

# eBay Images Made Easy

How to add  
high quality free images  
to your eBay auctions.

By Terry Gibbs  
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*The Auction Revolution.*



## Introduction

In the Auction Revolution I provide step by step instructions for creating fantastic eBay images.

Unfortunately, shortly after I released the book, the software company I recommended retired, also the FTP program I recommend is no longer available in a free version.

I rewrote the relevant sections using freeware programs, and decided it would be easier to just give these two sections to everyone, than to spend the time trying to give these pages only to people who have bought the Auction Revolution.

Note: The image pages are numbered to correspond to the existing pages within the Auction Revolution. This was done so existing owners can print only these new pages and replace the relevant sections.

I am not going to remove the section on using WS/FTP from the book because I feel it is a better program and well worth the small amount you'll have to pay for it. Instead I have added the Filezilla section as a supplement.

After reading the rest of this report, you will be able to quickly and easily create fantastic images and host them for a fraction of the price you'd pay eBay for image hosting. If not completely free.

If you are reading this and do not own the Auction Revolution manual, this report will acquaint you with my style of teaching and help you use better images in your auctions.

But, this image information is only a small part of selling on eBay. In the Auction Revolution, you will learn a complete system for selling on eBay.

eBay Sellers - Are common eBay selling mistakes costing you money? Check your eBay knowledge now. This short quiz will help you earn more money in your eBay auctions.

<http://www.auction-revolution.com/>

If link does not work,  
open Internet explorer,  
then click on link.

## ***Transferring Images From Camera To Computer***

Once you have taken your pictures, you will need to get them into your computer. If you are using a Web cam the pictures will already be saved onto your hard drive.

If you are using a digital camera you will need to transfer your pictures from the camera to your computer. Most cameras come with cords you plug into either the computer's serial port or USB port.

If you haven't already bought a camera get one with a USB cord. The USB is much faster than the serial cord. Your camera's instruction book will explain the transferring procedure.

A better and faster option is to use a card reader. Some newer computers come with built in card readers, and for computers without built in readers, you can get a USB reader for under \$20.

Note: there are different types of cards. Consult your camera's instruction manual to insure you get the right type of reader for your card.

The card reader is almost instantaneous. You just take the memory card out of your camera and insert it into the reader. You can then modify images right on the card or copy them to the drive.

I edit right on the card and then save to my drive using a program called XnView. This image program has free and paid versions. You can find out more about XnView at:

<http://www.xnview.com>

If link does not work,  
open Internet explorer,  
then click on link.



On the right side of the screen are thumbnails of the images on my memory card. Each image has the name the camera gave it when I took the picture.

I am going to go through picture P1010048.JPG step by step and show you exactly how I convert the image from the raw camera picture to the final image I put in my auctions.

Here are the steps for each image:

1. Select the image by double clicking on it.
2. Crop the image by holding down the Shift key and dragging the cursor from one corner of the area I want to another corner.
3. Change the lighting levels if required.
4. Resize the image by setting the maximum width.
5. Save the image to my C drive within a folder called ebayimages

That doesn't sound like much work, does it. It only takes a few seconds to deal with each image.

Here is the process in pictures:

After double clicking on the thumbnail image I get this view:



By putting the cursor in just above the car and holding down the Shift key, I select a small area with just the car inside it. The next image shows the selected area.



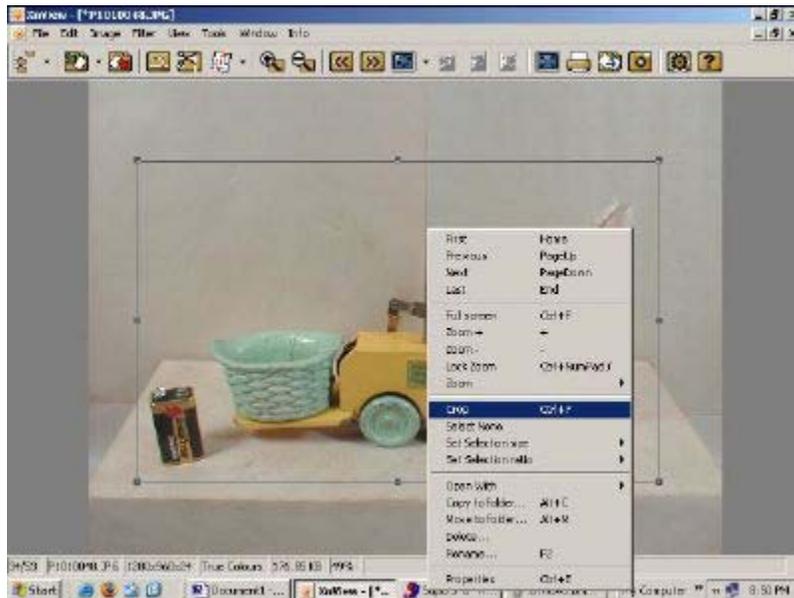
The dotted rectangle is outer edges of the picture I will end up with. Remember the original picture is huge. 1280 by 960 pixels. This is the size you want to take all your pictures with so they will be big even after you have cropped them.

