

# eBay Cash!

## The Definitive Guide To Making Killer Money on eBay

Presented By:

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## A Message From The Author

Most people will do almost anything if the price is right. People will kill one another, betray one another and steal for money. If a stranger were offered 10 million dollars to kill you, there is a chance they would take it. I am not saying this to offend you, I am saying it because it is a statistical fact.

1 in 14 people say they would kill a person for 10 million dollars or more. Think of the life 10 million can buy you. You would be able to afford anything you have ever wanted and would never have to work again. And besides the person you would be killing probably deserves it anyway, right?

*“Get rich or die trying!”*

So why it is that people will do almost anything if the price is right? It is because even though money can't make you happy, it can definitely help. Think of all of the problems you are having right now, could money solve these problems? Could 10 million dollars make your dreams a reality, could that kind of money give you the life you have always wanted?

For most of us money is the answer to all of our problems. And that is why most people would do anything if they were offered the chance to become a millionaire...it's a chance at their dream life.

But in my opinion the scariest thing that people will do for money is waste their life by putting their lives and dreams on hold for a job. Almost everyone you see around you when you are in a public place is wasting their own life for a couple of thousand dollars a month. I can somewhat understand killing someone for 10 million dollars (I'm not saying I think it's OK, just that I understand the concept), but *wasting your whole life for a couple of thousand dollars a month* seems insane to me.

What does your life mean to you? Is it important? Almost everybody will answer "YES!" to that question. But I can prove almost everyone wrong. If your life is important, than why does it take a backseat to money? Why do you ignore your dreams for a tiny monthly paycheck? Why do you voluntarily agree to become a slave to your boss? And if your life is so important to you than why do you rent it out to your employer every single month?

It is quite disturbing to me how little some people's lives are worth to them. I can probably buy someone's life for as little as \$3,000 per month. I can make someone commit over 12 hours a day to whatever I tell them, I can make them

work on weekends, put their job before their family and I can make them say bad things about their friends if they are competing for the same job. I can do all of this by hiring someone.

Besides the ridiculous things people will do for money the things most people are not willing to do are simply insane! If kill, steal, cheat, lie, betray and waste their life are some of the thing people will do for money...then the stuff most people are *not* willing to do must be truly horrible!

No, actually the stuff most people aren't willing to do for money is great, the stuff most people won't do for money is actually what they should be doing in the first place.

If someone came up to you and said "here is 10 million dollars, this will be yours if you can earn it" and left. Would you be interested? Would you start to think of ways to earn that money? Yes, you probably would, but you would stop thinking after a couple of days and give up.

Because the one thing most people are not willing to do for money is *think for themselves*. The only way most people are willing to make money is if someone *tells them what to do and pays them for doing it*. The problem with this is, most people spend their whole life making someone else richer and all they get in return is a small fraction of that person's money!

If you have a job, it is a sure bet that the person that pays you doesn't have your best interest in mind. But when you work for someone else you can spend your whole life looking after that person's best interests. Doesn't that make you mad? It makes me very mad because I'm under the impression that slavery was abolished a long time ago!

What you need to do is what most people won't, look after your own interests by thinking for yourself. Stop ignoring your dreams, you and I both know that what you dream about would cost a lot more than you will ever be able to afford if you keep going the way you're going right now. If you don't look after your best interests...no one else will.

What does your dream house look like? It is probably a gigantic castle, somewhere on the beaches of the Mediterranean and it is probably surrounded by beautiful palm trees. What is your dream car? I bet it's not a Toyota Camry, it's probably a Ferrari or Porsche.

What do you want to devote your life to? Probably something you love doing, it could be traveling, fixing up old cars, exploring the ocean or raising animals. But whatever it is that you want to devote your life to, I am 100% sure that it is not some crappy job.

Now ask yourself, can I afford to own and do everything I dream of if I keep doing what I am doing?

No?

Exactly. That is why you need to think for yourself and work towards making your dreams a reality. And by dreams I mean your real dreams not those fake "realistic" dreams you have adapted.



So what does all of this have to do with eBay? It has everything to do with eBay, because eBay is a real chance to turn your dreams into reality! eBay is not a dream, it is not a lottery ticket or a get rich quick scam and it is not something that is out of reach. It is a real possibility to make all of your dreams a reality and finally start living the life you have always wanted.

So read and learn because this book could teach you to do something that can change your life.

## Stuff You Must Know

Tens of thousands of people are making a living selling on eBay. Thousands are quitting their jobs and realizing they can earn much more money selling on eBay than they could ever earn working for their boss. Some PowerSellers are selling part time and making over \$10,000 per week...I said PART TIME!! How many hours per week are you working? How much money are you making? I bet it's not ten thousand a week! So what do these big money sellers know that you don't? Keep reading.

While making this book I talked to over 50 PowerSellers and had many fill out my questionnaires. What are the most important things I learned from my research? PowerSellers are just like you and me, PowerSellers are not genius and anyone can become a PowerSeller.

Most PowerSellers I talked to were not able to give me any "secrets" or "magic formulas". When I asked the question "is it a good or bad idea to have your products drop-shipped directly from the supplier?" I had a lot of people answer "huh? What's drop-shipping?"

I was amazed at how unorganized, uneducated and clueless some PowerSellers are. I was amazed because like many people interested in eBay I believed that PowerSellers were fine-tuned money making machines. Most PowerSellers are NOT fine tuned money making machines, they are regular people.



If you apply half of what you learn in this book....you will be a PowerSeller!

The big secret about eBay is: there are NO SECRETS!! The truth is that after reading this book you will know more about running an eBay business than most PowerSellers. Because most PowerSellers are just ordinary people that buy stuff and sell it, most of them don't know much about business or the internet. Success on eBay is a matter of getting things done not "secrets".

You can become a PowerSeller, the sooner you start the sooner you will be. Selling on eBay is not as hard as many people think, it is extremely easy and simple...YOU CAN DO IT! The risks are minimal, the opportunities are unlimited, there is no rent or employees to pay. eBay markets your product for you....so you don't need to worry about advertising...eBay is a beautiful thing!

To make tons of money you must apply what you learn. This book gives you more than enough information to become successful selling on eBay. But to become successful you must first apply what you learn. Once again I say to you, this book has all the information you need to get started and become

successful, you do NOT need to buy any other eBay books after this...if you do buy another book or product on eBay your chances of success will be less!!

After you read this please do NOT procrastinate any longer, stop putting things off. Because while you are stalling thousands of people who barely figured out how to become a member of eBay are making money, gaining experience and learning as they go along. It is very important for you to start at once! I can't teach you experience, I can't teach you what it feels like to have your auctions get tons of bids. You must experience those things by yourself, and besides you make money by doing not reading!!

This book will provide you with all the information you need to be successful on eBay, it will give you great tips and advice. But if you are only going to learn one or two thing from reading this book, it should be that it is very possible to become a PowerSeller, but you must get started first.

You must *get started!* AS SOON AS POSSIBLE! Unless you take action nothing will change! Even though this book contains all the information you need to become a PowerSeller, that information is worthless unless it is applied. Action is key to your success, without action the best ideas in the world are useless.

Getting started alone will not make you rich. If you think that you will make lots of money in your first day than I'm sorry to break your heart. Nothing comes easy, but eBay is about as easy as it gets.

You must have some patience, willpower, and most of all persistence. I can guarantee that selling on eBay will be one of the simplest and easiest businesses you will ever try, but you need to stick to it. If this is just a flavor of the week for you...you will not succeed.



The days are passing by and you are missing out on a lot of money. Every single day that passes without you taking action you are losing out on thousands of dollars, you are missing out on a lot of happiness and excitement and your life is passing you by.

Just how much money are you missing out on? I can't tell you the exact amount, but I can give you an example. Here is how simple it would be for you to make \$10,000 per month by selling on eBay;

If you decide to sell a product that gives you \$100 in profit for every sale you make (there are a lot of products like this). You will need to sell only 3 products



per day to reach almost \$10,000 per month;

\$100 profit x 3 sales x 30 days = \$9,000

If you sell 4 products per day:

\$100 profit x 4 sales x 30 days = \$12,000

Isn't \$12,000 a month great? Just think of all the great things you can do with that money, think how much joy that money can bring into your life, think about how it would feel to be able to afford all of the things you have dreamed about your whole life. Think of all the great things you always wanted in life, and understand that eBay is the opportunity to make all of your dreams come true...in the near future.

*NOTE: The example above is an example and is not meant to be taken as a fact. However, it is possible to make that kind of money but it all depends on you.*

"If making money on eBay is a real possibility than everyone would be doing it!"

You will probably hear this from some people, there will be those who try and *discourage you and put you down*. This is especially true of friends and family members who are afraid to take a risk and pursue their own dreams. Or some wholesaler may not want to deal with you, you may lose some money in the process but if you stick to it you will make it!

Everything that can be bought in a store can be bought through a supplier and resold for profit. The possibilities are limitless! So don't be discouraged if no matter how well you follow the advice in this book your used underwear just won't sell. Simply move on to another product. This book provides you with plenty of information on where to get products for resale and how to get them.

And I believe that with the help of this book you can become a PowerSeller. But it isn't important what I believe because unless **you** feel the same way, your chances of success are slim.

One other thing I want you to know is you do not need to read this book to become a PowerSeller! Why would I say this? Because it's true, over 99% of the PowerSellers out there didn't read this book. They became PowerSellers through hard work and determination. It also took a very long time for them to learn everything they know now because they didn't have a great book like this to teach them everything they need to know.

This book is designed to make you a PowerSeller in the *shortest time possible* by teaching you everything you need to know to become a PowerSeller without going through a long and grueling trial and error process. This book will save you time...a lot of time. And it will teach you things that a lot of PowerSellers still don't

know.

Regardless of what you are going to sell, who you are, or even where you live; you **can** become wealthy by selling on eBay. I know you can because I have talked to so many people that were once just like you. I have talked to people that were poor, struggling from paycheck-to-paycheck and had no hope left to live a happy life. These people are now PowerSellers and their message to you is...

“eBay can change your life!”



## GETTING STARTED

Before you can become a PowerSeller you must get started. As obvious as that may be, many people prefer to put off actually getting started. You must make a penny before you can make a million, and before you can make a penny you must get off your butt and get to work.

The first step to being a successful eBay PowerSeller is being interested, the second is doing something about it, and the third is getting an eBay account.

So if you haven't already registered to use eBay please do so right now.

### REGISTER FOR FREE RIGHT NOW BY GOING TO:

**United States:** <http://www.recommended-link.com/ebay-us/>  
**UK:** <http://www.recommended-link.com/ebay-uk/>  
**Australia:** <http://www.recommended-link.com/ebay-australia/>  
**Italy:** <http://www.recommended-link.com/ebay-italy/>  
**Netherlands:** <http://www.recommended-link.com/ebay-netherlands/>  
**India:** <http://www.recommended-link.com/ebay-india/>  
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**Belgium:** <http://www.recommended-link.com/ebay-belgium/>  
**Spain:** <http://www.recommended-link.com/ebay-spain/>

It's extremely important that you start as soon as possible. Like I said before, this book has all the info you need to become a successful eBay PowerSeller, so don't go buying more eBay how-to products...GET STARTED!

The best way to start is right away. Starting at once is essential to your success, by starting now you will create momentum that will help push you forward. You have to get the ball rolling!

Think of it as getting into a cold swimming pool...some people get into the pool very slowly, taking a very long time thus making the unpleasant experience last longer, the longer they take the harder it is. Others simply dive right in. Although they feel uncomfortable for a few seconds as their body gets used to the water, the uncomfortable feeling passes very fast and they are free to enjoy the pool and have fun, while the person taking their time is still suffering.

Getting started is very important and EASY! What I mean by getting started is:

? First get an eBay account and browse around the member's area to get comfortable with your surroundings.

? The second thing you must do is get off your computer and go looking for things to sell in your own home. I am sure you can find all kinds of things to sell that you don't need.

? Read the rest of this book

? Take pictures of all the stuff you found and list it up for auction! This is not going to make you lots of money (unless you have a Picasso). This is for experience, it is to get rid of any doubts you still have about eBay. I can not teach you "peace-of-mind", you must get it by experiencing your first sale!

**Your first sale:** your first sale is one of *the most important* experiences you will need to go through on the road to eBay success. Your first sale will build confidence and erase doubts you may still have. You will experience first hand more than half of what's involved in being an eBay seller...listing, watching bids go up (exciting!), answering questions, accepting payments, communicating with the buyer, paying eBay fees, packing and shipping your item, leaving feedback, receiving feedback and you will get a feeling of certainty, you will know first hand how most of the stuff works.

But before you rush out, and give it a shot. Here are a few things you should avoid doing:

**Reserve auctions:** there are times to use reserve auctions but when you are just starting out and you want to experience what it feels like to sell something and get some confidence its better to start your items at a low price with no reserve.

Most buyers hate reserve auctions! You will get a lot less interest from potential buyers if you have a reserve. Buyers don't want to spend 7 days bidding on something and have it not sell. Besides no-reserve auctions usually get more bids and a higher closing price. More on reserve auctions later.

**Buying too much of one product:** when you are first starting out you usually want everything to happen as fast as it possibly can. A lot of people make the mistake of buying the first lot of products they see from the first supplier they go to.

Many PowerSeller will tell you just like they told me, the worst thing that can happen to you is buying a ton of products only to find out the products don't sell well and are twice as cheap from a different supplier.

**Basing your plans on guesswork:** if you are like most people, your plans are probably based on guesswork. You have probably heard the saying "what you don't know can't hurt you." Well in business planning what you don't know WILL hurt you. I have heard many people say things like "I can get a great deal on these designer sunglasses, they will sell so good!"

What these people often find out is that the sunglasses sell on eBay for less than what they got them for or they're not authentic (they're fakes). So please don't simply assume that the product will sell for an X amount of dollars or that you are getting a good deal. It is very important that you base everything on actual facts and research and not simply what you think.

**Not treating your business seriously:** Most PowerSellers I talked to are full-time eBay sellers, working anywhere from 1-14 hours a day. What? You don't want to work 14 hours a day!? Don't worry this book teaches you how to save a ton of time.

The PowerSellers that work over 8 hours a day are usually the ones that aren't treating their business like a business, you will learn all about this later. The important is that you start treating your business like a business right from the start, even when you are putting your first item up for auction.

**Getting discouraged when your first auction doesn't get any bids:** this is a big one, because this is when most people quit. Until you experience a sale you will have doubts in your mind about your ability to make money on eBay.

When the first item you put up for auction doesn't sell, the doubts in your mind can get stronger and you can get discouraged. If your first auction doesn't get any bids on it remember it's not the end of the world. What you should know before listing an item up for sale, is it isn't guaranteed to sell. Not everything on eBay gets bid on, the truth is if you can get 25-50% of your auctions to sell, that's great!!

**Selling fake or counterfeit products:** if you are thinking about selling designer clothing, shoes or accessories this is something you should NEVER do unless you want to be banned from eBay. eBay is littered with fake designer clothing, the people that sell this crap usually have a very short eBay career.

Because eBay has a program called VeRO (Verified Rights Owner). This program is basically representatives of the brand name companies (Nike, polo, Swiss army etc.) searching through eBay and reporting anything that looks even remotely suspicious. So do NOT list fake products on eBay! It will be the end of eBay for you.

**Estimating how much shipping will cost:** when you list your first items up for auction don't just put up a shipping price that you think will cover the shipping cost of your item. If your shipping price is too high no one will be interested in your auctions. If your shipping price turns out to be less than what the post office charges you will have to pay the balance. There are many ways to lose money on eBay, shipping is a big one.

**Talking instead of doing:** instead of telling everyone how much money you are going to make, why don't you show them by making it. I know it is very tempting to tell everyone about the exciting new way of making money you have discovered. But doing this is very counter productive and is just an excuse to put off actually getting to work for another day. Remember, do first talk last.

Those are the main things you should avoid when starting out on eBay, you should obviously avoid posting naked pictures of yourself when listing auctions....that is common sense ;-)

Now that you know what not to do keep reading and I will tell you all the things you should do...

If you want to make a living selling on eBay you must treat it like a real business. There are a ton of PowerSellers out there who treat selling on eBay like a *job*, not a *business* (more on that later), these are usually the same people that work 14 hour days.

Before you really start buying and selling stuff on a large scale you should do the following:

**Get a separate bank and Paypal account for eBay:** This is very important, you should get a separate bank account and use it only for business purposes. A separate bank account will make a world of difference. It will make it easier to track your finances, simplify things and make your business look and feel like a real business. Your business account does not have to be an actual business account, a simple bank account in your name will do...as long as it is used for business purposes only.

A Paypal account is something you absolutely NEED in order to sell things on eBay. Almost everything sold on eBay is paid for through Paypal. With Paypal you will be able to receive payments through the internet and also accept credit cards. Paypal is owned by eBay, so there are many advantages to using Paypal to accept payments. Buyers will be able to send you money from their credit card or bank account through Paypal. Your bank account will be linked to your Paypal account so you can transfer money from one to another.

**Get a FREE Paypal account and start accepting credit cards today:**

<https://www.paypal.com/us/mrb/pal=26EWETAN98EPU>

**Get (or borrow) a digital camera:** a good digital camera is something you simply can't do without on eBay. Good, clear photos are extremely important to your success. The buyer has no chance to see the actual item in person so the more of the item you can show him/her in your listing the better.

**For some amazing cheap digital camera deals go to:**

<http://www.recommended-link.com/cameras/>

**Get a separate email address:** I suggest that you open at least 2 new email accounts, this is important because once you start selling you will be getting a lot of questions from people who are interested with the stuff you are selling. You should have an email account just for questions and one for everything else (Paypal, suppliers, memberships...).

If you really want to look professional, you need to get your own domain name. For example if your business is called Super Laundry Baskets, you could get a domain and make your email address mary@superlaundrybaskets.com

**For affordable domains with free email accounts, go to:**

<http://www.lifedomains.net>

If you want to set up your own website on your domain, that's also a great way to show buyers that you take your business seriously. You don't want to go use any old host, because if your website goes down that will make you look bad, so take my advice...

**For the best affordable and reliable web hosting, go to:**

<http://www.recommended-link.com/hosting/>

Coupon Code: ERICSTIPS.COM

**Set up a home office:** The more organized and tidy you are the more efficient you will be able to run your eBay business. The more efficient your business is the less you have to work! This all goes back to treating your business like a business. You should also have a business telephone number so people can call you. You may need to make some room in your home for all the merchandise you are going to sell. As for the stuff you need in your office all I can say is OFFICE STUFF! You know: pens, binders, paper, a calculator, monkeys (joking).



Just don't go overboard in your preparations! It is human nature to procrastinate by over-organizing. You don't have to have all your ducks in a row. Just get reasonably organized and then start!

If you are working at a full time job you probably have very little spare time to do all of these things and remember, we are still just getting started. The good thing about eBay is it can be done alone, you don't need workers or assistants because eBay takes care of a large part of the most important part of your business for you...the selling.

But even though you can become an eBay PowerSeller by yourself something you should take into consideration regardless of whether you have a job or are unemployed is *partnerships*...

**Partnerships:** It is a well known fact that businesses that are run by more than one person succeed at a much higher rate than those business that are run by a single person. That is why it is easier to get a grant or a bank loan when you show up with a partner, another reason is because the bank has someone else to go after if you can't repay the loan. But that's a whole other story.

Before I tell you all the benefits of partnerships, let me just make a couple disclaimers. First, partnerships are not without risks and potential downfalls. You need to be extremely CAREFUL about who you partner with. Second, the SIMPLEST type of business to run is a sole proprietorship, which means you run it yourself without worrying about anyone else.

That said, let me tell you a few of the benefits of entering into a partnership as a business venture...



It can be a scary world out there when you are trying to make something work by yourself. It can be hard to even get started because you may not be self-motivated and it can be nearly impossible to make everything work by yourself. Getting a partner can solve most of your problems, why not give it a shot?

Getting a partner can be one of the best things you can do for your business!

Without anyone helping you, you must do everything yourself. Listing, answering questions, buying, packing, tracking, research, shipping, refunds and a whole lot of other stuff that needs to get done. Now don't get me wrong; an eBay business is something that can be run profitably by just one person and this book teaches you just that. But while we are on the subject of partnerships lets get into it a little more.

Why should you share your money with someone?

Because if you have a partner you can have 10 times more money to share!

How can that be? Let me explain. If you have a partner, you will be able to divide your business in half, meaning: you take care of half and your partner takes care of the other half. What happens when you share the workload like that is it gives you time to concentrate on one part of the business and your partner can take care of the other part.

Now everything you do gets twice the attention it used to get, thus making every part of your business at least twice more efficient and profitable. No part of your business has to suffer any longer just because you don't have time to pay attention to it. When you can concentrate on a few parts of your business, and that is when you can begin to shine and really start to get things done!



It can be very hard to be good at many things all at the same time, a partner can master half of your business and you can master the other half. That way the auctions listings, customer service, tracking, financing, packing, shipping and everything else can all be the best they can, that can make your business into a money making beast! GRRRR!!

You will also be able to raise more money and raise it much faster. Problems will be easier to solve because instead of one person trying to solve a problem there

will be two. Your partner will be able to help you out in all sorts of different ways and you can feed of each others energy, encourage each other and push one another to get things done. One of the best things you can do when you are stuck is talk to someone who understands. So when you have eBay problems, you're not alone!

You will also be able to start much faster and you will have someone to be there with you when you are doing something for the first time. Like getting a bank loan or trying to get a deal from a supplier.

For some people the biggest problem while trying to start up a business is their work ethic or lack of it. If you have a partner you may feel obligated to do your work because he/she is doing his/hers part so you must do yours!

So let's look at the main benefits of going into business with a partner:

- ] You only have to do half of the work
- ] Business becomes more efficient and profitable
- ] Easier to raise money
- ] More free time
- ] Someone to talk to who truly understands
- ] Greater chance of success

Now that you know why it might be a good Idea to get a partner I must tell you again: you don't need a partner to be a successful eBay seller, but it can definitely help.

Now go and get started! You already know more than enough to get started, so go and open an eBay account, it's very easy and it's free!

## **What to Sell and Where to Get It**

In order to make money on eBay you must sell something (DUH!). But what should you sell? What products are the most profitable? Where do I get all the stuff I want to sell? You are probably clueless right now and you want some answers, don't worry I'll give you all the answers you need.

Finding products to sell can be the hardest step of starting your eBay business. But if you want to be a PowerSeller that is one step you can not skip!

Even though it can be the hardest part of starting your eBay business, finding a supplier is relatively easy and can be done in a couple of days...if you know where to look. Even though it is easy, many people end up simply quitting because they find the task of finding a good supplier challenging and time consuming. Finding a supplier can also be very frustrating; it can seem like looking for a needle in a haystack if you don't know where or how to look.

First of all, look at all the PowerSellers selling the same stuff you want to sell, how did they get their hands on all that great stuff? They looked for it until they found it! You must understand that if a product can be bought, it can be sold for a profit. So whatever it is you want to sell I assure you, you can find a supplier for it.

You will need to look harder, think outside the box and get creative if you want to sell certain items. You will sometimes need to think for yourself and figure out ways to get your hands on the stuff you want to sell. This might seem scary, but don't worry: I will give you a lot of information that is sure to help you out.

### **Getting creative and thinking outside the box:**

Like I said, if it can be bought, it can be sold for a profit. Whatever you are looking to sell you will find it if you look hard enough. What I want you to know is that not every product can be found in a conventional way. By conventional I mean looking up a supplier in the yellow pages or the internet. Sometimes you just have to get creative.

First you must get rid of all the mental blocks and limitations that are in your mind, you need a "can-do-attitude". More often than not, the spoils come to those who think the sky is the limit. Thinking outside the box is just that, the limitations and mental blocks are the box...you must completely ignore them!

So what do I mean by thinking outside the box while looking for a supplier? I mean your supplier doesn't have to be an actual supplier. Your supplier can be a store, website or even another eBay seller that has access to the products you want to sell. Another eBay seller!? Why would the competition want to help me?

Well not everyone is going to want to help. But the smart eBay sellers know that this is a chance to make money off of the competition as well as their own eBay business, a smart seller knows that with the extra products he he/she order to supply you, he/she will probably get a greater discount.

eBay is a great opportunity to make money from home, with little or no risk and a small amount of startup money. But guess what, not every real supplier is going to want to deal with you when your first order is only \$100 worth of products. You must understand that if you can't go in through the front door, just go around and try the back. As you read on there will be examples of getting the products you want to sell through the "back door"

Does anyone actually use this "back door method"? Yes! Almost every single eCommerce website that sells expensive watches (TAG, ROLEX, OMEGA...) uses the "back door method". After all, the manufacturers of the watches only supply directly from the factory and only to authorized dealers....oh and the watch companies forbid the selling of their watches over the internet!

So what most of these websites and eBay PowerSellers do, is befriend a jewelry store that has access to the products they want to sell. So if some of the biggest most successful PowerSellers and websites do it, why can't you?

Most people are uncomfortable thinking outside the box and taking the road less traveled. Because when you do what everyone else does there is a clear path, there are guidelines and it is much easier and less uncomfortable to follow an already made path than make your own. Please know that you don't have to follow "the rules" when looking for a supplier: anyone that sells what you want to sell is a potential supplier to you.

Now, not everyone is going to agree to do business with you. But you must remember there are thousands of people out there that would agree to be your supplier. The sooner you get rid of the ones that don't want anything to do with you the sooner you will get to the ones that want your business and are open to your ideas.

**OPM and OPP:** I understand that even though you may want to start selling on eBay, you might not have any money to start with. After all most suppliers have large minimum orders and don't look after the little guys interests.

Well, fortunately for you there is a way for you to start with virtually no money to invest in your business or any products to sell.

You may not have any money, but other people do. Isn't that right? Banks have money, credit card companies have money, and loan sharks have money. But you already knew that, and maybe you have already tried to borrow money but

for one reason or another (bad credit, you already owe everyone etc.) you were not able to get anyone lend you money. But the fact remains, other people still have money.

How can you get these peoples' money? You can sell them something! Oh yeah, I forgot; you have nothing to sell either. But don't other people have stuff to sell?

So, in order to get your hands on some money, you need to sell someone something, but in order to sell something you need to have something to sell, you don't have anything to sell, and in order to get your hands on something to sell you need money which you don't have. Sounds like a "catch-22"!

THIS IS YOUR ANSWER:

**OPM = Other People's Money**

**OPP = Other People's Products**

What you can do is use other people's money to sell other people's products.

How?

By listing something you don't own up for auction, collecting the money (OPM) paying for what you just sold (OPP) with that money and keeping the difference for yourself.

All you have to do is look in a newspaper, find something for sale, call up the owner and say you will buy it in one week....guaranteed!

Then post the item up for auction, and wait until it sells.

Collect the payment.

Go to the owner of what you just sold.

Haggle over the price a little bit.

Pay the owner for the item.

Keep the money that is left over (profit)

And send your customer the product they paid for.

There you go! Did you use any of your own money? No. Did you sell anything that you owned? No! All you did way put OPM and OPP together and kept the profit for yourself!

How much money can you make? Depends on the product you sell, if you sell a pair of used shoes you might make 5 bucks, if you sell a Rolex watch you can make over \$1,000! It all depends on what you sell.

