



**SpoonFeeder Professional Commerce Management System**  
**Satisfy your Hunger to Sell Online... with SpoonFeeder**

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## **Goals and Benefits**

SpoonFeeder is a computer software program designed to help people sell online easily. Specifically, the program provides tools to enable the design, creation and submission of professional looking advertisements and item for-sale listings to major auction selling sites, web based stores, shopping cart systems and private web sites. The tool also has scheduled listing capability, automatic recurring listing capability, inventory integration, feedback automation, item tracking features, invoicing, buyer payment received and shipment notification, as well as tools to assist sellers with nonpaying bidders, incomplete sales, late payment notifications, nonpaying bidder alerts and final value credit request, to recover fees for incomplete auctions and incomplete sales. The system is rapidly evolving and many new features are being added as the world of online selling continues to expand and grow. SpoonFeeder provides the following features and more:

**-Free Picture Hosting.** Pictures are automatically and easily selected, enhanced, uploaded and displayed as part of your advertisements. There is no need for users to maintain a separate web space for pictures, though the program allows the use and integration with private or third party picture hosting. Picture formats supported by SpoonFeeder can be larger, richer in color, and higher in resolution than is offered by most auction and web selling sites. There is no limit to the number of pictures you may use to describe your item with SpoonFeeder. For many users this can provide a substantial cost savings over the picture hosting provided by most selling sites, as much as a few dollars per item listed!

**-Professional Advertising Templates.** The program provides a wide selection of pre-designed professional looking templates for you to choose from. These templates range in sophistication from simple to elaborate. Some of the simpler templates will suite the minimalist with only plain background colors, while the more elaborate have detailed themes with animation. Many templates feature holiday or category specific themes. User customization of templates is also fully supported. It is not necessary for SpoonFeeder users to know anything about HTML, however the program does support the free mixing of HTML commands in customized templates and description fields.

**-Listing Scheduler.** Have your listings submitted at the most advantageous date and time to maximize the exposure to your potential bidders. For sellers who have regular items they wish to sell repetitively, SpoonFeeder also features a repeat scheduler which will start listings on a regular, recurring basis until inventory is depleted. Numerous timing and randomization capabilities make scheduling flexible and easy.

**-Comprehensive Item Listing Creation with Universal Submission.** Create your item description once with SpoonFeeder, then post it to any supported auction, store or web selling site. This feature allows sellers to pick and choose the most advantageous marketplaces to list their items without having to re-describe the item description again and again for each new marketplace. No longer will sellers be locked into a single selling venue. SpoonFeeder allows the same item description to be easily and directly posted to numerous selling sites. Items can also be relisted almost instantly.

**-Speedy Bulk Listing.** Due to its ability to create and store partially completed "starter items", SpoonFeeder supports rapid creation and posting of numerous similar listings, allowing users to vary one or two key elements of each listing, such as changing a title and photo, and thereby create and post items at a greatly accelerated pace. This feature lets sellers efficiently market numerous similar, low value, high profit margin items.

**-Is easy to setup and use with minimal training.** Many users never even read the manual and are able to successfully use the program within minutes.

## **Concepts**

### **Advertising Template:**

A predesigned hypertext markup language file (HTML) defining the look and theme of an advertisement. Templates allow items for sale to be easily represented in a professional, eye-catching way without the need for the user to have any programming, graphics, or web design experience.

### **Picture Hosting Service:**

The file transfer, maintenance, storage and serving of photographic data files used to describe items for sale. Picture files must be stored, or "hosted", on an internet file server on the world wide web to be visible to others. Picture hosting can include related services such as moving photographic data files via FTP File Transfer Protocol or other web protocol to the internet web server, where the files are stored in a data warehouse, and served out to browsers and shoppers who visit a web site.

## **Computer System Requirements**

In general, the SpoonFeeder software will run very well on most Microsoft Windows 32 bit and 64 bit operating systems including Windows XP and Vista. The minimum hardware requirements for SpoonFeeder correspond roughly to the hardware requirements of each version of these operating systems themselves.

Although it is possible to run the SpoonFeeder software on much less, the following is a suggested minimum hardware requirement that will work for most users. Power users and power sellers should consider upgrading as their listings increase and as their use of graphics increases. If you use many graphics and photos and submit lots of listings, consider upgrading. A recommended hardware configuration is also provided below for your consideration.

### **Minimum Hardware Configuration:**

- Pentium Single Core 2 ghz Processor or faster
- 1 GB RAM
- 60 GB Hard Disk Drive
- VGA video monitor, resolution 800 x 600.
- CD-ROM Drive
- Keyboard, Mouse
- Internet connection of any kind, high speed connection preferred

### **Recommended Hardware Configuration:**

- Pentium Dual Core 3 ghz Processor or faster
- 4 GB RAM or more
- 300 GB Hard Disk Drive or more
- 19" or more Color EVGA video monitor, resolution 1280 x 1600 or higher.
- CD-ROM Drive
- Keyboard, Mouse
- Laser or Color Inkjet printer
- Internet connection via broadband cable, DSL, or satellite
- Image capture device(s) such as digital cameras, digital video cameras, scanners and microscopes
- Battery Backup Power Supply is optional but good to consider



## **Web Site User Registration**

Before attempting to use any version of the SpoonFeeder software, everyone must register as a new user with our website at <http://www.SpoonFeeder.com>. Registration is easy and takes just a few minutes. It is only necessary to register once. This process ensures users have access and control of an internet email address which is their own. Our security process ensures the integrity of our system, and protects your email address and other personal information. During registration you may also specify your email contact preferences, and sign up to receive notices of free program upgrades, special offers and announcements. Registration also ensures you can recover your access to the software should you forget your chosen password, and provides a mean for you to maintain and update your contact information.

### **New user signup**

To sign up visit our website at <http://www.SpoonFeeder.com> and click on the link "new user registration". You will be presented with a screen with fields for entering your email address, selecting a case-sensitive password, setting your contact preferences and other optional information. You must enter your email address twice to confirm you have entered it correctly and not made any keypunch mistakes. You must also select a case sensitive password. Uppercase and lowercase letters are considered different in this password. Select a password that is easy for you to remember but hard for others to guess. You must enter this password twice to ensure you have not made a keypunch mistake. When you have completed entering all the required fields, press the "submit" button.

If everything is in order, an email message containing your special activation code will be generated and sent to you immediately. Normally, you should receive this activation code email in your inbox within just a few seconds to a few minutes, depending on internet congestion and the status of your email server.

SpoonFeeder sends these email messages immediately, and if your mail service is quick you will see the message appear in your inbox within just minutes. If you do not receive an email message from SpoonFeeder containing an activation code within around half an hour, it indicates there is a problem or delay with your mail server or your email account, or possibly that you have entered the wrong email address during registration, or otherwise possibly your messages are being incorrectly filtered or blocked such as by a malfunctioning spam filter. If you do not get your activation code by email, double check your email address, check your spam filter if you have one, verify you are receiving email from others, and change your email address if necessary using the instructions below for "Updating your user profile".

*If you are still not able to receive the activation code by email through the registration process, please send an email with all the details including a way to reach you by telephone to [Support@SpoonFeeder.com](mailto:Support@SpoonFeeder.com) and a customer service representative will look into the matter and contact you. You may also use the support page on our website to contact our customer service department for assistance with completing your registration.*

### **Activating your account**

The second and simplest step in the registration process is called activation. The activation code sent to you in the earlier email is unique and knowing this code is the verification that you actually control and have access to the email address you specified earlier. Use the web link and activation code provided in the email message. Click on the link to return to our website activation page. If the link does not work for you,

use your web browser to navigate and return to our website "activation" page. Complete the fields including your password and click the button "activate". If all goes well you will receive a confirmation that your account is activated and you should also receive another email confirming that your account is activated and your registration is complete.

*After activation, you are ready to install and start using the software program on your computer. After installing the software on your computer, you will have to enter some details in the setup section including your email and password you selected during registration. See the next pages for "Setting up the system" for details on setting up the program on your computer.*

### **Updating your user profile**

Periodically you may want to update your user or account information, such as to change a postal address or modify or verify your contact preferences. This can be done using the link "Update Info" on our website. Enter your email address (the email address you used during registration), and your case sensitive password you selected during registration. If the email and password are entered correctly you will be presented with a screen allowing you to verify and edit all of the details in your personal profile. To make a change, simply edit the desired fields and press the "submit" button. Your information will be updated and stored. Depending on the information you changed, such as if you change your email address, you may receive an email message asking you to reactivate your account. If so, please follow the instructions in the email and see the details above regarding "activating your account". Most changes do not require reactivation.

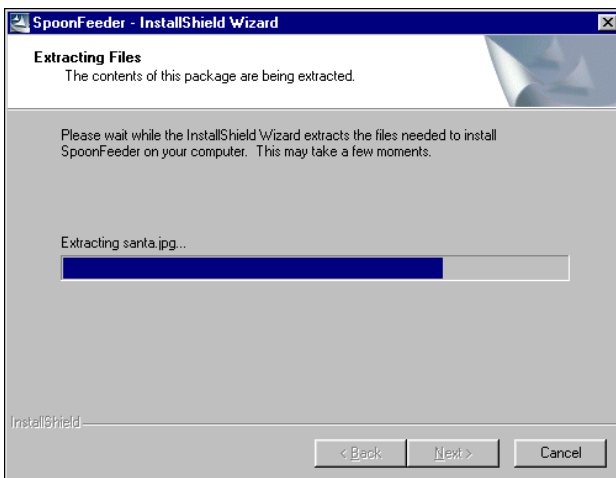
### **Recovering a forgotten password**

Remember, SpoonFeeder passwords are case sensitive, uppercase and lowercase letters are considered different and must be entered exactly as you selected during registration. If you forget your chosen password, it is very easy to receive a reminder by email. Simply go to our website and click on the link for "Password Reminder". Enter your email address (the email address you used during registration). Click the button "remind me". A message containing your password will be sent to you at the specified email address. Check your email inbox to view the message and get the password.

## Installing SpoonFeeder on Your Windows PC

SpoonFeeder is a computer software program that runs on your own personal computer. This has its advantages over using a tool that runs from the web. For example, you will be exclusively in control of your own private auction and sales records, which will only be accessible to you and will be stored only on your own computer. You will not be subject to downtime, or slowdowns of a particular web site selling tool because the SpoonFeeder program runs from your own computer.

You must install the software onto the hard drive of your Windows PC initially, and periodically you may need to update it as new versions of the program become available to support new features and improvements. Luckily we have created a very fast and easy setup installation program to help you get the program installed initially and get it running quickly. The integrated live-update capability will also notify you of periodic updates and help you download and install those updates.



### Installing from CD-ROM or DVD-ROM

SpoonFeeder is distributed on CD-ROM and DVD-ROM media. If you have the program in this form, first insert the CD or DVD into the drive on your computer. If the setup program does not automatically run after inserting the CD or DVD, click on the Windows "Start" button and choose "Run". Then type `d:\spoonfeeder\spoonfeeder_setup` (where "d" is your CD or DVD drive letter), then click the button "OK". The setup program should then load and run. Follow the instructions on screen to complete the installation. It is OK to install the program over a previous installation, there is no need to remove or uninstall a previous installation before reinstalling or installing an update.

Certain versions of the program may also come with optional extra features and supplemental files not included in other versions. Check your CD or DVD for a folder directory named "Deluxe extra items". This folder contains additional items that are not included in the downloaded or trial version of the SpoonFeeder software. In order to use these items, they should be copied to your hard drive. Copy the contents of the /Sounds/ subdirectory to /SpoonFeeder/Setup/Sounds/ on the drive letter you selected during installation. The contents of the /Graphics/ subdirectory can be copied to wherever you think it will be convenient. One suggestion is to place it in the /SpoonFeeder/Pictures/ directory for later use. Any additional templates from the /Templates/ subfolder must be placed into the /SpoonFeeder/Templates/

subdirectory before they will show up as an option in the Listing Creator.



### Installing from website download

SpoonFeeder is also distributed electronically on the internet, and can be licensed and downloaded almost instantly 24 hours per day from our website at [www.SpoonFeeder.com](http://www.SpoonFeeder.com). Obtaining the software in this way is convenient because it also provides many users an advanced method to download and get started immediately with the software while they are waiting for their CD or DVD to arrive in the mail. Various limited trial versions of the software, and upgrade files are also available this way, and the method for downloading and installing all of them is very nearly the same.

First the user must click on a web site link to start the download. There may be more than one server choice for each download. The server you select does not matter, but more than one choice is provided so that download performance and availability can be assured. If you have difficulty with one of the download servers, try the other it may work better or faster for you due to the routing and internet traffic to your location.

Depending on the kind of web browser you have, you may be asked a question after clicking on the download link. You may have to choose between "Opening" the file running it directly from the link, or "Saving" it as a file to your hard disk, so you can run it later. Either method will work. If you choose to save the file to your hard drive to run it later, remember or write down the name and location where you save the file, so you can call it up and run it when the download is complete. Actual download times will vary according to the type of internet connection used and the size of the file being downloaded. Some downloads take just a few seconds, while others may take hours on a very slow connection. Wait patiently for the download to complete, and if you have a very slow connection try to plan to start the download before you go to lunch or some other time that is convenient.

After the download is finished, if you selected "open", the setup program will load and run. If you selected "Save" you will have to click the "Start" button and select "Run" and browse to select the downloaded file, or enter the complete path and filename to the downloaded file.



### **Live-Update feature: Helps you keep up-to-date with program improvements**

SpoonFeeder has an integrated live-update capability that detects when newer versions of the program are available, and notifies the user about the available updates. This feature can be manually activated from a menu choice on the main screen, and it will also automatically check for updates at key times during normal program operation, such as immediately before submitting a listing to a web selling site.

If a newer version is available, the user will be presented with choices for downloading and installing the update. There are cases when only a smaller incremental update need be applied, and other times when a full complete update is required, and the user will usually be given a choice between the two. If only the smaller incremental update is required, this choice will generally be faster to download and install. It will not harm anything to download and install a complete full update even when the incremental update is all that is required. (In fact this is a good way to ensure you have all the necessary files installed after recovering from any problem with your computer.) If you have a high speed internet connection it is recommended to always take the larger complete full install because this version contains a complete update of all category data. Many selling websites update their category data quite frequently and even if you have a slower internet connection its a good idea to take the larger complete download from time to time to make sure you get an update of the latest category data.

The live-update feature will start the download process, and display the completion status. When the download step is complete the live-update feature will prompt the user before closing the SpoonFeeder program and launching the update installer. After the update installer has finished, it should relaunch the SpoonFeeder program to complete the upgrade process. Using live-update is typically very easy, self guided, and automatic. Due to the nature of internet marketplaces and their rapid evolution and frequent changes, it is highly recommended that users take any and all available SpoonFeeder updates at the earliest possible opportunity. This will ensure maximum features and compatibility with updated web selling sites.

It is also possible to update your system to the latest version of the software using the SpoonFeeder website. Rarely, this may be necessary if your Live-Update feature does not work or is inaccessible.



**Licensing Requirements**


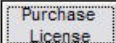
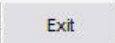
You are licensed for the Standard Version and have subscribed to Platinum Level monthly service.

To access this feature of the program, you must purchase a license for the Full Version of the software or higher.

Please keep in mind it could take several days to receive your license code. In order to continue without interruption, please consider purchasing a license before the end of your trial period. If you already purchased a license, please update your user profile on our website and enter the license code. The License code may be on your CD sleeve, software packaging or users manual.

You may use the following web address to purchase a license:  
<http://www.spoonfeeder.com/pricing.php>

To update your user profile with the license code or subscribe to a higher level monthly service, you may use the following web address:  
<http://www.spoonfeeder.com/login.php>

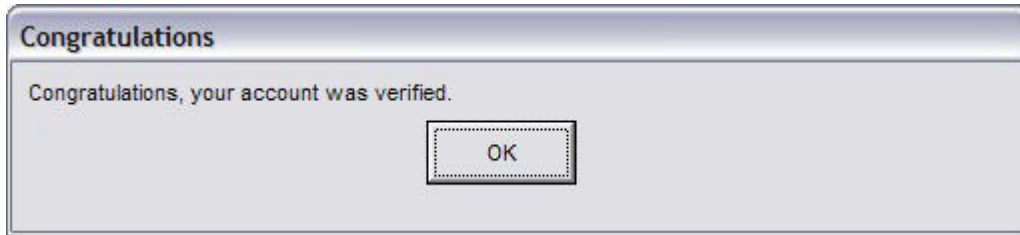
## Setting up the System

Before the SpoonFeeder software program is used to create and post items for sale, it must be "setup" or customized with certain basic information about how you want it to operate. This information includes such things as your email address and case sensitive password that you selected during registration. This information, along with many other user customizable settings are organized into a section of the program called "Setup". You may access the setup section of the program from the main or initial screen by pressing the large button labelled "Setup" or by using the "File" menu and choosing the submenu labelled "Setup". From there you may click on various tabs, each defining a different section of operating parameters. It is not necessary to define everything at once, but you may find yourself returning to the setup section periodically to update and add information or to change the way you wish the program to operate. In the very least, on your first visit to the setup section, we suggest you fill out the first four tabs as much as possible, including "SpoonFeeder Account", "User Profile", "Web Selling Accounts", and "Listing Creator Settings".

SpoonFeeder Account	
Name	John Smith
Company	WholesaleWhale
E-Mail Address	Smith@SellLikeCrazy.com
SpoonFeeder Case-Sensitive Password	<input type="password"/> <input type="button" value="Verify Account"/>
If you are not a member of SpoonFeeder yet, please <input type="button" value="register"/>	
Promotional Code, if any:	<input type="text"/>
Address 1	P.O. Box 999
Address 2	<input type="text"/>
City	Howell
Zip/Postal Code	48843
State	Michigan
Country	United States
State Abbreviation	MI
Region	MI-Detroit
Phone	(517) 555-1212

### **SpoonFeeder Account**

This setup tab is the single most important because it allows you to define the most basic information about yourself, including required fields of email address and case sensitive password. We suggest you fill these two fields out first, and press the "Verify Account" button afterwards to make sure you have entered the correct email address and case sensitive password. These must correspond exactly to the email address and case sensitive password you selected during registration on the SpoonFeeder website. If you enter these fields correctly and press the "Verify Account" button, you should receive a congratulatory message.



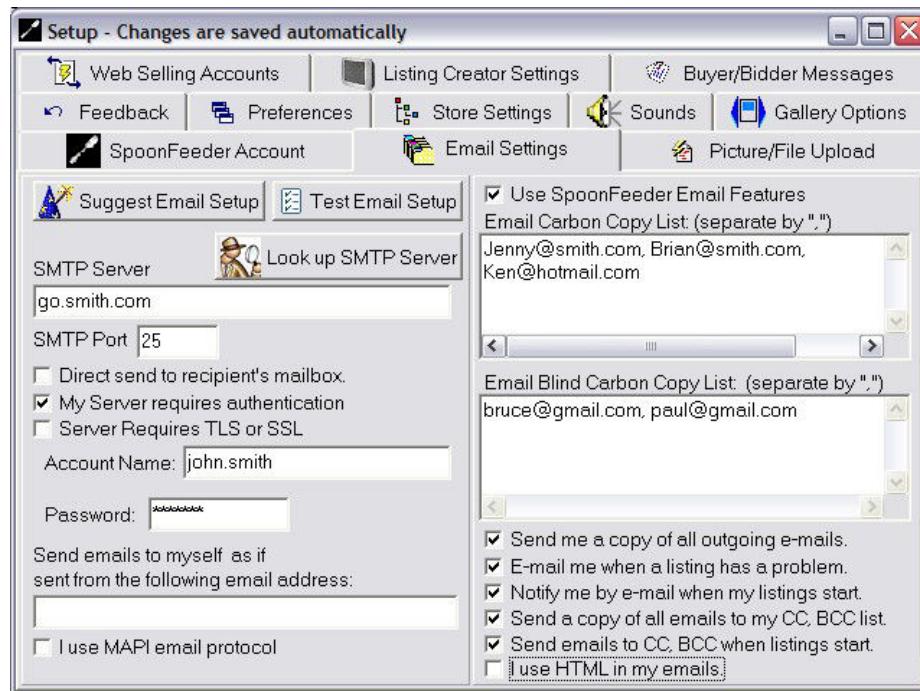
If you have not entered the data correctly, or the email address and password do not correspond exactly to those you selected earlier during website registration, you will be notified that your account could not be verified, and you should attempt to reconcile the differences, until you are verified. (If you cannot be verified at this step, please try to recover your case sensitive password using our website, following the instructions in the previous section.)



This setup tab is also used to define your name, street address, city, state, country and postal or zip code, and phone number. Care should be taken when filling these fields because many web selling sites use portions of this information, such as your city and state to enable regional searching of your items for sale, and to display your items to more potential bidders or buyers. Therefore some of the data you enter into these fields may eventually be used in the posting or submit process to send item-for-sale listings to some web selling marketplaces.

Temporary promotional codes are occasionally issued or assigned by SpoonFeeder to designate groups of users under bulk licensing contracts, or other special affiliate programs, or promotional or marketing events. If you have a promotional code, enter it on this screen in the appropriate field. If you do not have a promotional code, please leave the field empty.





## Email Settings

This setup tab is used to define specifics of your internet email service and email options. SpoonFeeder can optionally send confirmation emails to you when your listings start, send invoices and various notifications to your buyers, and provides many useful email functions that support the online selling process. It is necessary to configure your own email settings in order to use these features. If you do not know your email settings you can obtain your exact email settings from your internet service provider, copy your settings from another email software that is already configured properly, or you may be able to use the provided email setup wizard to determine most of the settings for many of the most common internet service providers.

There are many email service providers with a wide range of features and capabilities. Some of these services are free and others charge for their service. In general, many of the free email service providers do not provide very good support for the standard internet email protocol named SMTP. SpoonFeeder works very well with any SMTP compatible mail service including Google Gmail, AOL mail, Yahoo's upgraded (paid) email service, Comcast, and many others.

**Use SpoonFeeder email features:** This checkbox field can enable or disable all SpoonFeeder email features. Using email features of SpoonFeeder is recommended but not required. You can disable all email capabilities by clearing this checkbox.

**Suggest email setup button:** This button provides a configuration "wizard" that will work for many common email service providers. First, be sure you have already filled out your email address on the SpoonFeeder account tab, then press this button. If your internet email service provider is well known to

SpoonFeeder, then most if not all of your mail settings will automatically be filled in. You may be required to fill in the last few details, such as your password, before proceeding to test your email settings.

**Look up SMTP Server button:** If the the configuration wizard was unable to find your settings, this button may be able to at least find your SMTP server name. Use this only if the wizard was unable to assist with your settings.

**Test Email Setup" button:** When you have finished with the wizard button described above, or after you have defined all of the email related fields, you may test the settings by pressing this button. This button will attempt to send an email message to your account, using the settings you provided. If it works, you will receive a message promptly in your inbox verifying the settings are correct. If you do not receive a test message in your email inbox within a few minutes, or if you experience long delays while attempting to test the email setup, then the settings are wrong, and you should change them and test again until you are successful. (When in doubt, ask your internet service provider to tell you the SMTP server name, your email account name, your email password, and whether or not the smtp server requires authentication.)

**SMTP Server:** This field defines your Simple Mail Transfer Protocol mail server, the equivalent of your outgoing email postoffice. If you do not know the name of your SMTP mail server you can inquire with your internet service provider, or try to extract or copy this setting from your existing and currently functioning email program. For example, if you have Outlook Express, you can usually find out what your SMTP mail server is by looking in that program's menus under "Tools", "Accounts", "Properties", "Servers", "Outgoing Mail (SMTP):" You can extract this information in a similar way from other mail programs although the menus may be a bit different. SpoonFeeder now also features an integrated utility to locate a list of possible SMTP servers. To locate a list of SMTP servers, first make sure you have entered your email address on the "SpoonFeeder Account" tab, then press the "Look up SMTP Server" and select one of the presented choices. If you cannot definitively identify your SMTP mail server, you may have to sequentially test each server presented by the lookup function until you find one that works.

**SMTP Port:** This field defines the port used by the SMTP protocol. Normally port 25 is used but some outgoing mail servers and some internet service providers block the standard port as a way to reduce spam. If port 25 does not work for you try port 587 (or port 465 if you use SMTP over SSL) or ask your internet service provider or network specialist which port is open for outgoing email traffic. You may want to try the most common ports until you find one that will work for you.

**My Server requires authentication:** Most SMTP mail servers now require authentication using an account name and password. If your server requires it, check this field.

**Server requires TLS or SSL:** If your mail server uses secure protocols, check this field to indicate the requirement.

**Account Name:** This field defines your email account name. It is required if your email server requires authentication. As an example, if your email is "John.Doe@mail.com" then your account name is probably "John.Doe" or the portion of your email address before the "@" sign. Sometimes your entire email address might be your account name, so if you don't know for sure you could try various combinations until you achieve a successful configuration. You can confirm your email account name with your internet service

provider, or look at the setup of your existing mail program to find it out, as described above.

**Email Password:** This is the password of your email account. Again, if you do not know this, and if your mail server requires authentication, you will have to obtain it from your internet service provider, or reference it or copy it from the setup of an existing email program. Many times, this information will be provided with your original internet service welcome package or documentation you may have received with your internet service. If you can't remember, locate, or recover it, ask your internet service provider!

**Use MAPI:** Use of MAPI protocol is not recommended and this box should be cleared. If all else fails you can try to use the MAPI protocol, which in some cases will funnel email through compatible email clients that are already installed on your computer. Sometimes Outlook or Outlook express will work with MAPI, but it is recommended that MAPI be used as a last resort when SMTP configuration is not possible.

**Direct Send to Recipient's Mailbox:** If checked this field will cause mail to be sent directly to the mail server of the recipient, instead of taking the more typical path of first routing to your own mail server, that is, the mail server of the sender. This field should remain cleared and used only as a last resort, since many mail servers will now reject incoming mail unless it comes from a bonified mail server.

**Send email to myself as if sent from the following email address:** SpoonFeeder has the valuable capability of sending carbon copies of some email messages to yourself. Unfortunately some email servers will reject messages where the sender is the same as the recipient because they detect such messages as SPAM. If your mail server does this, use this field to indicate an alternative email address which will be used for messages bound for yourself.

**Send me a copy of all outgoing e-mails:** If checked this field will cause a duplicate of every outgoing email, including bidder invoices and other notices, to be sent to your email. It is a handy and recommended way to keep a record of all email messages generated and sent using the SpoonFeeder program.

**Notify me by email when my listings start:** If checked this field will cause an email message to be generated to you confirming the success or failure of each item listing submission. This also helps build a record of items listed and is especially useful for users of the scheduling feature who may have listings posted automatically on a timed or recurring schedule.

**Email Carbon Copy List:** This field allows you to define one or more email addresses to which you would like copies of generated emails to be sent. It is useful when working in small teams or to keep assistants or different departments aware of activities and messages sent by the system. You can also use it to have email messages sent to your secondary email account or home or work email account, in addition to your main email account.

**Email Blind Carbon Copy List:** Same as above, but recipients of the messages will not see that users whos email address is in the blind list are receiving. Recipients cannot tell from the message that users on the blind list are receiving the message. This is useful for example to keep managers privately aware of system email activity, or to hide internal private email addresses from recipients.

**Notify me when my listing starts:** If checked, you will receive an email message with relevant details

about each listing submission.

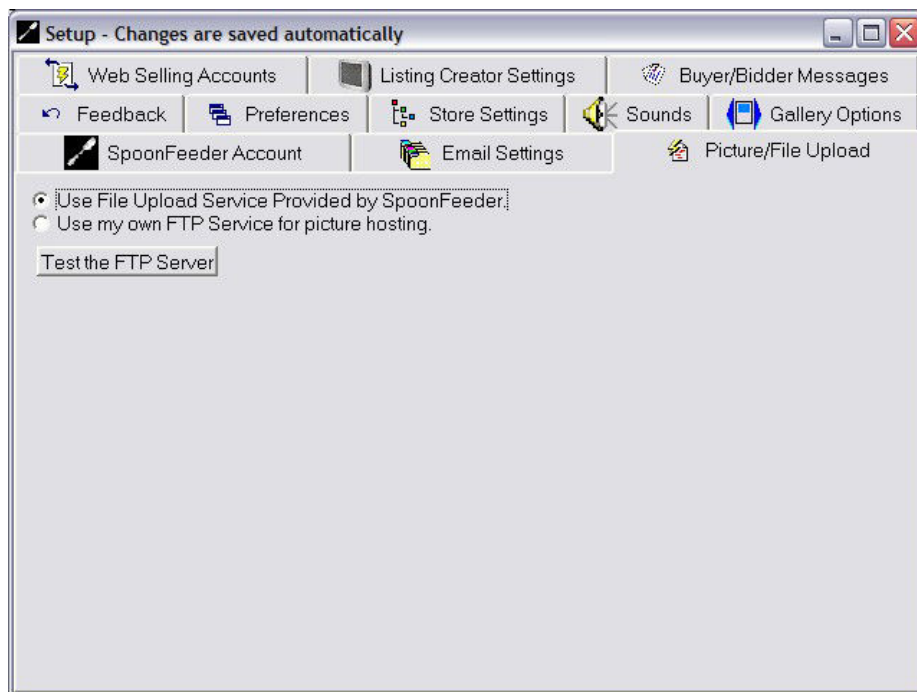
**Send me a copy of all outgoing email:** If checked your own email address will be added to the carbon copy list of every outbound email message.

**Email me when listing has a problem:** If checked, you will receive an email message with relevant failure messages and diagnostic codes any time there is a problem listing your item.

**Send a copy of all emails to my CC, BCC list:** If checked, messages will be sent to recipients in both lists.

**Send email to my CC, BCC lists when listings start:** If checked, the recipients in both lists will receive an email confirming the success or failure of each item listing submission.

**Use HTML in my email:** If checked, messages will be sent in HTML format. If this field is left unchecked the plain text format will be used. Plain text format is adequate for most communications and is more universally accepted. However HTML formatted message can be more attractive.

