

Make Easy Money On Ebay

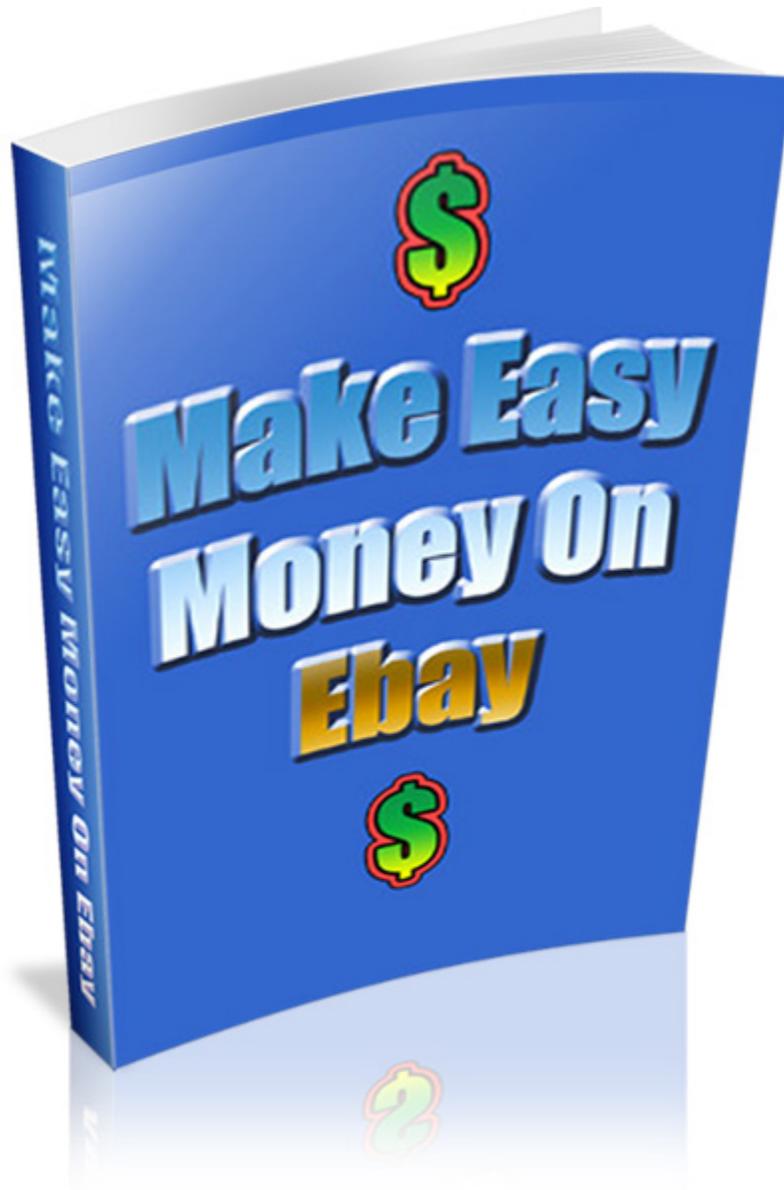


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1. EBAY – PART 1

If you were to take a poll on what was the most popular form of making money on the Internet, you'd probably get about a 50-50 split between affiliate marketing and selling on Ebay. From the people I have spoken to, Ebay seems to give them more of a feeling of really running their own business. I didn't really get that feeling because I'd already created my own products to sell online. But I can understand their feeling of excitement. They had to jump through a lot of hoops to sell on Ebay, especially if they were into drop shipping.

Make no mistake about it. Selling on Ebay is a real rush. There power trip of being totally in control of everything is far beyond the rush you get from selling an affiliate product where you have no control over the commission structure, website or anything. With Ebay, you make or break it on every level.

However, with that kind of rush comes a great deal of responsibility. There's nobody to lean on when you're selling on Ebay. You are your own boss and everything falls on your shoulders. There's no Clickbank to turn to for refunds. All refunds come out of your pocket and if there are enough customer complaints, you can be shut down in an instant. So you better make sure that you run a tight ship.

So, you want to sell on Ebay. Okay, if that's the case, you better have a solid game plan. I don't mean just what products you're going to sell. I mean how you're going to advertise, how you're going to price, where you're going to get the products from and a lot more. Everything will have to be in place and ready to go before you even place your first Ebay ad. Just one thing not taken care of and the whole operation falls apart.

If you're really efficient and a quick worker, you can probably get an Ebay campaign going, depending on how complex it is, in about a week. Some take a month or longer to put together. My particular campaign, when I first started, was simple and took me a week. If I knew what I was doing back then, it probably wouldn't have taken me as long, but everybody starts out somewhere.

One word of caution before you even venture into this territory. You're going to have to be very careful about regulations. Ebay has a ton of them as does PayPal. They're not going to care about your email to them that says "I didn't know." That's why Ebay and PayPal have all these terms of service. They expect people to read them, even though they may take a year and a day to do so.

Having said that, it is not the purpose of this tutorial to teach you Ebay and PayPal regulations. That I am leaving in YOUR hands. This tutorial is simply to help you set up a business for the purpose of selling on Ebay.

In our next chapter, we'll get to the actual instruction itself.

See you then.

2. EBAY – PART 2

In this chapter of Ebay, we're going to get right into what you will need to know in order to set up and run a simple business on Ebay. Hopefully, after reading this whole series, you'll be able to do just that.

Let's get one thing out of the way. The reason that Ebay works is because the number of people who are willing to do what is necessary to succeed on Ebay is relatively small. So if you have what it takes and don't mind hard work, this just may be for you.

While this series is not going to make you what they call a powerseller overnight, it will provide you with the foundation that you will need should you want to take your Ebay selling to the next level. There are people making \$10,000 a week and more selling on Ebay. There is no reason you can't be one of them.

Okay the first thing you have to do is get registered with Ebay if you haven't already done that. Simply go to ebay.com to get started. After you register, go through the members area so you know your way around. Ebay can be a virtual maze, so make sure you know where everything is.

The next thing we're going to do is start small. Yeah, I know, you want to go contact a drop shipper and sell millions of dollars worth of product in a minute. Do yourself a favor. Look around your house first and see if there is anything laying around that you can sell. That's how most people start and that's how I want you to start in order to get your feet wet.

