

# E-Commerce

By Edward Daswin

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**Want to make serious Money  
online?**

**This book will tell you multiple  
secrets on how make money  
through – Google (yes Google!),  
eBay, owning a simple website  
and others!**

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**Wholesale list and eBay secrets are found in A.**

## **Introduction**

I thought I would start off by doing not what I've seen hundreds upon hundreds of e-books do. They tell you about all these success they have had, about how they continually make thousands of dollars every day. I'm going to tell you the truth.

- When they say that you can easily make thousands instantly and prove this to you by thinking up of stupid examples to show this, then it's not exactly the truth.
- When they say, it's easy, you can start making an income straight away and it's fast THEN they are telling you the truth. Yes, it is true too that you can make quite a hefty income to that, but that deserves a little more time and effort, which is easily achievable. To be honest, you can reach whatever money target you want, all it takes is a little bit of effort.

(I'm going to leave out the testimonials here. I have a living hate of them!)

## **Steps One – Setting your targets**

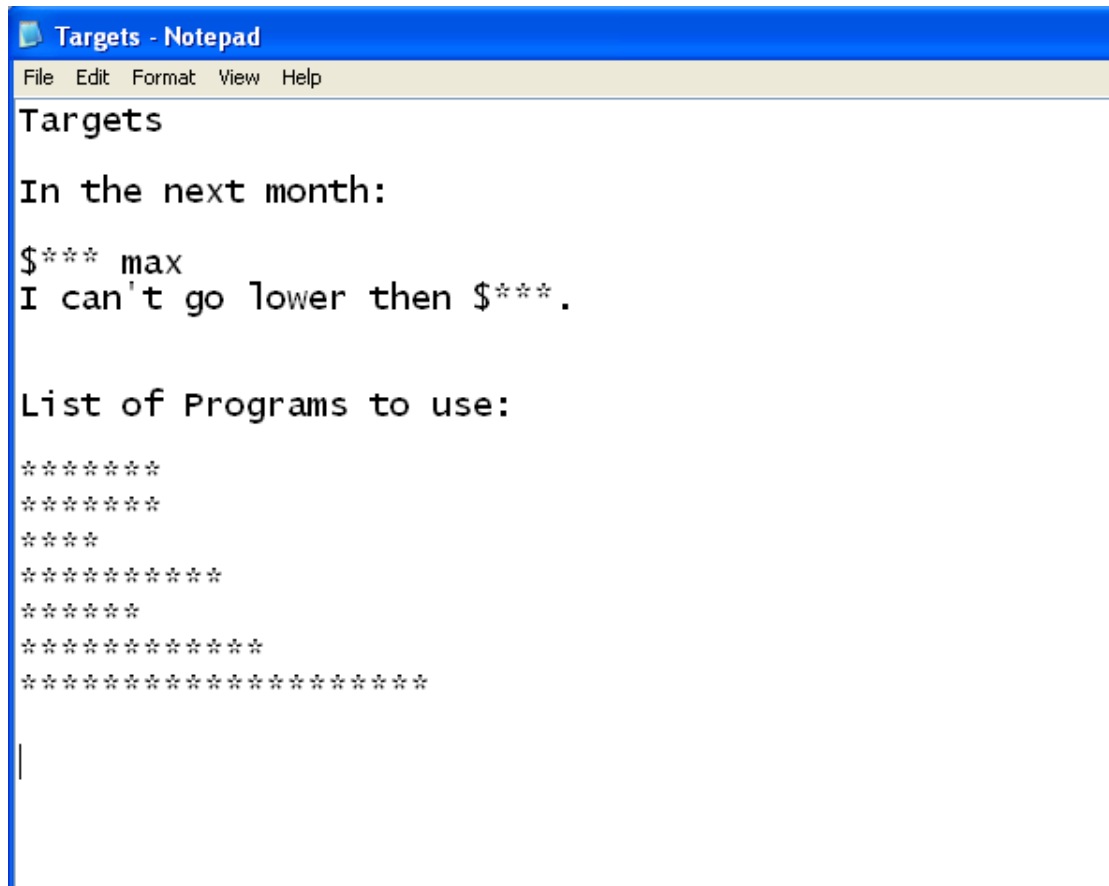
When I started out in e-commerce, I blindly stumbled through the net trying to find free money. I don't want you to make the same mistakes. *Organization – Co-ordination*. If you're organized in what you do, then you can accomplish anything. The first things you should do are:

Set up a folder where you can store all the things related with your work. Name it *E-commerce*. After you have done that, open up notepad or word and write down a list of your targets. Now your list should look something like this. (You can do this in excel if you find it easier)

Please note – Unless you have a privacy protector, then it wouldn't be wise to leave your credit card information etc on a computer file, I simply have an exercise book where I write down all the passwords and information I need to remember just in case I forget.

