

Get more from your online auctions with:

# MAKE YOUR NET AUCTION SELL!

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## "Make Online Auctions a Home Business"

by: **John Lynch**

Everyone is aware of online auctions nowadays. We all know someone who has bought or sold something on an Ebay online auction site. But how many people know that this hobby can be turned into a profitable business?

The fact is online auctions are a new kind of home- based business created by the

Internet with no capital investment and no risk.

An online auctions business has the following advantages:

- No start-up costs.
- No financial risk.
- Work whenever you choose.
- Targeted customers brought to you by auction sites such as Ebay.
- No technical skills required.
- Start-up in 5 minutes.

How do I start an online auctions business?

First, if you are not familiar with the process of buying and selling, you need to understand how auctions operate. By far the biggest online auction site is Ebay (<http://www.ebay.com>), boasting millions of users worldwide.

However, this is the tip of the iceberg. Other popular auction sites include:



- Yahoo Auctions - <http://www.auctions.yahoo.com>



uB- id - <http://www.ubid.com>



- OnSale - <http://www.onsale.com>



- QXL - <http://www.qxl.com>

Start off by buying an item yourself to get the feel of how it is done. This will give you an overall insight into the process of registering with the auction site, bidding, paying for your goods and the delivery arrangements.

### Don't Feel Forced to Buy

As a buyer you should not feel pressured into buying something that you know is overpriced because you think it is the last item. There are many online auctions and there is a good chance that you will come across the same item at another site.

### Leave Your Bid Late

Experienced online buyers will leave their bids until the last few minutes before an auction closes to prevent the price being driven up too high.

### Use Automated Bids

If you don't want to spend a lot of time waiting for an auction to close, you can use an automated bidding service such as <http://www.esnipe.com>.



You can open a free account and type in the auction number and the amount you want to bid. ESnipe can then place a last-minute bid for you just before the close of the auction. If you win the bid, you pay eSnipe a small fee and if you lose you pay nothing.

### Search for Misspelt Items

Savvy buyers know that many items listed for sale at Ebay are misspelt. You can

use this to your advantage by searching for wrongly spelt items. You will have far less competition as most people search for correctly spelt items.

Once you have bought something and paid for it, you will know how the auction process works from the buyer's point of view. This is vital as it will give added insight into how you can provide good customer service when you set up your own business.

So now that you have bought and paid for an item on an online auction, you are ready to sell something yourself as a first step to setting up an online business.

At this point, most people look around their own homes to rid themselves of some unwanted items for which they have no use. This is a good way to get started. When you list your item on auction sites, make sure you provide a photograph. This will grab the attention of the buyers.

### Description of Goods

A good description of your 'for sale' items is essential. Give all relevant details including technical specifications and dimensions where necessary.

### Guaranteed Refund

Give a guaranteed refund to potential buyers to reassure them of your integrity. Most buyers and sellers on the Internet are honest but there are a few rogues, and buyers like to be reassured.

### Positive Feedback

Getting positive feedback from your previous customers is the best way to prove you are trustworthy. Always request feedback politely after a successful sale.

### Reserve Price

Set a reserve price to ensure that your goods do not sell for less than you want. Make it reasonable. If you set it too high, you will not receive any bids.

### Payment Options

The more payment options you offer your buyers, the more likely you will be to make a sale. Ebay auctions offer the online payment transfer system Pay Pal



([www.paypal.com](http://www.paypal.com)) which is free to set up. Credit cards also offer security and are popular.

If you intend to set up an online auctions business, it is best to specialise in a niche which is a little out of the ordinary. Thereby facing less competition and guaranteeing your profitability.

Setting up an online auctions business can become a reality for anyone who is prepared to do the necessary research and put in the effort. The enormous interest in auction sites created by the success of Ebay has provided huge numbers of targeted visitors ready to part with their cash for a great variety of goods.

Visit <http://www.merchant-account-service.com> for a Free auctions course on how to start a successful online auctions business from home.

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## **"Selling Niche Items on Ebay"**

by: **Stephan Miller**

A website is great to have for residual income, for presence, to have a place called home on the internet. I admit I love it.

Instead of hunting for sites to host my pictures and software for free, I have a place and it is all mine. But nothing beats eBay for instant, in your face sales.

Its like having a mall with millions of visitors a day built just for you.

I mean, you could sell used vacuum cleaner bags and walk away with a bag full of money a week later if only you knew how to list your auctions with the right title, right ad, and right type of features or even no features.

For examples of what can and has been sold on eBay, check out these sites:

<http://www.disturbingauctions.com>

<http://groups.yahoo.com/group/ebayweirdnesscollectorclub>

No features? Yes, you can make a consistent weekly income by listing auctions with no features.

I have done it. You just have to find a niche and your customers will hunt for you. No extras will be necessary.

What type of products would qualify as a niche item? Lets say your hobby is scrapbooking and you have just written the perfect ebook on the subject.

You know it will sell, but how do you go about selling it. You could put up a website, spend weeks submitting it to search engines, and then, maybe months later watch sales start coming in.

That's great for the long term. In fact its something you should do.

But, if you want to start getting sales sooner, list it on eBay.

It takes some work to do it right though. You will need to figure out what search terms your customer will be using to find your auction.

Then search both the current and completed auctions to find out what your competitors are doing to get their bids. Or download a tool to do it for you.

<http://www.profit-ware.com/hotbid>



Okay, what if the search terms you entered comes up with few searches or none.

Well, this is a sign that hell just froze over. But if it does happen, can you spell "jackpot." You will need to find closely related search terms that actually will come up and use them along with your rare terms.

Think about what other items your ideal customers will also be buying and mention them in the body of your ad. Don't spam though.

Write your ad like you are speaking face to face to your customers and you can't go wrong.

Check out your competitors features. Did they highlight?

Did they choose Bold? Did they spend the extra money and category feature the auction? I did this once on a niche product that I was selling and actually made less money than when I didn't choose to feature the item.

But you will have to test your results.

Why spend extra money that you don't have to?

Also, study the title of the auction and the ad itself.

Remember that the default search on eBay is title only, so make sure you pack your title with keywords that you know people will be using.

But don't go overboard. You can always tell when a seller is trying to spam the search engine instead of providing a descriptive title provides their customers with the information they need.

The days when you could put up a text ad and sell are over. Well, maybe not. But at least put in the extra effort and design an HTML ad.

It lets your customer know that you are actually running a business and that the image your products present matter to you.

Turbo Lister is great if you are just starting out. You can also find more free HTML editors on the resource page of my site:

<http://www.profit-ware.com>

Learn some ad writing techniques. If you are selling an info product or software, the mini-site model works great. It will provide your customer with all the information he or she needs to make a buying decision.

Also learn hypnotic writing and NLP. I am not saying that you have to do all of this at once. Just pick up as you go along.

Just to get started, do your marketing research and list your ad and wait for sales.

Yes, it will become addictive, especially after you get that first bid. You will set your homepage to your "My Ebay" page and check it every few minutes. I did.

Stephan Miller is a ebay seller, freelance programmer, writer, and webmaster at <http://www.profit-ware.com> Home of Hotbid Auction Market Analyzer.

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## **"How to Make Money from Internet Auctions"**

by: **J. Stephen Pope**

If your business is not using eBay and other Internet auctions, you could be missing out. Here are just a few ways of generating additional income, profits and cashflow from online auctions.

### **1. Convert Excess Assets to Cash**

Sell personal or business items that you no longer use. For example, are there slow moving inventory items in your store? A major camera store chain sells their slow movers, quite successfully, through eBay.

### **2. Buy and Sell Anything**

Sometimes people put things out in the garbage because they don't need them anymore and don't know anyone who could use them. You can successfully sell some of these items by Internet auction.

As well, if you pick up bargains from garage sales, flea markets, importers, wholesalers, closeout dealers or other sources, these items can also be sold through online auctions.

### **3. Drop Shipping**

There are suppliers who will ship one item at a time for you. You don't have to stock any inventory. You simply pay your dropship supplier out of the money you receive from your auction sale. They will ship the product directly to your customer.

