

Ebay Jumpstart Marketing

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Introduction

Hopefully, in this marketing guide you will learn what to sell, how to advertise, and how to make some serious cash in a very short period of time...

This won't be too in depth, I don't want to overload your brain but you should be able to get the big picture when you're done with this guide.

Everything you find in this ebook I've personally done and been successful in selling and marketing on eBay.

Take Care,

Marty Fiegl

<mailto:marty@profitswarm.com>

Need an eBay account? Get one FREE today at:

<http://www.qksrv.net/click-974585-2831475>

Choosing A Product

The biggest problem that people run into when getting started is they try to sell everything to everyone.

This is the wrong way.

You should choose one, two or three related products.

Your product that you auction should be inexpensive (under \$20 usually, there are plenty of exceptions but I want to keep this simple).

You should then setup a website to send people who win your auctions to (and people who don't, more later). They should then be presented with the related more expensive item.

This is called backend selling. A lot of people go on eBay and they don't understand what they are trying to do.

1. Build a customer base by obtaining new customers
2. Sell these customers over and over again.

This is where the REAL money is made. Since it costs the most to obtain new customers in any business. A lot of businesses will lose money just to obtain a new customer because they know they can sell them again later and the lifetime value of the customer makes the initial lose petty.

I get a lot of people after hearing me say this, think it's a scam. They think that selling something to someone after they bought something isn't right.

In reality you are creating a win-win situation. You made money and the customer was happy because they got something they wanted.

So, what product do you choose? It's up to you. Something that sells well and that you have an interest is the best.

You can go to:

<http://www.auction-sources-exposed.com/hotitems.php>

for my top 10 list of items selling on eBay. I have a program that goes out and goes through all the auctions, then compiles the data into readable information and then I sort them by the most sales.

This is a quick way to choose a product; you can of course do this manually, which is fine.

If you are selling on Yahoo or another auction site then you will have to do this manually as I have no tools to do this.

Let's say you use Weight loss pills for example. Now something dispensable like this is great because you won't need to find more backend products. But if you do you will make a lot more money.

Ok, so you chose the diet pill 'Stacker 3'. Now every time you sell one on an auction you can follow up with them every month reminding them to order more.

You should setup a website to take orders for this. If you need a web host you can get for under \$5 a month (and this host includes a web site builder package, so if you don't understand FTP and stuff, this is for you!) hosting from:

<http://www.vwrp.com/host>

There are also free ones out there, which you can get. Do a search for "Free web hosting" at:

<http://www.google.com>

and you will get plenty of options. You might want to start off free. I prefer my own domain for obvious reasons; mainly it just looks more professional.

So what's on this web page? Well, that's going to depend. Lets continue with the Stacker 3 example.

So you have an order page setup to sell your Stacker 3 (for people who are reordering). What else can you sell them?

How about a book about weight loss and dieting? Sounds good to me. Put a little ad up for one.

The easiest products to affiliate with to make money use clickbank so get a free clickbank account.

<http://zzz.clickbank.net/r/?adventmicr>

And here are a few diet and fitness products you could sell.

<http://hop.clickbank.net/?adventmicr.20bucks>

<http://www.hop.clickbank.net/?adventmicr.edietfit>

<http://hop.clickbank.net/?adventmicr.123abc>

Are you starting to get the big picture? NO? Ok, then you need to read my friend Jim Cockrum's eBook called "The Silent Sales Machine Hiding on eBay" which can be found at

<http://www.vwrp.com/ssm>

If you need a place to accept credit cards besides paypal or clickbank, a great cheap place is:

2checkout: <http://www.2checkout.com/cgi-bin/aff.2c?affid=22014>

Now I said before you want to keep in contact to continually resell the same customers over and over. So you should get an autoresponder. You can get a free one at:

<http://www.freeautobot.com>

Or you can run your own and purchase one like “Autoresponse Plus” which can be found at:

<http://hop.clickbank.net/?adventmicr.autoresp>

10 Simple and Easy Ways to Make More Money on eBay

1. **Package inserts** – Anytime I sell anything that needs to be shipped I include a little (or big) postcard with the shipment advertising something else.