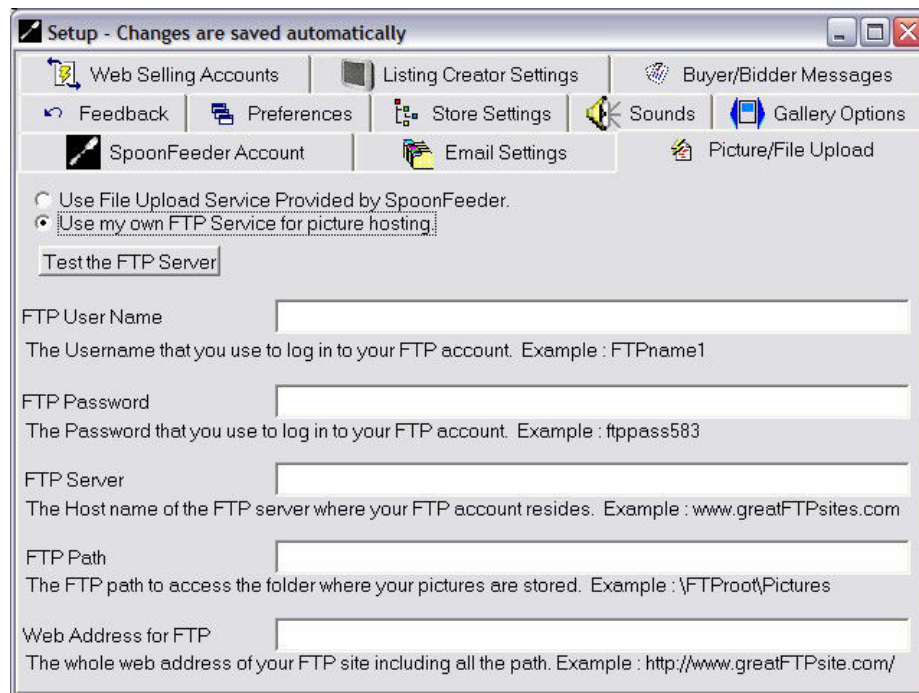


### Picture/File Upload Settings

This setup tab is used to define specifics of Picture Hosting FTP or File Transfer Protocol options.

**Use the FTP Service Provided by SpoonFeeder:** If selected, the SpoonFeeder picture hosting service

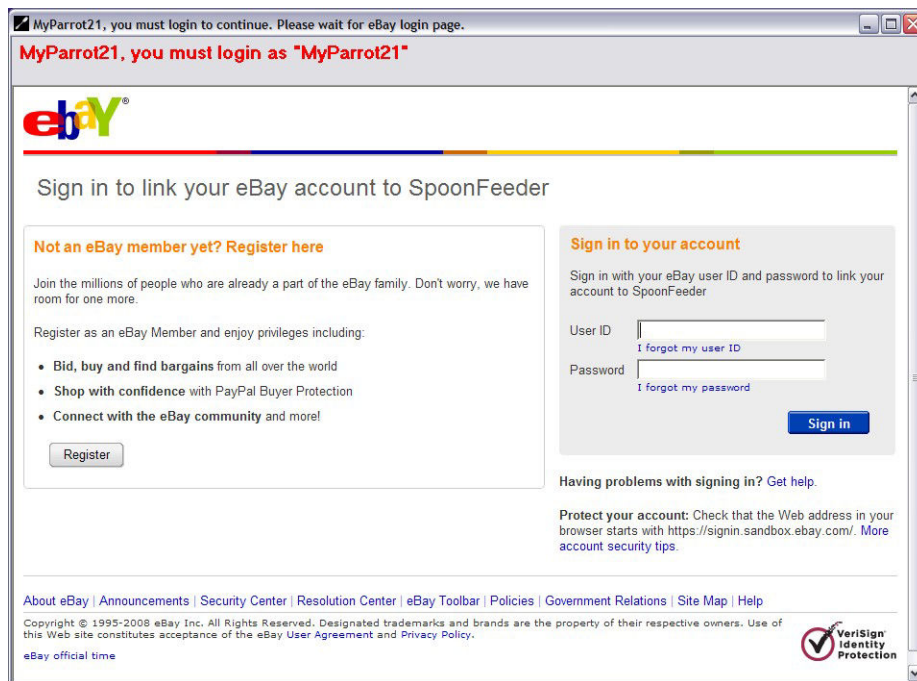
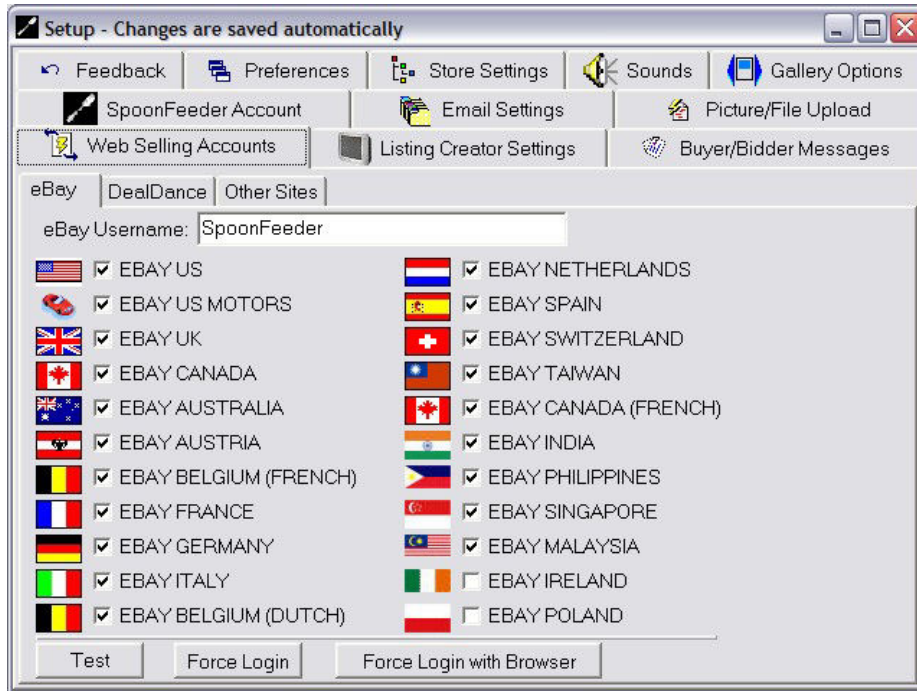
will be used to upload and store photographs used in listings. This setting is recommended.



**Use my own FTP service for picture hosting.** If selected, the users own private or third party picture hosting service or web storage space will be used for the upload and storage of picture files. The user will also be provided with additional fields related to the setup of their own FTP service if this is selected. These additional fields include the FTP user name, password, server, and path. (If you are not familiar with setup of your own FTP web hosting service or you experience trouble with this setup or the uploading of pictures while attempting to use your own service, please switch to the picture hosting service provided by SpoonFeeder until the proper settings can be located and tested.)

SpoonFeeder provides a button to quickly assist with testing and verification of proper FTP picture hosting

settings. To see if the settings are working, press the **"Test the FTP Server"** button.

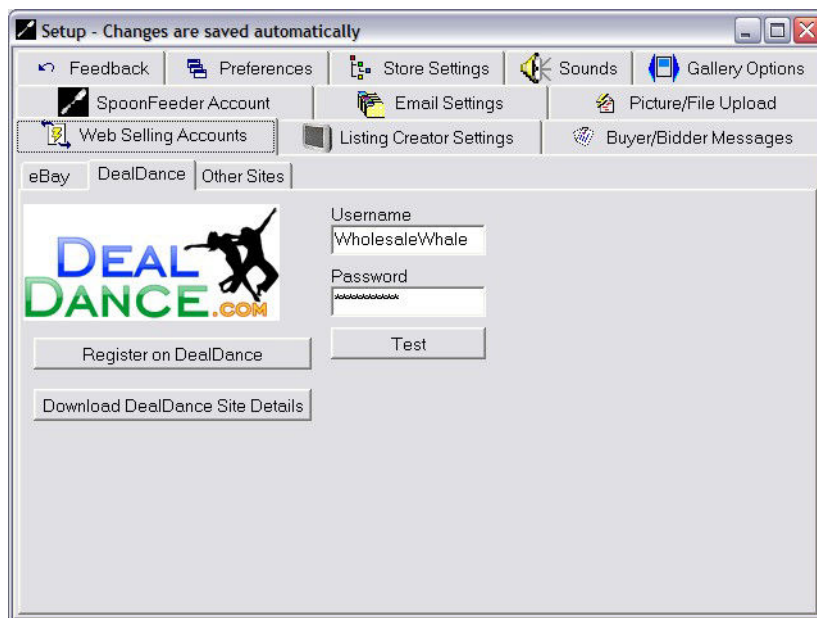


## Web Selling Accounts

This setup tab is used to define which online marketplaces, or selling venues, you will use and to define user ID's, passwords, and security keys for each of these websites. In some cases, such as with eBay, you will be required to sign into your account and specifically authorize SpoonFeeder to perform functions on your behalf.

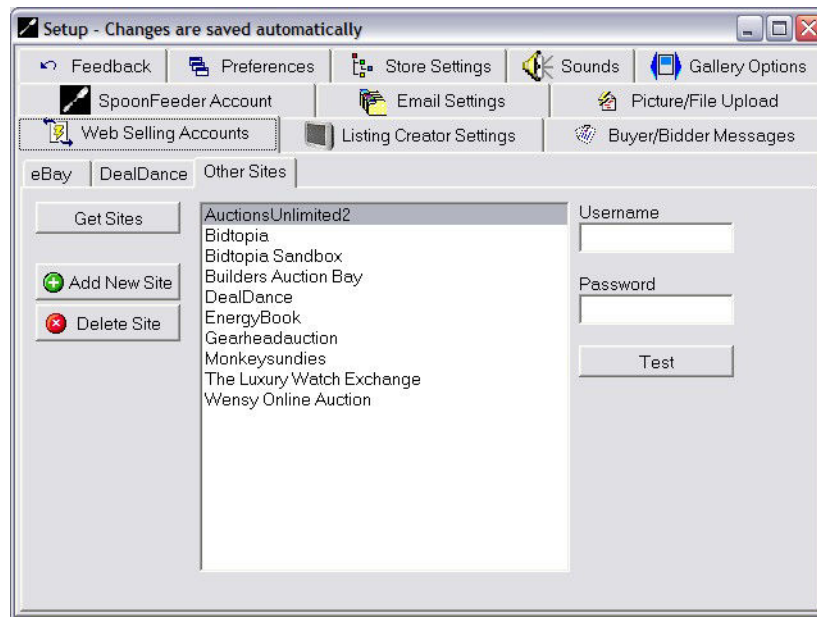
### eBay Tab

eBay is an online marketplace with international presence and millions of members. This tab allows sellers to define their user Id, and select the international sites that will be available for use with SpoonFeeder. After defining your username, press the “test” button or the “force login” button. You will be required to sign into your account and specifically authorize SpoonFeeder to perform functions on your behalf. eBay may require you to confirm this permission about once per year.



### DealDance Tab

DealDance.com is a general merchandise online auction website with a broad category tree and good depth of product offerings. This website offers free item listings and is an excellent place to post all of your merchandise for sale. The DealDance tab provides fields to enter your username and password as well as buttons to quickly launch your web browser to the new user registration page, and download site details such as current category numbers and descriptions. You should download the DealDance site details before defining your username and password. You will need to register on DealDance.com as a seller before testing your account. After you are registered enter your credentials and press the “test” button to verify you have entered everything correctly. Upon pressing the test button, you should receive a message of congratulations when everything is setup and ready. DealDance.com and its supported listing formats will appear in the Listing Creator and other parts of SpoonFeeder after defining and testing your credentials on this tab.



### Other Sites Tab

The other sites tab allows selected additional selling websites to be integrated with Spoonfeeder. Not all selling websites provide direct integration with SpoonFeeder, but many popular sites including Wensy.com, MonkeysUndies.com, Bidtopia.com, Manion's ListItYourself.com, and most RainWorx RWAuctionPro powered websites are compatible and integrated with SpoonFeeder. In fact, you can start your own auction website or custom exclusive web store using the RainWorx platform and you can integrate it with SpoonFeeder. SpoonFeeder also has a fully documented XML based API programming interface that allows owners of any website to build tight integration with SpoonFeeder. (Please inquire with SpoonFeeder support for more details on the SpoonFeeder API)

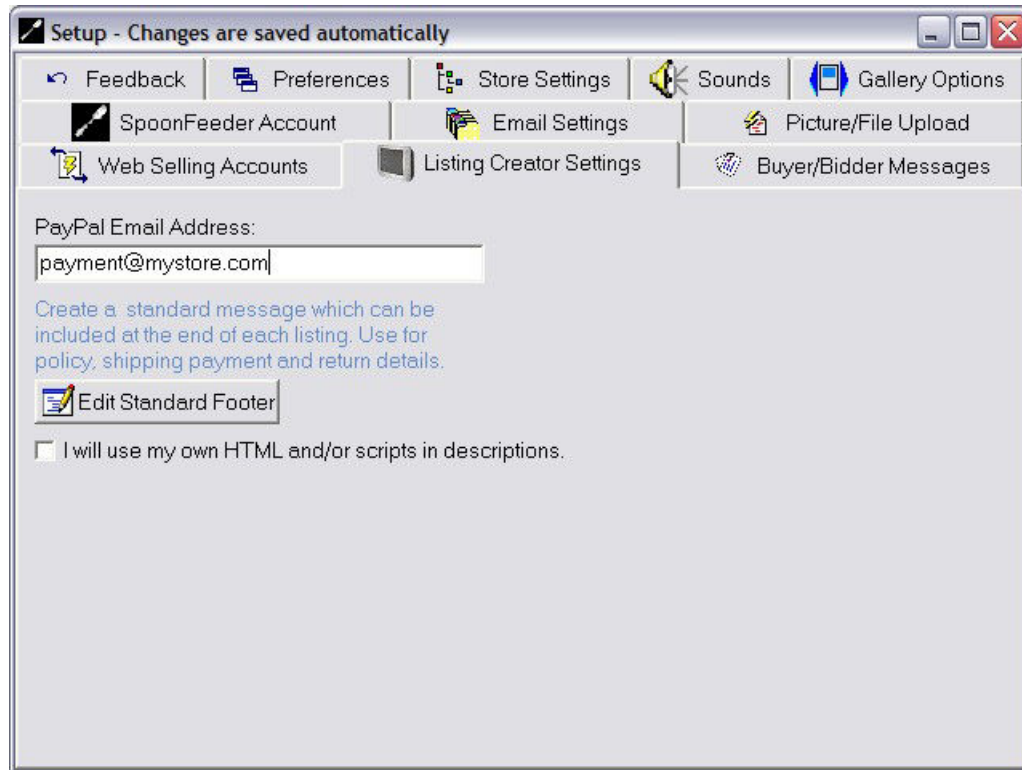
On this tab you will find a "get sites" button that will help you download the site information for a list of preferred selling websites. Additionally you may press the "add new site" button to add individual SpoonFeeder compatible selling websites to the list. Sites may also be removed from the list using the "delete site" button. Occasionally it may be useful to delete a site, add it again, and redefine your credentials. Deleting and adding a website will also freshen the site information and category data. To use one of the websites, you will first need to register for an account on the website. Then enter your username and password and press the "test" button. If everything is set correctly you should receive a message of congratulations that your account is setup correctly.

As new marketplaces are created, you may add them to this tab which will allow you to post your items for sale to a wide range of different selling marketplaces.

As you enter your passwords, the characters you type will be displayed as asterisks or "stars" to conceal your private codes from possible on lookers. You may also find upon revisiting this screen in the future that the number of asterisks or "stars" displayed does not directly correspond to the length or number of charac-



ters in your password. This is normal, because SpoonFeeder stores your password (or in some cases your seller key or seller token) in an encrypted format, and the encrypted length can change. However, the proper password should be decoded and sent to the web selling site upon submitting your item for sale listings.



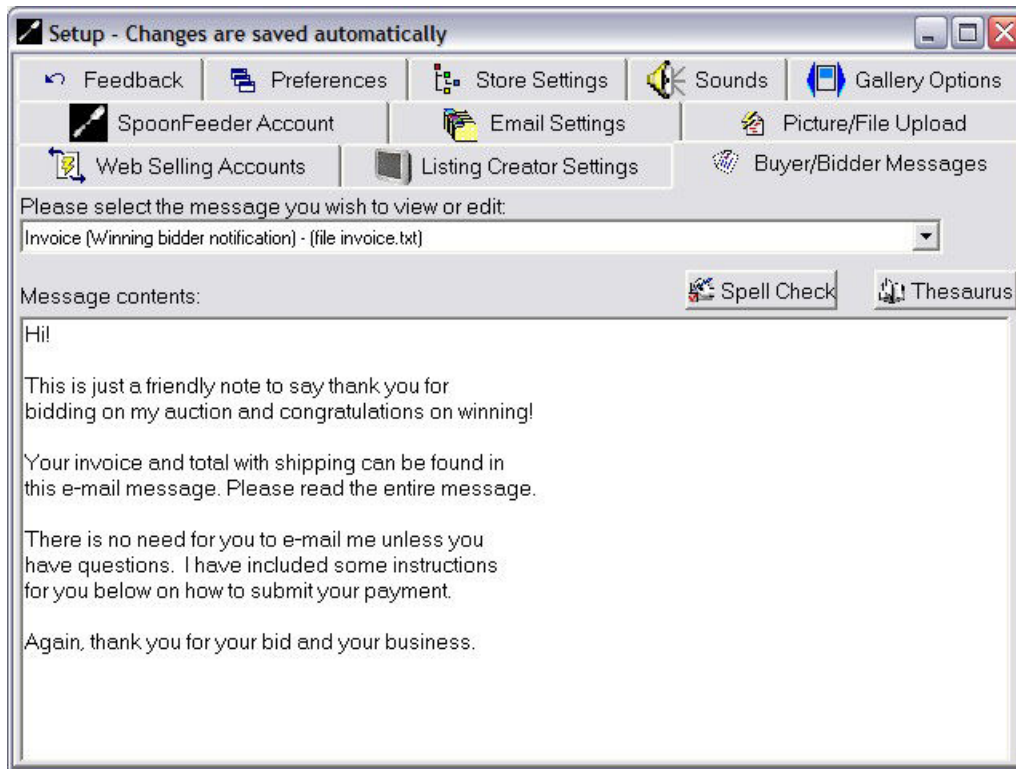
### Listing Creator Settings

This setup tab allows you to define details related to the Listing Creator, the tool used to create your advertisements of the items you have for sale.

**PayPal email address:** This field may contain the email address used to receive PayPal payments, which may be different from your main email address. PayPal is a popular online payment service allowing money to be transferred using email addresses. If you do not yet have a PayPal account, you may leave this field empty.

This tab also provides some **default settings for the quantity** of items offered for sale, and the **listing duration in days**. For example, if you typically sell in lots of twelve items at a time, you could set the default quantity to twelve and when a new item for sale is created, the initial quantity offered for sale in the listing would be set to twelve. Most sellers will prefer to set the default quantity to one (1). If the listing duration you prefer is ten days, you may want to set the default listing duration to ten (or whatever you prefer) so that you won't have to set this up for each new listing.

Lastly this tab also provides a button to edit the Standard Footer. The Standard Footer is used if you wish to create a standard message which can be easily included at the end of your listings. This standard message can be used to display your standard instructions, policy, shipping, payment and return details to potential buyers and bidders. The standard footer does not have to be included at the end of each new listing, though many sellers do include it nearly every time. This button will provide an editor allowing you to define your message. The Standard Footer can also be changed and updated directly from within the Listing Creator, on the Description tab. See more detailed instruction regarding Standard Footer later in this manual in the Listing Creator, Description tab section.



### Buyer/Bidder Messages

This tab allows you to define a series of standard messages which will be sent to your buyers and bidders. Various messages relate to different steps in the selling process. These messages may be customized by each seller to include special instructions, comments, special offers or other details you wish to pass along to your customers.

**Outbid Notification:** A message alerting bidders that they are no longer the high bidder and have been outbid by another person. Sending suggestive outbid notifications is a good way to entice bidders to return to the auction and increase their bid, helping sellers realize higher prices.

**Invoice - Winning Bidder Invoice:** When an auction is finished or a buyer makes a purchase from an

online store, an invoice should be generated. This message will be sent in the email along with the invoice and total amount due. The message will appear above the amount due. It is a good idea to include some details for your buyers about additional extras you may have for sale, other items you sell or may have for auction, payment methods accepted, etc.

**Losing Bidder Notification:** When bidders do not win you can use this message to contact them with details of other items you may have for sale, or other similar items they could be interested in.

**Reserve Price Not Met Notice:** This message will be sent to the high bidder after a reserve auction, in which the reserve price was not reached. When the seller is not obligated to complete a transaction to the high bidder because the reserve price was not reached during the auction, it is often a good idea to contact the highest bidder to clarify that the reserve price was not met, and to give some indication of the reserve price, or of a second chance offer, or other offers which may interest the top bidder.

**Payment is Past Due Notice:** If payment has not been received after a certain definable period of time has elapsed, after an auction ends or after a buyer makes a commitment to buy from an online store, this message will be sent to remind the buyer of their obligation to complete the transaction. It is usually a good idea to use gentle and persuasive language in the message, encouraging them to send payment along soon. A recap of the invoice, and some related links will be added by SpoonFeeder to the end of this message.

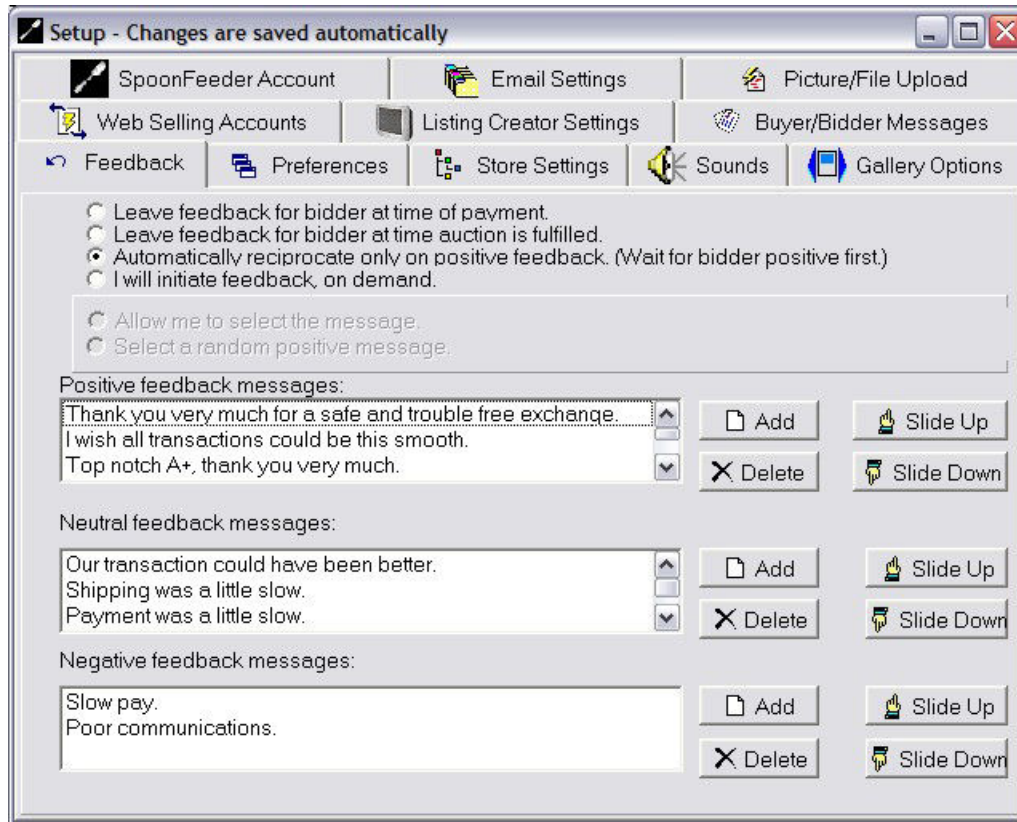
**Notice of Payment Received:** This message will be sent to the buyer, when the payment has been received. The message is good for giving the buyer a status update of the progress of your transaction. The message could contain payment terms such as check holding periods, if any, or policies regarding credit card processing, or other methods of payment. It is a good way to give the buyer some indication of how much longer can be expected before the item will be shipped or fulfilled. A recap of the invoice, and some related links will be added by SpoonFeeder to the end of this message.

**Notice of Item Shipment (Fulfillment):** This message will be sent to the buyer, when the item has been shipped or fulfilled. The message is good for giving the buyer another status update of the progress of your transaction. The message could contain some details about shipping or delivery methods, and some approximations of when the buyer might expect delivery. A recap of the invoice, and some related links will be added by SpoonFeeder to the end of this message.

**Non-Paying Bidder Alert Notice:** When a slow paying bidder or buyer does not send payment within a more extended customizable time frame, it is necessary to give them a stronger alert message. This message will be sent concurrently with the preliminary seller filing for refund of auction or online store fees for incomplete transactions with the selling site. It is a good idea to politely explain the consequences of nonpayment in this message, and to give the slow paying buyer an indication of your continued willingness to complete your transaction. A recap of the invoice, and some related links will be added by SpoonFeeder to the end of this message.

**Final Value Credit Request Notice:** When a slow paying bidder or buyer does not send payment within a final customizable time frame, it is a good idea to explain why you are cancelling your transaction with them, and to give some explanation of how you have been forced to finalize your application for auction or web store fee refund. This message will be sent concurrently with the final seller filing for refund of auction

or online store fees for incomplete transactions with the selling site. It is a good idea to again politely explain the consequences of nonpayment in this message, and to give the nonpaying buyer some brief and final directions. A recap of the invoice, and some related links will be added by SpoonFeeder to the end of this message.



## Feedback

Online reputation systems, or feedback rating systems are an important part of internet commerce. They allow buyers and sellers to quickly determine the history and track record of previous buying and selling transactions, and determine if they would like to do business with each other. Buyers appreciate receiving positive feedback and will often request feedback of the seller if the seller does not take the initiative to rate the transaction within a reasonable time frame. It can be quite a chore for high volume sellers to manage and keep up with leaving feedback!

This setup tab allows the user to define settings related to buyer and seller feedback and other reputation and rating settings. Using the settings on this tab, you can tell the SpoonFeeder system when you would like to leave feedback, and what type of feedback. Using this screen, you may organize, enhance and customize a predefined database of negative, neutral and positive feedback comments. These feedback message will be available for easy and quick selection, or automatic selection, when it comes time for leaving feedback.

There are four choices for when to leave feedback, as follows.

***Leave feedback for bidder at time of payment:*** If this choice is selected, a feedback dialog will be presented at the time the item is marked paid. SpoonFeeder will assist you to leave feedback as part of the payments receiving process.

***Leave feedback for bidder at time auction is fulfilled:*** If this choice is selected, the feedback dialog will be presented at the time the item is shipped or fulfilled. SpoonFeeder will assist you to leave feedback as part of the shipping and fulfillment process.

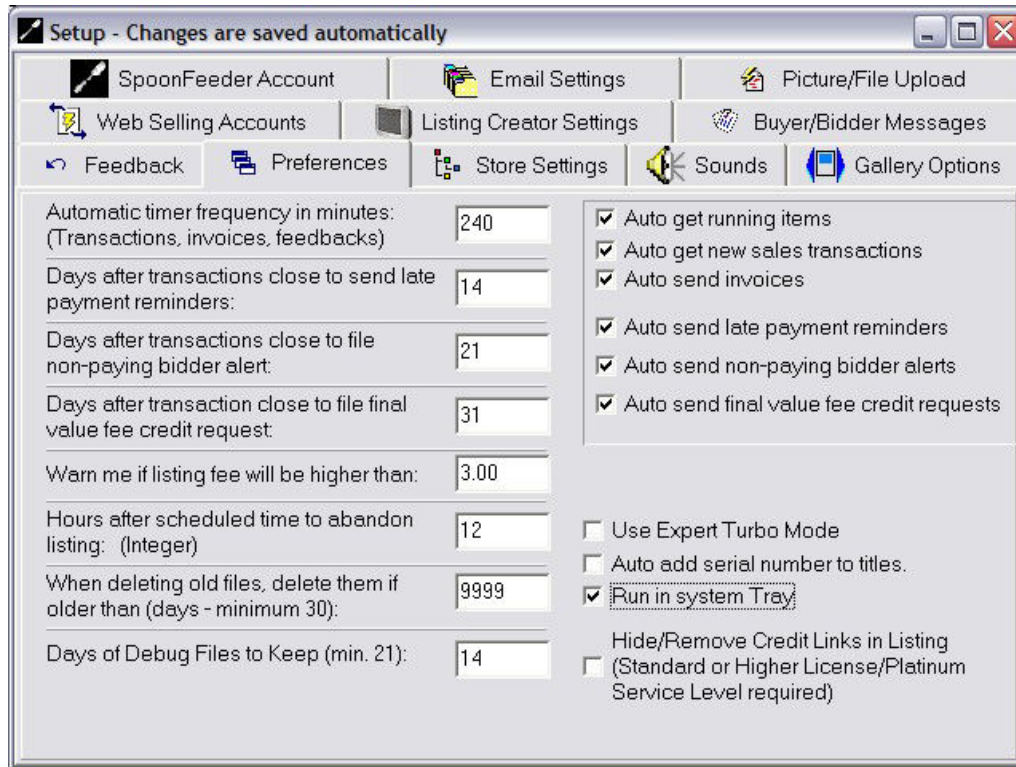
***Automatically reciprocate only on positive feedback, waiting for bidder positive first:*** If this choice is selected, SpoonFeeder will automatically leave feedback periodically at user defined intervals. The software will detect when you have received a new positive feedback message and automatically reciprocate on those messages by leaving a randomly selected positive message from your database of positive feedback comments. (If you happen to receive a negative or neutral feedback comment, no reciprocating feedback will be left automatically, and you will have to decide how to respond individually to non-positive comments.)

***Initiate feedback on demand:*** If this choice is selected, a feedback dialog will be presented only when you specifically choose to leave feedback.