**Here's a way for you to sell something right now without buying anything:**

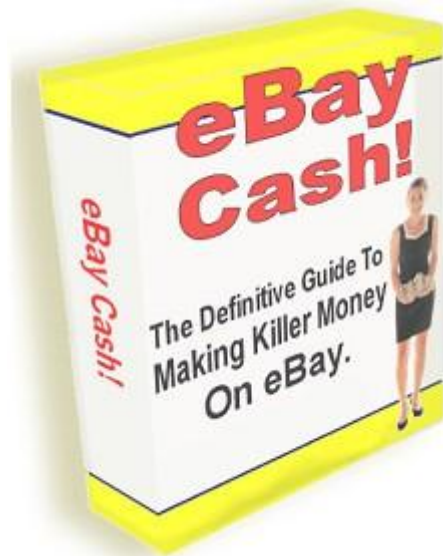
You can sell an ebook. That's right, you can sell a digital product that can simply be emailed to your customer. No packing and shipping involved!

It's very easy to sell ebooks on eBay. In fact there are systems you can implement to essentially automate the entire process, but for now I'll just give you the basics.

You can list the ebook for sale on eBay using the book title or your own catchy headline as the auction listing title. In the listing, write a short summary of the book and your own personal review/endorsement. By providing your own personal endorsement, people will be more likely to buy it because they know you actually read it and liked it.

You could do a Buy It Now auction, or just start the bidding at a reasonable price like \$4.99. When the auction ends and the buyer pays you, all you need to do is email the ebook to them as an attachment! Again, that's the great thing about downloadable information products: no packaging or shipping is necessary.

In fact if you like the idea, you might want to amass an entire collection of ebooks to sell on eBay. The key is to look for resale rights...



**If you want to download some ebooks with resale rights right now for free, just go to this site:**

<http://10-free-ebooks.com>

## Getting around minimum order quantities:

I am sure you already know that many suppliers and manufacturers have a minimum order quantity. This can be a big problem to most people that are just starting out in eBay. Most people can't afford the minimum order quantity set by the suppliers, and this is the time most people usually give up their dream of becoming a successful eBay seller.

Well guess what, there is an easy way to get around the problem of big MOQ's, and it works! This method is not something that is very often talked about, but a lot of eBay PowerSellers used this exact method to start of their now enormously successful businesses.

In order to be able to use this method to its full potential you must understand that people are humans not machines. And humans can be easily persuaded into doing what you want them to do.

Let's say you are extremely thirsty, so you walk into a convenient store and decide to buy a drink. You put the drink you want on the counter, reach into your pocket and realize that you are 5 cents short. Can you convince the person at the cash register to make an exception? Yes of course, more often than not all you will have to do is ask.

Now, let's say you are extremely thirsty, so you walk up to a vending machine, reach into your pocket and realize you are 5 cents short. Can you convince the vending machine to make an exception? No way, you can plead with it all day and it won't even listen to you. You couldn't convince it even if you had a gun!

Something else you absolutely must know is exactly *who you're dealing with*. Are you dealing with the owner of the wholesale company? No, most likely not. You are probably dealing with a sales representative or a manager. This is very important because sales representatives and managers usually don't have big fat salaries and are a lot easier to convince than a highly paid president or rich owner.

So what exactly is this method for getting around MOQ's? Well it's quite simple, you need to make helping you something that is in the best interest of the person you are dealing with. You won't get very far if you are simply going to go into the sales manager's office and saying, "c'mon, let me buy less than required....c'mon, it would make me a lot of money". If you say stuff like that; you won't get anywhere. You need to say things that are in the person's best interest, not yours.

So what is it that you should offer the person that has the power to help you become successful?

Offer them a part of your profits.

What has worked for me in the past and many PowerSellers I have talked to is offering the person you are dealing with a commission for every product you sell. This is a very attractive offer and most people will not be able to turn it down. That is of course if you present it properly. Here is an example:

Let's say that the product you want to sell is a highly profitable one, take luxury car wheels for example. What you need to do before you meet the supplier (sales manager) is work out how many wheels a month you are going to sell, how much profit you will make per every sale and how much money you will be making per month. With the car wheels you want to sell you can expect to make a profit of \$500 per sale and maybe even higher.

So you worked out the profit you will make per sale (\$500), now you need to figure out how many car wheels you will be able to sell per month, let's say around 30. That gives you a monthly income of \$15,000/ month (30 sales multiplied by \$500 = \$15,000).

After you've figured out your projected profit per sale and income per month, you need to decide how much of that money you are willing to pay to the person (sales manager) that is going to make it all happen for you. I usually give 20%, so do other sellers and so should you. What does 20% mean to the sales manager? It means \$100 for every set of wheels you sell, if you meet your goal of 30 sales/month this will mean a \$3,000 monthly commission for the sales manager. Now tell me this, if you were offered a \$3,000 passive monthly income, would you turn it down?!

An eBay PowerSeller I talked to told me that the best way to present this proposal is in a friendly and comfortable environment, something like a café or bar. The reason for this is because an unfamiliar office can be an intimidating environment. You need to be somewhere comfortable. This will make both you and the sales manager a lot more open and friendly.



You should also type up the offer and print it out, stuff it in an envelope and leave it with the sales manager after your meeting is over. This is a powerful trick, because when the sales manager opens the envelope and looks at everything



you have just proposed to him, all broken down and calculated it will be hard for him not to see it your way.

When you type up this offer make sure to clearly break down all of the numbers you mentioned, the typed up offer should not include a lot of text, just a break down of the money the sales manager would be making if everything goes as planned. Example:

Estimated profit per/ sale: \$500

Estimated monthly sales goal: 30 sales

Commission; %20 or \$100 per sale, \$3,000 per month

You can also include an explanation of how you came up with those numbers.

Now I know that this may sound a little fishy and unethical, but nothing could be further from the truth. If you do something like this, it will be a win-win situation for everyone. You will be making money, the sales manager will be making money and the wholesale company would not only be making money but also gaining a long term business partner (you) that is a true asset to the company.

Multi million dollar deals are made every day using these kinds of methods, and almost every business and successful corporation that ever existed was once involved in under the table deals when it was still in its infancy. You will not breaking any laws or be hurting anyone by conducting this type of business. Oh and as for that minimum order that you couldn't afford. If you stick to your plans and meet your goals you will be buying a lot more than the minimum order required, every single month. Like I said, its win-win for everyone, because you're making money, the manager is making money and the wholesale company is not only making money it's gaining a valuable asset (you).

Like I said before, this is something not a lot of eBay PowerSellers' talk about but a lot of them do. It is important to know that you don't have to keep paying the sales manager a 20% commission forever. You can stop as soon as you make enough money to be able to afford the MOQ. This is something that only has to be done in the beginning (if you have no start up money) and is done by countless amounts of new businesses every day.

My personal motto is, if I can't use the rules to my advantage, those rules don't apply to me. A lot of successful people seem to agree with me, because this method of getting what you want is exactly what "playing by your own rules" is all about. Keep in mind, we're NOT talking about doing something ILLEGAL. The law does apply to you, and I'm not suggesting that you bend the law in any way.

A friendly bribe where needed? Yes. An illegal bribe? No.

You have played by someone else's set of rules all of your life: your parent's rules, your school's rules, your boss's rules. It's time to follow your own rules and follow in the footsteps of millions of successful people that did it before you.

Think outside the box, strive to achieve your goals and play by your own rules. In other words: **think for yourself.**

Now let's get to the products...



## The Products

The first question most people have is, "what do I sell?"

Most PowerSellers answer that question with, "sell what you like!"

Yes, sell what you like. If you like comic books than sell comic books, if you like paintings sell that. Selling what you like is very important. Most of the PowerSellers I interviewed said having fun and selling what you are interested in are the two most important things that you must NEVER forget when selling on eBay.

So why is it so important that you sell what you like and not simply what's "hot" at the moment? There are many reasons, here are the main ones:

If your favorite thing in the world is...oh, let's say vintage shoes. You are A LOT less likely to get ripped off by a shoe supplier than a person who just heard that vintage shoes are "hot" and wants in on the action.

You are more likely to actually start selling on eBay and actually stick to it if you are selling something you enjoy. Wouldn't it be nice to do what you love and make money at the same time? Well if you sell what you love you are one step closer to doing just that.

If you simply sell things that you think will sell, that means you are doing it just for the money. If you do something just for money than what's the point? Just keep your day job.

Remember how I told you that most PowerSellers said the two things you should never forget are have fun and sell what you like. Well if you don't sell something you like your fun won't last very long, at first it will be very fun watching the bids go up and making all that money. But sooner or later your fun will turn into work and you will dread selling on eBay just like you might have dreaded your job.

I'm sure that the above reasons are fairly obvious to you, I am simply telling this to you so you don't make the mistake of trading in one crappy job for another.

One PowerSeller I talked to sells expensive watches and jewelry. He was a watch collector before he started selling on eBay, one day he decided to buy a watch off eBay. He bought the watch but his wife would not let him keep it, telling him "it's too expensive" and "you already have a lot of watches". So he decided to make his wife happy and get rid of the watch, but not by returning it but by selling it where he bought it in the first place, eBay.

When he put the watch up for auction all he was hoping for is to get his money back. He didn't just get his money back, he made a profit! And that is how he got started on eBay.

When I asked him if it was the money that keeps him selling watches on eBay, his response was a loud and clear "NO!" He then explained to me that because of eBay he now gets to see and wear hundreds of watches that he wouldn't even dream of having in his possession before. He told me that the biggest mistake he ever made was trying to sell things he didn't enjoy.



Now I know what you may be thinking; does this guy make a lot of money? Does he still have a "real job"? Or is this just a hobby for him?

Let me answer the last question first: yes, selling on eBay is his hobby....because he LOVES what he sells. Yes he does still have a "real job" and YES he does make a lot of money!

So who is this man? He is the highest dollar seller of watches on eBay (over \$500,000.00 per month)! And he does it part time!

The eBay ID of this man is **beckertime** and his website address is [www.beckertime.com](http://www.beckertime.com)

I recommend you check out his listings, you can probably learn a few things and buy some watches (more on that later).

Now I know what you might be saying (again!), hey! This guy sells watches...watches sell well! Yes watches are one of the more popular selling items on eBay, but I got something that will cheer you up, most of the other PowerSellers I talked to don't sell watches, they sell stuff like their own artwork, antiques, plates and cups, Christmas ornaments and other stuff that you would think have a hard time selling.

So if what you are interested in is not exactly what you would call "hot", don't worry—you can still make good money!

So remember: SELL WHAT YOU ARE INTERESTED IN!

Now again, I must say you do not have to sell what you are interested but I and more importantly a lot of PowerSellers recommend it.

Beckertime sells expensive watches, so even though he doesn't have as many transactions as other PowerSellers, he still sells over \$500,000 worth of products on eBay per month. Many of the items he lists for auction sell for over \$6,000, so he has a lot less transactions than other sellers but each transaction is worth a lot more.

That brings us to our next topic: few expensive items VS lots of cheap items

What are you going to sell: lots of cheap items, few expensive ones or something in between? To help you decide I will go over the disadvantages and advantages of each. I will also tell you where and how to get the stuff you want to sell.

## **Expensive Products**

Expensive products advantages:

] If you sell expensive products you will make more money with less work. That is the biggest and most obvious advantage of selling high ticket items. You do not need a hundred sales a day, all you will need is a few and you have made your money. The fewer items you sell the less work you have to do.

] You don't need to answer hundreds of emails, pack hundreds of items and ship hundreds of items. Less work more money, selling expensive products is great.

] When you sell expensive items you have less competition. High ticket items are much harder to find than average and low priced ones. So naturally most people simply sell stuff that is easy to find, cheap stuff. If you are going to sell things like computers, plasma TV's or Rolex watches you don't need to worry about a ton of competition because most people are lazy and won't bother investing their time, effort and money looking for a supplier.

Expensive products disadvantages:

\ Expensive products can be a lot harder to find than cheap ones. If you want to sell Rolex watches, you won't be able to find a supplier by simply

typing "Rolex wholesaler" into a search engine.

\ Expensive items are expensive! If you want to sell high ticket items you will need to invest some money and I don't mean \$100. Or you can always use OPM!

\ The disadvantages above are really advantages in disguise because the people who are willing to work and invest money into their business in the beginning are the ones that are going to be rewarded the most. Not everyone wants to actually work. Most people want to simply list auctions and have the product drop shipped to their customers. Those who put in some work and money will be greatly rewarded.

## **How and where to find suppliers** (High end items)

Before I tell you how and where to get products to sell on eBay you must know a few things, this is NOT a wholesale list! I will not provide you with a thousand links to supplier's websites. What I will do is give you the links of B2B websites so you can find the products you want to sell yourself.

First of all I recommend you register your business and get a tax ID or vendors license. This is important because most (not all) suppliers and wholesalers will not sell you their products unless you are a real business. What is a tax ID? A tax ID allows you to purchase merchandise from a supplier without paying taxes and allows you to collect taxes when you sell the merchandise you bought.

You do not have to get a tax ID but it is recommended and will make buying things from wholesalers a lot easier. Most suppliers have a minimum order quantity which means if you want to buy from them you must buy the minimum amount required or they won't sell you anything. So even when you have your business registered and have a tax ID it doesn't necessarily mean you will be able to start with no money.

To find a supplier, simply go to the yellow pages website:

<http://www.yellowpages.com>

and type in wholesale. Click search and you will find a ton of suppliers and wholesalers that might interest you.

Just because you are going to sell stuff through the internet doesn't mean you have to do everything else over the internet as well. You can also call suppliers and visit them in person!

If you do not want to register your business or can't afford the minimum order, and your attempt to bribe the sales manager has failed, there are still ways for you to sell the things you want to sell.

Get to know someone that already sells the product you are looking to sell. This is about partnerships, you need a partner that owns or runs a store that sells the products you are looking to sell on eBay. Your goal is to purchase the products you want to sell, from a supplier through your partner's business, leaving your partner with a cut of your profits. If that sound complicated, let me break it down:

Find a store that already sells the products you want to sell on eBay. Talk to the owner and tell them your plan. Tell them that you are looking for a business partner that can supply you with a large quantity of a certain product (the product you want to sell). Tell your future partner that all he/she would have to do is order the products you want and you will pay him a chunk of the profits.

Now when you are talking to your future partner, make sure you "juice up" your business proposition. Tell him/her how much extra income this partnership can make, tell him/her that by ordering an extra amount of products every month might get him a greater bulk discount from his/her supplier. I am no "expert" in persuasion but I do know that when you are trying to make someone do what you want; you must first give them what they want. So don't talk so much about what you want, instead focus on what he/she will gain by being your supplier/partner.

After you have found a person that can supply you with the products you want all you have to do is tell them how much products you need and your new partner will simply call his/her supplier and order the products for you.

If you can get yourself a partner that owns his/her own store and has access to suppliers that have the product you want. Your hard work in finding that partner will be greatly rewarded. You will be able to take advantage of your partner's bulk discounts and order small quantities of products at large quantity discounts.

Now what you may ask me is; does anyone actually do this? Do people actually become PowerSellers using the method mentioned above?

Yes! This method is commonly used by people who sell expensive watches on the internet.

If you want to sell expensive watches on eBay, it is very hard to manage without either your own watch store or a partner that has one. Most watch companies have large minimum orders and sell only to authorized dealers, to become an authorized dealer is very hard and most stores don't qualify.

If you are thinking of selling something that is available to anyone with a tax ID and the money to afford the minimum order quantity. The only advantages to using the above method are; you don't need to get a tax ID and you will be able to buy small quantities at bulk discounts.

Like I said before, the advantages of selling high ticket items are great. It does however require some effort to get your hands on those high ticket items you want to sell, but no matter what position you may be in, it is very possible.

I do recommend that you register your business; this is a big part of treating your business like a business and being legitimate. If you do choose to acquire the products you wish to sell through the "back door", I suggest that as soon as you make enough money to do everything yourself, you register your business, get a tax ID and start buying directly from the supplier.

Another way you can get your hands on the stuff you want to sell is by making it come to you.

How can you make the products come to you?

By running ads in papers and posting in internet forums, say something like "I will buy your stuff".

If you are going to use this method you will need to pick a product that keeps its value very well because you will be buying mostly used products. So used shoes or electronics will not work (unless they're collectable), if you are going to use this method you should buy things like jewelry and watches, antiques and other things that can get better with age.

Does anyone use this method? Yes! If you browse around the listings on eBay for high end products like expensive watches or jewelry you will find that a lot of it is used or refurbished. The advantages of buying used products directly from the owner is that you decide how much to pay and people come to you.

One of Eric's (the co-author of this book) first eBay success stories was when he ran a classified ad in the local paper to buy old Atari video game systems and games. This is a type of item that most people have laying around in the basement or attic, and will never use again. They're more than happy to unload it and get a little money for it at the same time.

But on eBay it's a whole new ballgame. There are thousands of people who collect old video games, controllers, and game systems. It was not uncommon for Eric to buy a batch of games for less than a dollar each and turn around to sell them for ten times the price!



This example is just one tiny niche, and there are literally tens of thousands of other niches out there that will work on eBay!

By the way, some of you may be wondering why I talk about watches so much. It is because I like watches but more importantly watches are a great product to sell! Watches are popular, retain their value very well, can cost anywhere from \$1 to several hundred thousand dollars and are relatively compact.

The shipping on a \$100 watch is the same as on a watch that costs \$10,000 and it will not take any more space to store 100 twenty dollar watches than it will for 100 thousand dollar watches.

## Average and Low Priced Products

Average and low priced products advantages:

] It doesn't take a fortune to start. Selling lower priced products does not require a lot of money to start.

] There is less risk involved with low priced products. Let's say you buy 25 pairs of running shoes for \$10 a pair to sell on eBay. But no one seems to be interested, if you simply can't get rid of the shoes you will only "lose" \$250 of your own money.

] Less expensive products are usually easy to get your hands on, so you won't need to befriend an authorized dealer. You can simply go to the supplier and buy from them yourself.

Average and low priced products disadvantages:

\ Competition; a lot more people will be selling the same products as you if you sell low priced stuff. The fact that it's easy to acquire most low priced products and you don't need a fortune to start makes most people start off with the lower priced stuff.

\ More work; the cheaper the item you are selling the smaller the profit you make (usually). The smaller the profit you make the bigger the number of sales you need in order to make the money you want to make and the more sales you make the more products you need to wrap and ship, emails you

need to answer, payments you need to collect and transactions you need to keep track of.

## **How and where to find suppliers (low end)**

The best way to find a supplier is to go to:

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

Believe it or not, just because you are looking for a Japanese product you don't have to look for it in Japan. Yellow-pages is often over looked by people who are trying to get started in eBay because they are swarmed by wholesale list and some people seem to think that just because they are going to sell stuff through the internet they must look for the stuff they want to sell on search engines and communicate with suppliers by email.

Go to [www.yellowpages.com](http://www.yellowpages.com), search "wholesale" and call the suppliers you find by phone!

Keep in mind that a lot of suppliers will only deal with you if you have a tax ID and your business registered.

There are no "tricks" or "secrets" to finding good suppliers, the best suppliers really can be found using yellow-pages.

When looking for suppliers you should keep this in mind a good supplier close to home is better than a great one far away.

If you can find a good supplier close to home and establish a good relationship with them, it can be one of the best things you can do for your business. Having a good relationship with the people that supply you with the stuff you sell, can get their hands on the stuff you might want to sell and have a wealth of knowledge that is useful to you is a good idea.

Now for those of you who absolutely crave more information, don't worry it's coming soon so keep reading.

Now I have covered the advantages and disadvantages of selling high priced products and average to cheap products, it's all pretty standard stuff. Now I'm going to get to the not so standard stuff, the information that can make you big money in a short period of time...even if you have no money of your own to start with!

This is about selling lots of cheap products, with as little transactions as possible.

Confidence and belief in yourself is essential and fear is fatal when trying to

make money the way I am about to tell you. I will teach you how to do this with very little risk, so please give this a good crack...you have nothing to lose and everything to gain!

As you may know a gazillion people buy stuff off eBay every day. Who are these people? They are fathers, mothers, kids using parents credit cards, criminals, **business owners**, porn stars...you get the picture, and you also probably noticed that business owners are in bold.

Why do I highlight business owners? Because business people, entrepreneurs and anyone looking to buy products and resell them to make a profit are very good customers that will come back and buy from you again and again.

Believe it or not people actually buy stuff on eBay, resell it on eBay and make profits!

There are also those who buy products on eBay to resell them on their e-commerce websites or actual stores they may own.

A lot of PowerSellers started by buying stuff off of eBay and simply putting it back up for auction.

Many people don't believe me when I say you can buy stuff on eBay and resell it on eBay, and make a profit! Just go to eBay and search for "wholesale lot".

Back to Eric's example with the Atari games. He tried this method one time and it worked great. He bought a huge collection of Atari games off of eBay and turned around and re-listed them on eBay individually and made a big profit. It's because the collectors weren't interested in buying an entire collection, but they are willing to pay a premium for the games they don't own.

You can apply this same principle to any field you specialize in.

Anyways, what I am trying to get at is that there are a lot of people looking to buy products on eBay for resale. Why should you care? Because when people buy stuff for resale they usually buy more than one item and if they accomplish making money with the products they bough from you there is a good chance they will come back and buy from you again. In other words these people spend lots of money because they know that the more money they spend on products the more money they will make by selling what they bought.

So how can you get a piece of the action? Become a supplier!

## Becoming A Supplier

If you don't have any money of your own to start with, you can always use:

OPM Other People's Money

OPP Other People's Products

You will be buying large quantities of products from suppliers and you don't need to have any money to start. How!?! OPM! How? Keep reading!

First you will need to decide what kind of products you are going to sell.

You can supply other sellers with merchandise they are going to resell: Electronics, clothing, accessories, tools, sports equipment etc.

Or you can sell business supplies like tape, bubble wrap, labels, pens, paper or even computers.

When you decide what you are going to sell, the next step is finding a supplier. Once again you should look for a supplier in your city, so you can visit them in person and discuss what you are going to do.

Once you find a supplier and work out everything that needs to be worked out (prices, delivery time, payment etc.) list the products up for auction.

Most suppliers have a minimum order quantity (20 items, 30 items, 2,000 etc.), so you will need to make sure you sell the minimum amount required in order to get the best discount from your supplier. If the minimum order quantity is 1,000 items. Make sure you sell at least 1,000 because if you don't the supplier won't be willing to deal with you and you will get a bunch of negative feedback from your customers (because you will have to cancel their orders).

Once the products you have put up for auction sell, collect the money from your customers, go to your supplier and pay him/her for the products your customers just paid you for.

After you pay your supplier simply ship the products to your customers and repeat until you are filthy rich!

Basically, what you are doing is getting people to pay YOU for products you don't own.

Now let's get to the money part...

Let's say the supplier you have found has a minimum order quantity (MOQ) of 1,000 items, and each item costs \$10. That means the supplier has a MINIMUM order of \$10,000.

What you will need to do is sell at least 1,000 items, this may seem like a lot but its not, because you are going to sell the items in lots of 25, 30, 50, 100 etc.

Since you get each item at \$10 you should sell each item for at *least* \$12-\$13 in order to make a good profit. Why would people buy from you at \$13 an item when they can buy directly from a supplier for \$10 an item? Because your MOQ is only 25 items as opposed to 1,000 items from a supplier, you will look after the little guys needs by allowing small orders, the real supplier only deal with the big boys. Most sellers can't afford to pay \$10,000 for a minimum order, and that's why they will come to you.

So, how much money will you be able to make? Well, if you sell 1,000 items at \$13 each you will make \$3,000 in profit. Again, it will take you only a couple of transactions to sell 100 items because you won't be selling each item one by one.

Now another concern may be shipment of the actual lots to their buyers. Won't it cost a lot to ship? Yes and no. Yes because it does cost a lot to ship a big order of just about anything, and NO because the supplier most likely receives large shipping discounts because he/she already sends orders all around the world on a daily basis and because more often that not the shipping cost is already included in the cost of each item.

So when you list wholesale lots up for sale, you can provide free shipping, and that can attract a lot of attention.

The great thing about being a supplier is; if you provide good service most of your clients will come back and buy from you again and again. When you are a supplier; you are basically a provider and your clients depend on you in order to make their money. So when you are a supplier; all you need is a couple of clients and you are set, because these clients will buy from you on a regular basis.

Remember, it will only take you a couple of transactions to sell 1000 items because you are selling in bulk. You are not selling something that you own; you do not need to buy anything. All you need is 10 or less sales on eBay to make \$3000 and you don't have to invest any money!

Something very important that you should know is that you don't have to sell things that come from an actual wholesale supplier. The stuff you sell can also come from a liquidator. A liquidator is someone that buys overruns from big retailers (Sears, Wal-Mart etc.) at a fraction of the wholesale price for the

products.

You see, sometimes big stores can't sell everything they have. The stuff they couldn't sell needs to be gotten rid of as soon as possible to make room for new products. This is where liquidation companies come in and buy the overruns products at a fraction of the wholesale price.

When a liquidation company buys a couple of truckloads full of overruns, the next thing it must do is sell these overruns as soon as possible to make room for more over runs. Since the liquidator must get rid of the products as soon as possible, the products are sold at extremely cheap prices and always in bulk.

Liquidation companies are always looking to get rid of the stuff they have in stock as soon as possible, and that is where you come in by offering to sell their stuff.

The great thing about selling things from a liquidator is their prices are usually as low as they get, I mean like \$100 products for \$10! And since the liquidator sells the products at well below whole sale prices, it gives you a lot of room for profit.

You can use OPP and OPM to sell all kinds of stuff. You can sell peoples' cars for them. You can even sell houses, boats, or jewelry collections. Just look in the for sale listings of your local newspaper and look at all of the great stuff for sale that would sell on eBay. Call up the owners of the items advertised in the newspaper and offer to sell the stuff for them.

Looking for stuff in newspapers is great because; the people that are using a newspaper to sell something probably know nothing about eBay and are desperate to get rid of the stuff they are advertising. These people are also the ones that are willing to lower the price and haggle, and that is great because the lower the price they are willing to let the item go for; the more profit you can make by selling their stuff.

As you can see, the place you get your products from doesn't need to be a wholesaler and the products don't have to be brand new. The most important thing to remember in order to make this method of making money useful to you;

OPP Other Peoples Products and OPM Other People's Money

### **So what are the advantages of selling lots of low priced products?**

Here they are:

*You don't need any money to start.* If you use this method, you will not need any money to start because you are selling OPP or products you don't own!

*Less transactions,* even though you will be selling a lot of products, you will be selling them all at the same time, to just a few customers. Don't look at it as

1,000 items sold, look at it as 10 transactions made.

*Few competitors*, there aren't a lot of people doing this on eBay I have actually spoken to only one. But just because everyone isn't doing doesn't mean it won't work, it simply means you have the market all to yourself!

*Access to products* you might eventually want to start selling one by one. You don't have to be a supplier forever, you can start selling like most people do (item by item) after you make some money. But you will have a huge advantage over most people, you will be friends with a supplier and have access to tons of products.

Being a supplier is all about the numbers. It's all about bulk sales and price per item. . Let's say you buy 1000 music CD's for \$100. That works out to \$0.10 per CD. Lets say the retail price per CD is \$5. If you sell each CD for \$1 you will make a profit of \$900 or 1,000%!! But you must buy bulk! You can't get those kinds of deals buying 2 CD's at a time.

One of the first PowerSellers I ever talked to was very nice man named Doug. Doug sells cameras, binoculars and all kinds of other optical products under the eBay ID **gr8fuldoug1**.

