Auctions

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Selling Without Selling

By Ian Stables

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The Method

The mistake that everyone makes is thinking people need to be persuaded to buy.

It's a fear. Thinking that if you just offer something for sale people will shy away. Or they think they'll get more sales by somehow tricking someone into buying.

The truth is people do look for things to buy. They certainly wont shy away when they see something for sale.

Tricking people into buying is a massive mistake.

Look on eBay at the auctions and what do you see?

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Would you agree that everyone's trying their level best to sell you something.

So say you're looking for a computer as an example.

Suddenly you're faced with a vast plethora of computers for sale.

You click a few auctions to read. Sell, sell, sell and more sell. And quite often you want to know whether it does something you want. But it doesn't tell you or doesn't explain it clearly.

But then suddenly…

There it is! The computer you've been looking for. It does everything you want it to. Everything you want to know is clearly explained in the language you understand.

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The price is excellent. What do you quickly do? Yes, to make sure no-one else gets it first you quickly click the buy button.

But that's not all. A very important thing is in the listing. You feel the seller is honest and has really made an effort to make sure you know what you're getting. Also that you know everything so you know it's exactly what you want.

When we all find these auction listings we automatically buy.

Why?

It's exactly what we are looking for.

The auction listing is an oasis out of all the other auctions out there.

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How do we go about creating this type of auction?

Very easy, surprisingly.

It's a mindset. Let me explain…

To be different and increase sales is just using the proper approach. It makes writing listings easy but much more effective.

When we sit down to write a listing we start by thinking 'How can I get someone to buy my item?'

Big mistake. Why?

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We hate being sold but <u>we all love to buy</u>.

When you go into a store looking for a particular item and the sales person rushes up to you. Then starts trying to get you interested in something. He uses obvious selling methods on you and trying to persuade you. If you're like me you try to get away and often leave the shop for one where you can be left alone.

As a contrast you enter another shop. A sales person behind the counter smiles and welcomes you. And simply says I hope you find what you're looking for, but if you need any information just call me.

So you're looking at a few computers in your price range. You're wondering

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which one is the one you're looking for. What do you do?

That's right, you call the person over. Providing the person simply asks what you want and using their knowledge lets you know enough to make a decision, what are you likely to do.

Yep. You'll buy. The other shop missed the sale.

So it's just like this in auctions. The difference of course is that you're not physically there.

The difference is, instead of selling, just inform. Nowhere else has this been explained properly.

Being sold is when someone is trying to persuade us into buying something.

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Often this involves someone broadly saying how brilliant something is.

They say things like ‘buy mine it’s so much better’, ‘faster’, ‘easier’. ‘You’ll save hundreds.’ ‘You’ll make thousands.’

In a nutshell it’s when someone is trying to make our mind up for us. No wonder we hate being sold.

We have our own mind, we want to make our own mind up. And this is where we can turn our auctions into an oasis. Where thirsty buyers will come running to.

So instead of trying to persuade people, let them make their own minds up. Inform so people can decide themselves

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that your item is brilliant, easier, faster, make them money, etc.

Compare these 2 examples…

Example 1…

This guide will show you how to make lots of money. You'll never regret buying it.

Learn the secrets that millionaires use to make money. You'll find them easy to use and you'll never have to work again.

You'll make money fast.

This is something you've never seen before.

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Ok. It’s not bad. It excites you but also it sounds too good to be true.

Now how about this example using the same item…

Example 2…

This guide simply explains the different approach certain people have used to make a million in under a year.

These people have quickly become self-sufficient.

Using a 3 step strategy without having any expertise or special knowledge they are able to create income streams. As many as they want.

To grow their income they just keep repeating the process.

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The strategy follows the business plan of major successful companies. However, by doing it in reverse, anyone can create a large income at least 3 times faster.

See the difference. The second example allows the reader to see how easy it is, how much money they could make and so on.

Here's how to do it…

When you're selling something on eBay. Forget saying 'how can I make someone buy this item. Instead say, 'how can I help someone know if this is what they're looking for and want'. Think of how you can genuinely help the buyer.

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When you think like this, it will come naturally.

So if I was selling a digital camera I'd mention all the things the camera can do. How easy it is to use. And honestly mention the advantages it has over other cameras.

Knowing we like things easy to read I'd create bullet points of the details and include small paragraphs.

And, this is very important. Like the successful sales person I'd tell the buyer that if there is anything they want to know, just contact me through eBay to ask.

Don't forget to respond as quickly as possible.

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That's it in a nutshell. But I think you'd like to see some examples so you can clearly understand what I'm explaining to you.