Additionally, if you choose to leave feedback for the bidder at the time of payment or shipment, you will have two additional choices defining how feedback messages should be selected.

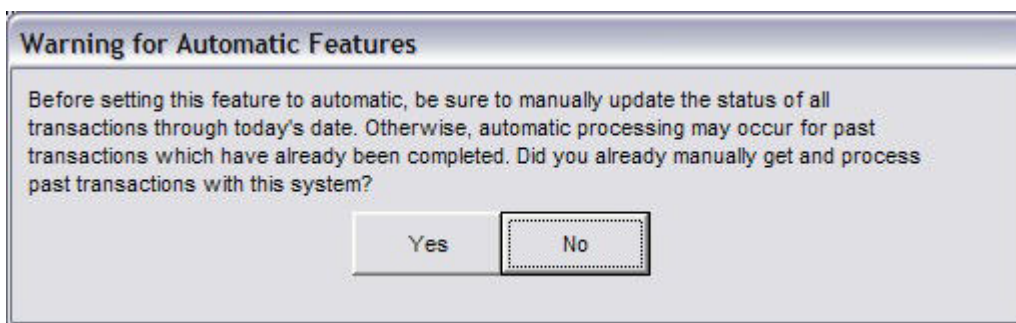
***Allow me to select the message:*** You will have to select one of the predefined negative, neutral or positive comments, and approve of the comment before it is placed in the buyers feedback profile.

***Select a random positive message:*** A randomly selected positive message will be selected and presented for your review, all you will have to do is approve of the comment and it will be placed into the buyers feedback profile.



## Preferences

This setup tab allows the user to define various time frame operating parameters, listing cost limits, and other preferences.



**Running auction update frequency in minutes:** This field defines the number of minutes between updating the list of running auctions, and checking for new high bidders, new winning bid amounts, and new fixed price or online store sales. After this much time has elapsed, SpoonFeeder will review and update the list of items you have for sale on all web selling marketplaces and generate invoices or other bidder messages as appropriate. Listings which have specific ending times will also be handled at their ending time.

***Days after auction close to send past due notice:*** When payment is not received for an item by the defined number of days after the end of the auction or after an online store purchase, the software will alert you or automatically send past due notices or payment reminder email messages to the bidders and buyers.

***Days after auction close to file nonpaying bidder alert:*** When payment is not received for an item by the defined number of days after the end of the auction or after an online store purchase, the software will alert you or automatically send email notices of filing nonpaying bidder alerts to the bidders and buyers. In addition to sending the user customizable email message, the software will also actually file the nonpaying bidder alert with the web selling site. For many web selling marketplaces, this is a required preliminary step to recover fees for incomplete transactions.

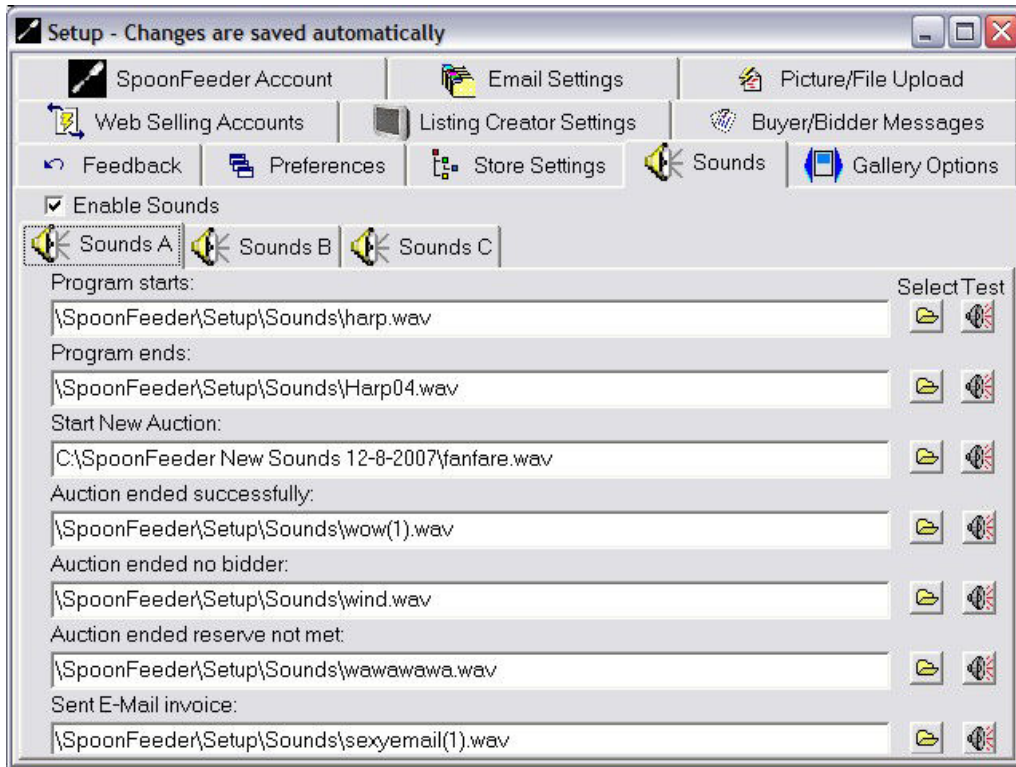
***Days after auction close to file final value credit request:*** When payment is not received for an item by the defined number of days after the end of the auction or after an online store purchase, the software will alert you or automatically send email notices of filing final value credit requests to the bidders and buyers. In addition to sending the user customizable email message, the software will also actually file the final value credit request, to finalize the step of recovering sellers fees for incomplete transactions.

***Warn me if listing fee will be higher than:*** Auction and web selling listing fees can be quite substantial on certain online marketplace sites. Selecting the wrong option or enhancement could result in spending money on listing fees that you did not intend. This field allows you to define a comfort or affordability level for the cost of an individual item listing. If the estimated listing fees will be higher than this amount, SpoonFeeder will give you an extra warning, and require further confirmation before proceeding, preventing you from accidentally submitting a costly and mistaken listing.

***Hours after scheduled time to abandon listing:*** SpoonFeeder features an advanced scheduling capability, that can post items for sale at designated dates and times. However, due to internet congestion, and downtime at internet service providers, and web selling sites, it is not always possible to submit a listing at the exact scheduled time. SpoonFeeder is designed to retry sending schedule listings, only for a limited amount of time, then it will abandon or give up the attempt to post the listing. If there is a problem sending a schedule listing at the designated time, this field defines the amount of time scheduled listings should be retried before giving up.

***Run in system tray:*** If this field is checked, SpoonFeeder runs neatly out of the way in the Windows system tray when minimized. When running minimized in the system tray, SpoonFeeder appears as a silver spoon inside a black box. If this field is cleared, SpoonFeeder runs from the task bar when minimized.

***Use the first predefined message as my default message:*** If checked, when creating a new item-for-sale listing, SpoonFeeder will always use the first predefined message from the predefined message database in the corresponding field. This provides another means of filling in initial text for many description fields when creating a new listing.



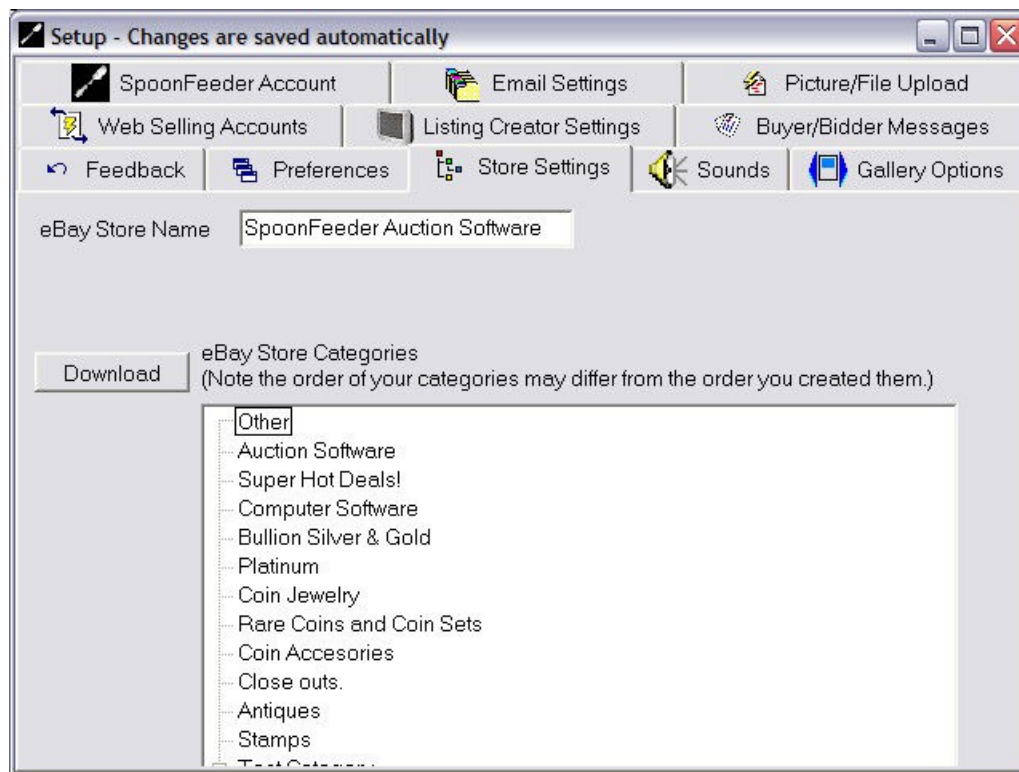
## Sounds

This setup tab allows the user to review, define and change various sounds that will be played at key steps in program execution. Various sounds are played when the program starts up, when the program ends, when an item is posted to a web selling site, etc. The user can select from numerous alternate sound effects provided with the program, and you are also free to download and use other sound files available from



many third party sources, or to create your own sound files for use with the SpoonFeeder program. File selection and test buttons are provided to allow you to easily select and play the sounds so you can hear them ahead of time.

Many sellers make extensive use of scheduled listing, automatic feedback, automatic invoicing and other features which may execute while SpoonFeeder is running minimized or in the task bar. The sound effects offer another way for the user to monitor what is going on with the system, by listening for the sound corresponding to various events.



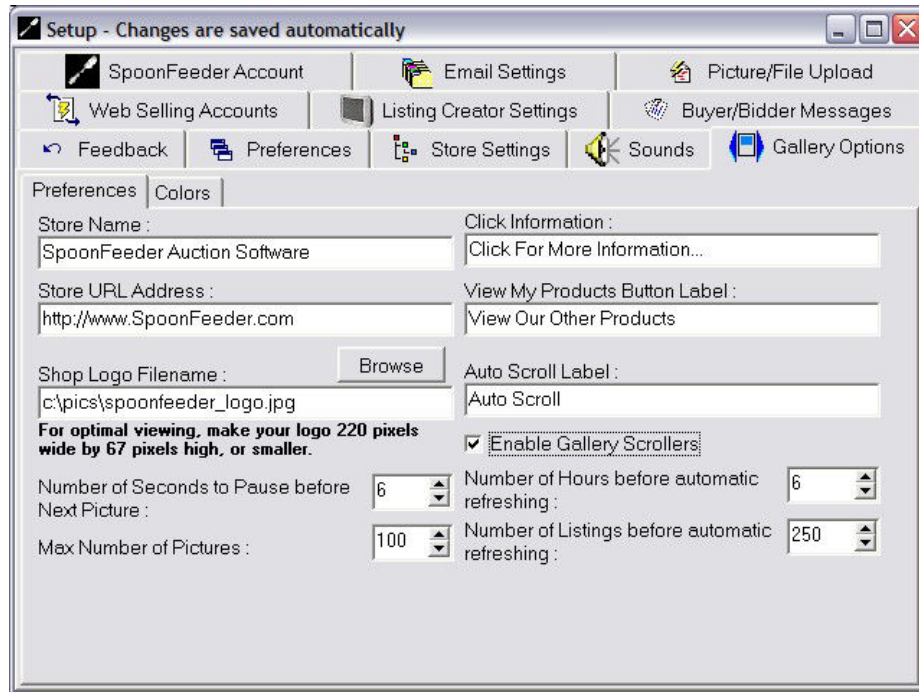
### Custom Categories

This setup tab allows the definition, review and organization of user defined custom categories. Many online market places provide web stores or online stores which may provide some level of custom categories or user specified categories. You may want to place your items for sale into your own unique and special categories.

In order to use SpoonFeeder to place listings into these custom categories it is necessary to first set up the custom categories in SpoonFeeder exactly in the same order and using the same names as the custom categories on the web selling site. When you submit your online store listing with SpoonFeeder you will have the opportunity to select the corresponding custom category as part of the submission process.

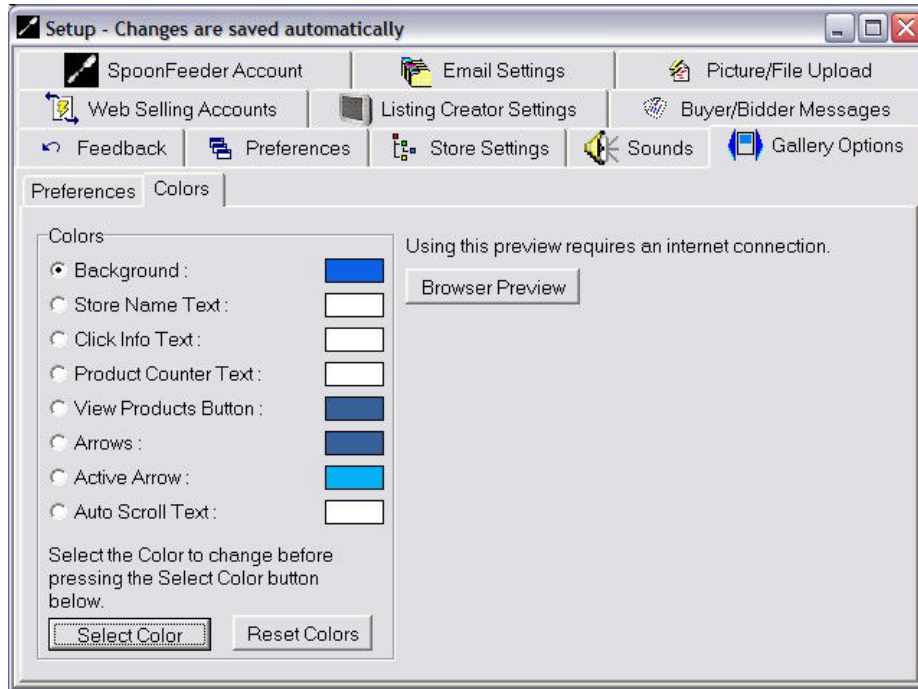
SpoonFeeder provides a way to automatically download your existing store custom categories. After

defining your Web Selling Accounts, simply press the “Download” button to import your existing store custom categories.

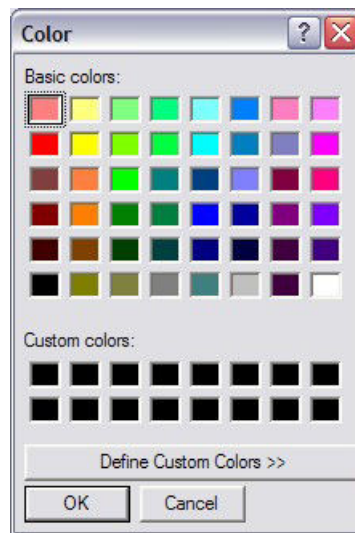


### Gallery Options - Cross Promotional Gallery Scroller

This setup tab allows the definition of a custom picture scroller that can display your merchandise inside item listings. Once you have the attention of a buyer who is looking at the current listing, this cross promotional gallery scroller is useful to make customers aware of your other product offerings and to link them directly to your other listings. The scroller is completely optional but many sellers realize increased sales from the interest it can generate. Options are available to control the number of pictures, the duration of the pause between pictures, the store name, store website address (URL), scroll labels, logo graphic files, messaging, and colors of each part of the scroller. In short it can be customized to match the look and feel of your store or templates.



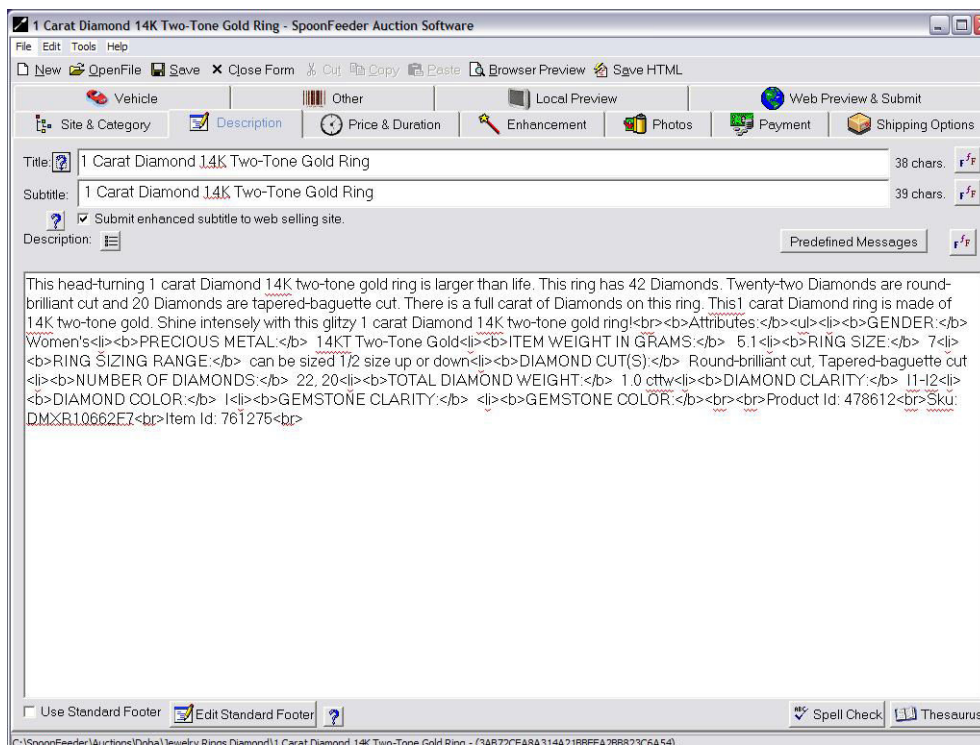
Each part of your gallery scroller can have a custom color that you select.



## The Listing Creator

The Listing Creator is an easy to use tool allowing you to fully describe your item for sale, create an attractive and effective advertisement with pictures and instructions, preview the listing, and submit that advertisement one or more times to an online selling marketplace, such as an auction website or an online store.

There are numerous advantages to using the listing creator for making all your item listings. For example, using this tool you can take as much time as you desire to work on your listing, then save and continue to revise your item's description at some later time, until its just right. When its finished, you can direct your item to be posted at any one of several different marketplaces, allowing you the flexibility to pick and choose the best venue for selling your item, without being tied to a specific web site. You can also call up previously created listings, or standard repeat listings, and post them over and over again in just seconds. The listing creator also enables you to make new listings faster by starting with previously created similar listings, or "starter" listings, and adding or changing just one or two elements in the new listing such as the title and pictures. Various tabs have been created to step you through the process. Each tab handles a different part of describing your item. Some tabs are optional or only used for specific kinds of items, such as the vehicle tabs.



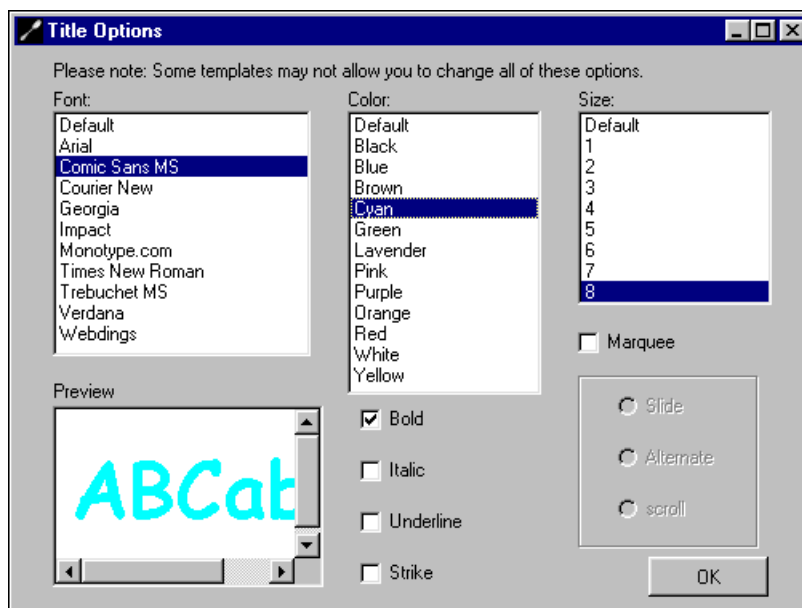
### Description

The Description tab is the first and most important tab used to describe your item. Many key settings are controlled on this tab, including some such as price, that have major impact on the cost of inserting listings into many online marketplaces.

## Title

The most prominent textual description of your item, which will appear at the top of your listing, is the Title. Title is used by many auction sites and online stores for searching and listing in columns with other items for sale, so creating an appropriate, descriptive, and catchy title can have major impact on whether or not your item is seen by bidders and buyers, and ultimately will affect the final price realized for selling your item.

Different websites place limitations on the title, especially the length. So, depending on where you will post your listing, you may have different limitations as to how you can describe it. You will notice that as you type your title and it exceeds the length allowed by major marketplaces, the background color will change to indicate its too large for certain websites. Consult the online help button for the title limits of each marketplace. If you shorten your title, you may also find that the background color changes, as its length becomes acceptable to different marketplaces.



## Font selection

The font selection button and dialog allows you to modify the font face, color, size, style, and effect of the text, and allows a preview of your selection. Title, subtitle, and description fields each have their own font selection button, and associated font selection dialog allowing you to control them independently. While font choices are a matter of style, its good to consider the overall design and how the font typeface will affect the mood of the listing, and how the font color will interact with the prevailing background color, and photographs. Font choices can be revised until you achieve just the right effect.

## Subtitle

Subtitle is similar to title and is generally used to more fully describe or qualify the title and further illustrate

the item. Because Subtitle is usually only seen in the body of item listings, there are typically no limits to its length imposed by marketplace sites. Still, it's a good idea to keep your subtitles down to a reasonable length, we suggest using one descriptive phrase or sentence of about 60 characters or less for non marquee subtitles and 100 characters or less for scrolling or marquee subtitles.

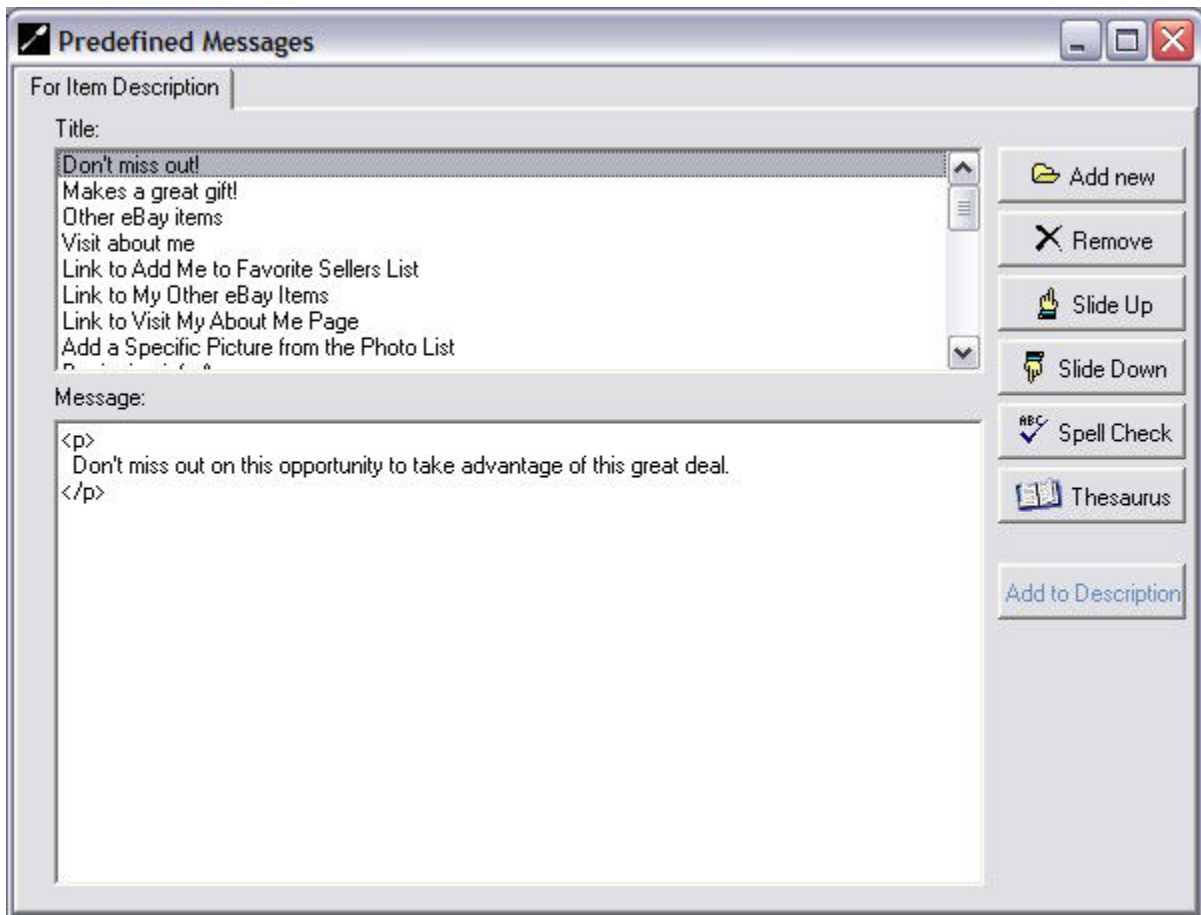
### **Description**

The description field lets you put in any kind of text about your item for sale. It's best to completely and fairly describe your item, using full sentences, and polite attractive language. Try to be complete, giving all the relevant details and bringing out the positive characteristics of your item, while being sure to accurately describe the condition, color, size, age, or other details.

The description field may also be used for giving the buyer or bidder instructions on how to complete the transaction or how to use the item. It can also feature references or web links to other web sites which further describe the item, or perhaps include links to your other items for sale.

In most cases, the description field is virtually unlimited, however there are websites which place limits on the length. Consult the online help button for the description limits of each marketplace.

Though it is not necessary, if you know "html", the web's hypertext markup language, you may intermix plain text and web code in the description field. This may be useful, for example to provide a link to another website, or to change font characteristics of a specific word or section in your description. (If you attempt to post your item to a website marketplace that does not support html commands in the description field, SpoonFeeder may remove them.) SpoonFeeder keywords are supported in the description field. See the section regarding special keywords later in this chapter.



### Pre-Defined Messages

The Pre-Defined Message buttons and dialogs provide access to a database of reusable text and phrases which you can add to and use to more rapidly and completely describe your items. Pre-Defined messages are especially valuable for people who sell numerous similar items in a category requiring special vocabulary or detailed descriptions.

For example, a jeweler who sells loose diamonds, may want to set up predefined messages to describe all the possible ranges of characterization of the gemstones, such as color and clarity. That way, the jeweler would not have to type the same lengthy description over and over again for each diamond they sell, but rather would just select a predefined paragraph or phrase and add it to the description of any particular diamond, one whole paragraph at a time. Similar examples could be given for car dealers, coin collectors, computer equipment sellers, etc. If you sell many similar items repeatedly, you will find this feature can substantially improve the detail and completeness of your descriptions, while saving you lots of time.

## **Template**

A Template is a ready-made, professionally designed format for your advertisement, that can include borders, backgrounds, pictures, and even animation and sounds. Templates are actually extended “HTML” files that support special features and make it very easy for everyone to make attractive, eye-catching listings, in very little time. To select a template click on the drop down list and choose a template filename. You can preview how your listing will look with the selected template using the preview tabs.

If you know “HTML” and wish to create your own custom template, examine the format of the files in the \spoonfeeder\templates\ folder. Copy one you like to a new name in that folder, and carefully modify it to your liking using your favorite text editor. The next time you restart SpoonFeeder your custom template will be in the list allowing you to select it like the others. SpoonFeeder keywords are supported in templates. See the section regarding special keywords later in this chapter.

## **Listing Start Price**

The Listing Start Price can have slightly different meaning depending upon the website or online store to which you post the item. In general, this is the minimum bid price, or the opening bid price when the item is submitted to an auction site. When submitted to a fixed price format such as an online store, the Listing Start Price is the asking price or the “buy” price for the item. (The listing start price is a numeric field conforming to the format of your international local settings. If it acts strangely while attempting to set a price, verify or correct all your regional settings in your Windows control panel and try again.) Listing Start Price affects insertion fees of many online marketplaces.

## **Pop-up Help Windows**

In addition to the full online help system and users manual, the SpoonFeeder program also provides mini pop-up help windows with brief details about the nearby field. These pop-up help windows are displayed by pressing the buttons with the question mark located along side various fields, and they generally contain quick assistance and specific details about how the field is used or affected by specific web sites.

## **Reserve Price**

When you use the reserve price option, you establish the lowest price at which you are obligated to sell an item. The reserve price is an amount higher than the Listing Start Price. If no reserve is desired, set this field to zero. Reserve Price affects insertion fees of many online marketplaces.

## **Auction Buy Price**

The Auction Buy Price is the amount a bidder must agree to pay in order to end the listing, and create a purchase obligation. An Auction Buy Price creates a special opportunity for the buyer or bidder get that item right away without waiting for an online auction to end. If no Auction Buy Price is desired, set this field to zero.

