



## The Money Shot System



### 6) The 15 Biggest Mistake You Make When Listing Your Item and Why It's Killing Your Sales

## 1) Not Verifying Your Selling Accounts

Page | 2

All your selling applications and web sites incorporate identity verification protocols. You'll want to make sure that you prove your identity, your cell phone number and go through all the steps to become a trusted and verified seller. This will go along way when selling your items. Others will feel more comfortable buying from you. They will feel safer to contact you compared to another seller who is NOT verified. There are a lot of scammers out there with unverified accounts. Buyers want to feel comfortable before they drive to meet you. Additionally, include a headshot photo of yourself. Don't use your dog or cat as your profile photo. Buyers want to see WHO they are buying from. This tip will also lead to a more confident buyer when comparing other sellers with the same items as you.

## 2. Poor Quality Photos

BEFORE you take photos of your item, you want to make sure you have it looking as good as possible. If your item is dirty, wipe it down. If the washer machine has rust all over it, sand and repaint it. (This takes way less time than you think). Make the old, look new again. Once you do this, you want to stage your item. Make the photos look inviting. I take most of my pictures outside in the sunlight. I stage and photograph many of my listings when possible in front of my 1977 El Camino.



Remember, the photographs you take of the item you want to sell are all your buyers have to go on before they look at any further details. Make sure they look good. Be creative. Include a good-looking girl in them. (This has been proven to work). Don't just take a boring photo.

### 3. Not Taking Enough Photos

Craigslist allows you to upload 24 photos for each listing. Offerup.com now allows you 12 photos. Letgo.com allows you 10 photos. eBay allows you to upload 12 photos.

Take this opportunity to use ALL of the available slots for your photos. This is how you outperform the other LAZY LISTERS, who may only post one picture of their item. But if you have 12 pictures and even if your price is higher than theirs, you are providing your buyer with a better SERVICE by showing them every angle and part of the item you are selling.

Taking great photos of your item is the difference between getting a sale and not getting a sale. Also, you want to show the size of an article by including a tape measure or ruler next to the item.

Page | 4

You will want to type out the size in inches in your description. But you want to show the tape measure in the photos as your proof. You buyers want and need details so do it right and provide them with those details.

You also want to take pictures of the model number of your item. Take pictures of the open battery compartments so your buyer can see there is no rust.

Show them up-close pictures of the item. Show them a photo of the bottom of the item. Show them the sides of the item. The fastest way to get your photos is to take them with your cell phone camera and save the photos to your picture roll. You will want to relist your items. So having the photos on your cell phone will keep you from having to retake photos of the item you are selling. All of the cell phone apps will give you the option to take a photo when using the app. However, when you do this, your photo will NOT be saved. Use your cell phone to post your product ads and descriptions. This will save you time and lets you list items much faster compared to using your desktop computer.

## 4) Writing Poor Descriptions

*The more you tell, the more you sell.* There is two ways to shortcut this process. Way number one is by borrowing a description text from another listing. It's a description others have written before you for the same item. Just copy, modify, and use it. You can add additional details about your item or edit out existing information from the description for less information. This will save you from typing it all out on your cell phone. Way number two is a huge time-saver. It's call transcription. All of the more recent smartphones have voice recognition built directly into the phone. You can open a notepad on your phone, press the transcribe button on the

screen and talk your description into text. The speed is incredibly fast, and the spelling and punctuation are near perfect. Talking into your phone vs. typing is much faster and will leave you more time to do the fun stuff you want. If you are selling your item locally, don't forget to include details of the times you are available to meet. Many people can only meet you in the evenings. In my listings, I always let the buyer know I am willing to meet in the evenings. Another way you can out-compete any competed listings is to let them know you offer delivery for a small fee. Depending on the listing service, include a cell phone number and best contact information. Let them know they can text you. The more available options a potential buyer can contact you, the better. I could write a book about how to write compelling descriptions, but the main thing here is to have a very clear description of your item. And if there is a problem with the item, let them know. Don't be a LAZY LISTER.

## **5) Listing Your Item in The Wrong Category**

Each of the web sites and applications you use to list your items have item categories. And if you are in a rush, it's easy to list your item in the wrong category. Make sure if you are selling a washer machine that you list it in the appliance and not the furniture category. Being in the correct category will help your item get found and sold. Many of the apps review the listings and will cancel your listing automatically. Therefore list your item in the correct category.

