

How to Make ANY eBay Auction Item More Desirable

By Ian Stables

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When your selling items on eBay you're up against it. Many others are already selling similar items and they are no doubt offering it for a lower price than you want.

What if there was a way to sell ANY item and have everyone flocking to you instead?

Well there is...

It's quite simple!

You do it by adding value to whatever it is you are selling.

Say for example that you're selling a digital camera.

What would you like if you were buying this item?

Perhaps you would like a free guide included that would show you a great method of taking superb pictures. Or maybe a guide on how to operate the camera properly. Or both. What about a guide on how to make a living from using the camera.

How would you be able to offer this as well?

You could go to second hand book shops and see what you could pick up cheaply. The price you pay would far outweigh your expense.

What about writing your own guide and making it an ebook or just simply a Word document. You would simply email this to the buyer or buyers if you're selling lots of similar items.

The customer would not just be buying a camera. But also information on how to operate the camera and a special method of taking great. Your camera is not only more desirable but also not available from the other sellers.

Bingo!

Just think! Whatever you're selling there is some book you could buy cheaply or

write. This would make your item a lot more attractive.

So let's take something else and use the same method.

We're going to sell some jewellery. What a pain. Although we've looked there aren't any cheap second hand books available. And we're certainly not going to buy a new book.

Also we're not experts on jewellery and we don't know any special knowledge buyers would want. Don't panic! It's easy...

What we're going to do is find out some information on the web. What's more I'm going to show you an easy way to do it.

A WORD OF WARNING

Anything that is written is protected by copyright law. This means you're committing an offence if you copy or loosely copy any else's words and then sell or give to someone else. Unless the author has given written permission. And that is the key.

So you can't just copy someone else's words or you could end up in prison.

Anyway, getting back to the point.

We are going to easily find bonus information on the web.

So here we go...

Go to Google or your favourite search engine. (For the purposes of this guide I'm using Google.)

Type in the search box...

jewellery inurl:.pdf

don't forget the dot before pdf.

This search will quickly come up with a lot of pdf books. PDF is simply an electronic book you read using software called "Adobe Acrobat Reader". Every should have this software. If they haven't, it's available to download for free from the Adobe web site.

Then you look at the book to see whether the author has written that you have permission to resell (like this book) or give away to others. Trust me you'll find millions on the web.

However, for this example, we're selling a gold bracelet with opal stones. So

we're going to narrow down our search to...

jewellery gold opal inurl:.pdf

So say we then come up with an informative guide on how to clean and look after it. Perhaps showing a method of making it always look like new. Bingo! That's one bonus item to include in our auction.

Then we may want to find a guide on how to find bargain jewellery. Bingo! Another one.

Our search would probably be...

jewellery "how to" bargain inurl:.pdf

The search options are endless. Just use your imagination.

Going back to our camera example.

Our search options would have been...

method "taking photographs" inurl:.pdf

and...

"how to" "canon 200" instructions
inurl:.pdf

Using this method our auction for the
camera might look like this...

Canon 200 Fully Automatic Digital Camera

(Picture goes here)

The fully automatic Canon 200 digital camera is ideal for anyone who wants excellent pictures without having to be a technical wizard.

For FREE! Only with this auction.

2 pdf (Adobe Acrobat Reader) guides.
Downloaded unto your computer
immediately...

- Full easy to understand instructions on how to operate this camera

- 'Secret Easy Method Of Taking Super Pics" written by a professional photographer

Another example may be like this one...

LS200 Compac Laptop Computer

Brand new. Bought it as a gift but person has now moved away.

Operating system Windows NT

1gb processor

4gb hard-drive

256 ram

CD writer/reader

FREE with this auction only

Pdf (Adobe Acrobat Reader) ebook guides

- 'Tricks Anyone Can Do With Their Computer'
- 'Wizard Pictures Using 'Microsoft Paint'
- 'A Simple Tweak That Makes Your Internet Connection 50% Faster'

See how much more desirable it makes your item look. Your auction will most definitely stand out from the others.

An important point...

Make sure you mention inc. free items in your auction title or else no-one will know until they go into your auction.

By the way...

When I write my auctions I use a very easy method that has improved my auction results by 3-4 times.

You sell more by not selling.
Completely different but very effective.

The PDF book called ' How to Make Your Auction Different' explains how to do this easily. If you want to find out how to do this as well you can download the book from <http://auctiondif.tripod.com/> It's only £4.99.

Well that rounds it up. I hope you start using this method with your auctions from now on. You'll notice an immediate increase in bids.

Best of luck to you!

Ian Stables