You can do the same thing, if you’re not making any sales on ebay yet, you can still get other people who ship out packages to do package inserts for you. Either free, for a small charge or % of sales that come from the inserts.

You can get Postcard paper at any office supply store (65lb or more is known as “card stock” and is fine (Don’t go buying postcards (4x5 from avery, just to have them perforated it will cost you a small fortune). You can get 8 ½ x 11 card stock at office depot, staples etc for \$8 for 250 sheets (that’s 3.2 cents per sheet) vs 60 postcards from Avery for \$6 (small 4x5 cards!).

I use card stock because it’s not flimsy and cheap like paper. (Buy YELLOW card stock).

Use any text editor to make an advertisement for your product or server (preferably something that’s free to get them into your sales cycle). Redirect them to your website, a voice mail server or put a form right on the card to be faxed back (or setup a fax on demand) from a free course or free information.

2. **Mailing Lists** – If you’re already making sales on ebay you should have your customers in a spreadsheet (or better yet a database) with their mailing address, what they bought and when.

You can mail them via direct mail anytime you want telling them about new auctions, selling them something or anything you want!

If you don't have any sales but have a paypal account, anytime someone uses paypal you get their address. Do the same thing with this, direct mail them something!

If you have neither sales nor a paypal account, contact someone you know or have worked with who has one of the above and see if they're interested in a joint venture. They give you their customers and you mail them something.

Don't know how to write ads/sales letters/emails? I recommend Ad Magic by Biran Keith Voiles. Learn more at:
<http://www.netprofitsites.com/adm>

3. **About me money** – With your eBay account you get an “about me” page which, until you do something with is worthless.

Use this to your advantage. Put up an about me page, either collect leads for something free or send them to your website. In every one of your auctions point them to your “about me” page.

Here's the link to your about me page:

<http://members.ebay.com/ws2/eBayISAPI.dll?ViewUserPage&userid=YOUREBAYID>

4. **Start Your Auctions at \$1** – Starting your auction for a \$1 or less can create bidding wars and frenzys.

Use peoples emotions to your advantage. You will often see the same thing selling for twice as much just because there are a lot of bids. Create a frenzy! Start your auctions at \$1 without a reserve. Take that little risk and as long as you've seen the same thing sell and you have a good description and title, you're pretty safe and the added profit will definitely be worth it!

5. **Offer a Money-Back Guarantee** – Risk reversal has proven to increase sales in marketing in any and all media.

You take very little risk when offering a money-back guarantee. As long as the property is returned in the same condition why not offer it? The Pros (more sales, more customers) far outweigh the cons (someone returns something).

The person has to pay to ship it back to you. Most people won't do this so the profit is in your favor.

6. **FREE Shipping** – Offer free shipping on your items.

Everyone loves FREE stuff. Take out the cost of shipping, they'll save money and buy more from you. If you don't feel comfortable with FREE shipping you can get creative and do something like "First item you pay shipping on and any additional items include shipping... FREE!"

7. **Setup a section of your home ONLY for your eBay business** – You'll be pleasantly surprised with the tax write offs!

No matter if you use the space to work or store supplies, you can write it off. So why not do it? You can write off the percent of your Utility bills, Mortgage, Taxes and more by just setting up a separate space to store supplies or work!

You can even write off your car expenses if you drive to the post office to ship stuff!

8. **Get FREE Shipping Supplies** – You can get FREE tape, boxes, envelopes, and packaging material from the Post office! Yes it's 100% FREE (they even bring it to your door free).

Why? Because you have to ship with them to use these supplies, they make the most shipping supplies for you, a .01 cent box vs you using that box to ship something for \$5, \$10 or \$15 is good business for them!

Just go to: <http://www.supplies.usps.com>

9. **Get To Know The Auction Process** – After you list a few successful auctions you'll realize you can list them pretty fast. Now you can offer your services to friends, family and clients!

There are a lot of people that don't know how to use ebay, make money from this and list/sell items for them. Keep 20% or more of the profits. This costs you nothing to do (except a few minutes of time).