After you do that, read this entire series. You're probably wondering why I'm having you get items to sell before you even know what to do with them. I'll tell you why in plain English.

Many people, after they learn how to do something, feel that it's something that they can't do. It's just human nature. We're so afraid of failing. This way, having already put in all that time to find articles to sell, you're going to be more likely to follow through because you

don't want all that hard work to go to waste. That's also human nature. Once we start something, no matter how hard or even futile, we just can't seem to stop, even when we realize how impossible what we're trying to do is. Well, Ebay isn't close to being impossible. It's really very easy.

You're going to have to take photos of all the things that you are planning to sell. Photos are big with Ebay sales. No photo basically means no sale, no matter what it is.

In our next chapter of this series, we're going to pick up with some things that you should and shouldn't do. This will be a checklist of some of my personal hot topics. Ignore them at your own risk.

See you next time.

3. EBAY – PART 3

In this chapter of Ebay, I'm going to cover some of my do's and don'ts when it comes to this business. Ignoring any of these tips can mean serious consequences for you and your business.

Buying Too Much – This is one of the most common mistakes that people make. They are so anxious to get their Ebay business off the ground quickly, and they're so optimistic about making tons of money, they buy more product than they could possibly sell. And if the product they bought has no market, they are out an awful lot of money. So start conservatively. Once you see that you're making a few sales, you can always buy more.

Don't Guess – This is another big problem. Lots of people will see the next new hot item come out and figure that they can sell it on Ebay for X number of dollars. They do no research on this whatsoever. Not only don't they know if the item will sell for X number of dollars, they don't even know if the item will sell at all. So don't guess. Base your game plan on research.

Taking It Seriously – This is actually a problem with all home businesses. Some people treat selling on Ebay as a hobby. Well, if you treat it like a hobby, you're going to get a hobby income, if you get any income at all. Plus, if you don't treat this business seriously, you can find yourself in a lot of trouble beyond just the amount of money we make.

Fraud – This is something so many people try to get away with. I can't even count the number of items selling on Ebay that claim to be an original whatever. There is more fraud going on at Ebay than you can possibly imagine. Do NOT stoop to that level. Make sure everything you sell is authentic, or if it is a knockoff, be up front about it and tell people that it is not an original.

Separate Accounts – Whatever accounts you have right now, get a separate bank and PayPal account specifically for selling on Ebay. The reason is because you're going to be doing a lot of business and you want to be able to keep accurate records for tax

purposes and just for keeping in contact with your customers should there be any problems like disputed charges. Having separate accounts makes doing this a lot easier.

Get A Digital Camera – You are going to be taking a lot of photos so invest in a good digital camera. The better your photos are, the more sales you will make. Yes, they are THAT important.

Set Up A Home Office – You want a place to work where you're not disturbed. If you live alone, this isn't as important. But if you have a bunch of screaming kids in the house, a home office is a must.

Get A Partner – This isn't a must, but it's a suggestion. If you get a partner, you can divide the work between the two of you. As you do more business, this will become very important.

In our next chapter, we're going to cover just what to sell and where to get the stuff from. This is where it gets exciting.

See you then.

4. EBAY – PART 4

In this chapter of Ebay, we're going to cover what to sell and where to get the stuff from. This is where things get real exciting. Well, at least for me it was.

I'm not going to lie to you. After you've dug up all the things around your house to sell, finding things to hock on Ebay is not easy. Actually, it is the toughest part of this whole business and the one thing that either makes people drop out of not even start in the first place. But I have to tell you, and I can't stress this enough, if you don't have the intestinal fortitude to get through this part then you're not going to cut it for selling on Ebay. That's just the cold hard facts. So if this is something that you REALLY want to do, then suck it up and go out there and find things to sell. How?

You simply have to know where to look. What that comes down to is finding a good supplier. They're out there. You just have to find them. In some cases, if you want to sell certain items that you feel are very hot, you might have to think outside of the box to get your hands on them. Nobody is just going to send a package to your door. You have to go out and get your hands dirty.

One killer way of getting your hands on great products is to go right to the people selling them on Ebay. The powersellers usually have a ton of products and will be more than happy to sell you some at slightly more than wholesale. So while you may not make as much as with a product you bought at wholesale, you can still make a profit.

For example, let's say that there is this product that you can get for wholesale for \$10 a piece and sell for \$15 a piece. Buying and selling 100 of these, you would make a net profit of \$500. Now, let's say that a powerseller is willing to sell you these 100 items for \$12 a piece. If you still turned around and sold them for \$15 a piece you'd still make a net profit of \$300. This is not as much as you would have made, but without making this deal, you'd be out the \$300 you did make. This is called thinking outside the box and getting creative. It's just one of the many ways you can do this. Yes, you can even go to your competition and make money. They probably, as a powerseller, had

1000 of these items, so selling them at \$12 a piece still made them \$200, or maybe more as you don't really know if they had to pay the \$10 wholesale price. If they purchased enough product, they might have gotten it for \$9 a piece. That's the beauty of wholesaling. Believe it or not, there are always people higher and lower in the food chain than you are.

In our next chapter, we're going to continue with a couple of terms, OPP and OPM, which is Other People's Products and Other People's Money. These are important concepts to understand if you are going to be a successful Ebay seller.

See you next time.

5. EBAY – PART 5

In this chapter of our series on Ebay, we're going to pick up our discussion with a couple of terms, OPP and OPM. These are important to understand if you are going to be successful selling products on Ebay.

Some people, though they may want to sell on Ebay, simply don't have the money to do so and can't get it. Not everybody can go out and get a small business loan, especially if they don't have any credit. For these people, there are alternatives that the Ebay circle refers to as OPP and OPM. This is using other people's money to sell other people's products. In other words, you're simply the middle man here.

The simple description of this is as follows. You sell something that belongs to somebody else. You don't pay them for it right away. You offer to sell it for them for a fee. You then sell the item, collect the money, take your fee from it and then give the remainder to the person whose product it was.

