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# How to Effectively Use Buyer Requirements



Academy contributor Charles, aka [silberma1976](#) on Fiverr, struggled with writing in high school. After learning to express himself through poetry, his writing improved so much that he was able to get his poetry published. Now, Charles shares his talents and advice on Fiverr. Today's article focuses on effectively using the buyer requirements on Fiverr.

## How to Effectively Use Buyer Requirements

Buyer requirements can aid both buyers and sellers in the ordering process. They allow the seller to specifically ask for any information they may need to do the job well. Likewise, they allow the buyer to communicate any needs as clearly as possible so that every order specification is met. However, buyer requirements vary from seller to seller, Gig to Gig, and category to category. Thus, it makes it difficult to recommend a standard template for setting up buyer requirements. Instead, looking at how to use buyer requirements for different data collection methods is a more effective way of discussing how to effectively use them.

When you look at buyer requirements as a data-collection tool, it simplifies the process of setting them up. As a seller, you simply need to ask yourself what information you need to collect to ensure you deliver the highest quality of work. That answer will drive how you setup your requirements, which buyers can see before purchasing. You want to really think this through and research what other sellers are asking for to gather inspiration.

Buyer requirements, however, are for more than just collecting data on the project you are about to embark on. They can also be used to upsell and gain feedback to constantly help improve your Gig and marketing efforts. Below are some creative ways of using buyer requirements for increased customer satisfaction, up selling, marketing, and more.

## Using Buyer Requirements for Project-Related Data Collection

This is the primary purpose for using buyer requirements: to collect information about the order so you can get it done right the first time. In setting up your requirements, consider that the buyer can view them in your Gig before purchasing. Like you would with any

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requirement.

Along with aligning your requirements with your Gig, you'll want to keep some of these other considerations in mind. When setting up a buyer requirement, especially if you require a file such as a photo or a document, asking for just the attachment with nothing else can be frustrating for a buyer. Not every buyer will know to upload the file and leave further instructions in a message. You can use this portion of the ordering process to educate the buyer on what to do. Give buyers detailed instructions. If need be, provide examples of the type of information you need. You might say, for example, "Please attach your photo and provide instructions on what you would like removed. Please be as specific as possible. The more you give me, the better I can do my job." In this manner, you are encouraging the buyer to share and making the process more fluid, which can lead to more sales if you do a good job. Buyers like easy communication. You can also make certain items required to emphasize their importance, make multiple choice options to let buyers know they have options, or allow for free text to let clients express their needs in greater detail. Use these features to capture as much information as possible to help you get the job done to the highest degree.

Lastly, consider the fact that glitches happen and people forget things. There will be times when a buyer does not actually submit the requirements for the sale to start. In these cases, you can use the "Nudge Nudge" button to remind them you need more information. Or you can message them and let them know that they need to fill in the buyer requirements and submit it for the order to officially start. This shows patience and that you are willing to teach your buyer. Buyers appreciate these qualities as a whole. Even more, be wary of the amount of requirements you list. Nothing is more frustrating to a buyer than making a purchase only to find out they still have to play Twenty Questions. Try to be clear in what you are asking for, and ask for it using as few requirements as possible.

## Using Buyer Requirements for Upselling

We are all here to make money; this is a fact. Up selling Gig® Extras can be a challenge. Buyers have budgets, and may not see a need for the Extras, or may not realize they even exist. In the buyer requirements, you have a unique opportunity of reminding buyers of your other services. While this may not bring an immediate purchase, it lets you experiment to see if your Gig Extras are actually attractive to buyers. It is probably best to pick a Gig Extra you know has high value and highlight that in your requirements. That way you do not overwhelm buyers with a slew of up sells after they have already made the purchase, which could make a buyer wary of the quality of work they may receive.

You can start with a simple multiple-choice requirement. For example, let's say you provide proofreading or copyediting services and you offer an Extra to provide comments on common errors to help the buyer learn how to improve their writing. Your buyer requirement might read like the following.

### Buyer Requirement:

Would you like to add comments on common grammar mistakes in order to learn how to improve your writing for only \$5 more?

### Multiple Choice Options:

- 1) Absolutely! Please send a custom offer!
- 2) Great idea, but no thank you!
- 3) What do you mean? Please tell me more about this!

In this sample, you are asking if the client would be interested in an additional service that may be helpful. You are giving them the chance to choose their response and take the appropriate action. This is nonintrusive and a great way to see what kind of response you

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that you do not often get an up sell. A few of these will add up over time. Also, you can choose to make these requirements so that you do get feedback.

## Using Buyer Requirements to Help Market Your Gig

I learned about this in the Fiverr Podcast. In your buyer requirements, you can add a requirement to ask where the buyer found your Gig. You can leave it open-ended or give them ideas of what you mean. I give examples of a Fiverr search with certain terms, a general web search, and more. You can do this using free text or multiple choice. I choose free text because it is less cumbersome. The feedback I have received has been nothing short of illuminating. I keep a detailed record of my sales, and in the record I have a section for where the sales came from. I have seen that, despite my robust social media presence and Fiverr portfolio website, most of my sales come from repeat buyers and Fiverr searches. This tells me I should focus my efforts on keeping my Gigs current and in great shape. It tells me that the work I do and other techniques I use to provide great customer service are paying off. In the end, this insight frees me from spending time and energy where it is not effective.

Buyer requirements are more robust than just their intended use of collecting data about a project. While this is key to giving a high-quality product, if you think creatively, buyer requirements can help you upsell, learn about what Gig Extras work, and learn how to better market your services based on where your sales come from. Ultimately, using buyer requirements effectively results in real-time feedback from your buyers, which helps you grow as a seller and target your Gigs the right way to get those coveted sales.

*Have any tips on buyer requirements that we missed? Please share them in the comments below!*

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