



SELLER NEWS | *September 2015*

Dear sellers,

What a month! Huge thanks to everyone who participated in our September sale. The momentum built and built and the final day was one of our biggest this year. Also, Eri loved catching up with many of you in person at the Top Drawer trade fair in London. You were the bright point in a visit where the weather couldn't be bothered coming to the party(!) And we're all enjoying seeing the new summer and Christmas ranges many of you have started uploading – keep 'em coming.

The hardtofind team

CHARACTER COUNT FOR PERSONALISED FIELDS

Thanks to our clever tech team, you can now enter a maximum number of characters for personalisation – and customers won't be able to go over it when they're entering text. This should hopefully make the hectic run-up to Christmas that much smoother for you this year.

UPDATE TO DELIVERY INFO

In the leadup to Christmas, we've added the delivery information on each page to the product description as well so it's even easier for customers to see. That should hopefully make lead, dispatch and delivery times *super clear* and cut down on any customer confusion & enquiries. We've also automated the shipping info for international sellers to simplify that side of things for you, and standardise things more for your customers. If you'd like to make changes, send us an email at sellersupport@hardtofind.com.au.

PUMP UP YOUR PRODUCT DESCRIPTIONS

This is one area where 'less is more' definitely doesn't apply. The more info you can provide, the better (and the fewer enquiries you'll get). When you're writing your descriptions, it's worth putting your customer hat on and thinking, "What would I like to know if I was buying this?". Whether it's sizing information, dimensions, material and care instructions, add it in – and make it that much easier for someone to decide there and then to buy your products.

hardtofind.

htf SELLER COMMUNITY

MARKETING PACKAGES

It's what you've all been waiting for... the new seller marketing packages. We've included options to suit everyone, so please take a look at the packages PDF we've attached. If you've got any questions at all, email us at marketing@hardtofind.com.au.

CHRISTMAS CATALOGUE

For those of you involved in the Christmas catalogue, these are the magazine on-sale dates so you know when to up the caffeine and vitamins in preparation for the onslaught of orders(!)

| Publication | On-sale Date |
|-----------------------------|--------------|
| Good Weekend SMH | 21st Nov |
| Good Weekend The Age | 21st Nov |
| The Collective | 9th Nov |
| New Idea (East Coast Metro) | 9th Nov |
| InStyle | 16th Nov |
| Marie Claire | 5th Nov |
| House & Garden | 2nd Nov |
| Home Beautiful | 16th Nov |
| Gourmet Traveller | 26th Oct |
| Women's Weekly | 22nd Oct |
| Woman's Day (Subs only) | 26th Oct |
| Real Living | 9th Nov |
| Elle | 23rd Nov |
| Harpers Bazaar | 9th Nov |
| Belle (Subs only) | 16th Nov |
| OK! (Subs only) | 12th Nov |
| Cosmopolitan (Subs only) | 2nd Nov |
| Homes+ (Subs only) | 16th Nov |
| Women's Health | 2nd Nov |
| Good Health (Subs only) | 5th Nov |
| Yours (Subs only) | 29th Oct |

NEW SELLER PHONE NUMBER

We've got a new seller support number for Australian sellers: 1800 824 280. We'll keep you posted when we have a new number for UK sellers, too.

TEAM ANNOUNCEMENT

Now to the hard part... it's time to say goodbye to Nathalie, who's been at hardtofind since the early days. We wish Nathalie all the best as she goes off in search of new career challenges and life adventures. Please join us in wishing Nat Viel Glück!

As always, if you have any questions or concerns, please don't hesitate to get in touch with us at sellersupport@hardtofind.com.au.