For example, you find somebody who has an old vase to sell. They want \$100 for the vase. You tell them that you want a \$20 fee for selling it. You take the vase, put it up for auction starting at \$100. If it goes for more, say \$120, you take your \$20 fee from the \$100, then from the additional \$20, you take that, giving you a profit of \$40 for selling somebody else's item. Worst case scenario is that nobody buys it at \$100 and you're only out your Ebay selling fee.

We can also do this in reverse. We can buy an item for somebody. Let's say somebody you know wants that same vase. They're willing to go as high as \$150 for it. So they give you the \$150. You look for an auction, see that the vase is going for \$110 and the bidding stops there. You bid \$111 and get it for that price. You go back to the person who asked you to buy the vase, give it to him and you've just made \$39. Sure, he's going to haggle over the price but you explain to him that it was only through your great bidding skills that you were able to get it for that price. Finally, you agree to give him \$10 back, keeping \$29 for yourself.

In both of these scenarios, you didn't use any of your own money or your own product. You basically just did the legwork for other people who had things they either wanted to sell or buy. Yes, you do have to go out and do some hunting for these opportunities, but this is the cheapest way to start your Ebay business because the only thing it's going to cost you, if you're a seller, is your Ebay fee.

In our next chapter of our series on Ebay, we're going to pick up our discussion with one of the most annoying things about selling on Ebay. I'm talking about minimum quantity orders.

See you then.

6. EBAY – PART 6

In this chapter of our series on Ebay, we're going to continue our discussion with one of the most annoying parts of selling on Ebay. I'm talking about minimum quantity orders.

This is something that drives people absolutely nuts. The hottest product has just come out and you want to get your hands on it so that you can sell it on Ebay. You're all psyched up and ready to go, only to find out that in order to get even one of these things, you have to order at least 1000 of them. Your jaw hits the floor and you curse the day your ancestors didn't leave you a fortune in diamonds.

Unfortunately, especially with hot new items that everybody is trying to get their hands on, this is all too true. This is why the powersellers have such an advantage over the little guys. They can afford to buy as many of these things as they have to. The sky is the limit. So what's the little guy to do?

Well, there is a way around this. It's not something a lot of people think of doing because they just take things at face value and give up without even trying to get around the minimum order.

One way to get around this, and I am not suggesting you do this, is to use the old candy store trick you used as a kid. You know which one I mean. The one where you walk into the store, pick up that jumbo candy bar that you want, put it on the counter, the guy behind the counter tells you it's 50 cents and after digging into your pocket you only come up with 45 cents. You then give the guy behind the counter that little boy look and he says, "Don't worry about it, next time." And he gives you the candy bar. Yes, it works.

Okay, maybe not quite in that way, but with a little twist, it can. How? Simple. Tell the owner of the company, or whoever it is you are dealing with that in exchange for letting you order less than the minimum, you'll give them a part of the profits, say 20% or so. Most people, if they are shrewd businessmen, will take you up on this offer. After all, you're doing all the work. All they're doing is giving you their product to sell and ultimately they'll make more this way than if they just wholesaled the product to you. Remember, not everything is

written in stone. Just because it says that the minimum order is 1000 units doesn't mean that the minimum order is 1000 units. We are still dealing with human beings and human beings have the ability to make decisions and even change their minds. And, if it's the owner of the company, he can pretty much do whatever he wants.

Will this work all the time? No, of course not. Some people are stubborn and stick to their guns. But you're going to run into people who will be willing to bend the rules for you. Those are the situations that you **MUST** take advantage of if you're going to survive as an Ebay seller.

In our next chapter of this series, we're going to continue with deciding what it is that we are going to sell.

See you then.

7. EBAY – PART 7

In this chapter of Ebay, we're going to continue our discussion with choosing things to sell, which is probably the most important part of this business.

If you were to go to a powerseller and ask him or her what they sold, the answer would, at least in most cases be, "I sell what I like."

Now, if you are thinking that this answer is a bit flippant, it's not. See, as with any business, you better like what you do. If you have no interest in something, you're not going to want to do it. My interests, as far as Ebay went, was selling old and rare trading cards. I have been an avid card collector for over 40 years. I have seen them all. So this was something that I really enjoyed doing. If I tried to sell lamps, I'd be bored to death. I just couldn't do it.

The point I am trying to make is this. You will be more likely to do well with this if you are selling something that you like. So I'm going to tell you the same thing I tell the people I train who go into affiliate marketing or even creating their own products. Write down your interests and focus on them. If you like sports, maybe you might want to concentrate on selling sports memorabilia. If you like music, maybe you might want to sell old CDs or even vinyl records. Believe it or not, there is a market for old records. Just pick something that you're interested in or you're not as likely to stick with it.

Lots of people ask me if selling something you're interested in can make you a lot of money. They think that doing something like this can't be more than just a hobby. Well, there is one guy who used to be a watch maker. He really loves watches. As a matter of fact, he loves watches so much that he sells them on Ebay. Is this a hobby for him? Yes, it's a hobby. Does he also have a real job? Yes, he also has a real job. Know what it is? It's selling watches on Ebay. He's one of the biggest watch sellers on Ebay in the whole world and he only works an hour a day.

So you see, you can do something on Ebay that you enjoy and still earn a full time living at it.

I don't personally sell on Ebay any longer, though I certainly have enough products to do so. But I do make a living doing something I enjoy a lot. I've been writing almost all my life and I essentially make my living as a writer. I do it full time and I love it. I am able to pay all the bills and have plenty left over to enjoy my life.

So if I seem to be driving this point home, I am sorry. You certainly don't have to sell something that you enjoy selling. However, if you don't, you stand a much greater chance of dropping out of the business long before you ever see your first dime.

8. EBAY – PART 8

In this chapter of Ebay, we're going to pick up with the advantages of disadvantages of selling certain items. I'll try to keep this as brief as possible.

Products basically fall into what I call two categories. The first is cheap and average priced items and the second is expensive items. There are advantages and disadvantages of selling each kind.

The advantage of selling cheaper items is that they are easier to sell simply because of the price. Most people go to Ebay to buy things mainly because they are looking for bargains that they can't find elsewhere.

Another advantage of selling cheaper items is that they don't have as many returns as more expensive items. This is pretty close to the \$7 ebook principal that I discussed in earlier volumes.

