



**Hungry for more information on how to take your jewelry business to the Internet?** We tried, but we just couldn't cram all these valuable resources into the magazine. Enjoy them here!

## top 10 tips for selling jewelry on eBay

With 125 million registered users and over 40,000 items sold daily, eBay represents an unparalleled opportunity to connect with buyers. Read eBay's online Seller Guide with advice on selling jewelry at <http://pages.ebay.com/sellercentral/sbc/jewelry/sellingguide.html>. Then use these tips to get started.

**10 Start slow.** Don't jump in with your highest-priced items. Success on eBay is based on feedback, and buyers will shy away until your feedback score indicates that you have some experience (and trustworthiness) under your belt. Start with small, lower-priced items that will sell quickly and allow you to build a solid feedback rating.

**9 Provide excellent customer service.** Take buyers' requests seriously. Answer emails promptly, ship items as soon as possible, and never go back on your word. Remember that eBay is a two-way street. Take the time to leave positive, honest feedback for others and they'll do the same for you.

**8 Use boldface type.** According to eBay statistics, listings with boldface type see a 25 percent increase in final price.

**7 Set the starting price below value.** Risky? Maybe. But eBay research shows that a lower starting price jump-starts the bidding, encourages competition, and can result in a higher-priced sale.

**6 Offer a money-back guarantee.** Giving hesitant buyers a satisfaction-guaranteed-or-your-money-back offer often clinches sales. Also, be up front about your shipping, return, and payment policies. Offer shipping discounts for multiple purchases.


**5 Pictures are worth a thousand words.** Images are as close as you'll get to placing your jewelry in a buyer's hands. Use clear photos taken from various angles to show details, imperfections, colors, and clasps. Choose the Gallery upgrade to display a thumbnail photo of your piece right next to your listing.

**4 Cross promote.** Include links to your website, blog, and other eBay listings.

**3 Tell a story.** You already know the power of telling a story when you're selling in your booth. Spice up a product description with your inspiration for making the piece, why you work in this medium, or what the piece means to you. People like to feel they're buying more than just a product.

**2 Anticipate buyers' questions in the description.** See your listings through a buyer's eyes. What questions might you want to

have answered? Be honest and specific, leaving no doubt regarding exactly what a buyer will be getting if they win the auction.

**1 Fill your auction's title with relevant keywords.** You only get 45 characters to entice buyers. Be concise, be specific, and don't waste space on terms buyers don't search for. Instead, focus on getting buyers to look at your auction by stating the details of your item, including type of jewelry, type of metal, specific gemstones, dimensions, etc. 

### tips for blogging

- **Keep entries short.** More than a few paragraphs will have your viewers clicking elsewhere.
- **Use specific words and phrases that relate to your jewelry in your blog's title.** When someone types these terms into a search engine, a link to your blog will appear.
- **Update your blog at least three to four times per week.** Frequent updates keep customers coming back.
- **Start an idea file.** Toss in articles, headlines, jokes—anything you may want to refer to later when writing your blog.
- **Get personal.** Customers want to know the person behind the art.
- **Add photos and links.** Make your blog as interactive and entertaining as possible. Include links to your blog and your website on your email signature, in brochures, and on business cards and flyers.

Check out these websites if you're thinking about starting a blog:

- [www.blogger.com](http://www.blogger.com)
- [www.squarespace.com](http://www.squarespace.com)
- [www.typepad.com](http://www.typepad.com)
- [www.wordpress.org](http://www.wordpress.org)

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