

THE EBAY/ONLINE EASY INCOME PLAN

THE EBAY MONEY MACHINE

Everybody knows eBay is BIG but right now at this very minute it is growing by thousands of members daily and its a relatively unknown fact that 75% of these members join to start with one aim

JUST TO BUYBUY

They are desperate to buy & out number the amount of new sellers times over...

IN OTHER WORDS ITS A SELLERS MARKET

Then why are some sellers making a small profit while others (like me) are making life changing amounts and giving up their day jobs.

I am going to show you why and exactly how!!!!

YOU ARE GOING TO ACHIEVE THIS STATUS AS WELL I GURANTEE IT!! USING THIS STEP BY STEP GUIDE

THE UNIQUE EBAY EASY INCOME PLAN!!

It will create you a permanent income with financial security for those who ACT NOW !!!!

The auctions are so easy to set up and once you learn The eBay Easy Income Plan

YOU CAN SET UP AS MANY AS YOU LIKE, and if you do it right and follow my system you will earn at least

£50 .£100 profit on each and every one of them.

This information is known by all the top sellers but they don't want to tell YOU because like all prospectors they don't want to let you know where the easy rich pickings are!!

MY eBay Easy Income Plan is a simple way of starting up in this business with hardly any capital needed with really excellent profits to be made almost immediately.

THE EBAY EASY INCOME PLAN EXPLAINED

THE AIM

CREATE AN EBAY AUCTION WEEKLY BRINGING YOU AN INCOME OF £100 A WEEK.

FROM THEN ON DUPLICATE IT. AS MANY TIMES AS YOU WISH!

If you log onto eBay

You will see.... Everybody is selling a great product,

INFORMATION - EBOOKS - CD'S - HOW TO GUIDES

Mostly all of them have resell rights

THIS IS DEFINITELEY NOT THE WAY TO SELL THEM

Why?

The reason is THIS .They are all selling the **same** info at the same time with reseller rights. Sometimes hundreds of Ebay sellers can be selling the same book. 'Reseller' rights give the person who has bought the book from them the right to advertise, copy and sell the same info and to keep 100% of the profit. So of course each person who buys it will now resell the same info in the same category, use the same advert from the same Ebay auction, and maybe even at a lower price.

(Take it from me... Its happening all the time and I used to do it before I formulated The Ebay Easy Income Plan.)

So now you have maybe upwards of anything from 5 - 100 eBayers all selling the same product, in the same category!

All the new people buying the info are also selling with resale rights..

So you see quite clearly where this is all heading.... do the sums yourself.

THE ANSWER IS OVERSELL, OVERKILL AND THE MARKET FOR THIS PARTICULAR INFO DEVALUEING AT A GREAT RATE.

SO FIRST RULE OF THE EASY INCOME PLAN IS.....

SELL AN INFO PRODUCT BUT>>>>>>

NEVER NEVER advertise resale rights,

I have called this the **EBAY EASY INCOME PLAN**

because that is just what it is! There's 'Easy Money' on EBAY

just waiting to be taken from eager buyers....

and believe me... THE RUSH IS ON IN A BIG WAY

this is where the REAL money REALLY is on Ebay.

I make a great living from doing this now and what's more I'm going to show you how too....

SO SECOND RULE OF THE EASY INCOME PLAN IS.....

Write your own UNIQUE INFO PRODUCT, and sell it for a BIG profit on eBay.

I can almost hear YOU SAYING

***I WILL NEVER WRITE AN EBOOK---IM NOT A WRITER I JUST CANT---TUT
TUT***

I will show you how to create your own info products -ones that you own the copyright to and no one else..

When you own the outright copyright to your own e-book (not just some rubbish to resell that you've bought from someone else,)

Then and only then, will you start making BIG money.

All my Info Products sell for £5 - £20 Always and easily.

Because I own them outright I can keep selling them for the same money and they won't devalue. Because no one else has them but ME!

Your own e-book can bring you in thousands a month eventually.

This is serious money...

Your own self written 'INFO PRODUCT' will be in huge demand!!!

YOU MUST TELL THEM them in your auction description that they are only available from you and that they are in seriously short supply.

This instantly gives your product **value**.

All this will be quite hard work, I realise ,but you will sure as hell be glad when you become your own boss.

I remember the great feeling so well. .It wasnt so long ago ,only 6 months that I started this

How to write your own e-book and be financially free !!!

The best selling ebooks are about:

Getting things for free

Gambling

Making Money

Working from Home

Sex

Ebay

How to

All sell very well on Ebay. How do I know?

Because I sell them in their hundreds.

So to start with choose one of these subjects to write about... Choose one of the topics above.

YOU CAN USE EXISTING E-BOOKS FOR YOUR RESEARCH YOU WILL NOT BE COPYING THEM BECAUSE THAT IS ILLEGAL. YOU CAN AND ARE LEGALLY ALLOWED to rehash, reword, add to, subtract from and generally alter an existing text to make it your own.

Rewording and adding your own thoughts and ideas is perfectly alright.

