



How to Setup and Run Your BidNow Auction

Congratulations on your auction! We are going to make it quick, painless, and (dare we say it?) fun to setup and run this thing.

It couldn't be easier, and you're going to be an expert in no time.

A basic overview to get us started:

You setup your auction with a Name, a Start Date/Time and End Date/Time, a minimum Bid Increment, and a little information about your bidders.

For your auction, every item is assigned a KEYWORD.

You setup each item with a KEYWORD and a minimum bid. This takes about 20 seconds per item.

Your bidders place bids by texting the KEYWORD to 78619.

They receive a text whenever they are outbid.

At the end of the auction, winners and losers for each item receive texts (that you've created) giving them payment and pickup information, and thanking them.

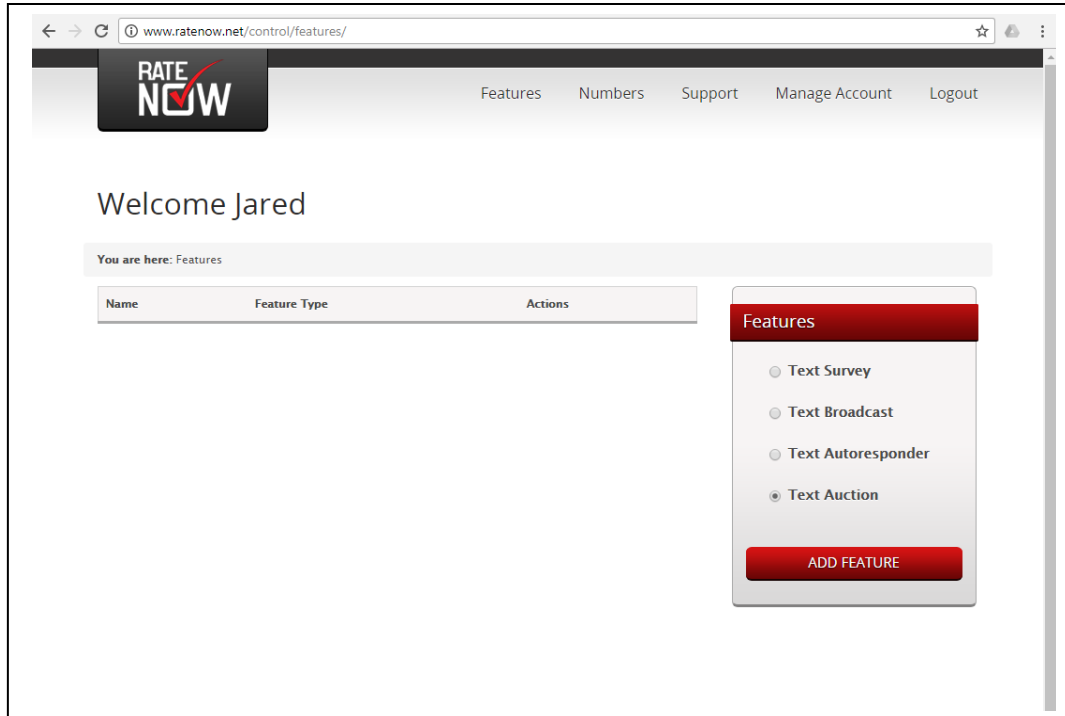
You get a full spreadsheet of every bid received, and all winners.

And that's it!!!!

Setting Up Your Auction

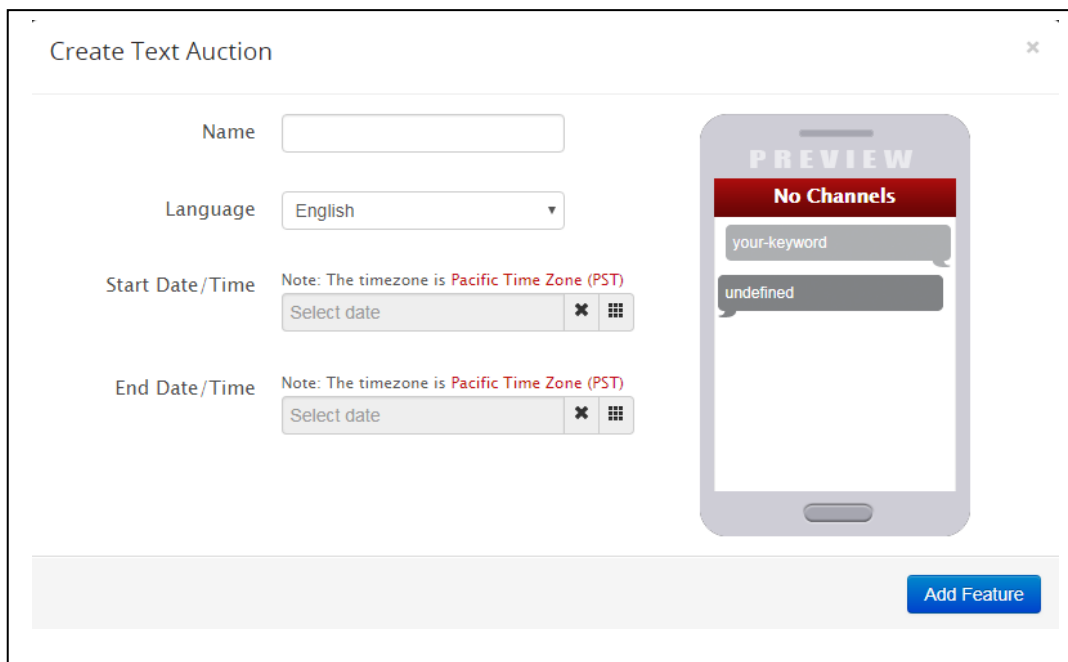
Login to your account at RateNow.net.

On the Features page, select Text Auction, and click ADD FEATURE.



In the Window that opens, give your auction a Name, select a Language, and select a Start Date/Time and an End Date/Time. Then click Add Feature. You can edit all of this in the future, so don't feel too much pressure.

Remember that when you're picking Start and End Times, the system is on Pacific time.



The 'Create Text Auction' form contains the following elements:

- Name:** A text input field.
- Language:** A dropdown menu currently set to 'English'.
- Start Date/Time:** A date/time picker with a note: 'Note: The timezone is Pacific Time Zone (PST)'.
- End Date/Time:** A date/time picker with a note: 'Note: The timezone is Pacific Time Zone (PST)'.
- Preview:** A mobile device mockup showing a 'PREVIEW' screen with a red header 'No Channels', a text input field containing 'your-keyword', and a placeholder 'undefined'.
- Add Feature:** A blue button at the bottom right.

