

On Ebay Visit This Planet And Become A PowerSeller



This Ebook Is Presented To You By

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On Ebay Visit This Planet And Become A PowerSeller By John (PlanetSMS) And Ricky Allen

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Welcome To On Ebay Visit This Planet And Become A PowerSeller.....



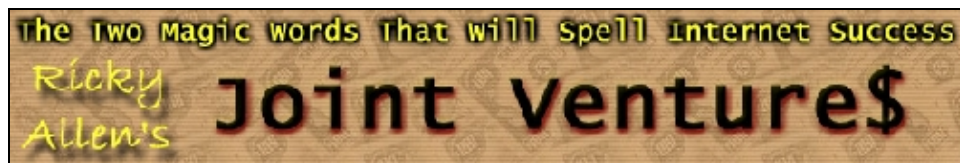
I'd like to start by thanking you for downloading this eBook. My name is Ricky Allen and I recently had the pleasure of interviewing eBay Power Seller, John (PlanetSMS), in-depth.

John also has his own web site and has become an expert at making money on the Internet. The good news for you is that he is going to reveal to you exactly how he does it.

Enjoy the interview.

Ricky Allen

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The Interview.....Part One.....

Hi John, I'd like to thank you for agreeing to take part in this interview.

No problem Ricky.

Now before we move on to the Interview properly I need to tell the readers of this eBook something of immense importance to them.

Now I first came across John when I bought a copy of his 90 Day PowerSeller Challenge eBook (electronic book). Now on the Internet I am often referred to as Ricky "The Ebook Generating Machine" Allen as I have written over 30 eBooks myself. So why would I be buying someone else's eBook and why am I so delighted that I did that.

Well as I have a number of On-line Auction related websites myself , such as www.theauctionacademy.com/ I am always on the look out for top class information that will assist people who want to buy and sell on Ebay. So I have to tell you that when I bought a copy of John's 90 Day PowerSeller Challenge eBook I really struck Gold as it is by far the best eBook I have seen for telling everyone who buys it exactly how to become an eBay PowerSeller.

So, John, I a going to start by demanding that you tell readers of this eBook exactly where they can grab a copy of the 90 Day PowerSeller Challenge eBook today.



Sure, you can get it from the link below.

http://www.planet-e-books.co.uk/90_day_powerseller_ebook.htm

Well that's certainly got us off to a flying start and now I'd like to ask you about your background?

My background is nothing special; I was a factory worker and was sick of the hard shift work and the boring repetitive task my job involved. From the day I bought

my first PC I was fascinated by the freedom the Internet brought. Plus the opportunity to make money. I was hooked from day one.

So how did you get started on eBay?

It was a bit of an accident, although I had heard of eBay I never had a look. Then one day I was searching for something for my mobile phone and came across a software CD and instantly signed up and bought it. I think I paid around £5.00 for a CD that would have cost around £1.00 to compile and deliver. Straight away that got me thinking of the money that could be made on eBay.

And what was the first product you sold?

It was something like the item above, but the difference was I stored the files on my website and simply had the buyers download the files after making payment, it was so easy. All I had to do was send an email and the transaction was complete. No rushing to the post office to deliver the goods.

Now as I said earlier I first came across you on eBay when I bought an information product from you, an eBook. Are eBooks one of your best sellers on eBay?

Ebooks (info products) are all I deal in. Unlike other high profile eBook sellers I sell nothing else. The beauty of info products is you can automate everything, and I mean everything. I can go to bed and wake up the next morning and find I have sold a bundle of eBooks and they have all been delivered, feedback has been left and I have done the same in return, all while I have been asleep.

Now John for the benefit of readers I'll include here your definition of what an eBook is.

The term eBook stands for electronic book. It is basically a book that can be read on your PC or palm device. Most eBooks are in PDF format. For books of this type you will need adobe acrobat reader. You will probably already have this on your PC. If not you can download it free from www.adobe.com Most other eBooks are exe (executable) files. These need no software to run on your PC. They can also be in the form of a word file or HTML file.

So do you think anyone can sell eBooks on eBay?

