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## Chapter 1 – Creating Auction Titles

**It's probably fair to say that one of the key reasons why many auctions end unsuccessfully on eBay is because people have got their auction title WRONG.**

With the eBay marketplace becoming ever more over-crowded, it's now increasingly more important to create auction titles that *work*. You really do need to stand out from your rival eBay sellers.

*So what does an auction title need to do?*

Its most important job is to get people to click onto your auction. You can have the most amazing bargain in the world, or an absolutely fantastic and compelling advert, but if people never get that far then you'll never make sales. The first step in the buying process is for people to click onto your auctions.

*So how do I create a "winning" title?*

The tips below are what I've learned as an eBay seller over the past few years. I've tried many different strategies and ideas, and these are the ones that work. They bring in the buyers time and time again.

**"MY TOP 6 TITLE TIPS"**

**Create mystery.**

A relatively unknown 'secret' is to create *mystery* around your auction or product. This makes people intrigued, and ultimately results in more people clicking onto your auction.



Let's say you're trying to sell an eBook called "Profits from Adwords" that contains information on how to create an income through ads on Google. Instead of using a traditional title like "Profits from Adwords eBook – the secrets to success," trying using a title such as "Make a Great Income from Writing Three Lines of Text." You're not revealing *exactly* what the product is you're trying to sell, rather what the product can do for the buyer. Another example may be with relaxation oils. Try a title such as "The Most RELAXING Thing I've Ever Tried."

People may feel more compelled to click on your auction, but of course it does have its disadvantages, and it may not be the correct strategy for every product. After all, it's pretty hard to create excitement and mystery around a pack of envelopes for example! It also slightly contradicts one of my rules below... but it CAN and DOES work if it's the right product.

## Use capital letters

This is a MUST in an eBay auction title - Start Each Word In Your Title With A Capital Letter Like This. It makes your title stand out from people who don't, and can actually be more effective than using paid eBay options such as a bold title. You can also try putting certain key words in full capitals to draw attention to a unique selling point or a particularly attractive feature. If the item you're selling is brand new then draw attention to this fact in your title.

## Make sure you include as many keywords as possible

Most people find items on eBay by using the search facility, therefore it's important that you include words in your title that people are likely to be searching for. People that write titles which are just plain un-descriptive will lose out on sales. It stands to reason that it's important to put keywords in your titles.



## Spell accurately

Spelling mistakes don't show up in search results. If I search for "Playstation" and your auction title has it listed as "Playstataion" then I won't find your item.

## Be descriptive

If you're selling a new item, make sure you point that out in your title. If your item is in excellent condition, again make sure you say so.

## Finally...

Use paid options sparingly. eBay offers all kinds of options that are designed to increase clicks on your auctions, such as Bold and Highlight, but I've usually found that these don't have a large enough impact on auction visitor numbers to justify the cost. It may well depend on what you're selling, but I firmly believe that good wording is much more important. You can't always buy success on eBay.

Remember:

- 1.) Create mystery and excitement
- 2.) Use capital letters
- 3.) Include keywords



- 4.) Spell Accurately
- 5.) Be descriptive
- 6.) Use paid options sparingly





## Chapter 2 - Creating Auction Descriptions

**Ok, so now you've managed to get people to click onto your auction, now you must convince them to buy your product. eBay is a highly competitive environment. People that don't do the 'right' things will fail. It's harsh, but true.**

I won't pretend that this is a 'secret' winning formula, but I do say that to be successful you should be doing as many of the things below as possible.

### Be descriptive.

eBay buyers absolutely hate vague descriptions. It creates a lack of trust between you and the buyer. If you think about it, it's easy to see why. eBay doesn't involve any face-to-face selling. Buyers don't have the item right in front of them like they do in a shop. They must rely on the seller to provide them with an accurate description of the goods. *Would you spend \$100 on an item you knew very little about?* I know I wouldn't.

So be descriptive. How?

### Include every point people might want to know.

If I were selling a pair of trousers for example, I'd at least include the waist size, leg length, material type, and condition of the trousers.



## **Point out any blemishes.**

It's easy to leave out from the description a minor mark on the item, or a slight blemish in the quality, but you absolutely **MUST** point out any defects. Buyers would much prefer that you were honest with them.

## **Include photographs of the item.**

People feel much more comfortable buying something that they can actually see. It helps to decrease the 'barrier' between you and the buyer. You'll find it increases sales, and it's extremely easy to do nowadays. If you don't presently have a digital camera, you **MUST** get one now. You really don't have to buy a professional one – a cheap camera from eBay will probably do the job just fine :o).