For more information on identity fraud:

<http://www.usdoj.gov/criminal/fraud/idtheft.html>



```
Targets - Notepad
File Edit Format View Help
Targets
In the next month:
$*** max
I can't go lower than $***.

List of Programs to use:
*****
*****
****
*****
*****
*****
*****
*****
```

Here is just an example; you can use such programs like excel to write down more exact detailed targets. The important thing is just to have it written down somewhere. It helps a lot as it really keeps your wits about you. Stay determined to the end, and you'll definitely be rewarded!

Now in this folder you made, you will hopefully have a targets list and that's pretty much it. Finally, we can get started on the exciting bit. As you can see on my targets sheet, I had a list of programs that to help me achieve my targets. This plays a key role in e-commerce. **RESEARCH.** Stick it in your head. It is absolutely vital that you research your stuff. Luckily, I am going to give you a head start but after you have read this e-book and you are hopefully well under way in 'rolling in the benjamins', you can't stop researching. All the top e-commerce business people (you one day) keep researching and researching all the time. Without it, then failure seems inevitable to me. You always have to be up to date with what you are doing. Well, you don't have to worry about that for some time as I've been doing mine so I'll share what I have.

## **Step 2: Programs to choose**

The amount of ways of getting money through the internet is vast. Seriously vast. That is why I am going to tell you what is worth investing in and why.

Here is the list I formulated earlier:

- eBay and other auction sites
- Google Ad words
- E-mails

*These are the top three ways of getting the best profit you can.*

I know what you are thinking. Just three? Well let me tell you, there are so much people out there that thrive on just one of those three 'programs'. Each one of those is filled with potential. I am going to talk about all three.

This isn't to say that all those other ways of getting money aren't good. These are just the better of them. I have also just finished writing two other books called 'Real Estate' and 'Building a net presence'. There you can

Find much more ways of getting money on the internet. Look out for both these books in the near future. (For more info see the last page)

So, this is the starting point. I'm going to talk about these programs and you can choose whether you want to start using one of them, all three, just two, whatever you want. It's your choice!



### **Step 3: The Programs**

*Step 3 is broken down into 3 parts a b c.*

*A is about eBay and auction sites*

*B is about Google*

*C is about Emails.*

**Step A also consists of a wholesalers list,  
and eBay secrets.**

# A

EBay is, as its own slogan calls it, an internet marketplace and that is what it basically is. You can buy or sell almost anything you want. This place is great for buying products that are new and cost less than retail price. **Less than retail price?** You may ask. Then how do the sellers get any money out of it. This is the part of the whole secret on how to get a hefty income on EBay. What they do is, they buy their products wholesale from websites and businesses. This is for a much lower price than retail and so sellers can afford to sell them for less than retail and make a good profit out of it. Now getting the list of websites where one can order things wholesale is a secret that eBay sellers would like to keep to themselves. Later on in this section I am going to give you a list of ***valid wholesale sellers!***

First of all, you are going to have to register to eBay. You can do this here:

<http://www.ebay.co.uk>

*Don't worry if you are not from the UK as this is a valid registration for any country; just change it at the drop box named country. For some reason or another, I prefer registering through the English eBay as I find the server loads much faster!*

Now that you have done that, you should also register to pay pal. Pay pal is the main way of trading money (selling and buying) on eBay and most auctions prefer it as it increases security and confidence between buyer and seller

To register to Pay Pal click here:

<https://www.paypal.com>

*Its quick easy and reliable. Add your credit card to your account and you are good to go on eBay with this thing.*

Now, once you have done that, we need to talk about eBay how it runs, and all of those so called 'secrets'

eBay runs on the confidence system of something called feedback. Whenever you buy or sell something and everything goes smoothly, you can write feedback on the users account and they can do vice versa. The more good feedback you have, then the higher confidence people have in buying whatever it is that you are buying. When you sign up to eBay then you're feedback rating is zero. Even if you have all the goods that you have to sell, people will not take you seriously without any feedback. A well known sly way of getting good feedback is to buy a few very cheap items that can be sent through e-mail. When I say cheap I mean literally a few cents. Spend these few cents, and even though you might not buy something worth your while, so may you think, the feedback you can get is worth it.

I remember when I started on eBay, I had my products ready to sell but with a zero feedback, no one took me seriously so I went and bought 10 air guitars for around 15 cents and got a rather nice 100% feedback.

When I say air guitar – it was literally just air.

Nothing!