More Auction Settings

You'll now be sent to the Settings page, where you get to create more details for your auction.

Super Awesome Auction - Text Auctions

Text to to bid this on this auction

Overview

Items

Settings

Name

Super Awesome Auction

Start Date/Time

Note: The timezone is **Pacific Time Zone (PST)**

03/02/2018 05:30 PM

✕

⋮

End Date/Time

Note: The timezone is **Pacific Time Zone (PST)**

03/10/2018 10:00 PM

✕

⋮

Bid increment

First Name

What is your first name?

Last Name

What is your last name?

PREVIEW

The Bid Increment is the minimum amount a bidder can bid above a previous bid. Most auctions use either \$5 or \$10, but it's totally up to you. This is a setting for every item in the auction – they'll all have the same Bid Increment.

The First Name and Last Name fields are totally customizable questions you ask bidders the first time they place a bid. You don't need to ask their phone number, that's what the system uses to identify each bidder, so you've already got that. Most auctions ask First Name and Last Name, or Full Name and Email Address. You can ask whatever you'd like. It'll all be in the final spreadsheet you get at the end of the auction.

Even More Auction Settings

Lower on the Settings page, you get to create the Auction Winners Text and Auction Losers Text.

At the end of the auction, everyone who bids on any item will receive a text for that item, either confirming that they won the item (Winners Text), or thanking them for bidding (Losers Text).

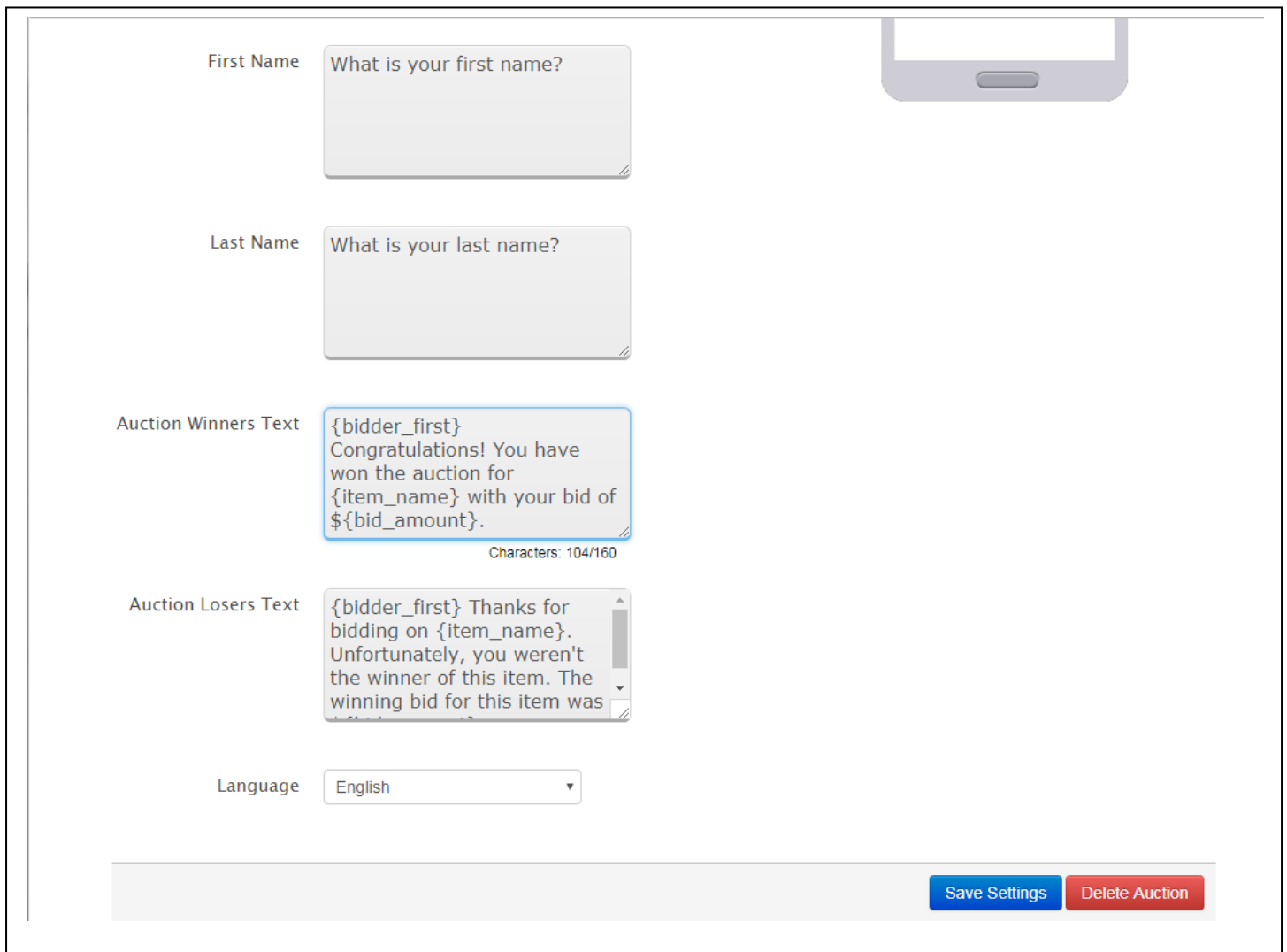
So, if a bidder bids on 10 items, they'll get 10 texts at the end of the auction – one for each item they bid on. Those texts will either be the Winners Text or the Losers Text for each item they bid on. If they bid on one item, they'll get one text at the end of the auction. If they bid on 100 items, they'll get 100 texts at the end of the Auction.

You have 160 characters to state what you want to for both the Winners Text and the Losers Text.

For the winners, most usually include simple payment and pickup instructions, along with a confirmation that they won the item.

For the losers, it's usually a thank you for bidding on the item, and a confirmation that they didn't win.

Once you've created the texts the way you like them, click Save Settings.



