

Tips for Advertisers

How to Improve Success in Selling Your Used Weaving and Spinning Equipment

Selling items on the internet can have its rewards and frustrations. The following tips will help you succeed and reduce the amount of time you might otherwise experience in placing your ad and responding to inquiries.

1. Follow the website requirements for placing an ad. This will reduce the amount of time needed to revise your ad and ensure that it is placed quickly. Make sure the item you are selling is within the specified region, indicate where it is located (city and state), that you include an email address, and **DO NOT** include personal information. A phone number is not necessary unless you will not be available to answer email (not advised). You can give out your phone number later if you are comfortable with a potential buyer.
2. Be succinct in wording your ad, avoiding more information than is necessary. For looms, the most important information is the maker of the loom, the number of shafts/harnesses and its weaving width. Other dimensional information is probably not necessary to include in the ad – an interested buyer can ask you for this. Only include the number of treadles if more than the standard for the number of harnesses (e.g., 6 for a 4-harness loom, 10 for an 8 shaft, etc.).
3. Include the accessories that come with your loom, or aspects that may not be standard. For example, if your loom has a sectional beam, instead of plain or double beam, include that information.
4. Personal information may or may not be helpful (example: “A move is forcing me to sell this loom”). Be succinct and include only if you have available words after including other more important information.
5. Include the maker of the item (such as loom or spinning wheel) in the first line of the ad. This will help search engines such as Google and Yahoo pick up the ad. If it is buried, it is less likely to be picked up in a search.
6. Be clear about what is included with the item you are selling versus what other items are for sale that do not necessarily go with the main item. Consider separate ads for major items such as looms and spinning wheels rather than including in one large ad.
7. Take digital photos of your items and have them ready to send to people who are interested. A delay in sending photos could make the difference in making a sale.
8. Be sure to check your email often. If you are not used to checking your email often you need to change your ways while your ad is on this site, otherwise, you may lose a sale if an inquiry does not receive a timely response.
9. Try to price your item to sell. Look to see what new items such as yours are selling for, and look carefully at other items for sale to arrive at a fair price.
10. Check the “Wanted” section of the website ads frequently. It is possible that someone is looking for the item you are selling.

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