Now that you have a good enough feedback, I am going to list all those other eBay secrets and a wholesalers list. Enjoy!

## **Auction Tips – eBay Secrets**

### **AuctionTip : Honesty Is The Best Policy**

Make one virtue for yourself on eBay- and that's honesty. If I'm a little late getting the package in the mail... I want to tell my customer.

You'll always be forgiven and spared the negative feedback if you fess up. They'll thank you for being straight with them- and reward you with generous feedback.

### **AuctionTip : Save Time At The Post Office**

If you don't have much time to spend at the post office, prepare in advance. You can have all of your mailing supplies sent to you by the USPS. Visit <http://www.usps.com> for more details.

### **AuctionTip : The UPS Will Stop By Too**

To make life easier on yourself look into having a mail service come by to pick up your packages. The UPS charges \$6/week for daily pickups. They will also email your customer with the delivery date and provide you with shipping label software and printer. Doing these kinds of things will save you time and money.

### **AuctionTip : Don't Hold Personal Checks As A Policy**

Bounced checks are rare. Since your future as a seller depends on the service you provide, being quick and trusting is always going to pay off tenfold in the long run.

So, hold checks only when the item is highly valuable, or when the user has a bad feedback history. Most eBayers are trustworthy- just check their record if you're uncertain. Bounced checks are hardly ever blatant- mostly just carelessness.

Most buyers will acknowledge the mistake and make up for it.

### **AuctionTip : Price Straight Auctions Low To Build A Crowd**

Do you have a good item that you KNOW will sell well? Start it off at a penny. This will get you healthy early bidding. You want a large group around the item; some will be competitive bidders- people who will pay extra just for the thrill of winning.

For instance, let's say you started an auction for a silver dollar at a penny. At the end of the auction you may have 35 people that have bid. Handfuls are hawking it trying to win; they've waited all week to duke it out for this coin. If I started the same coin at \$100 then I may only have 3 bids at the end. My chances for irrational bidding have just dropped through the floor.

At the end of the auction the fervor will kick in if you priced low and have a good product. You'll commonly get more for your item than someone who priced theirs higher, because your auction has more bidders watching.

### **AuctionTip : A Picture Says It All**

Photos make you and your item credible. The better you are with your camera the more bids you're going to get. Take several photos of important aspects of the item, flaws and all. If your teapot has crack in it be sure to take a picture of that as well.

### **AuctionTip : Remember To Say Thanks**

Send a thank-you note/receipt email to your customer every time they pay. Include your eBay user name and telephone so they can contact you if they need to. Kindly ask them to leave feedback in your email. Include a convenient link to the feedback forum, and 9 times out of 10 they will drop a good word for you.

**AuctionTip : Make Your Description Complete**

When making your item description make it as complete as possible. Many people find your auction through the search engine, so use as complete and descriptive headline with good keywords too- this will make your listing easy to find for the person looking for your item.

Leave no stone unturned- if I neglect to mention some crucial piece of info bidders will steer clear due to uncertainty. If I'm selling a computer game, forgetting to mention if it's for a PC or Mac will spawn a lot of email. It will attract the wrong bidders and deter the right ones. I may even have bidders who own Mac's buying my PC game...

**AuctionTip : Don't Overcharge On Shipping**

This is one of the more common causes of negative feedback. We only charge what it normally costs you to pack and ship. Buyers are sensitive in this area. If I make a habit of gouging my customers on shipping costs, I'll lose my credibility and any chance for repeat business.

**AuctionTip : Be Cautious**

Be careful about leaving negative feedback for bidders that may deserve it. Go out of your way to clear things up before you decide to do so. It's normal for bidders to strike back with their own negative and unfair comments. Always try to find some other solution. Don't leave negative feedback unless they blatantly defraud you- if they don't pay, either leave neutrals or no comments.

**AuctionTip : Make Your Customer Your Passion**

Treat your customers and potential customers like royalty and they'll reward you. Your repeat business depends upon your customers. They are your main concern. Your customers are more important than your product or any short-term profit you make. Make it your passion to cater specifically to their wants.

**AuctionTip : Online Customer Service Rules**

- 1) Your customers are everything. Try running your business without them.
- 2) Your customer is always right. Never tell them they are otherwise.
- 3) Go the extra mile...it is worth more than all the paid advertising you can afford.
- 4) Return emails promptly. If you can't, set up an autoresponder to tell your enquirers you'll get back to them soon.
- 5) Under-promise and over-deliver in everything you do.
- 6) Never criticize your customers directly or indirectly!
- 7) Make the auction process extremely simple for the customer.
- 8) Follow up the day after the sale and one week after. Ask if there's anything more you can do for your buyer.