For further information about drop shipping, visit:  
<http://www.yenommarketinginc.com/dropship.html>

#### 4. Self-Publishing

Do you have expertise in a specialized area of interest to people? Then, you could publish your own information product.

A very popular format for self-publishing information products is the electronic book (or e-book). E-book compilers, some of which are free, are readily available on the Internet. When people buy your e-book, they can download it from your website or receive it by e-mail.

You could sell such self-published information products on eBay and other Internet auction sites. Incidentally, online auctions are an inexpensive method of testing the market for your information (or other) products.

For further information about self-publishing, visit:  
<http://www.yenommarketinginc.com/selfpub.html>

#### 5. Reprint and Resale Rights

You may not want to produce your own information products presently. Or, perhaps, you may already have an information product, but would like to supplement your income with additional, related product offerings. This is where reprint and resale rights come in.

You can buy the rights to reprint or resell excellent information products created by other people. Some of these rights are inexpensive.

In addition to selling these products from your own website, you can use Internet auctions to create extra sales. Another advantage of online auctions is that they can create additional traffic for your website.

For further information about reprint and resale rights, visit <http://www.yenommarketinginc.com/instantpub.html>

#### 6. Sell Your Services

Do you design logos or websites? Do you sell consulting or other services? These, also, can be successfully sold through eBay and other auction sites.

## 7. Run an eBay Consignment Shop

There are still people who don't have a computer or who don't use eBay. You could sell on a consignment basis for them, taking a commission on the successful sale. You would need to charge for advertising expenses incurred, such as eBay listing and selling fees.

## 8. Promote Affiliate Programs through Auctions

Some affiliate programs have brandable e-books that contain your affiliate link. When people order from the e-book that they bought from your online auction, you get credit for the sale. As well, some of those purchasers may sign up as affiliates, earning you additional commissions.

Some of these e-books have valuable information that is worth the nominal value you would sell it for on eBay. In other cases, such an e-book is readily available for free. In this latter case, you might consider selling another related product and offer the e-book as a free bonus.

For further information about affiliate programs, visit <http://www.yenommarketinginc.com/affiliate.html>

## 9. Supply Fellow Online Auctioneers

During the gold rush days, it is said that those who sold picks and shovels were more likely to make money than those panning for gold. Similarly, since there is such a big market for online auctions, you can make money supplying eBayers with information and auction tools to help them start and grow their own online auction business.

## 10. Internet Auction Consulting

As you gain experience and expertise in online auctions, you might consider charging for your knowledge.

Consulting services, seminars, information products and other ways of packaging your knowledge can earn you additional income streams.

For more information about consulting, visit: <http://www.yenommarketinginc.com/consulting.html>

These are just a few of the ways you can profit

from Internet auctions.

For more information about Internet auctions, visit:

<http://www.yenommarketinginc.com/auctions.html>

J. Stephen Pope, President of Pope Consulting Inc.,

<http://www.popeconsultinginc.com/> has been helping

clients to earn maximum business profits for over 20 years.

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## **"Tips to Avoid Online Auction Fraud"**

by: **John Lynch**

While most buyers and sellers on internet auction sites are honest, there is always the threat of underlying fraud.

Auction sites have had instances of sellers posting pictures of items for sale, only to include in extremely small print that buyers are only bidding for the photo rather than the item itself.

When the photo arrives in the post and not the product, buyers are obviously outraged.

Steps to avoid online auction fraud

1) Check seller's feedback

One of the best ways to judge a seller's honesty is to check his or her feedback. Most buyers will give feedback on a sale, rating the seller in the seller's Feedback Profile.

If the feedback is negative, it will be very difficult for that seller to buy or sell anything on that auction site in future. Check the seller's feedback and if it is not overwhelmingly positive, do not buy.

2) Find out seller's contact details

Before you enter into a deal, try to establish contact with the seller.

On eBay you can search information on a member by visiting the Find Members page. If you can get a phone number or

an email address, you have a better chance of solving any future problems.

You could establish contact with the buyer by requesting further information about the nature of the product in which you are interested.

### 3) Payment Methods

Credit cards are the safest way to buy anything online for the simple reason that, in the case of fraud, most credit card companies will cover the cost. Online payment services such as PayPal and FastPay are also popular with auction site users because of their safety.

These are account-based systems that send money via credit card or bank account.

### 4) Use an Escrow Service

For higher priced items you should consider an escrow service.

An escrow service acts as a middleman between the buyer and the seller to ensure a fair transaction.

The escrow service holds the item and the money until the buyer has inspected and approved the goods. Only then does it release the money to the seller.

The only downside is that it will cost the buyer extra to use this service.

However, it is something to bear in mind when buying more expensive items.

### 5) Complaints/ Fraud Protection

Most online auction sites have a complaints' procedure. For example, if you're unhappy with the goods or you have not received them, Ebay operates a fraud protection program.

For more information go to:

<http://pages.ebay.com/help/community/fpp-guide.html>

FlipShark has a useful site on internet auction scams:

[www.flipshark.com/scams/ebayindex.html](http://www.flipshark.com/scams/ebayindex.html)

The US Federal Trade Commission has a useful guide for buyers and sellers on internet auctions which has relevance to other countries:

[www.ftc.gov/bcp/conline/pubs/online/auctions.htm](http://www.ftc.gov/bcp/conline/pubs/online/auctions.htm)

To sum up, most buyers and sellers on internet auction sites

are honest.

However, if you use the above tips, you should not fall victim to auction fraud.

Visit <http://www.merchant-account-service.com> for a Free auctions course on how to start a successful online auctions business from home.

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## **"Build Your Ezine Subscription List With Online Auctions"**

by: **Sydney Johnston**

Most people believe auctions are giant flea markets, but they are much more than that. In fact, they are an excellent way to build your ezine subscription list.

Online auctions attract millions of targeted customers. You don't have to go in search of subscribers – they will come to you.

And the price is right. On eBay, you can buy a 10 day ad for 40 cents, or \$1.20 per month. If you get only 12 new subscribers, (and you should get many more), your cost is only 10 cents. Are you willing to pay a dime for an targeted reader?

Here is what you need to do to take advantage of the thousands of potential subscribers.

Step 1: Decide who your audience is. This should be easy because you've already done it. You know who is interested in your ezine.

Step 2: Choose an appropriate category. Go to your auction site of choice and browse the categories. eBay, for example, has thousands of categories, but that isn't as intimidating as you might think because you can dismiss most of the categories at a glance.

For example, let's say you are selling an ebook on how to make money in real estate with foreclosed properties. eBay's front page lists 27 main categories, but there are only three

possibilities for your product: BUSINESS, BOOKS and REAL ESTATE.

Looking at the subcategories in BUSINESS we see EQUIPMENT and SUPPLIES. Not appropriate.

In BOOKS we see TEXTBOOKS, EDUCATIONAL: BUSINESS. A definite possibility.

Looking in REAL ESTATE we see a FORECLOSURE section.

So, we've narrowed it down to two categories. Which one is "right"? The only way to know for sure is to test, test and then test again. But at these ridiculously low prices, why not experiment with both categories?

Step 3: Create your offer. Of course, your foreclosure ebook is excellent, and you want to describe it in a positive and seductive way, but what else can you do to make it irresistible?

- \* Pile on the bonuses. It is very easy to find all kinds of free and worthwhile ebooks that you can offer with your real estate book.
- \* Perhaps a guarantee is appropriate.
- \* Do you have any testimonials? If not, how can you get some?
- \* Use pictures of homes from deals you have personally done.
- \* Perhaps you have checks from closings that you attended?

Step 4: Write a compelling headline.

This is where most sellers fail. Your prospective reader is scrolling down a long list of items for sale. You have a second (or less) to grab her attention. Your goal is to get that click! Nothing will happen without it.

The auctions all have a space limitations on headlines, so you have to say a lot in a small space. For the best results, qualify your audience.

As an example:

"Secrets of Real Estate Foreclosure + 7 Bonuses"

If I were a real estate investor, I would certainly click on this headline.

