

Tips for consignors (help us make this sale successful)

1. Good quality photos are a must! The sheep has to look good in the picture if you expect people to bid on it.

Sheep should be presented well. Sheep should be presented in the same manner if showing or selling at live auction. It's suggested that fitted sheep be cut out, consider washing & fitting. Slick shorn sheep should be clean. Very young Lambs may presented baby wool.

Sheep should be standing correctly. Best camera angles are diagonal from front shoulder and diagonal from hip, camera level should be slightly lower than the height of the sheep.

Good lighting is important. Outdoor photos are usually the best. If photos are taken in doors, make sure there is adequate lighting. In all photos, make sure there is a clean background (i.e. remove distracting items)

Get help with taking photos. You may need someone to hold the head, someone to set feet and someone to take photos. Don't be afraid to hire a professional to take the photos! (Yes, that means 3-4 people for taking good photos.)

Put some finishing touches on your photos. Use photo editor to crop the photo and adjust lighting if necessary (if you don't know how—get help!).

Having a bad photo is like showing an unwashed, unfitted sheep at Louisville and not bothering to set the feet. Thousands of people will see your entries—do you want them to see a bad picture of your sheep? A bad picture is worse than no picture.

2. Good videos can be just as beneficial to a successful sale.

Taking time to record a 30-60 second video of each of your entries can be advantageous in addition to quality photos. You can use your smart phone to take the video – if you don't know how your child, grandchild or neighbor does! Don't be afraid to ask for help.

Buyers like to see sheep on the move, preferably free, off a halter.

Good lighting is essential for videos. Make sure videos are taken in a well-lit area (outside is best) and remove any distractions in the background.

Videos can be emailed to the USSA Office or directly uploaded to YouTube, sending the link to the office. If you need help with uploading or sending a video, contact the office or your child, grandchild or neighbor.

3. Promote your entries and the sale to all your sheep contacts. The USSA online sale banner and link to the website: www.wlivestock.com can easily be copied into an email and distributed to your personal list.

Use Facebook to help advertise your entries! Post the banner and website link on your Facebook page (if you don't have a Facebook page—your kids do.) "Tag" your sheep friends on your Facebook post. Repeat this multiple times in the week leading up to the sale and during the sale (remind people when bidding closes).

Share information about the sale. Forward the banner and website link to any breed e-newsletters, your county 4-H program & FFA chapters, and breeders from other states.

Contact potential buyers during the sale. Remind mind potential buyers that the sale is under way by email, Facebook, text or phone calls.

Share USSA Sale Announcements. In addition to you advertising your entries, the USSA will help advertise the sale. The USSA will post information on Facebook, run sponsored Facebook ads AND send out 2 email blasts to over 1000 email addresses. Take advantage of these advertisements and "share" the USSA Facebook page Sale post or "forward" the email blast from the USSA advertising the sale! The USSA will advertise the sale, but it is essential that the consignors advertise their entries!

4. Provide information that buyers want to know. Put yourself in their place—what would you want to know if you were going to bid on a sheep without being there in person. (i.e. pedigree info, production records/history, growth data, height/weight measurements, etc.)

5. Be realistic. Don't set your floor price and/or opening bid too high. You want people bidding on your sheep.

6. Promote your flock. Drive traffic to your website or Facebook page.

7. Ewes tend to sell well (at least those with good photos), rams are harder to sell on-line. Buyers typically want ewes to show. Strongly consider futurity nominating your ewe lamb entries.

If your photos don't look at least as good as the examples to the right, take some more until they do.