Sure, although a lot of sellers try and fail it can be done, getting set up can be hard and frustrating and you can encounter problems but as with any other venture you learn from experience. It helps to learn as much as possible before you begin though or you will probably fail. There are so many simple but crucial mistakes that most people make, it's not just a case of buying an eBook with resale rights and listing it on eBay. There are a lot of things to consider. I would suggest anyone wanting to start takes a look at my eBook, 'The 90 day Powerseller Challenge'

Well I certainly agree with you there John and your eBook, 'The 90 day PowerSeller Challenge' certainly spells out exactly what people need to do to become PowerSellers and succeed on Ebay.

Now what do you think the big advantage of selling eBooks is?

It is definitely the fact that everything can be automated and you can create products for nothing and offer them for sale. Plus you are not holding any physical stock. How many businesses can say their stock costs nothing to hold.

Approximately how many auctions do you run per month?

I would say I run about 1,000 auctions per Month, all automated. All I have to do is answer my emails once a day.

Do you think it is necessary to run this many to make a decent profit?

No, I know of a few sellers that only run about 5 featured auctions selling nothing but their own products and they make well over £1000 per Month. I run so many as I also sell eBooks with resale rights plus I want the exposure for my 'complete package'. At the moment I sell about 70 different products but I plan to sell a lot more in the near future..

So if someone wants to take a look at what auctions you are currently running what is the URL?

http://search.ebay.co.uk/_W0QQfgtpZ1QQfrppZ25QQsassocZplanetsms

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The Interview.....Part Two.....

You also have your own eBay store. What do you see as the advantages of having this?

The main advantage is you get your own web address (URL) to promote, it will also be found by the search engines. And having a store makes you look more professional. If you look at the big sellers on eBay you will see over 99% will have an eBay store. The key is to make sure you promote it in all your listings and emails.

And if someone wanted to take a look at your eBay store, what is the URL?

<http://stores.ebay.co.uk/PlanetSMS>

Do you have an About Me page?

Yes.

Do you find the About Me page useful?

Yes, apart from a way to promote yourself and your services and let customers know a little about who they are dealing with an about me page is the only place you are allowed to promote your website. If you own any websites make sure you add yours to your about me page. It is an excellent way to generate free traffic.

What is the URL of that page so people can find out more about you?

<http://cgi3.ebay.co.uk/ws/eBayISAPI.dll?ViewUserPage&userid=planetsms>

About how long was it before you could say you were making a good profit on eBay?

I actually started making good money quite quickly. I am no expert or 'guru' but I did read lots of eBooks all about eBay as I was starting up, most were not too good but I read a lot and took the best from everything I learned and put it into practice. Like I said before if you really want to succeed read up as much as you can before you begin. I like to learn all the time and it's not unusual for me to spend £50+ for a single eBook. If I can take one piece of information from it that will improve my business it's money well spent.

Well our first slight disagreement there John. Maybe it was the case in the early days that you were not an eBay expert but today I certainly consider that you are one.

Did you have to work hard to make a success of your eBay business?

At first yes and I suppose I still do, I have to put in about 2–4 hours a day to keep things running smoothly. While this sounds like nothing I have to do this every single day. I also spend a lot of time researching, compiling and writing new titles. (Just like I am doing now) I also spend a lot of time browsing eBay. I like to know what my competitors are doing

About how many hours a week do you spend on your eBay business?

In total I would say I spend about 20 – 25 hours a week running my business.

What advice would you give to someone who wanted to start an eBay business?

Learn as much as you can before you begin, take a look at other eBay sellers selling the same products you plan to sell and see how they do things. Try to sell products you know something about and become an 'expert' in your field. Build you business slowly and take your time. And remember.... Learn.

And what sort of products would you advise them to sell?

Like I said above try and sell something that you're initially interested in or if you can't do that learn about your chosen subject first. If you appear to be an expert the sales will flow. Plus you will get lots of questions and need to be able to answer them. If you are just getting started do a house clear out and sell all your unwanted goods. This will teach you how eBay works and gain you vital selling experience. It will also gain you some vital feedback points to get you started.

Do you think that anyone can make money on eBay then?

Definitely, this is the beauty of eBay. Anyone, and I mean anyone can set up their own business. There has never been a better opportunity than eBay provides you with to set up your own business. 1000s of people quit their jobs each week and make eBay their main source of income.

Well I am sure every reader of this eBook will be pleased to know that.

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The Interview.....Part Three.....

For me one of the most important things about an Internet business is being able to automate as much of the process as possible. Do you do this with your eBay business?