First Name

Last Name

Auction Winners Text
Characters: 104/160

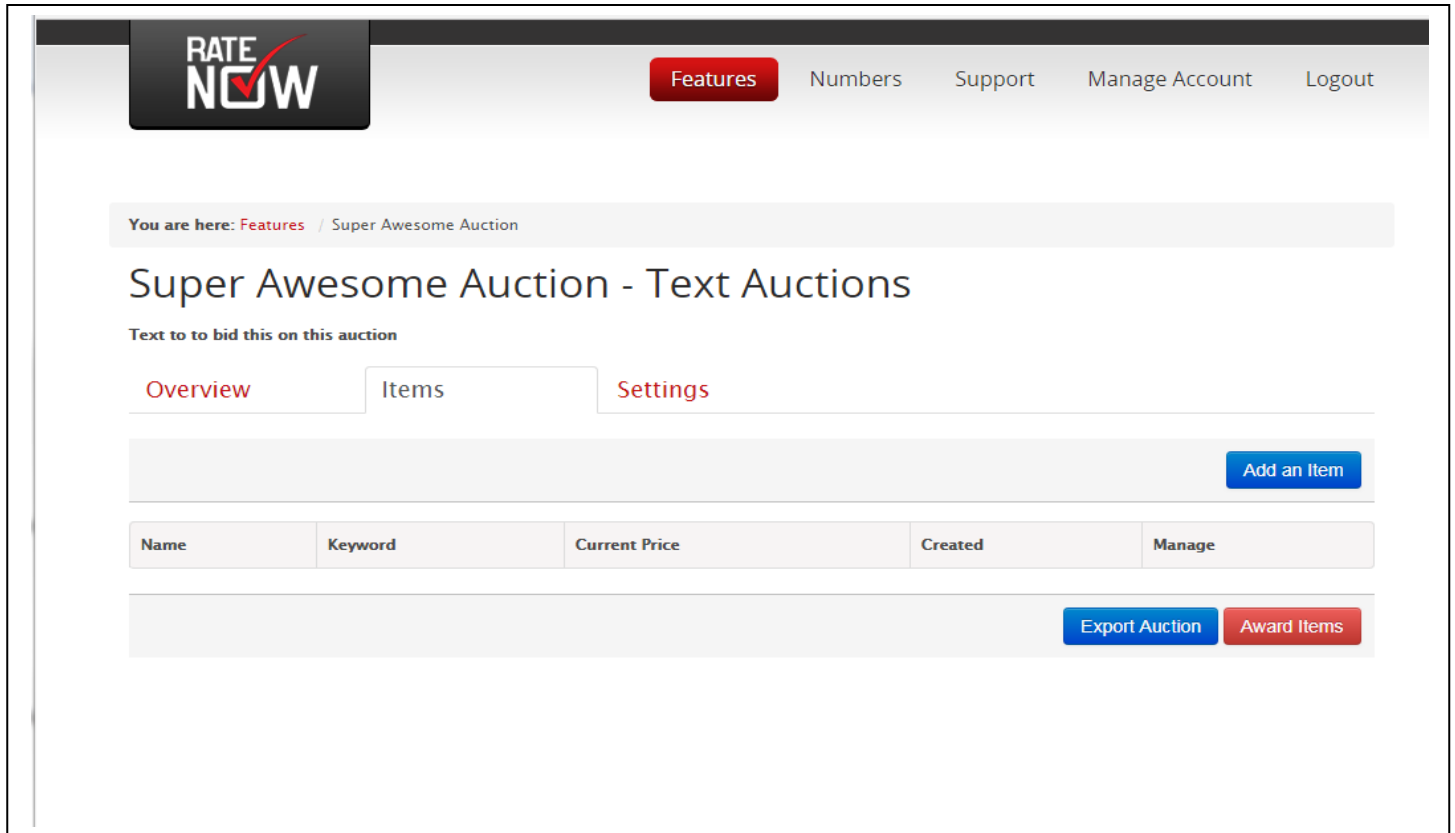
Auction Losers Text

Language

[Save Settings](#) [Delete Auction](#)

Setting Up Your Items

Now, on to setting up your Items. Click the Items tab to get started. Inside the Items tab, you'll click Add an Item anytime you want to add an Item to your auction.

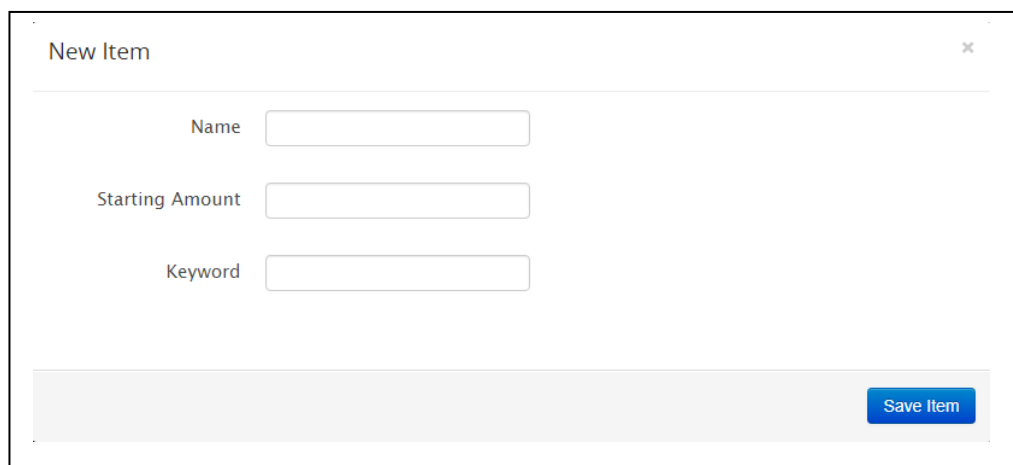


The screenshot shows the 'Super Awesome Auction - Text Auctions' page. At the top, there's a navigation bar with 'Features' (highlighted in red), 'Numbers', 'Support', 'Manage Account', and 'Logout'. Below the navigation bar, a breadcrumb trail reads 'You are here: Features / Super Awesome Auction'. The main heading is 'Super Awesome Auction - Text Auctions'. Underneath, it says 'Text to bid this on this auction'. There are three tabs: 'Overview' (highlighted in red), 'Items', and 'Settings'. Below the tabs, there's a large empty text area for bidding, with an 'Add an Item' button on the right. Below this, there's a table with columns: 'Name', 'Keyword', 'Current Price', 'Created', and 'Manage'. At the bottom right of the table, there are two buttons: 'Export Auction' and 'Award Items'.

In the New Item window that opens, enter the Item Name, a Starting Bid Amount, and the Keyword. Remember, the KEYWORD is the word that your bidders will text to 78619 to place a bid. Also, for most auctions, the Name and the Keyword are identical. It simplifies things if you just use your KEYWORD as the identifier. Trust us!