The larger black dots are for changing the size of the selected area. Point the cursor at them until the cursor becomes a double ended arrow. Then hold down the left mouse button and move the boundary to the location you want.

The black dots in the center of each side move only the side they are on. The corner dots move the sides they join.

Once you have selected the area you want to keep, put your cursor WITHIN the rectangle and left click. A menu will open select crop on the menu.

Here's what it looks like:



After you select crop the program will delete the area outside the image and you will get an image that looks like this:

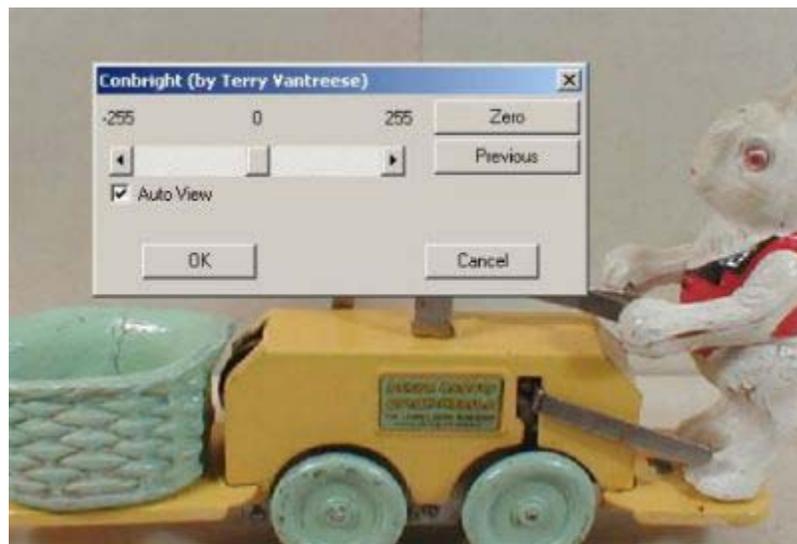


The image is now cropped, but it is a bit dark and it's still much too big to use in an auction. So we will adjust the brightness now.

To brighten the background, click on Image > Adjust and select Conbright. Here's an image showing you the path to the adjustment screen.



Once you click on Conbright, you'll get a window like this:



With Auto View checked, move the slide bar to the right in order to brighten the image. If you do not like the changes you make click on zero. Once you have adjusted the colors select OK to close the color adjustment screen.

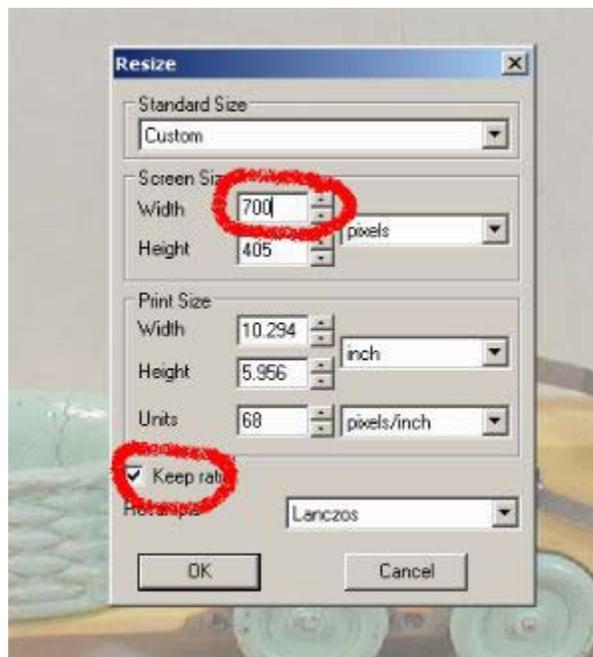
Note: You shouldn't do this step very often. I purposely created these images so they were darker so I could explain this step to you. I rarely do this step because it is easier to set up the camera and lights to create an image that does not need altering. If you do modify the colors and hues of an image be careful you do not change the actual colors of your items.