As I mentioned earlier I have everything automated, as soon as a payment is received the eBook gets delivered, feedback is also taken care of along with payment and feedback reminders. All I really have to do is answer any emails I receive.

What tools do you use to assist you with your eBay business and what would you recommend other eBayers use?

Although you can use Outlook Express to auto deliver your eBooks I also use My Digital Dispatch. (www.mydigitaldispatch.com)

I also use eBay turbo lister http://pages.ebay.co.uk/turbo_lister/index.html to take care of listing multiple items and selling manager pro http://pages.ebay.co.uk/help/sell/ia/selling_manager_and_selling_manager_pro.html to automate feedback, payments and reminders. These tools are vital if you list a lot of items.

Now you are an eBay PowerSeller. What do you think are the main advantages of being one?

Being a powerseller gets you respect in the eBay community. The first thing you will notice is the increase in sales, plus if you are selling any advice like I do you are much more likely to make the sale if you're a powerseller yourself. I mean would you believe what I say in my 90-day powerseller challenge eBook if I was not a powerseller? Of course not! You also get extra support, tools and advice from eBay.

How long did it take you to become a PowerSeller?

I did not become a powerseller till I started selling eBooks. From the time I started selling eBooks it took me about 90 days. And the 90-day powerseller challenge eBook was born. If I can do it so can anyone else.

John, I think I have already given my best tip for becoming an eBay PowerSeller and that was to visit today and grab a copy of your 90 Day

PowerSeller Challenge eBook from http://www.planet-e-books.co.uk/90_day_powerseller_ebook.htm If people read this and follow your instructions they will become PowerSellers.

Absolutely, I guarantee if you follow the instructions in that eBook you will become a powerseller. You will also learn a lot more about eBay in general.

Do you have any additional advice for them?

Yes, go and buy the eBook! Honestly, I have not had a bad review about that eBook and it only costs £2.99 (\$5.00 approx)



Well I have to agree with you John, that is absolutely the best advice we both can give to anyone who wants to become a PowerSeller.

Now I know you make a fair amount of money from ebay, after all you are a PowerSeller. I won't embarrass you by asking exactly how much you make. Instead I'd like to ask if you have any future plans to increase the amount of money you make on eBay?

Sure, I plan to write lot more eBooks, the more I write the more exposure I get, the more exposure I get the more sales I make. I also have a lot more planned outside of eBay. Although eBay is my main source of income I do make money from quite a few other sources.

You have excellent feedback from a large number of people who have bought from you on eBay. How important do you think feedback is if you are going to sell on eBay?

Feedback is the most important selling tool you have. Don't neglect it. Remember that your feedback is there for all to see and this reflects the type of seller you are. I take great pride in my excellent feedback. If I could give some simple advice on how to keep a good rating it would be: –

Always be polite to your customers, even if they are being rude to you. I know it can be hard but you do feel better. And you will usually get an apology and excellent feedback left.

Always respond to emails within 24 hours. If you can set up an autoresponder explaining your customers email has been received. A customer hates waiting for an

answer to a question.

If you have to post goods do it everyday, don't 'leave it till tomorrow'. Remember you are running a business and your service is reflected in your feedback.

Be honest with your listing description, if something has a flaw mention it. If you don't you will receive a neg for sure.

Remember to communicate with your customers, if a problem arises let them know. Communication is the key to excellent feedback.

What is the best way to operate with feedback? Should you wait for your buyer to give feedback first or do you advise giving feedback about them first?

When I buy on eBay I always leave feedback first but when I sell I never leave feedback first, some people will disagree with this but eBay only leaves feedback reminders for BUYERS not sellers. If you leave feedback first to your customers you will regret it, believe me.

Take A look at John's Feedback Here

<http://feedback.ebay.co.uk/ws/eBayISAPI.dll?ViewFeedback&userid=planetsms>

Have you found any advantage with either the day on which an auction ends or the length of the auction?

I always run my auctions for 10 days, this gives you maximum exposure. I also tend to end most of my auctions in the evening, as this is when most people go on eBay.

Do you include pictures with your ads and have you any tips to make sure an ad sells?