## **Use the HTML editor when listing.**

When listing an item, eBay includes a little editor that allows you to create enhanced descriptions. For example, you can change the text colour, font size, or change the layout of your advert. Make sure you use it! It looks so much more appealing and professional to buyers than a mass of plain text.

## **Include postage and packing charges**

It sounds quite obvious, but many people forget to inform people how much it'll cost them on top of the auction price to get the item shipped. As a buyer, if I can't find this information then it sets the old alarm bells ringing. For all I know, you could be about to rip me off on postage. I wouldn't be the first!





## Be persuasive.

You're trying to sell something to people here so make sure you do so! Why should I buy your item? Why shouldn't I instead go to a rival eBay seller? What makes your item so special that I must place a bid right now?



## Chapter 3 – Pricing Strategies

**eBay offers a number of ways for you to sell your goods. There are also several pricing strategies for you to consider yourself – which one you choose will depend on a number of factors.**

When using the traditional auction format, there are two main pricing strategies that you can adopt.

### **Start low, and hope it'll go high.**

This can be a very good idea, but it's not without risk. The idea is that many people will be attracted by the initial low price, and then end up bidding against each other, thus raising the price.

This can be extremely successful, and is probably the best way to sell on eBay, but always remember that the price may not go up as far as you'd like. It's entirely possible that you could list something worth \$20 for \$1, and it'll sell for \$1. To avoid this, you could also use a reserve price however.

### **Start high.**

Many sellers list their item at the price they think it's worth. While this has the advantage that the item

will never sell for lower than you want it to, you can end up out of pocket because people will be put off by the initial high price. I've seen many cases where two different people list exactly the same item, but adopt different pricing strategies. One starts their item at say \$1, and the other at \$20. It's not unusual for the auction which started at \$1 to end up selling for more than the other simply because there was more interest in the auction.



It's also quite common to have to list an item for three or four times before it sells.

## Other Options:

### Buy-It-Now

Aside from the original auction format, eBay also allows you to list a Buy-It-Now price for your item. Buyers can click on this button and purchase instantly at a price which the seller has set.

This is a great way to get quicker sales, and can either be done as a Buy-It-Now Only auction, or it can be implemented as an additional option on a normal auction.

### Reserve Price

eBay also allows you to set a reserve price on your auction. If the listing doesn't rise high enough to your pre-determined reserve price, then you won't have to sell the item to the high bidder.

This is an ideal way of protecting yourself.

**Deciding on which pricing strategy to adopt.**



The main thing to consider is what type of item you're selling. How valuable is it? Are you prepared to take the risk of your item selling for a lower amount?

If you're selling something worth only a couple of dollars, then it's probably not worth using a reserve price. Start it low and let other people decide how much they want to pay. Who knows, what you thought was only worth \$2 could very well sell for \$50. You just never know with eBay!



## Chapter 4 – Think Like A Buyer

**If you're a seller on eBay then it's important to know what buyers expect from you. Offer them a "million dollar" experience and they're far more likely to come back to you and buy again. What's more they'll be much more likely to buy from you in the first place. Gotta be good news, eh?**

The easiest way to improve on your service is to think of the typical buying process of an eBay buyer.

- 1.) The first thing a potential buyer does is search for relevant items. eBay buyers expect a clear auction title. It should be descriptive, and tell them everything they want to know in order for them to make a decision as to whether to click on it or not. Include details such as the make and model of the item, condition etc.
- 2.) Once they've actually reached your auction, the next thing a buyer expects is a clear auction description. It should leave no questions unanswered in their mind, and make them feel relaxed and comfortable about dealing with you. Photos help to break the barrier between buyer and seller. People definitely like to see what they're buying.
- 3.) So if all this adds up in the buyers mind, they'll check the bid price and postage cost. If this doesn't seem reasonable to them they'll go elsewhere. eBay buyers expect and demand low prices.
- 4.) The next thing a potential buyer will do is check your feedback. Buyers expect a high percentage of positive comments. The first thing they'll do is seek out any negative comments. Just why did another eBay have cause to complain?
- 5.) So by now they're ready to place their bid. Hang on a minute though, there's another thing an eBay buyer expects before they'll even consider buying – convenient methods of payment. Nowadays if you don't accept PayPal, most bidders will go elsewhere. eBay buyers expect convenient and multiple payment options.