**AuctionTip : Readability Rules For Descriptions (and Email)**

- 1) Use a short opening paragraph.
- 2) Short sentences make firm friends!
- 3) Make your paragraphs less than 5 or 6 lines.
- 4) Underline or boldface important words or phrases.
- 5) Include attention-boosters: questions, news items, promise...
- 6) Ask for the bid at the end of the description.
- 7) Use positive language.



**AuctionTip : Use Good Packing Material**

Newspaper makes good packing material, especially if it's shredded. It's cheap, it's handy and it gets the job done. Save packing material from any other shipments you receive. Bubble wrap is lighter but costs you more than newspaper.

**AuctionTip : Switch Your Categories**

If your auction is under performing (with no bids) and you still have time, change categories. This is helpful when testing new and different categories- if an auction in a new category starts to fail just switch to your bread and butter category.

**AuctionTip : Write the Best Description You Can**

If you find that many similar items have sold in the past, look for those which have sold for the most, and examine the item description and summary, to see what they did different to garner the higher bids. Then do the same. Try to avoid plagiarizing the exact item description, though. And be as detailed as possible. The more information you can provide, the more interested the buyer is likely to be.

**AuctionTip : When to Accept Only Money Orders**

Money orders are cash in hand. Checks can take up to a week to clear so you don't know if it's a bad check or not. Don't send valuable merchandise until a week after receiving personal check.

Make this known in your item description. If you are uncomfortable with checks and wish to only accept money orders, state this in the item description as well. Be wary with your valuable items.

**AuctionTip : Remember, All Prices Are in U.S. Dollars**

\$20 on eBay is not \$20 Canadian Dollars or \$20 Australian Dollars. Keep your eyes open for this when dealing with foreign orders.

**AuctionTip : ALWAYS Leave Feedback**

Positive feedback is always appreciated. If the transaction goes well for both parties

**AuctionTip : List on Weekend Mornings**

The best time to submit your ad is on Saturday or Sunday mornings between 6:00 am and 9:00 am Pacific Standard Time. More people review eBay on weekend mornings than at any other time.

**AuctionTip : Get Positive Feedback**

This is one of the most important things you can do. Potential buyers will review this feedback and determine whether or not they want to do business with you. The best way for you get positive feedback is to simply ask for it.

**AuctionTip : 3-Day Auctions?**

All featured and featured category auctions should be listed the full ten days.

It is sometime more advantageous to use a 3 day auction if you didn't buy any listing enhancements. This is due to the way that people naturally browse eBay's site.

**AuctionTip : Save Money on Relisting**

If your item doesn't sell the first time you list it, you may be able to relist it at no additional charge. Once the item's auction is over, go to its auction page, and follow the instructions on relisting it at no charge. When you relist, change the title or description so create more interest... or lower the price.

**AuctionTip : Use Asterisks in Your Item Titles**

There are a lot of items up for auction on eBay, and it's easy for your item(s) to get lost in the thousands of others. Therefore, you must get your item to stand out and catch the eye of someone browsing an item listing. How? Use asterisks in the title.

Here's an example: \*\*\*\*\* ANCIENT\_COINS! \*\*\*\*\*

See how this catches the eye? This is so simple to do and yet so powerful.

Well, there were a few auction tips that I bought and legally used them and stuck them in here for you for free! These auction tips are some of the common eBay type secrets that you will find. Read them carefully. They do help a lot! Now that you have gotten to grips with all of that, the next step is buying wholesale. Here is a list of wholesale websites – hard to find stuff.

## Wholesale List

<http://www.asia.globalsources.com/>

This is a website with over 40,000 products at wholesale prices. There are plenty of places here with small minimum orders. This place is for overstock items and closeouts. Here you will find Home electronics, radar detectors, video cameras, car stereos, etc.

<http://sell.com/> Buy and sell almost anything you can think of!

<http://savesucash.com/> This site carries items that make a killing on EBay!

<http://www.wholesalecentral.com/> This site sells everything wholesale!

<http://www.surplus.net/> This is a network of surplus sellers, everything's wholesale!

<http://www.pricewatch.com/>

<http://www.wholesalecentral.com/premiereproducts/>

<http://www.agsmembers.com>

<http://www.wholesale-connection.com>

<http://www.classicgamesource.com>

<http://www.ourworld.compuserve.com/homepages/wheelersweb>

<http://www.wwpcmac.com>

[www.wholesalecentral.com/premiereproducts](http://www.wholesalecentral.com/premiereproducts)

<http://www.hobbyclub.com>

There you have it, practically a whole page of sites to divulge in. To be honest, I have only used the ones in bold. The first one is the best and most reliable – check that one out for sure. The others I have researched but not used.