And finally, cheaper items are easier to get your hands on. You don't have to suck up to people to get them. You simply go to your supplier and get what you need. It's that simple.

The disadvantage of selling cheaper items is that there isn't as big a profit margin. Plus, you have to sell quite a few of them in order to make any kind of real money at all doing this. This means more work for you to do. Plus, there is more competition in the cheaper item arena. So it's going to be harder for you to make the sales.

After price, we have the difference between selling new products and old products. There are advantages and disadvantages here too.

The advantages of new products are pretty obvious. They're new. They're the talk of the town, under warranty and more people are going to want them, especially if they're a hot new item.

The disadvantages are not as obvious to many people. For one thing, because they are new, and especially if they are hot items, most of these are almost impossible to get your hands on. And if you can, the wholesale prices are usually a fortune. Plus, you have to compete with

more people including stores that usually sell these things for a discount. This leaves you much less room for making a profit.

Used products have their advantages and disadvantages too.

The advantage of used products is that there isn't as much competition. With so many niches to choose from, and so many old products in each niche, you should be able to find one where you can dominate easily. Used products are also easier to get your hands on. People are selling their old things all the time.

The disadvantage of used products is that because they're not new, less people want them. Most people want the shiny new thing. That's just the way it is. Another disadvantage is that they don't come with warranties. If there is a problem, you have to deal with it. Plus, many times, used products are outdated or can become outdated very quickly. So having used items in inventory gives you more chance of being stuck with things that you can't sell.

As you can see, there is no perfect solution, which is one of the reasons why I got out of the Ebay business.

In our next chapter, we're going to start discussing some ways to maximize your profits.

9. EBAY – PART 9

In this chapter of Ebay, we're going to start off our discussion with a simple way to maximize your profits. This is something that the powersellers think about all the time. That's why they're powersellers.

The best way to explain this is with an example.

Let's say you decide that you want to buy packs of Topps Baseball Cards. You go to a wholesaler and buy them for \$1.50 a pack. You know that these particular cards go for \$3.50 a pack in the retail stores, so you want to undercut their prices. So you decide to sell the cards for \$2.75 a pack.

Okay, you buy 100 packs that cost you \$150. You sell all 100 packs for \$2.75 a pack and make \$275. Your profit is \$125.

But look at what happens if you just did a little shopping. Let's say you did some shopping around and found somebody who would sell you those same 100 packs for \$1.00 a pack. Now, you've only spent \$100 instead of \$150 and your profit has just gone up from \$125 to \$175 for selling the same 100 packs of card.

If \$50 extra doesn't seem like a lot of money to you, take a powerseller who would have bought 10,000 packs of cards. That's 100 times as many cards. So instead of \$50 extra profit he has \$5,000 extra profit, just because he got each pack of cards for 50 cents less. Even if he had gotten the cards for just 10 cents a pack less, that's still \$1,000 extra profit.

The point is, get the best deal you can because with bulk sales like this, every penny counts. If you get nothing else out of this whole series, get this one point. It will make you so much extra money in the long run.

Another thing you want to do, if you are ordering new items, is to ask for samples. If your supplier doesn't offer samples, don't buy from them. Why? Look at it this way. If the item you're buying is crap and you don't get a sample beforehand, you'll have to buy a whole bulk to

find out and trying to return them won't be easy. Certainly you're not going to want to sell them. So if you can't get samples, don't do business with the supplier, no matter what good things you've heard about them.

If you don't know where to look for suppliers, the best place to look, and nobody thinks of this, is the yellow pages on the Internet. Yes, they have their own web site. This will help you find suppliers in YOUR area, which is very important.

Their search feature is very simple. All you do is go to

www.yellowpages.com

The first box is where you type in the business name or the category of the items you're looking for and the second box is where you type in your city, state or zip code. Some cats will have more results than others. The items that are the hottest will usually have the most results because more people are trying to get into the action.

There are a ton of places to find suppliers online. The best way is to go to Google and type in "Wholesalers." The reason is because any list I give you now can be outdated by the time you read this. By going to Google, the sites that appear at the top of the listings are going to be your best sites.

In our next chapter, we're going to start going over the steps you'll need to take to actually start selling your items on Ebay.

This is where the real fun begins.

See you then.

10. EBAY – PART 10

In this chapter of Ebay, we're going to finally get down to the actual nitty-gritty of selling your items. This is where the real fun begins.

As I said in an earlier chapter, this is a business. So if you treat it as anything else, you won't be successful with it as a business. Oh you may sell an odd item here and there. Anybody can do that. But to do this consistently and build a reputation, because buyers will be rating you, you **MUST** get your act together and follow these instructions carefully. Otherwise, do yourself a favor and find something else to do.

Okay, having said that, the first thing you have to do is get a hold of your product and take a photo of it. If you're selling 100 cameras, you don't have to photograph each one, if they are the same. Just photograph one of the cameras and when you post your ad, mention that there are only 100 in stock. That's advertising and jumping ahead. But the point is, you only have to take one photo per unique item.

One thing you must understand about selling on Ebay is that volume sales come from volume postings. You are not going to sell everything that you post. So if you want to do a large number of sales then you have to put up a large number of items to be sold. That's just the way it is and you can't fight the law of supply and demand.

Having said that, you want each listing to be as effective as possible. This is where clever advertising comes in. This is something that you really can't teach somebody. The art of ad writing is a complex one. I can give you plenty of resources to get books on writing ad copy, but ultimately you have to learn the craft on your own and perfect it. That's why not every writer in the world is a Hemmingway.

However, there are some simple things you can do to make your listing effective that don't involve a course in creative writing.

Let's start with the title of the ad, since this is going to be the first thing that the person sees. You want it to stand out and be to the point. You also want it to be crystal clear as to what it is. Why? When people are doing a lookup for a certain item, say baseball cards, they're going to type in baseball cards. They're not going to type in b-ball cards or something fancy like that. So whatever the item is, that's what you want your title to contain.

You also want your title to be as short as possible. If you're selling an item that has a company name, make and model for the item, then that's what you want in your title. For example, let's say you're selling an old Yamaha DX-7 Synthesizer, then that's what you put in the title, so it's perfectly obvious what it is and people will know that it is EXACTLY what they are looking for. Don't just put "synthesizer" as there are dozens of makes of synthesizers, both old and new in the world. Be VERY specific.