Research anything you like on the subject from the internet, or buy an e-book, get the main facts from it and add your own thoughts and ideas..

Nobody has sole knowledge of any subject so you are NOT ripping off anybody's work. You are using it for research.

If you read the book and do your own research then write an ebook of your own on the same subject, using different phrases, words, layout, pictures etc etc. then there's no infringement of copyright.

You can legitimately sell it as your own work. Because it IS.

This is the secret of producing and writing your own valuable ebook and selling it on your own EBAY AUCTION

I am making a living from adapting information into my own unique e-books daily. AND YOU ALSO WILL MAKE THE BIG MONEY, because as soon as you adapt and improve all this excellent information, it will instantly become YOURS.

You will now own the copyright including SOLE rights over the ebook.

Ebay rules and regulations state you must be the copyright owner of an ebook to be able to list it.

They are not keen on resale sellers and will eventually make that a thing of the past..

You ,being the copyright owner, are fully entitled under Ebay rules to sell..sell...sell !!

Therefore your unique ebooks will also sell for a much higher price. They will easily sell for £20 a time

YOUR PRODUCT WILL BE IN HUGE DEMAND COS THEY CANT GET IT FROM ANYWHERE ELSE.

There are countless ebooks out there for research, many of them FREE.

This is THE EASY INCOME PLAN and you can create money out of NOTHING.
Set yourself up for life.

You could sell at £5 each and they would SELL LIKE HOT CAKES People will run over each other to get a new unseen before e-book for £5 on Ebay, however I would much rather sell a few less at the higher price and the income comes out at the same and its easier all round.

You will be the only person selling this so they will have to pay whatever price you ask.

If you only charge £5 however and sell three a day.

This will bring in £100 a week. For a unique e-book on Ebay this is not a problem if it's done correctly.

STARTING TO WRITE.

1.Find your subject.

I trawl through ebay constantly looking for the subject matter that sells like hot cakes. This is the prospecting part of THE EASY INCOME PLAN.

Very, very easy to do nowadays...

.JUST look at any ebay auction especially on featured listings selling multiple items on buy it now....

Go to where it says purchases (in the old days up to very recently this info was only available to the seller but now anybody can view it) If the seller has loads of buyers .you just know that it is a good market.

See so easy to research.... All the work has been done for you. Courtesy of the boys at Ebay....

If the ebook is reasonably priced., buy it and use for your research....

NOW YOU'VE GOT YOUR SUBJECT

2. WRITE THE AUCTION LISTING FIRST!

The most successful e-book writers on Ebay write the Ad first. Obviously you are not going to put it on Ebay yet cause you haven't compiled it yet but it will give you inspiration !!

Tell them what amazing, valuable and unique information your ebook will contain. Make people sit up and buy your product because it is breathtakingly different..
YOU NEED A HEADING THAT WILL ATTRACT THEM TO YOUR AUCTION.

E.G. For a book about A BETTING SYSTEM (Very popular sellers) **MY WINNINGS CAN BE YOURS £500 pounds a week easily!**

That's just off the top of my head .Just think about it and you will come up with something much better.

REMEMBER THE EASY INCOME PLAN title must attract TEN TIMES more hits than others ..So spend plenty of time on the title and listing. Its so important , especially on Ebay where you have literally 1000s of surfers. These people are now the prospectors and you want their cash ..So you must draw them in to your product.

So write the Auction listing. You will get plenty of ideas for your ebook as you go along, write them down. Every idea is needed

In the Auction listing, Say that this can only be bought from you because you are the author and copyright owner.

THIS GIVES IT A MUCH HIGHER VALUE I assure you

3. WRITE YOUR EBOOK

Using the Ebook you purchased on Ebay....

NO DIRECT COPYING ALLOWED OF COURSE but as we said before.. .Altering. rearranging and adding your own ideas are great. I suggest you write with Microsoft Word

Write your info by first removing any padding and non important information from the ebook you purchased.

Change rearrange and add more info by going to GOOGLE or your own favourite Search Engine and finding more relevant info on the subject. All this sounds hard but it really isn't when you can cut copy paste and change snippets of info adding your own interpretations as you go along ,so quickly and easily in this computer age...

When you think you have enough relevant information for your book. .usually at least 20 pages but of course

the more pages.. .the better the value and of course you can charge all the more

You can add pictures or clipart and feature color text... bold text etc to make it visually exciting and interesting.

Use all the good information that's been given to you. You will need to spend a few hours researching your book. The e-book only needs to be between 20 and 30 pages long to sell for between £5 and £30.

I also like to include links to relevant sites that can add more information to the info included in the ebook.

Also maybe a few relevant freebie ebooks that they would be able to resell. It makes the package bigger and more value for money.

Just as long as they know for sure that they cannot resell yours

Number the pages. There's a facility on word that numbers each page automatically.

If you have any websites or any other product to sell use a link. You could get more sales from it.