## **6) Not including a name and cell phone number for people to contact you**

This rule applies only to Craigslist.com. Most people are using their cell phones. If you don't understand how to receive or send a text message, it's time you learn. Go to [www.Youtube.com](http://www.Youtube.com) and educate yourself on the subject. It will be time well spent. When listing your items for sale on Craigslist, make sure you let others contact you via text. This is the most efficient way today to communicate with potential buyers. You want to have an email option too. Not everyone has texting capabilities.

## 7) Not revealing the part of town you are located in

Craigslist, Offerup.com, letgo.com, and Nextdoor.com are local selling tools. People want to know how far they are going to have to drive to pick up your item. So, it's essential to have your general location in the description of the add. If your buyer is looking for a used washer machine and one machine is in his neighborhood, and the other one is 30 minutes away, what washer is he going to call about first? The closest one will be the correct answer.

Page | 6

Now, if you have a truck or want to use a driver, you can offer free delivery. Offering delivery can get you the sale because you are providing a service. The buyer does not have to borrow a truck. They don't have to rent a truck. They don't have to bother a friend. They don't have to lift a finger. You can charge more for your item and build the cost for delivery into your asking price for the item. However, it's important to get your money first before you drive out to deliver the item. I will ask my buyer to come and look at the item first and pay for it. Then I will have it delivered. Or if you have [PayPal](#), [Venmo](#) or [Zelle](#) to receive payments, this can save them the trip. Your job is to solve the problem of your buyer. He or she wants the item you are trying to sell, and they don't want any problems or hassles. So, help them buy your stuff.

## 8) Not Relisting Your Items

The ONLY way to make this work is to make sure your listings are up and active for people to see. [Craigslist.com](http://Craigslist.com) makes it very easy to relist items without having to upload and write descriptions all over again. You want to check into your Craigslist account every three or four days to make sure your listing is active. Craigslist will discourage you from listing your same item multiple times. Offerup.com is excellent because there is no limit on how many times you can list an item.

I sometimes will list an item three times per day to let it sell faster. It's the same with letgo.com and even Nextdoor.com. eBay is the only place that will let you automatically relist your items until they sell. This is a timesaver. Unfortunately, relisting your item is key to getting stuff sold and making money. It's just a part of the business you will have to get used to. I have tips that will show you how to streamline this process in the Money Nuggets section of the MoneyShotNews.com

## **9) Being Too Slow to Respond to Potential Buyers**

You can service your customers or you can treat them like second class citizens. Speed loves money, and when it comes to selling, you want to be fast. When you have someone who responds to one of your ads by text, email, or phone, you need to get back to them fast. Why? Because if you don't, they are just going to go down the list or to the add and find someone else who will respond fast. By responding fast to a potential buyer, you have just shown them through your actions you are reliable and ready to do business. Separate yourself from ALL the other losers out there who provide no service to shoppers and make the sale first. Understand that someone who reaches out to you wants what you have to sell. It's your job to make that sale happen. If you don't and wait, you lose out. Don't be a lazy lister. Treat your potential buyers like the GOLD they are. You can do it.

## **10) Poor Pricing Strategy**

Price matters, but not always. This is a vast subject, and I could write a book about pricing. Understand that we want to sell stuff. We have acquired these items at a low cost or for free in many cases. You are going to do your research on your items before you price it. You'll use eBay's completed auction tool to see what the market is paying for commodity type items. You'll go on Craigslist.com to see what price others are selling the same or similar items for. This research will give you an idea of your

starting price. I like to start my item price higher in case there is a buyer from the get-go looking for my item. You can always lower your price if you are not getting leads. If you need fast money, you can reduce your price. After all, it's all profit. So, depending on your situation, try different things. I have learned over the years, the longer you can wait for an item to sell, the best price you will get. If you do not need the money today, go with a higher price and wait for the right buyer to come along. They always do too.

There are many pricing strategies; however, your job is to make money fast. I would encourage you to price your item competitively to get your phone ringing and to get the product sold quickly. But don't price too low. You need to make money.

On Offerup.com and letgo.com, people will ninety percent of the time make you an offer lower than what you have listed the item for. That's the nature of the Offerup.com app. I price my items higher, so when I get a lower offer, I can say yes and clinch the deal. It is my experience that people want to feel like they've gotten a good deal. Therefore, I like to say yes when someone makes an offer. Pricing your items higher than what you're willing to take will result in more sales for you.