Step 5: Throughout your sales copy, work in references and inks to your ezine.

Mention your ezine list in a "contextual" way. And, do it more than once.

For example, you casually say, "I am in the foreclosure business myself and learn new things constantly. In fact, I publish the Foreclosure News ezine once a week which includes my latest tips and ideas." Then, offer a way for readers to sign up – regardless of whether they buy your book or not! You will have many more "lookers" than buyers. Why let all that targeted traffic get away?

Later on, you mention that Foreclosure News has a "Deal Of The Month" issue where you give an in-depth analysis of one of your successful deals, including how you found it, how you persuaded the owners to work with you, the financing of the property, how you disposed of it and the profit you made. A genuinely interested prospect couldn't possibly resist this offer.

Experiment with your listing until it's dynamite and then put it on some of the biggest sites on the internet. Here is a list to get you started:

Amazon: <http://auctions.amazon.com>

Cnet: <http://auctions.cnet.com>

eBay: <http://www.ebay.com>

Excite: <http://outletauctions.excite.com>

Lycos: <http://auctions.lycos.com>

Microsoft: <http://auctions.msn.com>

Nbc: <http://auctions.nbc.com>

Softseek/zdnet: <http://auctions.zdnet.com>

Yahoo: <http://auctions.yahoo.com>

eBay, Amazon and Yahoo charge for listings, but the rest are free.

Once your ad is creating a steady stream of subscribers, simply leave it up as long as it works and count on a growing list of new prospects for your products and services.

Sydney Johnston is the author of "[Make Your Net Auction Sell](#)", published by Ken Evoy and Sitesell. For many more creative ways to use auctions to grow ANY business, you can subscribe to her newsletter, Auction Gold: <http://auctionknowhow.com/AG/ezine.shtml>

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## "Slack Economy Fuels eBay Shopping"

by: **Jim Edwards**

With the current economic outlook appearing fairly bleak for many individuals and businesses, most feel the need to make every dollar count.

But, no matter how bad the economy does or doesn't get for every one of us, one fact remains a constant of human nature: People love a bargain!

This fact came home quite clearly to me last week when I used eBay to turn an expensive business purchase into an almost guilty buying pleasure.

I needed to purchase a very specialized piece of equipment for my home office called a "Mimio Board." It converts a standard "white board" you draw on with erasable markers into a digital board you use with your PC. In short, everything you draw on the board shows up in the computer.

I really wanted this equipment, much like a 5-year old child really wants a new bike! Unfortunately, a new "Mimio Board" cost \$400 minimum. But, unlike the 5-year old who stamps his foot and screams "no fair", I did something about it. I went to eBay!

I did a quick search for "mimio" in hope of finding a used model at a reduced price. Much to my surprise I didn't find a used one, but I did find a brand new one still in the box and available at over 75% off!

It seemed such a great deal that I actually felt a bit skeptical and thought I smelled a "scam." But, like the 5-year old, I really wanted that bike, I mean "mimio board!"

So I enlisted the aid of a professional "eBay Power Buyer" with many years' experience (my wife) to help me evaluate the deal and whether or not to go for it.

As a veteran of hundreds of successful transactions, she gave me this eBay buying advice, which I now pass to you, my new bargain hunting friend:

**Check Feedback - Every seller receives public feedback from**

past buyers. Carefully check this feedback and pay special attention to any negative comments. Look for trends and volume of negative comments. You should avoid sellers with lots of negative feedback, especially recent bad behavior indicating a decline in service.

**Check Descriptions** - Carefully read the item description to make sure it's exactly what you expect to receive. Look for any guarantees and always ask the seller questions before bidding. You can email the seller for a particular auction right from the item page.

**Shipping Charges & Insurance** - Before bidding, find out exactly how much it costs to ship an item to ensure the seller doesn't inflate the shipping charges to add profit. Though you must pay for it, always insist on shipping insurance for one-of-a-kind, fragile or expensive items.

**Payment** - Make sure you know how the seller accepts payment and how it affects product delivery time. Some sellers won't ship your product until after your check clears.

Overall, eBay makes a great place to find bargains for both home and business if you shop carefully and use common sense to avoid any obvious pitfalls.

Jim Edwards is the co-author of an incredible new ebook that will teach you how to write and publish your own highly profitable ebook in a week or less... even if you failed high school English class! "How to Write and Publish your own Outrageously Profitable eBook... in as little as 7 Days!"

FREE Details: <http://www.7dayebook.com>



## **"Online Marketing: Online Auctions"**

by: **Aaron Turpen**

Many people have not considered the value of using online auction houses, such as eBay and Yahoo! Auctions, to promote their own businesses. No matter your business, with a little creativity, you can use this tool to market yourself.

There are three important pieces to the marketing puzzle

when using auction websites: your user name, your profile, and your products.

When signing up, pick a user name that reflects your business. Your business name is preferred, but anything close (even your website name: yourbusiness.com) will do well. For example, my username on eBay is "AaronzWebWorkz."

The next focus is the "profile" page, which you will set up as a part of the signup process with these auction websites. In this profile, you are able to talk about yourself (read: "market yourself") and link to your website. This is fairly straightforward. Make sure that your links are correct and that you haven't made any spelling or grammatical errors. Short and sweet works best. The majority of those who do come to this page will read your information. If you make it too long, though, they might skip it. After all, most people who load these profiles are looking for other auctions, not your life story.

The final issue to deal with is your products. Even if you sell services (as I do), you can use these auction sites. If you are new to the auction site, read several other auctions and go through the posting process (without hitting the final "post" button) to see how the auctions are structured. Once you have an idea of how you should go about posting your items and what kind of knowledge you'll need, start writing your product information. Do this by typing them into a text editor (Word, Notepad, etc.) and running them through a spell checker. Then re-read them once or twice to make sure you didn't miss anything or fudge the description. Once you're ready, go back to the auction site and post your ad. I'd suggest no more than one or two to get started. Once you have a handle on things (and have made a couple of sales), you'll be ready to post more often.

The auctions themselves are unimportant. I usually take a service that I perform for a minimal cost and post it at a bare minimum cost. For example, I do domain name appraisals normally at \$5 each. I post them on eBay at \$1 each as the starting bid. These don't take much time to do and are something that many people look for. Even selling at only a dollar, after eBay fees, I usually make about sixty cents profit. That doesn't sound like much, and it isn't, but I'm not in it for the money. A look at my server logs says that the thirty minutes a week I'm spending on my auction marketing is sending about 200 visitors to my site. This number has been steadily

building since I began using this form of marketing a few months ago. The more you market, the more referrals you'll receive!

Aaron Turpen is the proprietor of Aaronz WebWorkz, a full-service provider of Web needs to small businesses.

[www.AaronzWebWorkz.com](http://www.AaronzWebWorkz.com)

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## **"Using Your Web Design Skills to Create and Sell Turnkey Web Sites on eBay"**

by: **Alexis Dawes**

You don't have to be Sherlock Holmes to notice there's an abundance of web site designers circulating around the Internet.

And naturally with all this competition you're bound to have slow periods. Times when you wish even a \$50 project would come across your desk.

But alas there's an easier way to smooth through those hunger spells. This technique allows you to utilize your inherent design skills, and turn a \$100-\$5,000 profit.

And unlike the web design industry where there are tens of thousands of competitors, this one has less than 30 currently in the ring.

Enter the wonderful world of developing and selling turnkey web sites.

eBay usually has 500-2,000 web sites for sale at any given time. After analyzing the web sites for sale category I've noticed that the typical daily sales turnover is more or less 40%-49%.

With no abundance of competition, and a very decent sales ratio, the odds for success are definitely in your favor.

So how do you get started in this business. Here are a few insider's tips that'll help you beyond the design phase...

\* Choose your projects carefully.

You can't just put together any old web site, and sell it on eBay. Observe the market daily to see what's hot and what's not.

When you see an emerging trend, QUICKLY develop 2-3 sites matching the trend, and put one on the auction block every week.

This strategy alone could easily be worth a couple of thousand dollars.

\* Use your programming skills (if you have any) to increase your profits.