## **Quantity**

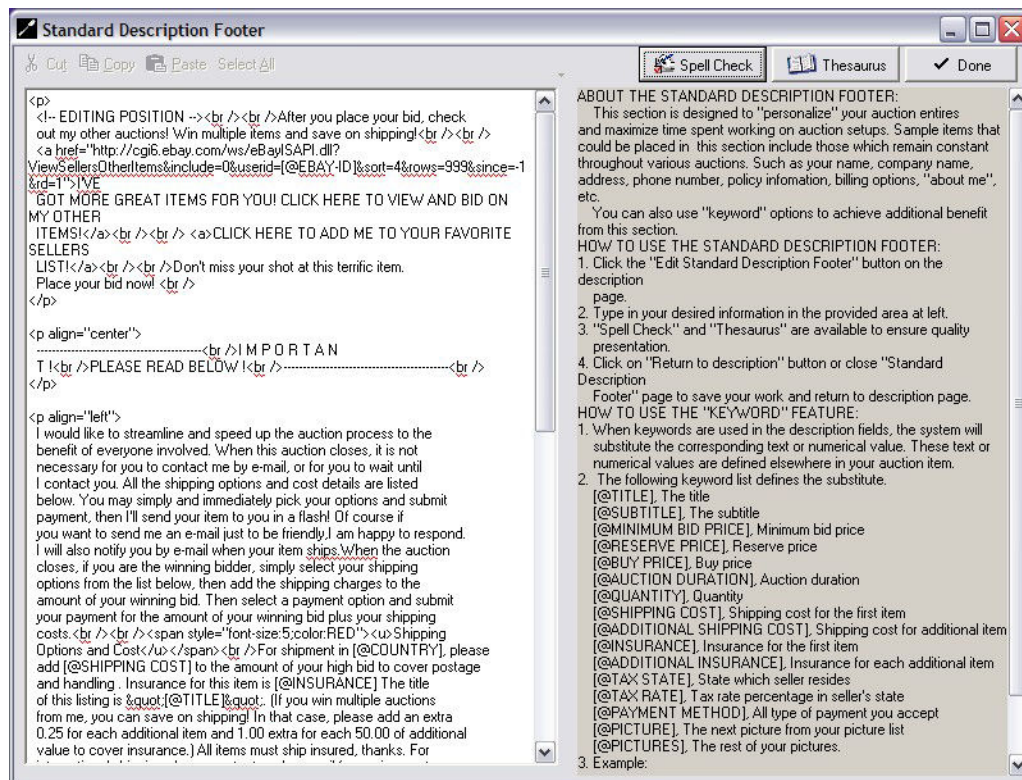
The number of items for sale. If more than one identical item is for sale, set this field value greater than one.



Auctions for more than one identical item are commonly referred to as “Dutch” auctions. (Single quantity item listings are sometimes referred to as “Chinese” auctions.) Some online selling sites limit new users to selling single items until they establish a minimum feedback rating and minimum membership period. Since the quantity has an impact on the total value of the goods you are listing, it can affect the insertion fees on some selling sites.

### Listing Duration in Days

Depending on the website, and the selling format, you may have the ability to list your item for longer or shorter periods of time. The Listing Duration in Days allows you to define how long your item will be presented or available to buyers and bidders. Listing Duration in Days can affect the insertion fees charged by some web selling sites. Check the Pop-up Help Window for details of supported durations by website and format.



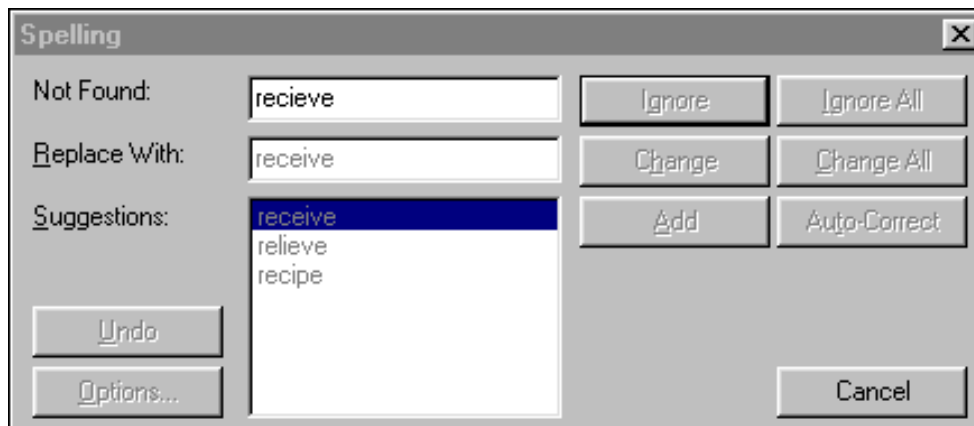
### Standard Footer

The Standard Footer is a simple text file and editor that allows you to define a regular message that can be included at the bottom of every item listing. This is designed to allow you to personalize your item listings while minimizing time spent working on descriptions. You can selectively put text in the Standard Footer such as your name, company name, address, phone number, policy information, billing options, buyer or bidder instructions, "about me" details, etc. which can be applied to various listings without having to reenter these details every time. It provides a way for you to define a “boilerplate” include file, so that all your listings will include certain basic common details useful to communicate to all buyers and bidders.

If you wish, you may intermix plain text and web code in the Standard Footer. This may be useful, for example to provide a link to another website, or to change font characteristics of a specific word or section. SpoonFeeder keywords are also supported in the Standard Footer. See the section regarding special keywords later in this chapter.

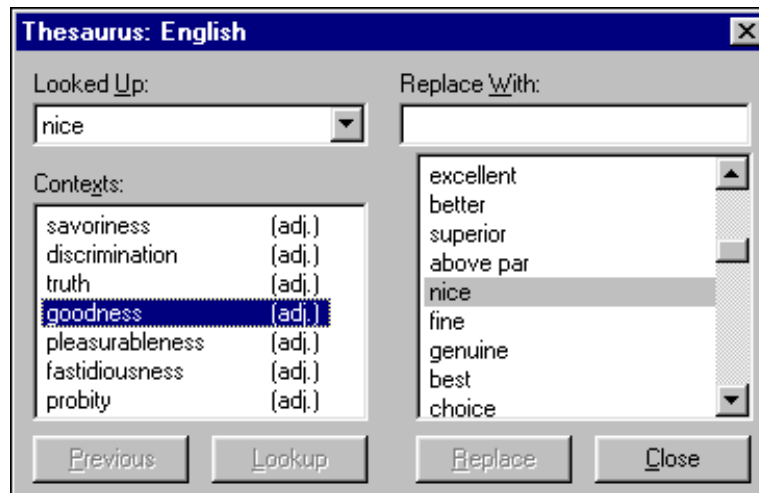
### Use Standard Footer

There may be times when you decide not to use the Standard Footer on particular item listings, such as when an item does not conform to your standard policy or details in your “boilerplate” include file. In these cases, you may clear the checkbox labelled “Use Standard Footer” and the Standard Footer will not be applied. If this checkbox is cleared, the listing will be posted to the auction or web selling site without the Standard Footer.



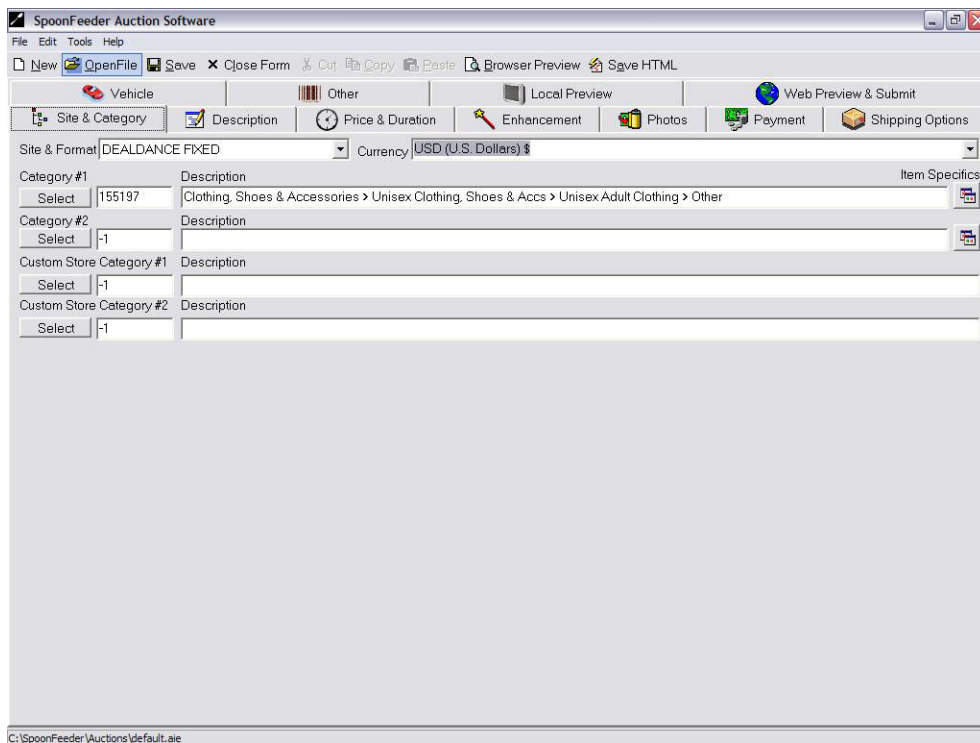
### Spell Check

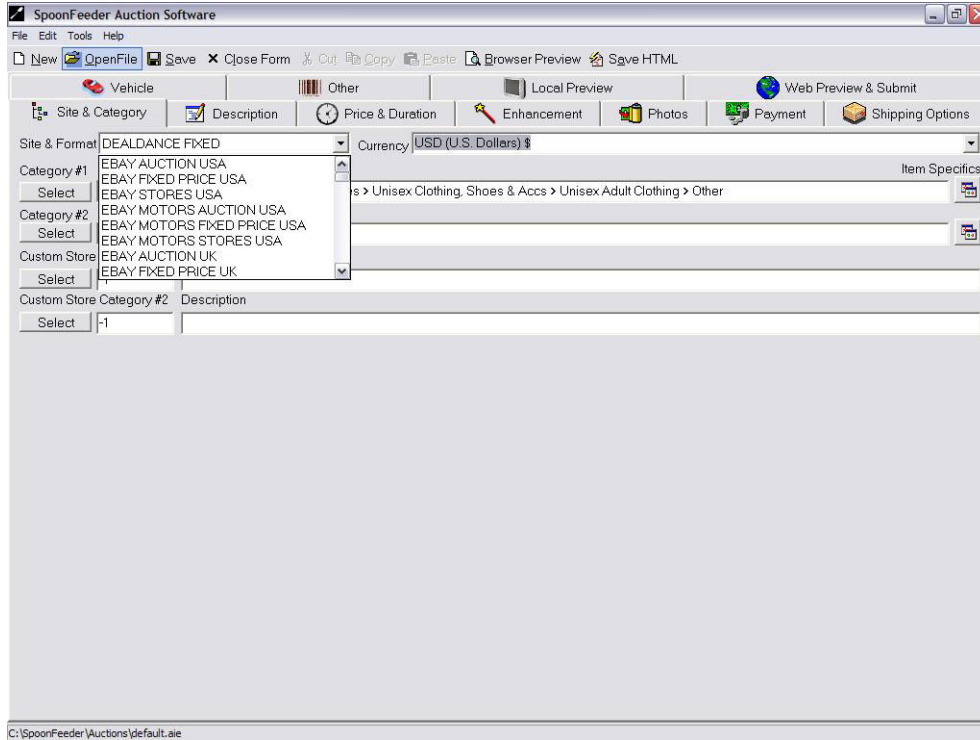
SpoonFeeder provides integrated spell checking. This helps make your item listings more finished and professional looking. Both batch spell checking and “spell-as-you-go” checking are provided. In most text and description fields, misspelled or unrecognized words will be underlined with a wavy red line, to indicate a possible spelling error. To correct, right mouse click on the suspected misspelled word and access the spell check and replacement options, from the menu that will appear. You may also enter an interactive batch mode spell check by pressing the button labelled “Spell Check”. SpoonFeeder may also remind you or suggest an interactive batch spell check at certain key points in the program, such as before submitting the listing to a web site.



## Thesaurus

Searching for the perfect word to describe your item for sale? Well SpoonFeeder can help you locate synonyms easily by clicking on the word and pressing the button labelled “Thesaurus”. You may then select various language contexts, and synonyms for the context will be displayed for you to select. Your choices will replace the original word in the description.





## Category

The Category tab allows you to navigate a treelike classification system to select a listing area that best suits and describes your item. To navigate this tree, first select a top level category, then progressively double click (or click on the plus + sign) on each subcategory until you reach an appropriate final ending or “leaf” category. You can expand or contract any branch of the category tree by double clicking on it or by clicking on the plus + or minus - sign located to the left of the branch description. When you arrive at a selectable category, the category number and full description will be displayed.

Some online market places allow placement of items in two categories at the same time. If you will be using such web sites and desire listing in two categories, you may select a second category and navigate until you reach another alternate classification for your item.

In general, you should try to select a category that corresponds best to your item, because buyers and bidders looking for the type of merchandise you are selling will often browse or search according to the category classification system. There may be several acceptable categories that your item could possibly fit. If you sell the same kind of merchandise repeatedly, you might try experimenting a bit with slightly different categories to see which one generates the most interest and highest prices for your items.

Insertion fees on some web sites can vary by category selected and by the number of categories selected.

Item Specifics for Computers & Networking > Desktop PCs

Brand  
-

Processor Type  
-

Processor Configuration  
-

Processor Speed (per Core)  
-  
If selecting "Other," please enter the processor speed in MHz. Example: for 4.2 GHz, enter 4200. Enter numbers only.

Memory (RAM)  
-  
If selecting "Other," please enter RAM in MB. Example: for 3.2 GB, enter 3200. Enter numbers only.

Hard Drive Capacity (GB)  
-  
Please enter hard drive capacity in GB. Enter numbers only.

Primary Drive  
-  
If your item has more than one drive, please specify the most powerful drive included.

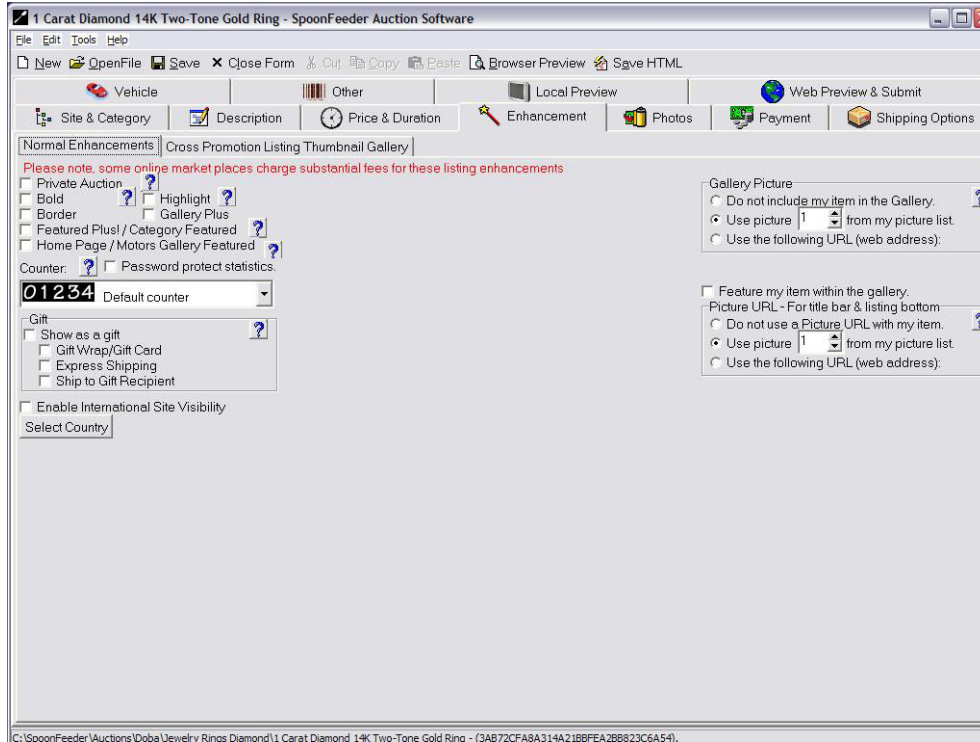
Operating System  
-

Bundled Items

<input type="checkbox"/> Keyboard	<input type="checkbox"/> Modem
<input type="checkbox"/> Monitor	<input type="checkbox"/> Mouse
<input type="checkbox"/> Network Card	<input type="checkbox"/> Printer
<input type="checkbox"/> Speakers	<input type="checkbox"/> WiFi Card & Router

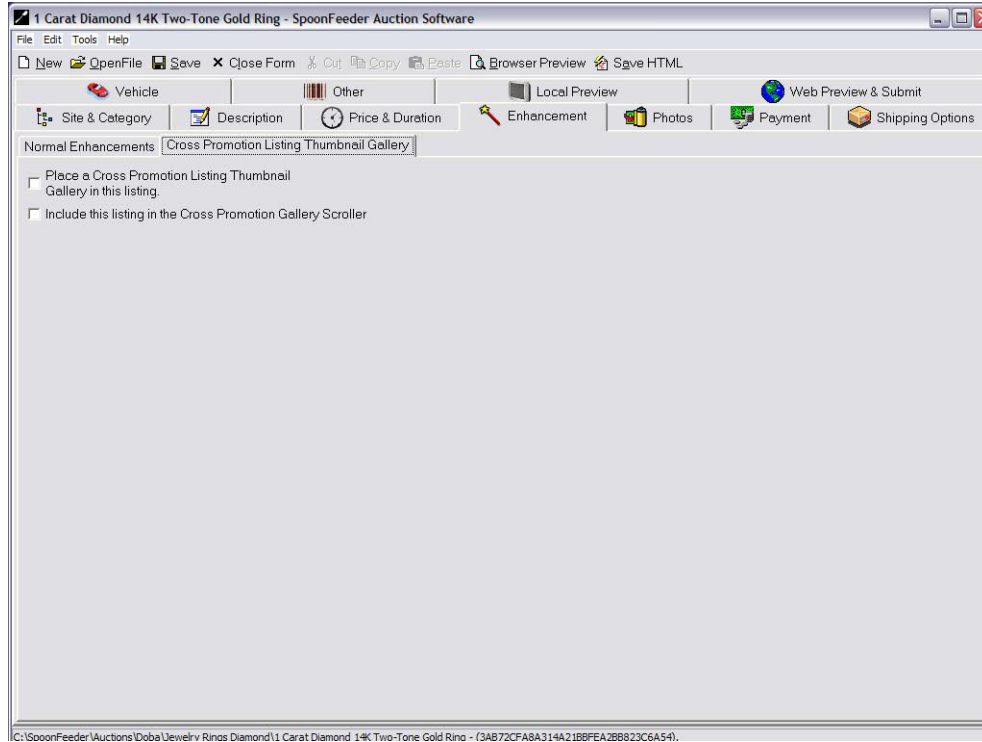
Condition  
-

Done with Item Specifics



## Enhancements

The Enhancements tab provides numerous fields and choices for improving the look, features, and performance of your item listings. In general, these fields are all optional, though some can be very useful selling tools to use in the right situation. Because many online marketplaces charge substantial fees for some of these enhancements, it is a good idea to become familiar with the costs associated with each at various web sites, before selecting any enhancements. Some enhancements are not available at certain web sites or when using certain selling formats. (Use the pop-up mini help buttons located near each field to check the availability and costs associated with each enhancement at each web selling site.)



**Private Auction:** Keeps bidder's or buyer's user identities from being displayed to others. Use this option when you want to let bidders or buyers of your item remain anonymous. When you use Private Auction, buyer's or bidder's user identity will not be displayed on the item listing or bidding-history screens. When the auction or sale is over, only you, the seller, will know who bought or bid on the item. Generally you should not make your auction private unless you have a specific reason, such as potential embarrassment, privacy or security concern for bidders and the buyer. Some marketplaces have restrictions on this option preventing it from being used with multiple item listings.

**Bold:** Gives an emphasized text effect to make your listing stand out from others in category listings and search results.

**Highlight:** Gives a colored text background band to set your listing apart from others.

**Featured Plus! / Category Featured:** Show off your listing in the Featured area of category listings and search results. Give your listing stand-out placement in both category lists and search results. Your item will be shown prominently in the Featured Items section of its category list. It will also appear in the regular, non-featured item list. There may be minimum feedback rating requirements imposed by the selling site in order to use this option.

**Home Page / Motors Gallery Featured:** Provides maximum exposure for your listing, which will appear in a featured area and your item may also appear on the home page of the web selling site. This is generally

the highest level of visibility on these selling sites. Your listing will have a chance to rotate into a special display and is very likely to show up on the home page, although it is typically not guaranteed by the web selling sites that your item will be highlighted in this way. There may be category restrictions and minimum feedback rating requirements imposed by the selling site in order to use this option.

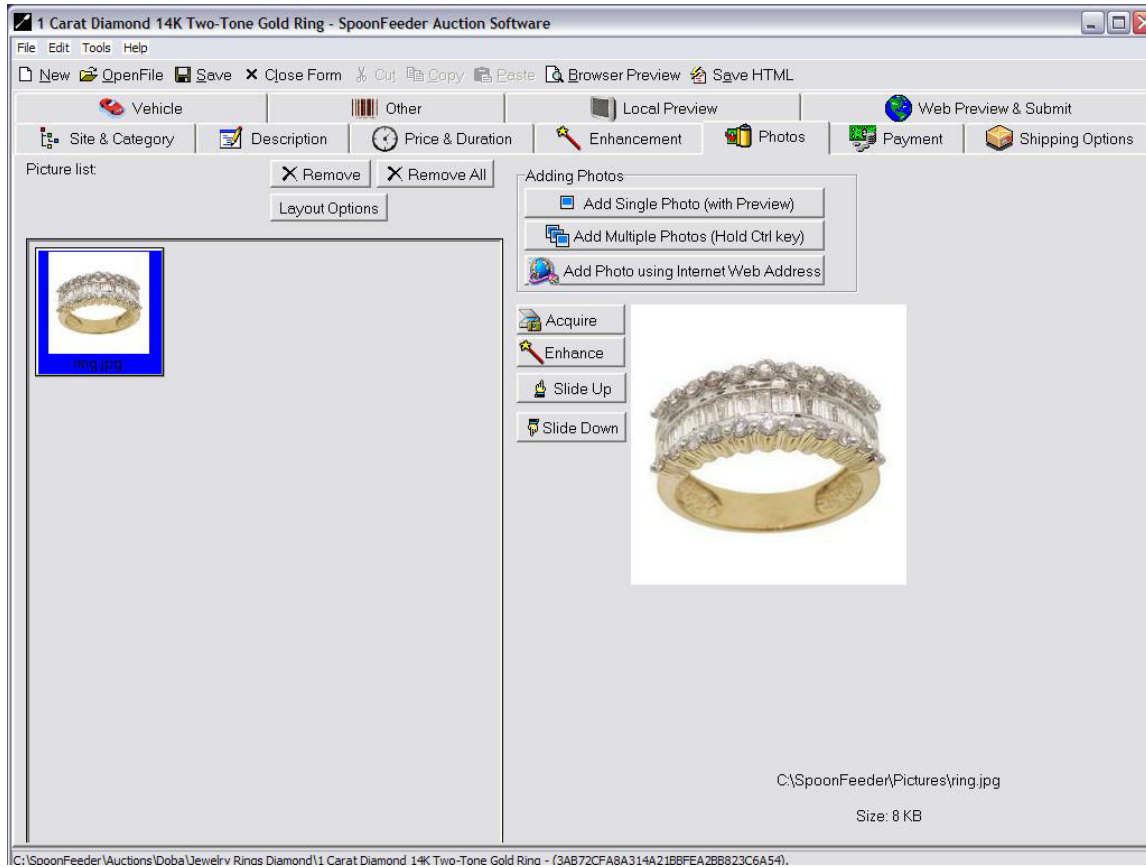
**Counter:** Provides a “hit” counter in your item listing that can help you gauge the number of times your item has been displayed to potential buyers. Hit counter results can help you understand the performance level of your item listing, and know how many people looked at your page. You may find that subtle changes to your item, such as a different title, different category, or using enhancements may result in more exposure and therefore more bids, and higher prices realized. As you vary your approach to selling and as you vary the merchandise you offer, hit counters give another way to analyze your level of success. Several different styles of hit counters may be selected.

**Gallery:** Add a picture preview to your listings and search results, and display a small “thumbnail” picture describing your item. Such items stand out better in the list and buyers or bidders can see a mini preview of your item offering without having to click again.

**Gallery Featured:** Showcases your item in a special area in the gallery for increased exposure to bidders and buyers.

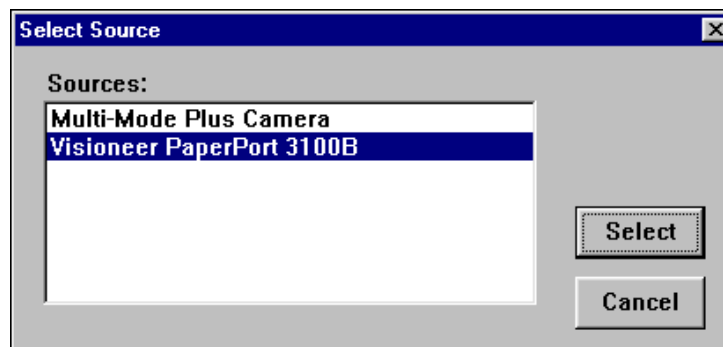
**Show as a gift:** Places an icon near your item in the category and search listings indicating the item would possibly be a good gift. Various gift options are available for you to fully describe gift service offerings you may be willing to provide to buyers or bidders, such as gift wrapping or gift cards, express shipping, or direct shipping to the gift recipient. This enhancement can be especially useful during holiday and gift giving seasons, because it helps buyers find sellers who are offering special or convenient services. (If you offer these services, be sure to clearly state the options, limits, and costs of each in your description.)





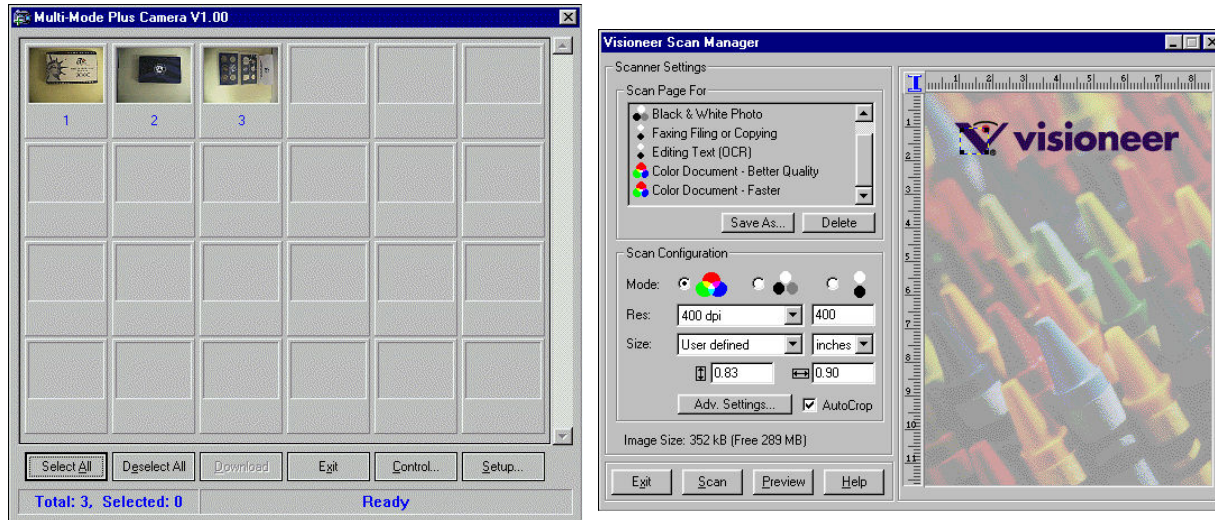
## Photos

The Photos tab allows you to acquire, add, remove, enhance and reorder pictures in your item listing. An ordered picture list is provided with a mini “thumbnail” preview of each picture and its filename, along with a separate, sometimes larger preview of the currently selected picture and its file size on disk. Photos may be acquired directly from external sources such as most digital cameras and scanners, without the need to exit SpoonFeeder or use another photo program.



## Photos, Twain Select

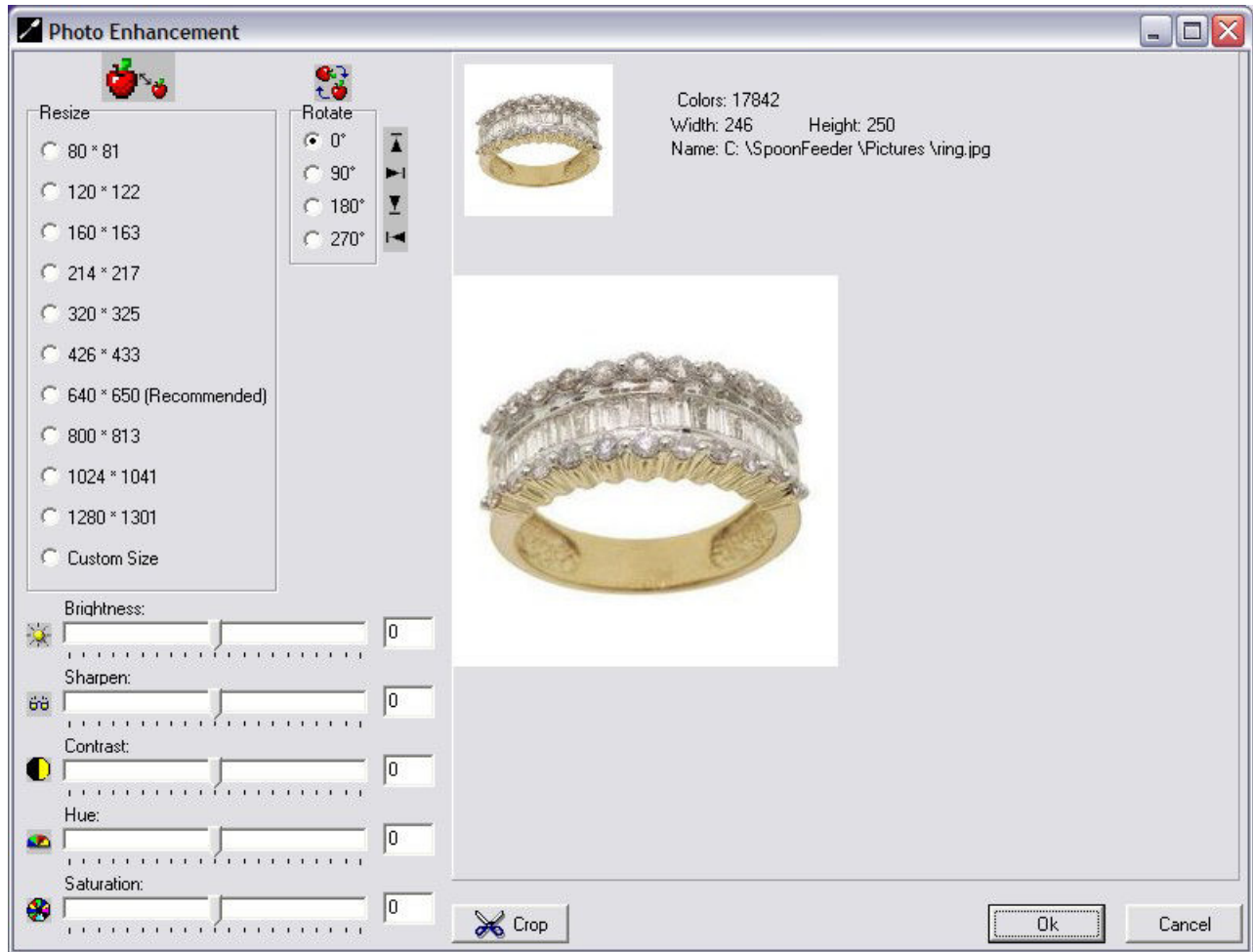
To acquire images directly from cameras and scanners attached to your computer, you should first hook up your camera or scanner to the appropriate cables, make sure the device is switched on, and then press the acquire button or use the “twain select” feature from the menu. If you have more than one image capture device available, you may be presented with a source selection dialog like the one shown above. This lets you first select which source you would like to acquire images from.