**** When choosing your keywords, keep them simple, don't include quotes, use all caps, and don't include spaces. ****

Click Save Item to add the Item to your auction.



The screenshot shows the 'New Item' window. It has a title bar with 'New Item' and a close button. Inside, there are three input fields: 'Name', 'Starting Amount', and 'Keyword'. At the bottom right, there is a 'Save Item' button.

The Export Auction and Award Items Buttons

Once you've got all your Items setup, your Items Page will look something like this:

You are here: [Features](#) / Super Awesome Auction

Super Awesome Auction - Text Auctions

Text [SPRITE](#) to 78619 to bid this on this auction

[Overview](#)
[Items](#)
[Settings](#)

Add an Item

Name	Keyword	Current Price	Created	Manage
SPRITE	SPRITE	\$15.00	2018-03-03 01:13:11	Settings
FOOTBALL	FOOTBALL	\$55.00	2018-03-03 01:13:24	Settings
MOMJEANS	MOMJEANS	\$1,000.00	2018-03-03 01:13:50	Settings
BEIRUT	BEIRUT	\$500.00	2018-03-03 01:14:01	Settings
HULAHOOP	HULAHOOP	\$25.00	2018-03-03 01:14:20	Settings

Export Auction

Award Items

The Export Auction button will create a .csv file of the current bids received for the auction. You can click this before and during the auction to see the realtime bidding results. You'll also use this button when the auction closes to see all bids received and the winner for each.

The Award Items button, you'll only press once. Let us state that again: **YOU'LL ONLY PRESS THE AWARD ITEMS BUTTON ONE TIME!!!!**

You press the Award Items button only after your auction has closed. This will wrap up the process, and initiate the sending of the Winners Texts and Losers Text. If you press this button before your auction closes, it will automatically close the auction and send the texts. Don't do that. Wait for the Auction to pass the End Time, then click the Award Items button for a smooth finish.

Helping Your Bidders

The key to a successful auction is ensuring that your bidders can participate as easily as possible. That said, the number one rule to ensure their successful participation is this:

Rule 1: Read every text to the end.

And that's it. People like skipping ahead. They don't love instructions. But if they will simply read every text the system sends them while they are bidding all the way to the end, they won't have any issues. If your bidders will do that one thing, it will eliminate virtually any problem they could have while participating. Read every text to the end.

Here's a sample of instructions we think you should use to inform your bidders of how to participate:

Auction Instructions:

Simply text any item's KEYWORD to 78619 and follow the instructions. Make sure to READ EVERY TEXT, ALL THE WAY THROUGH! It's very simple to bid, just read all of the texts, all the way through, and then bid.

Use ALL CAPS when typing the item's KEYWORD. It's not required, but helps to avoid autocorrect errors.

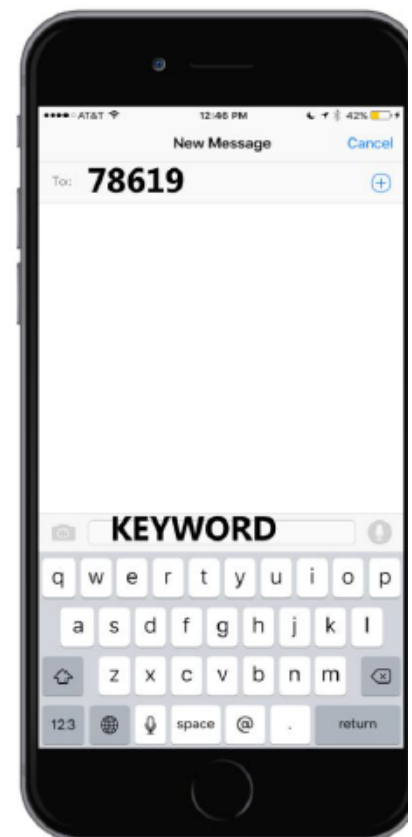
You can bid on as many items as you'd like.

You'll receive a text anytime you are outbid, and at the close of the auction to confirm the auction results.

Text the keyword BIDS at anytime to see the current bid amounts for every item you have bid on.

Your phone number is used only for this auction – there will be absolutely no other communication without your express consent.