One of the major expenses in developing turnkey web sites is the software or scripting you have to use to make the site run. If you're proficient at creating CGI scripts, you can cut that expense significantly.

\* Begin your auction with a low opening bid.

I've seen many web site auctions start with a \$1.00 opening bid, and go up to \$1,000+ in less than a week. Low opening bids create a frenzy early in auctioning process.

If you're scared that you could sabotage your efforts, run a reserved auction, and if your secret price isn't met before the auction ends, nobody wins the site.

\* Brainstorm 1 or 2 long term projects.

Usually the longer a site has been in existence, the more intense the bidding activity.

Storyboard a long term project, and put it into play now. Sell it at the end of the year (when people are making their New Year's resolutions to start a new business). I've noticed many \$5,000+ web sites sell during the holiday season.

Alexis Dawes is the author of "How To Develop and Sell Turnkey Websites on eBay: An Insider's Profit Guide For Entrepreneurs, Site Designers & Consultants." Check out her site at <http://www.SmallSiteSeller.com>.

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**"The Secrets Of Starting A Successful Ebay Business"**

by **Tim Knox**

**Q: I hear so much about people who started selling on eBay and eventually turned it into their full time business. Is it really possible to build a profitable business just selling junk on eBay? -- Alex K.**

A: If Fred Sanford were alive today, Alex, I'm sure he'd be earning his ripple money by selling quality junk on eBay.

While it's also true that one man's junk is another man's treasure (I have a garage full of treasure to prove this point), your chances of building a profitable business selling "junk" on eBay (or anywhere else, for that matter) are slim to none.

While there is a lot of junk/treasure for sale on eBay, it is typically sold by individuals who have "I break for yardsales!" bumper stickers on their cars and not serious business people.

For serious entrepreneurs, however, selling on eBay can be a good way to start a new business if you are willing to put in the time and energy required to make the business a success. eBay is also a good option for existing businesses to expand their reach by selling online.

Everyone from small used car dealers to giant companies like Dell Computers have discovered that eBay is an excellent place to hawk their wares simply due to the huge number of folks who visit the eBay site on a daily basis.

Nowhere else on earth will you find such a large pool of potential customers.

Consider these numbers: · There are nearly 69 million eBay users who spend \$59 million every day. Most eBay sellers are home-based businesses that sell everything from porcelain dolls to locks of Elvis' hair to \$100,000 Mercedes convertibles to \$5 million dollar vacation homes.

· Every minute of every day more than 150 new items are listed for sale, more than 500 bids are placed, and seven new people register to shop on eBay.

· At any given moment, eBay is conducting some 12 million auctions, divided into about 18,000 different categories.

· About two million new items are offered for sale every

day, and 62 million registered users scour the site to find them.

- One company is grossing more than \$5 million dollars a year selling brand new pool tables on eBay. Their eBay store is so profitable that they have closed their retail location and now sell solely online.

That's right, \$5 million dollars from the sale of pool tables: proof that you can sell just about anything on eBay if you know how to do it.

Be aware, however, that eBay is no magic bullet.

As any eBay Power Seller (a seller who sells a minimum of \$10,000 in goods per month) will tell you, building a profitable eBay business takes hard work and requires long hours, and often the financial rewards do not make it worth the effort spent.

When it comes down to the mechanics of it all, running an eBay business is no different than running a brick and mortar business.

You still have the same considerations regarding product selection, inventory purchasing, product pricing, inventory management, order processing, fulfillment, customer service, etc.

You must also consider the legal and accounting aspects of the business.

Just because you're selling online does not mean that Uncle Sam won't expect his piece of the pie. Revenue generated by an eBay business is just as reportable and taxable as revenue generated from a brick and mortar store.

And if you sell to customers within your state you may also be responsible for collecting city, county or state sales tax.

One of the biggest obstacles to building a successful eBay business may be the stiffness of the competition.

Many sellers sell identical items and the price wars often get ugly, but that's to be expected in a free market place, which is exactly what eBay is.

You may be the only store in town that's selling that one of a kind, custom made just for you, broke the mold after they made it, Dale Earnhart Memorial Bobble Head Action

Figure (Earnhart fans would string me up if I called it a Doll), but do a quick search on eBay and you'll probably find a hundred others just like it.

So, can you build a profitable business selling on eBay?

Certainly, thousands of people have done it and so can you.

Here are a few tips to help get you started.

**Sell Quality Products** Don't sell junk! Leave the knick-knacks and fake leather jackets to the less informed.

You should offer only quality products at a fair price.

**Research The Competition** Once you have your product in mind, don't invest a dime on inventory until you have spent some time on eBay to see what the competition is doing.

If you want to sell motorcycle helmets, for example, you should look at current auctions to see how many others are selling similar helmets and what prices they are charging.

This step is vital since you may discover that you can't compete with current sellers on price or there is simply no market for what you have to offer.

**Start Slowly** Many people believe that the more items they have for sale on eBay the better.

They will invest thousands in inventory and spent hundreds on listing fees (yes, eBay charges you to list items for sale and collects a final fee if the item sells). Those are the folks that usually end up with ten thousand Ginsu knives forever in their garage.

**Test, Test, Test** A fair portion of eBay auctions result in no sales, so it's best to test the waters before jumping in with both feet.

List a few items and see how they sell. If an item doesn't sell, list it at least twice more. Some items might not sell the first time, but may the second or third, then sell steadily from then on.

If an item gets no bids the first time, consider adjusting your price or your terms. If an item sells well, keep it in stock and then experiment with another item.

Do Your Homework eBay is too broad a subject to be covered fully here, but there are a multitude of books available that can help you start an eBay business.

In fact, I bet you'll find most of them for sale at this very moment at eBay.

What's my bid...

Here's to your success.

Tim Knox For information on starting your own online or eBay business, visit <http://www.dropshipwholesale.net>

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## **"Getting Started & Making Money on eBay!"**

by: **Lynn Terry**

eBay receives over 1.5 billion page views per month! Over 9,000 new users register with eBay every day! This makes eBay one of the greatest money-making opportunities on the internet!

Below you'll find Selling Tips & resources that will help you cash in on the eBay market!

Sure, I want to make money on eBay... but what would I sell??

You can sell virtually anything on eBay! From household items you would normally sell in a yard sale for pennies on the dollar, to informational products (advertising space, ebooks, books, publications, reports, etc) that don't even require shipping!

Do some research! Choose an item (clothing, a book, electronics - something specific), and see how well it has done on eBay in the past by searching similar completed auctions.

The same item may bring much higher bids in one auction

than it does another...

Pay close attention to the differences in their ads: Starting/ Ending Time, Title or Headline, Description & Photos.

Some items, such as computers & electronics, tend to bring the highest bid when they end on Saturday night. Keep in mind the timezone differences, and try not to set auctions to end during church time or business hours on either the east coast or the west coast. Internet advertising, and informational products (which target the office worker or home business owner) might do best on a weekday in the afternoon hours. Get the idea?

Next you will want to line up the products you have chosen to sell...

Make that item SELL!

You must add good, clear pictures of your product to your auction listing! Using either a digital camera or scanner, make sure you take clear pictures that show detail.

Gain attention to your auction by making the most of the 45-Character Title!

For example, lets say you were selling a piece of unused software:

QUICKBOOKS PRO 2002 - 5 USER - NEW/SEALED

Accounting Software Program for sale

Obviously, the first title would get more clicks!

Next is your description... Include everything about your product - size, dimensions, brand name, etc... any pertinent details.

Add extra pictures without extra cost by using a free image hosting service and simple html tags.

If you don't know HTML, you can use a program to create it for you... You can learn some basic commands at [www.HTMLGoodies.com](http://www.HTMLGoodies.com)

Tip: If you create your description in Frontpage, Dreamweaver,

or any other web design program, you can simply copy the code and then paste it into the description field on the eBay form.

## Your About Me Page

Once you sign up for your free eBay account, and get ready to sell, be sure to set up your About Me page! This is the one place that you can tell all of your potential bidders about yourself, your website, and your product line.

