

WRITE THE PERFECT LISTING

DO I REALLY NEED THIS GUIDE?

This guide has been put together to help you make the most out of your machine listing.

Research shows that the attention span of your typical web user is as short as 8 seconds! **But what does that have to do with your listing?** Well if you can't grab your buyers attention and you can't provide the information they are looking for, they will quickly become bored and move onto another listing and potentially buy someone else's machine!

Our research shows that the listings that follow the checklist overleaf, regularly out perform the listings that have been created without any guidelines.

A lot of the process can be summed up by asking yourself one question **"Would I have all the information I needed to make a decision and purchase this machine?"** If the answer to this question is no, ask yourself another question **"What's missing?"**

By thinking about your listing from an external point of view, you'll be able to quickly narrow down what is missing from your listing and provide your potential buyer everything they need.

Overleaf, you will find a checklist of tips that will improve your listings and increase your chances of selling your machine.



PERFECT GUIDE CHECKLIST

Following this checklist will ensure you have a high quality listing, increasing your likelihood of engaging your visitor and converting them to a buyer.

- ✓ **Take great photography.** This one cannot be overstated. A picture is worth a thousand words. People want to see what they are buying and what condition it is in.
- ✓ **Take multiple pictures (but not too many).** Have enough pictures to show all aspects of the machine and its accessories. But not so many that it becomes boring looking through them. We recommend between 4 and 10.
- ✓ **Choose your 'Primary Image' carefully.** This image is the first thing your potential buyer will see. They may be looking at this image to deem if the machine is what they are looking for before they even read the machine name. A high quality image is paramount.
- ✓ **Include video footage.** Adding a video of your machine working will help to ease the buyer's mind. Nobody wants to spend a large sum of money to find the machine isn't operating as it should. Try to do this in a quiet environment or remove the audio from your video. Local acoustics can make the machine sound much louder.
- ✓ **Pay close attention to where you are adding your information on your listing.** The listing process has been as painless as possible. Making sure you upload the correct content in the correct area on the upload form, will ensure a coherent listing that's easy to follow.
- ✓ **Use easy to understand language.** Don't use too many buzz words or complex terms. This can make your listing difficult to follow.
- ✓ **Make sure to mention any upgrades/ accessories.** That additional chuck you have may be what sways the buyer to pick your machine.
- ✓ **Prioritise the features.** List your accessories and features in order of their value/ use.
- ✓ **Read your listing out loud.** This one might feel a bit weird, but trust us. Reading your listing out loud will bring to your attention any issues with spelling, grammar and language used.
- ✓ **Avoid passive words.** Using words like 'should', 'maybe' and 'might' don't fill the buyer with confidence in your machine.
- ✓ **Keep your descriptions concise.** Give the buyer the information they need without long-winded explanations.
- ✓ **Proof read and edit if necessary.** Once you've uploaded your listing, take a bit of time to look over it as a buyer. If it doesn't flow the way it should, don't be afraid to tweak it.