

Musings from the Editor's Desk

(Editorial from Beads & Jewelry Newsletter #3)

This was a tough one. There are SO many things I've wanted to editorialize about... or about which I wanted to editorialize (yeah, grammar could be one of the subjects).

In the end, however, I think I'll cover something short and simple... the evolution of my thoughts on the subject of acronyms in eBay listings.

IN eBay auction titles, we're given a mere 55 characters. Those characters are one of the only things that either stands BETWEEN your item and a customer or that LINKS your item and a customer.

Here are three examples of auction listings I just found... I have removed the identifying few characters that actually had to do with the item being listed.

Do I sound biased? ☺

BofB,BHV,BBMB,Artist Café (25 characters, 45% of the title)
BHV BBMB BofB TMB 4WC (21 characters, 38% of the title)
GSBG TMB BHV BofB BBMB (22 characters, 40% of the title)

So the question really is, where is the majority of your customer base and/or where do you WANT the majority of your sales to come from (... or from where do you want them to come)?

As much as I totally adore the group (TMB) I'm involved with, and do get quite a number of sales from members in TMB, I have to ask myself the above questions (and one other... maybe even two others).

- 1) So, where is the majority of my customer base? eBay users I've never seen before
- 2) From where do I want the majority of my customers to come? Hm... who cares, so long as they like my jewelry and are willing to pay for it.
- 3) Do I think I'm getting sales from people who do a "search" on TMB and didn't happen to see my item broadcast loudly in the showcase thread? No, because I honestly believe that 100 out of 100 items that I sell to TMB members are because they see it in one of the threads and not because they did a "TMB" title search.
- 4) Now the question I may get some flack for... but remember, this is my musing page and not an article because it is JUST MY OPINION... What is my gut-instinct impression when I see an acronym-filled eBay listing? Sorry folks, but I actually found myself saying the following when I see these: "Dang, there's another newbie who has no faith in themselves as a jewelry or bead maker and is so desperate that they need to pin all their hopes on eGroup members doing searches for eGroup acronyms. Blech!"

Yes, I do apologize if that sounded harsh, but y'all tell me to be honest... so I am.

Outside of the eGroups... in the "real eBay world"... where the millions of customers are, people don't know about, won't look for, will be confused by, and will turn away from eGroup and other secret society acronyms. Hell, most of them don't even know what OOAK means (one-of-a-kind).

So, that was my two cents for this issue. I hope I haven't offended anyone. My DH likes to say I'm "abrupt"... I guess I am. I'm not good at softening the blow and/or social niceties... I'm just

me. I'll work on my social skills when I have time... y'know... in that mythical realm where I'm not working two jobs, raising two kids, robbing Peter to pay Paul, and keeping my nervous breakdown in check... yeah, then I'll do it... there's a lot on that "list of things to do" in the mythical realm...

As usual, your thoughts and comments are welcome.

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Mini Muses

If you use those fake "light stars" that most photo editing software can add to your item so that your jewelry or beads look all sparkly... STOP!

(Hit your BACK key to return to the previous menu)