While XnView allows you to make other color adjustments, you should never change anything other than the brightness and contrast. Changing the gamma levels will result in different colors.

After changing the color levels of the picture or after cropping the picture if color adjustment is not needed hit Image > Resize.

This is where you set the image size in pixels. This will allow you to set the maximum width of your image.

Here's the resize dialog box:



You'll notice that I circled two areas in red. The upper red circle around screen size sets the maximum width

for your final image. Here I have entered 700. You can enter any number, but should keep an upper limit of 700.

The lower red circle is the Keep ratio checkbox. Make sure this box is checked.

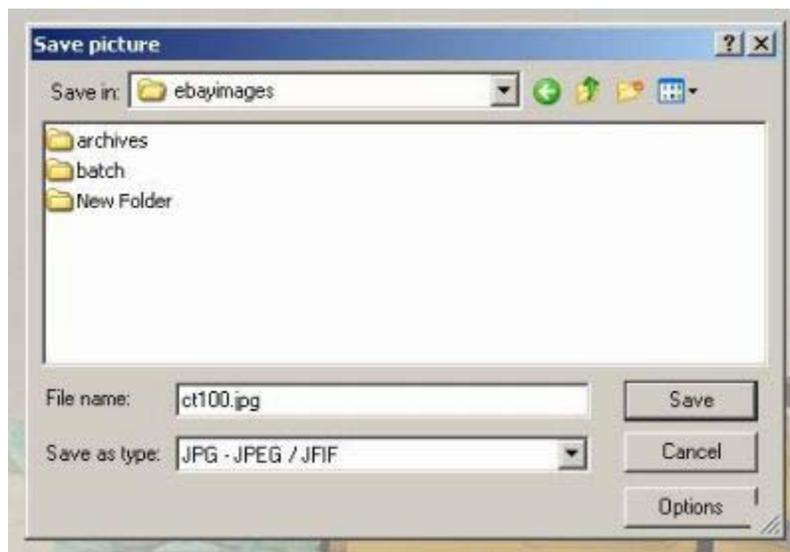
I am sure you have seen squished images on eBay. This is because the people have resized them without fixing the ratio between height and width.

Note: If you are doing images that are tall rather than wide, just change the height value to resize the image.

All the other areas on the resize dialog box can be ignored. If you decide to play with the other options available in XnView, use images you don't need, or make sure you always select the save as option rather than the save option.

Click OK and you are now ready to save your image.

To open the Save picture dialog box click on File, then on Save As. Here's the Save As screen:



I number all my images using codes I use to track my auctions. This little windup floor toy is number 100 of the series I am selling and the CT stands for my items. When I

do consignment items I use different letters - like CT or CC -to keep them separate in my book keeping. The C is constant and I use it on all my items.

I started using these codes because I needed some way to keep track of every item I sold. Ebay auction numbers are not generated until the auction is started so you cannot use them. The numbers the camera generates are meaningless.

I use the numbers 100 to 999 and put removable stickers on everything as I take photographs. Then when I write the descriptions, I know what the numbers for the photos will be. (I do not use 1-99 because programs organize lists based on the first digit then the second digit if there is one and the number between 1 and 99 get thrown out of series.)

When I create more than one photo for an auction I number the additional images with letters like this ct100a.jpg, ct100b.jpg.

I save all the images onto my hard drive within a folder called ebayimages. There are subfolders within the ebayimages folder. Archives is where I move the images after I have copied them up to web.

You can create a folder on your drive by left clicking on your C drive in the left pane of XnView and then right clicking and selecting New Folder in the image preview area. The archive and other subfolders folders are created by right clicking within the ebayimages folder.

The system you use to create numbers for your images can be different from mine. I have taught thousands of people how to sell on eBay and you can see many of them using the advice I am sharing with you in this book.

One last note about naming images and we will move on to resizing images. Image names are case sensitive. This means browsers view CT520.JPG as a different image than ct520.jpg. In order to remove the possibility of using the wrong case, I strongly suggest you always name your images with lower case letters.