But that is not all Doug sells! As I interviewed him, and listened to the great stories he was telling me, I heard him say he also sells CD's. I quickly interrupted him and asked him to tell me all about his CD selling. As it turned out Doug and a partner had bought 35,000 music CDs from a warehouse and sell them under the user ID **Moonskaman**. Doug told me he sells the CD's in lots of 50, 75, 100 and so on. I didn't ask Doug to go into detail, but one thing is for sure...when you buy 35,000 CD's you get a HUGE discount!

Now you know that you can be a PowerSeller a bunch of different ways, you can sell high ticket items, medium or low priced items or become a supplier and sell wholesale lots.

Now you need to decide what condition the products you are selling going to be in and where are you going to get those products.

What I mean by condition is: are the products you sell going to be new, used or refurbished?

I will start with new products first...

## New Products

NEW products advantages:

] They are new, in shiny boxes and have factory backed warranties! Those things are all very important to the person buying the products from you.

] If the product turns out to be flawed you will be able to send it back to where you got it from and get a replacement or repairs.

] New products will attract more attention and usually get more bids. Everyone wants new stuff! So when you sell new stuff make sure you let people know that it's new! New products are something to brag about.

NEW products disadvantages;

\ It is harder to get your hands on new products and you will almost always need a tax ID. Stuff like kitchen knives and toasters is usually easy to find and available to anyone who can afford the minimum order quantity.

\ Stuff like plasma TVs, laptop computers and DVD players are a little harder to find and unless you order a truckload can sometimes leave little room for profit (on eBay). Stuff like expensive watches can be nearly impossible to get new unless you have a friend or partner who already has access to what you want.

\ Most suppliers sell new products to retail stores, you are not a retail store! Retail stores sell everything for full price, most of your sales will be at least 25% lower than retail, this leaves you with less room for profit!

Now even though the disadvantages seem discouraging, you can make a ton of money selling new stuff! When you sell new you usually have the latest products that are being advertised while you sell them, if the competition is selling used or refurbished stuff they probably have last year's models. So your products are probably superior.

Now we'll look at used products...



## Used Products

Used products can be great sellers, depending on what you sell. Not every used product is a good seller and most used products are hard to sell. Because every one wants NEW stuff and used products usually don't come with a guarantee.

You need to sell stuff that keeps its value over time. Watches, jewelry, antiques and collectibles are examples of things that keep their value very well. Some used electronics and even clothing can also be good sellers, as long as they're relatively new. A camcorder that is only one year old and is in good condition will always sell. A 20 year old stereo with scratches and cracks won't.

If you are going to sell used products that don't keep their value very well (electronics, shoes, food?) you should sell relatively young products that are good sellers. Camcorders, DVD players, MP3 players, designer clothing etc. etc.

In other words if you are selling stuff like electronics, clothing, accessories and other stuff that doesn't keep its value very well. You should sell stuff that is relatively new and is somewhat "hot".

If you are going to sell stuff that keeps its value well than sell stuff like watches, jewelry, collectibles, antiques and unique items. Unique items sell good because they are interesting and rare, the age sometimes adds to the value just like in collectibles.

USED products advantages:

] Used products are extremely cheap, especially when bought in bulk. Unlike new products, used ones don't have a concrete value. The value is usually either guessed or whatever someone will pay. This is a great advantage because sometimes you will be able to buy a product for just a fraction of what it will go for on eBay.

] You can make the products come to you, instead of going to the supplier. You can run ads in newspapers and have a website that says you buy used stuff (the stuff you want to buy), so if you want to buy bikes simply say "I buy used bicycles". This way you are also in the driver's seat, you decide what you want to pay!

] Used products can be easier to get your hands on than new ones. While new products are easier to find a supplier for, used products can be easier

to actually buy for resale. You don't need a tax ID, you don't need lots of money and you can make the product come to you!

] You can find great items to sell at garage sales, estate auctions, flea markets and thrift stores. Eric used to make decent money on eBay by buying silverware and other such items at thrift stores for dirt cheap, and selling them on ebay for over 1000% profit in many cases.

USED products disadvantages:

\ Used products are not NEW. When most people buy something they want it to be brand new, they want a guarantee, they want to be the first ones to lay their hands on what they bought, they want that "new smell". If you are selling a used product, there is no "new smell".

\ Used products are usually at least one year old and sometimes they are outdated. To some people an outdated product is useless, they want the latest model.

\ There are tons of people selling used stuff on eBay, and many of those people are PowerSellers. If you do decide to sell used products, I and many PowerSellers recommend that you sell something that holds its value very well.

\ If you're going to go the garage sale/thrift store/flea market route, it takes a lot of TIME. If you enjoy treasure hunting then this could be a fun and relaxing option for you, but it's probably not going to make you filthy rich because you will always be limited by time.



Next we'll look at refurbished products...

## Refurbished Products

Refurbished products fall somewhere in between new and used products. Refurbished products are not new, but they aren't exactly used either. In case you don't know what refurbished means, I will explain:

Most retail stores offer a money back guarantee. Sometimes the customer that buys the product returns it for a refund, the item is then returned to the factory, given an inspection and sold as refurbished.

The packaging of an item can be damaged during shipping. In that case the item is sent back to the manufacturer, repackaged and sold as refurbished.

Items that have a slight defect or flaw like a scratch or mechanical flaw are returned to the manufacturer. The manufacturer repairs the items, repackages them and marks them refurbished.

Demonstration units are also considered refurbished, but only when they are returned to the manufacturer, inspected and repackaged.

Brand new overstock items can also be marked refurbished. These items are brand new, but sold as refurbished.

Sometimes the packaging of an item is opened; this is also marked as refurbished. The only thing "wrong" with these items is; the box was simply opened.

Refurbished items almost always come with manufacturers warranties. Although sometimes the warranties that come with refurbished items are for a shorter period of time, the products are usually in mint condition.

Most refurbished items look brand new and some are overstock, damaged packaging, open box etc, but are marked refurbished and come with shorter warranties.

Selling refurbished products is in more ways than not more profitable than selling new or used products. Refurbished products have many advantages and a few disadvantages;

Refurbished products advantages:

] Refurbished products are much cheaper than new products, even though they come with warranties, boxes and everything else new products come with (including the smell). Refurbished products are just like new products but cheaper, many people that buy refurbs can't tell the difference between refurbished products and new ones.

] Selling refurbished products is more profitable, even though refurbished products cost much less than new products. On eBay refurbished products can sell for the same prices as new ones. If you sell refurbished products, you can sell them for 50% off the MSRP and still make a big profit!

] Refurbished products are sometimes new! When you buy a lot of refurbished products they might actually be overstock items or factory overruns. In that case you would be buying new products at a fraction of the price.

Refurbished products disadvantages:

\ Refurbished is not NEW, even though refurbished products can be exactly the same as new ones, people simply want new stuff. That's why so much stuff has big yellow NEW stickers on it.

\ Refurbished products are sometimes last year's models. With products like watches it won't matter, but if you are selling computers or electronics it might bring the selling prices down.

Refurbished products can be very profitable, even more profitable than new products. The fact that refurbs come with guaranties and boxes makes them as good as new but much cheaper.

Here are a few examples of websites that sell refurbished products:

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

You can see that the prices are extremely low, but remember this website makes a nice big profit off of each product. Imagine how cheap these products can be had if you buy bulk directly from the supplier!

[www.hotbuy4u.com](http://www.hotbuy4u.com)

Also has very cheap products, they also provide drop-shipping for eBay sellers. But I do NOT recommend using them as a supplier, everyone seems to use them

and there is way too much competition if you choose to sell their stuff.

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

Sells mainly new watches and knives, but also sells refurbished products. This is a great supplier if you want to start selling watches. Their refurbished products are very cheap and sell well on eBay.

By visiting the websites above you can see how cheap refurbished products are! If you are thinking of making one of the above websites your supplier: don't just buy from them, contact them first and try to get a discount. Most of these websites are run by people that are interested and open to new things, so try and work out some sort of bulk discount deal.

There are thousands of similar websites on the internet and most wholesale lists are made up of them. The thing about these websites is they sell to the end user, they are not actual suppliers and their prices are much higher than a real supplier's prices.

That still doesn't mean you can't make any profits, just remember to contact the company first and try to work out a bulk discount.

Before I give you all the website addresses and places to get products, here are some rules to go by and mistakes to avoid when buying products and looking for suppliers...

## Make Money When You Buy

MAKE MONEY WHEN YOU BUY, this is HUGE! I hear many people tossing the term around carelessly, not really knowing what it means. First of all, you can't make money if you are buying something for your own personal use. You can only save money. You can only make money when you buy if you are buying something for the purpose of reselling it. So how is it that someone can make money when buying something?

Let's say you are about to buy 100 sweaters from a supplier: \$10 per sweater, which equals to \$1,000 for 100 sweaters.

Let's say the sweaters can be sold on eBay for \$15 each, it would look something like this:

Bought for: \$1,000  
Sold for: \$1,500  
Profit: \$500

Now let's make some money when we buy! Before buying the 100 sweaters for \$1,000, why don't you try and get the price down a little, maybe to \$9 per sweater. It will only take a few minutes, sometimes just asking will be enough and sometimes you might need to haggle for a half hour.

Anyways, let's say you succeed in getting a better deal. You buy the hundred sweaters for \$9 each and sell them for \$15 each:

Bought for; \$900  
Sold for; \$1,500  
Profit; \$600

Look at that, you made **\$100 dollars extra in profit** just because you decided to make some money when you buy as well as when you sell. What? It's to much bother? You don't want to spend half an hour trying to get \$1 of every shirt? If you are actually saying those words, what you are really saying is "its to much bother to make \$100 in a half hour" and "I don't want to make \$100 in a half hour".

Making money when you buy is a way to increase your profits without raising your prices. Why everyone doesn't do this is a mystery to me. In the example I provided, you learned how you can make \$100 when buying a wholesale lot. If you are planning to be a PowerSeller, you will be making a lot more than a \$100.

If you are a PowerSeller, you may be selling 500 sweaters per month. In the previous example, you were able to make an extra \$100 of profit for 100

sweaters sold. If you sell 500 sweaters per month, which means you will be making an extra \$500 per month just because you haggled for a half hour, an extra \$500 per month, \$6000 per year....all in a half an hour....don't you think its worth it?

**ALWAYS ORDER SAMPLES** if you don't have a chance to inspect and see the products you are ordering in person. Many people that are starting out on eBay make the mistake of placing a big order before actually seeing what they are ordering.

By ordering samples you will be able to not only see the quality of the products you are ordering but the service, communication and legitimacy of the company you are ordering from.

There are way too many scammers out there, especially on the internet. Some websites may have clear pictures of the products they are selling, don't make the mistake of assuming that the pictures on their website are actual pictures of the products you are ordering.

If you are thinking of selling designer clothing on eBay, be extra careful when ordering your supplies from the internet. There is way too much fake (counterfeit) clothing being sold on the internet. Remember the pictures on the supplier's website may look real, but that doesn't mean they will be sending you what's in the picture.

Once again, order samples! If you don't you are begging to get ripped off. If the person you are buying from won't allow you to order a sample, simply stop communicating with that person before they have the chance to take advantage of you.

Some "suppliers" actually have the nerve to have \$5,000 - \$10,000 minimum order quantities and not allow their future customers to order samples. But that's not all; a lot of these idiots will also want you to pay by wire-transfer!

So please, if you find a great deal but the "supplier" won't allow any sample orders and wants you to pay through an untraceable method, do NOT continue to communicate with the idiot. People like that are simply looking to rip others off and a lot of these sorry losers have their local authorities looking for them.

Now here are some B2B websites and other places where you can find stuff to sell:

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

I recommend you try this before you try anything else. This is the best way to find suppliers in your area and you can do it over the internet! This website will find you suppliers in your area, give you their addresses and phone #'s and even

shows you where they are located on a map.

When searching try key words like overstock, closeout, liquidation, salvage, auction, surplus, refurbished, refurb, wholesale, supplier and other similar words.

Below is a small list of website directories that are full of suppliers from all over the world. Using the websites bellow you will be able to find suppliers for hundreds of thousands of products. These are the websites that wholesale-list sellers get all their information from, now you will have the ability to access that information anytime you want for free.

## **Some Good Supplier Sources**

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

Once again, try this first. Remember; a good supplier close to home is better than a great one far away.

Yellow pages is what 4 out of every 10 PowerSellers I interviewed use to find suppliers. This is a very underrated and overlooked website, the reason you should use yellow pages is because it will find suppliers in your city (why look in India when you can get it in your city?).

To use this website properly simply type in "wholesale" into the search box and you will be given a bunch of subdirectories, it's amazing how many suppliers there are right under your nose!

[www.ec21.com](http://www.ec21.com)

Suppliers from all over the world.

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

Another web directory, all the suppliers are legitimate businesses and a lot of them are the actual manufacturers of the products they sell.

[www.made-in-china.com](http://www.made-in-china.com)

Suppliers and manufacturers from China, similar to ec21, very good.

Second best:

[www.wholesale411.com](http://www.wholesale411.com)

This website is not as good as the ones listed above but is still 100 times better than a wholesale list



[http://directory.google.com/Top/Business/Wholesale\\_Trade/](http://directory.google.com/Top/Business/Wholesale_Trade/)

The google directory is also a good place to find links to supplier websites

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

Toy wholesale directory.

[www.fleamarketguide.com/wholesal.htm](http://www.fleamarketguide.com/wholesal.htm)

Flea market guide.

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

Another supplier directory, not as easy to use as alibaba or ec21 but worth a look anyway.

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

A small directory, has links to wholesalers and drop shippers.

[www.4wholesaleusa.com](http://www.4wholesaleusa.com)

A USA wholesale directory.

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

Wholesale directory.

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

In case you can't decide what it is you want to sell; you can go to Andale and type your choices into their price finder tool. This tool lets you see the average selling price the item(s) you want to sell go for on eBay and tells you if the product is "HOT" or not. Andale also has a supplier search tool.

Now you have to get out there and look for suppliers until you find one. It's easy to make money on eBay but finding a supplier is one of the hardest steps. The sooner you get this out of the way the sooner you will start making money and having fun. Finding a supplier is something you only have to do once in a great while so don't get all depressed when you are having a hard time finding the stuff you want to sell; not everything to do with eBay is frustrating.

You might find a great supplier on your first day or it might take you a week. Please don't get discouraged. Every PowerSeller had to go through this process and one PowerSeller even called the step of finding a supplier "the initiation". So go out and get "initiated"!

## **PART 2: SELLING**

eBay is a business. You must keep track of finances, deal with suppliers, store inventory, pay taxes, make money and work. But there are several BIG differences between a conventional business and an eBay business. One of those BIG differences is the selling. The selling of products in an eBay business is much easier and less complicated than in conventional businesses.

eBay is a website that gets a HUGE amount of traffic every day, millions of products are bought on eBay every week and billions of dollars worth a year! More and more people are looking to buy stuff on eBay and it is extremely easy to get a membership so you can get in on the money making action!

There are some rumors going around on the internet that you need to know some sort of "secrets" in order to be successful on eBay...that is BS! There are no secrets, just because you don't know something, doesn't mean it's a secret.

This book contains a lot of information that has never been written in eBay books before; there are some new ideas and innovative advice. But that doesn't mean the book is revealing any secrets, just new, innovative, helpful and useful information and that is a lot more valuable than made up "secrets" that do nothing but leave people confused and angry.

Secret suppliers, secret drop-shippers, secret selling tactics, secret secrets that the PowerSellers don't want you to know, secret PowerSeller secrets, money making secrets....SHUT UP!!!

OK back to the selling...

If you have the products to sell, list them with clear pictures and descriptions and some of them will sell. The ones that don't sell...list them again!



















That is how simple it is to sell things on eBay, you simply have to list stuff up for auction, and some of it may sell while some of it may not. But regardless of whether your products sell well or poorly, the more you list the more you will sell.

There are many PowerSellers that do just that, they buy products in bulk and just keep listing until everything sells. No "tricks" no "secrets" just listing. But that doesn't mean there is no better ways to list items. Read on and you will learn the simple and effective ways to make your listings attract bidders and repeat customers, step-by-step.

Making your listings efficient and effective is not a hard task, in fact it is very simple and that is exactly how your listings should appear...simple, easy to read and full of information.

The first part of your listing a person sees is the title, because when a person is browsing through the search results all there is are titles of all the listing that relate to the key words he/she just typed in.

Let's take a closer look at titles...

<input type="checkbox"/>		<a href="#">Hampden Special Railway 18sz 23j Pocket Watch - 2 TONE</a> Dueber 20 Year Fancy Open Face Case		7	\$350.77	<a href="#">Calculate</a>	Dec-26 17:28
<input type="checkbox"/>		<a href="#">1907 Gold Howard 16s 17J HC Pocketwatch w/Original Box</a> Box & Watch have matching numbers! NO RESERVE!		4	\$180.49	\$15.00	Dec-26 15:53
<input type="checkbox"/>		<a href="#">ANTIQUE ELGIN 14kt SOLID GOLD POCKET WATCH "Nice 1"</a>		12	\$83.50	\$12.50	Dec-26 08:06
<input type="checkbox"/>		<a href="#">HUGE T. SHELL HORN LONDON VERGE FUSEE COACH POCKET WATCH</a> EXTREMELY RARE 90MM, COLLECTIBLE PIECE, NO RESERVE, UNUSUAL		18	\$330.50	Not specified	Dec-25 21:49
<input type="checkbox"/>		<a href="#">GOLD QUARTER REPEATER VACHERON CONSTANTIN POCKET WATCH</a> SIMILAR SOLD IN ANTIQUORUM \$8,750, NO RESERVE		22	\$1,026.00	Not specified	Dec-25 21:26
<input type="checkbox"/>		<a href="#">RARE OMEGA HIGH GRADE MONTGOMERY DIAL 18s POCKET WATCH</a>		8	\$113.50	\$15.00 Canada	Dec-25 17:47
<input type="checkbox"/>		<a href="#">Waltham Vanguard 18S 23J with Winding Indicator</a> Mint - 99 Years Old and Looks Like It's Brand New		-	\$4,000.00	\$20.00	Dec-25 17:30
<input type="checkbox"/>		<a href="#">AMERICAN WALTHAM POCKETWATCH 17J ADJUSTED MINT H/C</a> SUPER FINE WATCH CASE, DIAL GOLD & BLACK MINT CONDITION		14	\$103.50	\$6.00	Dec-25 17:30
<input type="checkbox"/>		<a href="#">PRESENTATION STERLING AGASSIZ CHRONO STOP WATCH -1890!</a> IMPORTANT STERLING SILVER. CHRONOGRAPH BY AGASSIZ		7	\$405.00	\$30.00	Dec-25 09:21
<input type="checkbox"/>		<a href="#">Antique REMONTOIR CHRONOMETRE POCKET WATCH keeping time</a> Serviced-Cleaned-Polished with HEAVY CHAIN & KNIFE FOB!		19	\$132.50	\$4.95	Dec-25 07:34

## Listing Title

The title of your listing should be clear, relevant to what you are selling and attention grabbing all at the same time.

**Clarity:** always make sure you spell the name of the product you are selling correctly and NEVER try to make the title "cool" by deliberately misspelling words. (Instead of basketball sneakers "b-ball sneakz")

If you do that, your listing won't show up in anyone's search results because most people don't search for "b-ball sneakz". They search for basketball sneakers (or shoes).

You might understand slang but older people looking to buy a present for their grandson probably won't know what you are talking about. You won't look very professional and will only catch the attention of those who understand what you are saying. Save the slang for bragging to your friends about how much money your making.

**Relevancy:** make sure you include the name of what you are selling in the title! If you are selling a Sony PFM 50C1 TV your listing title should include "Sony PFM 50C1" or "SONY plasma TV" you can also include the size of the television, screen type (projection, plasma etc.) or even a couple of the features.

Your listing title should be a short abbreviated description of the item you are selling.

The name of the product in the title has to do with the search results. If people want to buy your TV they will search plasma TV, plasma television, SONY plasma TV, Sony PFM 50C1 etc. That is why your title should describe what you are selling so it is easy for the people who want to buy what you are selling to find you.

You can also include more than one name for the item you are selling. If you are selling a Sony PFM 50C1 TV you can include the full name of the TV and other names that appropriately describe the item:

"SONY PFM 50C1 TV, PLASMA TV, SONY TELEVISION, FLAT SCREEN"

This technique will make your listing show up in more peoples search results.

So keep your title relevant to what you are selling, try not to get too creative with this part of your eBay business, it is better to stick to basics here.

"BIG IDIOT BOX, you will pee your pants when you see this monster" might

sound funny and cool but no one is going to find your listing with a title like that. People simply don't search "BIG IDIOT BOX" when they are looking to buy a TV.

**Attention grabbing:** a crazy, zany title will definitely grab the attention of most people who see it, but that is the problem. If your title is abnormal no one will be able to find your listings. So how can you grab people's attention? First of all make sure you have the title of the product you are selling in the title of the listing. If someone is looking to buy something and they see it in the title of a listing, it will grab their attention.

Another great way to grab people's attention is by using common abbreviations that most eBay buyers are familiar with;

NIB = new in box

NR = no reserve

LNIB = like new in box

\$1NR = \$1 no reserve

NWT = new with tag

There are many other abbreviations to use, it all depends on what you are selling.

If you are listing something and you are starting the bidding at \$1 with no reserve, make sure you let people know by putting the abbreviation \$1NR in the title. This abbreviation is very effective in catching people's attention and getting good search results. When searching for an item, many people put abbreviations right after the title of the item they are looking for.

To see how effective the use of abbreviations can be, go to eBay and run a couple of searches using nothing but the abbreviations as the key words. You will find that listings with these abbreviations in the title have a lot more bids than the listing without them.

You can also include words like "NEW", "MINT", "SAVE" and other catchy words that grab people's attention. For a list of 1,079 other words that will make your auctions sell, check out the ebook titled "*1,079 Online Auction Words And Phrases That Sell Like Crazy*" which you can find in The Ultimate eBay Library when you sign up at: [www.auctionspprofit.com](http://www.auctionspprofit.com)

Remember to make sure that everything you put in your title is relevant to what you are selling and your listing. In other words, don't put \$1NR in the title unless the bidding actually starts at \$1 with no reserve.

The title has to be short (eBay policy), so make sure you include the name of the item and abbreviated descriptions, and try not to waste any space on words that are not needed. By the same token, always use the ENTIRE allotted space to write your title. In general, the longer the title, the better; as long as all your keywords are relevant.

**Next we'll look at the listings themselves...**

## The Listing

When your title gets someone's attention and they click on it, they will be taken straight to your listing. Your listing is your sales person, representative, store, website and commercial all in one. The way your listing looks, feels, and reads is very important. A well thought out, descriptive, helpful, simple to navigate, professional looking listing can dramatically increase your number of sales and virtually steal customers from the competition.

It is very easy to have a super listing that is efficient and effective in attracting bidders, and yet so many eBay sellers (including PowerSellers) have boring, unprofessional, inefficient listings. For many PowerSellers, turning their regular, boring and unprofessional listings into super listings would translate into thousands of dollars of extra income per month!

Your listing is what sells your products and it can't be neglected. With the following advice you will be able to create efficient and effective super listings that steal customers from the competition!

### **First let's talk about the contents of your listings:**

The product description: when the potential buyer clicks on your listing, what they want to know is; everything they can about the product they want to buy.

The product description is the most important part of your listing. This is what everyone that visits your listing is looking for, more information about the product. Since it is the most important part of your listing, the product description should be written well. Here are the key ingredients in writing an effective product description...

**DETAIL:** The more detail you put into your description the better, you need to describe absolutely everything. The color, condition, flaws, features, functions, retail price, dimensions, warranties and anything else anyone clicking on your listing might want to know. You need to be very descriptive. You need to describe everything about the product a customer might want to know because the person that clicks on your listing will have to decide whether or not to buy what you are selling without seeing the actual item up for auction in person.

Think about it, when you walk into a store you get to touch, feel, inspect and even try out what you are about to buy. When a person bids on one of your auctions, all he/she has to go by is the description and photos in your listing. You have to realize that the more information you provide to your potential buyers about the product you are selling, the more comfortable he/she will be.

You need to make your customers feel comfortable with what they are about to

buy. Because the more comfortable a person visiting your listing is, the more likely they are to place a bid. If your listing lacks detail and doesn't answer all of the questions a visitor might have, that visitor is likely to have doubts about buying your product. Doubt makes people uncomfortable and uncomfortable people are less likely to buy anything from you.

*Most people hate being uncomfortable and will do anything to avoid being uncomfortable.* If your listing makes people uncomfortable they will take their business somewhere else. They will go somewhere where they do feel comfortable, where they are provided with everything they want to know and where every question they have is answered. They will go to your competition.

The more detailed your item description is the less doubt visitors will have about your products, the less doubt a person has the more comfortable they are, the more comfortable they are the more likely they are to buy from you! That is what you want, comfortable people without any doubts placing bids on your auctions!

**VALUE:** your item description should create value. To create value you need to mention every single feature, function and positive aspect of the product you are selling. You must also explain what each feature and function is and why it is GREAT.

By listing off and explaining everything possible about the product you are selling, you will create value. By creating value you are justifying the cost, you are telling the customer exactly what they are paying for. And by explaining every feature and function of your product you are giving reasons for the visitor to buy your product.

Why should someone buy a product from you, when they can buy it somewhere else? Because you are going to give them reasons to buy it, that is what explaining every feature and functions does. Every function and feature is a reason to buy. The more reasons you give the better, by mentioning and explaining everything about the product you can make it seem more valuable than it actually is.

When a person clicks on your listing they already have the desire to purchase the product you are selling. They want what you're selling, why else would they search for it? You have the visitors undivided attention, they clicked on your listing, they have desire to purchase what you are selling, they are ready to buy, they are on the edge of the buying cliff....all you have to do is push them over.

By listing off every feature, function, bonus and positive thing about the product you are selling and explaining why all those things are great you are slowly nudging them off the cliff. With every reason you give, your potential buyer is closer and closer to becoming an actual customer.



With every feature and function you list, you are growing the desire your visitor already has. As I said, the visitors of your listings already have the desire to own what you are selling, they already have many reasons to buy your product implanted in their mind. You are simply confirming those reasons and perhaps giving them new reasons as well.

A powerful technique to build value and grow the desire of your potential buyer is to list every feature and function of the product in point form (bullet points). Right under the main description, you should include a list of bullet points. By listing everything positive that your product has to offer one by one you can create a wealth of value.

Too many sellers assume that everyone that visits their listings already knows everything there is to know about the product, so they write a brief description with no explanations of what all those features and function actually mean. What they don't know is that they are losing a lot of money in the form of bids. Most of the visitors want more detail, and some get confused after reading their descriptions (if the features of the product have difficult, technical names), the confusion leads to doubts, and doubts lead to feeling uncomfortable.

Even though other sellers might be selling the same thing, their description is much more detailed and informative. The description also gives reasons for buying the product, and builds up its value. So who do you think gets more bids, the guy with the brief description or the guy with the detailed description?

Even if the two sellers are selling the exact same product, the one with the detailed description will seem more valuable. The product with all of those great features and functions explained will seem more valuable in the eyes of the visitor. It will also be associated with the feeling of desire and comfort, while the product with the brief description might bring feelings of confusion, frustration and doubt.

**SIMPLICITY:** The description needs to be simple, clear and easy to understand. Everyone who visits your listings should be able to understand them. You want to get your message across to everyone that comes across your auction, so make sure you use language that everyone can understand and that your description makes grammatical sense.