You are almost finished

4. Compiling your Ebook

You now have to convert your wordfile to an ebook using either either an ebook compiler or converting them to .pdf (portable document format). The best programme for this is the Adobe Acrobat writer programme as most PC's have Adobe Acrobat Reader already on their PC. You can also security password it so no one can edit it or steal it by copying it.

If you don't have the Adobe Acrobat writing programme, The downside is that it will set you back anything from £150 - £200 To purchase which obviously, when first setting out, is far too expensive.

However there are some FREE or low cost services that can convert your Word or any word processor document to pdf format for you.

Such as

www.primopdf.com

www.softwarepatch.com/software/cutepdf.html

www.pdf995.com

www.gohtm.com

You could sell it as a word file but as there is no security, it will get stolen as sure

as eggs is eggs.

Word to pdf is by far the easiest route to take.

You only have to convert your document to pdf format once.

You can also download other types of e-book compilers from the net. Mostly free and have good security but I personally don't like the way they look up to press....

5. LIST YOUR NEW AUCTION LISTING on Ebay.

As you have already written the auction listing before you wrote your book. It should be already to go on Ebay.

With a bit more fine tweaking maybe now that you have all your ebook written in reality.

You can try it out on a normal listing to start with but always list at least 25 items at a fixed buy it now price.

Once you are sure the item sells well, always list on a featured listing which costs about £13 on Ebay

This always ensures that your listing is in the top couple of pages on Ebay.

If it doesn't have a lot of featured listings in that particular listing section, then you could even be at the top of the page and consequently you are the first seller that buyers will see.

Pricing.....

This is totally up to you and as a guide never sell your unique ebook too cheaply. If not many sellers are selling similar books then price it high.. maybe £20 or so. If it is a item being sold by quite a few others (mostly resellers)

You can still sell it for more than your competitors because it is not available anywhere else, but not so much that it will put you out of the running so maybe between £4.99 -£9.99.

Once you have got back your ebay listing fees, you are in profit cos the book costs you nothing to produce... how many businesses can say that their stock costs nothing.... So Price it at £5 and sell just 3 per day and you've got your £100 a week profit to start. Once it's up and running start again and create

Your second Ebay Auction

Payments

Only take payment via Paypal(www.paypal.com). and also immediate payment required. This way you don't have to keep chasing customers for payment and you will receive an email from Paypal giving you full details of the customer.

6. SENDING THE EBOOK...

I have three methods of sending the product..

All very good and you can choose which you like best.

1. If it's a big sized ebook maybe between 5 .500 meg you can upload it to a website. You can use a free hosting provider such as geocities

(www.geocities.com)

or use the free pages that come with your internet provider to

upload your e-book to. Your buyers can download it when they want

Change this site every couple of months for security reasons You don't want people giving this info away.

So, when you have a buyer just give them the website url then they can go through the process downloading it in their own time. It saves you time. Just cut and paste the URL address into an email and send it to them.

2. If it's a small sized ebook file ...ie under 1 meg you can download it to the buyers yourself via an email attachment

This can be time consuming especially if you have a lot of sales.

3. Put it on a cd and post it.(My favourite method). Especially if you are including loads of freebies as I like to do.

Some people don't like this and think it's too much like hard work

But to me it's foolproof and easy.

I FIND IT SELLS BETTER BECAUSE PEOPLE KNOW THEY ARE GETTING SOMETHING SOLID FOR THEIR MONEY AND NOT JUST AN EMAILED DOWNLOAD..

This is especially important if you are selling your product for £20 +

Go to any market in any town now and you will find a stall selling cheap blank cds. I

buy 100 for £12. .Thats only 12 pence each.Some cheap plastic wallets at 3 pence .Total 15 pence each.

You can pre make all your cds .Everybody has access to a cd writer these days and a new one is only £20 or so now... Put it in an envelope with a first class stamp and when you have a buyer just address and post (Check out my auctions ---you will see the different methods I use) Its so easy and I include the 15 pence cost in the postage as sellers handling fees. .quite legal on Ebay...

They are paying for the info on the cd not the cd itself)

So that's it.

I started My first Ebay Auction just 3 months ago. I now make a living from them.

It has create an income for me until I retire. I work for myself and really enjoy my work.

JOIN ME AND FOLLOW MY EBAY SYSTEM IT REALLY WORKS

JUST TRY IT ONCE AND YOU WILL SEE FOR YOURSELF...

More Ideas to help you.

Do this exercise:

Open a blank page in word .Write down all the things you are great at doing. As each thought rises, type it.

EG... Baking, stained glass, gardening, restoring classic cars. There is a complete list of topics for ebooks and you know all about them

There is no price that can be placed on what you know. You now have to create the ebook and pass that wealth of knowledge on. Its so easy.

If your ebook can help push people on by giving them your invaluable business know-how, you've got a topic for a successful hugely profitable ebook.

Ebooks are one of the best money makers available in the world today. They can be sent out as attachments in emails, or sent out on discs through the mail.

But listen closely, you can still hear voices saying loudly "There are too many eBooks. No need to write more"

RUBBISH.