## Photos, Acquire image directly from camera, scanner or microscope.

Depending on the type of image capture device, and the particulars of the brand, and the software version that came with the device, you will be presented with a special image acquire dialog. Your image acquire dialog may be similar to either example shown above, or it may be slightly different. In any case, the purpose of the image capture dialog is to allow you to get the images from the camera or scanner. You could have a simple dialog with very few choices, or a complex and sophisticated dialog with settings to control the process. Consult your camera or scanner users guide for details, or experiment a little until you become comfortable with the options of your particular device. In general, you will have to select one or more pictures, and press a button to bring the pictures in. If you have a scanner, you may have to position your item or image on the scanner bed, and press a button such as “scan” in order to bring the pictures in.

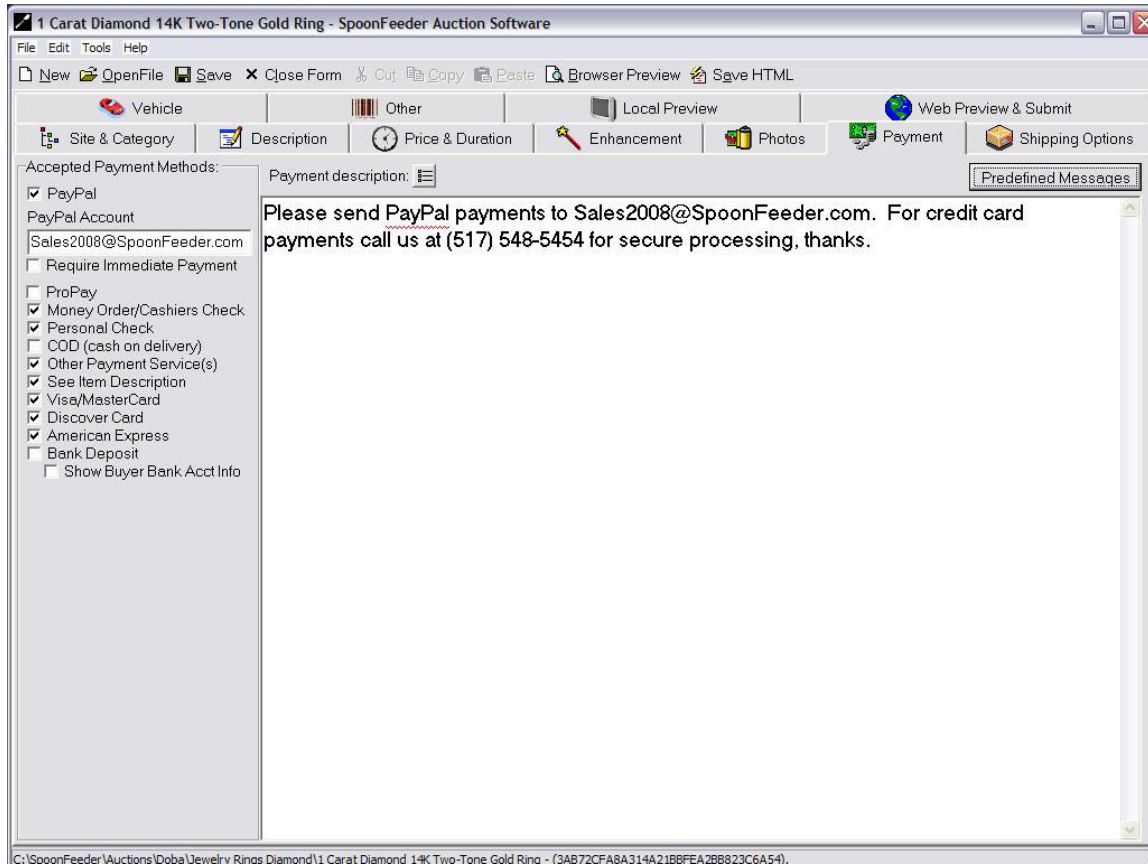
The benefit of acquiring images in this way is speed. Since SpoonFeeder can interface with these devices directly it saves steps and quickens the process.



**Photo Enhancements, rotate, resize, brightness, sharpen, color saturation**

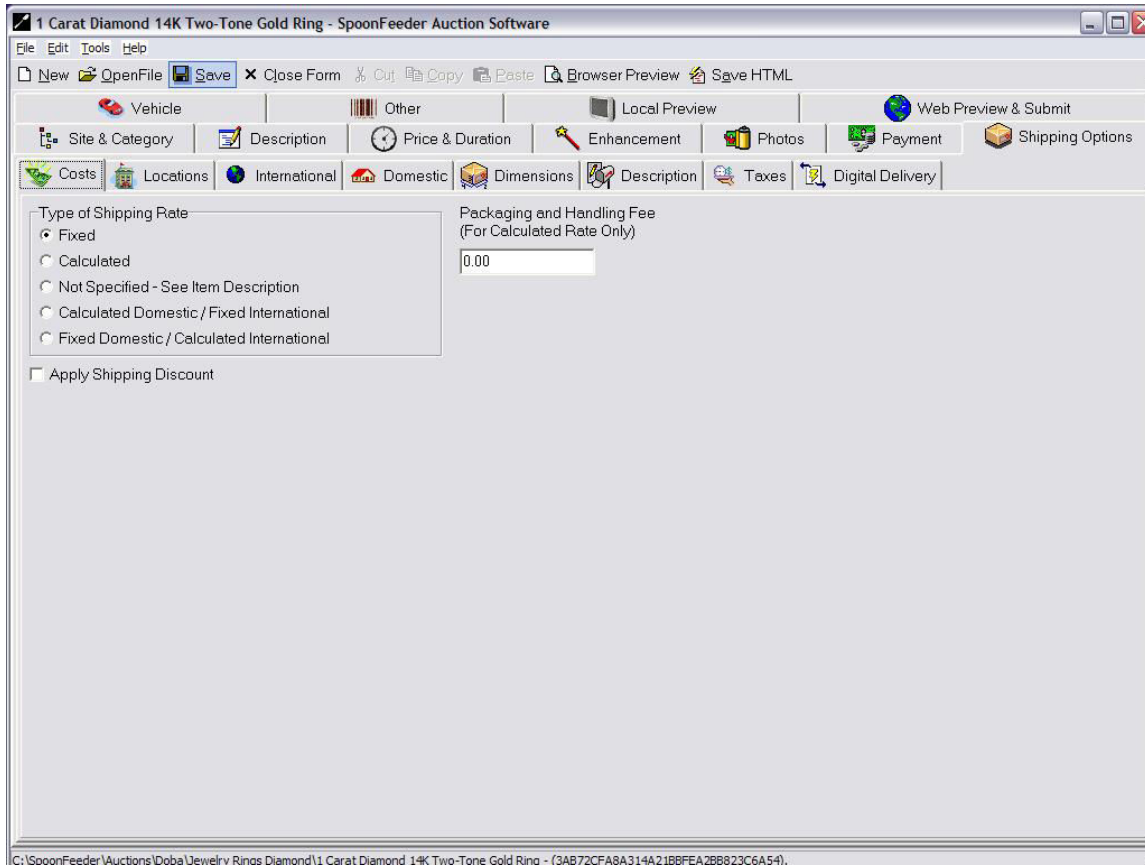


## Photo Crop

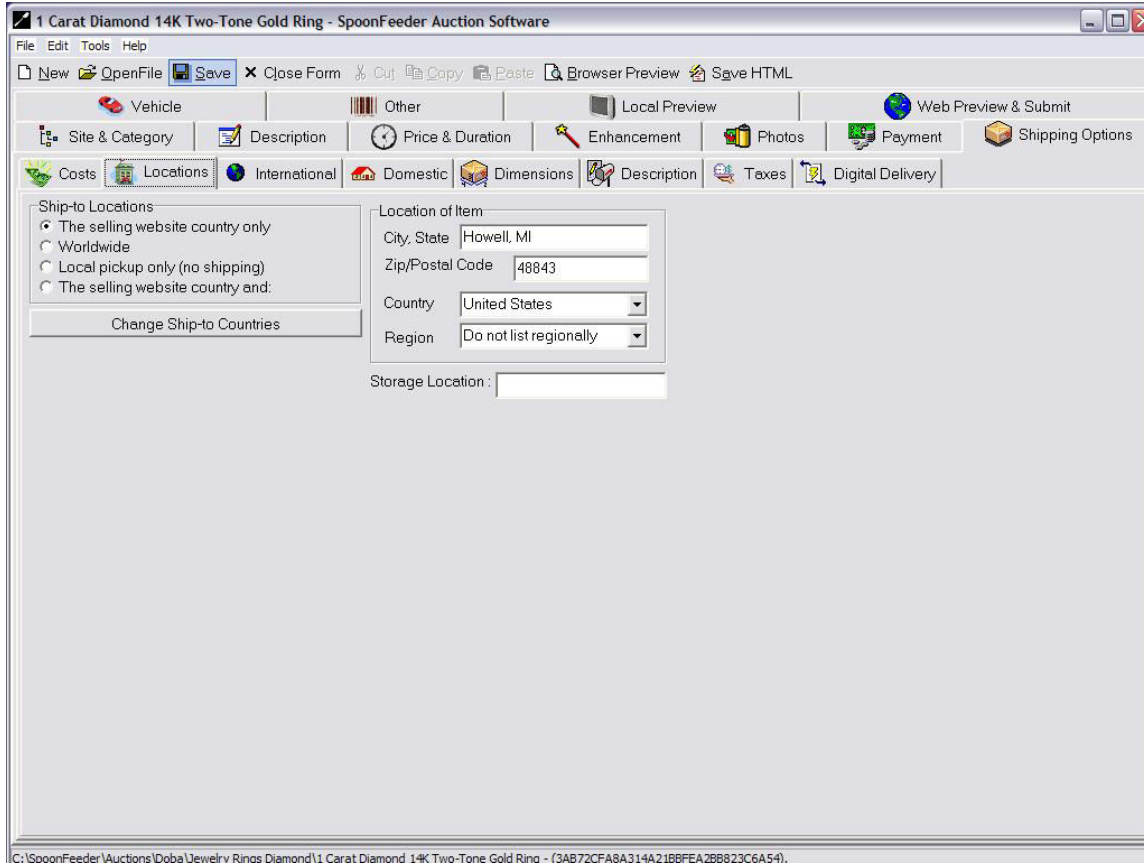


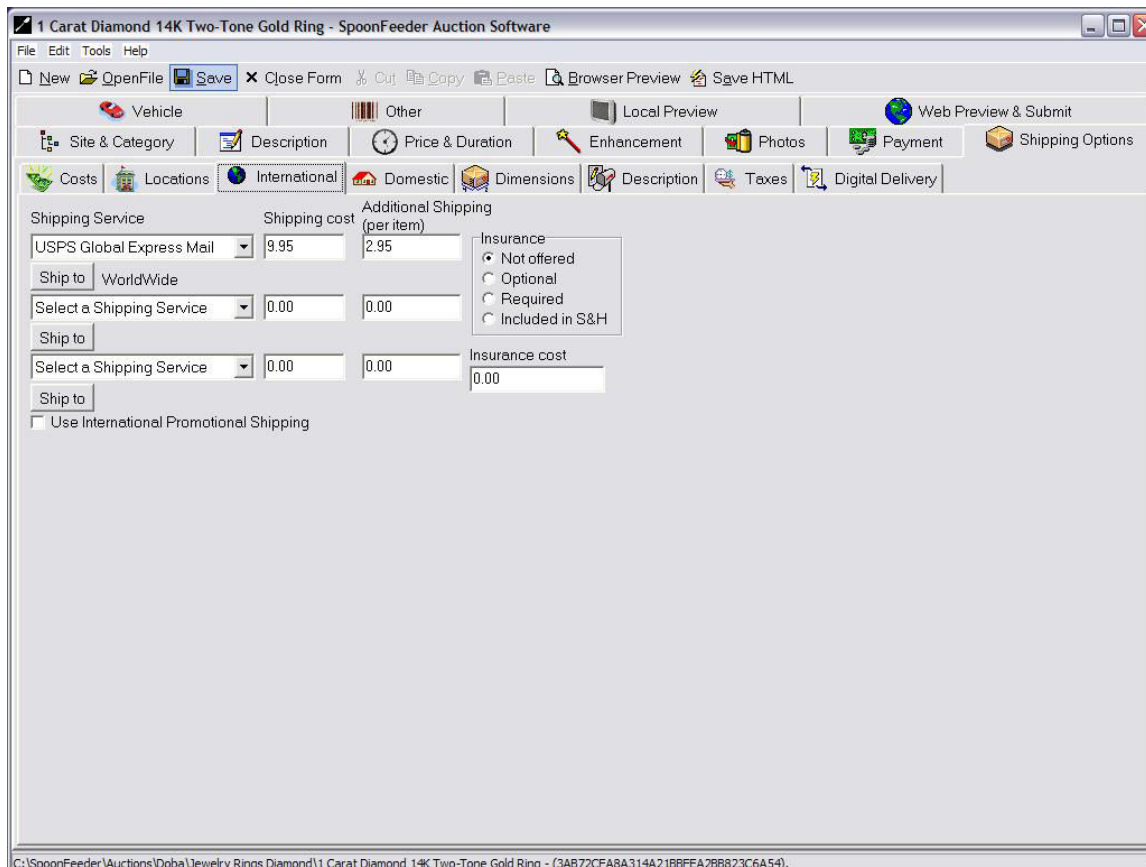
## Payment





## Shipping Options







1 Carat Diamond 14K Two-Tone Gold Ring - SpoonFeeder Auction Software

File Edit Tools Help

New OpenFile Save Close Form Cut Copy Paste Browser Preview Save HTML

Vehicle Other Local Preview Web Preview & Submit

Site & Category Description Price & Duration Enhancement Photos Payment Shipping Options

Costs Locations International Domestic Dimensions Description Taxes Digital Delivery

Shipping Service Shipping cost Additional Shipping (per item) Insurance

US Postal Service Priority Mail 6.85 0.00  Not offered

Select a Shipping Service 0.00 0.00  Optional

Select a Shipping Service 0.00 0.00  Required

Included in S&H

Domestic Handling Time (Days) Not Specified Insurance cost 0.00

Get It Fast

Use Domestic Promotional Shipping Discount

C:\SpoonFeeder\Auctions\Doba\Jewelrv Rinos Diamond\1 Carat Diamond 14K Two-Tone Gold Ring - (3AB72CFA8A314A21BBFEA2B8823C6A54).

1 Carat Diamond 14K Two-Tone Gold Ring - SpoonFeeder Auction Software

File Edit Tools Help

New OpenFile Save Close Form Cut Copy Paste Browser Preview Save HTML

Vehicle Other Local Preview Web Preview & Submit

Site & Category Description Price & Duration Enhancement Photos Payment Shipping Options

Costs Locations International Domestic Dimensions Description Taxes Digital Delivery

Package Type

PackageThickEnvelope

Measurement System

USA System

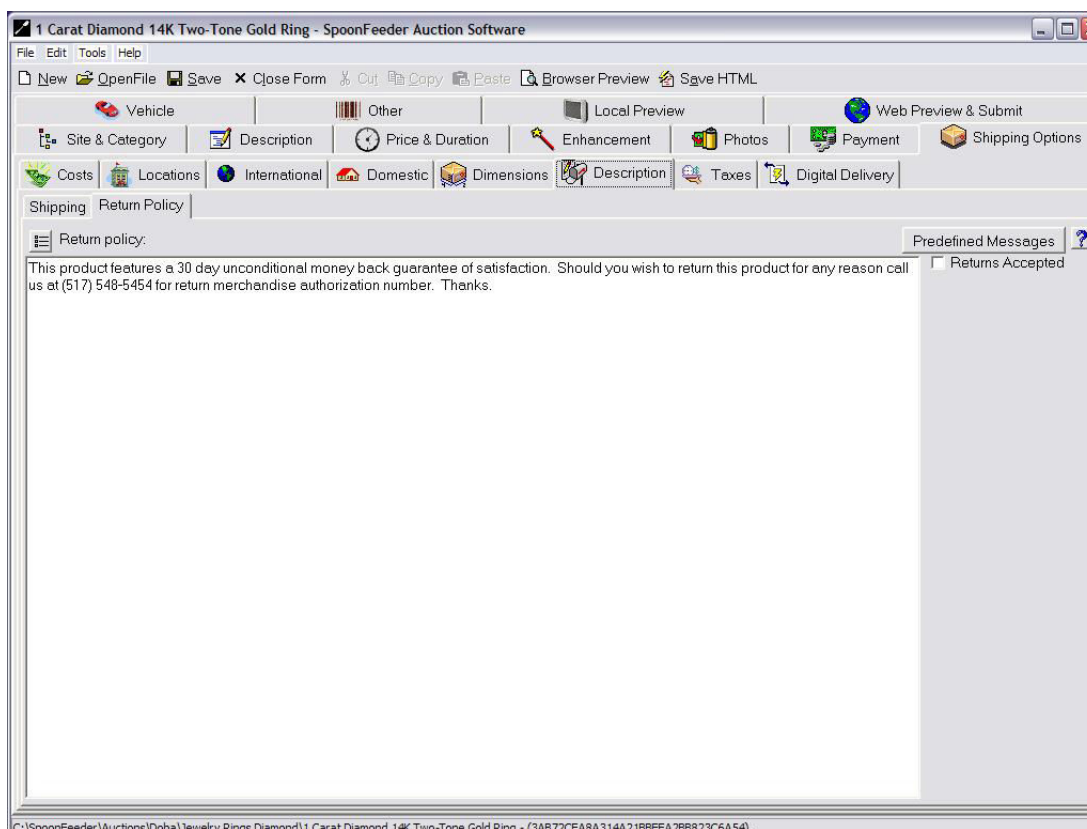
Pounds (lbs) 1 Ounces (oz) 4.00 Length 12 Inches

Width 6 Inches

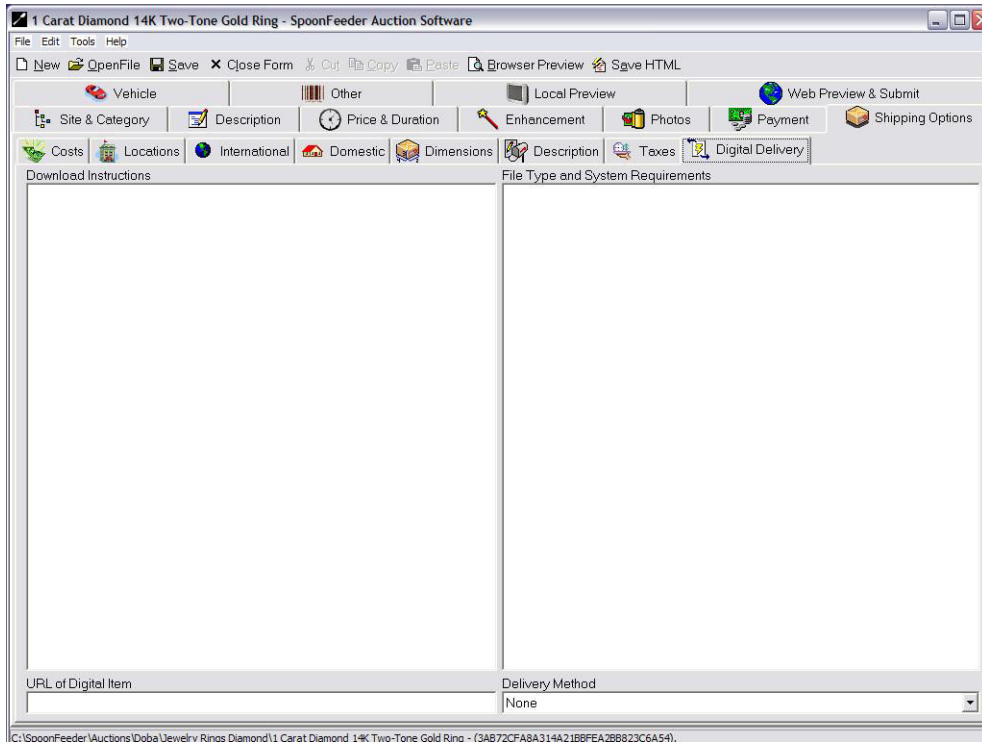
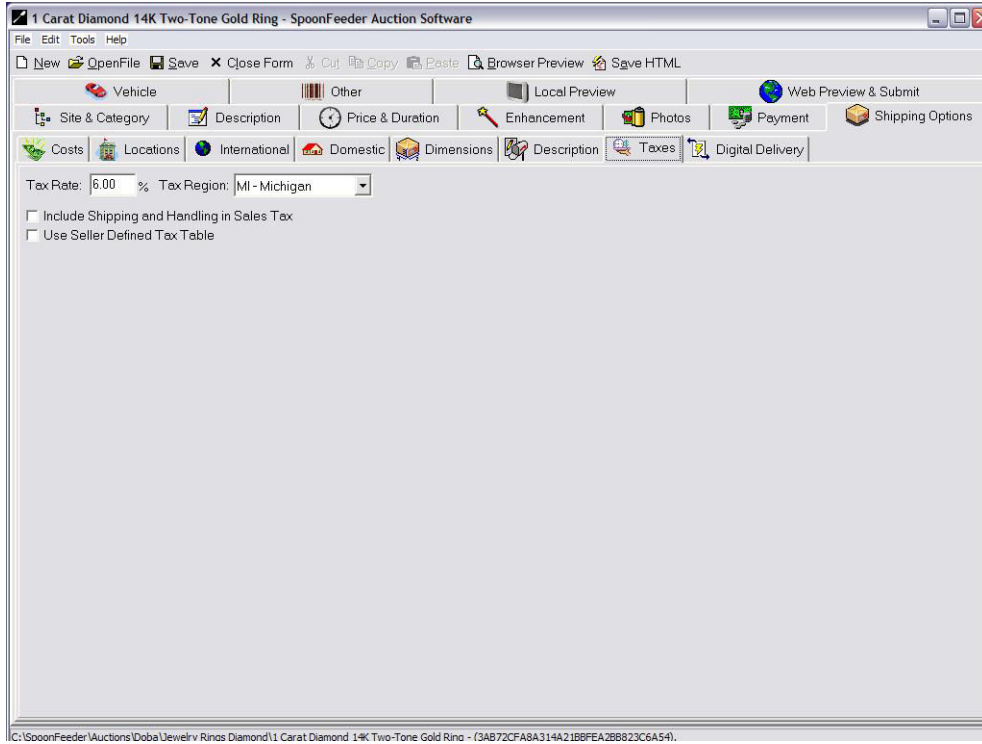
Height 3 Inches

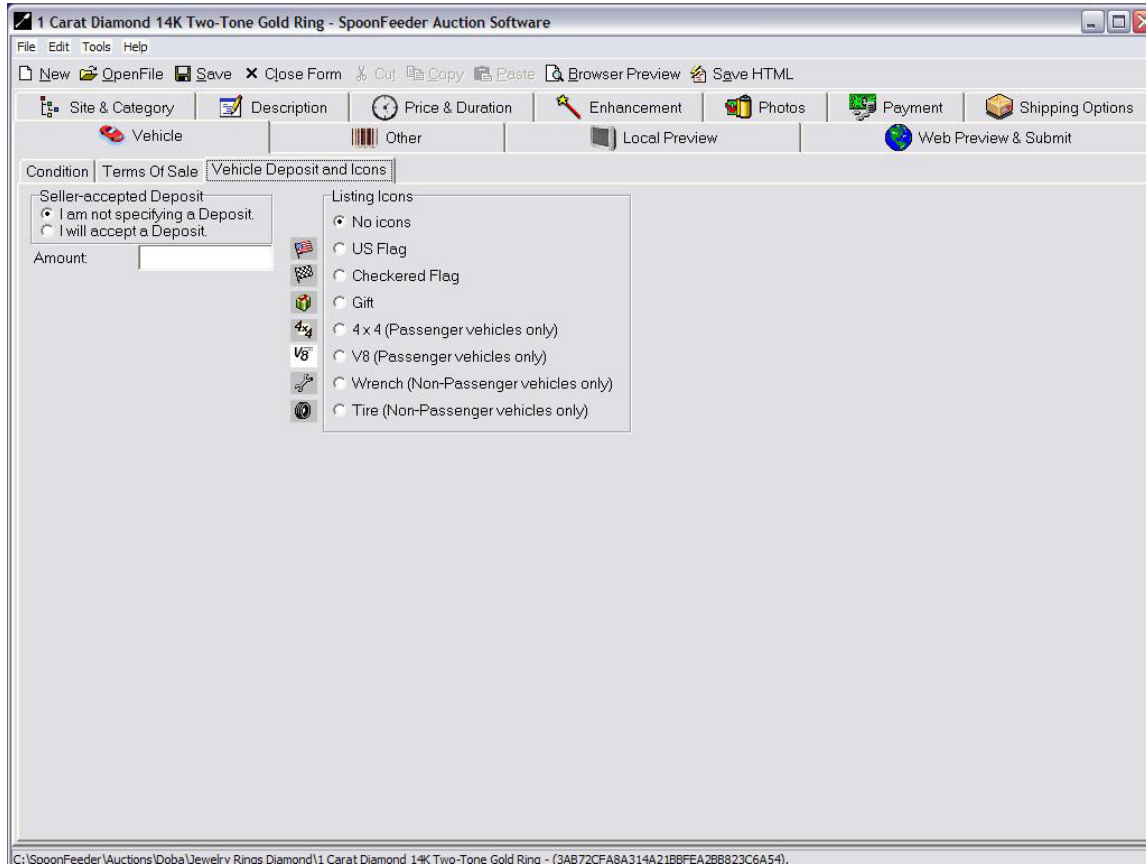
Irregular or Unusual Package

C:\SpoonFeeder\Auctions\Doba\Jewelrv Rinos Diamond\1 Carat Diamond 14K Two-Tone Gold Ring - (3AB72CFA8A314A21BBFEA2B8823C6A54).