What you aren't allowed to include in your auction description... you CAN include here!

A colorful "me" image shows up beside your eBay user name on all pages & transactions, allowing viewers to click for more information.

See these examples:

<http://members.ebay.com/aboutme/hostmary/>

<http://members.ebay.com/aboutme/lynn%40webservicenetwork.com/>

## Follow-up & Back-end Sales

Be sure that you use a signature file in all email communication with bidders & auction winners. Include information about your website, your contact information, and include a PS if you would like to bring their attention to something else they may be interested in.

Follow up with your auction winners via email and make sure that they received the item and are happy with it.

Encourage them to leave you feedback, and do the same for them. This promotes confidence in future potential bidders that you are a legitimate seller.

Questions? Join us at the Vision Possible Forum!

Join Lynn Terry, owner of Web Service Network, in the eBay & Other Online Auctions Forum: What to sell, how to sell, tips and tricks to increase bids. eBay as a full-time biz? at [www.MaryGoulet.net/forum](http://www.MaryGoulet.net/forum)

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## **"How Pop-Culture Collectibles Can Increase Your Online Auction Profits"**

by: **David Espino**

With the increasingly competitive environment for products to sell in the online auction arena, sellers are getting more creative as to the items they purchase for re-sale.

While some of the Dutch Auction items that are frequently sold on eBay will always maintain their commodity status and always sell well, Pop Culture collectibles will usually generate a higher profit-per-item simply because of a combination of two forces.

Scarcity and Desirability.

Pop Culture collectibles can run the gamut from a special early edition pair of Levis to a rare Coca Cola collectible.

However, when I discuss Pop Culture items in this article, I will limit the definition to only the types of collectibles that I've managed to have any experience with and that would be T.V., Movie and Toy collectibles.

Obviously, the category of Pop Culture collectibles is much bigger than this limited definition, but in the interests of keeping this a knowledgeable article, I will focus on the limited definition here.

One of my first experiences with Pop Culture collectibles was with a box of unused "The Fonz" posters that I found at an antiques swap meet a few years ago.

I came across this box at a seller's stand. It had one poster taped to the outside of the box and the price tag on the box said \$5 each.

I asked the seller "How much are the posters?", not ever

assuming that the price on the box was the current price.

The seller replied with "Three bucks each."

Being new to eBay and wanting to experiment, I counted the posters, which were still in shrink wrap material. There were 25 posters in the box. The box looked like it had been loaded and unloaded too many times, but the posters were in perfect condition.

So I asked the seller, "How much for the whole box?"

He asked, "How many are there?"

I told him, "25".

He said, "How about \$40 for the box?"

I said, "O.K.", and handed him \$40.

I posted an auction for one of the Fonz posters that week. It was a large photo of "The Fonz for Prez", sort of a campaign poster with Fonzie in his traditional Leather jacket, thumbs up and a "Sit on it" button on his jacket.

The auction was set to close on a Sunday, and when I checked it on Friday, it was up to \$22 !

I was shocked and happy at the same time.

On Sunday, I took my family out to dinner and got home to see that the auction had closed at an astonishing \$42.50 !

That experience was the one that cemented me in the area of Pop Culture collectibles!

I continued to sell the Fonz posters, one at a time (so as not to "flood the market") at prices from the \$42.50 high to a low of \$12.50.

My estimate for gross sales is somewhere around \$450 for that box of posters.

This type of profit exists in the area of Pop Culture collectibles, but it does take some guts to seek out and "gamble" on these

types of deals.

I had no idea what the posters were worth when I purchased them, but I had a good hunch, which proved to be correct.

Other Pop Culture deals I've made, most found at antique swap meets:

M.A.S.H. action figures - purchased a box of 28 of them for \$50, sold them individually for between \$9.00 and \$15.50

Star Wars Figures - purchased a box of special limited edition figures for \$120 at a regular swap meet, sold the box to a Star Wars dealer for \$2,100.

Evel Knievel figure, mint in box, purchased for \$10, sold for \$115.

Alien 3 movie theater poster (massive, about 4' tall by 12' wide), found at a yard sale for \$10, sold on eBay for \$50.

Bionic Woman action figure, mint in box, purchased for \$30, sold for \$85.

In each of these cases, I had no idea what the value was, I just went with my gut. But the fact that they were Pop Culture collectibles made it much easier to take that chance and buy the items.

Another solution many sellers use is to have their spouse at home, ready at the computer to do price research on unknown items!

Armed with a cell phone and a significant other at home doing research, your results will be less of a risk and more fun, too!

David Espino is the author of "Beyond eBay - How to build a Home Based Internet business and make more money, working from home". To receive a FREE sample from this breakthrough book: [www.HomeBasedBusinessowner.com](http://www.HomeBasedBusinessowner.com)

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# **"Online Auction Sellers - Seize Control Of Your Business!"**

by: **David Espino**

As the online auction model of business continues to evolve toward a more commoditized, corporate marketplace, it is time for online auction sellers to seize control of their business, before it's too late.

In this article we will highlight some effective steps you can take to shift control back to your own business.

Why is it so important to seize control?

There are three Mega-trends that have the potential to hurt online auction sellers:

1. Increased expenses across all services that cater to online auction sellers. eBay recently increased their fees, Yahoo Auctions recently began charging fees for listing auctions with them. The U.S. Postal Service recently raised their postage rates. Auction Management services are increasing their fees. Free photo-hosting services now charge fees to host photos on their sites. Payment processing services have also increased their fees.

It is a post dot-com-bust reality that most services that used to be free, aren't anymore. Everywhere you look, expenses are going up. Taken cumulatively, they can eat away profits that used to be there. This fact alone is reason enough to consider developing your own online presence - apart from the online auctions.

2. Restrictive policies by eBay. The online auction community is in an uproar over eBay's recent strengthening of their linking policies. These rules essentially eliminate a seller's ability to advertise their site and / or develop clickthrough traffic from eBay.

The links rules were only a precursor to the new "eBay Stores", eBay's way of providing idealistic havens of e-commerce for their community.

The new eBay Stores allow eBay sellers to set up online storefronts, which of course, have their own fee schedule!

These storefronts have opened to mixed reviews. There really is no comparison between having an eBay Store and having your own online storefront. An eBay Store is like having a shop open inside of a gated community.

The only traffic you're likely to get is from other eBay members. Having your own website with an online store is like opening up shop on Main Street. You have all the traffic you are able to create and more important, you have freedom to decide exactly how you run your own business.

You see, in the gated community there are a lot of rules, rules designed to benefit the community at large.

3. Corporate and institutional involvement in online auctions. This is a growing trend. Many large corporations are taking advantage of the eBay auction concept to liquidate unwanted or overrun merchandise to the masses.

Even the U.S. Postal Service is involved in eBay auctions! They use eBay to liquidate items that were undeliverable or lost in the mail. Police departments are selling off seized goods on eBay. Corporations are getting on the eBay bandwagon and creating a hyper-competitive environment for some of the "smaller sellers". Basic economics dictates that the greater the supply of goods, the lower the price of those goods.

This triple whammy of higher expenses, a restrictive selling environment and increased competition will have the effect of squeezing sellers out, unless they take action to prevent their demise.

What are some steps you can take to avoid being an Online auction casualty?

1. Begin today to "think outside the auction box". That is, develop an attitude that the online auction goldmine might end tomorrow, so you are going to take the right steps TODAY to secure your future. This is especially important for those sellers who depend 100% on their online auction income!
2. Begin today to make plans for developing your online presence, away from the online auctions. Developing your own website is only the first step towards online success. Getting traffic to your site is really the key that many people ignore, to their dismay. Developing traffic takes time and knowledge.
3. Build, manage and maintain a customer list. Every marketing expert worth his or her salt will tell you

that your customer list is EVERYTHING. Maintaining your customer list and staying in contact with your customers is one way to explode your sales. (even if you are selling items not related to what your customer initially purchased!)

So much of selling has to do with breaking down that trust barrier. Once you've established a successful relationship with a customer, most of your battle is won. The worst thing to do would be to drop the ball and not re-contact that customer in careful, but constant ways, always affirming the original purchase and informing them of new opportunities.