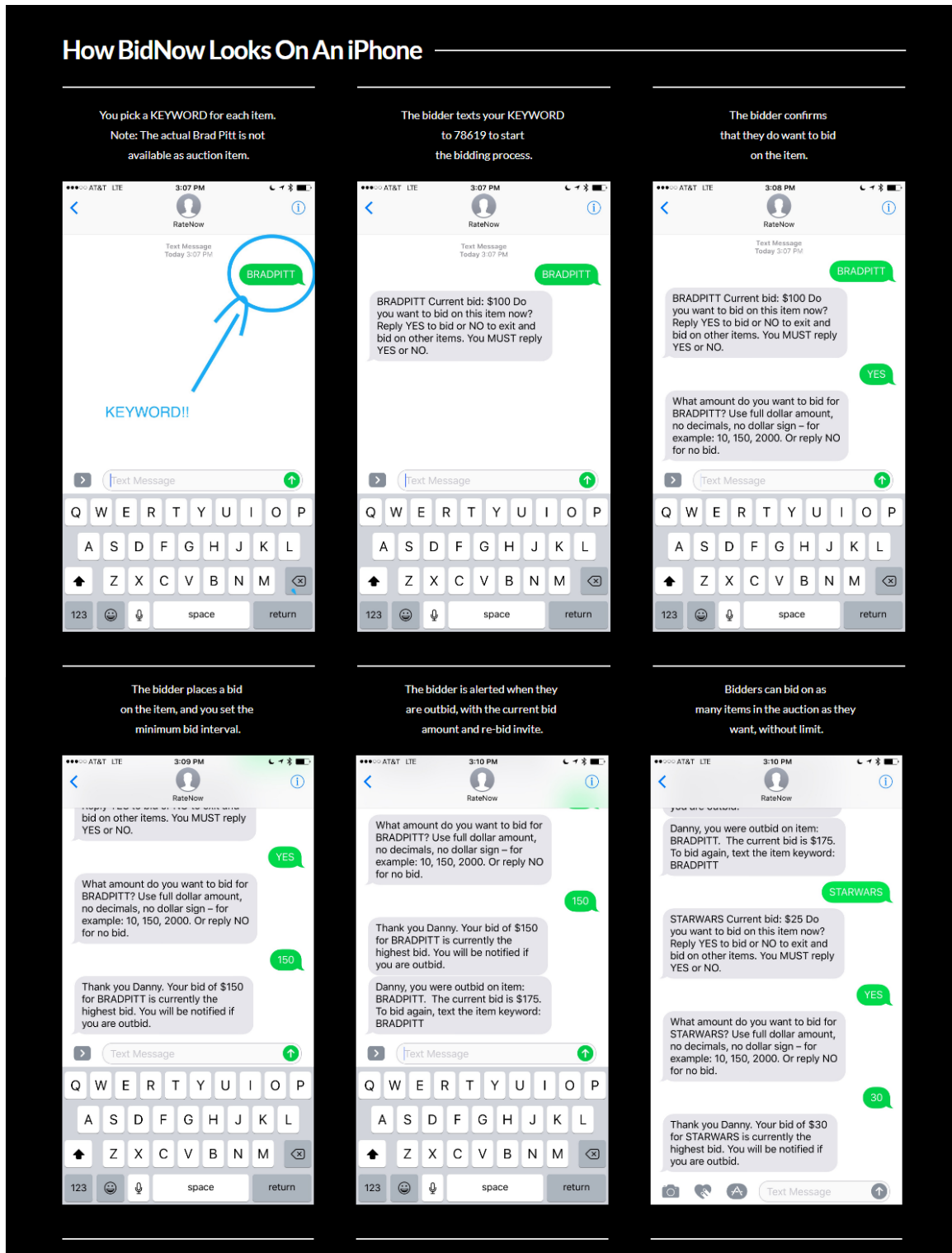
Message and data rates may apply



Provide them instructions like this, encourage them to read every text to the end, and everything else is cream cheese!

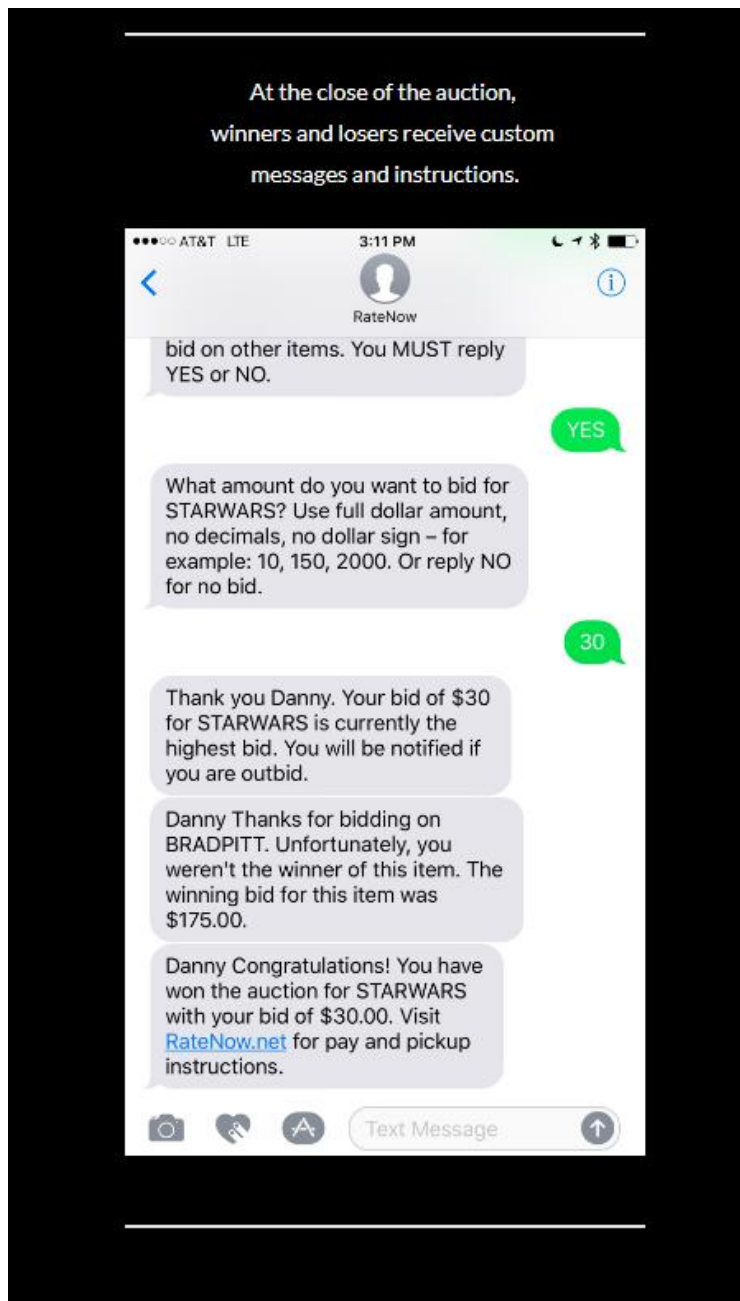
The Bidding Process

Here's what your bidders will see and experience as they place bids. Yes, we said see and experience. It's a world of wonder!



The Winners and Losers

Behold! The Winners Text and Losers Text.



So, that's the process for your bidders.

Glorious simplicity.

While the Auction is Running

While the auction is running, the Items page has realtime bid updates on each item. It looks like this:

Super Awesome Auction - Text Auctions

Text SPRITE to 78619 to bid this on this auction

Overview
Items
Settings

Add an Item

Name	Keyword	Current Price	Created	Manage
SPRITE	SPRITE	\$100.00	2018-03-03 01:13:11	Settings
Bids:				
Bid	Date	Bidder		
*100.00	2018-03-03 17:16:15	28		
90.00	2018-03-03 17:15:45	27		
40.00	2018-03-03 17:15:10	3		
35.00	2018-03-03 17:12:26	27		
30.00	2018-03-03 17:10:35	1257		
25.00	2018-03-03 17:08:52	27		
FOOTBALL	FOOTBALL	\$170.00	2018-03-03 01:13:24	Settings
Bids:				
Bid	Date	Bidder		
*170.00	2018-03-03 17:27:39	1257		
165.00	2018-03-03 17:27:18	3		
160.00	2018-03-03 17:26:15	1257		

If you want to see everything on a spreadsheet instead, click the Export Auction button anytime (It's at the bottom of the Items page). The .csv that opens will show you every bid received so far, the current high bid, and all the bidder information you've collected from them.

Just don't click the Award Items button. We mean it.