Every time I write another one it sells like hotcakes

And each of them was written in the last 60 days.

When everybody thinks its all been done

new ideas come to me and make my business prosper even more

I'm building it up daily.

The pure fact is, we need eBooks now more than ever.

What IS needed are new ideas all the time.

YOUR IDEAS.

In that light, I offer you the ways to succeed with your next eBook creation.

Yes, that's YOUR next eBook.:)

Get Specific. While it's all too easy to find eBooks by the dozen on Internet marketing, we have yet to hear from florists on floral design, interior decorators, pet groomers and more.

People need a quick and easy way to know how to do all sorts of things.

New Moms and Dads need parenting advice. New University students need to learn study skills. The list is endless.

TIP: Want to get an idea for your next eBook, in the next 10 minutes?

Stop and think about what you do best. What skill do you have that you are especially proud of? Now, how would you communicate that skill to your son or daughter?

Write down what you just thought of and you have the outline for your next eBook. Congratulations!!

Share your unique knowledge with the world today and make a great living from it. Just as I am doing.

Take the notes you made in the exercise above, expand and polish them then create your own eBook.

Then sell it over and over again on Ebay

REMEMBER THE EBAY MONEY MACHINE IS ON AND HAS MANY YEARS TO GO...BE IN ON IT OR LOSE OUT!!

THIS EBAY GOLD RUSH SYSTEM WORKS OR I WOULD NOT BE SELLING IT.

Creating an Ebook really isn't that difficult.

All you need to realize is that the specific subjects are something that people want and not need. People are more apt to purchase something they want over something they need.

Why?

People on Ebay are impulsive shoppers, they make decisions based on emotions.

When they see something they want, they buy it based on their impulse and

desire to have it. Any purchase based on emotions is an impulse purchase and emotion is what sells!

When it's all said and done, the end result will be well worth the effort.

Remember you only have to write it once and then it can be sold over and over again.

If you can't write, or don't have the expertise to develop your own Ebook, no problem.

If you are the type of person that doesn't think they can write, let alone write their own Ebook.

Well, that's where you can hire ghost writers. There are literally thousands of writers out there that are hungry to write for you.

Ghost writers will write your Ebook for next to nothing.

You can find thousands of ghost writers by going to the Search Engines and searching for the keywords "ghost writers".

With ghost writers no one will even know that you have hired a ghost writer, with the exception of you and the ghost writer.

I wish that I could recommend one for you, but I don't use ghost writers, so I can't.

Why do some ebooks sell off the charts, while other ones can barely get off the ground?

You'd be surprised.

You must write practical, simple, step-by-step, problem-solving, time-saving stuff.

This is what people want....

Your ebook must...

- 1) make a big promise
- 2) to solve a major, nagging problem
- 3) for rabid buyers

e.g... An ebook on how to save A LOT of money selling your own house without using an estate agent, thus holding onto thousands of pounds you would have otherwise paid in commission.

This is an "excellent" ebook idea because in the UK, one in five people move every year so there's a large market. They're "rabid" because many of them really resent paying real estate agents a large commission, and that commission is a

major, annoying problem for these people. I'd call that a best-seller wouldn't you? :)

So, to wrap up, before you dive into your new ebook, ask yourself these three questions:

1. Who is my Rabid Market?
2. What is my Big Promise?
3. What Major, Nagging Problem does it solve?

Answer those questions, and you're well on your way to creating your FIRST best-selling Ebook on Ebay....

TIPS AND TRICKS ON BEING AN EBAY ENTREPRENEUR....

If you are just starting out try to

Obtain 10 positive feedbacks and get a gold star as soon as possible.

People will then deal with you more easily

Keep your feedback positive by trading within all the rules below Positive feedback plays such an important role in your Ebay business.

During the first 30 days after registering on eBay you'll be classed as a newbie .

This means people usually will be reluctant or cautious to bid. So sales will be slow to start

After +10 feedback, you can start using the most important Dutch auctions features on Ebay.

Without a doubt, something separates good sellers from the not-so- hot ones. It has nothing to do with magic either- it has everything to do with sound practice...

Here are the principles to live by when you start your Ebay Gold Rush System Business. They will work wonders for you..

Find your own special market...unique to you

This is Number one for your success. Find your own market and define it.

Along with being in a superior position to take advantage of repeat business, the benefits from becoming specialized are endless-

Have your own goal or ambition.

Know where you want to go with your business and why.

Remember in the beginning to keep at it daily. The toughest time is at the start.

Everyone has to serve as a beginner before you can become an expert.

Grab hold of every piece of useful information you can find.

Get organised

Be efficient in all you do.

Keep everything organised and tidy and keep income tax and business expenditures records.

Serve every customer as if you need him to keep you alive..

Your customers are far more important than anything else.

Help them at every level.

If you do this they will come back for more. This is development of future business.

Treat your customers and potential customers like royalty and around 30% or more, will reward you dearly in long-term by remaining loyal to you- Your repeat business depends upon your customers. Your customers are more important than any short-term profit you make.