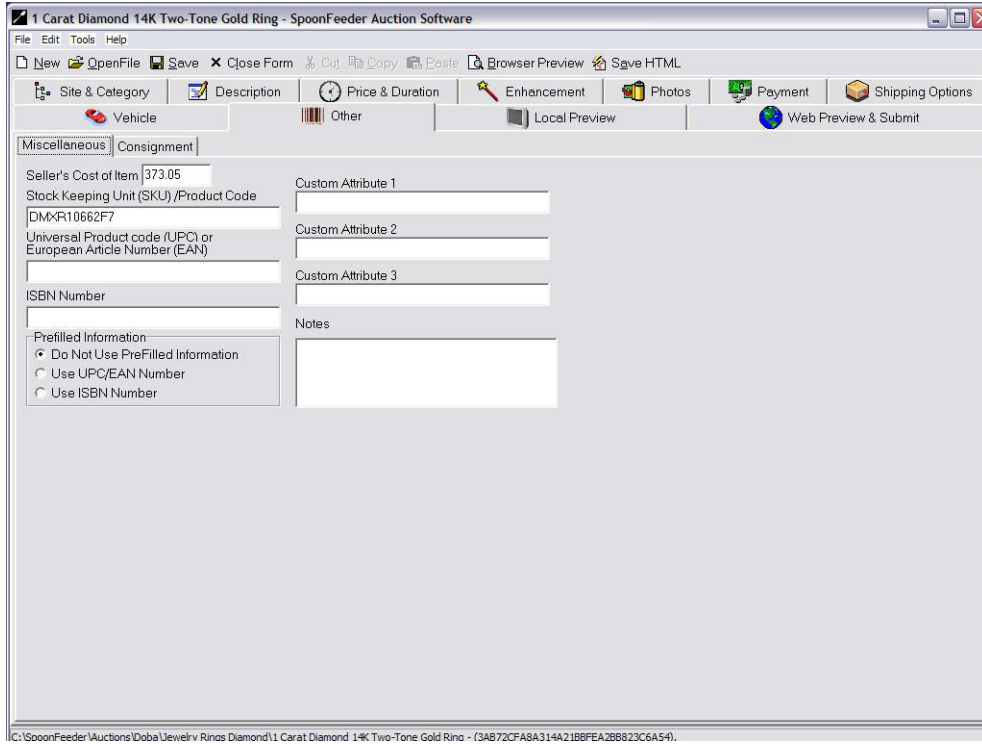


## Shipping Description

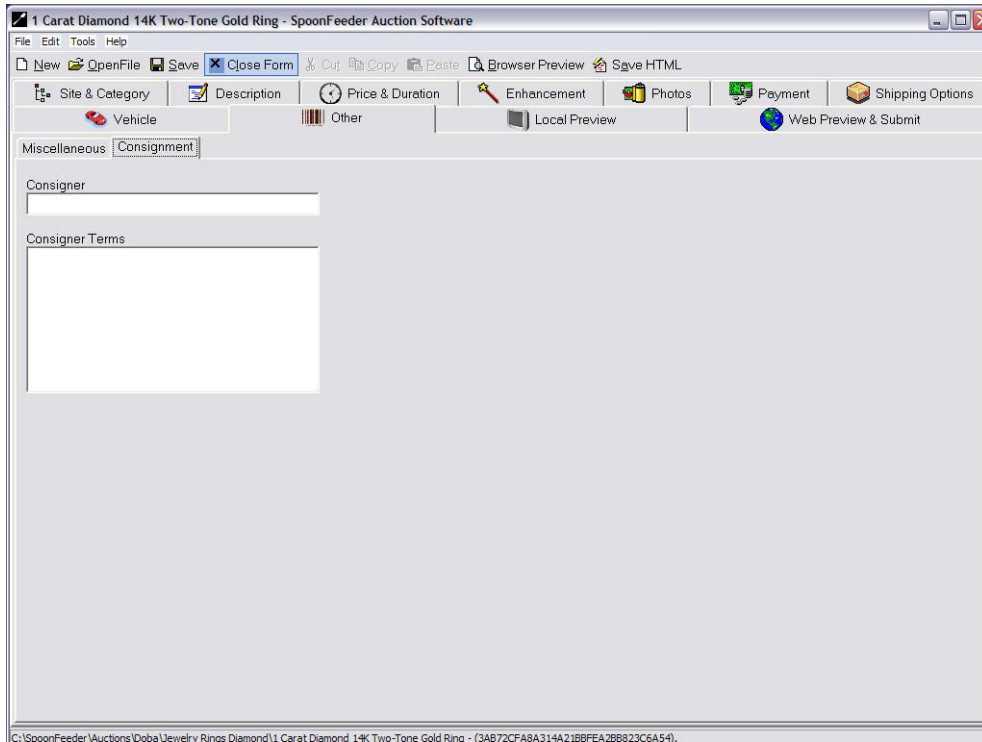


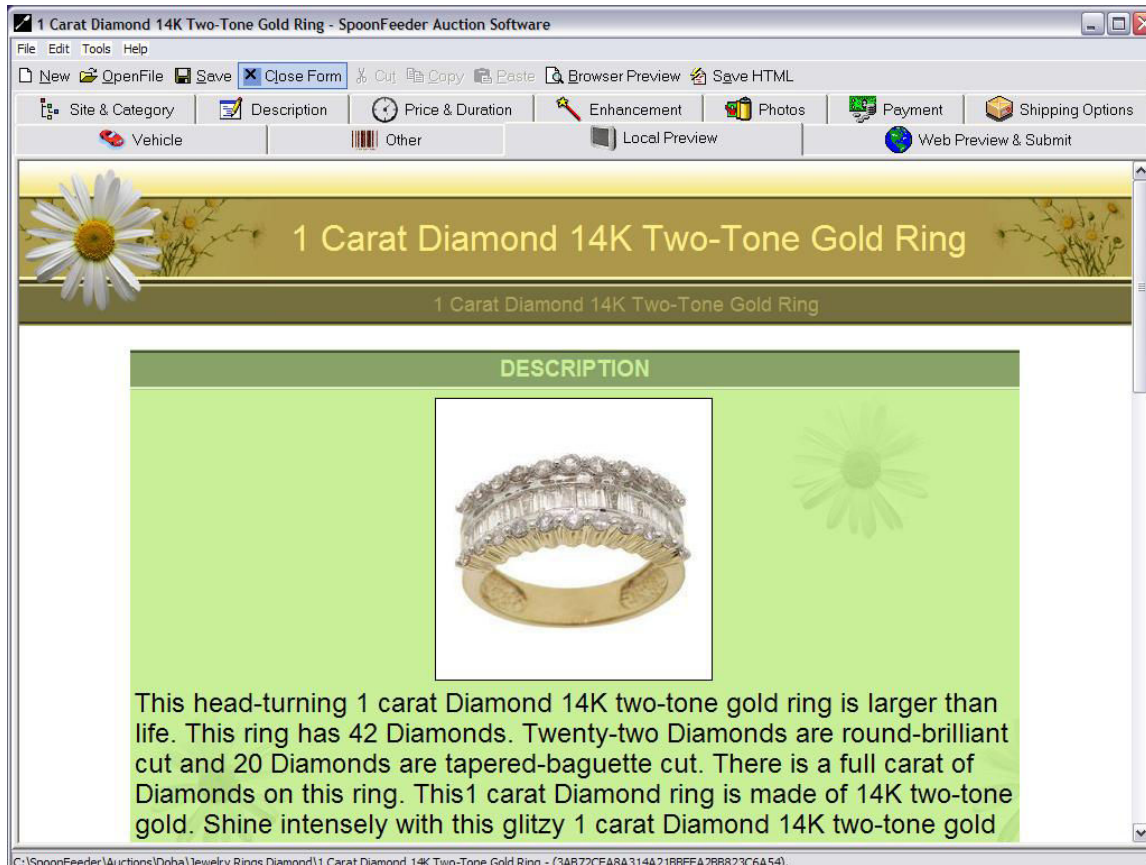


## Vehicle

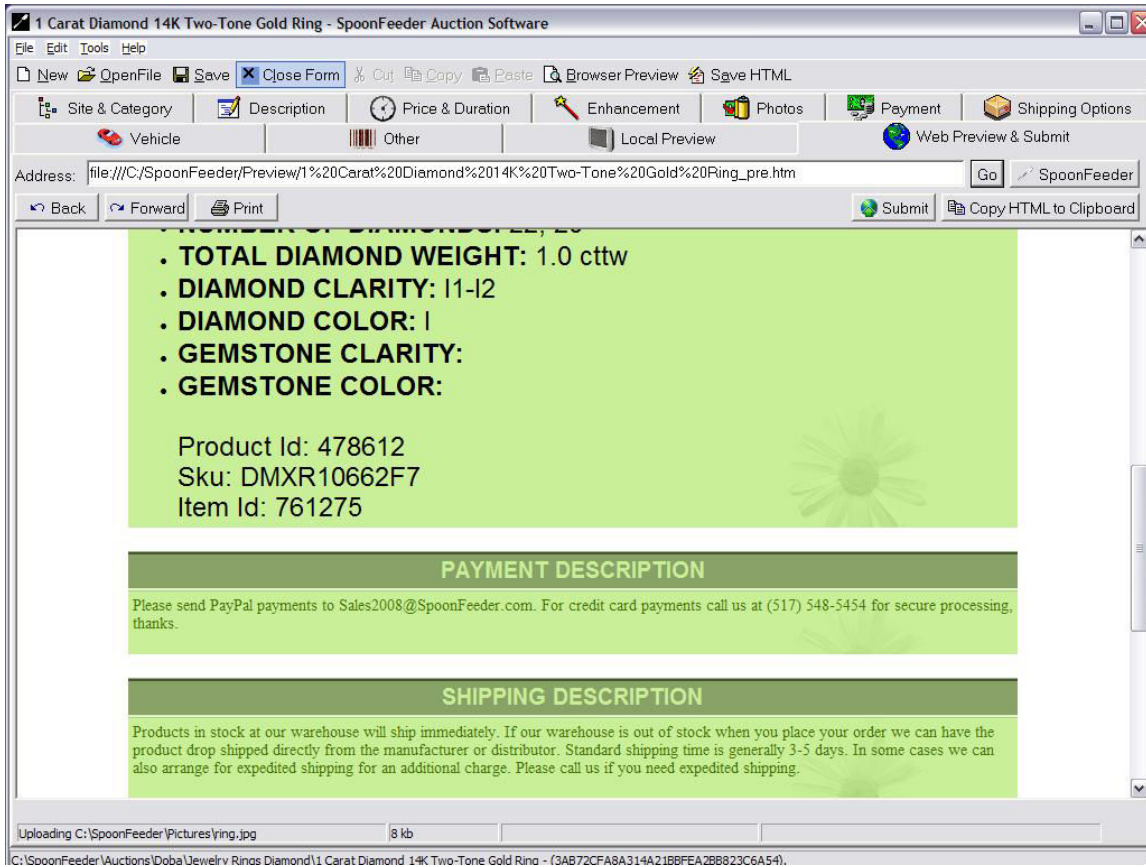


## Other

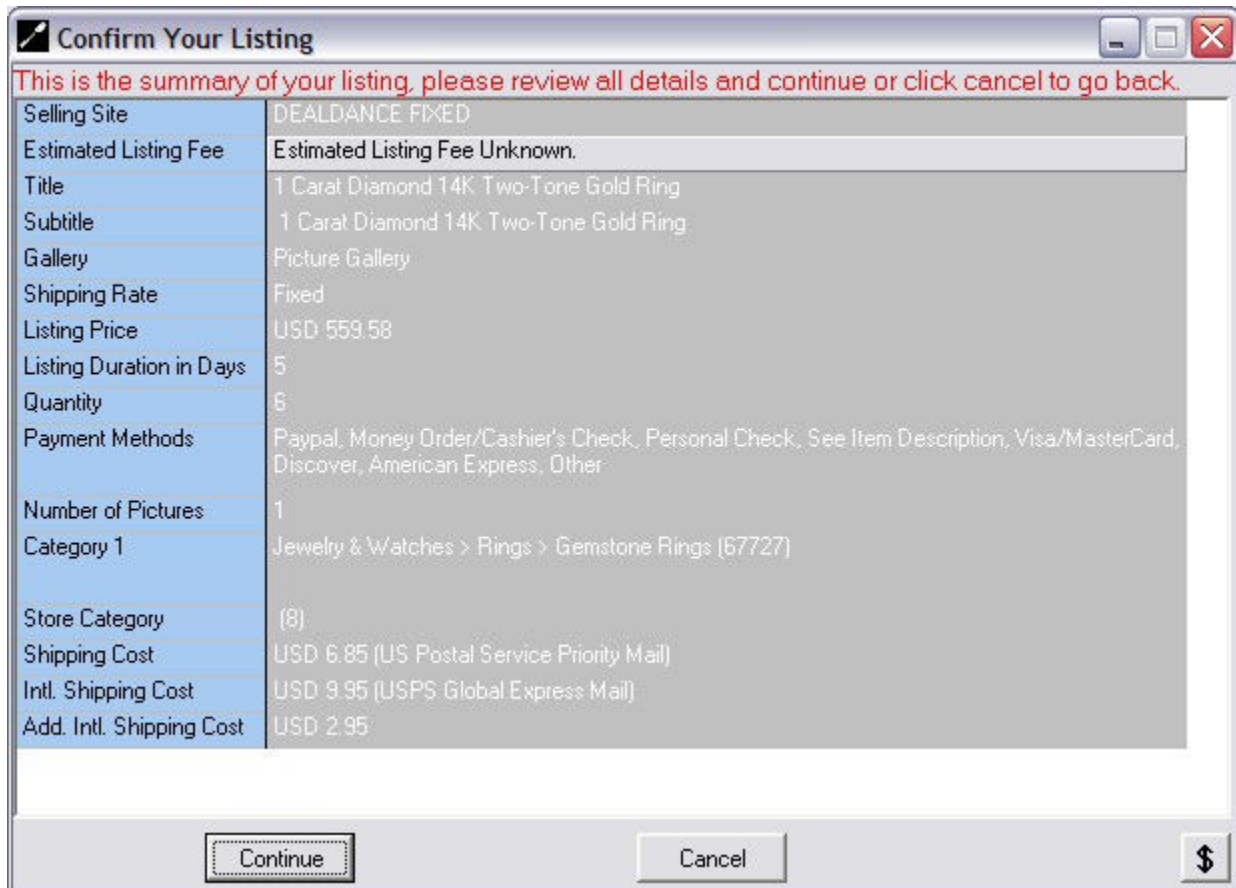
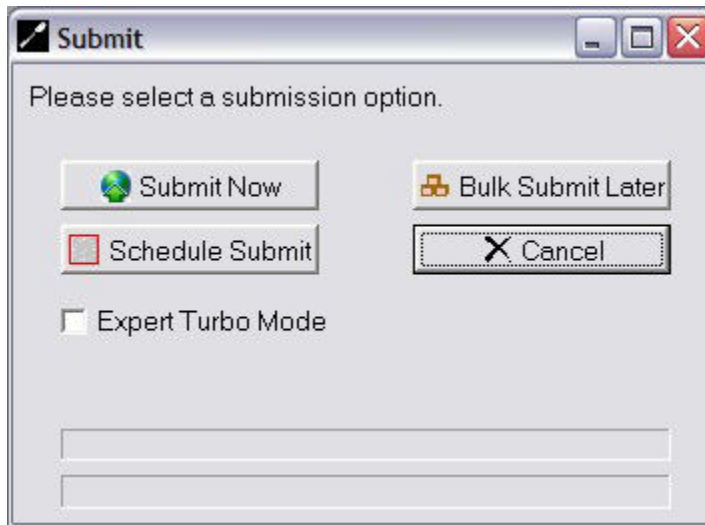




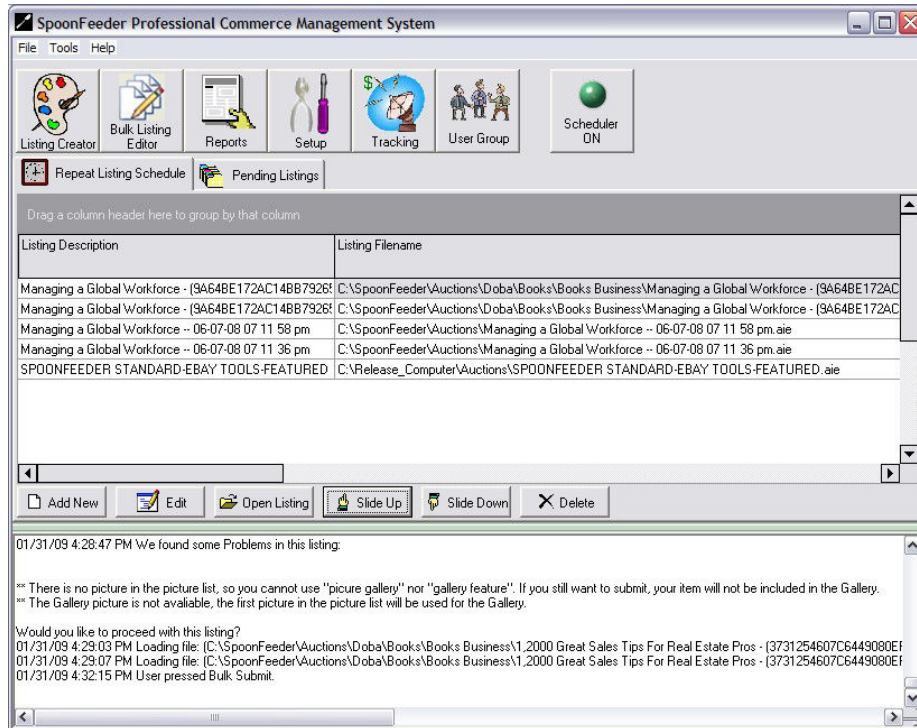
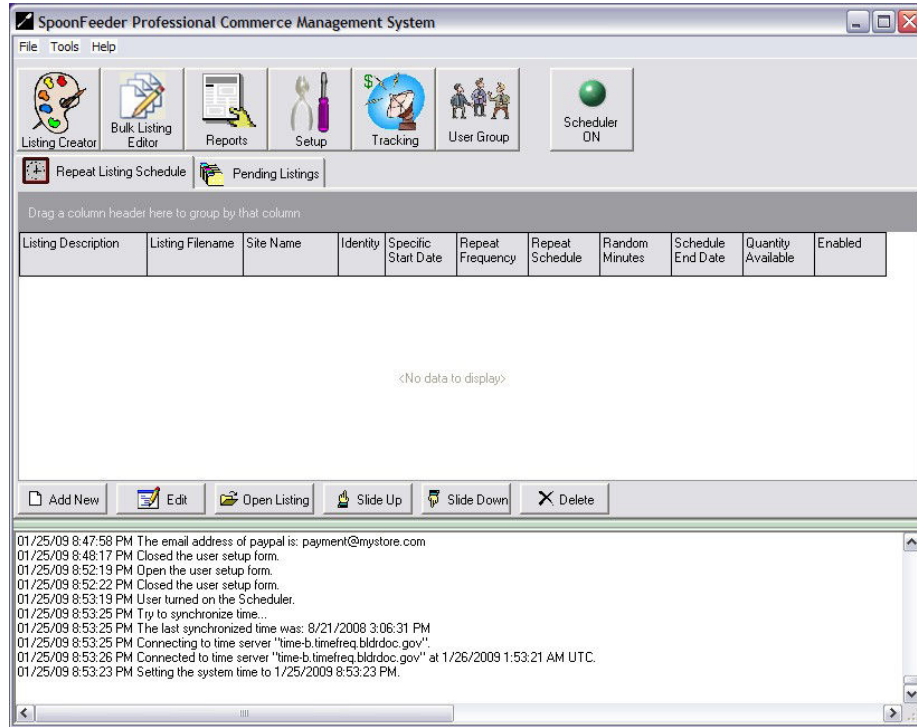
## Local Preview

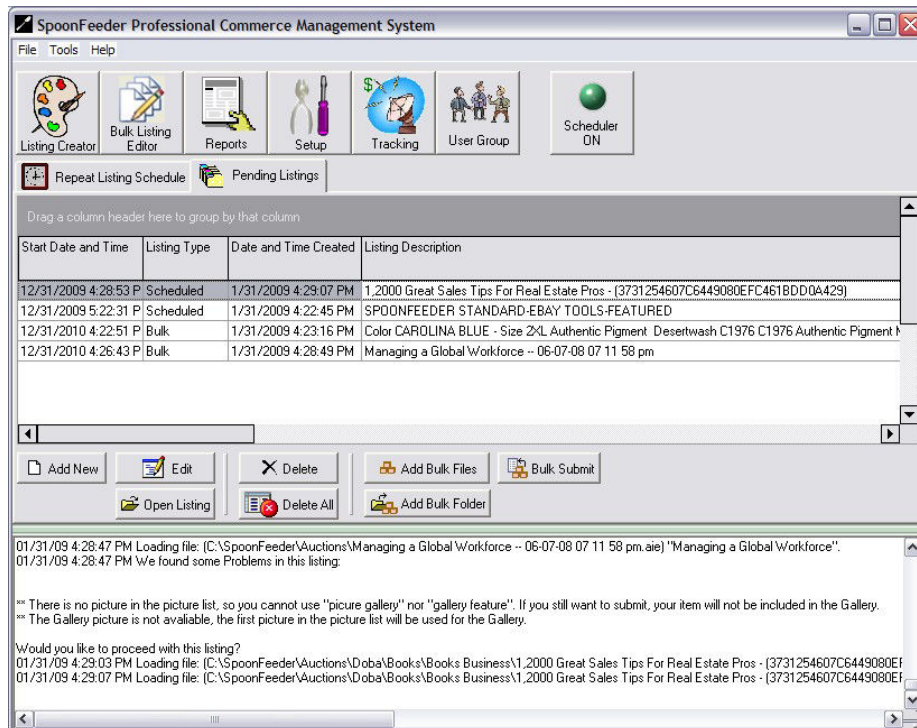
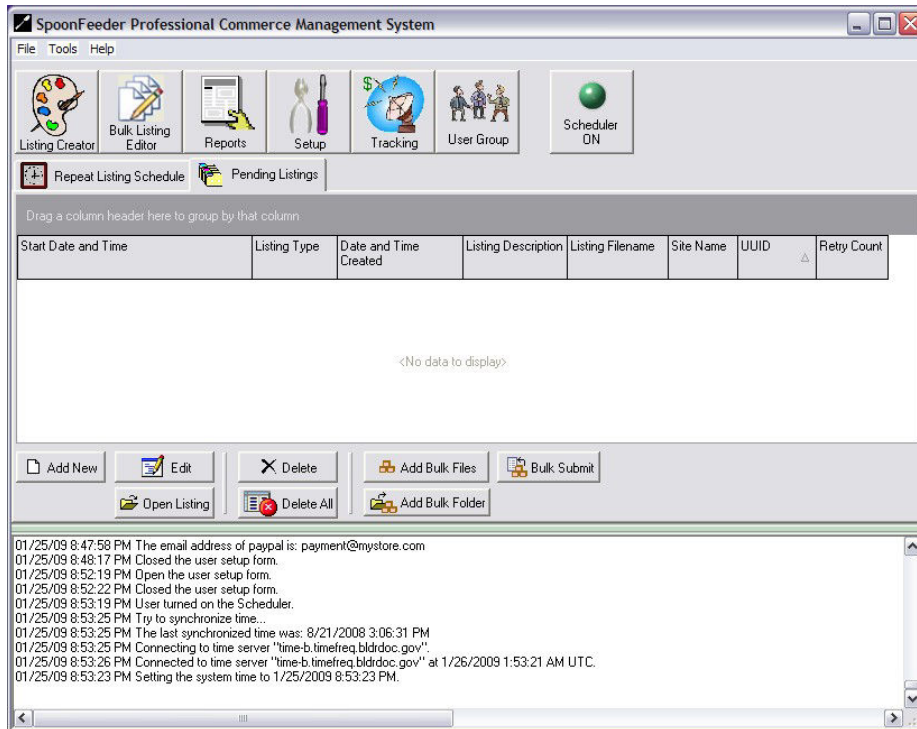


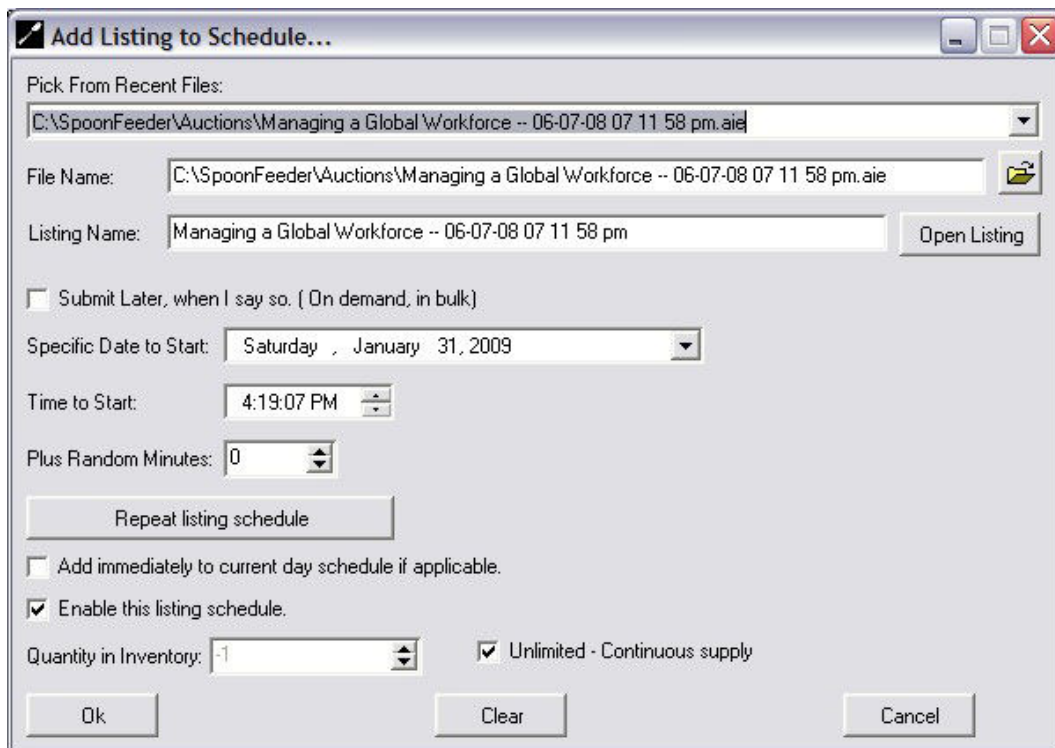
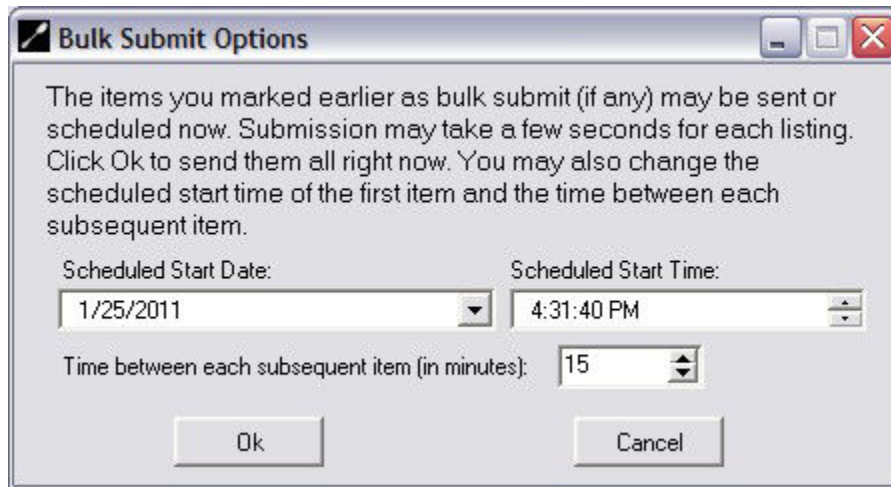
## Web Preview and Submit



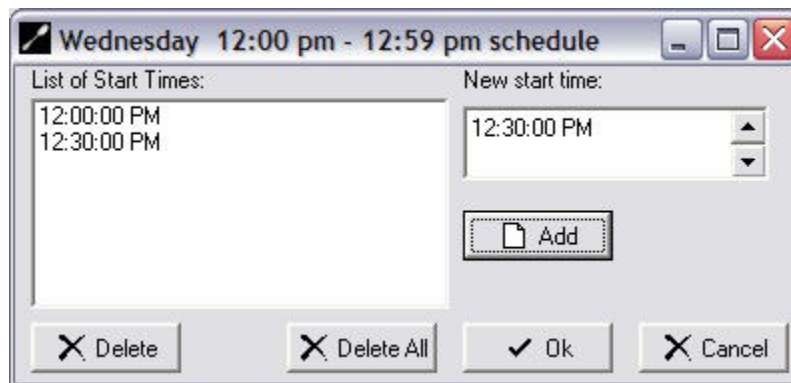
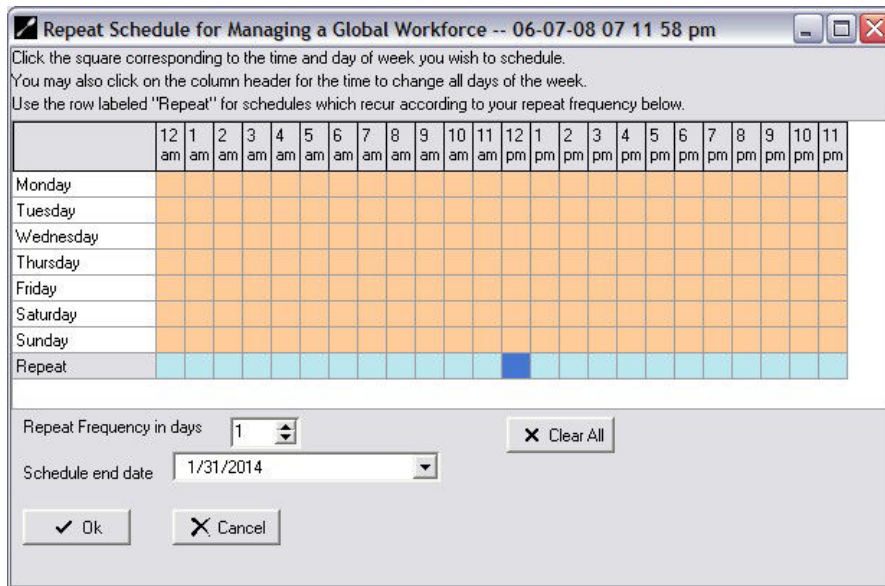