The End of the Auction

The auction ends at the Date / Time you selected in Settings. You can change this setting anytime. Once the End Time has past, bidders will receive a message that “This auction has closed” if they try placing more bids. The bidding stops at the Auction End time, no exceptions.

Now that the auction has ended, you have our permission to scroll to the bottom of the Items page and click Award Items. You’ll get a prompt asking if you are sure you want to award and close the auction. Yes, you’re sure. Click OK.

Only click it once. It takes some time to process things, especially on auctions with many bids. Just be patient. Click it once, and then wait for it to do its thing.

BEIRUT	BEIRUT	\$515.00	2018-03-03 01:14:01	Settings
Bids:				
Bid	Date	Bidder		
*515.00	2018-03-03 17:25:22	1257		
510.00	2018-03-03 17:21:29	3		
505.00	2018-03-03 17:18:39	27		

HULAHOOP	HULAHOOP	\$105.00	2018-03-03 01:14:20	Settings
Bids:				
Bid	Date	Bidder		
*105.00	2018-03-03 17:27:29	28		
80.00	2018-03-03 17:19:52	1257		
70.00	2018-03-03 17:18:40	28		
50.00	2018-03-03 17:17:02	1257		
45.00	2018-03-03 17:16:02	3		
40.00	2018-03-03 17:15:23	1257		
30.00	2018-03-03 17:07:07	3		

[Export Auction](#)
[Award Items](#)

Once it’s done processing, the page will refresh and you’ll see the following at the top of the Items page:

Auction awarded and closed

You are here: [Features](#) / [Super Awesome Auction](#)

Super Awesome Auction - Text Auctions

Text [SPRITE](#) to 78619 to bid this on this auction

[Overview](#)
[Items](#)
[Settings](#)

Name	Keyword	Current Price	Created	Manage
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Export Auction

The auction is awarded and closed, you'll want to export the results to a .csv, where you can sort the bids by winner and arrange payment and pickup of the items.

Here's what the .csv looks like:

	A	B	C	D	E	F	G	H	I	J	K
1	title	keyword	first name	last name	bid	phone	date	winner			
2	SPRITE	SPRITE	Bud	Jones	25	18017213039	3/3/2018 17:08	0			
3	SPRITE	SPRITE	Reba	McEntire	30	18017218576	3/3/2018 17:10	0			
4	SPRITE	SPRITE	Bud	Jones	35	18017213039	3/3/2018 17:12	0			
5	SPRITE	SPRITE	Danny	Inkley	40	18018597799	3/3/2018 17:15	0			
6	SPRITE	SPRITE	Bud	Jones	90	18017213039	3/3/2018 17:15	0			
7	SPRITE	SPRITE	James	Taylor	100	18017215439	3/3/2018 17:16	1			
8	FOOTBALL	FOOTBALL	Bud	Jones	61	18017213039	3/3/2018 17:09	0			
9	FOOTBALL	FOOTBALL	Danny	Inkley	67	18018597799	3/3/2018 17:16	0			
10	FOOTBALL	FOOTBALL	Bud	Jones	78	18017213039	3/3/2018 17:18	0			
11	FOOTBALL	FOOTBALL	Danny	Inkley	84	18018597799	3/3/2018 17:21	0			
12	FOOTBALL	FOOTBALL	Reba	McEntire	90	18017218576	3/3/2018 17:24	0			
13	FOOTBALL	FOOTBALL	Wendy	Elmer	150	18018343123	3/3/2018 17:25	0			
14	FOOTBALL	FOOTBALL	Reba	McEntire	160	18017218576	3/3/2018 17:26	0			
15	FOOTBALL	FOOTBALL	Danny	Inkley	165	18018597799	3/3/2018 17:27	0			
16	FOOTBALL	FOOTBALL	Reba	McEntire	170	18017218576	3/3/2018 17:27	1			
17	MOMJEAN	MOMJEAN	Danny	Inkley	1005	18018597799	3/3/2018 17:06	0			
18	MOMJEAN	MOMJEAN	Reba	McEntire	1010	18017218576	3/3/2018 17:16	0			
19	MOMJEAN	MOMJEAN	Danny	Inkley	1015	18018597799	3/3/2018 17:21	0			
20	MOMJEAN	MOMJEAN	Reba	McEntire	1020	18017218576	3/3/2018 17:22	0			
21	MOMJEAN	MOMJEAN	Wendy	Elmer	1030	18018343123	3/3/2018 17:26	0			
22	MOMJEAN	MOMJEAN	Reba	McEntire	1040	18017218576	3/3/2018 17:27	1			
23	BEIRUT	BEIRUT	Bud	Jones	505	18017213039	3/3/2018 17:18	0			
24	BEIRUT	BEIRUT	Danny	Inkley	510	18018597799	3/3/2018 17:21	0			
25	BEIRUT	BEIRUT	Reba	McEntire	515	18017218576	3/3/2018 17:25	1			
26	HULAHOO	HULAHOO	Danny	Inkley	30	18018597799	3/3/2018 17:07	0			
27	HULAHOO	HULAHOO	Reba	McEntire	40	18017218576	3/3/2018 17:15	0			
28	HULAHOO	HULAHOO	Danny	Inkley	45	18018597799	3/3/2018 17:16	0			
29	HULAHOO	HULAHOO	Reba	McEntire	50	18017218576	3/3/2018 17:17	0			
30	HULAHOO	HULAHOO	James	Taylor	70	18017215439	3/3/2018 17:18	0			
31	HULAHOO	HULAHOO	Reba	McEntire	80	18017218576	3/3/2018 17:19	0			
32	HULAHOO	HULAHOO	James	Taylor	105	18017215439	3/3/2018 17:27	1			

The winner column indicates the winning bid for each item. A "1" is a winner; 1 "0" is a loser.

The .csv includes every bid received, the bidders First Name and Last Name (or whatever else you asked them to input), their phone number, the date and time of the bid, and if the bid was the winner. This is everything you need to arrange payment, pickup, and finish things up.

And, your auction is over. CONGRATULATIONS! Go have a nap!