After the auction provide the customer with:

Speedy contact. They want all the necessary information

Ship goods as quickly and as carefully as possible. Always pack really well then you cannot be accused of bad packing and consequential damages.

Newspaper makes good packing material, especially if it's shredded. It's cheap, it's handy and it gets the job done.

Save packing material from any other shipments you receive. Bubble wrap is lighter and more professional, but it will cost you more.

AI support. Any problems or questions, communicate all the time... If you are consistent in this, you will achieve a great reputation. When auction ends, quickly email the buyers an Ebay invoice with all details etc. They will undoubtedly thank you later in feedback and repeat business.

So Remember

Your customers are No.1

They are always right.

Always be helpful and nice...

Respond to emails asap.

Never criticize

Make everything simple for the customer...

Follow everything up if necessary.

MAIN RULE always answer a customer's email.

Be An Expert

If you are an expert in what you are selling.. .i.e your ebook.., People will come to you first for sales and help.

I buy certain types of things on eBay from the same sellers over and over. They

have proven themselves to me and you can be the same to your customers..

Be TRUSTWORTHY

Try not to let anyone distrust you. You can do this through presenting yourself positively through your feedback.

By answering emails quickly and being honest in your sales techniques.

This is a very critical ingredient for online Ebay success.

Learn more computer skills

Use your existing software to handle repetitive tasks.

Getting all you can, out of all youve got.

Gives you much more time.

That means you will get more work done with less effort... and as a result you will make more money.

Be efficient not inefficient

Minimize your expenditure by maximising sales.

Test ads all the time. Take note what sells best and what just wastes money. Look for better ways to do business. So much can be done to get better sales.

Most Important Thing you ever do on Ebay: Your Auction listing patter...

A carefully worded and crafted Ebay AUCTION LISTING and HEADING can increase your results by 500 PER CENT without having to spend an extra penny.

Also check to see that your item title has no spelling errors, remembering that potential buyers use search engines like google and ebay itself.

The search engine won't pick up misspelled words.

This will kill the auction for you.

Buyers want you to be professional

The more information you give them, the better

Gain their trust and you are there.. home and dry

Dont wrongly describe your item, you will lose credibility.

When you have done this a few times, giving loads of description will become second nature.

You can always look for clues about what to say from other sellers

BUT NEVER DIRECTLY COPY.. .You will get into dire trouble.

Here are some rules to improve anything you write...

Use a short opening paragraph.

- Remember that short sentences make firm friends...

Make your paragraphs less than 3 or 4 lines.

Underline or boldface important words or phrases.

Include attention-boosters: questions, news items, promise...

Ask for the bid at the end of the description.

Use positive language.

Do this, and your writing will be crisp and easy to read...

Always make sure to proof read your listing before you post an ad for the first time, or have some else do so for you. You'll be amazed at what fresh pair of eyes will uncover...

It's very frustrating to catch a mistake after the auction has began and people have started bidding. Make sure you check over your ad and email for errors.

If you're going to be a great seller, you need to learn html. Every webpage you see is written with it. It just wouldn't be very effective to have someone else do this for you.

You don't even have to know a lot about it just the bare bones basics. Don't let it intimidate you... I speak from experience- it's SO easy. Once you learn it, you'll have blast using it.

Need a tutor? There's a real good interactive HTML tutorial at:

<http://www.dave.site.com>

Sooner or later you're going to want to get good at it. It'll take you about an hour or so to get familiar.

Also, the html editor I've used since day one is Homesite. This is a good program to use, you'll learn html fast...

<http://www.aIIaIre.com>

Learning html needs to be one of your important early goals. Being able to do it give you great control over how your ad looks...

Auctions that haven't gotten any bids can be revised as you go along .did you misspell a keyword in your auction title? Don't worry- simply go to the auction page, click "revise", correct the mistake and make way for the bidders...

Another thing, if your auction has no bids and you still have more than a day before the end, change categories.

This is helpful when you're testing new categories for particular item- if an auction in a new category starts to fail just switch to your bread and butter. By doing this you'll uncover some better places to list.

Did your auction do a flop on you? No bids, nothing? You can still relist for free but I need to answer the question...

What went wrong? Was the auction over-priced? Was it in the wrong category?

Do I need a better headline? Description? Or was it that no one wanted to buy my

old sneakers in the first place.

When you relist, change things up a little.

Consider changing one or more of the following listing variables:

What category you choose

How you word your title

- Your reputation/feedback
- How you describe your item
- Starting bid price
- Timing
- Photos/pictures
- Listing Features like featured ads, etc

Try to pinpoint what went wrong- then relist and see what your results are... thank goodness for testing.

If you test well, you will eventually get that positive result you want.

Offer a satisfaction guarantee

This is one of the strongest free tools you have

When you offer your prospective clients a guarantee of some sort, you are telling them that you are confident that your product is the best. Very rarely do they ask for one unless your product is poor. An easy way to increase sales; if you have a good product to begin with, don't neglect this technique.