I think that you are now ready to start using eBay to its full potential. You have three things in here that are all usually sold separately and this is just eBay we are talking about! Of course whatever you read here can be adapted to any other type of auction website. Remember, organization – co-ordination! Get those bargains and sell those items of yours!

The next category is the use of Google. This is personally my favourite way of making income although it can get rather tricky sometimes. In the end, the results are rewarding though.

**B**

When I say the use of Google, what I mean is the use of affiliate links. What are affiliate links? Well, an affiliate is someone who signs up to a proposal from a company to advertise that company, say for example eBay. Most companies now have an affiliate system and the great thing is that it doesn't cost you a penny to sign up. Affiliate programs are totally free. When you refer someone through the link that they give you to use, then you get money from that company! It is that simple. The only tricky part is finding a place to advertise your links from the company – meaning where to advertise the company. A main source of advertising is Google. When you search for something in Google, there are sponsored links in a column to the right of the actual websites. This is where you can post your advertisements of the companies that you are affiliated to.

We can't sign up to ad words yet as you need a campaign to start. What you need to sign up to is commission junction. It is a third party website that links you with lots of companies like eBay or Travelocity. There are lots of third party websites like this but I

would advise to stick to this one as I find it most professional and trustworthy. There are a lot of less reliable ones out there but if you want to try them out then that is no problem. Sign up to commission junction here:  
<https://signup.cj.com/>

Now that you have done that, have a look around. Get to grips with the whole website. Here is where you will find lots of companies so try and get the best commission deals you can find. Once you sign up to any company (this is free of course) then you need to try and find their text links. They are what you are going to need in your ad word. Click get html and you will see an awkward link with random letters and numbers, don't worry if you click on it as a web page, then you will see it is just an ordinary link to the website but the difference is that this link has you 'id' in it, so say if someone registers through your link, then the company will know it was you who gave that link and so they pay you.

Now that you have done all that and you have your link, you can start using Google ad words. <https://adwords.google.co.uk> Select global then all countries. Now comes the tricky part. You need to write an ad that will be eye catching and will draw people's attention

I think that you generally know your English and use all the persuasive tactics that you know of. Try different approaches and see what comes out the best.

After that you need to select keywords – they are what people type into Google search and where your ad pops up. Choose something that is relevant and you think can catch a lot of clicks. Here you will see that the service you are about to start using is called cpc. Cost-per-click. The higher the amount of money you pay for someone to click, the higher up in the column of sponsors does your ad show. If the cost per click at the top of the column is very high, then you can tell that it is worthwhile for them to put such a high price on them. Try and change and word searches differently so that you can have a low cpc. This will allow you to leave a higher maximum number of clicks. Once you arrange all of this, then you will be ready to go and start getting those ads in. A useful tool you might want to use is overture max bid tool. It tells you what people pay for cpc for a certain keyword. Look around and get to grips with this.

Well, that is how to make money through Google. When I first heard of it I was



stunned that you can make such a nice income. And it is true – you can!

“I found that through using these e-commerce tools, I managed to quickly pay off all my debts which trust me, was really quite extraordinary. As a piece of advice, you should try and get your loans settled quickly as to maximise the way you spend your profits from e-commerce. This website in particular does great deals. While balancing out my e-commerce, I got to take care of their services and they have a deal going on that you don't have to pay anything for the first 5 months. Being a homeowner this really helped. <http://www.loans.com>”

## C

The third most popular way of getting money is through emails. Now before I start off, I would like to say that I am totally against spam and that you should NOT use it. It is wrong and illegal.

(Spam is sending emails to people that do not wish to receive it and it is against their will)

Now, getting money through e-mails is a little bit more complicated. What you would have to do first is set up a web site. After that, on this website have a newsletter that you send out to people. Have this newsletter have information about whatever it is that your website has. Then once your customers have gained trust in your services, send them out a special offer that you are affiliated with. This way they receive the information and trust you already have. This increases the percentage chance of gaining a successful customer. A personal favourite website is a flower website. This is really appealing to most people and it is very enticing. This website in particular does great deals which I myself have used quite a few times!

They do any type of flowers or fruits you could possibly want to send.

<http://www.flowerdelivery.com>

This is of course just an idea, but one you should exploit upon as it can make you quite a large sum of money.

## **Step 4: Living It**

Well, now that you know the tricks of the trade, like I said before, the work isn't over yet. I think you now understand just how important research is. The more you see the more you learn. And of course with such a large amount of ways of getting money, organization too is vital.

But, once you have every going smoothly, make sure you live it out well and don't spend it all at once!