In our next chapter, we're going to continue with putting together our ad for our listing on Ebay.

11. EBAY – PART 11

In this chapter of our series on Ebay, we're going to continue our discussion of making your product listing.

We started on putting together our title in our last chapter. There are other things we can do with our title to make it stand out a little more.

One way of grabbing somebody's attention with your title is by adding something about the product in the title itself, such as if it's new or what have you. There are many abbreviations that people use for these descriptions, such as NIB for New In Box, LNIB for Like New In Box and so on. Whatever abbreviation is suitable for the item you are selling, make sure you use it. Many buyers use these abbreviations in their search.

You don't get a lot of characters for your title when listing an item on Ebay, so you have to make EVERY word count. So if I was going to sell that Yamaha DX-7 that I was talking about in my last article, I would use a title like this...

Yamaha DX-7 Synthesizer – LNIB, w/10 extra sound banks

This is certainly going to grab somebody's attention who is looking for a DX-7. Not only do they get a synthesizer they're looking for, but they are getting one that's like new in a box and also has 10 extra sound banks. Not a bad deal once they see the price.

Okay, what about the listing of the item itself? This is where you can get a little more wordy, but you don't want to bore people to death with a long spiel. Remember, they're already looking for this item, otherwise they would have never found your ad.

Having said that, you want your listing to be to the point and interesting as well. You want to highlight the selling points of your product. Why should somebody buy from you and not from somebody else? What makes YOUR product the better one? Sometimes the difference is just in the way you describe your product.

Many powersellers on Ebay could do a lot more sales than they already do if they'd just put the time into making their ads a little more attractive. It really doesn't take that long to write a knock out ad for Ebay. I can spit one out in about 30 minutes, and that's when I'm having trouble thinking of something to say. On a good day, it's 15 minutes tops.

Remember back in an earlier chapter I talked about selling things you love? Well, this is one of the reasons. When you sell something you really love, you can talk enthusiastically about it. People can see the passion in your ads. They will actually go running to buy your products. That's the secret to being a good sales person. It's not getting some fancy education in ad copy. It's writing about something you know and love.

In our next chapter, we're actually going to get to what to do when creating the actual listing for your ad.

See you then.

12. EBAY – PART 12

In this chapter of our series on Ebay, we're going to start working on actually how to create a listing for Ebay, including what should be included and what to leave out.

The first thing you want to do is list the product description. Make the listing as complete as possible, especially if it is a used item. For example, if I were selling the DX-7 I mentioned in the last article, and there was a scratch on the right side by the cartridge slot, I would include that in the description. If you don't tell people these things, as much as you may not want to, once they get it and find out, they are going to be VERY angry. So make your descriptions as complete as possible.

The next thing you need to do is create value for the item. When people buy this item from you, they need to feel that they are getting more than their money's worth. To do this, you have to explain EVERY feature of the item. Tell them why it's so great. If this item has a feature that a comparable item doesn't have, make them aware of it. And if this item costs less, make them aware of that too. This is where you have to do a little salesmanship, which shouldn't be hard if you're passionate about what you're selling.

You want your listing to be as simple as possible. I don't mean boring. I mean simple. There is a difference. Simple means, if it is a technical item, don't bog people down with tech-speak. Just give them the facts in simple English so that they understand it. So if you are selling a set of speakers that have a certain frequency range or whatever, don't bog them down with all the tech specs when describing the item. The tech specs are in the brief description. Just tell them that the speakers sound great in a large room, or wherever they're made for. People want to know what the product is going to do for them. They don't need to get bogged down with tech-speak.

Finally, give your opinion. You're allowed to do this. If you really feel that if they don't get this whatever-it-is, they're missing out big time, then say it. Tell them what you think. If you think it's the most awesome set of speakers you've ever heard for a 100 by 50 room, then say it. If you believe it's great, so will they.

Remember that photo you took? Better make sure you include it. Ebay buyers are no different from buyers who go to a retail store. They want to be able to see the product they are buying. Since they can't actually walk up to the product and look at it, like if they went to a retail store, you have to bring the product to them. You can't imagine how much a picture adds to the power of selling products on Ebay until you've tried doing this without photos (like I've done) and then doing this with photos (like I learned).

Photos sell!

After you've finished describing the product, you then want to give the buyer all the information pertaining to how the item is shipped, any guarantees that come with the item and how payment is to be made.

Here is a big tip. Don't charge for shipping. Take care of the shipping charges yourself. I know there are people who will say I am crazy, but trust me. If you hit people with big shipping charges, you will lose sales. That is all there is to it. If you can't afford to take on the shipping charge, then charge as little as possible. Get the item shipped for as cheap as you can find, even if it means it takes longer to get to its destination.

Shipping charges kill sales!

As for payment, try to offer as many choices as possible, such as credit card, PayPal etc. The more choices, the more sales.

Guarantees are a must, even on used items. So you **MUST** offer an unconditional money back guarantee. If it's a physical item you're not really losing anything. They send the item back to you and you give them your money back. You simply then sell the item to somebody else.

No guarantees lose sales!

In our next chapter we'll continue with more info about your listing.

13. EBAY – PART 13

In this chapter of Ebay, we're going to continue with more information about how to list your product at Ebay. We're almost done, so hang in there.

What about accepting payments? Lots of people only accept payments from PayPal and only from US subscribers. Why? They're afraid of being ripped off. I have to tell you that this is crazy. Yes, the more types of payments you accept the greater the chance of somebody taking advantage of you. But the increase in sales that you will get will more than make up for the few crooks you run into. So my advice to you is to take as many payments as you can afford. The sales you will get will more than pay for the extra costs.

In your listing, make sure you have a way for customers to contact you. If they don't at least see an email address they are going to be skeptical of your legitimacy and may put off purchasing from you. So contact info in your listing is a must if you are going to have any credibility.