Many sellers don't offer one when they could.

Persevere and you will succeed.

When things get rough and they surely will at some stage... KEEP GOING...

Meet every challenge head on and you will win through in the end... This is definite... Do not give up at any stage.. Be hard and forceful in your business.

Anytime you run into trouble or resistance in your business, accept it as a learning curve..

TIPS TIPS TIPS

Use a program called Shortkeys to type phrases and sentences that you use over and over again.

By wisely using quick email keyboard shortcuts

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

This saves you loads of time.

USE PAYPAL FOR YOUR PAYMENT and RECIEPTS

Hands down, Paypal is THE auction payment choice.

It's a free service for your customers and easy for bidders to use. OK it costs you on each sale but you can incorporate the small fee into your sales price and it saves you messing with cheques and other longwinded mechanisms...

<http://www.ijayral.com>

<https://secure.paypal.x.com/refer/pal=tim%40veribox.net> One great free way to promote your auction business is by using a signature. Signatures are six to eight line inserts at the end of your email messages.

All email programs support them. Take advantage of this cheap and effective means of advertising your listings...

Use Post Office proof of posting

Rest easy at night and get Post Office proof of posting when you post any items. A few buyers will receive an item and say they didn't get it and demand a refund. You can cover the cost of the extra in your shipping charge. It only costs an extra few pence.

If you are posting by courier, You can email the tracking number to the customer so they can track the package.

Also try and send your customer an email as soon as you post. They like to be told what is happening to their purchase and how things are going.

List your auctions at the best times

Always start and end your auctions at the best times. When most people are likely to be surfing Ebay .I.e. Early evenings etc... Your results will be better if you make a listing schedule and stick to it weekly.

Stop all Auctions that have gone wrong for some reason

If your eBay auction has gone wrong, simply cancel all bids on the auction and end the auction...

Provide an explanation for ebay and then you have done nothing wrong...

Bidders usually always wait until the last minute to bid. So never end auctions early unless you really have good reason.

NEVER OVERCHARGE ON POSTAGE

The most common cause of negative feedback.

Only charge what it normally costs you to pack and post-make handling charges reasonable.

People are not stupid and know when you overcharge them. Overcharging postage will ruin your credibility and any chance for positive feedback.

If you are having to charge special rates say for fuel insurance, special delivery or handling then tell them in the listing and leave no room for misunderstanding.

Customers usually don't mind when told...

Be cautious.... People are sensitive.

Set the minimum price for your item just slightly lower than what you think it might be worth.

This will encourage opening bids on the item.

Don't start too low; you're obligated to sell it regardless of whether or not you like the result.

If your auction didn't get any bids, there is always a good reason for it. Consider these common mistakes sellers make:

You don't make people feel safe when they bid.

You don't make your ad copy attractive or persuasive.

You don't let people know anything about your business.

You don't give people as many ordering options as possible.

You don't test and improve your ad copy.

You can easily boost your sales by looking closely at each of these common sales killers...

DUTCH AUCTIONS OR MULTIPLE BUY IT NOW AUCTIONS

Every seller knows: in order to make a lot of money on eBay, you have to run Dutch or buy it now auctions...

Any auction selling multiple similar items is Dutch.

When you start running multiple Dutch auctions then you will start to realize the power of online auctions.

You want to position yourself with products ahead of time that lend themselves over to the Dutch auction format and repeat sales.... Dutch auctions allow you to leverage your time to the highest degree. You can acquire customers and profits at a blinding rate.

Consider this example; you're eBay's Ebook guru -you're selling an ebook on eBay at £5 each and you have 500 of them.

If you sell each one auction at a time, then you would croak before you ever sold them all...

Instead, you take out five big Ebay feature plus ads costing you about £60 and you sell them all out in ten days.

If your profit margin is £3 each then you just made £1300 Not bad, that's £50,000 a year when you only consider the front-end sales. The beauty of it is this: you have just bought 500 new customers and made £1300 at the same time. So as you can see, Dutch auctions will allow you to crunch time and explode profits; there is nothing keeping you from running as many auctions as you can as long as its profitable-

Best Times To List For the Best Overall Results...

Of all the times for you to submit your ad, Saturday and Sunday mornings between 6:00 am and 9:00 am have been the best for me. But when you end depends on what you sell and the type of auctions you run.

Traffic is highest on eBay during weekend mornings. In fact, traffic is particularly heavy throughout the whole weekend.

Since a main strategy of mine always focuses around getting 30 bids on my auctions as quickly as possible, I like to get my best exposure at the first of an auction.

What's the reason I want 30 bids quick? Extra free exposure. If any of your auctions go over 30 bids your auction gets special free exposure on the site. That translates into an enormous traffic boost. I'm sure you've seen the little blowtorch beside an item.

That's what you want- it means your auction is on fire. The faster you get 30 bids the longer your auction burns bright.

To bring you up to speed here- your natural listing exposure in the search engines and category listings are best on the first and last day. And two categories people always browse are "Just started", "Ending Today", and "Going, Going, Gone".