Example…

Un-opened Face Glow Beauty Cream

I bought a few of these creams but realise that by the time I get through them this will be past it's sell by date. Then I'd have to throw it away. So I thought I'd offer it on eBay.

Sorry. Only one of these available.

- **This cream gives your face a healthy glow instantly** It does this because it contains a mild amount of stringent. This

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stimulates the tiny vessels to allow more blood flow. But not too much.

- **Over time lines become less visible** Micro-scopic spheres called liposomes penetrate the skin. This plumps out the skin thereby reducing lines and wrinkles.

- **Soaks into the skin quickly and doesn't leave your skin shiny** Reduced oil amount means it doesn't make your face shiny.

- **Also improves the skins health** due to containing vitamins and certain amino acids shown to hydrate.

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- **Contains no perfume** so it doesn't irritate the skin

- **Use by date is Jan 2008**

Any questions about this item, please don't hesitate to contact me via eBay.

Place your bid in the box at the bottom of this listing.

If there is anything else I could say about it I would have included it in the auction listing.

You'll notice it's easy to read. And the reason while I'm selling it is given.

This is often a question people have when the item you're selling is so good.

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If there is some information buyers want to know that's not in your auction then buyers will contact you.

Then you simply update your description to include the information.

Here's another example…

Smart Casual Guchi White Cotton Shirt 16" Collar

This is new in the packet. A present which wasn't my size.

- **This style of shirt looks great at all sorts of situations** The design is smart enough for job interviews, weddings but also looks the business when going out to pubs and nightclubs.

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- **Looks good with anything** Suits or jeans.

- **Designed by Guchi**

- **Keeps it's shape like all Guchi clothing**

Any questions about this item please don't hesitate to contact me via eBay.

Place your bid at the bottom of this listing.

There's probably more I could of added to this but it gets the point across. Simply include all the advantages and details they'd like to know.

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Sit down and try to think of as many things potential buyers would like to know. Also ask as many questions as possible and answer them in your auction listing.

And don’t forget. Be the friendly sales person. Tell them to contact you if there’s anything they’d like to know.

Also to help the newbies on eBay, explain what they need to do to place a bid or buy now.

If you make your listing like this it’ll stand out from all the other auctions. The trick is to make sure you give enough information about your item. Technical facts and also remember to include the advantages.

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Trouble thinking of advantages in your item? Then go to the next page.

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How to find the advantages of any item

This is simple. And it's the easiest way I know.

Write down all the physical things about the item in a list. Then after each one add the words 'so that'.

Here's an example…

Cordless lightweight vacuum.

Weighs the same as half a bag of sugar **so that** vacuuming is almost effortless

Telescopic handle **so that** whatever your height it will be comfortable for you

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Cordless **so that** no wires will restrict how far you go and you don't need to keep unplugging it.

Charge lasts 2 hours **so that** you can easily vacuum a large house on one charge.

Pull out drawer to empty **so that** it's easy to empty.

Handle twist steers it **so that** without moving you can get into difficult corners.

Handle lowers down to the floor **so that** it's easy to vacuum under beds and other low lever furniture.

That's it. Very simple but extremely effective.

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Doing this almost writes your listing for you. And also ensures you don't forget about any advantages.

And now for an important aspect which gives your auction unique power…

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The Magical Correct Wording

When doing all the above it's very important to use a certain wording.

You need to make your auction different from others. It's important not to come over like a sales pitch. It should simply be information to buyers showing, benefits, facts and other information buyers would like to know.

We've already talked about this earlier. But you need to know the magical wording that allows the buyer to buy. We don't want to be sold.

Look at these 2 description excerpts…

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You'll be able to turn your writing skills into pots of money by offering this service.

Or…

Service Turns Writing Skills Into Money

The first is salesy but the second is simply stating what it is and the benefit.

The second example allows the buyer to buy. See the difference?

Here's another one…

Hurry and order now before it's too late and the price goes back up.

Or…

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The price goes back up on the 1st January 2007.

The first one is trying to convince you to buy now. However, the second is telling you what is going to happen. You can make your own mind up.

It has far greater impact and believ-ability.

Here's a couple of auction titles…

Canon Digital Camera You'll Love

Or…

Canon's Easiest Full Function Digital Camera

The second title allows the reader to see if they would love it.

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So stop trying to talk people into buying by using these controlling type statements. Simple state the facts so they can come to the conclusion themselves.

There's a further step yet before we've got this right. Turn the page…

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In a word to zoom up the power many more notches you apply specificity.

What am I on about?

