

ART WORLD ADS

Artists Mall

Quick Start Guide:

Getting Sales With Your Art World Ads Advertisements and Artist Mall Listings

You can find Art World Ads by going here » <http://www.artworldads.com>

You can find the Artists Mall by going here » <http://www.artistsmall.com>

Both services are brought to you by Help 2 Succeed » <http://www.help-2-succeed.com>

Help 2 Succeed has been online for ten years and advertises to get potential customers to view your listings. The Artist Mall has another advantage for you – it is automatically set up to get your listings found on Google.

You can download the Artists Mall Quick Start Guide PDF here »

<http://www.help-2-succeed.com/Artists-Mall-Quick-Start-Guide.pdf>

There is another PDF that you may find useful titled “What to Sell” »

<http://help-2-succeed.com/what-to-sell.pdf>

When you post advertisements and items to sell, Help 2 Succeed DOES NOT interfere with your sales, there is no system that detours your customer and we charge 0% commission. If a person wants to buy, s/he goes directly to you.

Therefore, to get sales you need to put a method for people to contact and pay you with each listing. Instructions are in this Quick Start guide to help you do this.

Tip: you should write very good descriptions describing the work and the detailing that you put into each creation that you make. To speak about the work of art that you created, what went into it, writing a bit about yourself especially what inspired you to create the item that you are describing and any other details that give your creation a one of a kind story are selling points. Absolutely mention the price of the item, how well you pack the item so that it arrives safely and customer service details in your description.

Note: I have been online selling since 1999 and have always included my email address, phone number and mailing address. I have literally been called only a dozen times in 9 years. I have never been harassed or have had problems. I believe that providing the full information gives your purchaser more reason to trust in you and therefore buy. It is up to you whether you want to do this or not.

At the very least, you need to put your email so that people can contact you with each listing.

You can find information on how to get paid online by going to the following articles in the Help 2 Succeed blog:

» **How to Accept Payments Online Without Hassle**

<http://help-2-succeed.com/blog/index.php/how-to-accept-payments-online-without-ha>

» **A No Fee Method to Collect Payments Online**

<http://help-2-succeed.com/blog/index.php/a-no-fee-method-to-collect-payments-onli>

Another Payment Tip: Within each listing that you create at Art World Ads and at the Artists Mall, put the methods that you can accept payments besides the above two - such as Money Order, Business Check and Personal Check. I had one lady that wrote a bad check (in 9 years) and she handled it without delay - otherwise I have had no problems getting paid by money order, personal and business checks. State in your description that you will wait until the check clears and then ship the item.

Scam Warning: Do not accept Western Union, do not accept Bank Wires, and do not accept money orders from any other countries except USA and Canada - the reason I say this is to protect yourself from fraud. If you do have a money order from a foreign country, deposit it and wait until it clears your bank. This may take ten to fourteen days. Make very sure that it does clear at your bank before you spend the money.

Shipping Policy: You need to state shipping policy - that you ship packages around the world, that each item needs to be securely packed to guard against breakage in shipment (you can explain in detail how you pack the item – for instance paintings are double packed first in one box and then floated with packing materials inside another box to ensure safe transport), that you will insure the package and that you will ship with signature required. This not only protects the person buying but also it protects you (if the package gets lost you have proof that it was shipped and never received). FEDEX for most of the time is less expensive than USPS. Packages are automatically insured up to \$100, a tracking number is provided with no extra fee by FEDEX and signature required is a slight fee.

More Advice:

1. You want to eliminate surprises. You want your customer to trust you. Giving full details is how you go about doing that online. Full details can include satisfied customer testimonials.
2. Don't make promises that you cannot keep. Don't say that you will ship within 24 hours but then wait till a check clears to ship. Say instead that once the check clears, you will ship within 24 hours.
3. Double check your descriptions for spelling errors. You want to have a professional appearance.
4. Following are some examples of Information and disclaimers that I have used successfully, feel free to utilize the examples, edit and add your own details:

Example #1 – Encouragement and links to look at other listings:

PLEASE WATCH MY ARTIST MALL LISTINGS AND ART WORLD ADS CLASSIFIEDS BEING POSTED AS I HAVE MANY FINE _____ {EACH _____ HAS BEEN HANDMADE} THE COLLECTIONS ARE VERY UNIQUE & INTERESTING. Here at _____, (I/we) believe

customers are top priority so we strive to give you full details, the size of the item, the condition of the item, we answer emails promptly, we ship super fast, pack your item securely and let you know that your package is on it's way! We go all out to earn your trust and then your business. (I/WE) WILL GLADLY COMBINE SHIPPING ON MULTIPLE ITEMS TO SAVE YOU THE EXTRA SHIPPING CHARGES. Have a great day! (your name)

Example #2 – Copyright information:

Pictures are the property of _____ and cannot be used without permission.

Copyright © 2008. All Rights Reserved.

Example #3 – Policy:

(your name or company name) Policy: (your name or company name) strives to give a full and detailed description of items that are listed here in the Artists Mall (or Art World Ads). Photographs showing details and full information about the original creation are included. Please review the pictures and the descriptions thoroughly before buying.

You can also add this information:

Every attempt has been made to give the true colors of the art offered. Depending on computer screens, images may appear different than the actual item.

You can also add a money back guarantee, if you so desire, such as:
100% MONEY BACK GUARANTEE - NO QUESTIONS ASKED.

Example #4 – Shipping information:

Shipping is done through the U.S. Post Office and FEDEX - although other arrangements can be made per customer's preference. The items are packed very securely and the packages sealed well - however once the package is shipped, we do not have control over it, therefore your package is shipped insured mail with signature required. Damaged or lost packages cannot be remedied otherwise because once a package leaves us it is the responsibility of the company delivering it. A handling charge is included to cover the cost of packing materials. We are located in (city/town/village), (state/province) (zip code) and you can phone (me/us) if you have any questions 1-000-000-0000. Thank you for your interest in my/our works! have a great day!

Example #5 – this is a very effective way to end your description:

Thank you!

Check out MY/OUR (add your links to the Artists Mall and Art World Ads)
Sign up for MY/OUR email newsletters (give a link to your email)

To Your Success!

Norm & Leigh Ann Lemire

Help 2 Succeed <http://www.help-2-succeed.com>

h2s4success@gmail.com