

Buyer Communication FAQs: Initiating a Gig Sale

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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. In this series, he answers FAQs on communicating with buyers.

As a seller, your communication with a buyer is critical. From [making that great first impression](#) to communicating during the Gig creation process to how you respond after you deliver, communication is everything on a digital platform like Fiverr. Most of the communication you will have with a buyer will be through questions. This is only natural as buyers are going to ask questions to learn more about your services, how you can help, or how to use a feature. Therefore, it is important to be prepared to answer these questions. So, I've created three posts to cover the most commonly asked questions by buyers, common situations, and the appropriate responses that will help you land sales. This first post focuses on the common questions of initiating a Gig sale. Let's dive in.

Is it common practice to respond when someone purchases my Gig?

While many sellers choose to get to work right away and not respond until delivering the order, they may be missing out on a premium opportunity to build a relationship and upsell. Best practice dictates not leaving the buyer wondering. You want to ensure they know you got the order. A suggested response for when you get an order is below:

Thank you for placing an order with me! I appreciate your purchase and I wanted to acknowledge receipt of it. I will get started right away and let you know if I have any questions. While you are waiting, please visit ("my Gigs" or "my portfolio website link") to learn about my other services.

Responding this way shows respect, lets the buyer know you are working on the project, and lets them know you will contact them with inquiries. This allows you to control what you ask and avoid getting an overabundance of information from the buyer that may not be pertinent to the Gig. Moreover, it lets them know you offer other services. This way you are increasing the chance a buyer may purchase another Gig from you.

When a buyer contacts me before ordering, how do I negotiate terms of the order without losing the

potential sale?

Your initial tendency may be to send a custom offer right away. This is not best practice. This sends the message that all you want is the sale and that you do not care to know what the customer's needs are. Imagine if you were a brick-and-mortar store. If a customer walked into the store, it would be foolish to ring them up and ask them to just pay. You want to learn more about their needs. The same goes here on Fiverr. You will want to craft a response that starts a conversation. When a buyer invests time discussing a project with you, you are more likely to come to realistic terms for a cost and a time frame because you know what they want, and they trust you because you showed them that you care! A response like the one below is suggested:

Thank you for contacting me about your project. I am very excited to have the opportunity to work with you. Please tell me more about your project needs. The more detail you provide, the better I can assist you and present a fair and accurate quote. Feel free to ask as many questions as you need to ensure we are on the same page so that I can get it right the first time!

How do I deal with spam messages where other sellers try to ask to work for me or sell me their services?

Great question! Because Fiverr gives us a response rate that can affect our sales, we must respond to every message. The initial reaction to spam may be to say something abrupt or a simple "no thank you" to move on with your day. However, this is a great opportunity to help educate another member of the community. A typical response might look like this:

I appreciate your predicament. I write alone, however. Please know when you send these messages out, you place sellers in an awkward position. For those who choose not to respond, their rating goes down. Others see it as spam and will report you, putting your account in jeopardy. Visit the buyer request and read the forums. Best of luck to you.

This is simple yet respectful. Some people who send these spam messages do not know the rules, and they simply want a sale like you and me.

Found these relevant? Stay tuned for the next buyer communication FAQ post, covering the most common buyer questions that occur during the order process.

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