

GARAGE SALES

Advertising Your Sale

Once you decide to have a sale, get your items sorted and decide how you want to price things, it's time to bring the shoppers in by advertising.

Here's how to write an advertisement that can draw in shoppers and earn you the most money.

TRADITIONAL ADVERTISING

Garage sale sellers for years have relied on print advertising to make sells. And print is still a reliable way to draw in shoppers. Avid garage salers still sit down with the newspaper and map out their weekend routes. Make sure to include the exact address of your sale, what kinds of goods you'll offer, the dates and times of your sale. You can also include the terms of your sale. You may want to say rain or shine, no early birds or other conditions for your sale.

SIGNAGE

Traditionally, sellers also advertise with signage. Be careful, though. Many homeowners associations, towns,



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cities and counties have rules and regulations on signage. Obey the rules or your signs could end up in the trash or, worse, you could be fined. You might also consider putting up signs at local gas stations, grocery stores, churches and

other gathering places to advertise your sale. Include the same kind of information you would include in a newspaper ad. If room allows, you can also include a map and instructions for parking, especially if space is tight or if

your community has restrictions.

ONLINE

More and more garage sales are being advertised online, and it's a great way to augment traditional sale advertis-

ing. With online sales, you want to include all the same information, but you can also include pictures. In your garage sale pictures, make sure that the items are clean and displayed attractively.

Make sure your pictures are well-lit and clear. If there are any flaws on your items, show those and be upfront about them. In your text, make sure to target your audience. Mention special items you have, such as tools, toys, musical instruments and more. Any item that has a special audience makes your ad (and your sale) more attractive.

One of the different things about online ads, particularly on social media, is that you'll need to continue to monitor them to answer questions. Try not to get aggravated, even if people ask questions that are addressed in your ad. Everyone's human and makes mistakes, and being nice will get you more sales than being nasty.

Before you post online, decide your terms.

Here are some questions to consider:

- Are you going to hold merchandise for people?
- Will you take deposits on items?
- Will you allow early sales?
- What kinds of payments will you accept?

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SELLER'S TIP

Carefully Proof Your Ad

No matter where you place your ad, make sure you proofread it before you hit post or submit it. Some shoppers look for keywords both in print and online, and, if you misspell a word, you can miss out on a sale. This is particularly true if you're going to use social media or sites such as Craigslist.

AD SPACE