

6 things you can do right now to improve sales on your Amazon listing:

1. Add more images! Even cell phone shots will be decent enough for the 'extra' images. Amazon only requires the 1st image to be on a solid white background, so get your iPhone out and shoot away!

The more images you have, the longer your customer stays on your listing, the bigger chance he/she convinces themselves to buy from you and not hit the back button and check out the other options.

You've got 7 spots for photos. Fill 'em up!

2. Lighting is everything. To take some decent shots, turn off your interior lights and use a bright, naturally lit room. Buy a \$2 white board from any store that sells crafts and use it as a background.

Send the images to ColorClipping.com to get retouched. They are a very reputable service and will do a fantastic job cleaning up your images – and even putting them on a white background for you!

3. Make infographics. Go to a site like Fiverr.com or Upwork.com and find someone overseas for \$5-\$10 to create some quick infographic images for you. You'd be surprised how far a few \$'s goes...

4. Send the images to ColorClipping.com to get retouched. They are a very reputable service and will do a fantastic job cleaning up your images – and even putting them on a white background for you!
5. Can you think of any other usages for your items? Ones that are not obvious? Check out your comments section and see if anyone else uses the product in a non-obvious way. If they do, take a picture using it like that and add it to your listing. Add key-words for that as well to help people find it.
6. Show scale! Create an image that shows how big (or small!) your product actually is. How? By showing it in context next to something else. The classic is using a coin, but that only works for smaller objects. Find something that is obvious to all what the size is and photograph your item next to that.

Don't want to be busy doing it on your own?

Head on over to www.HudiGreenberger.com and we'll handle all this for you! (Pro Tip: We won't be using our iPhones or Fiverr!)