In the few times I have mistakenly used capital letters I have spent quite a bit of my time trying to figure out why the image wouldn't load in the auction, only to feel stupid when I realize what is causing the problem.

You will get very fast at cropping and renaming images. I can do a hundred images in less than 20 minutes. It will take you a while to get up to my speed, but you should be able to do an image in less than a minute within a few weeks. Remember the real goal is to have a streamlined system for listing lots of auctions in very little time.

The system I am teaching you here is the most effective way to create an auction listing that builds confidence in your bidders and gets you the highest possible bids every time.

You are now ready to move your images to the web.

Here's the final version of the picture I used for this example:



As a final note. I bought the toy handcar shown above on eBay. This is a very desirable toy, and I purchased it for a fraction of it's value.

Here's the picture the eBay seller used in his auction:



Now you know how to create fantastic pictures for your eBay auctions quickly and easily.

While I am not going to sell the rabbit - I have been looking for one for years for my collection - the person I bought him from would have gotten at least \$800 dollars more for the handcar if he had used a better picture and spent the time to find the best eBay category.

The auction revolution will teach you how to find items that are listed in the wrong category, and described incorrectly. You can snap these up for a fraction of their value and either add them to your collection, or resell them for a profit.

This is called eBay Arbitrage. The Auction Revolution explains seven different ways to practice eBay Arbitrage.

## Transferring Images To The Web With FileZilla

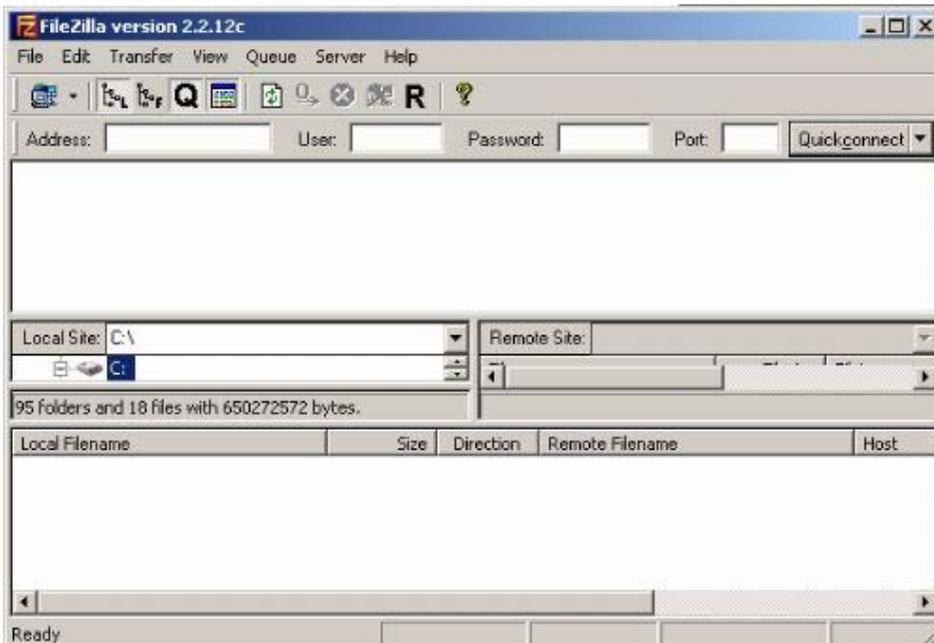
In order to transfer your images to the web you need a FTP program. FTP stands for File Transfer Protocol. There are lots of good programs out there. Some are free; some you will have to pay for. I use WS/FTP LE, and find it quite easy to use.

However some people don't want to pay for programs so here's instructions for a free FTP program called Filezilla.

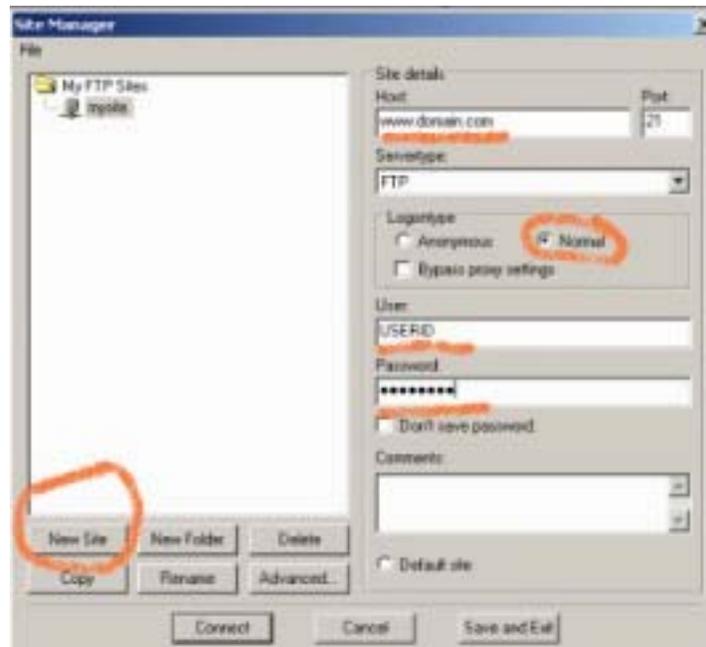
You can download Filezilla at:

[http://prdownloads.sourceforge.net/filezilla/FileZilla\\_2\\_2\\_12c\\_setup.exe](http://prdownloads.sourceforge.net/filezilla/FileZilla_2_2_12c_setup.exe)

The first time you run Filezilla you will get a screen like this one:



click on File > Site manager then New site and fill in the site details screen.



On the Site Manager screen, you need to fill in the Site Name, the Host Name/Address, User ID and Password.

### **Free Space Users:**

If you are using free space provided by your Internet Service Provider use EBAY for the profile name. The Host Name/Address is the URL of your ISP. For example: www.earthlink.com, www.mindspring.com, or www.AOL.com.

The user ID is the text before the @ sign in your main email account - USER@AOL.com, and your password is the log in password you selected when you created your account with your ISP.

If you are unsure of your Host Name, User ID, or Password contact your ISP for this information. Some AOL users will have a Host Name of www.home.AOL.com or a variation. Contact AOL support for the address you should use.

Leave the anonymous box unchecked and check the Save Password box. If you share a computer with others or use a Laptop you might want to check the Don't Save Password box

unchecked for security reasons. Jump down to the line Either Type of Space Users.

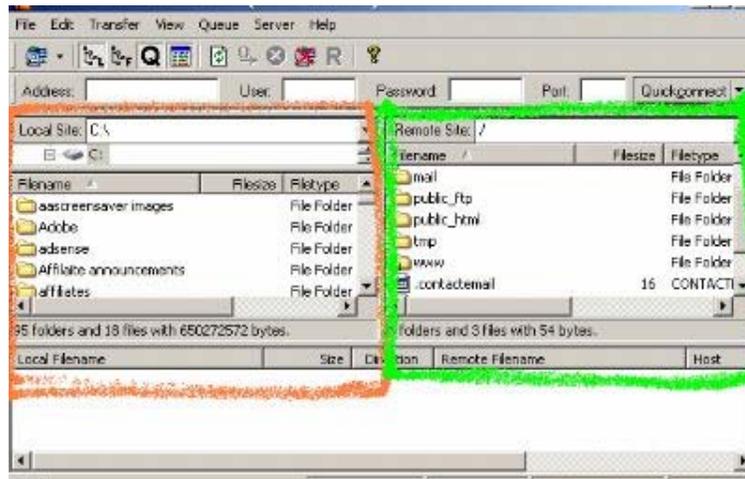
### **Purchased Domain and Hosting Users:**

If you have purchased a domain and set up a hosting account, the Profile Name can be just the name of your site or you can use EBAY.

The Host Name/Address is the url of your website. You do not use the http:// in the host name. Just www.yourdomain.com. Your web host should have sent you your user ID and your password when you opened your hosting account. Enter these in the correct fields. Leave Host Type set at Automatic Detect. Check the Save password button, then hit Connect.

### **Either Type of Space User:**

Filezilla will now connect to the server. Your website or webspace will be on the right side of the screen (circled in green) and your hard drive will be on the left (circled in red). Your screen will look like this:



Actually, it won't look like that. It will have a section of login notes between the address bar and the site bar. This information is not relevant, so I have dragged the site information upward to cover it. To do this put your cursor on the bar between the login details and the

site information until it turns into a double headed black arrow. Then hold down your right mouse button and drag the bar upward.

Note to ISP space users: You will not have all the selections in the left window. You will have a WWW or Public\_html which is all you need.

Under Filename in the red box I have drawn above find ebayimages and double click on it. This will open the folder with your images.

On the remote site side (green circle) click on www under Filename. Your files go into the WWW folder on the remote server. If you do not have a WWW folder use the public\_html folder instead.