Just because you know big words doesn't mean you have to use them! Not everyone has the vocabulary of a college professor and those who do can certainly understand simple language. Your listing needs to be understood by everyone who visits it, if you use big words or uncommon slang you are simply cutting a big chunk out of the number of potential customers that are interested in the stuff you are selling.

Simple and easy is effortless and enjoyable, that is what everyone wants! By making your listing easy to understand you make it a pleasant experience for the visitor. When the visitor clearly understands everything, they feel confident and any doubts they may have had about buying from you begin to diminish.

By making your listing simple, you give the visitor a chance to focus on what you are selling instead of trying to figure out what the heck you're talking about. And that's what you want, you want the visitor to focus on the product being sold, you want them reading the description, looking at the pictures, day dreaming a little bit and then placing a bid.

A confusing and hard to understand listing will frustrate and confuse the visitors. Feelings of frustrations and confusion will lead to doubt. A frustrated, confused visitor full of doubt will not be in the mood for shopping. So please make sure your description is easy to understand, because the last thing you want to do is convert desire and confidence into frustration and doubt.

*\*\*\*Key point: A confused mind never buys!*

**Describing flaws:** if there is a flaw in the item you are selling, make sure you mention it. This is very important, because if your product has a flaw and you don't mention it in your listing, you could get negative feedback and a request for a refund from the person who buys the flawed item. A refund will lose you money and can hurt your reputation. You don't want to be known as the seller who sells flawed products.

A flaw is negative, it's a turn off. But it must be mentioned unless you want to lose money. But then again, the last thing you want to do is mention something negative in your listings. That's why there is a trick to mentioning flaws...make the flaw sound positive.

Make it a positive, make it a plus. How can you make a flaw positive? You can say "this product has a small flaw that has no effects on its functions, but because of this flaw you save big bucks! When something has a flaw it's usually worth less, that is the obvious advantage of products with scratches or dents, their cheap!

So if there is a flaw; mention it, but make sure you mention it as an advantage. Tell the visitor that they would be saving money just because there is a scratch. If you simply mention the flaw, it will stand out among all the positive points like a sore thumb. You need to tell the visitor why they want the flaw, why your flawed product is better than a new one and what they would be gaining by buying your flawed product.

As a positive side effect, I've even seen some flawed products sell better than their competitor's version of the same item, deemed to be "perfect". This is especially true for items which are known to virtually always have flaws. I think

the reason for this is because your mentioning of the flaw builds you up as an honest person, whereas the seller who claims to have a “mint condition” product might be more sketchy.

You need to tell the visitor what to think, you need to push the visitors in the direction you want them to go, towards you. If you have something that sounds negative in your listing, it will push the visitor away from you. So turn negative into positive, you can even have the flaw mentioned in your bullet points:

- Small scratch on the top (saves you money!!).

If you don't mention any flaws or defects the item you're selling; you can be considered untruthful, a liar, a cheat, someone that rips people off and takes advantage of them. If you do mention the defect or flaw, you will be an honest, truthful and honorable person. Everyone likes and trusts truthful, honorable people. If your visitors trust you, they will feel more comfortable.

So don't be afraid to mention any defects or flaws that the product you are selling may have. By mentioning the flaw and using the advice I gave you, you can actually gain from the defect or flaw your product may have. You can gain trust, respect and cash!

**PHOTOS:** Remember that when a person buys something from eBay, they don't actually get to see, inspect and try out the item they are buying. This is why good photographs are a huge part of attracting bidders. The better your photos are, the more likely it is that people will bid on your items.

That is why you should have multiple photos of the item you have up for auction. You need to show every part of the product in your photos, so the visitor can see what the product he/she is about bid on looks like. Remember, if the visitor was in a store they would get to see the product from all angles.

Remember the saying "a picture is worth a thousand words". On eBay its worth two thousand—at least! You need good, clear photos in order to maximize the efficiency of your listings. And to take good, clear photos you will need a good camera. If you want to sell small products like watches, jewelry, MP3 players, palm pilots and other compact products you will need to take very close up pictures, for that you need a camera that is capable of small detailed photos.

The pictures in your listings need to compliment the product you're selling and make it look beautiful. For that you need to take the photos in good lighting and at an angle that shows off your product's good looks. If your camera is of cheap quality, the pictures might turn out blurry. Combine blurry pictures taken at bad angles with bad lighting and your product can turn out looking worth half of your asking price.

Having clear, detailed pictures that compliment the product you are selling will create more value. Pictures that make the product look great will also grow the desire your visitor has to buy the product. Desire is big, and pictures that show the product in all its glory will definitely create more desire.

When taking picture of the product you are selling, your goal should be to make that product look like a million bucks, even if it's only worth \$1.

Some sellers try selling without photos, and their items still sell. They decide that since their items are selling, why bother taking the extra time? This is a big mistake! It's a well known fact that adding pictures will increase the number of bidders and will result in a higher selling price. Even if you *could* sell your items without picture, don't do it. Use photos and maximize your profits.

**SHIPPING, PAYMENT, GUARANTEE:** After you describe the product, you need to provide the visitor with a host of other information; shipping, payments, return policy etc. While most sellers don't pay much attention to the way they write their shipping and payment information, these parts of your listing can be a very important factor in bushing the visitor over the buying cliff.

**SHIPPING and HANDLING:** the shipping charges can be a big deal to anyone that buys off of eBay. Nobody wants to save money on a product only to find out they are getting ripped off on the shipping charges. If you are making a profit on shipping charges you are likely losing profits in sales.

A big shipping charge will be a big turn off to most people that visit your listing. Your great item description that makes visitors anxious to buy your product can be completely useless if your shipping and handling charges are clearly a rip off.

That is why it is important to charge the lowest possible price you can for shipping. You need to charge the absolute bare minimum you can for shipping and handling, if you do this many visitors will take notice.

Also, you can get in trouble if you charge exorbitant shipping fees. For example, if you charge \$0.50 for an item but \$10 for shipping, then it will be obvious that you are trying to make your profit from the shipping. eBay calls this practice "fee avoidance", because eBay does not make a commission percentage on your shipping charges. If you get busted for fee avoidance, you could be warned or even banned as a seller.

No matter what others tell you, do NOT charge a flat shipping rate! I actually read advice on eBay that tells you to charge a flat shipping rate because "it will save you time." There are some cases where a flat shipping fee may be best, but many times it is a downright bad decision.

Flat shipping rates give the customer no alternative, it takes control away from the customer and that is not a good thing because most people like being in

control.

What you should do is offer the customer several different choices: regular (7-10 days), priority (2-3 days) or express. This gives the customer control over how much they pay for shipping and how long they wait for their package to come. If you shop at most major online retailers (off eBay), you will see that's how they do things. The reason they do it that way is because it works. Control makes people comfortable, and remember what we learned: comfortable people are more likely to buy.

You should also give shipping discounts if a person buys more than one item from you. This will give people a reason to buy more stuff from you and not your competition. You will usually be able to do this without cutting into your profits because it is truly cheaper to send items packaged together than separately.

If you are selling high ticket items that make you big profits, consider paying for the shipping yourself. People love free stuff. The word "free" is a very positive word and if you offer free shipping you will get to have a big "FREE" that catches peoples attention.

Unless shipping supplies cut into your profit in a big way; you shouldn't make the customer pay for them. This is the "handling" part of the shipping and handling. You should always buy your shipping supplies in bulk, that way if you do charge a "handling" fee it won't be very noticeable.

**PAYMENT OPTIONS:** you should offer the customer several different choices of payment. It is better to accept more than one form of payment because it gives the customer a choice, and lets them pay in a way he/she is comfortable with. There are many ways out there to accept payments. You should try to offer as many of those different ways as you can.

Most of your customers will pay you through Paypal, so make sure you get a Paypal account (<https://www.paypal.com/us/mrb/pal=26EWETAN98EPU>). But not everyone that buys things on eBay prefers Paypal, some may prefer Western union's Bidpay or another payment system. The more different ways of payment you accept the more people will be able to buy from you.

Another one you should definitely sign up for is StormPay because it can be used by people in some countries where Paypal is not used. For your free StormPay account simply go to:

<http://www.stormpay.com/?2354834>

By accepting only one method of payment, you are simply pushing away visitors who prefer other payment methods. It makes no sense to accept only one way of payment because you are losing business this way!

You should accept payments by Paypal, Bidpay, StormPay, wire transfer, check and credit card. Some sellers even accept cash! The more forms of payments you accept the more people will be able to pay you.

There are sellers out there who don't accept certain ways of payment because they are afraid to be victims of scam artists. I can certainly understand that...no one wants to be robbed. What these frightened sellers don't realize is that they are being robbed every single day! And the worst part is, they are robbing themselves!

If you are scared to lose a couple of hundred dollars you are not a business person. If you are willing to lose thousands of dollars just to save a couple of hundred, you are crazy! And that is exactly what some sellers do, they accept payments only through Paypal, and on top of that only from U.S. citizens with confirmed addresses. Wow! I can only imagine how much money these people lose, just to be on the safe side.

Luckily that's good for you, because you can gain an edge over your competitors by accepting lots of payment methods.

There will always be dishonest people out there that try and take advantage of your kindness. But 99% percent of your customers will be good, honest people. Yes, the more types of payments you accept the more likely you are to be scammed by someone, but it will still be that nasty 1% that's causing all the trouble. Personally, I think it's worth losing a little bit of money to gain a lot of it. If you don't know what I mean by that, I mean:

One or two out of 100 people might try and scam you. Now let's say a seller averages 300 sales per month to 300 different customers. Out of those 300 customers 3 try to scam the sellers. That is 1 out of every 100.

Now let's say our friend decides to accept every form of payment imaginable, and as a result he gains an extra 150 customers per month. With those extra 150 customers he also gets 2 extra theft attempts. Now I'm no math magician, but I would be willing to accept 2 extra scam attempts for an extra 150 sales every time! Sure the seller loses more money to scams by accepting all forms of payments, but he gains a **lot more than he loses**...a lot more.

I don't know why people are so scared of everything these days. Maybe its terrorism or maybe it's the media....I have no idea. But I do know that if you are going to be scared all your life, it will be hard for you to accomplish anything. So stop always looking at what you might lose and start focusing on what you can gain. And I assure you, Osama Bin Laden will NOT steal your money.

**GUARANTEE:** You need to make your potential customers feel comfortable, completely safe and take away any fears or doubts they may have about buying from you. A very effective way to accomplish that is to give a 100% money back

guarantee. This is no "secret", nearly every retail store, internet store, manufacturer, PowerSeller does this. And yet a lot of eBay sellers try to avoid it.

Some sellers are scared of buyers taking advantage of their money back guarantees, so they either don't offer one, or they create a huge list of rules and regulations that simply scare people away. A guarantee's purpose is to take away any fear or doubt people may have about buying from you.

Some seller's guarantees do the exact opposite. There are just too many scary rules and stipulations. That's why you need a 100% money back guarantee with no strings attached!

The only "string" you need in your 100% money back guarantee is a time limit. The best time limit to give is a 90 days. Don't worry, most items are returned within the first couple of weeks, so if they haven't returned it in the first 30 day, their most likely keeping it. So why give 90 days instead of 30? Because it sounds better! Would you rather have 30 day guarantee or a 90 day one? 90 days of course.

A 90-day 100% money back guarantee can do wonders for your business. It will take away doubts, fears and uncomfortable feelings of skeptical visitors, and make them choose you over other sellers that have less promising guarantees.

I know what some of you may be thinking, but we went over this once before...

You will gain more money than you lose. Sure there might be some people who take advantage of your kindness, use the product for 90 days and return it. But that is inevitable, the only way to completely avoid those nasty people is to never do anything. Stop being so scared, *you will gain much more than you lose.*

**CONTACT INFO:** if a visitor wishes, they can contact you through eBay's email forwarding system which is fairly easy to find and use. But even though eBay already provides a way of contacting you it doesn't mean you can't make it more easy and convenient for the visitors.

You should include an email address, and ideally a phone number, that people can reach you at in case they want to ask you any questions. The email address you give in the listing should be the same one registered with eBay. As for the phone number, you should get an extra business line that you answer between 12 and 3 or whenever is more convenient for you.

Providing a phone number is a good idea because it makes people feel safer when ordering from you. A phone number is traceable and legitimate, and that makes people feel comfortable. Calling by phone can also be more convenient than email, but that is not the main reason you need to provide a phone number in all your listings.

If you don't provide any contact information in your listings the visitors won't even have access to your email address (eBay never gives out your email). How comfortable would you feel ordering from someone that you have never met before, lives far away, conducts business over the internet and provides you with no ways of contacting him/her? Providing contact information, especially a phone number is more of a comfort than convenience issue. People just feel safer when they know your phone number.

**THE APPEARANCE OF YOUR LISTINGS:** After you finish writing the item description, payment information, shipping information, the guarantee and taking pictures of the product you are going to sell you need to know how to put it all together, you need to know how it should all look after it's done. Because the best content in the world can lose most of its effectiveness when it is presented a wrong way. Here is how to present it the right way:

First of all, your listing should be neat and in order. It needs to be presented in a way that is easy to read and understand. Just like your content should be well written and easy to understand, so should your listing. Don't make the mistake of writing clear and easy to read content only to put it together into a chaotic hard to understand listing.

If your listing confuses your visitors they will simply take their business somewhere else (the competition is only a click away). Confusion leads to discomfort, if a person feels confused and uncomfortable while looking at your listing they are likely to assume that your service will be the same (confusing, uncomfortable).

First impressions are big, and if the first thing a person says when they visit your listing is "huh?" you're in big trouble, because that's when they click the back button on their web browser and go to one of your competitors.

Your listing needs order. Most people's lives are already a mess that they spend trying to figure out all day. Don't make their lives any harder! The people that visit your listings want order, they want things to be simple, convenient, predictable, easy and effortless.

Chaotic listings will frustrate people and push them away. The feeling of discomfort will stay with the visitor as they are deciding whether or not to buy your product, and you definitely don't want that.

Your item description should always be at the top of your listing, it is the most important part of your listing because this is what the visitor is looking for...information about the product. After the item description, the shipping information should follow. The guarantee should be after the shipping and the



payment should follow the guarantee.

Here is the basic flow of a good listing:

### **Item Description**

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### **Photos**

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### **Shipping Info**

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### **Guarantee**

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### **Payment Options**

The most important thing is that your item description is right at the top of your listing and the shipping information right below that. As for the guarantee and shipping information, you can either put them side by side with a divider (a dark line) in between them or one after the other in no particular order.

Your photos should be near the item description, either beside, below or on top of it. The photos are part of the description, so they should be close to it, and not somewhere else. Remember that what you are selling is the reason people visit your auctions, so the item should always be in the spot light, with the description and photos at the top of your listing.

Avoid mixing different parts of your listing with one another. *This how most listings become confusing*, don't talk about shipping or payment options in your item description because those categories should have their own sections and stay in these sections.

I would even go so far as to LABEL each section. For the "shipping info" section, write a big bold "**Shipping Info:**", for the payment options write "**Payment**

**Options:**", etc.

Don't use extremely bright colors that can hurt people's eyes and are hard to see. I sometimes come across listings written in bright yellow font on a white background. Good grief! I can barely read what the listings say and my eyes hurt from the strain.

Arrange your listing so it is viewed from top to bottom, not side to side. Top to bottom is much neater and more orderly than side to side. Your description and photos should be on the top and everything else should be neatly stacked below. Avoid placing different information (shipping, payment, description etc.) beside each other even if you are planning to place a divider in between.

GRAPHICS can make your listing stand out from the competition, give you an identity and encourage the visitors to place bids.

If you do decide to "beef-up" your listings with professional graphics; make sure you don't go overboard. The product you are selling should always be the center of attention, so avoid using crazy, complicated, flashy graphics that steal attention away from the product you are selling. In general, **words** sell products, not graphics.

Your graphics should be simple, clean and unique. You do need to stand out from the rest of the sellers out there. You need an identity and that is why your graphics should be somewhat unique.

You have probably noticed that many PowerSellers have professionally designed listing graphics. Professional graphics can accomplish several things, some of the things are logical while others are not;

**Identity:** in order to get return customers, you need to stand out from the crowd, and to do that you need to be a little different and unique. If your listings look the same as everyone else's you will blend in and no one will remember you. In order to be remembered you need an image, you need to look a certain way, because the mind can remember images a lot easier than words.

It's called branding. If your listings look different from any competitor, and they are uniform throughout your eBay auctions, then sellers will come to recognize the look of your auctions.

When I say "McDonalds" do you see a bunch of black letters on a white background spell out McDonalds? Or do you see the golden arches, hamburgers, French fries, milk shakes and all that other stuff McDonalds is famous for. And when I say "UPS" do you see the letters U-P-S in your mind, or do you see a brown mail delivery van?



That is what you want, you want your listings to stick in the persons mind, and that won't happen if your listings look exactly the same as everyone else's. An original design will stick in people's minds and make you stand out in a crowd. That is what you need, IDENTITY, *you don't want your customers saying "I bought this from eBay", you want them saying "I bought this from your business name"*.

**Credibility and professionalism:** listings that look professional can make your business look professional in the eyes of the people who come across your listings. The auction listing is a sales person and a representative of your business. In the "real world," representatives and sales people are made to dress professionally and wear uniforms. You should make your representatives and sales people do the same.

Making your listings look and feel professional will make your business look the same. People like dealing with professionals more than dealing with amateurs, if it was the other way around; sales people would wear their pants inside out and drop food all over themselves on purpose, just to look like amateurs.

Professionals don't make any mistakes, professionals act professional and logical and that is what most people want. People don't want amateurs who have no idea about what they're doing, misplacing products, and sending stuff to wrong addresses or disappearing with the money.

By making your listing look professional, your business will also turn out looking like a business; a real and legitimate business. Appearing legitimate will ease some of the doubts a potential buyer may have and also gain their trust. Because legitimate businesses don't want to steal money, otherwise they run the risk of going out of business.

The bottom line is that people trust professional and legitimate businesses, and trust is a major part of becoming a successful eBay PowerSeller. The best way to let people know that you are professional and legitimate business is to look like a professional and legitimate business. Professionally designed graphics will do that for you. Another good idea to increase trust is to sign up for Squaretrade at [www.squaretrade.com](http://www.squaretrade.com)

**Repetition:** One marketing "secret", not that there's any real secrets, is that you can make someone buy through repetition. What that means is the more a person sees your listing the more it will stick in their mind and eventually they will buy from you. This makes perfect sense if you think about it...

A very nice man I talked to while writing this book gave me some very simple advice about designing your own graphics:

"What eBay has to offer will be OK. But designing your own look will keep customers thinking of you."

This mans name is Eddie, eBay ID **BiekersSneakers** and his website is [www.BiekersSneakers.com](http://www.BiekersSneakers.com)

People tend to buy stuff from companies they have seen or heard of before, even if they never bought anything from that company before. Most people will choose the company they heard of before the ones they haven't.

A person that always runs into your listings will begin to get familiar with you; those listings will stick in the persons mind. That person will also trust you more than the other sellers, because he/she is familiar with your listings and it will seem like you have been around forever.

These decisions are all made in the potential buyer's subconscious mind in fractions of a second. It is not logical thinking that will make people buy from you just because they have seen your listings before. It is the unconscious mind that makes these decisions. The eyes of the visitor send the listing to the brain, the brain finds a matching image stored in its database and automatic feelings of familiarity and trust are felt by the visitor.

These feelings are not overwhelming, but they are enough to make people choose you over the competition.

This is exactly why you would rather buy a SONY product rather than some no-name brand's product, even if you have never owned a SONY product in your life. SONY is everywhere, you see and hear their name all the time and as a result; you feel familiar with the brand and trust them over brands you have never heard of before.

So if you are going make your listings stand out, make sure all of your listings look alike. Because even if your listings look professional but you always change the way they look, you won't be able to implant the image of your listings in anyone's mind, you won't be able to make anyone buy through repetition.

Graphics are a great way to boost sales and attract new and repeat customers. If you want to have extremely efficient listing, you should use professionally designed listing graphics in all of your auction listings. I understand that professional graphics can be expensive, but it will be a wise investment and you will make the money back in no time!

Quick hint: Get a high school or college kid to do your graphics. There are a lot of young talented artists who are a whiz on computers these days, and you'll be able to get them for a fraction of the cost of a professional.

Design of graphics: the purpose of graphics is not to sell the product, but to assist the sale by making people feel comfortable, making your business look professional, giving you an identity etc.

If your listing has cheap graphics people will notice, and it will appear as if you don't take your business seriously. If your graphics are well done but too flashy, the graphics will take attention away from the product (not good). But if your graphics are clean, crisp, simple and professional your visitors will barely notice them, and all of the attention will be on the product.

So remember if you have cheap graphics they will get noticed, if you have flashy graphics they will take attention away from the product, but if you have simple, clean, crisp and professional products, all the attention will be on the product you are selling. And the visitor will feel comfortable because your listing looks professional (as it should look).

So when you are deciding on a design for the listing graphics, remember your listing is your sales person and business representative. Would you dress your sales person in sweat pants? If your sales person dressed like that, they would get noticed—but not in a good way.

If you dress your sales person in a bright yellow jumpsuit and a gigantic afro wig, your sales person will definitely get noticed, but no one will be interested in the product he/she is selling. What you need to do is put your sales person in dark navy blue suit, that way the only thing that will get noticed is how professional he/she looks and the focus will be on the product, not the sales person.



## eBay stores

eBay stores are great, and if you want to become a PowerSeller as fast as possible I suggest you open up your own eBay store as soon as you reach the feedback required (10) to open one. Most PowerSellers have eBay stores, and almost all of the PowerSellers I ever talked to recommend opening your own eBay store.

**To open your eBay Store now with a FREE trial, go to:**

<http://www.recommended-link.com/ebay-stores/>

\*offer may expire

Store sellers can see an increase in profit of up to 25% in the first three months of opening the store (according to eBay). Having your own eBay store will save you a ton of money in listing fees and let you sell items in a fixed price format as well as auction.

You can list items for a much longer time and store them in your inventory list for 30, 60, 90, 120 days and even "good till canceled". You will also be allowed to feature links to other auctions in all your listings with a cross promotion tool that makes cross promoting your inventory extremely easy.

There are also bonuses like your own search engine and monthly reports from eBay featuring statistics and data about your sales in the past month. Those are all great reasons for getting an eBay store, but they are not the biggest.

The biggest reasons for getting an eBay store are, it gives you a location! It gives you a base of operation, a place where people can easily find you and a place where repeat customers can come back to.

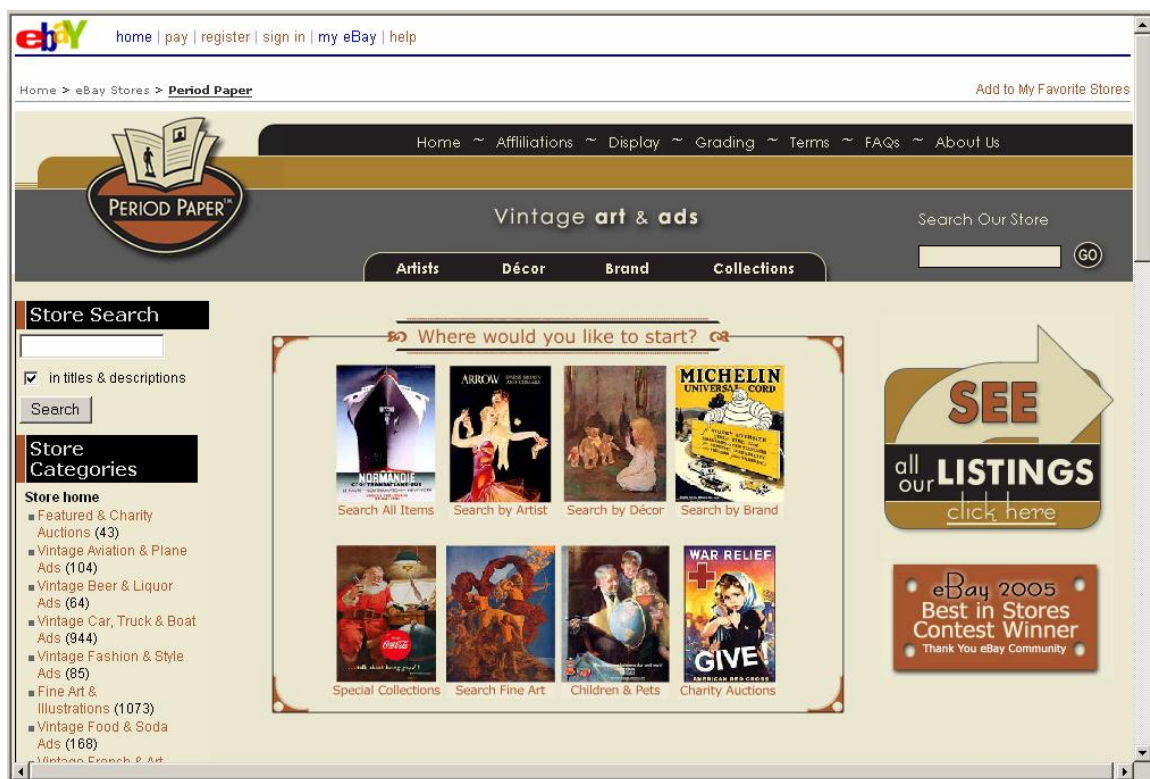
That is why you need a store, you need it because you want people to search through your listings, instead of the search results from the eBay search engine. You want people to type in your web address and check out what you're selling before typing in ebay.com and doing a search from the home page.

The eBay store will give you an identity, a name, it will give you a chance to stand out from the crowd and start gaining repeat customers that keep buying from you on a monthly basis. An eBay store is a major step towards turning your business into an actual business.

Not only will your customers be able to bookmark and return to your store, but it may also be indexed in the major search engines like Yahoo and Google! So if you're selling watches, and someone does a Yahoo search for watches, your eBay store may appear in the results along with the usual online retail websites! This can increase your traffic greatly, and likewise boost your sales.

Identity: Just like we talked about your listings regarding branding, your eBay store needs to look different than your competition, so don't bother using the design templates eBay will offer you, they are a waste of money and everybody uses them.

You need to use original graphics to make your eBay store stand out just like you would use original graphics in your listings.



As you can see, eBay Stores are highly customizable, and this is one which has done a good job of branding itself through design and graphics.

To establish your name your eBay store needs to appear like your listings as much as possible. Same colors, design and look. This will implant the image of your listings and store in the visitors head and further separate you from your competition in the mind of people that visit your listings and store.

If your listing and eBay store look the same, every time a person comes across one of your listings or visits your eBay store they will recognize you. Being recognized is a big part of standing out from a crowd and building your identity.



If your listings and eBay store look different people might not make the connection between all those listings they keep coming across and your eBay store. You want the connection to be there, you want people to recognize you and feel as if they know you even though they have never bought anything from you before.

Remember, people tend to trust businesses and companies they recognize more than those they don't. To be recognized you need a strong identity, you need a "look" that sticks in people's minds and that look must appear on everything that is connected to your business.

You must brand your listings and eBay store so they look the same, this will give you a strong identity and as a result you will gain credibility and people's trust. If your listings and eBay store have a different look, your identity will be weak and it will be harder to stand out from the crowd.

**Get a domain name**, this is very important. You need to get a simple and memorable .com or .net domain name that sticks in peoples heads. A domain name makes it simple for people to find you.