Compare these ads for jobs you're likely to find in the local news…

National Company

Excellent rates of pay

Good benefits package

Marvellous holiday allowance

And…

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National Computer Wholesaler

£25k a year

Company car and petrol account
25 days annual holiday

Now I don't know about you but when I've been looking for jobs I always ignore ads like the first one. Pick up any jobs page and you'll see many who are like the first.

Can you work out the difference?

Simply put, the first tells you it's excellent, good and marvellous. The second says exactly what you get. I'm sure now it's starting to become clearer to you what I'm saying.

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The first job ad looks like pretty much most sales ads and auctions. Tests have shown there's a marked improvement between the 2 types.

On the web I found the results 2 headlines that were tested against each other.

The first one actually got no clicks at all. The second one got 267 clicks on the same day.

The headlines were for a dentist.

Headline that got no interest…

Low Priced Dental Check Up

Here's the successful one…

£15 Dental Check Ups

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The first one failed for 2 reasons.

It's trying to sell you and wasn't specific. The second one wasn't selling you. It just says what the offer is and is specific.

So the lesson is this…

Don't say 'high quality', say 'genuine hand made leather'.

Don't say 'easy to use', say 'fully automatic one button press'.

Don't say 'make money recommending my book' say '£10 payment for <u>every</u> book sold you recommend'.

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Easy Way To Do It

Whenever you write details ask questions like how much, what is it, why is that, how?

Examples…

Excellent Income

Ask…How much income?

Soft cushions

Ask…How soft?

Save money

Ask…How much is it? Or How much money?

Beautiful Material

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What material?

Excellent Earning Opportunity

What type of opportunity? What is the opportunity?

Get the idea?

Simple question everything you write or claim. Another words don't tell but show.

If you're selling a collection say what the collection is and how many. If it's great then the buyer will also think so.

Follow these rules and you'll really notice the difference. And it's so much easier.

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Summary of the writing method

Stop selling and persuading.

Help the customer giving them the information they want. That is the features, benefits, delivery info, condition, etc.

Tell buyers to contact you if they want to know something you've forgotten to tell them. And include this in your auction.

Mention the features of your item and the benefits they get as the result.

Be specific not general. Don't make claims or empty statements say exactly what it is.

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Simple isn't it. Stop giving yourself a headache trying to think up how to force someone to buy.

Help instead of sell. Inform them.

Ready to find out what simple addition increased sales from 14 to a staggering 764 in live tests?

Then turn the page…

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The Startling Sales Booster

A web site conducted tests to find out what difference simple changes in sales pages made. A staggering difference in results in one test can improve any auction bids/sales.

The test involved 2 identical pages. Except 1 included a short statement.

The page offered a video for parents to protect their children from sexual offenders.

The results were 14 customers in one day. The other page included a short simple statement. This page got 764 customers. Why was this?

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It’s a psychological fact that when something is in limited supply, sales skyrocket. Every time!

Look at what happens when there is a petrol shortage. What about when there’s a bread shortage.

Of course the more important the product is to us, the higher the results. So don’t expect the whole country to rush and queue up to buy your item. Unless, of course, there is a bread shortage and you’re selling bread.

Before I tell you how you achieve this it’s important you understand one thing.

When people hammer home, on and on, about how limited their product is the more unbelievable it looks. The result? Less sales.

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It’s hype. Nobody likes hype.

Also you must be honest. Else in the long term you’ll regret it. Bad word travels fast.

The extra statement included in the sales page was…

Due to our printer only doing 500 copies it’s important to order your video before they’re all gone. There are 2 parts to this statement.

The first part gives the reason why it’s limited.

The reader always asks this question. If there not satisfied it’s a real reason then you lose them. They’ll believe it’s a

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trick. We're not magicians we are business people.

The second part says how many and prompts the reader to hurry while they are available.

How do you use this technique in your auction?

Well a friend of mine recently said they were starting on eBay.

She said she had some creams that she wanted to sell. The first cream was good except disappointingly there were no bids.

So I asked her how many of this cream she had and why she was selling it.

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She was selling just one of this kind of cream. The reason she was selling it was she had bought too many. By the time she finishes using her other creams this one would be out of date.

I told her to include this information in the auction.

At the end of a 3 day auction she received 17 bids. The price she sold it at was just over £47.

All you need to do to use this method yourself is honestly tell readers how many you're selling and the reason why.

Simple isn't it? But you'll be surprised what effect it has on your results.

Here are some examples…

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This camera is not made any more and this is the only one I have. I've lost interest in photography now so I've decided to offer it on eBay.

This present is not my size, unfortunately. Because it's lovely and Guchi is always a good make.

The only one I'll be offering here, I'm keeping my others.

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Ok, that's it. Happy selling. You will get better results doing this. It's the best way I know.

Good luck!

Ian Stables

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