

GARAGE SALES

How to Write Your Ad

Getting the word out about your garage sale is the key to having a successful sale. And the key to getting the word out is a well-worded advertisement.

Whether you're advertising online, on social media, or in the good, old-fashioned newspaper, it's important to word your ad correctly to attract more shoppers.

WHAT INFORMATION TO INCLUDE

First off, make sure shoppers can find you. Include specific dates and times for your sale. If you don't want people knocking on your door at dawn, include that no early birds will be allowed to shop, or that early birds will be charged an extra fee. For an end time, you could leave that open, or say something along the lines of "until" or "when stuff runs out!" That way, if you have to end the sale early for whatever reason, shoppers aren't disappointed when they find an empty garage or yard.

Include the address as well as specific instructions for how to get there. Sometimes, GPS just doesn't cut it. Make sure to include the ZIP code, too, because that can help mapping apps get it right. Also include instructions about parking, such as "Don't block the neighbors' drives, please!" or "Park at the end of the street unless you're picking up furniture."

IT'S ALL ABOUT MARKETING

List the kinds of things you're going to have at your sale. Try to keep it generic, unless you have some luxury items or brand names that will attract shoppers. Instead of Hotpoint microwave and Mr.

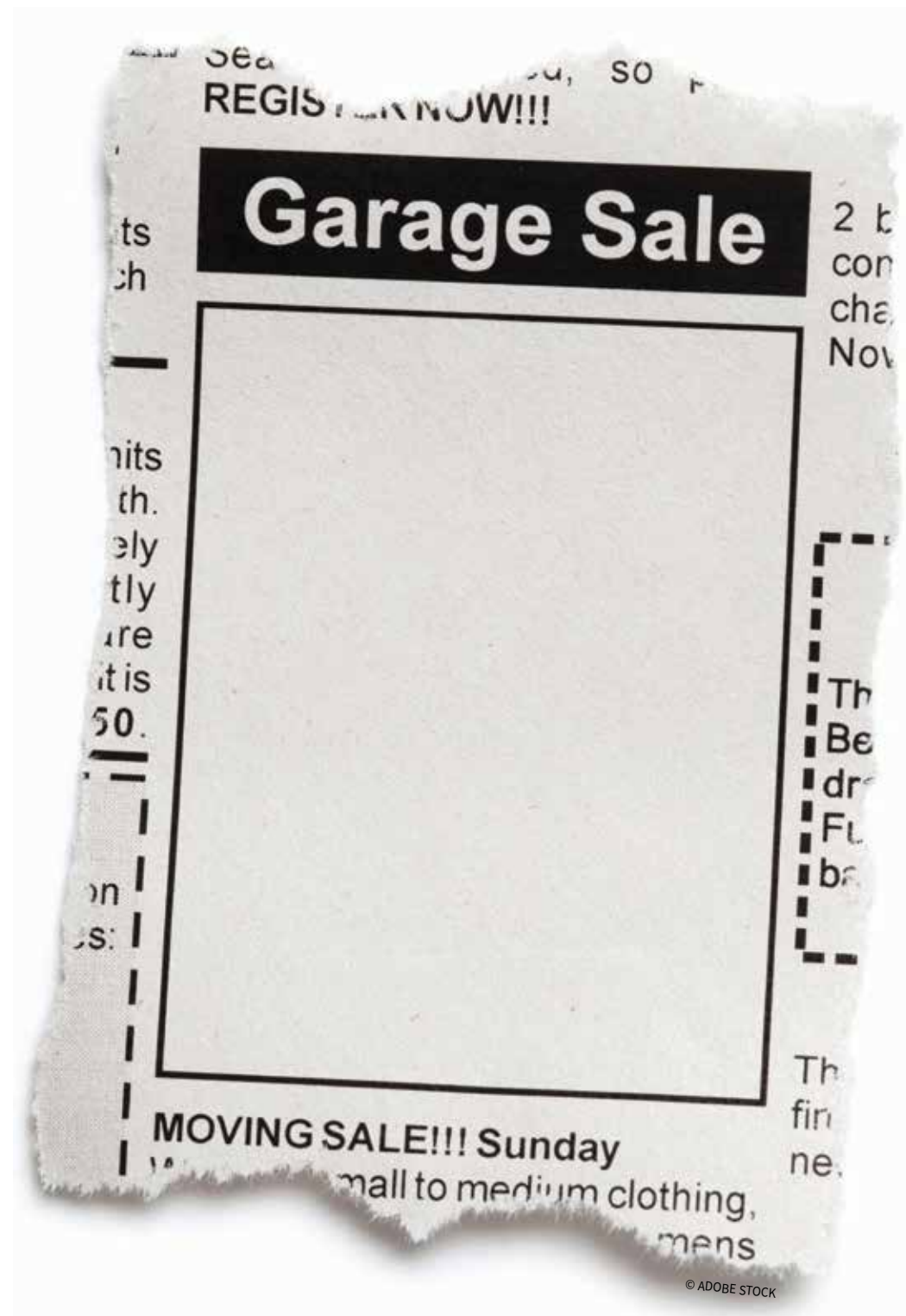
Coffee coffeemaker, try household appliances. But keep the vintage Louis Vuitton. That will attract a specific brand of shopper that realizes the value of the goods you've got.