The standard web address eBay will give to your store will look like this: stores.ebay.com/yourname, this is not a very memorable web address and it is too long to be easy to type into your web browser. You need a web address like yourname.com or yourname.net

Your own domain name will make it easier for people to find you. You want to be easily found because if you are you can start gaining repeat customers that type in your web address before they type in ebay.com. A .com web address will also separate you from the sellers that have a standard eBay address.

**For affordable domains with free email accounts, go to:**

<http://www.lifedomains.net>

**For the best affordable and reliable web hosting, go to:**

<http://www.recommended-link.com/hosting/>

**For your own web based store from an eBay company go to:**

<http://www.recommended-link.com/prostores/>



**Credibility:** an eBay store will let people know that you take your business seriously and are not just looking to rip them off. If you don't have an eBay store and your listings look like they have been sloppily put together in 1 minute, people won't trust you as much because you won't look like your taking your business seriously.

An eBay store will give credibility to everything you say in your listings. You will look like a serious and professional seller that has no time to play games and no reason to lie to anybody.

The bottom line is you should get your own eBay store. Your business will be more organized, will look like an actual business and feel like a business as well. You will be able to save a ton of money and sell stuff at a fixed price as well as auction formats. A store will also let you attract repeat customers, these customers can become true assets to your business. So if you want to become a PowerSeller as fast as possible...get an eBay store.

**To open your eBay Store now with a FREE trial, go to:**

<http://www.recommended-link.com/ebay-stores/>

\*offer may expire

## About Me Page

The about me page is often overlooked by many eBay sellers. While having an about me page will not dramatically increase your sales, it can help. Many sellers also make the mistake of including links only to their listings and not information about themselves in the about me page. An about me page is free, there is no extra charges and if you take a little bit of time and make it the right way, an about me page can actually improve your sales.

The main reason you should get your own about me page is to gain peoples trust. This is your chance to show your visitors that they are dealing with a real person and not some unidentified scam artist that lives "far away".

Your about me page should actually include information about yourself (hobbies, interests, your story etc.) and information about your business (history, how you started etc). Another good idea is to include a picture of yourself, this will turn you into a real person in the eyes of your visitors and can instantly gain peoples trust.

home | pay | register | site map

Buy Sell My eBay Community Help

Start new search Search

Advanced Search

Hello, ehohlund! (Not you? [Sign in.](#)) | You have 2 alerts.

Home > Community > About Me > jtshadow2000

About Me: [jtshadow2000](#) (787) ☆ me

### Welcome to My Page

Hello, I'm jtshadow2000



I have been on e-bay for 6 years now as a seller and as a buyer with this ID and and two others. It has been a lot of fun. I love primitive antiques and redware. I also buy and sell stoneware. I have been a collector for over 30 years. I am married and have three children. Only one of them likes antiques and she is a buyer and seller on e-bay also. My other SELLER ID'S are :

[rachelcoyote](#)

[too\\_many\\_shadows](#)

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### Life and How I Live It

Mine is a pretty simple life. I believe in trying to do good by people and I always hope they will treat me the same way. I am honest in all my dealings. Sometimes too honest. Some people don't like to hear the truth. I am pretty easy going but I don't ever back down from a fight if I believe I am in the right. If I win one of your auctions, you can be sure you will get your money and I will leave feedback. One of my biggest areas is people

**Your About Me page doesn't need to be too fancy. A picture and a paragraph will get you a long way. What amazes me is that such a small percentage of eBay sellers utilize this great feature, and those who do rarely make it personal!**

A picture and a story about yourself can instantly gain your visitors trust, and trust will be very important to you because trust is a big part of becoming a successful eBay PowerSeller.

That is why every eBay user ID has feedback beside it. If your feedback rating is still low, people won't trust you as much as they trust sellers with high feedback ratings. A well done about me page can help you out in the trust department if you have a low feedback score.

Why is trust so important? Because when a person decides to buy something from you on eBay, they are pretty much going in blindly. They have never dealt with you before, seen you or the product you're selling before, you probably don't live anywhere near them and nothing is stopping you from taking their money and running.

Another reason why trust is important is because the internet is full of scam artists and for someone that is about to buy something over the internet for the first time trust is a big deal. If they don't trust you or have any doubts about you they probably won't buy from you.

Your about me page should also include links to your auctions page or your eBay store. But the main job of your about me page should be to gain peoples trust and make them comfortable with who they are dealing with (you).

Trust is big, that is the reason feedback is so important in eBay, that is why PowerSellers get more bids than regular sellers and it is why many sellers refuse letting members with 0 feedback bid on their auctions...they simply don't trust them. Trust makes people comfortable and gets rid of their doubts, and that is what your about me page should do, gain trust.

Bottom line - You need to gain peoples trust, and an "about me page" can accomplish that.

The screenshot shows an eBay storefront for 'Jake's Dog House'. The page features a blue header with the eBay logo, navigation links (home, buy, sell, my eBay, community, help), and a search bar. Below the header, there's a banner for 'Jake's Dog House' with the tagline 'cool stuff for cool dogs'. The main content area includes a welcome message, a photo of a dog, and a list of store departments: Apparel, Cats in the Dog House, Collars & Leashes, and Dog Beds. The page also displays various payment and shipping logos like PayPal, Visa, and Square Trade.

**A well-branded About Me page for a company.**

## The BIG 3

The big 3! These are the 3 most important things your listing should have! These are the 3 things that will make you big money and make your listings into ruthless super-listing that rob the competition of their customers. What are the big 3? They are desire, comfort and convenience.

When you were reading about item descriptions, photos, guarantees, shipping information, payment information, and graphics you probably noticed that the big 3 were mentioned quite a few times. Yes this ebook is very repetitive and it's repetitive for a purpose! It is because the big 3 are BIG when it comes to making people buy. So, when you are creating a listing keep the big 3 in mind...

**Desire** is the reason people click on your listing in the first place. They want what you are selling, they have a desire to own the item you put up for auction. The bigger the desire a person has the more likely they are to buy from you.

A person that visits your listing already comes with desire, your goal should be to grow that desire, to give your visitor every reason why he/she should buy the product you are selling from you.

This is why you need a detailed item description that excites your visitor, and gives him/her every reason to buy the product. These reasons will appear in the form of the products features and functions explained in an exciting and flattering manner.

High quality photos that compliment the best features of a product can take the visitor to another world, a word of day dreaming about the product he/she is about to buy. This is why it is important to take good photos, because if the photograph is of bad quality it will be much harder to imagine it in your hands. Bad photographs can also make the product seem less valuable that it really is, and take away the desire of the visitor.

You need to create *value*, you need to make the product look like a million bucks and you can't do that with bad photos. Your goal is to grow your visitor's desire to own the product as much as possible. To do this you need to make the product look, sound and even feel the best it can. You can accomplish this with a detailed and complementing item description and high quality photographs that make the product look great.

**Comfort** is an extremely important part of your listing. You need to make your visitors feel comfortable and take away any doubts they may have about buying from you. If your listing makes people uncomfortable because it is confusing, difficult to read and doesn't include enough information, you are in big trouble.

You don't want confusion, difficulty and lack of information to be associated with your listing, because those are all negative things that scare away visitors. If your listing makes people uncomfortable, they will begin to have serious doubts about buying from you, one doubt is often enough to make a visitor click the back button, doubts will scare them away for good. You might as well include a link to your competition.

You need to make your visitors feel as comfortable as they possibly can. You can accomplish this with a detailed description that leaves no questions unanswered and clear photos that show the product from every side. This will familiarize the visitor with the object of their desire and take away any doubts they may have about what it is exactly that they are buying.

Offering different payment options gives the visitor some control over the buying process, and so do different shipping options. Being in control is very comfortable, that is why you need to let the customer be in charge of as many parts of the buying process as possible.

Being in control will take away doubts as well, because the customer's doubts are not about whether or not he/she is cable of payment or holding his/hers end of the deal. The doubts are about you and whether you will deliver as promised. The more *they* control the less *you* can do wrong.

The ultimate crusher of doubts and uncomfortable feelings is the guarantee, the 100% money back guarantee. If the visitor has any doubts left about buying from you, they will be taken away by the guarantee; because with your great guarantee, there is nothing to lose.

If the customer's worst dreams come true after he/she buys the product, they can still get their money back. People are extremely comfortable with buying things when they know that if there is anything wrong with the item, they can get their money back.

**Convenience** is part of making the customer feel comfortable. You need to make the buying process as convenient and easy for the customer as possible. Convenience is a big reason why people buy things off of eBay, because it's easy. You're a couple of mouse clicks away and you don't even have to leave the house. So don't make it difficult and confusing for the customer to buy from you.

Remember, buying off the internet is supposed to be easy, simple and convenient. Not difficult, confusing and inconvenient. Don't make it a hassle for the customer to pay you buy offering only one payment option.

Be sure to have several payment options; not just Paypal. And remember to let the customer choose the speed at which the item will be shipped to him/her (standard, priority, express).

Make the actual buying process as easy as possible for the customer, don't make it a journey. You don't want the customer giving up half way through.

It is extremely easy to make the buying presses easy for your customers. A simple listing, payment choices and shipping choices and going to do the trick. That is extremely easy, it's not this easy in other kinds of businesses.

Big companies spent hundreds of millions of dollars to make their products and services more convenient and all you have to do is make an easy to read listing and offer shipping and payment options...that's easy! Convenience is big, no one want a hassle, that's why remote controls and cell phone were invented. No really, can you imagine buying a TV that doesn't come with a remote control!?

## **The BIG 3**

**Desire**

**Comfort**

**Convenience**

## Starting Prices

Once you are done making your super listing, it's time to list it! And the last thing left to do is decide on a starting price. If you don't already know, the starting price can play a major part in the number of bids your auctions receive and the final price the auction closes at. Starting the bidding at one price instead of another can mean more than a 25% difference in the final price your item sells at.

So here is what you need to know about starting prices:

**\$1 no reserve:** listings starting at \$1 and no reserve are a favorite among "eBayers" and constantly out perform those listing that start at higher prices or have a reserve. 1 Penny/No reserve is another popular variation.

I understand that it can be scary to start something that's worth a lot more at \$1 and no reserve. You obviously don't want to end up selling something you paid a fortune for, for only a \$1. Don't worry, in most cases you won't. But before you go and start everything you have at \$1 there is a few things you should know.

The reason \$1NR auctions do so well is obviously because it is starting only at one dollar! Some people might even place a few bids even if they don't really need what you're selling. \$1NR auctions get a lot more bids than auctions that have reserves and start at high prices. It is not unusual for someone to start off the bidding within a couple of hours of the item being listed. And the first bid is a big deal.

With \$1NR auctions every bid can end up being the winning bid, even if it's \$1!

The first bid gets the ball rolling, and someone is a lot more likely to "get the ball rolling" if the first bid is only \$1 as apposed to \$100. As people see an item with a \$1 bid on it they are going to want to get in on the action.

As the bidding accelerates and the price of the item rises several bidders will emerge that will be serious about winning the bidding. There will also be a couple of silent watchers that stay quiet until the last minutes of the auction to place their bids in an attempt to steal the item away from right under other bidders' noses.

People will also feel more comfortable placing a bid on something that already has several bids. This is because there are other people doing the same thing. I know it may be hard to believe, but people feel more comfortable doing something if others are doing it with them. No one wants to do everything by themselves, this goes for bidding to.

I know that when I am about to bid on something that has no bids on it, I think to

myself "how come no one is bidding on this, is there something wrong with item? Or maybe it's the seller?" These thoughts create doubts in my mind and I usually wait until someone else starts of the bidding, but sometimes it never happens. Perhaps it's because everyone is waiting for "someone else" to start the bidding.

If you are going to start an item that is in demand at \$1NR, it will most likely sell for a higher price than items that have a high starting price. But if you are selling something that is not in demand and not very popular at \$1NR it might actually sell for a dollar.

\$1NR is not for everything, it's for the more popular and sought-after products out there. Some people think that all they have to do is start the bidding at a dollar and they will get a good selling price...sorry, that's not the way it works.

If you are selling something that is not in demand its better to start the bidding close to what you actually want the item to sell for (if it doesn't sell, re-list it). What often happens with unpopular items that start at \$1NR is only one or two people notice it and wait until the last minute to place a bid and the product ends up selling for a very low price.

Reserve auctions: if you put a reserve on an auction, you can still start the bidding at \$1...but the item won't sell unless the reserve price is met. So if you are scared to start the bidding at \$1 and no reserve, set a low reserve.

Here's my formula for a successful \$1NR auction:

**Popular item + well written listing + \$1NR = Fair market value will be seen**

You have to realize that if you do everything *right*, then you **will** get fair market value. That value may be more or less than what you were expecting, but the final bid will be representative of what the market will bear. Of course there are a few exceptions, but in general you will find this to be true. Once again, keep in mind that the formula assumes you are listing it in the right category, using pictures, detailed description, etc.

**Most "eBayers" hate reserve auctions**, some simply refuse to even look at them. The reason for all the reserve hating is because reserve auctions can be extremely frustrating. Sometimes a person can spend 7 or 10 days bidding on an item only to have the reserve not met at the end of the auction.

It is also frustrating to place bid after bid and get a big bold "reserve not met" after every bid. Most people don't want to play games, at least not frustrating ones. Imagine going to the supermarket, giving the clerk money and hearing "try higher" from the clerk!



If your reserve is too high, even if you get a lot of bids in the beginning, most bidders will quit from frustration and boredom due to seeing "reserve not met" too many times. So if you must use reserve auctions set the reserve as low as possible.

Even though most eBayers hate reserve auctions, there are still a lot of people that don't mind reserves. Those people who don't mind realize that with reserve auctions there is less completion and that the reserve is probably set at a reasonable price that is still much lower than retail. Reserve auctions are not always bad, especially if you are selling something very expensive. In that case most bidders will understand.

A reserve auction can never create as much excitement as a \$1NR auction, but that doesn't mean there is nothing exciting about reserve auctions. The excitement in reserve auctions happens when the reserve is met. When the reserve is met, that means the item will sell and this is when the real bidding begins.

A met reserve can create a lot of excitement among everyone that has already placed a bid or two and can attract new bidders, even ones that hate reserve auction, because the "evil reserve" is now gone! So if you are too scared for a \$1NR auction go ahead and use a reserve but make sure you set the reserve price low to create excitement as soon as possible.

**Other starting prices:** you obviously do not have to use a reserve in your auction or start the bidding at one dollar. You can set the starting price as high or as low as you want. You can start it at 1 cent or you can start it at \$1,000. The thing you must keep in mind when deciding the starting prices, the higher the starting price the higher the listing fee will be.

If you are going to sell products that are not in high demand you shouldn't start the bidding at a dollar because a lot of times your item might only get one bid. So set the starting price close to what you actually want for the item, but remember to be realistic.

If you are selling used jeans that sell for \$80 in stores, start them at \$5 - \$10, or a little higher than what you bought them for (from a supplier). If you are selling used products, remember that used is much cheaper than new. So you should start used products for the same price you buy them at from your supplier.

Remember not to get too greedy when deciding on starting prices, try and set the starting price as low as possible. If you must set a high starting price don't start the item higher than you bought it for, this way you have nothing to lose and the price will still be lower than the retail. If the starting price is relatively high make sure to let everyone know the retail value of the product you are selling, so they see that there is still big savings to be made.

You can also use the **Buy It Now (BIN)** feature to sell your products. Just like the name suggests, this feature lets people skip the bidding process and buy your items at a fixed price. The BIN feature is very convenient, because not everyone that buys things on eBay wants to wait for the auction to end.

If you are going to use BIN remember that whatever the BIN price is, that is what the customer will have to pay you (plus shipping). I know that is obvious, but I have heard of people setting the BIN prices at \$1 thinking that BIN works like a regular auction. You should set the BIN price exactly at what you want your item to sell at. Again, don't get too greedy.

[Back to list of items](#) Listed in category: [Jewelry & Watches](#) > [Loose Diamonds & Gemstones](#) > [Gemstones](#) > [Other Gemstones](#)

**227.78ct 36pcs PURPLE AMETHYST & 925 SILVER WATCH \$1NR** Item number: 5072236996  
 EXQUISTE DETAIL! BEAUTIFUL WATCH DONT MISS!!

Seller of this item? [Sign in](#) for your status [Watch this item](#) in My eBay | [Email to a friend](#)



[Larger Picture](#)

Starting bid: **US \$1.00**

Time left: **6 days 23 hours**  
 7-day listing, Ends Jan-06-06 10:03:25 PST

Start time: Dec-30-05 10:03:25 PST  
 History: [0 bids](#)

Item location: Free Combine, Ship WorldWide From CHANTHABURI Thailand

Ships to: Worldwide  
 Shipping costs: US \$8.00 -- Other (see description)  
[Shipping, payment details and return policy](#)

**Seller information**

[amygemstore](#) (612 ☆) 

Feedback Score: 612  
**Positive Feedback: 100%**  
 Member since Jun-16-05 in Thailand  
 Registered as a private seller

[Read feedback comments](#)  
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**Description**

**\$1 No Reserve auctions are one of the best ways to generate bidding and excitement.**

## Best Time To List

The time you list your auctions can have a big effect on the number of bids your auction receives and the closing price of your auctions.

The time when your auction usually gets the most bids is near the end. If you have listed an auction for 7 days, the whole seven days have been building up to the end of the auction.

The end is when the last minute bidding begins, bidders desperately try to out bid one another to win the auction. The end of your auction is also when it gets the most traffic because the less time your auction has left the higher it places in the search results of someone that is looking for items similar to yours.

So what is the best time to list? A better question would be, when is the best time for an auction to close? In general, the best time for an auction to close is in the evenings and on weekends.

Why? Because that is when most people are home! You want to make sure that when your auction is closing, everyone that is bidding on it or is interested in bidding on it is free to do so. What would happen if your auction closes at 9 am on a Monday morning? Everyone would be either sleeping or going to work and no one would have the time or energy to place any bids.

The mornings are also the times that the eBay website gets the least visitors (they are sleeping or working). So even though your auction would be ending and showing up high on search results; barely anyone would come across it.

You need to make your auction end at the bidder's convenience, in other words when the bidder is home and surfing the internet...in the evening or weekend.

How important is it to end your auctions when everyone is home and on their computer? Studies have shown that a listing that ends at peak hours can attract up to 25% more bids than one that has a poorly timed ending.

This is something you should definitely look into because simply listing your auctions at certain times is probably the easiest and most effortless ways to attract more bids and make hire profits.

So if you want to increase your profits, you should have your auctions end at anywhere from 8 pm 11 pm in the evening or on weekends. In other words: your auctions should end when everyone is home and has a chance to place a bid.

There are a few exceptions. For example, some business products sell best during weekdays and during work hours. This because people are ordering those type of products from their computers at work.

I highly recommend checking out Andale's research tools ([www.andale.com](http://www.andale.com)).

There is a small monthly fee to use their research utilities, but you won't need to subscribe for more than a month (although it would probably still be worth it). That's because you can research your products one time before you start selling them and then you'll be well informed going into the game. You will be able to see exactly what the best strategies are for listing time, titles, prices, and other details for your particular product.

**Freedom to Sell**

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A better way to internet.

**Andale Research**

**Everything you need to sell more.**

Andale Research is a power tool that can boost your sales every day. By helping you uncover the secrets to successful selling on eBay and formulate winning pricing strategies, it can show you how to sell more and maximize your profits on every sale.

- Find the success rate and average selling price of any item.
- Learn just the right price you need to use to increase your sales volume.
- Find the highest possible price you can demand without diminishing your success rate.
- See which eBay Marketing Options will get you the most exposure.
- Discover which categories are most likely to attract buyers and higher prices.
- Know what opening bid and reserve price will get you the maximum selling price.

Learn the secrets to successful pricing and selling. Andale Research can help you start making more sales-and more profit-right away!

**Key Features**

- **When to List** - What day and time will get you the best price?
- **How to List** - Which category will get the most bids and best price?
- **Average Selling Price** - Get the average selling price for any item.
- **Listing Type** - Which type of listing (Fixed Price, Dutch Auction, Auction BIN, Auction, Store Inventory Format) will get the best results?
- **Retail Comparisons** - Run a comparison search on Froogle, Bizrate, Shopping.com and more.
- **Category Research** - Get detailed information on all eBay categories.
- **Saved Research** - Save important research data in folders for easy future retrieval.

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**Customer Testimonial:**

"I never make a buying decision without the use of Andale Research Tool. Andale is #1 in the market because it has a superior product."

Kirk Holbert  
eBay ID: [cosmic-king](#)

**Customer Testimonial:**

"I'm very excited about Andale's Research Tools I'm just starting out in my business and want all the tools I can to be a success. I believe Andale's tools will provide that for me. Best of all I save money by having a flat fee that includes all the tools I need to become a Power Seller. Thank you Andale."

Marian Adelman

**Submit a Testimonial:**

Share your success story

**Andale's research tools are a valuable resource for getting information.**

## Repeat Customers

There is a gold mine on eBay that is often neglected and overlooked, and that gold mine is repeat customers. A repeat customer is someone that buys from you more than once and sometimes on a regular basis. Repeat customers can become true assets to your business and be responsible for a large chunk of your monthly sales.

A fact is that it is much easier and less expensive to keep an existing customer than attract a new customer.

If someone that buys from you is extremely happy with the product and the transaction as a whole they are likely to buy from you again. That is the obvious way to attract repeat customers, make them happy. This is why good service is so important (in any business) and making people happy is a major part in becoming a successful seller on eBay.

You need to make your customers happy, if you don't you will get a ton of negative feedback and will soon be out of business.

And just by providing people with good service and making them happy you will earn their trust and respect, some of these people will come back and become repeat customers. But where will they come back to?

You need to be easy to find, you need a place where your customers can come back to. That is why you need an eBay store with a .com or .net domain name.

An eBay store gives you a location where your best customers can come visit you, it makes it easy to find you. All they have to do is type your web address into their web browser.

But even if you provide great service and make all of your customers happy you are still missing out on a gold mine. Great service is not always enough to get customers to come back and buy from you again. If you want to uncover the goldmine you will need to try a little harder than that.

The reason most sellers miss out on the gold mine of repeat customers is because they either don't know what a repeat customer is or they rely on their good service to attract repeat customers. Good service is definitely important in getting people to come back and buy from you again but it isn't enough. You can't just let people go and expect them to come back; you need to give them reasons to come back.

Let me explain why you absolutely need a system to attract repeat customers...

First let's talk about potential customers. Potential customers are people that visit your listings, eBay store and website. Whoever they are there is the potential for them to become one of your customers.

That is why your listings, eBay store and website should be designed to draw them in by gaining their trust, making them comfortable, growing their desire, giving them a 100% money back guarantee and making it easy for them to pay for the product they want. That's what all those graphics, photos, clear descriptions and super listings are for...to make people buy.

Once a person buys and you satisfy them with your superior service, they become your customer. And that is where the gold mine is located, your customers. Your customers are more likely to buy from you than any other group of people out there, your customers have no doubts about buying from you, they are comfortable with you and they trust you. You don't need to impress them with flashy graphics or try to gain their trust. They are already impressed and already trust you.

Your customers are the most likely people to buy from you, why would you let them get away!? It is so much easier to sell a product to someone that already knows you and trusts you than it is to sell a product to a complete stranger. In your customers you have a group of people that trusts you and has nothing but memories of pleasant experiences when they hear from you, what group of people could be better to sell to?

First of all you will need to capture the contact information (eBay ID, email, mail address, phone # etc.) of every single one of your customers. This will be easy to do since you will be given that information every time someone buys from you. Once you get peoples contact information you should store it on your computer.

To actually take advantage of this gold mine and turn you customers into repeat customers you can't just sit around and expect them to make the choice to come back themselves. You have to go after them, you have to give them reasons to come back! That is why you need to store all of your customer's contact information.

You need to give all of your customers' reasons to come back! What kind of reasons? The reasons you give them can be in the form of gifts, discounts, coupons, free shipping or you can even make them feel like they owe you another sale!

**Reason # 1:** after you receive payment from one of your first time buyers, send them a coupon that will save them money on their next purchase. The coupon can be sent by email, it doesn't have to be an actual paper coupon. It can be in the form of a small digital coupon or simply a number that the customer can type in the next time they buy.

Coupons that will save the customer money with their next purchase are a good reason to come back and buy from you again. It also gives a good reason for customer's next purchase to buy from you and not your competition.

**Reason # 2:** free shipping is also a good reason you can give for your customers to come back to you. Some people never use coupons, they might think it's cheap or embarrassing to take out a coupon in front of everyone. So even though your coupon may be digital they still might not use it.

Free shipping is not a coupon, it's free shipping. Shipping charges are a big pain in the butt for eBay buyers and it's almost like paying taxes. If you offer free shipping with the customer's next purchase, it can be a great bonus that the customer will want to take advantage of.

You don't have to give the customer free express shipping or overnight shipping which can be extremely expensive. You just have to offer free shipping, it's up to you if it's fast or slow.

**Reason # 3:** you are having a special promotion for people that have bought products from you. The promotion can give discounts, gifts, or special prize if the customer decides to come back and buy again.

As you can see all you are really offering the customer is savings, savings in different categories, savings in different ways.

The most important part is not always the *reason* you give, but *how* you give it. Some ways are just more effective than others when trying to persuade the customer to come back and buy from you again. There are also tricks that make the customer more open to your offers.

So how is it that you present the reasons for coming back? First of all, let's look at what happens when you try and sell something to someone. You are on offense the prospect is on defense. If you think about it, it's almost like an argument.

You are trying to prove to your prospect that they need what you are selling, and your prospect is defending themselves from your attacks. It can go on like this for a long time and the sales person (you) usually loses.

Can you see what's wrong with that? It's almost like a fight, you are on completely opposite sides. What happens when a salesman comes to your door? You are probably against him right from the start, because he isn't envied and all he wants is your money. That is why it can be hard to sell stuff to people. You go on offense and the prospect goes on defense, automatically.

There is a simple way to disarm your customers of their defenses, you have already done part of the disarming when you made them happy with their product and provided them with excellent service. Now its time to disarm them completely! Now you must go in for the kill...

**Disarming your customers:** The key to disarming your customers is to be on their side, not against them. If you simply send them an email that says "buy this!" they will automatically play defense. What you need to do is get them to let their guard down, so you can go in for the sneak attack.

Here are some examples of how you can do this:

**1)** Send a coupon in a couple of days after the customer receives their product. Send them a nice email that thanks them for their purchase and asks them how the like the product. Make sure you ask the something like "are there any problems with the product?" and "is there anything else we can do to make you happy?"

Do NOT offer anything for sale in this email, the only thing you can include that is related to selling is a discount coupon. Make sure your email is sincere and you don't try and sell anything in it. You want to sound like a friend or at least a person who really cares about their customers. Make sure you sign your name at the bottom, not the company name. People befriend other *people*, not companies.

**2)** As a week or two passes after you have sent your customer the first email, send them another email. This email, this one should say that you have just sent the customer a small gift that they should receive shortly by mail. Don't say what the gift is; say it is a surprise and you are sure they will love it.

What is the gift? Something small but thoughtful, something you can buy bulk from eBay for \$0.10 per item. What could that something be? I have seen a box of small outdoors knives go for about \$0.07 per knife, they were in boxes of 100 knives.

Can you imagine what a great gift those knives would be if you were selling outdoors equipment!? All you have to do is do a search on eBay for "wholesale lot" and you will most probably be able to find the gift you will be sending all of your customers.