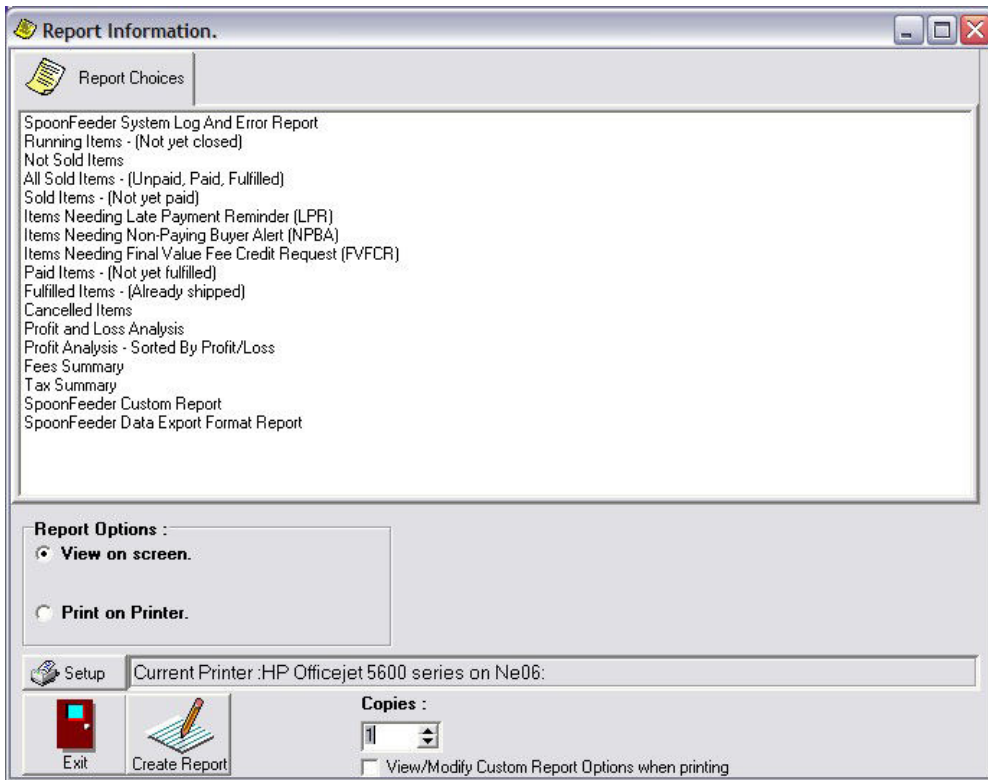
## Scheduled Listings



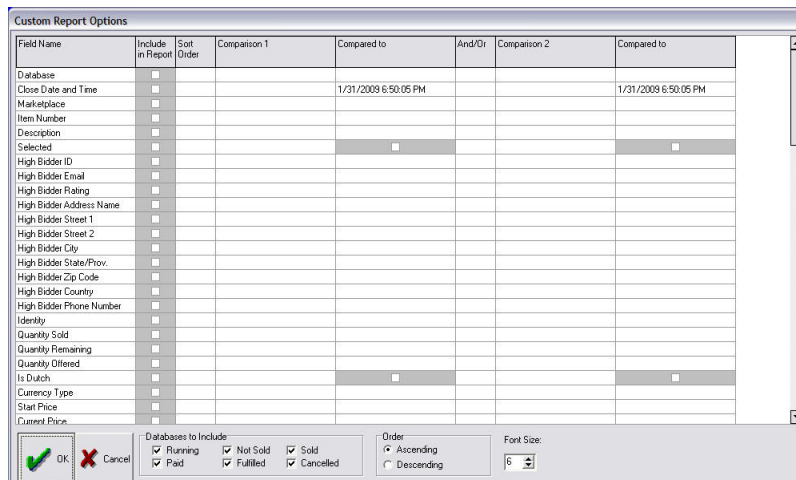
## Repeat Listing Schedule

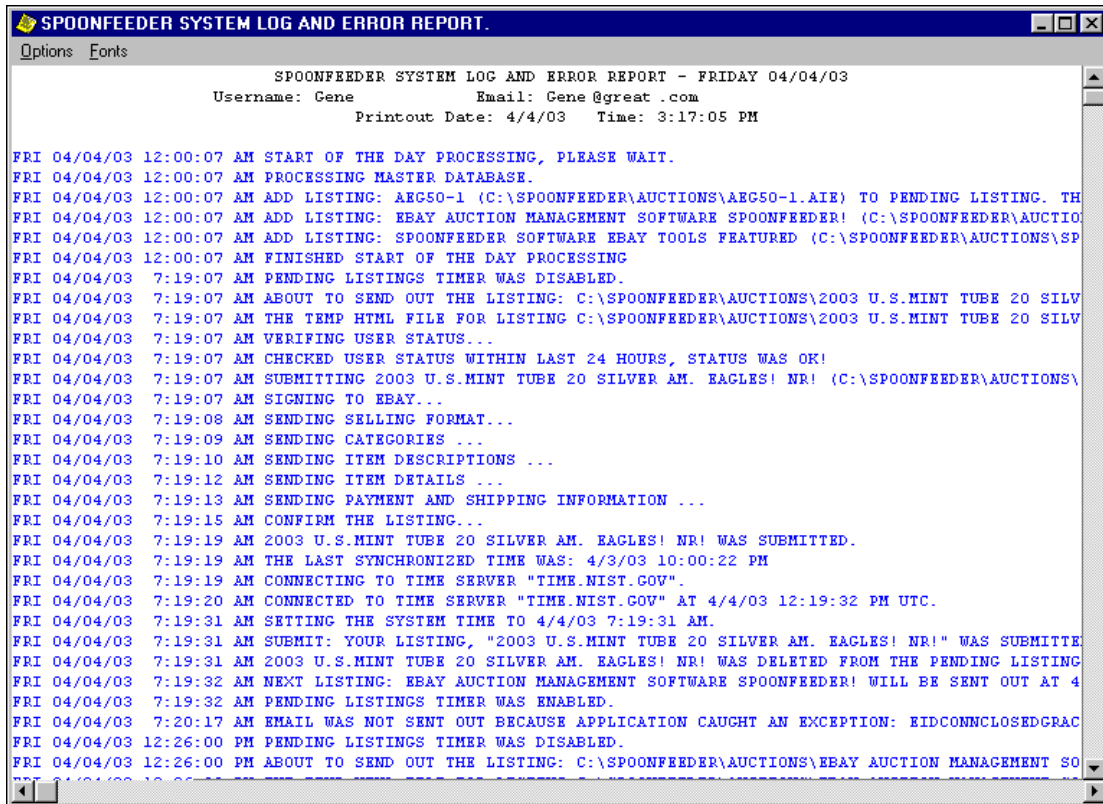


## Pending Listings



## Reports

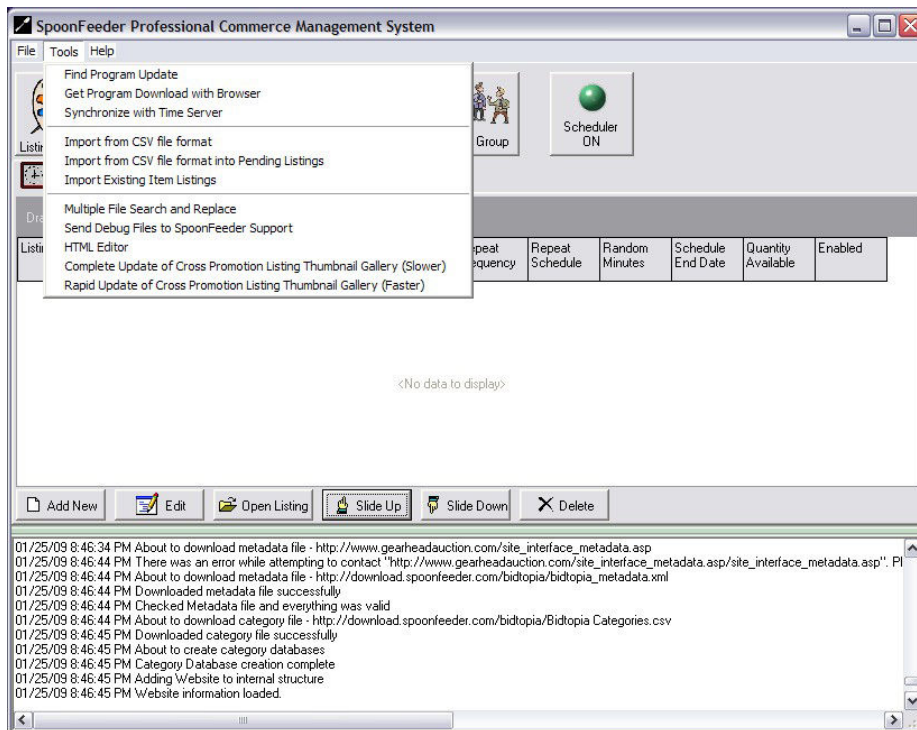
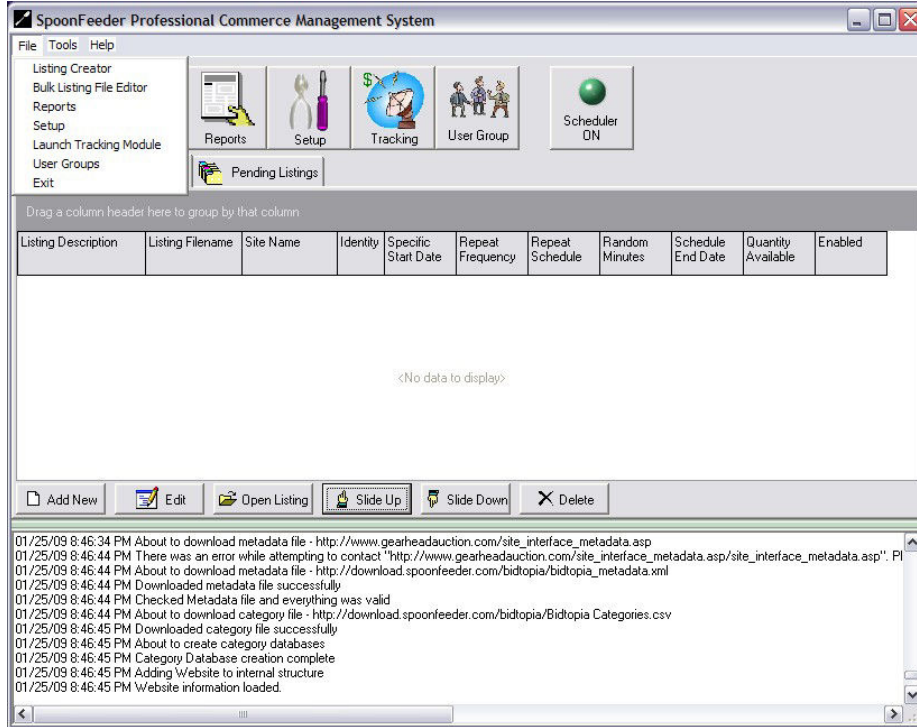




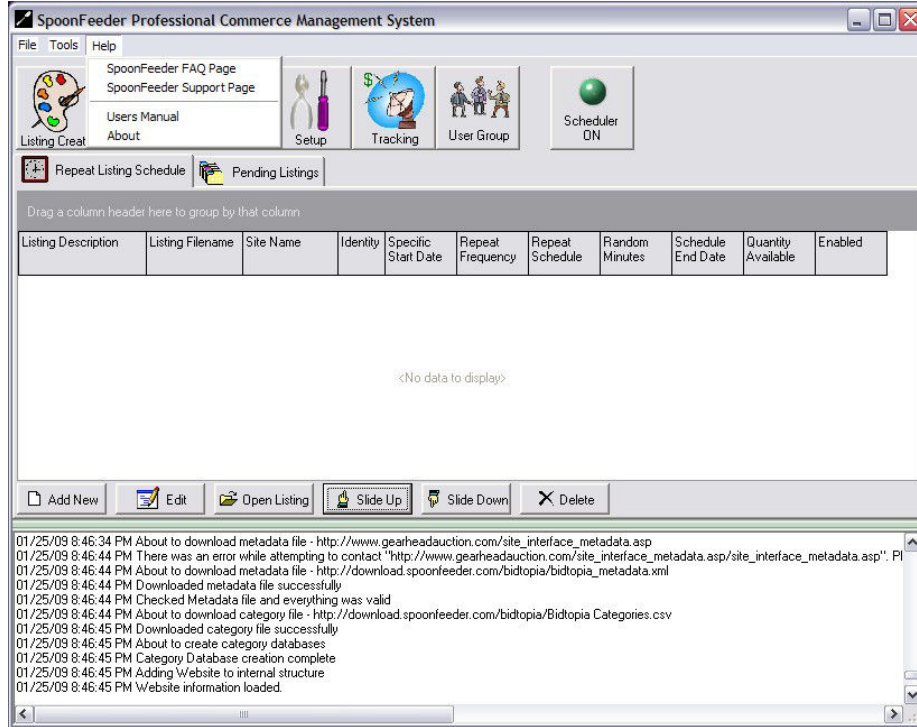
```
SPOONFEEDER SYSTEM LOG AND ERROR REPORT - FRIDAY 04/04/03
Username: Gene                      Email: Gene@great.com
Printout Date: 4/4/03    Time: 3:17:05 PM

FRI 04/04/03 12:00:07 AM START OF THE DAY PROCESSING, PLEASE WAIT.
FRI 04/04/03 12:00:07 AM PROCESSING MASTER DATABASE.
FRI 04/04/03 12:00:07 AM ADD LISTING: AEG50-1 (C:\SPOONFEEDER\AUCTIONS\AEG50-1.AIE) TO PENDING LISTING. TH
FRI 04/04/03 12:00:07 AM ADD LISTING: EBAY AUCTION MANAGEMENT SOFTWARE SPOONFEEDER! (C:\SPOONFEEDER\AUCTION
FRI 04/04/03 12:00:07 AM ADD LISTING: SPOONFEEDER SOFTWARE EBAY TOOLS FEATURED (C:\SPOONFEEDER\AUCTIONS\SP
FRI 04/04/03 12:00:07 AM FINISHED START OF THE DAY PROCESSING
FRI 04/04/03 7:19:07 AM PENDING LISTINGS TIMER WAS DISABLED.
FRI 04/04/03 7:19:07 AM ABOUT TO SEND OUT THE LISTING: C:\SPOONFEEDER\AUCTIONS\2003 U.S.MINT TUBE 20 SILV
FRI 04/04/03 7:19:07 AM THE TEMP HTML FILE FOR LISTING C:\SPOONFEEDER\AUCTIONS\2003 U.S.MINT TUBE 20 SILV
FRI 04/04/03 7:19:07 AM VERIFYING USER STATUS...
FRI 04/04/03 7:19:07 AM CHECKED USER STATUS WITHIN LAST 24 HOURS, STATUS WAS OK!
FRI 04/04/03 7:19:07 AM SUBMITTING 2003 U.S.MINT TUBE 20 SILVER AM. EAGLES! NR! (C:\SPOONFEEDER\AUCTIONS\
FRI 04/04/03 7:19:07 AM SIGNING TO EBAY...
FRI 04/04/03 7:19:08 AM SENDING SELLING FORMAT...
FRI 04/04/03 7:19:09 AM SENDING CATEGORIES ...
FRI 04/04/03 7:19:10 AM SENDING ITEM DESCRIPTIONS ...
FRI 04/04/03 7:19:12 AM SENDING ITEM DETAILS ...
FRI 04/04/03 7:19:13 AM SENDING PAYMENT AND SHIPPING INFORMATION ...
FRI 04/04/03 7:19:15 AM CONFIRM THE LISTING...
FRI 04/04/03 7:19:19 AM 2003 U.S.MINT TUBE 20 SILVER AM. EAGLES! NR! WAS SUBMITTED.
FRI 04/04/03 7:19:19 AM THE LAST SYNCHRONIZED TIME WAS: 4/3/03 10:00:22 PM
FRI 04/04/03 7:19:19 AM CONNECTING TO TIME SERVER "TIME.NIST.GOV".
FRI 04/04/03 7:19:20 AM CONNECTED TO TIME SERVER "TIME.NIST.GOV" AT 4/4/03 12:19:32 PM UTC.
FRI 04/04/03 7:19:31 AM SETTING THE SYSTEM TIME TO 4/4/03 7:19:31 AM.
FRI 04/04/03 7:19:31 AM SUBMIT: YOUR LISTING, "2003 U.S.MINT TUBE 20 SILVER AM. EAGLES! NR!" WAS SUBMITTE
FRI 04/04/03 7:19:31 AM 2003 U.S.MINT TUBE 20 SILVER AM. EAGLES! NR! WAS DELETED FROM THE PENDING LISTING
FRI 04/04/03 7:19:32 AM NEXT LISTING: EBAY AUCTION MANAGEMENT SOFTWARE SPOONFEEDER! WILL BE SENT OUT AT 4
FRI 04/04/03 7:19:32 AM PENDING LISTINGS TIMER WAS ENABLED.
FRI 04/04/03 7:20:17 AM EMAIL WAS NOT SENT OUT BECAUSE APPLICATION CAUGHT AN EXCEPTION: BIDCONNCLOSEDGRAC
FRI 04/04/03 12:26:00 PM PENDING LISTINGS TIMER WAS DISABLED.
FRI 04/04/03 12:26:00 PM ABOUT TO SEND OUT THE LISTING: C:\SPOONFEEDER\AUCTIONS\EBAY AUCTION MANAGEMENT SO
```

## Report Viewer System Log and Error Report







**Multiple File Search and Replace**

**Enter a Filename or Wildcard:**

**Drive and Directory/Folder:**

Include Subdirectories

**Search for:**

Case Sensitive

**Replace with:**

\*NOTE\* All files changed by this process will be backed up with the same filename and an extension of .00n

## Multiple File Search and Replace

### **Importing Existing Listings Directly from selling websites**

SpoonFeeder provides a very powerful method to import existing item listings directly from select auction or selling websites. This means you may create SpoonFeeder listing files from active listings which are currently running on an auction selling website, or from item listings which have recently ended. Combined with other SpoonFeeder features such as the concept of a default item listing file and the Bulk Editor, this gives sellers the ability to quickly move many listings from one selling website site to another. This method also provides a way to recover listings and related photos, which may otherwise be locked up in proprietary third party systems or tools. These resources are recovered back into your private control inside SpoonFeeder. In some cases, such as after a catastrophic failure of other services or systems, hard drive failures or computer loss, recovering the item listings using this import method may be the only way to save the valuable catalog of item listing data and associated photos. If other methods of listing export do not already exist, a seller need only list the item on the selling website and then import the listings into SpoonFeeder.

**Step 1: Verify you already have some active or recently ended item listings currently listed on a supported auction or selling website.** You will need to have listings available to import before proceeding. If listings you wish to import into SpoonFeeder are not currently running or recently ended, be sure to post the listings you wish to import using your third party software tools or methods. Note that SpoonFeeder also offers a CSV import feature that may be more direct and less costly for importing your listings. The CSV format allows import directly from other tools or systems to SpoonFeeder, bypassing the need to first have the item listings posted on a selling website. If you are able to create a CSV export file from your other systems, that may be the preferred method of import. If you are unable to create a CSV export file from your other systems and you still wish to import the items into SpoonFeeder, it will be necessary to first submit the item listings to the auction selling website in order to import them to SpoonFeeder. Please note that depending on the selling website from which you are importing, you may incur fees from the selling website for posting these listings. In most cases, sellers will have already incurred these fees since the items are already actively running in the normal course of selling activity, and therefore there will be little or no additional cost for importing listings in this method.

### **Step 2: Prepare and verify your Default listing file inside the SpoonFeeder Listing Creator.**

Because SpoonFeeder offers many listing features that may not be available on every selling website, you should prepare your initial or default settings for these features. For example, SpoonFeeder offers a feature called "Auto Relist Times" that may not be available as a listing feature on the auction selling website from which you are importing. However, that feature may be very useful on the auction selling website to which you will subsequently relist the item. Therefore you should set the intended value for this field, inside your Default file, before importing the item listings. That way, your imported item listings will all inherit the default settings you desire even though those settings may not be part of the auction selling website from which you are importing. Some other common fields and features available in SpoonFeeder that are not always

supported elsewhere include, site and listing format, category selection, template selection, Auto Relist Times, listing enhancements such as advanced hit counters and cross promotional gallery scroller, domestic and international shipping services and related shipping options and costs, shipping description, accepted payment methods, payment description, return policy details, etc. Please carefully create and verify all fields in your default item listing file inside the Listing Creator before importing. Should you forget to set a value as intended, you can always correct the default file later, then reimport the item listings again.

**Import Existing Item Listings**

From:

Items submitted between the following:

Start Date/Time:

End Date/Time:

Specifically the following item numbers:

Use a starting and ending phrase to delete part of the description. If the end phrase is blank, everything after the starting phrase to the end of the listing description will be deleted. (case sensitive, HTML okay)

To

I wish to download my photos locally to this computer.

Submission Options

Submit Later.

Bulk Submit into Pending Listings now.

**Step 3: From the Tools menu on the initial SpoonFeeder screen, select the menu choice “Import Existing Item Listings”.** The dialog screen shown above will appear. A number of options are available to help control the import of item listings. You may select the web auction selling site from which you will

import listings. Not all sites may support the import function. To import item listings which were submitted during a specific time period, check the box labelled “Items submitted between the following:” and specify a start date and time, and the end date and time. This will narrow the selection of which items to import to only those which were *submitted* during the specified time period. Keep in mind that depending on the site, there may be a limited time during which older ended items are available for import. Any item listings which were *submitted* during the specified time period, are selected for import. This includes active and running as well as item listings which have ended. Next you may optionally indicate particular items you wish to import by specifying their item numbers in a list. This give the ability to be very selective about which item listings to import. To do this place a check in the box labelled “Specifically the following item numbers:” and enter one or more item listing numbers separate by commas. Next, you may optionally specify phrases you wish to automatically remove from the imported item listings description. This allows the automatic removal of credit links from third parties or other redundant text information, unnecessary html or scripts that may be found and otherwise imported in the item listings descriptions. To use this feature, you will need to select a recognizable starting phrase or text segment and an optional ending phrase or text segment which will be used to identify the part of the item listing description to remove. All text, html and scripts located in the description field between these phrases will be removed during the import. If only the start phrase is specified and no end phrase is used, then all remaining text, html or scripts following the start phrase until the end of the listing description will be removed. To identify these start and end phrases, you may need to first import one or two listings and carefully examine their descriptions for the parts you wish to remove. Then rerun the import specifying the start and end phrases. This feature is especially good for removing unused hit counters, unused credit links, invalid html, unsupported active content, unused scripts or other text not desired to remain in the imported listings. If you do not want to remove anything from the item listing descriptions, or you intend to remove such description text manually at a later time, you may leave these fields empty and the entire listing description will be imported.

### **Locally recapture third party hosted pictures in existing listings**

To use this optional feature, place a check in the box labelled “I wish to download my photos locally to this computer” As part of the item listing import process, the photos which are referenced in each item listing which are hosted and located on the web will be downloaded to your local computer hard drive and the references in the imported listings will be updated to point to the newly downloaded and re-localized photos. These photos will be stored in the \SpoonFeeder\Pictures\ subfolder. This option will work for gallery photos, title bar photo URLs, and picture list photos properly defined in the item listings, and in some cases also work for photos embedded in the html descriptions. It is a great way to recover your valuable photography library which may be locked up in proprietary third party services or otherwise difficult or time consuming to download and recapture. Once the photos are recaptured, you may upload them and rehost them using the standard integrated SpoonFeeder picture service, or using the third party picture host of your choice.

**Step 4: Review your imported listings.** SpoonFeeder will place your imported listings in a subfolder of \SpoonFeeder\Auctions\ with a folder name indicating the website from which the item listings were imported and the date and time they were imported. If you run this import function several times, and depending on the options you select, its possible some of your item listings will be imported more than once and you could get more than one copy of the same imported listing, each located in different subfolders. At this point inspecting your items with Listing Creator or Bulk Editor will help you verify that the listings imported as you intended. Upon inspection of the imported listings, if a setting is missing or not as you intended, don't

worry. You can import the listings again after modifying your default file to the correct settings. Rerun the procedure and inspect the listings again until they are correct. Keep in mind that not every field can be controlled using the default file, since many fields and their values will import from the selling website from which you are importing.

**Step 5: Optionally move your imported listings to a new special folder that you create.** It is not a requirement to move the imported listings but some sellers prefer to carefully classify their catalog of listings according to category, color, price or other features. Now is the time to optionally move the listings to a more permanent or descriptive folder for your future convenience of locating and handling the item listings. If you intend to relist the newly imported item listings to more than one auction selling website in the future, you may wish to make multiple folders and multiple copies of the item listings, one copy for each selling website to which they will be submitted. At this point you can copy your newly imported item listings into new appropriately named folders. SpoonFeeder suggests you create subfolders in the \SpoonFeeder\Auctions\ folder to store these listing but of course they may be stored anywhere.

**Step 6: Revise your listings with Bulk Editor.** If you have just a few item listings to work with, then editing or revising them with the Listing Creator will be just fine. If you have many listings however, you will want to use the Bulk Editor because of its ability to rapidly change individual field values across many listing at once. Please see the section on the Bulk Editor elsewhere in this users manual for more details on rapidly changing hundreds or even thousands of item listings at the same time.

**Step 7: Relist your items to any marketplace or auction website supported by SpoonFeeder.** You can use the submit now function inside the Listing Creator to test submit a few of your imported and revised item listings. It is possible at this point you may discover a field or setting in your item listings that is not acceptable to the selling website to which you are submitting. If you find something not quite right upon submitting a few test listings, you may need to go back one step and continue revising the items until they are perfectly ready to be submitted. At that point you can bulk submit them as large group, or selectively schedule them to be submitted, or use any of the listing submission functions supported by SpoonFeeder.

## Importing Listings from CSV comma seperated value files

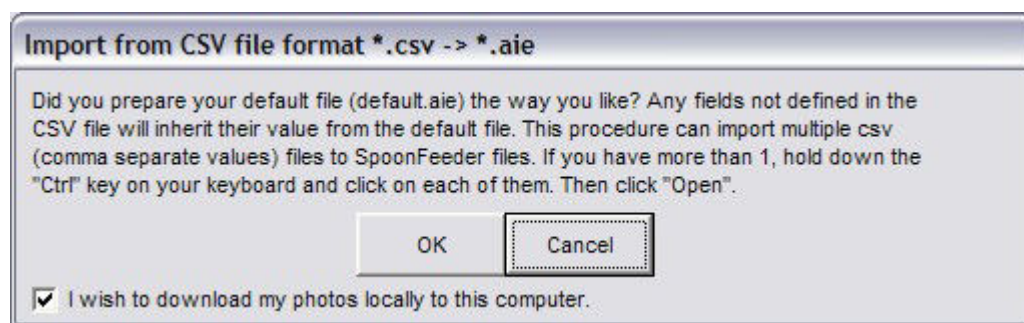
SpoonFeeder provides a way to import lots of listings in bulk using a specially formatted text file called a CSV file. CSV stands for comma seperated values and it refers to the format of the data inside this type of file. Many different kinds of software can read and write CSV files, enabling sharing of data between different systems. It is possible to import pre-existing listings created using other software programs, or downloaded from auction marketplace sites. If you have a database or computer based catalog with information about your products, it may also be possible to export your database or catalog into a CSV formatted file suitable for SpoonFeeder to read. This interface could be used to import just a few items, or tens of thousands of items in a single import file. Combined with SpoonFeeders bulk listing and scheduled listing capabilities, this enables sellers to list very large quantities of items for sale in a short period of time.

CSV files may be produced or edited by hand with spreadsheet software such as Microsoft Excel. SpoonFeeder can also read most fields exported by eBay's Turbo Lister CSV file format, *using the Turbo Lister format*. Many SpoonFeeder users who have very large product lists have successfully exported their own data from legacy product databases or third party product catalogs, by selecting and converting the appropriate data fields, and exporting them in the correct format, though this requires some data handling skill. Contact SpoonFeeder for assistance if you cannot convert your database to CSV format yourself.

Step 1: Be sure to create a SpoonFeeder "Default" listing file that will serve to fill in the fields which may not be supported by third party CSV formats, or to fill in the fields which may be missing from the CSV files you will generate. For example, your CSV file may not define a listing category, or it may not define a template, or you may decide that all of your shipping, payment or return policies are the same, and therefore do not need to be included inside the CSV file for every item. Any field not specified inside the CSV file, will be converted using the data defined in your default SpoonFeeder listing file. This is a very powerful feature that lets you import only a few fields from the CSV file, but generate complete and consistent SpoonFeeder listings which "inherit" the data defined in your default file, but missing from the CSV file. The default file may be saved inside the Listing Creator using the file menu.

Step 2: Generate a CSV file using Microsoft Excel, eBay's Turbo Lister, your own database or computer catalog, or from any compatible third party software able to generate appropriately formatted CSV files. (See below for format details.)

Step 3: Copy or move the CSV file into the file folder \SpoonFeeder\Auctions\



Step 4: Use the "tools" menu from the main screen in SpoonFeeder, and select "Import from CSV file

format” or “Import from CSV file format into Pending Listings” The first option converts the files and creates SpoonFeeder item listing files, the second option does the same but also immediately adds those newly created SpoonFeeder item listing files into the Pending Listings tab, where they can be scheduled or bulk submitted immediately. At this point you may also optionally check the box labelled “I wish to download my photos locally to this computer.” to indicate you would like to recapture your third party hosted photos. For more information about this feature, please see the users manual subsection labelled “Locally recapture third party hosted pictures” in the section “Importing Existing Listings Directly from selling websites”

Step 5: When using the tools menu to import the CSV files, select the name of the file, in the folder area you used in steps above. Note that its possible to import the CSV file from any folder, but the generated SpoonFeeder listing files will be created into the same folder where the CSV file is located. Its suggested to place the CSV file into the folder \SpoonFeeder\Auctions\. However, it might give some flexibility for better organization if you prefer to make multiple CSV files and store them in different folder directories. Just remember if you do this the SpoonFeeder listing files that will be created, will also be stored in the same folder where the CSV file is located.

Step 6: After the import completes, you can open these listings inside the Listing Creator or the Bulk Editor to inspect them and verify they imported correctly. If they imported correctly you can submit them to your favorite web selling venue using the normal listing functions. If there was a problem importing the CSV file or the data does not appear correctly inside the listing creator, please review the format of your CSV file and try to import the data again.