4. Find the tools necessary to take your business to the next level. This step will take some research, but it will be well worth it.

Today, you can find software that will dramatically simplify your life, from autoresponders (automated e-mail response) to bulk e-mail programs (that help you do a mass e-mail to your customer list) to search engine submission programs. (that help you increase your positioning on the search engines) If you are in any type of business that requires continuous education of your customers, a Newsletter program (which not only mails out your Newsletter, but handles unsubscribes automatically) would be a great benefit.

Having a Newsletter is one of the best ways to stay in constant contact with your customers and keep them informed about new trends in your industry and new products that have debuted.

5. Learn. learn and learn some more! When I first got online a few years ago, I was intimidated by everything Internet.

I knew I wanted to bring my collectible toys business to eBay and I had some theoretical knowledge about it, but had never done it before. As I threw myself into books and websites related to what I needed to know, I came to a very profound discovery. It's all there! Everything you could ever want to know about making your business successful on the Internet is available all over the Net!

Some of the information was free, some of the information cost money and some of it was downright expensive! But one thing was always true - it was all there.

Even more important, I found out that there are all kinds of people that are willing to help you with any type of problem or roadblock you may face, you'll find them in the appropriate Message Boards. Everything you need

to know to become successful is there, waiting to be discovered!

You will only lose at your online business if you fail to take the steps of

- learning
- testing
- implementing and
- improving

As the three Mega-trends of increasing costs, restrictive policies and corporate involvement in online auctions continue to invade the once-safe world of the online auction seller, the people that take the steps outlined above will be the winners in the online business world.

David Espino is the author of "Beyond eBay - How to build a Home Based Internet business and make more money, working from home". To receive a FREE sample from this breakthrough book: [www.HomeBasedBusinessowner.com](http://www.HomeBasedBusinessowner.com)

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## **"21 Success Strategies of eBay Powersellers"**

by: **David Espino**

The online auction giant - eBay - has exploded on the Internet scene.

Currently boasting over 29 Million members, eBay is one of the most visible and far-reaching Internet companies in existence, with a large segment of the population either using the service, or at the very least, aware of it.

Among the eBay sellers, there is a designation given to approximately 4% of the people.

These are eBay's "Powersellers", a group of sellers that is distinguished by the amount of volume they produce.

The entry-level Powerseller, the Bronze level, does at

least \$2,000 a month in eBay sales, maintains a 99% positive feedback level and maintains their eBay account current.

Higher award levels are granted at the \$10,000 level, (Silver level) and at the \$25,000 level. (Gold level)

What are some of the strategies and techniques that these Powersellers use?

As someone who achieved Powerseller status a little over a year ago and continues to study other Powersellers, I've compiled a listing of the 21 Success Strategies of eBay Powersellers.

### **Powersellers are serious**

- Powersellers treat their eBay business just like they would any other business. They are dead-serious about it. Look at any Powerseller operation and you'll find organized systems and "assembly-line" techniques being used.

While a Powerseller may not have invested thousands of dollars into her operation, she treats it as if she has.

### **Powersellers are focused**

- A Powerseller is focused on listing, packing and shipping, often on different days of the week. Their focus is as intense as that of a Corporate Executive or an Olympic athlete, because they are juggling various activities at the same time.

### **Powersellers are organized**

- The Powerseller is organized, otherwise they wouldn't make it to the level of Powerseller. Since Powersellers do a huge volume of listing, packing and shipping each month, they must develop processes to ensure that the items sold are delivered within a reasonable period of time and that customer satisfaction is always at the forefront.

### **Powersellers delegate**

- Powersellers delegate because they have to! Their volume dictates that they hire an assistant to do some of the more repetitive tasks that don't require the Powerseller's attention.

This way the Powerseller can focus on the important money-making tasks of product acquisition and marketing.

### **Powersellers use assembly line techniques**

- The Powerseller has developed smooth running systems to make sure that product fulfillment is accomplished as quickly and efficiently as possible.

This may involve setting up a large 4' by 8' table with bubblewrap and packing materials at one end, products in the middle, and boxes, labels and packing tape at the far end.

### **Powersellers use Dutch auctions**

- Many Powersellers have graduated from selling one-of-a-kind knick-knacks found at yard sales and are now selling a volume of the same item through Dutch auctions. In a Dutch auction, a seller can place a large number of the same item up for sale. The bidders can bid on one or more of the item, but the highest bidders will be first in line to actually get or "win" the products they bid on.

So there is a possibility that if someone bid too low, they might not get a product.

A Powerseller uses Dutch auctions often because it is a huge time-saver. This is a true "assembly line" auction from start to finish. The packing and shipping goes a lot faster when the same item is being packed and shipped over and over again.

### **Powersellers do efficient work**

- Another trait of the Powerseller is that they are extremely efficient, knowing that time is money. A Dutch auction is a great example of this efficiency. In the same period of time that it takes to list one item, you are listing dozens, or even hundreds of items!

This time-efficiency is a powerful way to leverage your time and profits.

### **Powersellers "Bulk List" their auctions**

- Bulk listing your auctions using a bulk listing software or auction management service will dramatically organize your time and allow your eBay operation to run a lot more smoothly.

There are various options in this area, from eBay's own "Mister Lister" to Blackthorne software to Andale, and Auction Watch auction management services, there are a lot of options for you to look into.

These services allow you to list your auctions at your leisure and then schedule them to go live on a certain day and time. This saves you the hassle of having to list your auctions on the particular day that you want them to go up.

### **Powersellers use clearly focused photos**

- Powersellers have acquired their status by using clear photos or scans of the items they are selling and making sure that the photos show all flaws.

In effect, along with all of the other skills they have acquired, they have also become semi-pro photographers!

Many have built a "mini-studio" with optimum lighting and background, that is available at their beck and call for those quick shots when they need to e-mail an additional photo to a bidder.

The Powerseller usually has both a Digital Camera for photographing 3-dimensional items and large items and also has a scanner for the paper items and flat items.

### **Powersellers use headlines with key words and no fluff**

- A Powerseller resists the temptation to use "fluff" words like "L@@K", "WOW" and "MUST SEE". Instead, the Powerseller uses descriptive words in the headline, realizing that the headline is the "ad for the ad".

A Powerseller is also "search engine savvy", realizing that keywords in the headline are picked up by the eBay search engine. They are sure to load the headline with descriptive, key words that help the bidder determine if the item is what they are looking for and keeps out the "fluff".

### **Powersellers write thorough and detailed item descriptions**

- A Powerseller has achieved their level by maintaining a high ratio of positive feedback.

This is primarily accomplished by having clear and accurate descriptions of the items so that the bidder can clearly

"imagine" the item as if it were sitting in front of her.

The art of writing a great item description involves an interesting mix of using "selling words" (such as "beautiful", "fantastic", "intricately designed", "gorgeous", "spectacular", "powerful", "colorful", etc.) along with describing the flaws in the item.

A great description should entice the bidder to bid while at the same time providing full and complete disclosure of the item's condition. Your test of whether you have a great description or not is if it answers the following two questions well:

A. If I were to compare the description to the item, while holding the item in my hand, would it be an extremely accurate description? or would I have good reason to return the item?

B. Does this description entice me to place a bid on the item?

### **Powersellers give "Benefit of the doubt" customer service**

- Customer service is such a cliched catchphrase in American Business today. In the eBay auction world, it is mandatory that you implement a very meticulous level of customer service. Powersellers have a clear reflection of their level of customer service in their feedback profile.

One glance at any eBay seller's feedback profile and you have an instant snapshot of that individual's customer service rating. (Imagine if regular "brick and mortar" stores had a feedback rating posted at the front door!) This public feedback rating is both your best advertisement (if you provide great customer service) and can also be your downfall. (if you don't)

A Powerseller is constantly aware of this "sign at the front door" and places a high priority on giving stellar customer service. I call it "Benefit of the doubt" customer service because even in those instances where the customer is clearly wrong, the Powerseller doesn't argue or get into an emotional "war of words", she simply refunds the money or reduces the shipping cost or sends an unexpected gift with the package.