When you send the gift don't try and sell the customer anything, just send it with a nice note that tells them how much you appreciate their business. Make sure to call the customer by name in the note you send along with the small gift, this way the note will look more personal instead of something your company does automatically X amount of days after a customer buys something.



Just by doing the above 2 steps you will have disarmed your customer. You have already satisfied their needs when they bought from you, you send a sincere email asking what else you can do for them and you actually sent them a gift free of charge without asking for anything in return!

You are not the enemy any longer! The customer no longer needs to go on defense when they hear from you because all you do is send them things that are welcome, not unwanted.

By doing these 2 steps you will implant yourself in your customers mind as a good, honest, professional and thoughtful businessperson. And if the customer does decide they need something you sell, there will only be one place to buy it...your place. You will not only be forever implanted in the customers mind, but the customer might even feel as if *they owe you* another sale. It's human nature for them to feel the need to reciprocate your kindness.

**3)** The above 2 steps are already enough to turn your customers into repeat customers, but there is still 1 more step. What you have to do next is quite simple and profitable.

Send your customer a list of all your products, you can send it by email or by regular mail (email is faster, regular mail is more personal and is more likely to get read as long as it doesn't look like junk mail). Send them a personal letter asking if they liked the free gift and how they are doing.

In this letter, ask your customer more personal questions like "how is your family doing" or "how have you been?" Remember, by now the customer is already quite familiar with you and won't mind those kinds of questions being asked.

Do NOT try and sell the customer anything. Simply say at the end of your letter that you have included a product list that includes the fixed prices of every product you sell in your eBay store, and say "oh and by the way, the prices you see on the sheet are for everyone else, you get a special discount"

By not trying to sell the customer anything but simply including the product list, you will appear more like a friend than a sales person. This way the customer won't have to play any defense, because you aren't asking for anything. You are simply including some information the customer might like to know.

Buy now you will have completely snuck in under your customers self defense radar. Instead of getting in your customers face with annoying offers he/she doesn't want you have planted an idea in the customer's head. An idea to buy from you again. The idea was not forced onto the customer, it wasn't even a suggestion; all you did was let the customer know what items you sell, and that's it.

There is something you should ask of your customer, something that can make you extra money but doesn't require the customer to spend a penny: spread the word. Ask the customer to tell their friends about you, ask it nicely and not forcefully. This is extremely effective in attracting new customers, because the potential buyers will be hearing about you from their friend!

What you want your customers to do is not only come back and buy from you again but to tell their friends to do the same. If one of your customers tell their friends you are the best, they are *ten times more likely* to believe it then if you simply claimed to be the best.

And that is how you can take advantage of the goldmine right under your nose.

Remember that providing good service alone will make customers come back to buy from you again. But if on top of good service you give your customers *reasons* to come back. You will attract a lot more repeat customers, make more money, and spread the word about your great business without much effort. It's definitely worth the trouble to email your customers a couple of times.

NOTE: Actual eBay PowerSellers use the techniques above to gain repeat customers. And some sellers insist on contacting the customer after the purchase up to 50 times, others even insist you should never stop contacting the customer.

If your business becomes too large to personally contact each customer on a regular basis, then you need to get an autoresponder service which will allow you to collect information from your customers and send personalized responses at specified intervals, all on autopilot. The best and most reliable service on the web is probably Aweber. To try Aweber with a free trial, please go to:

<http://www.aweber.com/?206019>



## International Marketplace

eBay gives you the opportunity to sell whatever you are selling to the whole world. This is one opportunity you should definitely take advantage of.

eBay has millions of members all over the world: Argentina, Australia, Austria, Belgium, Brazil, Canada, China, France, Germany, Hong Kong, India, Ireland, Italy, Korea, Mexico, Netherlands, New Zealand, Singapore, Spain, Sweden, Switzerland, Taiwan, United Kingdom. Even though eBay is an international phenomenon it is still most popular where it originated, the United States. And that is exactly where most items are bought and sold.

The American eBay is the most visited and most popular of all the eBay websites, and even people from countries that have their own eBay website often choose to buy from the American eBay website rather than their own. So if you live anywhere other than the good old U.S.A. you can't afford not to make your auctions available to the whole world.

Some sellers choose to sell only to their own country because of the fear of getting scammed. Once again the benefits greatly outweigh the risks. While it is true that you are more likely to be the victim of an international scam artist if you sell to people all over the world, you will also a lot more likely to make a lot more money by allowing everyone to buy from you.

The more people are able to buy from you the more people will actually buy from you. It doesn't make any sense to refuse someone's money just because they don't live in the same country as you. And that is exactly what a lot of sellers are doing by making their auctions available only to the people in their country. Why would you ban millions of people from buying from you? Why would you choose to lose a ton of money in order to save a few bucks? It often has something to do with Indonesia or a small handful of other countries.

A lot of sellers seem to be scared to death to sell anything to someone living in Indonesia (or wherever). The reason for this is because credit cards fraud seems to be a very popular scam in that country. And if you are scammed by someone from a far away land there won't be any ways to get your money or merchandise back. This can be done from any country, but this scam is most often done from countries in Asia.

Whatever the sellers' fears may be, it is stupid and even costly not to sell internationally. Especially if you don't live in the US.

One of the first PowerSellers that I have ever talked to is a wonderful woman by the name of Eliza. Eliza is a talented painter from Australia that sells her paintings on eBay, she does pretty well and she was the first PowerSeller to fill out one of my questioners and give me advice about selling on eBay.

When I asked Eliza if she recommends selling internationally, her response was:

"Definitely. Most of my clients are overseas. Last September I only had one customer for the entire month, and he was in Singapore. He has bought a total of 18 of my paintings! If I didn't sell internationally I would hardly sell anything! It always surprises me when people aren't willing to sell internationally. The only thing I would warn against is sending to countries where you can't insure."

So there you have it, you heard it straight from a PowerSeller. You should definitely sell internationally.

To check out the beautiful works of art Eliza craves you can go to her website; [www.elizasart.com](http://www.elizasart.com)

There are lots of beautiful paintings to look at and more information about Eliza.

Here are a couple of good reasons why you should make your auctions available to everyone, regardless of what part of the world they live in.

The biggest reason to sell internationally is obviously because your listing will be exposed to a lot more eBay members. If you make your auctions available to everyone, then everyone will be available to you. I am sure you understand that the world has more people than your country and the more people see your listings the bigger the chance of someone actually buying what you are selling is.

Another reason for selling to the whole world is something that is not very popular in your country may be selling like hot cakes somewhere else. So just because you can't sell a certain product in your country doesn't mean that you can't sell it somewhere else. And that is the beauty of eBay, if something is not popular in America you can try France or England or Germany or Spain etc.

Something that can be acquired easily in your country can be next to impossible to find in another country. An example of this is Ural Motorcycles.

Ural motorcycles are tough and reliable Russian made army motorcycles. These motorcycles have a cult following in Germany and throughout Europe. The problem is that parts are sometimes hard to come by and can be way too expensive to buy from a parts store.

In Russia however, these same motorcycle parts are extremely cheap and easy to come by. So if you live in Russia you can make a fortune selling Ural motorcycle parts through eBay to motorcycle enthusiasts all over Europe.

To see exactly what I am talking about go to [www.ebay.de](http://www.ebay.de) and search for "Ural"

You will find that most of the listings have bids on them, but most of the sellers are in Germany. If you are in Russia you can take advantage of this opportunity.

Regardless of what you are interested in, if it's not popular in your country it's probably popular somewhere else. So if you aren't getting any sales in your country, go to all of the different international eBay websites, search for your product and see how well it sells there. Who knows you might find a hungry niche market.

I am sure you understand the benefits of selling internationally. It is pretty much common sense. And I am sure you can think of your own reasons to sell internationally so I won't give anymore examples. But what I will say is that eBay gives you the wonderful ability to sell products to customers anywhere in the world, why not take advantage of it?



## Selling Overview

Now I know the last 44 pages may be a little hard to remember and may seem like a lot to do, but keep in mind that you only have to do most of the things once. You only have to get one listing design, one eBay store design, one website, one item description for each different type of product you sell, one shipping description, one payment description, one guarantee, one set of photos for each different type of product you sell etc. etc.

Once you do most of the things that need to get done you can get them out of the way. This stuff might take a couple of days or maybe even a week to set up, but once it's set up you don't have to do it again.

If it still seems like a lot to do, remember even though there is a lot to do, every part can be done fast. Typing up the contents of the listings (description, shipping and payment info, guarantee, contact info etc.) can be done in a couple of hours. Paypal and StormPay accounts can be opened in a half hour (combined) and will give you the ability to accept credit cards, checks and other forms of payments.

Clear photos can be taken in a couple of minutes, graphics can be ordered in a couple of minutes and a website can be built in a couple days. All in all, about 90% of everything you need to do as far as listings and selling goes can be done in one day, and the rest can be completed in a couple of days.

So if you actually think about it, you won't have to spend a ton of time setting everything up. It is all actually very easy and can be done in a matter of days. So do it!

You do not have to put all of the theories in this book in to action right away. Just start listing first. Make your descriptions and photos clear and detailed and list away. The graphics can come when you can afford them, the eBay store will come when you are allowed to get one, the website will come once you are familiar with eBay etc.

Your listings don't have to look like the ones described in this book right away, but they should gradually evolve into the professional and efficient models described in this book.

By reading the last section you already know more about selling than many PowerSellers out there. If you apply even half of the information about selling you have just read, your road to eBay success will be a lot shorter than most people.

Now that you have the information, apply it.

## **PART3: MAKING IT WORK**

*Efficient:* Acting or producing effectively with a minimum of waste, expense, or unnecessary effort. REMEMBER THAT WORD AND WHAT IT MEANS!

Do you want to work 12 hours a day? Do you want to run a complicated, disorganized and unprofitable business? Do you want to end up earning less than minimum wage with your eBay business? Do you want to not have any time to do anything except answer emails, package and ship products, list auctions, and try to keep track of everything? If you said NO to the following questions then the last part of this book is definitely for you.

A question you might want to ask me is, "who would actually say yes to all of those questions?"

Nobody, but regardless of everyone's answer is to the questions above, many end up with a horrible job rather than a profitable eBay business.

There are PowerSellers out there who work 10-14 hours per day (sometimes 7 days per week). Some of these PowerSellers barely make enough to cover their monthly living expenses and some, amazingly, are not willing to change their ways.

What's the point of making lots of money if you don't have time to enjoy it, or enjoy more important things like family and friends. Most of us start with the clear goal in mind of achieving financial independence so we can spend more time doing the things we love, but those goals often give way to workaholism and greediness.

This part of the book will provide you with ways to shave hours off of your work day, make your business more efficient and profitable, have spare time to do things you like and make your business work for you.

This part of the book will not only give instructions, but raise questions about what needs to be done. Not everything will be explained step by step. I have done my best to make sure the following information is as clear and understandable as possible. I have also given many reasons why you should follow the advice given and the best way to start applying the advice to your business.

Here we go, let's get to it, lets start the learning...

**Business evolution:** there is a common, costly mistake most eBay sellers make. They get comfortable and stop expanding their business. This is an extremely costly mistake especially when you consider how soon some sellers stop the growth and expansion of their eBay business.

This is not an uncommon mistake, almost all small businesses choose to slow down and get comfortable once they accomplish a certain level of success. The problem is most people get satisfied too soon.

The first thing you must do in order to avoid the costly mistake of early satisfaction is change your mindset and the way you view your eBay business. You must treat your business as your business, NOT A JOB. Get that *employee* mindset out of your head, you are now an *entrepreneur*. You must now work not only **in** your business, but **on** your business as well.

Working on your business is exactly what you must do, in order to turn it in to an efficient, profitable and easy to run business. This is the best way to increase the efficiency of your business, make more money and work less all at the same time. Remember, work on your business instead of in it.

You must learn to place your energy where it is most efficient: instead of wasting all of your energy trying to run an unorganized and inefficient business, spend your energy on fixing, improving and making the business more profitable.

Instead of following a flawed system and working 10 hours a day, spend 10 hours fixing and correcting the system and shortening your work day. It is more efficient and profitable to **invest your energy in improving your business** as opposed to simply working harder.

In case you don't quite understand what I mean by working on your business instead of in it...

Working **IN** your business: the actual packing, shipping and listing of items, answering emails, keeping track of payments etc. This is all work you do in your business.

Working **ON** your business: figuring out ways on how to save time, searching for cheaper shipping supplies, developing an easier way to keep track of payments, thinking up ways to decrease the number of emails you get per day etc. This is working on your business.

Instead of working more to make more money, work on making more money in less time. Instead of working harder with a flawed tool (your business), work on improving the tool so it is easier to use. Instead of putting more effort into an inefficient business, put your effort in making the business efficient. Instead of



working hard in your business, work hard on making your business work hard for you etc.

Do you know that feeling when you are about to do something new and exciting? That uncomfortable feeling of doing something you have never done before? Well you've got to feel that way all the time. Don't get comfortable, keep growing, expanding and evolving your business. Keep doing new and exciting stuff.

Once most sellers reach PowerSeller status or reach a certain income level, they get comfortable and stay at that level. What happens to the people that don't get comfortable, that don't get satisfaction? They keep growing their business, and some of them become millionaires, hire employees and buy Ferraris!

The eBay sellers that reach platinum PowerSeller status never stop working on their business and expanding it, they never stop. That is what you need to do. You need to keep working on your business, growing it with every month.

Once you have made some money, invest it back into the business. Start selling more expensive products, hire a graphics designer to design your listings and eBay store, improve your repeat customer marketing program. Don't stop until you make your dreams come true.

I understand you might not want to make eBay a major part of your life, but what you have to understand is eBay can give you the life you always wanted. Many people have become millionaires by selling on eBay and now they are living their dream lives, doing what they always wanted to do. If they can do it, so can you!

Just keep growing your business, take steps, set goals for yourself. Make it a goal to increase sales by 10%, 15%, 20%, 25% per month until you reach your main goal. If you just want some extra income, oh lets say an extra \$500 per month, you are aiming to low. Your goals aren't big enough. But than again, once you accomplish an income of \$500 you will probably want more, it's just a matter how much more money you want.

A lot of PowerSellers never planned to be PowerSellers, but after they sold a couple of items and saw the profits they made, they realized that eBay is truly an opportunity of a lifetime and they knew what they had to do.

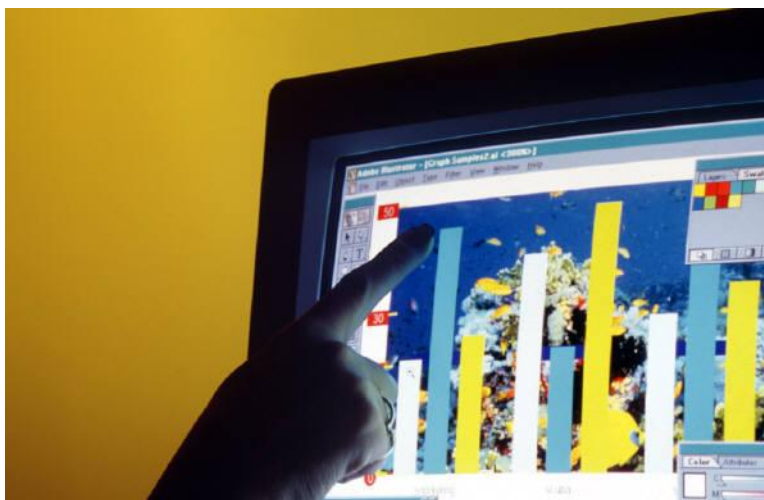
You have bought this book because you are interested in becoming a PowerSeller, you are interested in learning and that is why you now have a head start. You are not starting from zero, you do not have to go through months of frustration. And you are armed with knowledge that can take several years to obtain in the school of hard knocks.

So remember, work on your business. Your business is a money making machine, so tune it, make it better, fix it up, work on it and make it more efficient.

You must also keep growing your business. Don't stop just because you feel comfortable where you are or you are satisfied with the money you are making. Keep expanding, keep growing, keep improving and keep making more and more money.

As you begin to sell on eBay and gain experience, you will probably think of tons of ways to improve your business. But right now you are probably short on ideas and experience. And that's what this book is for! You are probably dying to find out exactly how you can make your business efficient, save tons of time, etc.

Keep reading and you will learn some truly valuable stuff. But remember, this book could not even begin to cover every single way to improve your business. That is why when you get your own ideas, be sure to put them into practice.



## Saving Time

You probably don't realize yet how important time saving is. I have spoken to PowerSellers that work over 10 hours per day, I have also spoken to PowerSellers that work 10 hours per week and make a lot more money than those that work 10 per day.

How can that be?

The sellers that work long hours and see little results are usually the ones that never bothered to work on their business. They don't realize that their business is a money making machine and the more they work on this machine tuning it, fixing it and making it better, the more money their money making machine will make them.

Saving time is not just about working less, it's about making your business efficient. If you could figure out a way to do 4 hours worth of work in two hours, that means in 4 hours you will be able to do 8 hours worth of work. The more work you can get done in the least amount of time, the more work you can do and the more work you can do the more money you will be able to make.

There are several ways to save a lot of time. I mean cut your working time on a particular part of your business by at least 25%. One of those ways actually depends on the product you decide to sell:

**IMPORTANT:** The following information, if understood properly can lead you to great eBay wealth. The Money Made / Transaction theory is the basic idea from which A LOT of platinum PowerSellers made their millions.

**Money Made / Transaction:** the more money you make per transaction the less time it will take you to make the money you want to make. It is so simple it is beautiful, and so obvious it is often overlooked. Most sellers know this, but they don't understand the significance and importance of money made/ transaction.

I believe it is not enough to simply know something, you must understand what it is that you know. And that is why I like to explain everything, it is so you understand how important and useful the information I give you really is.

It is simple, to make lots of money in a short period of time, you need to make as much profit in dollar amount as possible from every single sale (transaction) you make.

And the obvious way to do this is by selling high ticket items. Items that make you hundreds of dollars in profit per sale. If you want to make \$1000, what do you think will take less time...

Selling 100 products that make you \$10 in profit / sale,  
or 5 products that make \$200 in profit / sale?

I'm sure you know the answer, but I will give another example.

Lets say that it takes you 1 hour to make 1 transaction (list, accept payment, email customer, pack and ship). Now let's say that you want to make \$10,000.

You can either make it by selling products that make you \$50 / sale or you can sell products that make you \$300 / sale. Let's compare how long it would take you to reach your goal of \$10,000 if every transaction you make takes 1 hour to complete...

To reach \$10,000 by selling products that makes you \$50 / sale. It would take a total of 200 transactions. And to make 200 transactions it would take you a total of 200 hours to make \$10,000:

$\$10,000 / \$50 = 200$  transactions,  $200$  transactions  $\times$   $1$  hour =  $200$  hours

Now let's compare that to selling products that make \$300 / sale:

To reach \$10,000 by selling products that make you \$300 / sale. It would take a total of 33.3 transactions. And to make 33.3 transactions it would take you a total of 33.3 hours to make \$10,000:

$\$10,000 / \$300 = 33.3$  transactions,  $33.3$  transactions  $\times$   $1$  hour =  $33.3$  hours

WOW, it would take you 6 times less time to make \$10,000 if you sell products that make you \$300 / sale instead of \$50 / sale. Can you see the value in that! Can you see the value in selling products that give you the as much profit / transaction as possible? Sure it is harder to get your hands on high ticket items, but the effort is more than worth it.

I'm sure you get the big picture now. But I just can't help myself, I must give you another example;

This is how much money you would make with \$300/sale if instead of working 33.3 hours and making \$10,000, you worked 200 hours:

$200$  hours  $\times$   $1$  transaction =  $200$  transactions,  $200$  transactions  $\times$   $\$300 = \$60,000$

By now I am really sure that you get the picture!

This is why you must stop at nothing to get your hands on those products that give you the biggest profits per transaction. This is why it's worth the effort to

find someone with the products you want to sell. It is because the more money you make per transaction the more money you can make and the less time and effort it will take you to make it.

Now I'm sure you are wondering about one or two things you have just read...

Why does it take the same amount of time to sell and ship a cheap product and one that costs 6 times more? Because expensive products are usually not bigger or harder to pack than cheap products. Would expensive watches take longer to pack and ship than cheap watches?

No they would not.

And the same goes for electronics. There are \$60 MP3 players and there are \$500 MP3 players, \$15 phones and \$800 phones etc.

And even if the expensive items are slightly larger, it doesn't mean they will be harder to pack and ship.

Expensive products are great, but won't there be easier to sell cheap stuff? Actually that couldn't be further from the truth! Expensive products (laptops, camcorders, watches, jewelry) usually get more bids than less expensive products because there are a lot less people selling the expensive stuff.

Even though there are 100's of times more cheap stuff being sold on eBay, the expensive stuff gets more bids because there is often less products being sold than there are people looking to buy.

If you don't believe me check out

<http://stores.ebay.com/BECKERTIME>

and look at how much bids most of the items are getting!

This man truly understands the value of money made per transaction. And look, what a surprise! He is a platinum PowerSeller ;-)

Item Title	Price	Bids	Time Left
1.0 CT 1.0 TW PRINCESS DIAMOND ENGAGEMENT RING 14K GOLD \$4,450 RETAIL - 100% NATURAL - BRAND NEW - WHITE GOLD	\$699.99	1	22h 42m
NEW MENS 10.75 CARAT CT DIAMOND BRACELET 14K WHITE GOLD 100% GENUINE & NATURAL - HEAVY 53 GRAMS - LARGE 8" WRIST	\$5,999.99	1	1d 02h 15m
1.0 TOW CT CARAT DIAMOND STUD EARRINGS 14K YELLOW GOLD One Full Carat Total Weight ** Brand New ** Sparkly	\$251.00	33	2d 01h 42m
60 CARAT PINK SAPPHIRE & DIAMOND 2 TONE HOOP EARRINGS BRAND NEW - FOR PIERCED EARS & W/ WHITE AND YELLOW GOLD	\$499.99	1	2d 05h 47m
1.02 CT CERTIFIED DIAMOND ENGAGEMENT RING YELLOW GOLD OUR BEST - \$6,110 EGL APPRAISAL/LASER INSCRIBED - NEW	\$564.00	19	4d 04h 56m
60 CARAT PINK SAPPHIRE & DIAMOND 2 TONE HOOP EARRINGS BRAND NEW - FOR PIERCED EARS & W/ WHITE AND YELLOW GOLD	\$103.50	13	4d 04h 57m
NEW 1.0 CT DIAMOND COCKTAIL RING 14K YELLOW GOLD \$1,025 RETAIL - VERY STYLISH AND BOLD - 100% NATURAL	\$103.50	10	4d 04h 58m
1 FULL CARAT DIAMOND PAVE SLIDER PENDANT CHARM 14K GOLD So Impressive & Fiery - A Guaranteed Winner *Brand New*	\$202.50	21	4d 05h 01m

**Seller Information:** beckerime (6404) Power Seller Feedback rating: 6404 Positive Feedback: 99.8%

**Automated payment collecting:** automating a part of your business will not only save you time on that particular type of business. It will nearly make that part of your business disappear into thin air so you never have to worry about it again.

What is automating? It means making something automatic or as many people like to call it "putting it on autopilot". Wouldn't that be great? Just putting a part of your business on autopilot so you can be free doing what you love or focusing on parts of your business that need more of your attention? Yes it is definitely great and can be done easier than you think.

How can you automate your payment collecting? You need a system, a system that guides your customers through the payment process without your supervision. It works like this...

The customer wins one of your auctions, they are then sent an email that contains payment information and ways to actually pay for the item. What I mean by actually paying is there is a payment box right in the email where the customer fills out their name, address, way of payment and other vital information.

When the customer fills out this payment box, all they have to do is click pay and follow the easy steps provided to them by your automated payment system.

That's amazing! I'm sure you don't quite feel the same way as me about it, but this system will save you a lot of time and worry about collecting payment from people. Oh and when the customer pays, the system automatically sends you an email informing you that payment was received and gives you the customer's shipping information. This system is a big time saver and many PowerSellers are using it as you read this sentence.

I first ran into this payment system when I bought beads from an established bead PowerSeller. Here is what the email I received after winning the bidding said:

**"Thank you for your purchase**

**PLEASE READ THIS E-MAIL ENTIRELY TO ENJOY A GREAT SHOPPING EXPERIENCE!**

**We use a state-of-the-art online checkout system to handle all seller/buyer communications. No need to wait for an invoice, ask for a total, ask for items to be combined or tell us you're still shopping. Your order has been placed in a shopping cart which stays open for 10 days. Any additional items you win or buy within 10 days will be automatically combined and added to**

your shopping cart. We charge shipping on the item with the greatest shipping cost only - all additional items can be shipped combined for FREE.

At any time you're done shopping, fill in your address in the form below, choose payment method and optional shipping insurance. The information you enter will be sent to us and will update your shopping cart. Next we'll send you a "Payment Received" e-mail and later a "Your Order has been shipped" e-mail. That's it!

To ensure fast, professional and cost effective service, we require all customers to complete our online checkout regardless of payment method or location. For more details, please read A, and B below;

A) If you're done shopping -

B) If you're still shopping

A) ARE YOU DONE SHOPPING FROM US ?

NEXT STEP: CHECKOUT - Please fill in your information in the form below to complete your order. All your items will be combined and shipping discount will be calculated automatically only thru this online Checkout. In addition, you will be able to add more items, get your order total, print your invoice, send us your address and choose your payment method. If you choose to pay by:

- PAYPAL - It's quick and easy with our Paypal integrated checkout (no need to go to Paypal's site)

- VISA / MASTERCARD / AMEX - You can pay us securely by credit card during checkout.

- CHECKS / MONEY ORDERS - Our checkout will notify us instantly that your payment is in the mail.

B) ARE YOU STILL SHOPPING FROM US ?

Please don't checkout yet. Wait until you're done shopping and then complete checkout below. You can continue to add items to your order and save on combined shipping for a total of 10 days. After 10 days, you'll receive a "Shopping Cart Closed" e-mail notification, and any additional items you buy will be placed in a new, separate shopping cart. Please note we can't add items to a closed shopping cart.

A word on INSURANCE:

You can insure your entire order for \$1.45 flat. Some buyers decline insurance because they've 'NEVER HAD A PROBLEM BEFORE' and that's perfectly fine with us. But please be aware we are not responsible for lost packages or damaged merchandise unless you purchase insurance.

Questions? Email me at: [sales@businessname.com](mailto:sales@businessname.com)

Thank you for your business!  
Business Name"

Below this text was a form to fill out your name, address, preferred way of payment etc. It was all automatic; as soon as I filled out my information and selected to pay by Paypal I was sent to a secure Paypal payment page, typed in my password and I was done!

I was amazed, the payment process was very fast because I didn't have to email the seller back to let him know how I wanted to pay or what my address was. I simply filled out the boxes and clicked "pay now". I was also amazed at how easy it was for me, it was much easier for me (the customer) to pay this way.

So it is a win-win situation! The customer wins because it is easy to pay and the seller wins because it saves time and makes it easy to collect payments.

So what do you need to do to create this system? How can you set up and automated payment system? I must be so complicated and hard to do, it must take a lot of work and effort, right? If it did require a lot of dedication, work and effort it would still be worth it.

Fortunately for you it takes very little effort to make your payment collecting automated. Because the system already exists and somebody has already worked hard and put all of their effort into making it, all you have to do is pay for it with a small monthly fee.

