

Photos and Videos That SELL

Online buyers depend on photos, videos and seller's information to make their decisions.

See the full article on professionalauction.com

"PHOTOS and VIDEOS That SELL • Make a Plan for Success"

A horse is worth what you can convince a buyer to pay.

Your horse is worth as much as you can get a buyer to pay on any given day.

Your job is to

- Present the horse to its best advantage,
- Get attention and create excitement about your horse,
- Make potential buyers want to OWN your horse!

Good Marketing, Preparation and Presentation SELLS HORSES!

It will be worth the extra time and effort you put into it.

PRESENTATION

Present your horse like you are trying to impress someone!

- **Present show horses and prospects like you would at a show, not a training session. Use show tack so the horse looks like a Show Horse** and the buyer can visualize that horse in the show ring. Try not to use work saddle and work pads.
- **Trail riding horses** - Be clean and neat. Act like you are proud of the horse you are selling. If you don't care, why should the buyer? Use clean, neat tack.
- **Rider or Handler** - Treat selling seriously. **LOOK THE PART** for the event or discipline that best suits your horse.

Resources at professionalauction.com

"Photographing Your Horse For Sale, by Laura Cotterman "

"Making a Video For Fun and Profit, by Jackie Smith"

PHOTOS

Use photos that grab attention and make someone like the horse.

Not just a picture of a horse.

VIDEOS:

A Sale video needs to create interest in a horse from the beginning of the video.

Don't just rush out and take a video. Plan and prepare to make a video that will Sell your horse.

- **Put the BEST STUFF FIRST.** Show something interesting or exciting.
- **Don't BORE the viewer.** They will go look at another horse.
- **In the first 2 to 3 minutes** you should show a little bit of each of the nice things your horse can do.
- **Short Video** - Think of this like a "Commercial." 2 to 3 minutes long.
- **Longer Video** - Like an "Infomercial". **Start with the interesting or exciting things** in the first 2 to 3 minutes, then add detail afterwards.

You can Plan a video so it may be done without requiring editing.

For a higher priced horse, professional editing may be a wise investment.