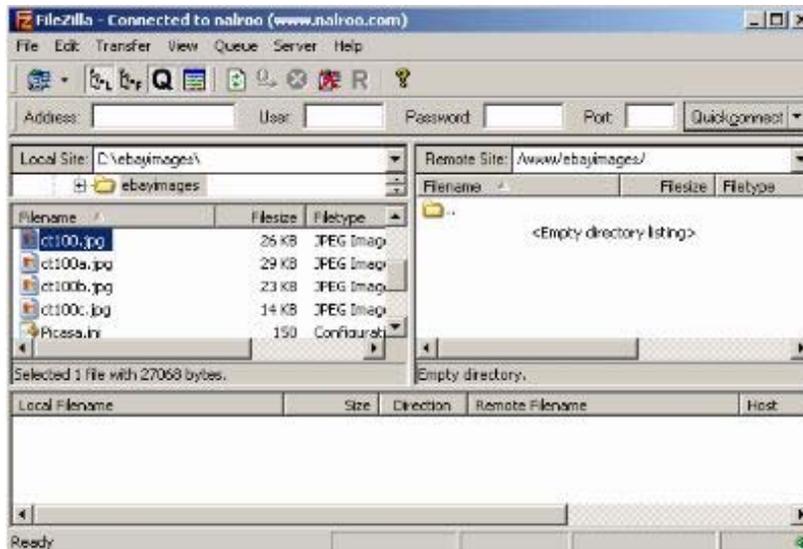
You can put your files directly into the WWW folder, but I suggest you create a folder on the remote server called ebayimages. This way all your ebay images will be in one place on the server and you can create other folders for other areas of your website or other uses.

This only takes a few seconds and you only have to do it once. In fact, you will only have to set this whole system up once. Filezilla will remember the folders and open to them the next time you start the transfer program.

To make an ebayimages folder on the server right click in a blank area and select create directory to create a new folder. (folders and directories are the same things.)

You will get a screen asking you to enter the remote directory name. Replace "new folder" with *ebayimages* in the field and hit the OK button. Then navigate to the ebayimages directory by double clicking on it.

Now you should have your local ebayimages folder open in the left window, and your remote ebayimages folder showing in the right window. It will look like this:



At this point you are ready to transfer your images to the web. But, before you do that you want to make sure that every time you start Filzilla and open the eBay connection, the program automatically opens to the right folders on both your computer and the remote server.

In order to make sure you always open Filezilla to the relevant folders on your drive click on the advanced button on the site manager. That's File > Site Manager

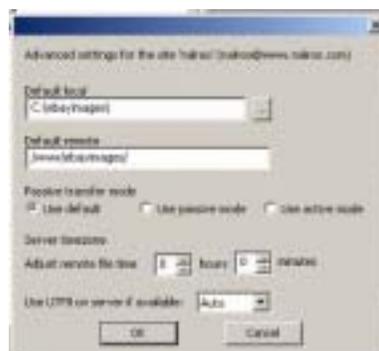
On the advanced screen enter the following locations:

For Default Local: **C:\ebayimages\**

For Default Remote: **/www/ebayimages/**

Note: the direction of the slashes is different.

It will look like this:



Then hit OK. This way you will not have to search through your hard drive every time you want to move images to the web.

You are now ready to move the images up to the web.

In order to move your files from your computer to the web just highlight them by clicking on them and then drag them to the remote server.

Note: You can also just double click on a file to transfer it to the web.

Hint: You can select all your images and move them up at once by single clicking on the top image in the left screen and then scrolling down to the last image and clicking on it with the shift button held down. Then drag all the selected images into the remote server pane.

After you have moved your images up to the server, click on close to exit Filezilla.

That wasn't very hard was it? Many people avoid transferring images with a FTP program because they never spent the time to learn these simple steps. You are now ready to include fantastic images in your eBay listings.

Note: If you are reading this report, and haven't purchased the complete Auction Revolution Package, you are not getting the highest prices in your auctions.

You see images are only one part of a successful auction. If you read this report for help with your images, chances are quite high that you are making mistakes that are costing you money.

Perhaps you are wasting money on eBay fees for useless listing upgrades? Maybe you are not using adequate descriptions, or failing to list items in the most relevant category.

Go to the Auction Revolution website and start improving your eBay selling skills now.

<http://www.auction-revolution.com/>