And to pay for it, all you have to do is go to [www.andale.com](http://www.andale.com)

Go check out Andale's services because they will come in handy in the future, but don't just go and buy everything they have to offer. You don't need all of it yet because you are still just beginning. What you need to do first is start selling. It is only then that you should start thinking about all this time saving stuff.

**Email:** answering emails can be one of the most time consuming parts of an eBay business. Some PowerSellers can receive over 1000 questions per day, most of them by email. Can you imagine how long it would take to answer 1000 emails!?



I have spoken to several sellers that spend more than half of their work day answering emails and contacting customers about their payments. Can you believe that? Answering emails takes up more time than listing auctions, packing and shipping products, taking photos, keeping track of expenses and profits and everything else put together.

Luckily, the most time consuming part of an eBay business can easily be cut in half. That's right, it is extremely easy to take time off answering emails. There are several good ways to take time off answering emails. Here are 3 of the best ways...

**Detailed listings:** this is the most obvious way to not only save the time of answering emails, but more importantly answer everyone's questions right in the listing. If your listing provides all the information anyone would like to know, less people are going to email you.

That is one of the major reasons your listings need to be full of information about the product you are selling, shipping, payment options, delivery times etc. If your listing is full of detailed information, everyone's questions will be answered right there. That way less people will email you. This isn't a way to answer emails quicker, it is way to reduce the number of emails you get in the first place.

A lot of PowerSellers complain that they get too much email every day, and that it takes too long to answer those emails. Instead of complaining they should take a moment and look at their listing, because then they would surely see why they get so many emails.

It would be easy to spot the problem because most of these sellers are selling \$200 products with only a couple of sentences describing the product and a small photo lifted from the manufacturer's website.

You need a listing full of relevant contents (description, clear photos, shipping and payment info etc.). Not only to make visitors comfortable and anxious to buy but to reduce the number of emails you receive. Most of the questions you will receive will be about things you failed to mention in your listing.

So unless you want a hundred emails a day asking you what color the socks you're selling are... Make sure you mention everything anyone would possibly want to know about the product you're selling and how they can get their hands on it.

**FAQ page:** another way to reduce the number of emails you get, is to include a FAQ (frequently asked questions) page. Most sellers that list a large quantity of items up for auction make use of a FAQ page. But even something as simple as a FAQ page is sometimes done wrong. This is how to do it right...

First make a list of questions people might ask you. To do this simply look at one of your listings and ask questions about it; questions like "can I pay with cash?" or "does the camera come with a leather case?" After you have about 30 questions, write the answers to the questions.

Note: the questions don't have to be about information that is not included in your listing. So even if you clearly say that shipping takes 1-3 days, you can have a question asking how long shipping will take.

After you have answered all of the questions, organize them into categories. You should have a "questions about product" category, a "questions about payment" category, a "questions about returns" category etc. You need to organize the questions into categories in order to make the FAQ page easy to use. If it's hard to use people will give up and simply email you with their questions.

You should include a link to the FAQ page at the bottom of the page. You should present it right beside your contact information. Say something like "if you have any questions please check our FAQ page or email us at..."

You will notice that a lot of the questions you get regarding your listings will be about something you clearly explained in the listing. Why do people do this, why do they ask you questions you clearly answered?

Because they want to hear the answer straight from you, they want to make sure, double check etc. It's a comfort thing, it makes people feel comfortable to hear the answers to their questions straight from you.

That is why a FAQ questions page will not only decrease the number of emails you get but also make people more comfortable. It is because the FAQ page is a list of questions with the answers to the questions listed right below them. A FAQ page is basically a "double checking" list, a "making sure" list and a "just checking" list.

Make sure that you save all of the questions people actually do send you by email, answer them and add them to your FAQ list. You should also use the questions people send you to your advantage. How? Well if someone is asking you a question, there is a good chance you forgot to answer it in your listing. Use questions as "hints" to improving your listings.

Even if you don't have problems with the volume of emails you receive. You should include a link to a FAQ page in your listings. Because a FAQ list will not only decrease the number of emails you receive but it will also make people comfortable and push them farther towards placing a bid on your auctions.

And when you receive an email asking you a question that you clearly answered in both your listing and FAQ page... Don't reply by suggesting the person should

read the listing and FAQ page more carefully and refer back to the FAQ page. If you do this the person reply might be "FAQ YOU!" HAHAHA. Get it?

**Answering emails:** detailed listing and FAQ pages are more like "filters" that decrease the number of emails you receive. They do not make answering emails any quicker or more efficient, these filters simply leave you with less emails to answer.

So what do you do with the emails that pass through your FAQ page and detailed listing? How do you save time on answering emails, how do you make answering emails more efficient? The answer to these questions is also surprisingly simple, and very effective.

The trick is to have the answers ready before you receive the question. How? By creating your very own FAQ copy and paste answers file! This is exactly like a FAQ page. Same questions, same categories and when you receive a new question you should add it to your own FAQ list as well as the one in your listings.

The only difference between your own FAQ copy and paste and the FAQ page for your visitors is that the answers are written differently.

The answers in your copy and paste FAQ list should be written differently. What I mean by that is the answers should answer exactly the same question but not appear as if they were copied and pasted from the FAQ page. All you have to do is rewrite the answers from your FAQ page "in your own words". Here is an example;

FAQ page: Yes we do provide free shipping on all items over \$100.

FAQ copy and paste file: Absolutely! We will give you free shipping on all items over \$100.

Now that you know what I mean, let me explain how to use your FAQ copy and paste file (even though you are probably way ahead of me). When you are answering emails, first open your FAQ copy and paste text file, open your email and start reading the questions people are sending you.

When you finish reading a question click reply, find the appropriate answer in your FAQ file, highlight the answer, copy it and paste it into your email reply box, then simply click send and repeat the process all over again.

Just like you would update your FAQ page, when you get a question you don't have an answer to, answer it and add both the question and answer into your FAQ text file.

This technique will save you a ton of time! Now instead of typing all your answers

by hand (1-5 minutes) you can simply copy and paste them and move on to the next email, all in less than a minute! I know saving a couple of minutes per email may not sound like much, but if you got a 100 questions to answer those minutes will add up and you will save hours!

**Contacting customers by email:** besides answering customers' questions you will also need to contact customers. This can also be very time consuming and can take up time that could be better used for something else. And just like with answering questions, you should have most of the stuff you want to ask or tell your customers prewritten.

When you want to contact someone about their payments, order status or thank them for their purchase. Have it prewritten and when its time to contact the person simply insert their name into the prewritten text, click send and your done!

This will save you a lot of time, especially when you have a lot of people to contact.

A lot of emails can be sent automatically. Paypal for example has an option that can send an automatic email to the winners of your auctions. This email can contain whatever information you like, though it is highly recommended that you include payment information.

Automatic emails will save you time, but what you must really learn how to do to save time is, recycling. So when you first start contacting people through email, save the text because it might come in handy in the future and save you a lot of time. Once again, Andale also has a good email management function.

**Auction listings:** listing items up for auction is something that must be done. There is no escape from it unless you are planning to make \$0.00 per month. Listing items up for auction can be extremely time consuming, but luckily there are tons of ways to save time.

Some of the ways to save time are free and some you have to pay for, but all of the ways I'm going to tell you about are well worth the time, effort and money for the time you can save.

Like many things in an eBay business, saving time on listing auctions is extremely easy.

Here are the best ways to save time off listing auctions...

**Recycling photos:** recycling is something you need to learn to do if you want to save time on eBay. What do you think will take up less time, writing a whole new email every time you want to thank someone for a purchase or copying and pasting an already typed thank you note and simply inserting the customer's

name? We already learned the answer to that question.

The same goes with photos, if you have 100 identical DVD players you want to sell. There is no need to take photos of every single unit, simply take a few photos of one of the DVD players and use them in every one of your listings.

Instead of taking new photos every time you list something up for auction, simply recycle photos that you have already used in listings before. This will obviously work only if the product you are selling is always the same.

If you are constantly selling different stuff you will need to take new photos for every different item you sell. If you have a product that you constantly sell; you can take one set of good photos and reuse them in multiple listings.

If you don't want all of your listings to look the same, take more than a couple of photos. Take 20 or 30 so when it comes time to list you have a variety of photos to choose from, and all of your auctions won't look as if they are for the same exact item.

**Recycling text:** this will let you simply copy and paste most of your text content every time you are creating a new listing. I am sure most sellers do this, but there are a few out there that don't.

I have spoken to a PowerSeller that has over 10,000 feedback (less than 10% of his actual transactions), and she doesn't like taking short cuts. This seller lists over 200 auctions per day, most of these auctions are for the same items (cameras) and she writes every single item description from scratch!

Needless to say, she works over 10 hours per day and her item descriptions are very short, which results in a lot of questions from people that are interested in buying her products.

This seller also seems to have a phobia of any kind of listing software, she doesn't trust any internet companies other than eBay and refuses to use auction software, despite of the fact that it will shave hours off her work day! She even refuses to use Turbo Lister (eBay software). This woman does however make a lot of money....she just spends way too much time on listing auctions than he should.

What you need to do is have every part of your listing saved on your computer. The 100% money back guarantee, shipping information, payment information, FAQ list, about me page text etc.

All of your listings should look the same. The only thing that should ever change is the item description and item photos (when you decide to sell different items). So your shipping, payment, guarantee, about me and FAQ will always stay the

same in every one of your listings.

You should also recycle the item descriptions of your items. There is no need to write an item description from scratch for 100 listings that are selling the exact same product. Simply write one detailed and easy to understand description and use it over and over again in every listing that sells the products described.

**Listing software:** listing software can make your life as an eBay seller a lot more simple, save you time, and organize your listings making the listing part of your business more efficient, simple and profitable. There are many different kinds of listing software. Some are free while others are not, some are easy to use and others require weeks of training.

Turbo Lister is a free software you can download by going to the following web address: [http://pages.ebay.com/turbo\\_lister/](http://pages.ebay.com/turbo_lister/)

This software is great, it's free, and is very easy to use.

Turbo Lister allows you to upload thousands of listings at a time, save listings, schedule your listings so Turbo Lister uploads them to eBay automatically, edit multiple listings at the same time, preview what your listings will look like before uploading them and allows you to do bunch of other useful and timesaving things.

With Turbo Lister you will also be able to recycle listings by saving them in Turbo Lister and re-list them anytime you like. You will also be able to save a lot of time when you decide to sell a new product by simply editing your existing listings by inserting the new product description and photos into them instead of making new listings from scratch.

There are several other listing programs out there, but you should really give Turbo Lister a try before you use anything else. It is extremely easy to use, free and will meet all your listing demands.

One PowerSeller listed over 60,000 items up for auction in 12 hours using Turbo Lister. So don't worry, Turbo Lister is used by the big boys as well as the little guys and it is probably the right listing software for you.

If you do end up using Turbo Lister, don't use any of the cheap listing graphics that are provided to you in Turbo Lister for an extra charge. If you use these graphics in your listings you will simply be wasting your money because thousands of sellers already use those same graphics in their listings. When it comes to listing graphics, don't look on eBay.

Download Turbo Lister, get comfortable with the program and start listing. Even though you may not need Turbo Lister in the beginning, as your business

expands and you begin to list 20, 30, 50, 100 auctions per day; Turbo Lister will come in handy and save you a ton of time.

Andale Lister: I consider this to be the granddaddy of all listing programs. It will cost you a little money, but the key feature of Andale's program is automatic launching based on your specified schedule. If there is any one "secret" weapon in this entire manual that can multiply your efforts and turn you into a PowerSeller quicker than ever, this is it!

Here's the magic of it – you can create a listing one time, and it can be automatically listed as many times as you want, over and over again. You could tell Andale to list it every day for you, or every Tuesday, or simply whenever the current auction ends. You can even choose the exact time of day!

The amount of work this can save you is unbelievable. It means if you are selling the same items over and over again, that you can simply create your listings **ONE TIME**, set up the schedule, and put it on autopilot!

**Packing and shipping:** are the two least enjoyable parts of an eBay business. Almost every PowerSeller I have ever talked to says the least enjoyable part about having your own eBay business is packing the products and shipping them to their customers. But this is a major part of an eBay business and it typically can't be avoided. I know what you're going to say to that...what about drop shipping!? Not so fast.

Drop shipping can be a great time saver, but most PowerSellers don't recommend having your items drop shipped to your customers right off the bat. But why not, drop shipping makes everything so much easier, right? All you have to do is list items up for auction and when they sell your supplier ships the products straight to your customers. In theory drop shipping is the obvious way to go, but in the world of eBay it's not so simple.

What happens when you sell a whole bunch of items and your supplier sends them to the wrong addresses? What happens when you sell a bunch of products and your supplier is out of stock? What happens is, your reputation goes down the drain. To the supplier you're just another client. If the supplier sends the items to the wrong address it's your reputation that's on the line not theirs.

If you are going to use drop shipping; make sure there is good communication between you and your supplier. Most suppliers are too busy to cater to all of your needs, so a good relationship with the supplier will also help. The best way to approach drop shipping is carefully. Place an order first, see how good the supplier's service is, and **IF** the service is good only then start drop shipping. Make sure you have some products in stock in case the supplier runs out by the time your auctions have closed.

A lot of PowerSellers use drop shipping, but they use it for only a small portion of

the products they sell, most of the stuff they sell they ship themselves. Most sellers use drop shipping to save time, they want to make more money by selling more products but don't have the extra time to pack and ship them, so they use drop shipping.

Drop shipping can be a great way to save time and effort. And if you are thinking about using it, make sure you order some products and check out the service and communication of the supplier that is going to drop ship your products.

Anyways, back to the regular kind of shipping. As I said before, shipping and packing are the least liked parts of an eBay business but is something that needs to be done. Since shipping and packing are the least liked parts of an eBay business, they are often neglected and never worked on.

So how can you work on the packing and shipping part of your business? How can you make it better, more efficient and even somewhat enjoyable? Keep reading...

**Buy shipping supplies in bulk:** a great way to save time and money is to buy your shipping supplies in bulk, every single month. Instead of buying those expensive shipping supplies at the post office, buy them in bulk from shipping supplies wholesalers.

You can find these wholesalers if you go to [www.yellowpages.com](http://www.yellowpages.com) and search for "shipping supplies". You can also check out [www.uline.com](http://www.uline.com) or search "shipping supplies" on eBay.

You might think that you will simply be able to go and find boxes in the back of stores and parking lots. Yes you can probably find some boxes that way, but that is an extremely time and energy consuming way of doing it, it is the exact opposite of efficiency. Trust me, I've tried it myself! The biggest reason you should buy your shipping supplies is to save time and effort.

If you are selling products that come already packed (electronics come in strong boxes and are protected by Styrofoam) all you will need to buy from shipping suppliers is wrapping paper. This can save you a lot of money because wrapping paper is a lot cheaper than boxes.

Electronics are fragile, so they usually come with "bullet proof" packaging straight from the factory. There is no need to place something that is already well packed in to a box in another box, all you need to do is wrap it in paper, write the address and send it on its way. In some cases you may be able to just slap on a shipping label and avoid the wrapping part altogether.



**Ship 3 times a week:** don't ship every day. You need to go to the post office every 3 days...Monday, Wednesday and Friday. This is what smart sellers do. That is why when you buy from some eBay sellers, you are informed that your item will be shipped in 1-2 days.

How will this save time? Because you will be making less trips to the post office. Instead of going every day you will be going every second day. How long does it take you to go to the post office and back? Well if it takes 1 hour there and back you will be eliminating two hours of work per week.

Two hours may not seem like much, but keep in mind that this is just one small way you can save time, there are many ways to save time in this book. And if you use all of the time saving methods provided in this book, little by little the time you save will add up and the amount of time you spend working each day will get smaller and smaller.

**Get a scale and print postage:** If your business is shipping enough items to justify it, then this is definitely the way to go. You can eliminate having to go to the post office altogether! You can simply weigh your items, print out postage from your online account, and the post office will pick up your packages from you. For more information, go to [www.usps.com](http://www.usps.com)

USPS and eBay now even have a label printing program that can be used for free!

<http://pages.ebay.com/usps/shippingitems/labels.html>

An alternative to USPS is to use UPS or FedEx. You can set up an account with them and they will pick up your packages daily or upon your agreed schedule.

**Hiring help:** if you are planning to make a lot of money and sell a lot of products, you may not be able to handle the work load by yourself. And even if you are able to work 8 or 10 hours a day, why not hire someone so you only have to work 2 hours a day and enjoy the money you are making?

It is no secret that most sellers that are making anywhere from \$15,000 to \$1,000,000 per month have employees working for them. Why? Because once your eBay business reaches a certain level you will not be able to handle the work load, and if you want to expand even further you will have no choice but to hire some help.

And why not, why not hire some help? If you are making a lot of money, why not hire someone for a fraction of what you are making so you can take 80% of the workload off of your shoulders and enjoy your life, not to mention the money you're making.

Think of all the stuff you don't like about your business. If you hire an employee,

you can make them do all that stuff while you supervise them and do the things you like doing.

Hiring an employee is like getting a partner, except you don't have to split the money in half.

Some PowerSellers have a whole team of employees working for them, and I don't mean 5 or 6 people either. I mean they have 10 or 20 employees that handle everything from answering phone calls to keeping track of finances. Isn't that crazy? I guess, but what's even crazier is how much these sellers are making a month...these sellers are multimillionaires!

Hiring someone is not only a way to expand your business and handle more work load, it's also a way to make money with little effort.

Imagine being able to make thousands of dollars a month without doing any work. Well if you hire enough people to completely run your business you can have that kind of freedom.

Wouldn't it be amazing to take a long vacation and come back to a business that is running smoothly as ever and working hard to make you money? Well if you hire enough people and develop an easy business system for your employees to follow, you can definitely take those vacations.

Look at any successful business. Look at any McDonalds, gas station etc. Can you find the owner of these businesses in the back, working hard? Usually not, it's the manager's job to do all that. The owner pops buy once in a while to check how things are going and motivate the employees, but that's about it.

Sure there are thousands of small owner-operated businesses, but guess what? These owners are wasting their life! What good is it to have your own business if you are going to work 12 hours a day until you die of exhaustion?

Why not just get a regular job, it would be a lot less work. These business owners are usually the ones that only work IN their business and stop growing their business to soon. Remember what we talked about; part of working ON your business and growing it is making your business *self sufficient*.

To me it makes a lot of sense to pay \$10,000 a month in return for \$25,000 a month, don't you agree with me? And that is exactly what you would be doing if you decide to hire 4 fulltime employees to completely run your business for you. If you hire 4 fulltime employees, pay them a salary of \$2,500 per month you will be spending \$10,000 a month on a passive income of \$15,000 (\$25,000 minus \$10,000) and the freedom to do what you like, when you like and where you like.

Passive income is income you don't work for, all you have to do is set it up. Stocks earn you passive income, real-estate will earn you passive income if you rent it out, and a business can earn you passive income if you have a team of employees running it without your assistance.

However, in order to be able to simply hire a couple of employees and ride away into the sunset, you need to make it easy for those employees to do their jobs. Otherwise they will be calling you about problems every five minutes while you are trying to relax on the beach.

That is another reason why you must work ON your business before you work IN it. You need to work on your business, make it efficient and profitable, and most of all easy to work IN for your employees.

How do you do that? Well, first of all your business needs to be efficient before you hire the employees. You will also need to develop rules and guidelines for the employees to follow. You will need to give them a way of doing things and you will need to make it easy for them to understand what it is that they need to do.

If your business is so complicated that only you can run it, it's too early to hire anyone. Unless you want to hire some sort of highly skilled specialist (those cost a lot). You need to make your business simple and efficient, you need to make it so a 16 year old can run it (like McDonalds) just as well as you can. You need to make your business "user friendly" or rather "worker friendly". To do that your business needs to be organized and predictable.

If your business is efficient, organized, predictable and is simple to explain. You will have no trouble training your employees. If your business is chaotic, inefficient and hard to explain...no one but you will be able to run it.

So instead of hiring specialists that will be able to whip your business into shape and run your business for you, work on making your business "user friendly", that way you won't have to check up on how business is going every 5 minutes while you are on the beach trying to relax. And if someone decides to quit, you won't need to look for the "right person" for the job, because anyone will do.

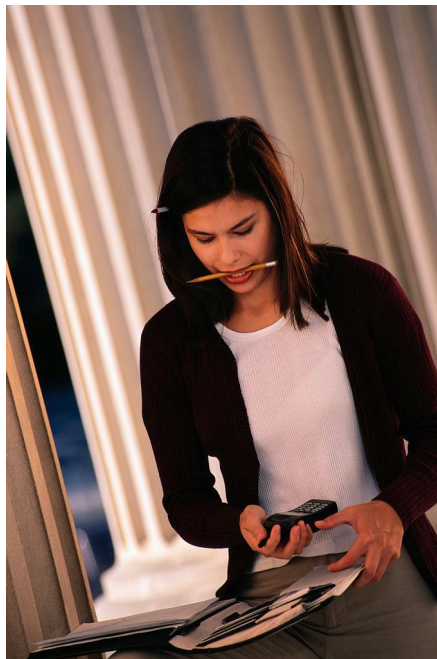
Instead of hiring specialists, work on making your business "special".

Hiring help is something you will definitely need to look into, because having an employee working for you will not only free up some time. But it can also make it easier for you to expand your business and even give you the freedom to do what ever you like, when ever you like and where ever you like. While your employees are busy running your business and making you a ton of money.

Note: if you want to learn more about making your business easy to run for your

employees and business in general, read "the E myth" by Michael E Gerber. There are many books out there that teach you how to work ON your business, "the E myth" is the one that started it all.

Oh, I should have mentioned this in the first part of this section, but make sure you talk to your tax advisor and/or attorney before hiring anyone. You may wish to use contractors for awhile rather than employees, might need to set up a corporation or LLC, etc. But don't worry about that stuff! When you're ready to start hiring help just go talk to an attorney or tax advisor. They'll be more than happy to help you do it the right way.



## Making Money

Throughout this book I have been saying that you can make a lot of money on eBay, but I have never really explained how much "a lot" really is. I am sure you have your own idea of what a lot means, and I'm sure you already have a desire to reach a certain amount of monthly income.

What I'm not sure about is whether or not you have doubts about your desires. Maybe you think that it is "not realistic" to make the kind of money you want to make.

If you do have doubts, I can certainly understand why. You are about to do something new, something you or your friends have never done before and on top of all that you are probably doing it alone. You have probably told several people about what you plan to do and you might have gotten a negative response.

Someone probably said something discouraging like "you're crazy" or "why don't you get a real job". I definitely understand where you are coming from because I went through the same things many times. Don't worry; you're not alone!

First of all: only *you* can determine what is possible and what is realistic for you. Only *you* can decide whether you can or can not do something, so stop asking other people for their opinion. I understand that it can be extremely tempting to tell everyone about your plans when you are excited about something. It is human nature, after doing something people automatically seek approval.

But please resist the temptation, because more often than not people will choose to give you every reason why you can't do what you want to do instead of encouraging you. Ironically, friends and family members are notorious for this. If you must tell someone, you should try talking to someone with an open mind.

If you have doubts about the kind of money you can make on eBay, you are probably aiming too low. You are playing it safe in order to avoid disappointment. So what I'm going to try and do is erase all of those doubts you may have by telling you exactly the kind of money you can be making if you choose to apply the things you learn in this book, and the kind of money PowerSellers are making right now as you read this paragraph.

Since I don't know how much money you would like to make by selling on eBay, let me give you an example...

Let's assume that you want to make \$6,000 per month but don't want to work more than 3 hours per day. This is what you would have to do to achieve a monthly income of \$6,000 per month working no more than 3 hours per day;

If you find a product that can make you \$100 dollars in profit per sale, all you will have to do to achieve a monthly income of \$6,000 is sell 3 products per day...

$$\$100 \times 3 \text{ sales} \times 20 \text{ days} = \$6,000$$

Can you sell 3 products per day? Are there other sellers that do this? Yes you can and yes there are!

Not only will you be making \$6,000 per month, but you will be doing it in 3 hours per day! Which means you will be making \$100 per hour.

What if you choose to work on the weekends and list auctions that close one Saturday and Sunday as well as weekdays?

$$\$100 \times 3 \text{ sales} \times 30 \text{ days} = \$9,000$$

WOW that's great! But how realistic is this? Very realistic. It almost sounds too good to be true doesn't it? And that is exactly the reason some people choose to pass on the opportunity of making money on eBay...It sounds like a get rich quick scam. What you must realize is that eBay is a legitimate way to make money, it is no less a "real business" than a convenience store or a construction company.

eBay is an absolute GOLDMINE! There has never been an opportunity to make a living from home as big as eBay. While some people are being skeptical and stalling on getting started with eBay, others are making a fortune and turning all of their dreams into reality.

Let's look at another example...

Selling three \$100 products per day will usually take you less than 3 hours per day, but other things will come up (supply shortages, too many questions, laziness etc.) so lets just say it does take 3 hours per day.

Now let's say you want to work a lot more than 3 hours per day. You are willing to work 8 hours if you can make more money. And let's say you really try hard to work on your business and make it efficient and easy to run, and you are able to sell an average of 10 products per day;

$$\$100 \times 10 \text{ sales} \times 20 \text{ days} = \$20,000$$

Hmmm, isn't it worth going through the trouble to work on your business, apply what you have learned and find a good product to sell? For \$20,000 per month I think it is, don't you agree? Oh and by the way, in case you didn't know. That's \$20,000 in profits not just sales!

Isn't that amazing?

But before you reach a monthly income of \$20,000, you must reach \$100, \$300, \$1000 etc. It's very hard to start making that kind of money right off the bat. You must gradually get to that level step by step.

Don't get me wrong, if you truly think that you can make \$20,000 your first month on eBay, that's GREAT! Let me be the first to say good luck. Many people have done it, and rest assured that it is extremely possible to make that kind of money in your first month. It's not typical to build that large of an income quite that quickly though. It all depends on how bad you want it and how hard you work. Who knows, you might even make more than \$20,000.

But if you are like most people it is going to take some time before you can quit your job, focus and make eBay your primary source of income. You will need to take small steps instead of one giant leap. But that's ok because it doesn't take a lot of steps to achieve eBay success. All you have to do is set goals and try your best to accomplish those goals one by one.

I will mention that the moment you quit your day job and go full time from home on eBay is probably the single biggest step in your eBay venture. Many people are too afraid to ever take that leap of faith. They don't want it to be a leap of faith...they wait until their eBay income is exceeding their current take-home pay from their day job.

Here's the thing... The moment you quit your job and focus full time on eBay, your business will probably explode into a whole new level of profit. This is especially if you're a go-getter type of person who thrives in sink-or-swim situations. If you're that type of person, I encourage you: take the leap now! Don't wait. As soon as you've gotten through the planning stage, quit your job ASAP and put your passion into creating a profitable eBay business.

NOTE: The calculations in this book are here as examples. However, it really is possible to accomplish the kind of money provided in these examples. It simply depends on how hard you work and how focused you stay to achieve your goals.

**Step by step:** step by step means taking it one step at a time, not 2 steps at a time, not 3, but 1. Step by step means that you must complete step 1 before you can move onto step 2. You can't skip steps, you can't do step 1 and 2 at the same time.

This is very important because if you decide to do something step by step you must take it one step at a time. If you don't, the step by step method is not going to work for you...