Finally, there is the overall look and flow of your listing. You want the information that you present in your listing to have a smooth flow from top to bottom and to look professional and interesting. This is not something that anybody can teach you. So the best thing you can do is to go to Ebay and look at some of the better ads there. You will know which ones they are because they're the ones that will capture YOUR attention. You won't be able to stop reading them. They will flow perfectly from top to bottom. The layout will be just right. The photos will be in just the right place. This is how I design all my ad campaigns, not just for Ebay but for any medium. I look to see what's out there and what I personally like. That is the ironic thing about advertising. People think there are "secrets" but there really are no secrets. Once somebody puts their ad out there, it is no longer a secret as to how they presented their product. It's right out there for all the world to see. All you need to do is copy the styles that you personally like.

One other thing and this is very important. If you sell multiple items on Ebay, you want ALL your listings to look the same. Why? You want to establish a “brand” for yourself. When somebody sees a listing that you made, you want them to know that it’s YOUR listing just by looking at it. This takes some time and effort to come up with a style that’s all your own, but once you’ve done that, you just duplicate it over and over for each product you sell. You, in a sense, become an assembly line of listings. The more you do it, the easier it will become and the faster you’ll be able to churn them out.

In our next chapter of our series on Ebay, we’re going to move into the area of Ebay stores. This is a real hot topic and I am sure you’re going to want to read this next article very carefully.

See you next time.

14. EBAY – PART 14

In this chapter of our series on Ebay, we're going to dive into the subject of Ebay stores. This is something that, as a powerseller, you definitely want to get into.

In order to open up an Ebay store, you must have at least 10 feedback posts for the items you sell. This shouldn't take you more than a week or so, depending on how much selling you do.

According to the reports I've gotten from people who have Ebay stores, they've seen an increase in sales of about 20% or so. Obviously I have no way of verifying this, but these are people I know pretty well and I trust them when they tell me something. Honestly, when I had my Ebay store, I didn't really track sales increases and things like that. I wasn't a big Ebay freak, which is probably why I got out of the business. But writing this series is making me want to start up again, when I get the time.

The biggest advantage of an Ebay store is that you can list items for a much longer period of time. You can list items for anywhere from 30 to 120 days, or even as "good until canceled." This alone makes an Ebay store a must.

You can also include links to other auctions that you are running. Doing cross promotion like this, which was a topic in one of my other articles, is a great way to get extra exposure to your other listings.

Right up there with the extended listings, and maybe this is really the biggest advantage of an Ebay store, is that having one gives you a permanent home. This is a place where previous customers can always find you if they want. It's like having your very own web presence. This is priceless.

So in other words, instead of going to ebay.com and trying to find you, they can simply type in the URL of your Ebay store and be done with it. You'd be surprised how many people bookmark places that they go to a lot. If you develop a good reputation for treating your customers fairly, you'll be getting a lot of repeat customers.

Remember in the previous article I talked about how you wanted your listing to stand out and be different from everybody else's? Well, you want your Ebay store to also stand out and be different. So have it professionally designed if you can't design it yourself. Don't get one of those templates unless it is your only option. They're okay, but your own unique design is better.

Plus, you want to make sure that your listings and your Ebay store all have the same look. This way people can tell that it is YOUR listing and YOUR store. Many people just don't get this. They think that they can just throw anything up on the Internet and people will come. If only it were that easy. You want to have a look, just like Google has a look, just like Yahoo has a look, just like Paypal has a look, and so on. Once you have established YOUR look, people will not be able to forget you.

Well, that's it for this article and this volume. We'll have more on Ebay in volume 55.

See you then.

15. EBAY – PART 15

In this chapter of our series on Ebay, we're going to discuss a topic that many Ebay sellers don't even think about and don't bother doing. This is a big mistake. I'm referring to the "about me" page. After you read this article, you will understand why an "about me" page is so important and how to create one.

Let me first start off by saying that having an about me page is not going to skyrocket your sales into the stratosphere, but it will help. The main reason it will help is that it builds trust.

People buying from you are going to want to know something about you if they're not going to be worrying about you trying to rip them off. Let's face it, with all the scams out there, people are a little gun shy to buy anything these days. Having an about me page and telling them a little about yourself will help gain their trust.

So, what do you put on your about me page? Well, you can put just about anything you want. They're free, so it's not going to cost you anything to fill it up with information. There are some things on this page that you are going to want to include. Certain items will help build that trust I was talking about more so than other items.

One of the main things you should include on your about me page is a picture, but not just any old picture. If you take a look at most of the ebooks and products out there, you will notice that the photos of the author or developer of the product is always smiling and in almost all cases, is just a head shot. If you can't take a good photo yourself, then have a professional photographer take one of you. Trust me on this. Appearance is more important that you can imagine.

Another thing you want to put on your about me page is your hobbies an interests. Now, while you may not think this can possibly be important but it is. Let's for argument sake say that you are a musician. If you put this fact down on your page, including what instrument you play, you might run into somebody who views your about me page, sees you are a musician and immediately develops a bond with you. Musicians are like that, as are card collectors, comic collectors and so on. It's like we're all part of a club. We can identify

with each other and therefore are more likely to trust each other. So lists your hobbies and interests, all of them.

Also include a way for people to contact you. If people think that they can reach you, they are less likely to believe that you are going to take off with their money after they've paid you for whatever it is you're selling.

As I said, an about me page isn't going to make the difference between 10 sales and 100 sales, but it may make the difference between 10 sales and 15 sales. I don't know about you, but I'm not willing to throw away 5 extra sales over something as simple to do as an about me page.

In our next chapter, I'm going to give you some tips for your listings, including what I think are the most important things you should have in them.

See you then.

16. EBAY – PART 16

In this chapter of our series on Ebay, I'm going to cover some items that I feel should be a part of every listing that you do. If you include these things, you should find that your listings will get a better response and you'll make more sales.

The first thing you need to do in your listing is create excitement. Now, this shouldn't be too hard to do. This person is already looking for this particular item, so it is YOUR job to get them so excited about YOUR listing that by the time they're done reading it they are reaching into their wallet for their credit card.

How do you create this excitement? By raving about what you are selling. Remember, you're passionate about this. So if you're selling the first issue of X-Men, tell them some things about the comic to get them excited, like how it all began. Tell them the thrill of seeing Jean Gray and Scott Summers for the first time. Tell how the artwork was so different in the early days. And of course remind them that this is a rare collector's item. I mean for crying out loud, it's X-Men # 1.

