

How to Create Successful Listings for the Six Types of eBay Buyers

By Emily Thomas

Creating your eBay listings is the most significant step in launching your eBay business. However, it's also the most difficult, as your listing has the power to make or break your business by either drawing customers in or turning them away on sight.

Luckily, this process gets easier when you know a lot about your potential customers and what they do on eBay beforehand. You'll know exactly how to create a compelling listing that will give them all of the information they need and answer all of their questions (in addition to overcoming any doubts they have about your product).

The main thing you need to know about eBayers is that they are a varied group. There are a few common characteristics that will help you sort buyers into six groups. You'll need to appeal to these groups in your product descriptions. They are:

1. The expert: This buyer knows it all when it comes to your product's subject area. This person will look for specific details about your product to determine if it is valuable or not. Buyers like this might ask you additional questions about your product, or ask you to verify certain information.

Since they know so much about the kind of product you have to offer, they aren't likely to be swayed by salescopy that contains a lot of hype. And, if you use any inaccurate or misleading information, you can bet that they won't be making a purchase from you.

2. The experienced buyer: This buyer is looking for the specific item you are selling, and has probably searched for the exact model number that they want. Buyers like this have usually already done their research and are ready to make a purchase—all you need to do is convince them that they should be buying from you and not your competition. Focus on how your product can meet their needs and expectations.

3. The investigator: This buyer wants to dig up the deals on eBay and knows exactly how to find them. But just as badly as this buyer wants to save money, this buyer also wants to make a purchase from a secure and reliable seller. This buyer is skeptical about buying online, so your seller history will be scrutinized by this buyer. You should be ready to answer an outpour of questions and address a number of concerns before you can make this sale.

Have the links to your various websites ready to give to this buyer. Providing this type of buyer with all of your information up front will not only help to establish your credibility, but you will be saving your buyer time right from the start. This is a great way to establish a trusting business relationship with this type of buyer.

4. The buyer who buys on the fly: This buyer is always looking for whatever new and interesting products catch the eye. These buyers may start out by just browsing with no real intention to buy, but if you can persuade them to check out your auctions and pique their interest in your product description, you may find these buyers are more apt to buy than you think.

Sell your buyers on the fact that your product can change their lives. Without it, they could be missing out on something that they have needed for years. Your pitch should be so convincing that these buyers simply can't pass up the opportunity to buy your product and make an instant purchase using the "Buy It Now" feature.

5. The negotiator: This buyer wants to find products at the lowest prices possible. You can attract this type of buyer to your products by setting a very low starting bid and creating an attractive product description. These buyers are responsible for starting bidding wars early on in the process, as they are eager to get the best deals on eBay.

These bidding wars may eventually be won by buyers willing to shell out more money, such as the experts or the investigators. But you rely on the negotiators to drive up the prices of your auctions and, therefore, secure high final selling prices for your products.

6. The rookie: This buyer has little to no experience using eBay, nor perhaps even the Internet. Like the investigator, the rookie buyer is hesitant when it comes to shopping online. To calm the rookie's fears, you should present yourself with your best foot forward. Show this buyer that you are a reliable seller with a perfect history on eBay.

You can attract this buyer by being as straightforward as possible. Tell the rookie what type of payments you accept, when and how you will ship the product, and how he or she can get in touch with you to iron out any other concerns.

Each and every eBay buyer will fall into one or two of these categories according to his or her shopping tendencies. So research your audience and then tailor your product descriptions to fit their needs and online shopping behaviors; write compelling

salescopy, address concerns, and keep your prices low. Doing this will ensure that you can persuade each of these buyers to take an interest in your listings.

When you take the time to get to know your customers, you have the opportunity to establish a working relationship that these buyers will learn to rely on for their shopping needs. Your loyal customers will add you to their “Favorite Sellers” lists, which will help you to attract even more attention to your auctions.

About The Author: *Emily Thomas is a work-at-home mom and a pioneer in the field of online auction listings. Her innovative programs are single-handedly responsible for the huge growth in the auction listing work-at-home industry. To learn more about Emily, visit her blog at www.emilythomas.biz.*