Could you turn \$1000 into a million? No, but you could turn it into **\$2,000**

Could you turn \$2,000 into a million? No, but you could turn it into **\$4,000**

Could you turn \$4,000 into a million? No, but you could turn it into **\$8,000**

Could you turn \$8,000 into a million? No, but you could turn it into **\$16,000**

Could you turn \$16,000 into a million? No, but you could turn it into **\$32,000**

Could you turn \$32,000 into a million? No, but you could turn it into **\$64,000**

Could you turn \$64,000 into a million? No, but you could turn it into **\$128,000**

Could you turn \$128,000 into a million? No, but you could turn it into **\$256,000**

Could you turn \$256,000 into a million? No, but you could turn it into **\$512,000**

Could you turn \$512,000 into a million? Yes, you can turn it into **\$1,024,000**

Do you see that? It takes only 10 steps to turn \$1000 into a million! There would be almost no way for you to turn \$1000 into a million, but if you took it one step at a time it can be done in 10 steps simply by doubling the amount of money you have every step of the way.

If you are starting your eBay business from scratch, you will have a lot of stuff to do before you can start to make money. Oh and by "a lot" I mean a lot by eBay standards which is not that much by "normal business" standards. You will need to set up a home office, get an eBay account, decide what product(s) you are going to sell, and find a supplier for those products. (On the other hand if you were setting up a brick-and-mortar store, there would be dozens, if not hundreds, of additional steps before you could actually sell your first item and start making money.)

If you try and tackle all of those things at the same time you won't get anywhere. It is very hard to do several things at the same time, and if you only have 3 hours a day you will end up spending a very small amount of time and energy on every individual thing that needs to get done.

If you devote 25% of your energy to finding a good supplier you might not find one for a couple of months. If you devote 25% of your energy to developing a good repeat customer marketing strategy, it will never get done, and if it does it won't be any good. If you devote only a fraction of your time and energy in to things that deserve your undivided attention, it will take you a very long time to get off the ground.



What you need to do is tackle one task at a time, take one step at a time, and reach one goal at a time. You need to put 100% of your energy into every step you take, don't even think about the next step! All you should be focusing on is the step you are on and until that step is out of the way nothing else matters.

Think about when you have a bunch of stuff to do around the house. Like clean the floor, clean the washroom, put your CD's in alphabetical order and then make yourself a sandwich. Do you try and tackle all of those tasks at the same time, or one by one? Do you clean a part of the floor, than go to the kitchen and take out the salami, than go to the washroom and clean the toilet, go back to the kitchen take out the bread, back to the washroom and clean the bathtub, than on to the living room to sort out a part of the CD's etc.? That would be kind of crazy wouldn't it?

What you and 99% percent of the people out there would do is finish each task one by one until everything is done. So why not apply the same logic to becoming a successful eBay seller? Why not do one thing at a time, take one step at a time, and focus on one thing at a time instead of a bunch?

Because for some reason people choose to tackle one thing at a time only when the tasks are small, when the tasks are big and time consuming most of us seem to prefer doing everything little by little all at the same time.

Let's take it STEP-BY-STEP, let's set one goal at a time and not set any more goals until the first goal is reached and let's put 100% of our attention, energy and effort into every step we take.

Here is an example of the steps you can take begin the process of becoming a successful eBay seller:

**Step 1:** Get the easy stuff out of the way. Set up an eBay account, a Paypal account, new email address and a StormPay account. This can all be done in less than 1 hour, so there is no need to put off something so easy to do. Just get it out of the way as soon as possible so there is less stuff in the back of your head when you are trying to complete a more difficult step. When completed move on to step 2

**Step 2:** Set up a home business office. Get organized by setting up a work station in your home. Get some not books to write stuff down, some pens to write with, a phone to call people with etc. Oh and speaking of phones, you might want to set up business line with an answering machine so people won't call you at your home number when you are watching a movie or cooking a chicken (or something like that). When completed move on to step 3

**Step 3:** decide what product you are going to sell. Pick a few products that you might like to sell and research how well each one sells on eBay, than choose the

one that seems best. When completed move on to step 4

**Step 4:** Find the supplier. Look for a supplier that can supply you the products you want to sell. Try to find more than one supplier if possible to get the best deal you can. This is the biggest step because once you find a supplier you can start selling and making money!

Those 4 steps are in no particular order, they are just an example and if you wish to follow these steps you can. You can also make your own set of steps to follow and complete them one by one.

If you set a goal and set out to accomplish it step by step, giving 100% of your effort to each step, in a way you will be giving 1000%!!

How? If you set a goal and it takes you 10 steps to reach that goal. By giving 100% to each of the 10 steps will equal up to 1000%. OK the math is a little fuzzy but the principle is very true.

If you set a goal and try to complete several steps at a time you will only be giving a small fraction of your effort to each step. So get out there, set a goal, set out to achieve it one step at a time and give it 100% of your effort!

**Keeping the money you make:** I'm sure you have all kinds of plans for the money you are going to make on eBay. You have probably been fantasizing about new cars, houses and worldly adventures. That stuff is all great, those are your dreams and in my opinion money is meant to be enjoyed, not locked away in a safe.

But what if nearly all of the money you make has to be spent on things like bills and expenses? Unless your dream is to pay extremely large bills, that would not be a very pleasant experience.

What if nearly all of the money you make was gone before you can spend it? I'm sure you would hate for that to happen, but it happens to people like you every day, and it might even be happening to you as you read this book.

How can it be happening to you as you read this book? How can most of the money you make be taken away from you before you get a chance to spend it? To answer those questions let me ask you a few questions first...

What is your monthly income? Ok, write that figure down.

Now write down all of your monthly expenses (rent, mortgage, car, gas, food, electricity etc.).

Now add up all of the expenses and subtract them from your income. Chances are, more than half of the money you make disappears!

The important part about money is how much of it you **keep** and not how much you make.

Many people have the appearance of being rich, but yet live paycheck to paycheck just like the rest of us. There are doctors that make over \$50,000 a month and struggle financially. How? This is how: mortgage payments \$8,000/month, Mercedes, BMW and Porsche payments \$8,000/month, property tax, hydro, water, house upkeep, gym membership: \$5,000/month, phones, cell phones, satellite TV, internet, other monthly expenses: \$2,000/month, food: \$2,000/month, income taxes \$25,000/month.

It's all in the expenses. The more monthly expenses you have, the less money you will end up with when you're done paying all your bills.

So what the doctor needs to do in order to improve his/her financial situation is simply get rid of a few expenses. Sell two of his/her cars, cancel a few monthly services and suddenly our doctor friend will have a lot more money left to play around with or save.

In the world of jobs, the money that is left in your hands after you have paid all of your bills is just that: "the money that is left in your hands after you paid all of your bills". In the world of business that money is called **profit**.

Profit is calculated by subtracting all of your business expenses from the total amount of money of money you have made (revenue):

$$\text{Revenue} - \text{Expenses} = \text{Profit}$$

A lot of eBay sellers don't how to properly calculate profit.

The average eBay rookie thinks profit can be calculated by simply subtracting the cost of the product sold from the dollar amount it sold for. What these sellers are forgetting about is all of the expenses that come with each successful transaction.

eBay fees, Paypal fees, cost of shipping supplies, etc.

To calculate the true profit, you need to subtract every single business related expense you have from the total dollar amount of sales. This is very important, you absolutely **NEED** to know exactly how much money you are making.

That is why you can't afford to ignore any expenses when calculating your monthly profits. These expenses are constantly eating away your profits and by ignoring them you will be losing a lot of money.

I am not an accountant, so I can't teach you everything there is to know about accounting. But the one thing you should definitely know how to do is calculate profit; money made less your expenses = profit.

And when you are calculating your profits don't forget to include every single business expense in your calculations. If you don't, you won't be able to take advantage of the next thing I am about to teach you.

Once again, it's not how much money you make it's how much **MONEY YOU KEEP** that is important. Because the more money you keep the more money you will have at your disposal to spend on whatever your heart desires.

When people need or want more money they automatically try to make more money. By working harder, expanding their business etc. What most people don't realize is that it is much easier to keep more money than make more money. So instead of trying to make more money, people should learn to keep the money they make.



Before I tell you how to keep the money you make, I have to ask you a question. What takes money away from you? If you say expenses, you are 100% right!

Let me ask you another question. What happens right before you have no money left?

*You pay your bills, that's what happens!*

So what you need to do in order to keep the money you make is get rid of all the stuff you don't really need. The less money you spend on bills the more money you will keep. And remember what the money you keep is called in the business world? *It's called profit.*

Do you see the value in that? Do you see how valuable the information I have just given you is? You have just learned how to increase your profits without making more money!

This is very similar to making money when you buy as well as when you sell. Remember? The less you spend on the products you sell the bigger your profit is going to be when you sell them.

## Increase Profits by Decreasing Expenses

Profit is the money you keep; it is the money you made minus what it cost to make it. Most people think that the only way to increase profit is by increasing the price of the product they sell.

Increasing the price of the product you sell would definitely increase the profit you make for every product you sell. But while increasing the profit per sale, raising prices would likely decrease your overall profits because less people would buy your overpriced products.

The best way to increase your profits is in a way that doesn't affect your customers. You can accomplish this by minimizing your business expenses.

Let's say you are already an established eBay seller that sells an average of \$10,000 worth of products per month. And out of that \$10,000 the money you get to take home (profit) is roughly \$3,000.

The \$10,000 in monthly sales is made up of 100 \$100 products, each product making you a clean profit of \$30...

$100 \text{ sales} \times \$100 \text{ each} = \$10,000 \text{ (monthly sales)}$

$100 \text{ sales} \times \$30 \text{ profit/sale} = \$3,000 \text{ (monthly profit)}$

You are making a total of \$3,000 in profit / month. With this money (\$3,000) you are free to do whatever you like. But \$3,000 is not enough; you barely have enough to cover your living expenses and plus you want to buy some new stuff.

What you could do is sell more products. Instead of 100 products, you decide to sell 150 products for a total of \$15,000 in sales per month...

$150 \text{ sales} \times \$100 \text{ each} = \$15,000 \text{ (monthly sales)}$

Your profit grows by \$1,500 to a total of \$4,500 per month.

$150 \text{ sales} \times \$30 \text{ profit/sale} = \$4,500 \text{ (monthly profit)}$

You now have enough money to cover your living expenses and buy the stuff you wanted to buy. What you don't have anymore is the free time to enjoy the extra money you are making. Because the extra 50 products you have to sell every month has added a couple of hours to your workday.

But what if instead of simply making more money you decided to keep more money by increasing the profit you make for every product you sell...

Let's say you are able to bring down the wholesale price of the products you sell by \$5 per item. You do this by haggling with your supplier and assuring him that you are here to stay and that you are about to expand your business which means more money for him/her.

You also realize that you are paying way too much in listing fees to eBay by using too many of their extra features (highlighted listings, extra photo charges ext). You decide to stop using some of these extra features and save \$0.75 per auction you list.

You also save \$2.25 on shipping supplies by buying your supplies in bulk, haggling with the supplier and adding \$0.25 to the price the customer pays for shipping.

In total you are able to decrease your costs by \$8 / sale and by doing so, increase your profit per sale by \$8.

Now instead of making a profit of \$30 / sale you make a profit of \$38 / sale. Lets see how all of this ads up when it comes to your monthly profits...

100 sales x \$38 profit/sale = \$3,800

That's great, you now make \$800 more than you used to and your total monthly sales still ad up to \$10,000. You were able to do this by keeping more of the money you make instead of making more money.

I know it's still less than what you would be making if you decided to sell an extra 50 products per month. But at least you still have free time. And more importantly your business is much more efficient, you make more money without having to work any harder than before.

What would happen if you decided to do both, keep more money and make more money? What if you decided to grow the profit you make / sale and sell and extra 50 products per month? This is how much money you would be making...

150 sales x \$38 profit/sale = \$5,700

Hmm, isn't that nice? If you were to simply try to make more money you would have a monthly profit of \$4,500. But if you make more money as well as **keep** more money you would be able to make \$5,700 in profit per month. That is a \$1,200 in extra profits every month, without increasing the number of products you sell or the price you sell them at. This is what working on your business is all about.

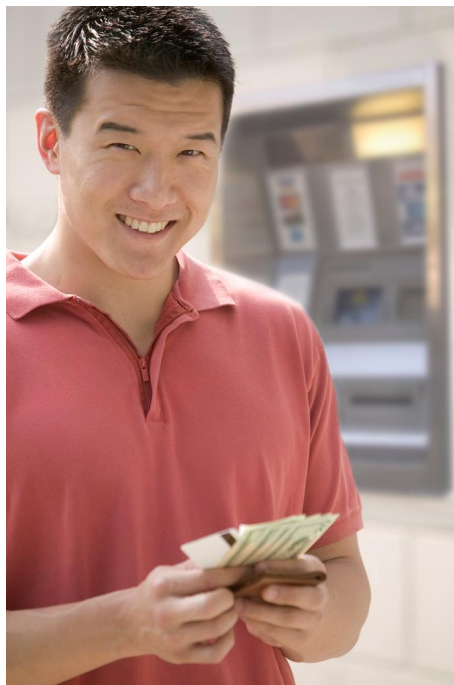
It's all about increasing PROFITS by decreasing EXPENSES

I am sure you already know this, but there are other ways to keep your money besides increasing the profit you make for every product you sell. There are hundreds of other ways to keep more of the money you make.

If your supplier ships your merchandise to you, you can save on shipping. You can save on image hosting for your listings by hosting the photos on your own website. And any other expenses you may have, such as phone bills, internet bills etc. Every single business expense you have can probably be decreased or in some cases eliminated.

What you should avoid doing at all cost when trying to increase your monthly profits is raise the shipping prices so you can make a couple of bucks profit on that. That is what some sellers do, but it's a dirty trick to make some extra money. The reason you should avoid raising shipping prices is because high shipping prices are the biggest reason most people refuse to buy stuff from the internet.

In case you were wondering, keeping money is the same as saving money. By saying "keeping more of the money you make" instead of "saving money" it makes it easier for me to explain what I am trying to tell you and makes it easier for you to understand. But whatever you want to call it keeping or saving, do it and you will have more money to do what you love without working any harder than you already do.



## Investing Back Into Your Business

If you want to grow your business, you will need to invest extra time and effort in order for that to happen. If you think your eBay business will simply grow by itself, you are mistaken.

To expand and grow your eBay business will require extra effort, time and energy. Luckily an eBay business is much easier to grow than a conventional business. It's almost as simple as increasing the number of auctions you list.

When expanding your business you must work on it, improve it, make it more efficient and make sure you can handle the extra work that will come with the growth of your business.

As your eBay business grows you must grow with it, you must realize that in order to grow your business to its maximum potential you must work on your business. Not just sell more products.

The majority of the time and effort you invest in to growing your business should be invested in working on your business. This is very important because before you decide to list 1,000 auctions per day, you must make sure your business and you can handle it.

Before you start increasing the number of product you sell, you need to have a system that will enable you to handle the extra sales. Some PowerSellers have a team of employees working for them because they know they couldn't possibly handle all of that work by themselves.

You might need to do the same. You might need to hire help in order to grow your business. You might need to hire an accountant, a secretary, a customer service representative. This all depends on how big you want to grow your eBay business. The sellers that have a whole team of employees working for them are usually the ones making hundreds of thousands of dollars per month.

But besides time and effort, it will also take money to grow your business. Remember how many steps it takes to double \$1,000 into \$1,000,000? It takes only 10 steps. The only catch is you must invest all of the money you make into your next step.

You can double \$1,000 into \$2,000, \$2,000 into \$4,000 etc.

If you double \$1,000 into \$2,000 but take the extra money you have just made and spend it, you will be back at \$1,000.

The more money you invest back into your business the faster it will grow and the more money you will be able to make. Instead of spending all of your money



right from the start, use it to buy more merchandise and make more money. Keep repeating the process until you are making the kind of money you have always dreamed of.

Here is an example of how quickly your business can grow if you simply invest the profits you make...

Let's say you are selling a \$100 product that makes you \$30 in profit / sale. It is your first month selling on eBay and you have bought a total of 20 products from a supplier in order to resell them on eBay. Each item costs you \$70 which adds up to \$1,400 for 20 products ( $\$70 \times 20 = \$1,400$ )

You list the products up for auction and in your first month you end up selling all 20. Each product sells for \$100, making you a total profit of \$600 in one month.

That's great! Let's have a party and spend the money, right? Not so fast! Instead of spending the money, you decide to invest it back into your business and buy more products with it.

Now you have a total of \$2,000 (\$1,400 plus \$600 profit). You head over to your supplier with that \$2,000 and this time instead of spending \$1,400 and buying 20 products for \$70 each. You spend \$2,000 and buy 28 products.

You list all of the 28 products you have bought and once again sell all of them. Every product once again sells for \$100 giving you a \$30 profit on each sale. This time you make \$800 in profits instead of \$600 like last time.

You take your \$2,800, head over to your supplier and once again spend all of your money on merchandise. This time you are able to buy a total of 40 products to sell on eBay.

You list the 40 products you just bought, and they all sell for \$100 giving you a profit of \$30 dollars / sale. This time you make \$1,200 in profits and sell a total of \$4,000 worth of products.

Guess what? You are now making \$1,200 a month, which is twice more than you were making when you first started. And it is all because you resisted the temptation to spend the money you made and decided to invest it back into your business instead.

Now that you are making \$1,200 in monthly profits you can afford to spend a little, but what if you decide not to? What if you decide to invest all of your money back into your business once again? What if you invest all of your profits 10 more times? Here is how much money you would be making if you decided to invest all of your monthly profits 10 more times...

You would be selling roughly \$142,000 worth of products per month! Over \$42,000 of that money would be profit! That's right, you would be making \$42,000 a month in clean profits all because you decided to keep investing your money back into your business 10 more times. Now would be a good time to have a party, a BIG party!

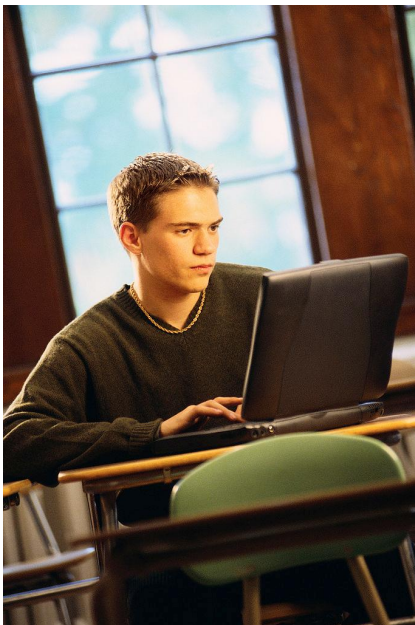
Note: this is just an example and it is meant to make you understand the importance of investing back into your business.

As you can see, the more money you invest back into your business the more money you will end up making. So please try and restrain yourself from simply spending all of the money you make; invest it instead. The more you invest the more you will get in return.

Now there are obviously different ways of investing your money into your business and the above example was just that, an example. What you should do once you start making more and more money is switch to selling a more expensive product that makes you a bigger profit. That way, while your business is growing, the *time it takes to operate* it will stay the same.

As we've covered, there are different ways you can invest money into your eBay business. One thing you should remember is the time your business needs your time, effort, attention and money most is when it is *just starting out*.

The beginning is the most important part, this is when the business is still in its infancy and much like a new born infant, this is the time it needs to be taken care of most. The more you take care of your business in the beginning, the more it will take care of you in the future.



## Before You Get Started

You have just read a lot of information about becoming a successful eBay PowerSeller. The information you have read is more than enough to get you rich and is worth every penny of the money you spent on it and more. Unfortunately, for most of the people that have just read this valuable information, it is worthless. Let me explain...

Unless you apply all of the things you have just learned nothing is going to change, your financial situation won't get any better and you will simply move on to a new and "better" idea.

What good is it to read something, learn it, and know exactly how to apply it but never get around to doing anything? You have just read what is probably the best eBay book ever written. You have just been given a goldmine of money making, dream achieving, ground shaking information...why would you waste it? Why would you waste this great potential to make money?

**You have so much potential.** You are so close to making the kind of money you have always wanted to make. You are literally on the edge of a success cliff, all you have to do is take the next step.

All you have to do is start and before you know it you will be too busy becoming successful and too far into eBay to stop. Start now, start today. You need to start while you are excited, while you have the confidence. If you start now you just might become a whole new person.

You are a person that takes action, a person that thinks positively and a person that controls your own destiny. If you don't start now you will simply go back to being the old you and keep jumping from "million dollar idea" to "million dollar idea", never spending enough time on each idea to get it off the ground.

The difference between successful people and failures is the failures talk about their good ideas and keep talking until they find a new "better" idea. Successful people put their ideas and plans into action, accomplish what they want to do, and *then* talk about it. Successful people **do**, failures *talk* about doing. That is why this book is not going to help most of the people that read it, it is because most people will talk, dream, and scheme...but do nothing about it.

I know I may sound like a broken record but this is the opportunity of a lifetime. eBay is your chance to get rich. This is it; this is your chance...eBay. Get everything else out of your head, from now the only way out there to make money for you is eBay.

Don't fall into the trap, don't let a "better idea" come along and make you

abandon eBay. Stop being all over the place, stop trying to always look for new ways to make money. Are there other ways to make money? Of course, there are always lots of ways to make money—but you can't keep thinking about them! Maybe after you've been a PowerSeller for a few years and you've accomplished your financial dreams you can think about exploring another line of business, but for now—get everything else out of your head!

You must commit, you must concentrate all of your energy into one business. That is what almost every successful person in the world has done. Michael Jordan played basketball...he was the best, Wayne Gretzky played hockey...he was the best, Alexander Karelin was a Greco roman wrestler...he was god of wrestling, Ralph Lauren...designer, Donald Trump...real estate, Bill Gates...software and the list goes on and on.

A successful person is known for one thing, not a hundred different things. Do you see the pattern? It is only when you commit yourself fully to a business that it will reward you with the money you want. If you flirt around with other ways of making money and spend little time on your business it will give you what you deserve, ZERO.

Thinking of new ways to make money while starting a business is like cheating on your girlfriend; it's not going to work out. If you are thinking of all kinds of ways to make money, stop it. Focus on eBay.

Diversifying your thoughts is counterproductive. You need to focus your thoughts, focus your energy and focus your efforts on eBay. This applies to everything in life; you can't read when you are distracted, you can't write unless you are focused, you can't do anything right unless you are concentrating. When you can't do something right, haven't you ever said to yourself "concentrate, concentrate!"

eBay can make you rich, eBay is an opportunity of a lifetime and you are literally days away from making money on eBay. So why would you think about something else? Everything else is just a distraction. That is what those new "ideas" in your head are... they are distractions, they are excuses, and they will be the reason you fail.

The same goes for other eBay or money making books. At this point they are simply distractions and excuses to put off getting started a little bit longer. You must commit yourself to this book and the ideas it teaches you, the same way you must commit to your business.

If you read another book right now it will only confuse you, distract you and derail your chances of success. This book has all you need and eBay will let you afford anything you want.

eBay is not a dream, it is reality and it is closer and more realistic than you think. Thousands of people are making the kind of money on eBay that a doctor wouldn't dream of making. As you read this book there are high school kids making more money than both of their parents combined, and going to school at the same time. There are house wives, husbands, grandmothers, brothers, mothers, fathers, policemen, clowns and pretty much any kind of person you can think of making a full time salary working part time hours... on eBay.

This is real, it is as real as it gets. eBay is not a get rich quick scam, a distant fantasy, or something only a certain kind of person can do. It something everyone can do as long as they actually choose to do it.

Why don't you go to eBay and browse around through the listings. You will come across countless sellers that are making the kind of money you dream of. Are these people smarter than you, wiser than you, or better than you? No, they are just like you. They are everyday people you pass by on the street. They are nothing special and the only reason they are becoming rich is because they decided to take action.

All of this may sound like I'm asking a lot, but that is just the way it sounds. I know I am asking you for commitment, hard work, energy, focus, total abandonment of other ideas etc. This is what you have to do in order to succeed, there is no way around it and if you consider what you will be getting in return it is worth everything I ask of you a million times over.

Did you forget the kind of money you could be making in a few short months if you commit yourself to selling on eBay? You can be making tens of thousands of dollars per month, you will finally be able to buy everything you have always wanted and most importantly you can be free to live your life without having to worry about money. This is your life we are talking about, don't you think it's worth it?

Did you forget that eBay is one of the easiest businesses out there to be successful at? That is why so many people are doing it. It's because an eBay business is more simple, easier to run and more profitable than a conventional business.

So when I ask you for your commitment, effort, energy, focus etc. don't worry; I am not asking you to commit your whole life to selling on eBay. In the big picture, eBay does not require a lot of time, effort and energy in comparison to other businesses. If you put 100% into making your eBay business successful... success will come faster than you may think.

While there is a lot of information in this book to take in at one time, the basics of becoming successful on eBay are simple. Find a product, list it, collect payment, send product to customer, repeat. Making money on eBay is

not rocket science, it is actually quite simple. You just have to take it one step at a time.

Remember how many steps it takes to double \$1,000 into \$1,000,000? It takes only 10 steps, but you must take it one step at a time. You can't make \$1,000,000 unless you make \$500,000 first, and you can't make \$500,000 unless you make \$250,000, etc.

You must take it one step at a time, don't try to make a million dollars right off the bat, make \$20 first. Just start selling and gradually applying everything you learned in this book. Your business doesn't have to be perfect right from the start. The most important thing is that you actually have a business to improve upon.

So don't worry if you're still a little confused about how it all works. Just start selling, take it one step at a time and apply everything you learned in this book as you go along; not all at the same time. Take it one step at a time, concentrate all of your energy on the step you are on, and move on to the next step only when you are completely done with the one before it.

Can you lift 1,000 pounds? Of course you can: 100 pounds at a time! If you can't lift 100 pounds then you can lift 10 pounds...

Step by step, pound by pound you will eventually reach 1,000. Why not take the same approach when trying to make money?

The last thing I want to say is whatever your dreams are, whatever you want to own or possess in life, I am positive that eBay can help you acquire those things. This is not a dream, it is not a get rich quick scheme, and there is no catch.

You can either start making money and take steps towards making your dreams a reality or go back to living the way you do now and make the best of it, either way...

**THE CHOICE IS YOURS.**

# Recommended eBay Resources

## Free eBay Account Signup:

United States: <http://www.recommended-link.com/ebay-us/>  
UK: <http://www.recommended-link.com/ebay-uk/>  
Australia: <http://www.recommended-link.com/ebay-australia/>  
Italy: <http://www.recommended-link.com/ebay-italy/>  
Netherlands: <http://www.recommended-link.com/ebay-netherlands/>  
India: <http://www.recommended-link.com/ebay-india/>  
Canada: <http://www.recommended-link.com/ebay-canada/>  
Belgium: <http://www.recommended-link.com/ebay-belgium/>  
Spain: <http://www.recommended-link.com/ebay-spain/>

## eBay Stores:

eBay Stores: <http://www.recommended-link.com/ebay-stores/>  
Pro Stores: <http://www.recommended-link.com/prostores/>

## Your Own Website:

Web Hosting: <http://www.recommended-link.com/hosting/>  
Domains & Email: <http://www.lifedomains.net>

## Payment Processing:

Paypal (free account): <https://www.paypal.com/us/mrb/pal=26EWETAN98EPU>  
StormPay (free account): <http://www.stormpay.com/?2354834>

## Ebooks & Software with Resale Rights:

10 Free Ebooks: <http://10-free-ebooks.com>  
Free eBay Tips: <http://www.auctionsprofit.com/download/signup.php>