The next thing you want to do is take away any doubts or fears that your potential buyer might have. Remember, he's really not sure if he can trust you at first, especially if you are a new seller. So you have to make them feel that they don't have to worry about making this purchase. Assure them that the item, such as if you're selling X-Men #1, comes in a secure package and the comic itself is in a plastic wrapper. Tell them that every effort will be made to ensure that your package arrives in excellent condition. Also assure them that delivery itself will be made and that they don't have to worry about you taking off with their money. Not in those words of course.

The final thing that you have to do is make the purchase as easy for the customer as possible. They don't want to have to jump through a lot of hoops to get this thing. So by offering multiple payment options, that's one way of making the purchase easier.

Also, make sure that the actual buying process is as easy as possible, meaning you don't want the customer to have to go through too many

steps to finalize payment. Take a look at how easy PayPal's payment process is. That's how easy you want to make it for all your customers, regardless of what payment options you use.

If you can, give them multiple shipping options as well. Some people are in a hurry to get things and would appreciate overnight shipping. The more options you give them, the easier the process is for them.

The bottom line is simply this. After the customer has finished reading your listing and going through the buying process, you want them to sit back and say, "Wow, that was easy!" If you've done that, then you've done your job.

In our next article in this series we're going to cover a big topic, starting prices of auctions.

See you then.

17. EBAY – PART 17

In this chapter of our series on Ebay, we're going to cover a topic that gets a little complex. Hopefully, I will be able to simplify it a bit for you. I'm talking about starting prices for auctions.

This is probably one of the hardest things to do when it comes to selling anything on Ebay. Why? Well, you don't want to set your price too low to begin with. What if you only get a few bids and your \$100 value item ends up getting sold for \$5? You're going to be pretty upset to say the least. On the other hand, if you set the starting price too high, you're liable to not get any bids at all. Quite a problem isn't it. Well, hopefully, I can help solve this problem simply.

The most popular starting bid is \$1 No Reserve. This means that the starting bid is a dollar and there is no minimum bid that has to be met for the item to be sold. This can be scary as hell for people who are selling \$500 watches, but there is a time and a place to use the \$1 NR bid, and I will make this as simple as possible.

Use \$1 NR Bid – when the item that you are selling is in great demand, such as if you are selling a brand new Ipod.

Don't Use \$1 NR Bid – when you are selling an item that is older and may not be in such demand.

It's that simple. Don't let people confuse you with all this psychology and strategy garbage. If you've got something for sale that people are dying to get their hands on, then start it at \$1 NR.

You're probably asking why. I'll tell you. See, when you are selling something in demand, if you start it at a high price, you are going to eliminate the people who really don't want it that badly. Leaving them out, there may not be that many people out there who are literally going to breathe their last breath if they don't get this thing. Plus, with little bidding activity, which you will have with a high starting bid, you are likely to get people who are too hesitant

to place a bid. They're going to wonder why no bids are taking place.

With \$1 NR bids, you are going to get even casual bidders throwing their hat in the ring. After all, it's only \$1 so what's the big deal. Then, as the bidding war starts, it begins to heat up. This is where things start to get real exciting.

Trust me, there are items out there that start at \$1 NR that end up bringing in lots of cash and leave many bidders disappointed when at the last second somebody comes in and bids 1 cent more than you bid. It can drive you crazy.

If you're going to do a reserve auction, meaning there is a minimum bid that has to be met in order for the item to be sold, you are going to want to make your reserve figure fairly low. The reason is that if people are bidding and the reserve is not met, they are going to be very unhappy that they wasted all that time bidding and the sale never even went off. This will not only discourage people for that item but also discourage them for any listings you do with a reserve. So keep your reserve figure low. Don't worry, if the item is good and people want it, it'll sell.

Obviously, you can start your bidding at any figure you like. Naturally, the higher the figure, the fewer number of bids you will get and may not even sell the item.

You can also use the "buy it now" feature, where people don't bid on the item. They just buy it at the price you have listed.

In our next chapter, we're going to cover some more tips and tricks.

18. EBAY – PART 18

In this chapter of our series on Ebay, we're going to cover some more tips that will hopefully turn you into, if not an Ebay superstar, a profitable seller.

First thing I want to go over in this article is when the best time is to post your listing.

I have found, over my 4 years of marketing online, that there are busy days and there are dead days. I don't know why this is, but for whatever reason, some days it just doesn't even pay to do anything. Occasionally, you'll have an oddball day that normally is slow where you'll make sales out the ying-yang, but don't ask me why it happens. Conversely, I've seen days that are normally smoking where I can't get one sale.

Having said that, going by the law of averages from what I have witnessed, the best day to post your listing for Ebay is on a Monday afternoon. People have just gotten back to work, are finally settled in and after lunch, they check out the Ebay listings.

Now, it is just as important to have your bidding ending at night and not in the morning. When people wake up in the morning, they're too tired to do any bidding and in a rush to get to work. So you want your listings to end around 8 or 9 PM.

Because most buyers are from the US East Coast, you want that time to be EST. Just adjust your own time accordingly.

The next best day after Monday is Tuesday. As the week goes on the days get worse and worse. On the weekends, people go away and you won't see much action, especially in the summer.

The next thing I want to talk about, and this is so important, is getting repeat business. This is why you MUST make a great impression right out of the starting gate. If you get a customer who buys from you once, and his experience was good, you have an excellent chance of getting his business again. The more repeat customers you get, the

more growth you will have over the long haul. It's almost like building a mailing list for affiliate marketing or anything along those lines.

I can't stress this enough. If you don't make your customers happy, you are missing out on an enormous amount of income from repeat business.

One of the best ways to do this is if you have a customer who has a problem with your product or service. I know you're not going to want to do this, but bend over backwards to make them happy. If they see that you actually care, they are more likely to give you a second chance in the future.

Another thing you should do is send a follow up email. Ask them if everything is okay with their purchase and offer them any kind of help if they need it. Customer service is the key to getting repeat customers.

Basically it comes down to this. Treat your customers the way YOU would want to be treated and you will have a thriving business for years to come.

In our next chapter, more tips.