### **Formatting your CSV file:**

The first line or first record in the CSV text file is the header line, and it serves to define the fields and their order that will follow on the subsequent lines. So the first line defines the structure for the rest of the file. It is critical that the number of fields defined in the first header line, exactly match the number and order of fields, defined in the remainder of the file. You may selectively pick and choose the fields you wish to import, it is not essential to define all possible fields, you only need to define the fields you feel are necessary or valuable to import. (The remaining undefined fields “inherit” their value from your default listing file) Programs such as eBay’s Turbo Lister and other third party tools may already generate the correct and complete list of fields. The following fields are accepted in the CSV file:

**Site** - Numeric - Each web selling venue is given a constant value. Here are some common site values:  
EBAY\_SITEID\_USA = 0; EBAY\_SITEID\_CANADA = 2; EBAY\_SITEID\_UK = 3;  
EBAY\_SITEID\_AU = 15; EBAY\_SITEID\_AT = 16; EBAY\_SITEID\_BEFR = 23;  
EBAY\_SITEID\_FR = 71; EBAY\_SITEID\_DE = 77; EBAY\_SITEID\_IT = 101;  
EBAY\_SITEID\_BE = 123; EBAY\_SITEID\_NL = 146; EBAY\_SITEID\_ES = 186;  
EBAY\_SITEID\_CH = 193; EBAY\_SITEID\_TW = 196; EBAY\_SITEID\_USMOTORS = 100;

**Format** - Numeric - Each selling format, such as auction, fixed price, store listing, ad format, or classified is given a constant numeric value. Here are some common format values: UNKNOWN\_FORMAT\_TYPE = 0;  
CHINESE\_FORMAT\_TYPE = 1; (regular auction quantity=1) DUTCH\_FORMAT\_TYPE = 2; (auction for multiple items) LIVE\_AUCTIONS\_TYPE\_FORMAT = 5; AD\_FORMAT = 6; STORE\_INVENTORY\_FORMAT = 7;  
PERSONAL\_OFFER\_FORMAT = 8; FIXED\_PRICE\_FORMAT = 9;



**Currency** - ISO currency codes such as USD, GBP, AUD, CAD, EUR, CHF

**SubtitleText** - Text -Typically up to 55 characters, less on some sites

**Title** - Text - Typically up to 55 characters, less on some sites

**Description** - Text - Typically up to 500,000 characters, less on some sites

**SKU** - Text - Product code

**UPC** - Text - Universal Product Code or European Article Number - See Also *UniqueIdentifier*

**Cost** - Numeric - Sellers cost of item sold.

**Category 1** - For eBay, a numeric value used for categories, can be text for other sites.

**Category 2** - For eBay, a numeric value used for categories, can be text for other sites.

**Store Category** - Category number or code corresponding to the seller store custom category.

**PicURL** - Text - Web URL of a picture. On eBay this one is near title bar and bottom of listing.

**Item.ExportedImages** - Pipe seperated "|" list of picture filenames or URLs

**Quantity** - Numeric

**Duration** - Numeric. Valid values vary by format and site. Some examples 3, 5, 7, 10, 30 etc.

**Starting Price** - Numeric - For auction format, the price to begin the auction.

**Reserve Price** - Numeric - For auction format, the hidden price, below which the seller is not obligated to completet the transaction.

**BIN Price** - Numeric - The price to

**Private Auction** - Boolean

**Counter** - Numeric - A number designating the type of counter to use. 0 = do not use a counter; 1 = 'default'; 2 = 'greenled'; 3 = 'private'; 4 = 'ransom2'; 5 = 'Umbra'; 6 = 'Blocks'; 7 = 'Bones'; 8 = 'future'; 9 = 'green3d'; 10 = 'HandPaint'; 11 = 'hanger'; 12 = 'IronWood'; 13 = 'People'; 14 = 'poolballs'; 15 = 'ransom2'; 16 = 'Scrabble'; 17 = 'silver'; 18 = 'spooky'; 19 = 'Steel'; 20 = 'Stencil'; 21 = 'Surf'; 22 = 'teeny'; 23 = 'tiny'; 24 = 'Trumpet'; 25 = 'turquoise'; 26 = 'BingoBoard'; 27 = 'Visit';

**Buyer pays shipping** - Boolean

**Seller pays shipping** - Boolean

**Payment Instructions** - Boolean

**Specifying Shipping Costs** - Boolean

**Shipping & Handling** - Numeric - Domestic shipping cost for the first item.

**Additional Shipping** - Numeric - Additional cost to ship each extra item after the first

**Insurance Option** - Numeric - 0=Not Offered; 1=Optional; 2=Required at extra cost; 3=Included in Shipping Cost

**Insurance Amount** - Numeric

**Sales Tax Amount** - Numeric representing a percentage. Example for 6.25% pass 6.25

**Sales Tax State** - Text - Two letter abbreviations if for USA

**Apply tax to total** - Boolean

**Accept PayPal** - Boolean

**PayPal Email Address** - Text email address corresponding to seller's PayPal account

**AutoPay** - Boolean - Require Immediate Payment PayPal option

**Accept MO Cashiers** - Boolean

**Accept Personal Check** - Boolean

**Accept Visa/Mastercard** - Boolean

**Accept AmEx** - Boolean

**Accept Discover** - Boolean

**Accept Payment Other** - Boolean

**Accept COD** - Boolean

**Payment See Description** - Boolean

**Ship-To Option** - Boolean

**Ship-To Africa** - Boolean

**Ship-To Asia** - Boolean

**Ship-To Caribbean** - Boolean

**Ship-To Europe** - Boolean

**Ship-To Latin America** - Boolean

**Ship-To Middle East** - Boolean

**Ship-To North America** - Boolean

**Ship-To Oceania** - Boolean

**Ship-To South America** - Boolean

**Location - City/State** - Text

**Location - Region** - Text

**Location - Country** - Text

**Gallery** - Boolean

**Gallery Featured** - Boolean - Special positioning in gallery view

**Gallery URL** - Text - Web URL of gallery picture

**Bold** - Boolean - Listing will typically be bold text when displayed in search results.

**Highlight** - Boolean - Listing will typically be highlighted in color when displayed in search results.

**Border** - Boolean - Listing will typically have special border when displayed in search results.

**Featured Plus** - Boolean - Special premium positioning in category and search results.

**Home Page Featured** - Boolean - Special premium positioning on selling site main web page.

**Gift Icon** - Boolean - Listing may display an icon indicating its a possible gift item.

**GiftWrap** - Boolean - Seller offers gift wrap service for the buyer

**GiftExpressShipping** - Boolean - Seller offers express shipping

**GiftShipToRecipient** - Boolean - Seller offers direct express shipping to gift recipient

**UniqueIdentifier** - Text - ISBN number (books) or EAN/UPC product code, or certificate number from certified collectibles such as NGC certified rare coins

**BestOfferEnabled** - Boolean - Seller is willing to accept offers

**ShippingType** - Numeric - Fixed Shipping Rate = 1; Calculated Shipping Rate = 2; Shipping Rate Not Specified = 3;

**ShippingPackage** - Numeric -Indicates the type of packaging used to ship the item. None = 0; Letter = 1; Large Envelope = 2; USPS Flat Rate Envelope = 3; Thick Envelope = 4; USPS Large Package Oversize 1

= 5; Very Large Package Oversize2 = 6; UPS Letter = 7;

**ShippingIrregular** - Boolean - Indicates the item is unusual shape for shipping.

**ShippingWeightUnit** - Numeric - Defines the measurement system. USA Measurement System (lbs/ozs/inches) = 1, anything else is Metric System (kgs, gms, cms)

**WeightMajor** - Numeric - the primary significant value of the shipping weight such as lbs or kgs

**WeightMinor** - Numeric - the secondary smaller value of the shipping weight such as ozs or gms.

**Package Length** - Numeric - Length in inches or centimeters

**Package Width** - Numeric - Width in inches or centimeters

**Package Depth** - Numeric - Depth or height in inches or centimeters

**ShipFromZipCode** - Text postal code or zip code from where the item will ship

The fields in the header record and the fields in the data record are separated with commas. If commas might appear inside the field data, such as inside a description, title, or any text field, then the field must be enclosed in double quotes, so that the embedded commas that may be in the field are not interpreted as field separators. To be safe, it is suggested that all text based fields always be enclosed in double quotes.

Fields which are boolean in nature, having true or false settings, should be specified using zero (0) for false, and one (1) for true. Some examples of boolean fields are “Buyer pays shipping”, “Accept PayPal”, “Ship-To Europe”, and others.

### Sample CSV file:

The following is a sample CSV file for illustration purposes. Note that the sample presented below wraps to multiple lines. Blank lines in the sample below denote the end of a record, or the end of one line in the actual file. In the actual file each record must be on a single (longer) line.

For further detailed examples please also review the sample CSV file(s) which are distributed with the SpoonFeeder installation program. For an example csv file, check in the folder \SpoonFeeder\Auctions\ for a file name “**csv-sample.csv**”

```
Site,Format,Currency,SubtitleText,Title,
Description,
SKU,UPC,Category 1,Store Category,
PicURL,Quantity,Duration,
Starting Price,Reserve Price,BIN Price,Buyer pays shipping
```

1,1,USD,"Wonderful Coin","1867 PCGS MS 66 Seated Half Dollar Coin",  
"This coin is professionally graded, and encapsulated, mint state 66 by  
<B>Professional Coin Grading Service</B>",  
123456789012,210987654321,3363,3,  
<http://www.google.com/intl/en/images/logo.gif>,1,7,  
27500.00,29999.00,32500.00,1

### **Bulk Convert Picture Files into Listings Using CSV import**

It is possible to quickly create an unlimited number of item listings using only pictures of the items. If you have a file folder containing only item photos, you may use the following procedure to rapidly generate one complete item listing for each photo. The listings may then be bulk submitted for sale or scheduled for submission to the selling venue of your choice.

Step 1: Take photos of all you items or acquire photos of all you items and place those picture files into a folder on your computer. i.e. \PICTURES One item listing per photo will be created so if you have several photos of the same item, then several item listings will be created, one for each picture. Pictures located in subfolders, if any, will also be processed. It is essential that only known good photos files be stored in these folders, no other types of files should be mixed in with the photo files.

Step 2: Create a csv file that contains one picture filename per line. From Windows start button select “Run” and enter “CMD” as the name of the program to open. A black DOS command window should appear with a blinking cursor. Change into the directory where the item photos are stored. If the photos are stored in a folder called \PICTURES then type the command “CD \PICTURES” and press enter. Substitute the appropriate folder name according to the location of your photos. The command prompt should change to indicate you have changed into the correct folder. Then type the command:

```
DIR /B /S /A:A > \SPOONFEEDER\AUCTIONS\IMPORT.CSV
```

And press enter. This will create a file called \SPOONFEEDER\AUCTIONS\IMPORT.CSV. Close the black DOS command window.

Step 3: Edit the file produced in the previous step to include the appropriate csv header information. Use windows Notepad or similar text editor to open the file \SPOONFEEDER\AUCTIONS\IMPORT.CSV and insert the following new line at the first line of the file: *Item.ExportedImages* . This line is case sensitive and must be typed exactly as shown. (See the users manual section on formatting your CSV file for more information about this and other fields.) Then save the file including the newly inserted first record.

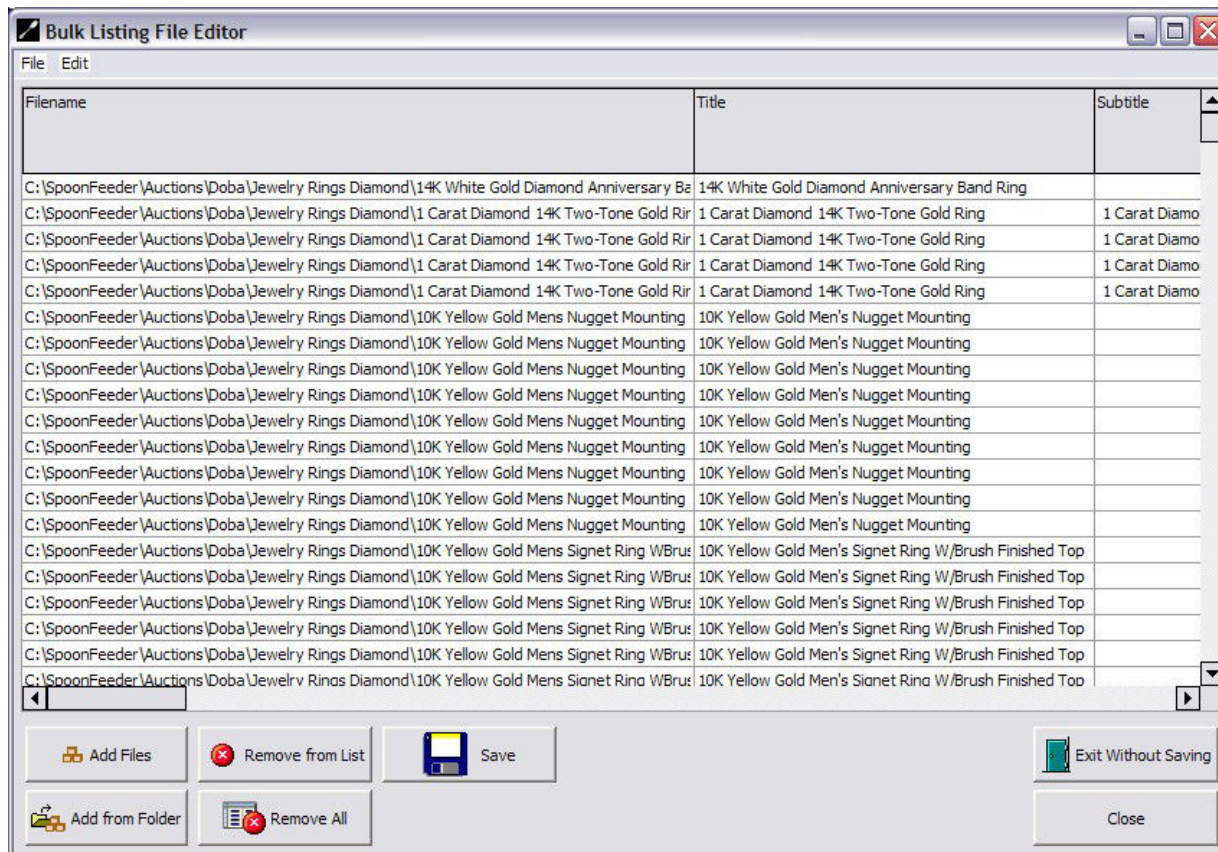
Step 4: Carefully prepare your default listing file with all item listing details except the photos. Be sure to set the selling venue, currency, category, shipping and payment details, template selection, and everything else, other than photos, that you wish the imported listings to include as a default. It is advisable to make the gallery photo reference the first picture in the picture list. Consider making a single test listing to be sure all your settings are as you intend. Save the default file using the “File” menu inside the “Listing Creator”, “Save Current Listing as Default Starter Listing.” or simply save the listing file using the file name “Default”.

Step 5: Import the CSV file to create listings in bulk. From the main screen of the program, select the menu “Tools”, “Import from CSV file format” (or “Import from CSV file format into Pending Listings) Navigate to select the csv file \SPOONFEEDER\AUCTIONS\IMPORT.CSV One item listing per csv file record will then be created and saved into the same folder as the csv file.

Step 6: Review and edit your new listings as needed. Submit them to the selling venue of your choice using any of the normally available listing methods such as “submit now”, “scheduled submit” or “bulk submit”.

## Bulk Listing Editor

Changing and editing item listings one at a time works great if you just have a few listings. But what do you do when you have a lot of listings or a whole catalog of hundreds or even thousands of listings? Use the Bulk Listing Editor of course! This tool is designed to let sellers select a group of listings to work on, load them into a grid style editor, then perform various operations upon the fields in those listings, *in bulk*. This tool supports copying field values from your default file or between listings, assigning field values to all selected item listings, search and replace across multiple selected listings, cloning listings, and many other features that work on many items at the same time. It is capable of working with several thousand item listings at once. To access this handy tool, select the menu choice “Bulk Listing File Editor” from the “File” menu, or press the large “Bulk Listing Editor” button on the initial SpoonFeeder screen.



Many different functions and operation which work on the listings and their fields are supported. Most of these functions are available as both a button and as a menu choice.

**Add Files:** In order to work with listings in bulk they must first be added into the Bulk Editor grid. You may selectively pick the listing files you wish to work with. Choose the Add Files button or menu choice to pick and choose any set of listing files. You may hold the CTRL key down to select multiple files.

**Add From Folder:** If you have your listings organized into folders, you can rapidly load in all the listings

inside a single folder by selecting the Add From Folder button or menu choice.

**Remove From List:** To remove a single listing item from the bulk editor grid, first highlight the item listing you wish to remove and then select the Remove From List button or menu choice. This does not delete the listing but just takes it out of the list.

**Remove All:** This option will completely clear the bulk listing editor of all item listings so you can start fresh. this does not delete the item listings but simply removes them from the editor list.

**Save:** To committ your changes to disk, press the Save button or select the corresponding menu choice. Any listings which were modified will be saved out to disk.

**Exit without Saving:** To abandon changes select Exit without Saving button or menu choice. This is useful if you realize you have made mistakes in the bulk editor and you do not want to commit them to disk.

**Close:** To close the bulk listing editor press the close button or choose close from the menu choice. If you have any unsaved changes you will be offered the opportunity to save or abandon your changes.

**“File Menu”, “Undo Grid Sorting”:** The bulk editor has the ability to sort the records by any column. If you wish to revert to the original natural order, select the Undo Grid Sorting function.

**Copy / F1:** The power of the bulk editor lies in its ability to duplicate field values between individual listings or between many listings. The most simplistic method to copy field values between listings it to use copy and paste. To copy a field value, first position the field highlighter on the desired row and column, then press the function key F1 on the keyboard, press the copy button, or select the copy function from the menu. The field value will be stored in the buffer ready to be pasted to another listing.

**Paste / F2:** After using the copy function described above, position the cell hightligher on the desired destination row and column and press the function key F2 on the keyboard, press the paste button, or select the paste function from the menu. The contents of the paste buffer will be copied to the destination item listing. Depending on which field was originally copied into the paste buffer, there may be some restrictions on which columns may receive the paste buffer. Generally you will be limited to copy fields between item listings where the source and destination field are the same. To paste the same buffer to more than one item listing, move the cell highlighter to additional rows and use the paste function again. In this way you may duplicate the field value across many item listings.

**Copy to Next Line / F3:** A shortcut to using the copy paste method is the copy to next method. In this function, you may copy a field value from one item listing to the one located directly below it in the next row. First position the cell highlighter on the source field that you intend to copy. Then press the F3 key on the keyboard, or press the “copy to next line” button, or select this function from the menu. The field value will be copied down to the next row and the cell hightligher will also move down. To continue copying the field value down to additional rows use the function additional times. You may be able to hold down the F3 function key and copy the field value all the way down the entire group of items listings. After using this function, the paste buffer also remains. This allows you to selectively move the cell highlighter to rows other than the next row, and then paste the field value to any row using the F2/Paste function described above.

**Reset Cell to Default Value / F4:** If you wish to reset any cell value to the setting defined for the field in your default file, use the function key F4 on the keyboard, press the “reset cell to default value” button, or select the function from the menu. The field value set in your default file will be copied to the currently focussed row and column.

**Create New Listing / F5:** To make a new listing directly from within the bulk listing editor, press the F5 key on the keyboard, press the “create new listing” button, or select the function from the menu. A new row will be inserted at the current position and a new listing will be created that will inherit most of its field values from your current default file. Remember to define a value filename for your new listing before saving.

**Clone Highlighted Listing / F6:** This feature is especially useful to make new listings that are very similar to other existing listings. In some cases you may be able to copy a “starter listing” or “template listing” and then modify or complete the values in just a few fields. To make a new listing and set all of its field values the same as another listing, first position the cell highlighter on the row and item listing you wish to copy. Then press the function key F6 on the keyboard, press the “clone highlighted listing” button, or select this function from the menu choice. Be sure to modify the filename field to create a unique new filename before saving.

**Copy Value to All Selected Rows / F7:** If you wish to copy a field value to all listings or copy a field value to a significant number of item listings, first select all rows or select just those rows you wish to receive the copy of the field value. Then you may optionally position the cell highlighter on a field that you wish to copy. Then press the F7 key on the keyboard or press the “copy value to all selected rows” button or select this function from the menu. The current field value will be displayed and you will be given the opportunity to change the field value or select the new field value from a specialized selector dialog. When you confirm your choice, the field value will be copied to all selected item listings. Before you use the “copy value to all selected rows” option, you may wish to first use the “select all” function rather than selecting every row individually.



## **Templates: How to make or customize them yourself.**

SpoonFeeder uses pre-made graphical listing designs called templates. These templates can help dress up your item for sale, add themes, color, graphics, animation and pizzazz to your merchandise listings. If you want to create more interest in your item listings and make them look more professional, templates are a great way. A good template can also help you realize higher bids for your merchandise, generate higher sell-through rates, and even build brand recognition. SpoonFeeder comes with a series of templates built right into the program and also offers an optional template collection CD with several hundred additional templates available for purchase. Many of these templates are category related, and some of them are related to holidays, yet others are just simple colors, textures and patterns. The template themes range from silly and whimsical to serious and professional. Some of the built-in templates you might like to try include the following:

Autumn Landscape, Eagle with Stars, Big City, Flowers Red Purple, Daisies, Handshake, Key Splash, Laptop Computer, Map, Metal Frame, Red Handrail, Scorched Leather, Sea Shell, Wavy Orange Green, Green Brown Tab, Golden Gray, Crumpled Paper

But what if you want to customize a template that you already use with another software in order to make it work with SpoonFeeder? What if you want your auction listings to mimic the design of your highly customized website? What if you just want a completely new look for your auctions and you want templates other than those offered directly by SpoonFeeder? Well the answer is simple: just make your own or use one offered by a third party graphic designer. Anyone with basic knowledge of html and web design principles can make SpoonFeeder templates. In some cases, even if you are not an html expert, you can adapt some of the existing SpoonFeeder templates and customize them with your own color pallet, logo and graphics. With a little experimentation and careful attention to details you will be making your own templates in no time. For those wishing to hire a third party to help with their template creation, or purchase the services of a design company, you should provide these instructions to them.

Template Basics: SpoonFeeder templates are essentially segments of html text files with a few extra special key words added that help guide the program to put certain parts of the listing in certain places. Finished SpoonFeeder template files are located in the folder \SpoonFeeder\Templates\. Even though templates typically are complete html files or contain segments of html, the actual template files may use the filename extensions “.tplt”, “.htm” or “.html”. The filename portion of the template file is used to describe the template. So a template featuring a “balloons” theme might be called \SpoonFeeder\Templates\Balloons.tplt If you create a new template file and place it into the folder \SpoonFeeder\Templates\ you will need to restart the SpoonFeeder program in order for it to recognize the new template. When new template files are recognized the filename will appear in the template selection drop down list inside the Listing Creator and the Bulk Listing Editor. Once you create a new template with the correct filename and place it into the correct folder and restart the SpoonFeeder program you will be able to select and use the template with your item listings just like any other.

To make a template you can start completely fresh by making a new file, or you can copy an existing template file, and then edit the copy. So a common way to make a new template is to copy an existing template to a new name and then edit the new file to incorporate changes in colors, graphics, element positioning, tables, etc. You may use any text editor to work on your templates. Some people prefer to use

very simple text editors such as Microsoft Windows Word, Notepad or Wordpad. In many cases you can also use more advanced html editors to create and edit your templates. Just be sure the file you create is just a simple text file with the extension “.tpl”, “.htm” or “.html” and is placed into the \SpoonFeeder\Templates\ folder.

Special keywords are used inside template files. These keywords are what SpoonFeeder uses to substitute various parts of the listing into the template. For example the title text you define inside the SpoonFeeder Listing Creator will be substituted (placed) into the template at the location where the word **[TITLE]** appears. You can control the positioning of the title by moving the keyword inside your template file, or by formatting the title keyword using various html commands. Any template keyword may be omitted in your custom template. However it is recommended to include them all for maximum template flexibility. Omitted template keywords will limit your template’s ability to display all the information defined in the item listing.

**<TEMPLATE BODY></TEMPLATE BODY>**

Defines the start and end of the template body.

**[HTMTITLE]**

Defines the position of the item listing title.

**[SUBTITLE]**

Defines the position of the item listing subtitle.

**<DESCRIPTION></DESCRIPTION>**

Defines the start and end of the item listing description section. These mark and surround the section which will become the item listing description.

**[DESCRIPTION SECTION LABEL]**

Defines the position of the label that appears above the description section.

**[DESCRIPTION]**

Defines the position of the item listing description.

**<PAYMENT></PAYMENT>**

**[PAYMENT SECTION LABEL]**

**[PAYMENT DESCRIPTION]**

Same as the description keywords described above but used for the payment description.

**<SHIPPING></SHIPPING>**

**[SHIPPING SECTION LABEL]**

**[SHIPPING DESCRIPTION]**

Same as the description keywords described above but used for the shipping description.

**<RETURN></RETURN>**

**[RETURN SECTION LABEL]**

**[RETURN POLICY]**

Same as the description keywords described above but used for the return policy description.

**<ADDITIONAL PICTURES>**

Defines the position where the group or list of photographs will be positioned.

As an example, here is the relatively simple “Balloons” template in its entirety:

```
<HTML>
<HEAD><TITLE> [TITLE] </TITLE></HEAD>
<BODY>
<TEMPLATE BODY>
<table background="http://pics.spoonfeeder.com/FORAIE/GRAPH/background/
balloons.bmp">
<tr><td>
<CENTER>
<H1> [HTMTITLE] </H1>
<H2> [SUBTITLE] </H2>
<p>
<ADDITIONAL PICTURES>
<table width=100%>
<center>
<DESCRIPTION><b>[DESCRIPTION SECTION LABEL]</b><BR>
[DESCRIPTION]<P>
</DESCRIPTION>
</center>
<P>
<PAYMENT><b>[PAYMENT SECTION LABEL]</b><BR>
[PAYMENT DESCRIPTION]
<P>
</PAYMENT>
<SHIPPING>
<b>[SHIPPING SECTION LABEL]</b><BR>
[SHIPPING DESCRIPTION]
<P>
</SHIPPING>
<RETURN><b>[RETURN SECTION LABEL]</b><BR>
[RETURN POLICY]</RETURN>
</table>
</CENTER>
</td></tr>
</table>
</TEMPLATE BODY>
</BODY>
</HTML>
```

## About using graphics inside your SpoonFeeder template

Your template will likely use a background graphic to provide some color, texture or contrast and you may also want to use some border graphics or graphics in each of the various template sections. Some templates are rich in graphics and others use just one or two graphics. Although you can make your own graphics from scratch with third party programs such as Microsoft Windows Paint, Adobe Photoshop, Print Shop programs or the like, there are also numerous sources of ready-made graphics and clip art on the internet. Graphic artist and designers can also make graphics and logos to your specification. Many graphic

artists can provide or develop custom graphics for you as part of a template design service. Graphics can serve as major “building blocks” for your template and are typically developed as an integral part of template design. How you use graphics in your template is up to you and your creative ideas. There are endless possibilities for placement, positioning and number of graphics.

Regardless of the number of graphic pictures in the template all of them will eventually need to be hosted on an internet web server. This means you must find an internet based picture host, upload the graphics and photos, and then reference the graphics and clip art using their web URL. You may have noticed a web URL inside the example template shown earlier. This graphic was used to define the background of a very simple “balloon” theme template.

`http://pics.spoonfeeder.com/FORAIE/GRAPH/background/balloons.bmp`

Notice this web URL begins with “http://” which is a common prefix found on most web hosted graphics. After you upload your graphics to your web picture host, you can access them using this method. Although it may be possible to work on a draft of your template using local graphic files stored on your computer’s “C:” drive, graphics referenced as local files in your template will not be visible to other people on the internet unless they are first uploaded to a picture host, and you reference them in your template using a web URL. Its ok to use local graphic references during the design and testing phase of building your template, but remember you need to upload them to an internet based picture host in the end. There are a number of different ways to have your graphics hosted. You can use your own web server, acquire or rent file space on some third party web picture host, or use the integrated free picture hosting service provided by SpoonFeeder. In the first two methods, you will likely need to transfer the graphic files to the web server using a method called FTP or similar file transfer protocol. Please consult the instructions provided by your third party service provider if you will use this method. If you will use the integrated free picture hosting service provided by SpoonFeeder, you can upload your template graphics by simply adding them to the picture list of a test item listing, and letting them be uploaded by SpoonFeeder using the web preview tab inside the Listing Creator. After the template graphics are uploaded by SpoonFeeder using the web preview tab, you can right mouse click on each graphics and check the properties to find the filename assigned to your graphic which is now hosted by SpoonFeeder. From the graphic properties, you may highlight the filename and copy and paste the URLs to your template. Your SpoonFeeder hosted picture will have a unique and somewhat cryptic filename and URL, which serves as a way to identify your own pictures and to guarantee the filenames will never collide with other similar names. An example of a SpoonFeeder hosted graphic will have a filename similar to the following:

`http://pics2.spoonfeeder.com/AieFTPFiles/AIEUser/D2P2JW8CXQRA/6AKRZC9K4NDQ.jpg`

This type of picture reference, combined with appropriate html commands, will be needed inside your template wherever you want a graphic or clip art to appear.

Please note that “off-line” local preview features of SpoonFeeder cannot be used with references to web hosted graphics and therefore local and web preview tabs in SpoonFeeder will display the template identically.

### **Third party sources of templates and design services:**

Although making templates yourself is a relatively straightforward process which many people enjoy, it does require a higher level of html skill and dedication to the graphic and web design process. If you are not html and web savvy, or if you find developing custom graphics and logos challenging, it may be faster and less expensive to buy ready made templates or to hire a web designer to customize an existing template or build one from scratch. As you might expect there is a wide range of quality and price available to you. Listed below is a short list of some well known sources of templates you might want to consider. This is only a starting point and you will find many others on the internet. SpoonFeeder does not warrant or guarantee the workmanship or quality of the products or services of any source referenced in the list below. Please do your own careful research when considering a third party supplier for your template needs.

#### SpoonFeeder Template Collection

Available directly from SpoonFeeder, this product provides several hundred additional templates. See the SpoonFeeder website pricing page for ordering details.

#### PepFX Design,

PepFX has years of deep experience developing SpoonFeeder templates and graphics. This company actually created most of the designer quality templates that are included with the SpoonFeeder program. Their award winning firm specializes in web development of all kinds and their creative range is excellent. You will find this company excels at much more than template creation and they are also a great choice for larger web projects that may incorporate SpoonFeeder templates as part of an overall theme. For more information visit their website at <http://www.PepFx.com> or email them at [Office@PepFx.com](mailto:Office@PepFx.com)

eBay is also a good resource to locate third party templates, ready made graphics, clip-art, and designers selling template related services. Search for “Listing Templates”, “Web graphics” and “Logo Design”.

Please note that most so called “ready-made” third party listing templates will still require editing to make them compatible with SpoonFeeder. Generally this means you must place the files into the \SpoonFeeder\Templates\ folder and then edit them with a text editor to introduce the special keywords SpoonFeeder uses to position listing elements such as title, description, pictures etc. Please see the details on these keywords earlier in this section.









## About using graphics inside templates

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