



# Taking Great Pictures for eBay Auctions and Online Selling

*Rod March*

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## **Taking Great Pictures for eBay Auctions and Online Selling** Rod March

If you sell things online, you already know how important pictures are. They are the only way your customer has confidence to buy.

Whether you sell at eBay or on your website, better pictures attract more customers! This handbook will teach you how to take great pictures -- without spending a fortune!

This handbook includes highlighted tips on how to save money and take better pictures, as well as over 50 color pictures of equipment, techniques, and examples. Keep this handbook with your camera and refer to it when you need ideas or inspiration on your next pictures.

It is organized so you can quickly find the answers to your questions. You don't have to read the whole book -- you just find what you need and get going. There is a "Troubleshooting Guide" to help you correct problems you are having, a "Final Checklist" to ensure that you are ready to sell, and even a "Glossary" of photography and computer terms.

You don't have to be a professional photographer or a computer geek to create great images for your auctions. Rod writes in non-technical language and teaches you what you need in the section called "Computer jargon you will need." At last, you can take the mystery out of "jpegs" and pixels!

If you don't have a camera or don't like the one you have, this handbook will teach you what features you need and which ones you don't. The camera the author actually used costs about \$200, but he shows you how to be successful, whether your camera cost less or much more.

If you don't already have the equipment you need, Rod will show you how to buy it or make it for almost nothing. For example, did you know that for about \$25 you could build your own table-top studio with tools like the professionals use: a seamless background, light booms for front, side, and backlighting, diffusers and reflectors for diffuse and indirect lighting? Add a couple of full-spectrum light bulbs with fixtures for another \$20 and you have a great, complete studio for photographing things up to 2 feet in size.

Rod will teach you how to prepare your images for use on eBay so you have eye-catching thumbnails and fast-loading, high quality images. You will finally understand what you need to know about image formats, compression, image quality and more.

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