Another great lure for shoppers is a catchy headline. You might include something of the circumstances, such as "Moving sale!" which connotes a wider variety of things for sale than your average garage sale. And perhaps more of a willingness to make a deal. Avoid using just "Garage sale" or "Yard sale," if you can. Focus instead on some of the things you're going to offer. "Fisherman's dream sale" or "Glassware collector's downsizing sale."

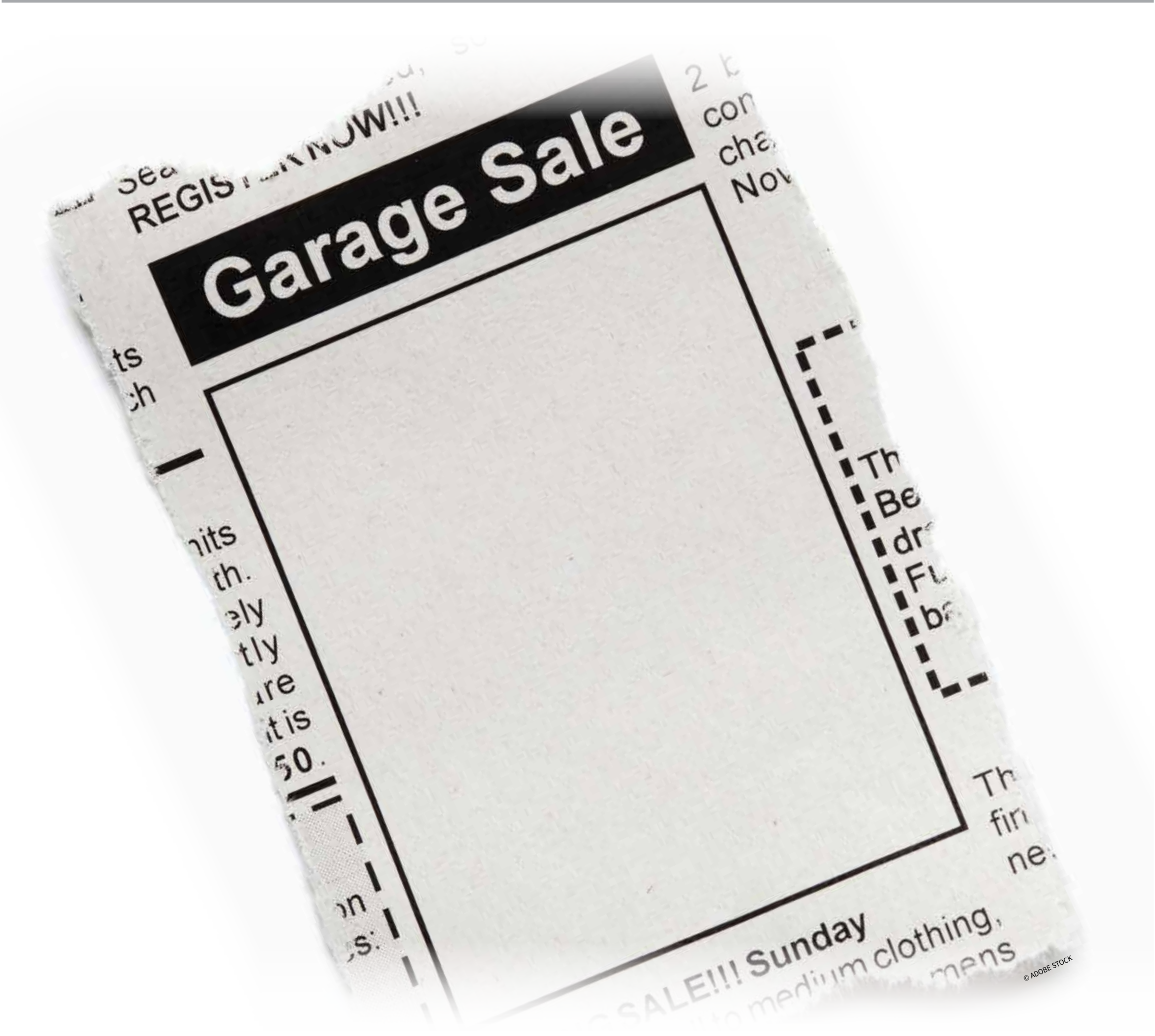
OTHER DETAILS

Some other details that can help promote your sale are:

- Whether you're accepting alternative forms of payment, such as Venmo and Cash App. Since the pandemic, many people are out of the habit of carrying and paying with cash.
- Pictures, if you can, of some of the items for sale. Make sure they're large enough that potential buyers can see details.
- Whether you're also offering refreshments. This is a great way for younger people in the family to make a few bucks, too. Have them post up with a cooler of water bottles and some cookies to entice your customers to stay a little longer.



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List the kinds of things you're going to have at your sale. Try to keep it generic, unless you have some luxury items or brand names that will attract shoppers. Instead of Hotpoint microwave and Mr. Coffee coffeemaker, try

household appliances. But keep the vintage Louis Vuitton. That will attract a specific brand of shopper that realizes the value of the goods you've got.

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BUYER'S TIP

Pay Smart

Bring more than one form of payment with you, if you can. Have cash in small bills at the ready, but also set up a Cash App, Venmo or PayPal account before you head out to shop. You can test them by sending a friend a small amount and having them send it back before you leave home.

AD SPACE