When listing you can always choose to have your best exposure on the first day of the auction or the last. If you start in primetime, your last day will be strong. If you start in the morning, your first day will. But I only recommend doing this on the weekend holiday's where no one is working. By the way, people do a good deal of bidding on holidays- because they are not at work :)

If you are selling one item or less than 30 items, use the primetime strategy of listing. This simply means stop and start your auctions in the evening.

If you have auctions ending in primetime, you might want to avoid ending them on Tuesday or Friday night... two days that have been traditionally off for me.

Do you always start and end your auctions at the best times? To be on the safe side, always have auctions start and stop when traffic is the heaviest-

In primetime and on the weekends.

I've seen people end an auction at 3 in the morning.., not good. They just threw away a chance at having their best traffic...

So make a habit of beginning and ending auctions during primetime. A couple of other things to factor into this:

Remember your target audience- homemakers bid during the day. It's the same with someone who is retired. Get the picture?

When you hear about all the different best times to list, this is why- different people browse at different times. If your ideal customer were an 18 year old interested in comics, maybe you could end your auction at 2 in the morning and get better results :)

Test your results. Find out what works best for what you sell. You'll also want to watch out for events that affect traffic habits as a whole. Like coronation street or prime football matches.. Don't be like me and try to end a mass of auctions on that day. Not unless you don't want any bids at the end of your auction.

Keep in mind that there are up months and down months. August is typically slow for most- the colder months on the other hand... out of sight. You definitely want to be selling during those times.

There is no better time to be selling than from about October to April.

Create Your My eBay Page

Your 'My eBay' page is very important! Don't overlook the significance of it- you can use these to give buyer important information and much more...

In your business on the web your 'My eBay' page and/or website is the center for all your promotional activities.

Have a nice 'My eBay' page set up with a simple picture of you. Include your contact info and a well thought out sales message that encourages them to visit your auctions and/of website, wherever your product is being offered.

Persuade the reader to scroll down the page (where they will see your feedback and current auctions). You'll receive a jump in credibility- something you can never have too much of.

You also get a little icon beside your user I.D. that bidders will see when they visit your auction. People click these things to find out about YOU.

Let me stress: Your "My eBay" page is an important sales letter. Perhaps

the most important one you can make in your auction business. Your auctions come and go- it doesn't make much sense to promote a link that disappears after 7 days.

Your "My eBay" link is the one you're going to promote.

Most people waste their "My eBay" page. It is the equivalent to the first page of a website, so it needs to say something that grasps the readers attention and leads them where you want them to go. A finely tuned "My eBay" page is the rallying point for all your external auction marketing.

I can't think of any occupation that sharpens the mind, soul, and body like online auctions.

There's the challenge of learning all sorts of new things...

There's the thrill of the auction, the people, and the emotions involved...

There's even some good old-fashioned elbow grease...

Order fulfillment can be a major concern. Since you'll be doing this solo most likely, you need to factor this into your decision when choosing your product.

How to Handle Difficult People

We should always be polite and courteous to our bidders.

And...

While I probably don't have to tell you this, there are plenty of rude buyers who will push your patience to the max.

Before you launch that fireball, go for a walk, have a cup of coffee- think about how you're in this for the long haul... answer it after you've had a chance to settle. Here are two of the personality types you'll bump into and who may upset you but stay calm at all times:

- The Impatient Buyer- People are impatient and want their goods fast. The "Antsy Buyer" is the embodiment of this time honored sales principle. Be patient with them... explain things.

The Unhappy Buyer- Some folks will be disappointed with your product or service regardless of how good it is. Someone cut them off in traffic and they're taking it out on you.

Places Where You Can Get Clipart

Don't be afraid to weave some image and graphics into your auctions- it makes for a code ad if you do it judiciously...

If you ever need anything to up your description go to:

<http://www.clipart.com>

FEEDBACK

Make a mental note to yourself to post feedback for buyers once a week- leaving posts as payments arrive will quickly drain the life out of your day.

Buyers get antsy and hassle you about this stuff. Tell them you leave it in batches.

Use Asterisks in Your Item Titles

There are a lot of items up for auction on eBay, and it's easy for your item to get lost in the thousands of others.

Use asterisks in the title. Here's an example:

*****ANCIENT_ROMAN_COINS!*****

Catchy isn't it? It flags your prospects down doesn't it? This is so simple to do and yet so powerful.

Use Underscore to Get Longer Titles

By using underscore _ between words in your title, you'll get to enter a longer title than if you just used spaces between your words. It's just one more free thing you should do in order to make your listings stand out...

Use Key Words in Titles

Since there are so many items on eBay, one of the most effective ways people find things is to use the search engine...

If you want people to find your item, then place key words, and other carefully selected words in your titles.

For example, if you're selling a collectible model car, don't just put the word CAR in your title, put the make and model, too.

Put as many keywords possible in the title, so the greatest number of searches will locate it someone could think of who are looking for items like yours.