Yes, they say a picture says a thousand words and it's right with eBay. Especially if it's a physical product you're selling. Try to include at least one quality image. Also try to use a HTML editor to get your auction looking nice and use the many selling tools eBay provides. If a listing looks nice you will receive more bids. That is guaranteed. If you're not familiar with HTML go and buy an eBook about using HTML on eBay. You will pick one up for under £1.00

Now there is one final question about eBay that I think would greatly assist anyone who wants to sell on eBay. It's to do with starting prices and reserve prices. What is your view of this, do you think that it is better to put a reserve price on an item or would you recommend just setting a minimum price? If you recommend just setting a minimum price what do you think the level should be set at in relation to what you hope to get for the product?

I have never used a reserve price and have never bid on an item with a reserve price. If I see someone selling something with a reserve I simple move along to the

next item. For me eBay is about finding a bargain and if someone has stuck a reserve price on the item I'm not going to get the bargain there.

In fact what I do with any physical goods I sell is put a 1p start on the item with no reserve. This usually ends in a higher price as it gets lots of bidders interested early on. Remember that you only need 2 interested parties in any auction for the price to go through the roof. Ebay is a bit of a gamble but take my advice, start the price as low as possible and you will reap the rewards.

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The Interview.....Part Four.....

Now I understand that you also have a website. What's the URL for that?

<http://www.planet-e-books.co.uk/>

So tell me about your web site?

My website is just an extension of my eBay store. It is also a place where I sell my complete eBook packages and, enough to get you started on eBay. I also have an eBay newsletter so if you want to learn more and grab some free eBooks take a look.

Well John I have to say you have an amazing number of quality eBooks on your site. I strongly recommend that all readers of this eBook take a look at <http://www.planet-e-books.co.uk/e-books.htm> to fully appreciate this.

You also publish your own ezine (electronic newsletter), what do you include in it?

I include lots of eBay selling tips, **I also include at least 5 free eBooks with every issue**, and some are brand new to eBay. You can also look back through the archives and catch up.

And if someone wants to subscribe to your ezine how do they do that?
Just visit my website <http://www.planet-e-books.co.uk/>

Which came first, your eBay business or your web site?

My website came first, then I discovered eBay and have never looked back.

Now I always advocate that you should have both your own web site and sell on eBay. That way you have two different opportunities for making money. Is this your view also?

Yes, I need both to run a successful business, I use eBay to promote my website through the eBooks I sell. I also have a members area on my website that I sell access to on eBay. Without my website my eBay business would struggle.

About how many hours a week do you spend working on your web site?

I don't spend a lot of time on my website but I do spend a lot of time working on

my members area. I am constantly adding new products. I also have a forum in the member's area and that keeps me busy.

What tools or resources would you recommend for anyone who wants to run their own web site?

First of all you need a good host, I use one and one and have never had any problems. Check them out from these links. [Buy your domain from 1&1](#) - [Best domain prices in the UK!](#) Also, if you want your own eBook website why not buy mine, I sell it through my members area @ www.planet-e-books.co.uk

Well you have your eBay business and your web site. Do you have plans for anything else that will make you money on the Internet at the moment?

Yes, affiliates. I am doing ok now but my goal is to earn at least £1000 per week from affiliate marketing, but I'm afraid that is another story and another eBook.

Well thank you very much John, is there anything else you'd like to add? Any final comments?

Yes, no matter what you plan to sell on eBay remember you are running a business and this is reflected in your feedback. If you don't have the time don't do it as your feedback will suffer and in turn so will your business. Learn as much as you can before you start. And most importantly enjoy it! If you need any help at all I am always available via email. I can be contacted @

admin@planetsms.co.uk

Thanks, John. I am sure that all the readers of this ebook will have learned lots of valuable information from your insights into both selling successfully on eBay and from a web site.

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Summing Up.....

I must say it was a great pleasure for me to interview John. He really is a superb example of how you can succeed at both selling on eBay and from your own web site.

If you follow his example I am sure that you will be equally successful and become an Ebay PowerSeller and I wish you good luck in both your on-line auction and web site ventures.

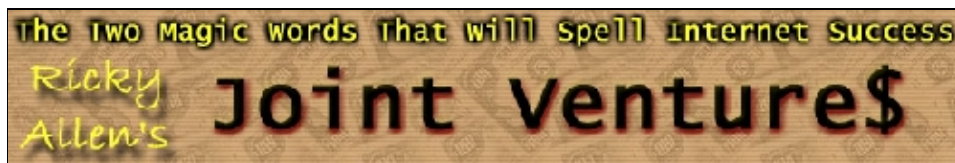
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