- 6.) Ok so once they've placed their bid and won an item, the next thing our choosy eBay buyer wants is to receive a confirmation email from you. It's always best to keep in personal contact with your buyers throughout the transaction process. It builds trust and confidence in the buyers mind.
- 7.) When they receive their purchase, eBayers expect it to be as described, in good condition, and packaged securely. They also demand fast shipping – waiting a week for their purchase to arrive is a big no-no. Your package should also be presentable. If they've paid you for postage and package costs then they'll at least expect to receive the item in a fully padded envelope.
- 8.) The last stage in the transaction process is to exchange feedback. Buyers expect it, and it helps to let other eBayers know what someone was like to trade with.
- 9.) One final tip: Buyers expect you to be friendly at all times. Remember the phrase “the customer is always right!”



## Chapter 5 – Open An eBay Store

**There are some pro's and con's to opening an eBay store once you have figured out the other basics on eBay. I won't go into too much detail here since this is a step that you shouldn't take until you're ready – because there are some monthly fees involved.**

### Some Of The Huge Benefits Of Opening An eBay Store Include:

- 1.) The amount of traffic that you would get at your eBay store would far outmatch the amount of traffic you could ever hope to get at newly launched website.
- 2.) The listing fees for eBay store listings are a small fraction of the listing fees for auctions out on the regular eBay site. So if you're selling a lot of items you can put a note in your auctions asking people to visit your store! Once they do they'll be exposed to more items sold by you.
- 3.) Once you're store has been up for awhile and people start visiting, you're more likely to gain regular customers who will make repeat purchases from you.
- 4.) There is a search feature that allows store visitors to search only your items! This feature is also available for non-eBay store owners, however, it's much more user friendly for store visitors.
- 5.) The biggest benefit of opening an eBay store is the duration of your listings. You can put a listing up for an old pair of sneakers for example. If you decide to let the listing run until someone purchases it will stay up indefinitely for only a few cents per month!
- 6.) A well designed store will give you lots of extra pages on eBay to tell potential buyers more about yourself and your store. A well designed store will also encourage it's visitors to browse only the store versus returning out onto the main eBay site. This can be done by reducing the size of the eBay header which is a feature only available to Featured Store owners.

**Click here if you're interested in opening your own eBay store today!**



## Chapter 6 - Use All Of The Free Tools Available

**There are several methods to finding success on eBay. But no matter what experience level of selling you may have, product sourcing is always the most important. There are plenty of companies charging an arm and a leg for their market research, but why pay the big bucks when you can get similar feedback just by knowing a few simple tricks of the trade. Here's some free tools available to you that your probably didn't even know about!**

Selling in-demand items on eBay is by far the most profitable choice you can make when doing your product sourcing. With so much competition on eBay, there's simply not room for error or choosing to sell anything less than popular.

The problem eBay sellers face however is that the state of the market is constantly evolving. Last months best-seller may be this month's total flop.

No matter how difficult or competitive selling on this auction giant may become, eBay will always try to make the process as painless as possible. Fortunately, eBay itself provides a number of tools that can help you identify the latest selling trends. This chapter will briefly explain these tools to you, show you how to access them, and evaluate their usefulness.

The first tool that eBay provides is "The Hot Items Report" (<http://pages.ebay.com/sellercentral/hotitems.pdf>) - In the words of eBay itself "Hot...Very Hot...Super Hot! Discover which categories and products are on fire—where bid to item ratios are high and demand is outpacing supply."

This is certainly an invaluable resource that will help you keep a check on the current state of the eBay marketplace and stay on top!



Second up there is the “The eBay Pulse” (<http://pulse.ebay.com>) - This allows you to view the most popular searches, largest stores, most watched items and more. It’s an extremely useful tool, but a word of warning – sometimes only the most unusual and intriguing items show up here, and not the ones that

are in the highest demand. It may not always be a true reflection on what is really the most popular item(s) on eBay. To demonstrate this, on the day of writing several items featured in The Pulse were what you might call “get rich quick schemes,” while another was someone offering to have your advertisement tattooed on their back for all to see!

Marketplace Research ([http://pages.ebay.com/marketplace\\_research/index.html](http://pages.ebay.com/marketplace_research/index.html)) is a new service that allows you to analyze data on completed auction listings. Although the service does incur a monthly charge, it may be worth a look if you’d like in-depth data and statistics already collected for you. If you’re familiar with eBay’s advanced search features you may be able to accomplish something similar to Marketplace Research on your own.

