

Some Quick Auction Photo Tips

The quality of your photography sells your online auction more than any written description. On a basic level, a photograph of your item for sale as opposed to a manufacturer's stock image tells prospective buyers that you really have the item for sale. Prudent online buyers really are looking for this kind of reassurance.

Some people are just plain visual and no matter how descriptive you make your verbiage, they still won't read it and instinctively go straight to the imagery. This is where the experienced seller answers the questions before they can be asked. It is recommended to list the dimensions in the text but a photo with the item and a tape measure takes care of those who just skim the auction.

Here are a few auction photography tips every seller needs to know before getting started.

Get closeups of all those item details. Sure, you need overall coverage in a few photos but it is the close up that will cut down on the unnecessary questions. Include all the flaws, breaks and repairs to insure that everything has been disclosed. Use some point of reference next to the details such as a tape measure or coin. Familiarize yourself with the macro functions of your camera. Macro allows you to get very close up, detailed shots.

One thing that will backfire and cause many questions is not having a transition from the large overall picture to the smaller details. It should be clear exactly what on the larger picture that the close up is revealing. Remember, you are trying to anticipate questions as well as keep potential bidders on your auction. For every question you have on your auction, you probably had many more buyers just move on instead of taking the time to ask you.

Lighting is very important. Try not to use a flash when possible. A constant light source such as flood lamps or sunlight is recommended. A little fill flash for the shadows on a bright day is fine.

If your camera is set for automatic white balance, make sure that your photos are conveying the correct color of the item. You don't want your blue item to subtly shift to an unpleasant purple or other undesirable color changes. You may want to set your camera's white balance manually.

Don't let your item get lost in the background. Light colored objects on a white background just won't sell. Avoid distracting backgrounds as well.

Lastly, remember the consequences in photographing reflective objects. One should keep one's clothes on because people really don't want to see that. A little humor on this risqué subject can be found at <http://www.snopes.com/photos/risque/kettle.asp>