The Powerseller realizes that business and ego don't mix, they leave their ego on the table - they go on to build

lifetime customer relationships.

### **Powersellers have their own websites**

- A Powerseller realizes that business conditions change. On the Internet, business conditions can change literally from quarter to quarter!

Because of the transient and high-speed nature of change in the Internet business, the Powerseller realizes the value of having their own storefront on the Web.

They have either built a website themselves or have had someone build a site for them. They have developed a following and a customer base through their eBay auctions that can help sustain them even if dramatic changes come about on their main selling venue.

As eBay continues to evolve and change - applying restrictive and invasive policies - this will become more of a priority for all eBay sellers, not just Powersellers.

### **Powersellers make it easy for bidders to pay**

- By offering a variety of payment options, Powersellers make it easy for winning bidders to pay for their items.

They offer to accept Checks, Money Orders, all types of credit and debit cards through PayPal, Billpoint, or their own Merchant Accounts. By offering a wide variety of payment options, they open up their market of available bidders and end up with higher ending bids as a result.

### **Powersellers offer discounts on multiple items**

- Whether it is a discount on shipping multiple items or a discount on the actual price of multiple items, Powersellers realize the value of a good customer and treat that customer special.

Unexpected discounts tell the customer "You're special" and build a reciprocity that keeps customers coming back or searching the Powersellers' auctions.

### **Powersellers are always on the lookout for great deals**

- The Powerseller is the consummate "deal-maker". Whether it's at an antique store or at a swap meet, the Powerseller is always

thinking about things they can re-sell. They find that pop-culture collectible and buy it.

List it the same day and see the bid amount grow and grow. Part of the thrill of selling on eBay is "taking a shot" and listing items that you are not familiar with. Seeing the items shoot up in price is a fun and enjoyable hobby!

### **Powersellers do not mind making money!**

- A Powerseller has no "issues" with making money. Many Americans have been brought up with the notion that the only "respectable way" of making money is by working at a job for thirty years.

Sales and selling is looked down upon. The Powerseller is way beyond that.

They have a healthy attitude towards making money and it becomes like a "hobby" to them! As new and strange as it may appear to the more traditional types, selling on eBay is one of the easiest and most lucrative ways to make a part-time income.

The alternatives to selling on eBay are either too time consuming or too unrealistic. This "new" way of earning an income is powerful and realistic.

### **Powersellers enjoy their work-at-home lifestyle**

- Powersellers love the fact that they get to work from home while the rest of America sits on the freeway, waiting for their fellow "worker-bees" to move.

The freedom of having a Home Based Business is something the Powerseller relishes and appreciates. This enjoyment of the lifestyle has many tangible benefits - better health, freedom of time, being able to spend more quality time with kids, attending their school functions and field trips, better scheduling of time (around the rush hours) and an overall feeling of well-being.

There is no doubt, working from home is the wave of the future.

### **Powersellers are willing to invest in their business**

- Whether it means investing in a high-speed cable modem or DSL connection, high-quality computer components, including digital cameras, monitors, keyboards, etc. or whether it means buying a "Featured Auction" listing which will drive further traffic to their other auctions, the Powerseller knows how to use their money wisely.

There is a difference between wasting money and investing money in your business. An eBay Powerseller knows when to "invest" money into their business. Basically, anything that saves you time or saves you money is an investment in your business.

As an example: A digital camera is a huge time-saver over taking traditional 35 mm photos and then scanning them.

If you go the scanner route, here are the steps you must take:

1. Buy film. (this takes driving time and money)
2. Shoot the photos.
3. Get the film developed. (this takes driving time, waiting time and money)
4. Inspect the photos for clarity and re-shoot, if necessary. (this takes additional time and additional money)
5. Scan the photos (additional time)
6. Crop and edit the images
7. Upload the images to your webhost

The same actions using a digital camera are much more efficient:

1. Shoot the photos. (film purchase not necessary)
2. Inspect the photos for clarity and immediately re-shoot. (no additional cost)
3. Crop and edit the images.
4. Upload the images to webhost.

The investment in a digital camera is one of the best ways to become a more efficient eBay seller! I paid a little over \$700 for my digital camera about two years ago, it was the best time and money-savings investment I've made!

### **Powersellers stay up-to-date on auction trends and changes**

- Because Powersellers take their business seriously, they constantly keep themselves up to date on the latest industry trends and changes.

They do this by buying books about online auctions, participating in eBay Message Boards / Forums, and staying tuned to the eBay Announcements Board.

They don't want to be caught off guard with a new change or

new policy that might affect their business.

## **Powersellers are always looking for better ways to do things**

- Whether it's listing auctions, packing and shipping, getting organized, or expanding their business, Powersellers are always looking to improve their online business.

This is the nature of all successful business people, they want to improve their business constantly. As the 4% of eBay sellers known as Powersellers continue to improve their processes, here's hoping that the above strategies will be helpful reminders in improving yours!

David Espino is the Author of Beyond eBay and Life In The Dot Com Lane. To receive a free excerpt from the book

- Beyond eBay, visit [www.HomeBasedBusinessowner.com](http://www.HomeBasedBusinessowner.com)

**Get more from your online auctions with:**



## **"Selling On Ebay: Secrets To Success"**

by: **Jonathan Caputo**

### **FIND SOMETHING TO SELL**

It must be an item that you enjoy selling. Of course it is always better if you seek items out that are not available widely to many people in the world. For starters you can purchase ANTIQUES, CD's, and CLOTHING at great prices, and then list them on eBay and watch the money start rolling in! If you have a tax ID number, you may even be able to purchase items wholesale and list them on eBay (we will show you a work around if you don't have one later in this Guide.

If you wish to sell from your own website as well as on eBay, search our listings of [Web Hosting](#) and [Web Design](#) companies to find one that's right for you.

### **TIMES TO LIST**

You never want to list your items to end during the day, unless

you end them on the weekend during the day. I have found that 7-day auctions work the best. If you are selling a very pricey item, you should list this item as a 10-day auction. You will pay a bit more \$\$\$ but it is definitely worth it to allow as many people as possible to see your listing(s). I usually do a bit of listing everyday from 7pm until 9pm. You don't want to list your items too late.

The most exposure you will get will be during the last 4 hours of your auction. That is the busiest time for bidding on items. If you list too late in the evening, no one will be willing to stay up until the wee hours just to bid on your item! This is very important! If you start out listing on the weekends, Sunday is a good day. IF your listings end around 4pm many people will be home to watch your auctions end! This increases your chances on making much more money on your item(s).

## **TOOLS**

I highly recommend investing in a digital camera. Film and processing are very expensive. If you plan on selling on eBay full time, the camera will pay for itself incredibly fast. We recommend shipping items via Priority Mail. I suggest you let the buyers pay for shipping. You want to make sure you quote their shipping price correctly. The post office has a list of prices according to weight. It is a good idea to get a list.

Another suggestion: Call the number on the priority boxes, they will send you what ever you need for free! TAPE, PREPRINTED ADDRESSES LABELS, BOXES etc.! This is great because you should never have to pay for these items! The profit margin will decrease as you find yourself paying for these things here and there. I suggest shipping all of your items out at once, on one particular day. If you don't want to pay priority to pick up your items, I recommend shipping a few packages everyday. Otherwise it will be a lot of work and there is a chance you can get tired of this very easily! I try to make things as easy as possible! I figure my time is more valuable, and I can be listing more items in the time it would take to go to the post office.

## **LISTING**

I don't recommend listing items as reserve auctions. I think it scares potential buyers away. Especially if someone is bidding and bidding, and after a while of seeing reserve not met yet, they are going to get bored and leave your auction. My theory is: If an item is valuable, people will find it!!!

I also suggest starting your auction price LOW!! Even if your item is worth \$600.00, for a set of golf clubs. You can start the auction at \$9.99. Then in your description you can state that the

clubs are worth \$600.00. This will get many people interested in your item; they will think they can get a great deal. This is where bidding wars can start!