See you then.

19. EBAY – PART 19

In this chapter of our series on Ebay, I'm going to give you a few tips that will save you some time. Ignore these at your own risk as they are extremely important.

Make no mistake about it, running a business is extremely time consuming, especially an Ebay business where you're dealing with physical products that have to be packaged and shipped. So you want to do as many things as you can to save yourself as much time as possible. Hopefully, the tips in this article will give you the help you need.

The bottom line is, you want to make the most amount of money in the shortest amount of time. In many cases, this simply means streamlining your business.

The easiest way to do this is to sell high ticket items. If you think about it, it makes sense. If you're going to sell a crate of watches, it doesn't matter if you're packing cheap knockoffs or \$1000 Rolex watches. It will take just as much time to pack each. So why not maximize your profit for the time you're spending packing those watches by simply selling expensive watches? The cheaper the things are that you sell, the fewer dollars per hour worked that you make. That is the thing that you have to keep in mind.

Another way to save time is to make sure that your payment collection methods are all automated. You don't want to have to do anything yourself to collect these payments. So things like PayPal and merchant credit card accounts are the way you want to go. The process is automated, which means it's hands off for you.

Answering emails can be very time consuming. At first, you won't be doing a lot of business so it will be easy to respond to each email. But as you grow, this becomes harder. There are ways to cut down on the number of emails you will receive.

The first way is to create very detailed listings for your products. This way, there is less likelihood that your customers will have any

questions because everything should be spelled out clearly right in the listing.

Another way is to create an FAQ page. This way, customers can look there to see if their question has already been answered. Make sure you include as many questions and answers there that you can. The more that you include, the less chance of getting an email.

Finally, have stock answers already typed up for your email replies. You will get many of the same questions over and over. Simply type them up and copy and paste them into the email each time that question is asked. At first, it will take some time to put these together. But after a while, you will hardly do any typing for responses at all.

In our next chapter of our series on Ebay, we'll go over some more time saving tips. We're pulling into the home stretch with this series, so hang in there.

See you next time.

20. EBAY – PART 20

In this chapter of our series on Ebay, we're going to cover some more time saving tips and work our way towards the end of this series. We're almost there, so hang on.

In our last chapter, we went over a few time saving tips. Another really big time saver is drop shipping. Bottom line, you don't want to have to constantly pack things yourself all the time, especially if your business is booming.

The thing with drop shipping is that you have to make sure that there is excellent communication between you and the drop shipper. The reason is because there is always the possibility that they will deliver the items to the wrong address. This is the dangerous part about drop shipping. So make sure you first of all find a reputable drop shipper and then make sure you cross all the T's and dot all the I's with them for every delivery.

Another way to save time is to buy your items in bulk. Imagine you're looking all over town for 100 cases of the latest magic cards but none of the suppliers near you have more than 20 cases in stock. By going through a huge wholesaler, you can not only get the number of cases you want, but you will also get them a lot cheaper.

Another way to save a lot of time is through the number of times during the week that you actually ship items. Do NOT ship everyday. This is a real time killer. My advice is to do your shipping on Tuesday, Thursday and Friday. You don't have to ship more than 3 times a week. The items will still get to where they need to get to in plenty of time.

Finally, if your business real starts to boom and you can't do it by yourself, hire help. I know this sounds like it's going to cut into your profits, but if you're doing that much business, you can afford it. The alternative is that you're not able to keep up with your business and your reputation gets shot to hell. This is the last thing you want. So if it gets that big, bite the bullet and get help.

Now, the kind of help you will need will depend on the kind of jobs that need to be done. For certain things, like packing, you want somebody who is skilled at packing. If the items arrived damaged, you're going to have some pretty angry customers.

Ideally, you want to hire people to do the jobs that anybody can do. Why? If they quit, you don't have to look around for just the right person to do this job. Anybody will be able to do it. Save the difficult jobs for yourself or somebody who you trust not to walk out on you.

In our next chapter, we'll finally be finishing up our series on Ebay with some final thoughts.

See you then.

21. EBAY – PART 21

In this chapter of our series on Ebay, I'm going to wrap things up with some final thoughts. I hope you've enjoyed this series so far.

Now that you pretty much know what it is you have to do in order to make money with Ebay, the final thing you have to do is come up with what I call a "game plan" because you just don't want to walk into this blindly. Because you have so many options, there is a tendency to get distracted and quite lost along the way.

I am not going to suggest any one game plan because I don't want to color your thought process. Instead, I will give you some things to think about as far as what you want to do with your business. This way you can at least decide how you want to proceed.

For starters, what kind of items do you want to sell? Do you want to sell things that are cheaper and easier to unload or do you want to maximize your earnings for the time you spend by selling big ticket items. Remember, there is good and bad with each.

Do you want to sell a large number of items or just one item at a time? If you decide to sell large quantities, you will probably want to consider finding a good wholesaler. If you're going to be selling individual items, you're going to need to leave yourself a lot of time to find these gems, especially if you have to go out looking for them.

You have to decide if you're going to sell any of your own items that you have lying around the house. If so, it will be a good idea to spend all your time at once gathering these things. Get that part out of the way and then spend the rest of your time doing your actual listing and selling.

Are you going to open an Ebay store? If so, think about a design for it. You want to do this in advance so that when you get your 10 feedbacks the store will be up and ready to go. Don't leave things for the last minute. This business will be time consuming and hectic enough without having to rush to get things done because you left them for the eleventh hour.

Make sure you have a budget made for expenses. I mean ALL expenses, from advertising to the cost of purchasing the items. Make sure you have a goal in mind for how many sales you want to reach to cover these expenses. Log everything. Keep very careful track of all income and outgo. If you see you're running in the red consistently, then something is very wrong and needs to be corrected.

I can't stress this enough. Tackle one problem at a time. Don't try to write ads, design an Ebay store, find a wholesaler and so on, all at once. You will end up getting absolutely nothing done. Make a schedule for yourself for each day of what you want to get done and stick to it.

I'd like to say that this is easy. It's not. It takes a ton of work to run a successful Ebay business. But if you stick with it and do things in an organized and efficient manner, you'll be surprised at just how much money you can make.

To your Ebay success!