

Kerry's Tips

eBay Store Selling and *Instagram*

Attract Followers...and Customers

NUMBER 1 tip:

Make your account a business account!!

Here's why: An Instagram account that mixes personal photos with products, and sales announcements is confusing for customers. They won't remember you as an eBay seller.

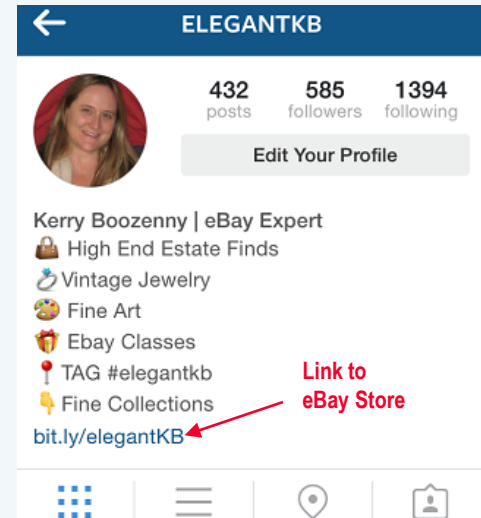
You have two choices:

- 1) Convert your personal account to business by cleaning it up – Create a new profile and delete old posts. Only post BUSINESS related photos moving forward.
- 2) Or, create a second, new account for business. Leave your first account for personal things, dogs, cats, food, family and friends! Your second account is eBay store/ Business only.

➤ *I know this tip is a challenge!*

It was for me too. Over time I converted my personal account into a business account. I have also started new, fresh accounts (point 2). I recommend point 2, for faster results. It is a more focused account from day one. It is a quicker way to build your eBay store account and attract customers.

➤ Write down any challenges that come to mind as you think this over....



Example of Business Account Profile (Bio)