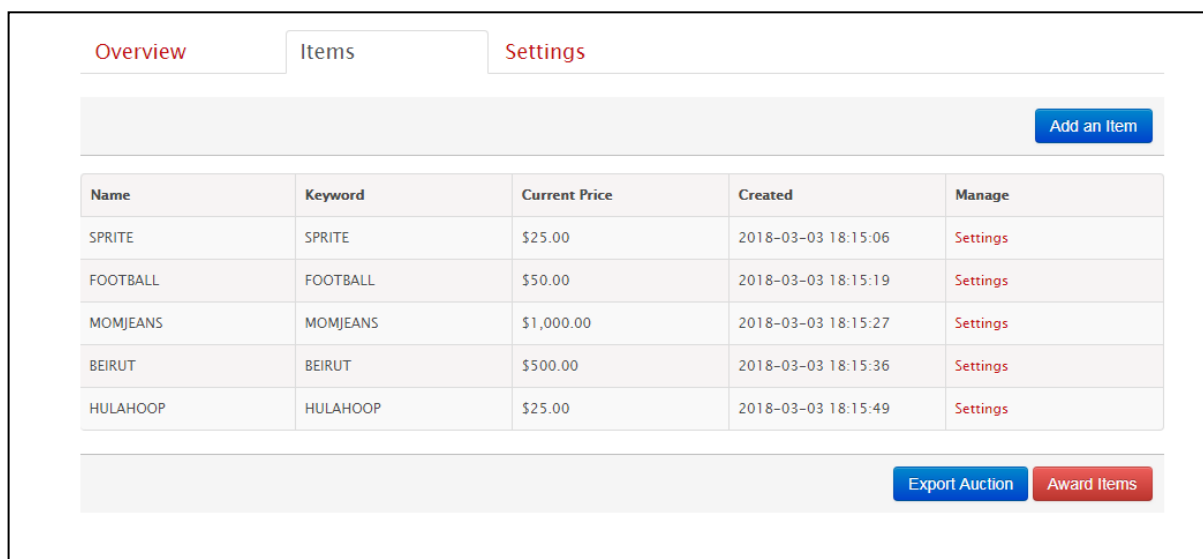
What To Do When People Screw it Up

BidNow is the easiest way in the world to conduct an auction. However, errors do happen. The most common error is a bid placed accidentally, or a bid placed for something like \$50,000,000 when instead of the intended \$500.

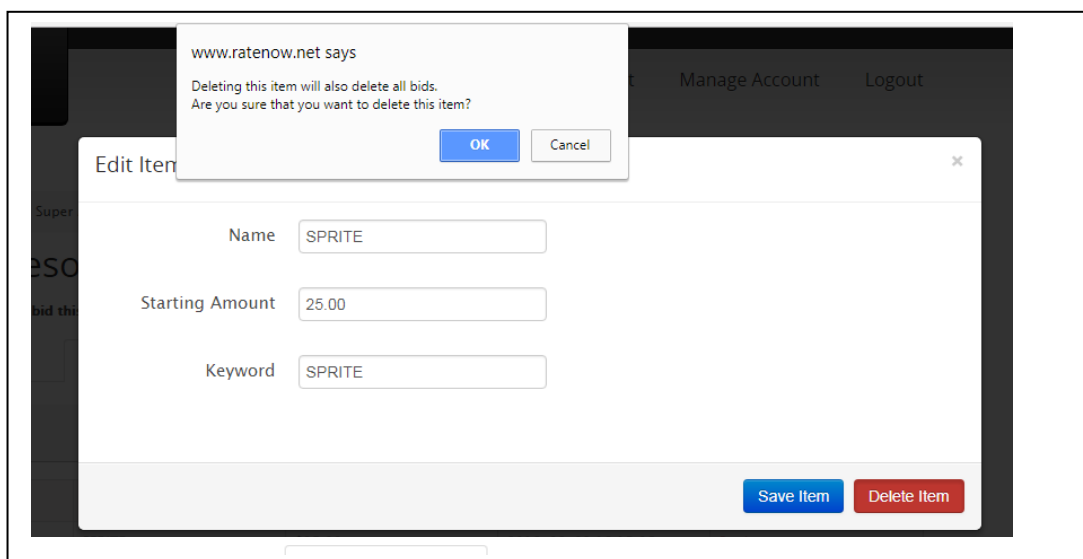
You will be able to see these errors as you monitor the auction on the Items page, and on the Export Auction .csv file. Also, someone who places an inadvertent bid or the wrong bid will find you and beg for your mercy.

Fixing this problem is easy. You simply need to delete the item, and create it again with the minimum bid as the amount of the last bid received. For example, if the last legitimate bid was \$65, you'll delete the item, recreate it with the same Name and KEYWORD, and give it a Starting amount of \$65. You'll have the phone number of the most recent bidder in the Export Auction .csv file, should you need to contact them for any reason.

To delete the Item, go to the Items page and click Settings next to the item you want to delete.



In the Edit Item window that opens, click Delete Item, then click OK in the confirmation prompt that pops up.



Once it's deleted, recreate it. That's it. Bids start again for that item.

If You Want To Send Other Texts

Many BidNow auction users find that it's very helpful to be able to send text messages to their participants, in addition to those automatically generated during the auction. They find that they want to communicate general auction information, auction updates, additional payment or pickup instructions, or general event information to auction participants.

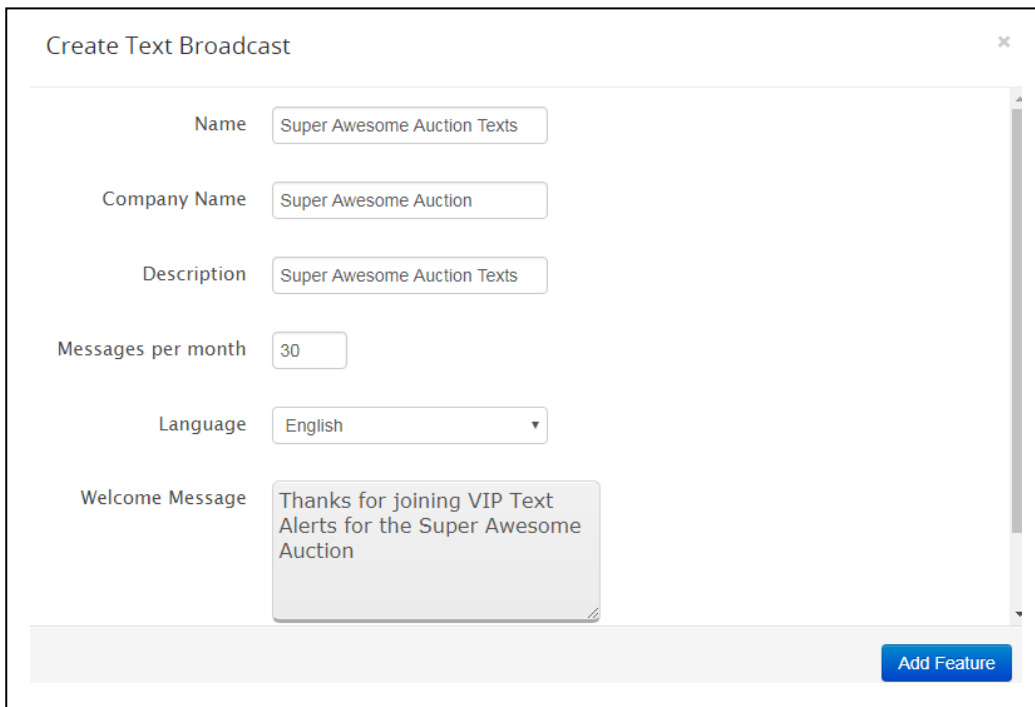
This is easy with RateNow. You simply setup a KEYWORD that your people text to 78619 to join your text list. Then you use your RateNow account to send them messages. That's it. Here's how you do it:

Go to the Features Page (click the red Features link at the top of any page)

Select Text Broadcast, and ADD FEATURE.

In the Create Text Broadcast window, give it a Name, a Company Name (your company), a Description (this is usually identical to the name), a number of Messages per month (for an auction, a good, safe number is 30), a Language, and a Welcome Message. For the Welcome Message, use something simple like "Thanks for joining VIP text alerts for the ABC Company auction!"

When you have those fields all filled out, click Add Feature.



Create Text Broadcast

Name

Super Awesome Auction Texts

Company Name

Super Awesome Auction

Description

Super Awesome Auction Texts

Messages per month

30

Language

English

Welcome Message

Thanks for joining VIP Text Alerts for the Super Awesome Auction

Add Feature

If You Want To Send Other Texts (continued)

You'll be redirected to the Settings page for the Text Broadcast you just created. Now you pick a KEYWORD, and you're broadcast will be ready for people to join.

To do this, click Add a channel.

Feature "Super Awesome Auction Texts" created. Please enable one or more channels to complete the setup. ✕

You are here: [Features](#) / Super Awesome Auction Texts

Super Awesome Auction Texts - Text Broadcast

Text to to join

Overview
Broadcasts
Auto Campaign
Members
Settings

General

Channels

Welcome Messages

Enable	Name	Phone Number	Keyword	Manage
<div style="display: flex; justify-content: flex-end; align-items: center; padding-right: 10px;"> Add a channel </div>				

In the Add a Channel window, give the Channel a name, select RateNow Short Code from the Channel dropdown, and input your Keyword. Then click Save, and you're ready to go.

Add a channel
✕

Name

Channel

Select a channel
 ▼

Keyword

PREVIEW

Thanks for joining VIP Auction Alerts for the Super Awesome Auction.

Save

If You Want To Send Other Texts (continued)

Here's the page, confirming everything. You're ready to go.

You are here: [Features](#) / Super Awesome Auction Texts

Super Awesome Auction Texts - Text Broadcast

Text AWESOME to 78619 to join

[Overview](#)
[Broadcasts](#)
[Auto Campaign](#)
[Members](#)
[Settings](#)

[General](#)
[Channels](#)
[Welcome Messages](#)

Enable	Name	Phone Number	Keyword	Manage
<input checked="" type="checkbox"/>	Super Awesome Auction Texts	78619	AWESOME	Settings

Add a channel

To send a message, go to the Broadcasts tab and click New Broadcast.

You are here: [Features](#) / Super Awesome Auction Texts

Super Awesome Auction Texts - Text Broadcast

Text AWESOME to 78619 to join

[Overview](#)
[Broadcasts](#)
[Auto Campaign](#)
[Members](#)
[Settings](#)

Bulk Broadcast
New Broadcast

Run Date/Time	Message	Recipients	Type	Status	Action
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If You Want To Send Other Texts (continued)

In the New Broadcast window, select your channel, write your message (in 141 characters or less), and select a Date/Time to send the message (the default is to send immediately).

The screenshot shows the 'New Broadcast' window. At the top, there's a 'Recipients' section with a red circle containing '0' and a dropdown menu that says 'Please select channel(s)'. Below this is a 'Message' section with a large text area. To the right of the message area is a 'Date/Time' section with instructions: 'To schedule your message to be sent in the future select a Date and Time below. Leave this field blank if you want your message to go out immediately. Note: The timezone is Pacific Time Zone (PST)'. Below the instructions is a 'Send immediately' button. On the right side of the window is a 'PREVIEW' section showing a mobile phone screen with the number '78619' and a message bubble that says 'To end, reply STOP.' At the bottom right is a blue 'Send Broadcast' button.

Here's what it looks like all ready to go. When it's right, click Send Broadcast.

The screenshot shows the 'New Broadcast' window with the form filled out. The 'Recipients' section now shows 'Super Awesome Auction' and 'Texts (1)'. The 'Message' section contains the text 'Super Awesome Auction: Lots of items still haven't received any bids. Get bidding!' and a character count 'Characters: 83/141'. The 'Date/Time' section is the same as in the previous screenshot. The 'PREVIEW' section on the right now shows the number '78619' and a message bubble that says 'Super Awesome Auction: Lots of items still haven't received any bids. Get bidding! To end, reply STOP.' The blue 'Send Broadcast' button is still at the bottom right.

If You Want To Send Other Texts (continued)

Here's what the window looks like, now that you've sent a message:

Your broadcast is scheduled for immediate delivery
A record of your message will be the first row in the messages table below.

You are here: [Features](#) / Super Awesome Auction Texts

Super Awesome Auction Texts - Text Broadcast

Text AWESOME to 78619 to join

[Overview](#)
[Broadcasts](#)
[Auto Campaign](#)
[Members](#)
[Settings](#)

Bulk Broadcast
New Broadcast

Run Date/Time	Message	Recipients	Type	Status	Action
03/03/18 10:52 am	Super Awesome Auction: Lots of items still haven't received any bids. Get bidding!	1	Normal	Scheduled	Delete

Future messages will show up here, listed from most recent to least recent.

You can send as many messages as you disclosed to them you would send.

Please note that sending Broadcast messages isn't included in the standard BidNow auction price, and you'll be charged 2.5 cents per message sent. It's still a smoking deal, it's just in addition to the price you're paying for the auction itself.

And that's it. You're now an expert. Have fun, and best of luck with your event!!!