The eBay Community (<http://hub.ebay.com/community>) is another useful section to the site if you’re seeking out popular items. The chance to talk with other sellers, network, and discuss the latest trends may mean you can keep ahead of the pack. It’s nice for a good old elbow-rubbing session with fellow eBay nuts too. eBay is such a humongous marketplace most sellers realize it’s not a bad choice to share your success stories with potential competition, since you may pick up some tips for yourself.

Of course you can also simply keep an eye out yourself. Take a look at completed auction listings. Is the item you’re thinking of selling doing well for other people? Is this a seasonal item? How many other sellers are in this niche?

With this wide range of tools at your disposal, you’ve got a ready-made resource to search for those hot items. I’ve got dollar signs in my eyes already! ☺



## Chapter 7 – Keep One Ear To The Ground

**There are an absolute TON of websites on the internet that offer tips and advice when it comes to eBay. Be sure to visit the ones that give you high quality advice and aren't just out to take your money! Keeping up with the trends and strategies that other buyers and sellers follow will keep you at the top of your game!**

There are lots of places outside of eBay where you can get excellent tips and advice. I'd like to take this chapter to tell you a little bit more about my own website and why it would be VERY beneficial for you to become a regular visitor.

First of all, my website is not like most others of it's kind for a few reasons. The number one and most important reason my site is different is because we're not just a place where visitors come and go, 3 Rivers Auctions is actually an online community of eBay enthusiasts. Once you visit here's some of the things I suggest you do to take full advantage of all the excellent tips and advice available. There are some parts of the website that do tell you about special offers that are not free, however everything mentioned in this chapter are completely totally and 100% free!

The first thing you must do when you visit the site is signup for the weekly newsletter. The newsletter comes once every one to two weeks, it's written by myself – so you know it's well written :o)... and it contains articles, tips, strategies, and secrets very similar to what you've read about so far in this eBook. As a matter of fact, the majority of this eBook was created by simply taking old newsletters and adding bits of pieces! A final benefit of the newsletter is that many developers and site owners with eBay related products frequently make special offers to my subscribers! To check out more benefits of the newsletter and even read some past editions.... use this link:

<http://www.3riversauctions.com/newsletter.htm>

The next best part of the 3riversauctions.com website is the discussion forums. Granted there are forums on eBay – these forums are different. They're a place for you to talk with other eBay sellers and enthusiasts and get ideas and tips that really work. These forums also have a live chat room where you can instant message with other members who are simultaneously online with you. You can also post links to your own auctions and tell everyone a little more about yourself. Many of the members of my discussion forums have their own eBay related websites that focus on various aspects of eBay and





are very interesting. Registering for the forums is completely free and takes only a minute. You'll be able to create your own profile viewable by other members, upload pictures to your own personal gallery or to the public album, create a signature with a link to your own website or eBay store which will be viewable beneath everyone of your posts.... and I could go on for hours. The benefits of the discussion forums coupled with the fact that they're free to join make them an offer that you should not refuse! I login daily and make hundreds of posts of my own. At the very least, come signup and introduce yourself! Tell us what you thought of this eBook! :o)....

To visit the discussion forums at 3 Rivers Auctions use this link:

<http://www.3riversauctions.com/forum/>

If you're ready to just create create your free account use this link:

<http://www.3riversauctions.com/forum/profile.php?mode=register>

Beside the newsletter and discussion forums... you'll also find a giant collection of very helpful articles on eBay, affiliate marketing, and much more. The bottom line is this – If you want to make money on eBay and on the internet then you simply must use all of these free resources at 3riversauctions.com. To check out some great articles about eBay use this link:

<http://www.3riversauctions.com/articlesebay.htm>



## Chapter 8 – Get Good Web Hosting

**Good web hosting can make you a much better eBay seller for a few reasons. This chapter will explore them in detail!**

So why does a good eBay seller NEED web hosting?

The reasons are not as complex as you might imagine. Have you ever seen an eBay auction with non-standard pictures attached and wonder how they did that? Well writing your own HTML or using an editor isn't the only thing you need to do to create good auction listings. You also need to add high quality pictures that highlight your item and are big enough to be easily viewable. In my opinion the pictures that eBay allows you to attach just don't cut it. If you have your own web hosting you can host your own pictures and not have to pay the picture attachment fees that eBay charges. Web hosting is getting cheaper and cheaper these days with all the new hosting providers popping up left and right and you could get a hosting package for a very affordable rate which would allow you to not only host your own pictures... but also to have your own website!