Remember the more \$\$\$ you start your auctions for the more fees you will have to pay to eBay! Trust me, if your item is valuable people will find it!! Make sure to put as many keywords in the title as you can! For example: you are selling a CD (wrong way) ALICIA KEYS CD (right way) Alicia Keys CD SEALED songs in A minor. This is what is going to help people find your auction!! It is crucial to helping people find you! I also suggest writing out the track listing in your description. People can do searches with words in descriptions as well! I highly suggest using words like RARE (of course it should really be RARE) WOW! L@@K, BEAUTIFUL. This really and truly makes a difference!

I always recommend selling your item with photos! This is very important. No photo usually = no sale! Make sure you list your item in the proper category, so people looking for this type of item will find it automatically. If you generalize your item too much, people may not find it easily.

### **A SERIOUS TRICK TO MAKING LOTS OF \$\$\$\$\$**

I have recently discovered the trick of listing one item in a featured auction. It is a bit pricey, and only should be done when you have many auctions listed. Also make sure you refer other people to your other auctions. If you have a popular item listed on a featured area, chances are all of your auctions will do better in the end. I have paid as much as one hundred dollars to list an item, and I even though I would normally sell that item for one hundred dollars, it made all of my other auctions shoot up to a higher selling point!

Another great trick! I recommend starting a mailing list. Keep all of your bidders and winners e-mail addresses on file and when you list other similar items; send out a mass e-mail telling them you have listed more items they might be interested in. NEVER EVER SEND SPAM e-mail. Make sure all of your potential customers want to be contacted when you have new items up for bid!

Third great trick! Example: Let's say you are selling a sports memorabilia item from the New England Patriots. I would go do a search on all of the fan websites for the New England Patriots. Then I would go to the guest book and write that you have great items from this team for sale on eBay and add your link to the guest book. Then people can paste that link into their browsers and visit your auctions! You won't believe what a big difference this makes!

## **PATIENCE IS A VIRTUE**

Everything takes time. Once you get the hang of eBay, you will find your own tricks that work for you. It is all trial and error. Make sure you list a bunch of items at once. This will make all of your items more popular. Eventually you will begin to have repeat customers and your business will begin to grow. This is NOT an easy job; it takes hard work and investing time into your future. It definitely will pay off in the end!

## **BALANCE**

Please remember to shop on eBay as well. Support your fellow eBayers. Purchase gifts and items for yourself on the site. Remember balance is key! If too many people sell on eBay and no one is buying, then we are all out of luck.

## **NEVER SHIP OUT AN ITEM UNTIL IT IS PAID FOR**

I personally only accept online forms of payment because I find the longer I wait for payment, the more of a chance there maybe for someone to flake on paying for an auction. With online payments such as C2IT and PAYPAL, odds are you will be paid right away! It is very easy to sign up with these sites [www.paypal.com](http://www.paypal.com) or [www.c2it.com](http://www.c2it.com). If you do choose to accept personal checks, make sure the check has cleared the bank before you ship the item. Accepting money orders is usually fine as well.

## **KEYWORDS**

Finally the last great tip I have is to submit your auction page to search engines using keywords (This should be items you regularly sell on eBay) this way you can drive even more traffic to your auctions. You can then install a counter program such as Andale [www.andale.com](http://www.andale.com) on your page. I recommend using a hidden counter, so others don't know how many hits you are receiving. This way you can track the tips that work for you with your products.

## **BE CLEAR CONCISE AND HONEST ABOUT YOUR PRODUCT**

If the item has a tear, hole or dent, make sure to write that in your description. This will save you a lot of headaches later.

First of all, please do not be overwhelmed with the information you will find. There are a lot of links to thousands of wholesale companies. Take your time when you look around. You will be amazed. If you have questions about a company or their

products, don't be afraid to call them. They need your business more than you need theirs. They will be happy to help you.

We highly recommend you write down your questions before you call a supplier so that you do not forget to ask them what is on your mind. Take your time when talking to them and do not let anyone talk you into buying something you do not want. When you see something you think you can sell, research it on eBay and see how the completed auctions went.

Make sure to look at both the auction price AND the shipping price as many eBay sellers bury profits in the s/h portion of the auction. After the auctions have ended, see which ones had the most bids, when they started, ended, and what category they were in. If you are using this information for offline sales, look around at other vendors and see if anyone else is selling the product and see if you can sell it for less and still make a profit.

Here is a big tip. If you go to a department store like Wal-Mart and see an item you would like to sell, pick it up, check out the packaging, and write down (or record if you have a voice memo recorder) who manufactures it (you can find out how to buy direct from the manufacturer by doing this). Go to the web and see if they are online. A great reference for finding a company online is: Network Solutions WHOIS database

<http://www.netsol.com/cgi-bin/whois/whois>

Get in contact with them and tell them you are considering them as a supplier and would like a price list. Don't be afraid to call or e-mail them. Be sure to represent yourself as a business and not just an individual. Be professional. It is really easy. Look around right now. Pick up some items in your home, just by looking at the labels, warranty information, or packaging, you can find out who manufactures & distributes it. If you can't get a phone number off a label or package, you can also try 1-800-555-1212, give the name of the company and get their phone number. When you talk to them, tell them you want a price list and would like to get set up as either a distributor, or retailer for them. If they are not in the 800 directory, you may be able to find them by looking at their warranty address information.

Just call directory assistance for the state they are located in and call them. It works like a charm. If the company only deals with "large" retailers, ask them for a list of their distributors and just keep calling their distributors until you find the one with the lowest prices. Sometimes it takes a little research but when you find what you are looking for it makes it all worth while!

HINT: If you do not have a tax id number, just enter your social

security number in place of it (\*big tip, you can do this with almost any wholesale company\*).

They are the granddaddy of wholesale suppliers & you have seen their products all over eBay. We are giving you special access to their pricing website! Follow the link below. The login button is in the upper right-hand corner of the home page.

<http://www.bnfusa.com>

Username is: web

Password is: user

Want to save big money & buy at or below wholesale?

Go to <http://www.storepower.com>

This is where you can get many of the same items you find in major department stores. Not off the wall junk items, but name brand quality products.

After you browse there a while & check them out, go to

<http://www.sumcomm.com>

This site has a built in search engine you can use. They have direct links with over 45,000 products at wholesale pricing. Be sure to sign up for their free monthly catalog. It is full of suppliers, and if you do not find what you need there, it is probably not online. If your search pulls up more than 1 supplier of the same item, be sure to shop each company, they are flexible, and will normally go out of their way to keep from being undersold.

Another one to use is <http://www.merchantsnews.com>

Again, be sure to sign up for their free catalog as well.

One of my favorite sites for name brand electronics (but not the only one) is <http://www.hotbuy4u.com>

The name of the company is Premier Products.

Do you need cellular phone equipment, batteries, or accessories?

Look no further than

<http://www.itsallnet.com/cellularaccessories.php> for all your cellular needs.

Looking for closeouts, overstocks, or surplus items?

Then try <http://www.itsallnet.com/closeouts.php>

Once you get your feet wet, and want to make some international contacts, go to <http://www.allproducts.com>

This site will put you into contact with contacts from all over the world.

Looking for government repos, bankruptcy liquidations, US Marshals items, etc, go to <http://www.bid4assets.com>  
They have all kinds of different items you can get dirt cheap!

These sources are fantastic!! They are going to be very helpful to you. We have never had any complaints on this guide and have had many customers thank us over and over for helping them get their online, or retail business started. We love to help whenever we are able.

We highly recommend signing up for our FREE NEWSLETTER at <http://www.itsallnet.com/newsletter.php>. It is very informative and sometimes provides information on where to find the hottest eBay products that are selling!

Best wishes, and have fun!!

Jonathan Caputo is the CEO of itsALLnet, Inc. He worked as a programmer for MediaOne (now AT&T) for two years until he created the Internets first web host directory called Web Host List. Web Host List was purchased by CNET Networks, and Mr. Caputo worked at CNET Networks for 6 months integrating Web Host List into CNET as well as running their Builder.com directory.

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