## **11) Not Willing to Meeting Your Buyer**

If you're selling a large item that cannot be shipped, you're going to want to meet your buyer locally. Generally, I have my buyers come to my home because most of the things I have to sell are stored outside. I like to get a first and last name and a cell phone contact before I have the buyer come to my place. Additionally, for security purposes, I have installed outside cameras in the event anything shady happens. If I'm selling smaller items that will fit in my car, I will meet the buyer at a McDonald's restaurant up the street. I tell the buyer to call or text me when he is at the McDonald's. I drive up and meet the buyer and do the deal. If you don't have a McDonalds, find a well-lit area with other people around to meet your buyer for added safety.

## **12) Not Getting Your Money First**



Before your buyer takes possession of the item, say "let's take care of the money" first. Your buyer will want to look at the item and confirm that it's okay. Once they have done this, ask for the money. Once you have the cash in hand, you can help your buyer get his paid for item in his vehicle if needed. It's a good idea to have change for 100 dollars in the event your buyer does not have change. I know it's not your job to be a banker; however, you would be surprised at how often people come with no cash or they don't have the exact change. I have all kinds of additional tips when doing a transaction in the Money Nuggets section at [www.MoneyShotNews.com](http://www.MoneyShotNews.com)

### **13) Not Getting to Know Something About Your Buyer**

Make a new friend. When you meet your buyer, ask him what he or she does? Ask him what he is going to do with the new item? Ask him if he or she has been looking for a long time? Ask them if they buy a lot of stuff on Craigslist or Offerup.com. Ask them if they are looking for anything else? Ask them if they know anyone looking for anything? Get their cell phone number and put it on your phone if you find a reason to contact them again for something else. Be friendly. Be nice. Be respectful. This buyer may become a new contact for you in the future. This is the hidden benefit of selling locally. You never know who you're going to meet. Use this opportunity to make new connections and friends in your local area.

### **14) Not Saving Your Buyer's Contact Information**

Every sale is a new opportunity for you. Remember the movie Forest Gump when he says . . . "You Never Know What Your Going to Get"? It's the same with meeting buyers locally. Usually, when I meet a buyer, I will have already exchanged cell phone numbers. Once I have a buyer's name and cell phone number, I will add them to my contacts on my iPhone. I'll make a note about them so I will remember them later. Saving contacts of the people you meet, will become important when trying to sell other items later. Additionally, you want to keep your buyers organized because you're going to have many deals going on at the same time.

## 15) Ignoring Your Non-English Speaking Market

I live in San Diego, California, and I'm only a 20-minute drive from the Mexico border. Many of my shoppers are Hispanic and will message me in Spanish. I don't speak Spanish, but that does NOT stop me from communicating with my buyers, and it should NOT stop you. When you get an inquiry in Spanish, copy the text, and go to [Google translate](https://www.google.com/training/translate) and translate your Spanish into English. Then you can reply. This rule is not only for Spanish; it goes for any language in the world. So, there is no excuse to ignore customers who don't speak your language. Excuse busted! Give it a try now. [Click Here](#)

Page | 10



## Special Offer from Michael Senoff

I would like to make you a onetime offer.

I understand that getting started with something new can be nerve-wracking.

There are certain people out there who need a coach. They want an expert to run ideas by and want one on one help in growing their business.

I would like to offer this help to you.

Enjoy one full year of personal one to one coaching from me, Michael Senoff for a onetime fee of \$1997.

You will have my cell phone number in hand and can call me for my undivided attention to ask any questions by phone Monday through Friday.

Anything you need, and I will be in your corner to help.

Have something you need to buy?

Need help selling something?

I will review and provide on-time feedback to you.

Page | 11

Any phone calls can be recorded so you can listen to my advice later.

Use me to help close deals, make referrals, or generate significant leads.

If you are at all serious about having me, Michael Senoff in your back pocket for your buying and selling activities for one full year, text or call 858-692-9461

OR email [senoff.michael@anymail.com.com](mailto:senoff.michael@anymail.com.com)

Only one great sale pays for the cost of my coaching.

Sincerely,

*Michael Senoff*

Michael Senoff

PS. This offer is NOT a long-standing offer. I have the right to decline to work with you. I can only work closely with a few clients per month, and this same offer is going out to other enthusiastic Money Shot System members.

So, don't wait....

It's time for immediate action!

To reserve your spot now, TEXT or CALL 858-692-946!