

I don't think selling online is really that different from selling anywhere else actually – because in both cases you're aiming to persuade customers to buy. So you have to start with the 'A' of the famous AIDA formula — get the 'attention' of the buyer. Now, on an auction site that's critical because there are so many other goods listed that you've got to make your product or service stand out from the rest of the pack. So you really need a good title for the ad that's going to describe what you're selling. Remember to keep it short and to include the keywords that buyers will be using when they search.

Once you've done that, then you have to arouse their 'interest' in what you're selling – and that's where the 'I' comes in. So you need to write a good description of what it is you're offering. Something that's going to make them want to acquire your product. Photos are a must! You should put in maybe four different shots of the product. That'll give buyers the impression that they've actually seen it up close.

OK, so you still haven't sold anything so far but you can help the process along by adding some sort of promotional offer – a discount on shipping or something. Give the buyer the impression you're giving them something extra for free. That builds on the 'D' for 'desire'.

The next stage is the 'action' stage which is when your customer actually bids. But remember – even when you've sold your item, you still need to close the sale and that means: one – getting your money, and two – converting the buyer into someone who is going to remember you and even become a repeat customer. And the more of those you have, the easier it'll be for you to build a solid customer base with long-term relationships.