Most eBay sellers don't realize how much income they're missing out on by not having a website. Imagine if after every sale you could send a thank you email to your buyer saying “please visit my site for some special offers just for buying from me!” Now you might be saying that you don't know how to setup a site or you don't have anything to offer... well I'm here to tell you otherwise. Using a free HTML editor like the ones you can find online are all you need even if you don't know how to write HTML (HTML is the programming used for web design – it's easy to learn and you SHOULD DEFINITELY by a book on the subject if you're interested in eBay selling). Simply getting a good program like Frontpage or something similar can turn any novice into a good web designer. As far as having nothing to offer... you can find TONS of affiliate programs to signup for on the internet.

What is an affiliate program?

An affiliate program is something you can signup for where the seller of an item will give you a commission anytime you refer someone to his/her website and a purchase is made. Imagine sending out that “Thank You” email I mentioned encouraging one of your buyers to visit your site. By the time they visit they will have already made at least one purchase from you – in case you didn't know – this



makes them MUCH more likely to spend more money with you! Now that they're visiting your site and seeing some “special offers” made through your affiliate partners they may just click over to your affiliate's site and make a purchase! Which would mean even more money in the bank for you!

Here's my favorite web hosting provider along with some of my favorite affiliate programs for eBay sellers! The web hosting mentioned below has VERY affordable monthly fees and is the official host of all of my own websites. They offer fantastic 24/7 phone support which is why I'd recommend them to anyone who's never had web hosting before – they will walk you through just about everything you need to know! For any other questions or advice you might need don't forget about the discussion forums mentioned in Chapter 7! I have lots of webmasters and other people interested in creating their own sites join the forums just so they can pick my brain. I help every single one of them as much as possible!

Here's the link for the web hosting company that I highly suggest you use because of their outstanding phone support, affordable rates, and great reputation:

<b>10 GB of Space</b> <b>250 GB of Transfer</b> <b>Free Domain</b> <b>5 Addon Domains</b> <b>20 Parked Domains</b> <b>2,500 PHP E-Mails</b> <b>1,000 FTP Accounts</b> <b>SSL, SSH, Stats</b> <b>CGI, PHP, MySQL</b> <b>Frontpage '00-'03</b> <b>&gt;Sign Up</b>	 <b>\$6.95</b> <i>per Month</i> <b>Web Hosting</b> 
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**[Click Here To Signup For Blue Host Web Hosting](#)**



As far as affiliate programs go there's lots of them that you can join for free once you have good web hosting. All you do is signup, find out what your affiliate link is, and post it on your site. Anytime a visitor to your website clicks one of these affiliate links and makes a purchase you get a commission usually ranging from anywhere between 5 – 75% of the total purchase price. There are some people out there making 6 figures and more selling other people's stuff via affiliate programs! This is just the tip of the iceberg! Here's some more information on my own affiliate program. I give 66% commissions to anyone referring a sale to me. Also, the page below will show you how to signup for your own Clickbank account... Clickbank is one of the best programs to get involved with if you want to make big affiliate commissions. Most affiliate programs are the same as far as how you go about signing up and so forth, so that's why I'm using my own as an example. Here's the link to see how simple this really is:

<http://www.3riversauctions.com/affiliates.htm>





## Chapter 9 – Watch Out For Scams

**There's a growing number of scams targeted to eBay buyers and sellers. The biggest one you need to watch out for is spoof emails which are also known as phishing attempts.**

Over the past few years there's been a worrying increase in the number of spoof e-mails that claim to be from eBay or PayPal. These are an attempt to gain your username and password so that fraudsters can use your account for illegal activities.

Even more worrying is the sophisticated tactics that they now use. Sometimes it's very hard indeed to tell whether an email really is from eBay, or whether in fact it's a spoof.

This chapter aims to raise your awareness of what to look out for. Act carefully, and there's no reason why you should ever fall victim to one of these spoofs again.

Typically a spoof email will try to firstly grab your attention. The most common is an e-mail telling you that your eBay account has apparently been suspended, and that you need to sign in to check your status. You'll then see a link that takes you to a website that is made to look like the real eBay sign-in page. This will ask for your eBay username and password.

NEVER click on a link in an email that is asking you to give your username and password. eBay will NEVER ask for these details in an email.