Choose the Best Category

Ok, you have put a lot of thought into your

You're excited about your Ebook and you're ready to start selling it on eBay auctions. Which category do you list your item in?

Considering eBay has over 1000 categories to choose from, this should be a relatively easy process. But there is one important trick you need to know.

Before listing your item in any category, follow these simple steps:

First, browse through ALL eBay categories and write down which ones you feel are relevant to your product.

You should be able to find at least 5-10 possible choices.

Next, write down the number of auctions currently online in each of those categories (the number of auctions online will appear next to the category name). An average in any category is about 1000, so if there are more than 1000 you may conclude that the category is active and if there are less than 1000 you may consider it inactive.

I consider categories with over 3000 auctions to be popular and those with over 10000 are most popular.

Using this ranking system, rate the categories that you have chosen for your product.

I recommend listing in active or above categories only because they get the most traffic. If you put your product in an inactive section of eBay™, you may get little or no bids, even if you feature it. Avoid categories with less than 1000 auctions online!

How To Keep Track of Your Auctions

Once you have more than 5-10 auction listings online, you will need to develop an effective system for keeping track of them all.

Simply listing the items and sending a confirmation email to the winners is not enough.

For example, if a customer purchases one of your products and asks whether you received payment yet or not, you need to track down the item number and see if you have received his check.

Other customers may want to know when the item was shipped or have other questions pertaining to auctions they won in the past.

You can probably keep track of them with the old pen-and-paper method, or with a simple spreadsheet.

If you choose this method, follow these steps for keeping track of the auctions: use a separate sheet of paper for each auction you list. Write down the item number, URL, listing date, listing price, and category, along with any other comments or pertinent information. When the auction ends, write down the ending date, the sell price (if any) and the buyer's contact information. Index the auctions by auction number for quick reference in a file.

Again, this method works ok for fewer than 10 auctions online each week. If you have more than that, you must use a database system of some kind, either A.I.D.

or some other appropriate software. Selling the merchandise is only half the battle .you **MUST** keep track of your sales or you will quickly find yourself lost and confused.

Your Success...

Selling information by CD and download is the best way on eBay in the end

I did everything else in the book and finally came to the conclusion:

I had to be the source of my own product.

As a result of that shift in business thinking, my overhead and workload has almost vanished.

If you are going to sell Ebooks on eBay, I need to warn you... the competition can be fierce at times. With a little savvy, this won't be a problem.

look far beyond the initial sale- most eBay sellers do this.

Just keep in mind that with your own info-product, your inventory costs are laughably low. Your markups are high.

Simply find the hottest selling information products and change them a little, give them a name and make them yours.

Go with the proven winners- check the featured auctions to find out what the hot items are...

One of the main reasons eBayer's fail... their profit margins are too low. All their money gets locked away in inventory that's not giving them the return they need to cover their overhead.

I speak from experience

It's a very sinking feeling. I started selling my own Ebooks and products exclusively after that.

Offer your customer a little extra

How would you like to skyrocket your auction profits on each auction bid by **30 - 40%**? You can do it, and it's ten times easier than you can imagine.

One common sales technique that works like magic with online auctions is offering your bidder a little extra. This is an irresistible something extra to your customer right when the transaction is about to be made.

It def1nitely works.

Just give them an extra Ebook which they will know is valuable and you will clinch the deal.

Must Have Programs

Here are the several programs I use daily that you can download for free at

<http://www.hotfiles.com>

A.I.D.- Auction information database program

Eudora Lite- fully featured email client.

Homesite- an excellent must have html editor.

Paint Shop Pro- graphics software.

- CuteFTP- FTP program for uploading files to the Internet.
- SmartSaver Pro- Crunches pics so pages can load faster
- ShortKeys Lite- Email shortcut program.

When To post Your Item

Customer satisfaction is your number one aim. So, you need to post fast and daily... but don't let this throw you off. This always pays off.

The Importance of Good Feedback

Building up a good feedback record on eBay is your #1 priority starting out. The credibility factor will weigh on you at the beginning but this can be overcome...

Remember:

§ Treat your winning bidders like royalty...

§ Sell them a quality product...

§ Actively pursue positive feedback...

Winning bidders will leave feedback for you only about 35% if you don't prompt them at all. Let them know that you NEED feedback... Once you have a good record people will be much more likely to do business with you. Make it your goal to never get a negative comment.

This is hard to do but very impressive with the buyers. If you get 'negged', correct the mistake and move on, it's not the end of the world.

Kindly reply to the response with a rational explanation for the problem and your buyers will overlook it when they glance your profile.

If you respond with a little magnanimity, you can even turn a neg into a positive in the browser's eyes...

For an example of an excellent feedback record and what positive feedback will do for you... check out eBay's all-time greatest seller:

<http://members.ebay.com/aboutme/arrothead88/>

This fellow has over 20,000 positive feedbacks. I wonder if he's made any money on eBay?

Above all enjoy your new job and financial freedom on Ebay.....

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