favorite easy chair, idly flipping through auctions while "half-watching" TV. He notices your ad, reads through it, and he is sold on your product. Now what does he do?

Remember, he's very comfortable; you have "grabbed" his attention, sparked his interest, painted a picture of him enjoying a new kind of satisfaction, and he is ready to buy...

Anything and everything you ask or cause him to do is going to disrupt this aura of comfort and contentment. Whatever he must do had better be simple, quick and easy!

Tell him- without any if's, and's or but's- what to do; *Make it as easy for him as you possibly can-* simple and direct.

### **In Closing-**

You now have a complete "refresher course" on how to design auctions, as well as an eBay storefront, that will consistently pull more orders for you and sell more of your product for you, without fail!

By actively studying good advertising copy, and practicing writing ads of your own- now that you have the knowledge and understand what makes advertising copy work; you should be able to quickly develop your copy writing abilities and produce order-pulling ads for your own products.

Even so, and once you do become proficient in writing ads for your own products, you must never stop "noticing" how ads are written, designed and put together by other people. To stop learning would be comparable to shutting off from the rest of the world.

The best ad writers are people in touch with the world in which they live. Every time they see a good ad; they clip it out and save it [called a "swap file"]. Regularly, they pull what makes them good and study why they work.

You must keep yourself up-to-date, aware of, and in-the-know about the other competitors; her innovations, style, changes, and the methods she is using to sell her products. There's no substitute for a burning ambition to succeed: You Will Do It!

**Success is Yours!**