Of course the email telling you that your account has been suspended is just one example of a spoof. It may be in the form of an email informing you that you've become a PowerSeller, an unpaid item reminder, or even an "ask seller a question" email. All could be spoofs.

The important thing to remember is don't click on any links in an email that takes you to eBay. If you're in doubt, open up a new browser window, and go to eBay yourself manually.





Anything that looks suspicious probably is. Spoof eBay sites are often VERY realistic. You cannot tell it's not in fact a real eBay page. I've seen examples where even the web address is very cleverly disguised. Real messages from eBay rarely if ever contain links to login to the site, so make it a habit to manually open a web browser and type in eBay's web address anytime you want to visit the site.

Use the above information, as well as a little common sense, and you'll be fine. Remember too that it's not just eBay that has spoofs – PayPal, online bank accounts, and investment accounts, amongst other things, are all sites which are spoofed.



## Chapter 10 – Take Advantage Of Special Offers

So if you've read this far I'm assuming you have a significant interest in making money by selling items on eBay. Some of the special offers listed below will give you even more insight to help you attack the task of making money armed with all of the knowledge you will surely need. Some of these offers are meant mostly for newsletter subscribers - but I'm just going to assume that you're going to be signing up for my newsletter very soon so I'll let you in on them as well!

<http://www.hotitemfinder.com/3riversauctions>

### Hot Item Finder - The Best eBay Compatible Software You Can Buy!

I have worked out a special deal for all of my loyal subscribers with the help of my buddy Dave Guindon - the developer of Hot Item Finder!

### Add Live Streaming Audio To Your Site & eBay Auctions

The newest trend on the internet which increases SALES and interest by up to 200% can be yours through a special deal from 3 Rivers Auctions.

### Add Live Streaming Video To Your Site & eBay Auctions

My friend Tracy Childers has developed some cutting edge software that allows you to add real streaming video to your website and eBay auctions. His price is nearly 50% off his closest competitors! Check out the link above to see how easy he's made it for you to add video by watching one of his demo videos!

### Sell popular and hot selling consumer electronics for RIDICULOUS profits

Most Power Sellers would never dare sharing their product sourcing secrets with you. I'm not like most Power Sellers.

### Every successful eBay seller needs web hosting!

To make attractive eBay auctions listings you MUST have reliable web hosting to host your pictures and images!



### **Turn Your Online Auction Traffic into CASH!**

Learn how to turn a single eBay auction into a steady stream of cash.

### **Make \$1,000 Every Month Without A Website**

Start an online business without much money and technical know-how.  
Great for beginners.

### **Automatic Money Machine**

How to build a web site in 3 hours that will make you \$120,000 a year starting instantly!

### **He's Rich, You're Not**

He's a rich jerk and really doesn't care if you buy his info or not, because he'll still be rich either way....

### **Silent Sales Machine**

Grab your copy of the best selling eBay ebook of all time.

### **\$38,450 Profit**

from one auction! New video can teach you to make huge eBay profits.

### **Stay At Home Moms**

I made up to \$11,212 a month on eBay and now you can, too.

### **Google Cash**

How to make massive mounds of money in record time on Google - even without a website or a product!



### **eBook Cover Graphics And Web Design**

All of the eBook cover graphics and 3riversauctions.com logos you've seen throughout this eBook were done by [www.planetdivinity.co.uk](http://www.planetdivinity.co.uk)

## **CONCLUSION**

In conclusion I wanted to say “Thank You” one more time for taking the time to read this eBook and I truly hope that you've found it useful. Please remember to come visit my site and make yourself at home amongst our online community of eBay sellers and enthusiasts. There's a lot of great free resources there that you'll surely want to capitalize on. I look forward to providing you with excellent newsletter content in the future should you decide to sign up... and I also look forward to personally chatting with you in my discussion forums if you register for a free account. Good luck in all your online money-making adventures! Remember, you now have full resale and giveaway rights to this eBook – but you may NOT change it in any way. Some suggestions I would like to make are for you to sell this item on eBay individually, combine it with other eBooks as a free bonus, give it away on your eBay About Me page to thank people for visiting, or give it away along with an answer to people who ask you questions through eBay and tell them how it's helped you! This will make people feel that you're providing great customer service as well! I wish you the best of luck with all your eBay selling!

Sincerely,

Chris Vendilli, CEO  
The 3 Rivers Auctions Company  
Please visit our sites:  
[www.3riversauctions.com](http://www.3riversauctions.com)  
[www.SpotDealz.com](http://www.SpotDealz.com)