You can get a digital camera and even take pictures for clients and start an auction listing service! They don't pay you unless it sells and you keep a percent of the profit!

10. **Use Direct Response Descriptions** – Give your auction a headline, sub-headlines, bullet points and a GOOD picture of what you're selling.

So few sellers use GOOD direct response copy, you can easily get more money for anything you list. When I say headline, I don't mean your company name or logo with the name, or website name.

Here's an example. Lets say you're listing a Laptop computer. What would compel you to read the auction more, if the headline said...

“Global Computers – Your leading Computer Shop!”

OR

**“Finally! The Fastest Mobile PC
Ever Created Can Now Be Yours
At The Price You Want!”**

Now I just thought of that off the top of my head, with a little more research you could write one heck of a headline.

I'd then go on to list benefits with bullet points, something like.

- Work from anywhere, thanks to the Super High Speed Wireless Adapter!

- Watch DVD's in your car, on a plane, at the beach, virtually anywhere!
- Create music CD's, Backup your data with the click of a mouse thanks to the High-Speed(52x) CDRW Drive.
- Never squint with the huge 15.1" XGA Screen! (don't worry the whole computer weighs less than a carton of eggs!)
- Work for hours without plugging it in! Don't worry about being near an outlet, the ultra light-weight hi-tech battery will last for over 3 ½ HOURS!

I could go on and on. Get the picture? Tell them what they are thinking about. If you think of a feature like "15.1 XGA Screen" think what that would mean to someone (HEAVY)... Make sure you tell them it's not etc.

Misc Auction Tips

1. Set your auction to end on a Sunday, Tuesday, Wednesday, or Thursday night.
2. Do not set a reserve price.
3. 20% of all ebay auctions are bought at a set-price using buy It now, it's there, use it.
4. If you have more than one of the item place several auctions with smaller quantities and make it seem like they're scarce and might run out. I set quantity at 10.
5. Use your aboutme page to your advantage.
6. Find products that won't sell because they have horrible descriptions. Buy the items, write a GOOD description and title and resell them on ebay for a quick profit!

Advertising

If you're going to be selling Auction Sources EXPOSED! on your website or another means outside of eBay you're going to have to do some advertising. I will list some forms of advertising.

1. Pay-per-click Search Engines
2. Google Adwords
3. Ezine Advertising
4. Start your own newsletter and promote to your list

Pay-Per-Clicks:

Overture: <http://www.vworp.com/overture>

Findwhat: <http://www.findwhat.com>

7search: <http://www.7search.com>

Google Adwords:

Google: <http://adwords.google.com>

No matter how you are advertising, never spend money blindly. You should always track your ads to see if they are producing or not. If you don't track your ads you might as well throw your money out the window. I have made a deal with Adminder to offer you a FREE 30-day trial of their award winning tracking system Sign-up FREE TODAY. Hurry, I have no idea when this offer will end, it could be any day!

<http://www.adminder.com/go.cgi?id=adventmicro>

Start Your Own Affiliate Program!

As long as you have a Clickbank account you can start an affiliate program and allow others to sell your products for YOU!

If you don't already have a clickbank account go to:

<http://zzz.clickbank.net/r/?adventmicr>

How To Make REAL money on the Internet

Before you get angry with me for telling you about other ways to make money you need to understand something.

There are MILLIONS of ways to make money on the Internet. I used to do it with auctions, I still do once and a while, but I have moved onto other things.

I personally find it more interesting to make products and services and help others. If you want to learn how to make money with Information Products go to:

<http://www.completemarketingguide.com>

Want to make money with other peoples products?

You need resell rights to hot products if you don't feel like making your own killer product.

Get the hottest products, only new and up to date at:

<http://www.digitalpaperproducts.com>

or even better

<http://www.internetsupercourse.com/bib>

Resource Directory

Web Site Templates

<http://www.websiteinstaller.com>

Domain Name Registration

<http://hop.clickbank.net/?adventmicr.domains4>

Cheap Web Hosting

<http://www.vwrp.com/host>

Join my awesome visitor converting Affiliate Program

<http://www.directsalesmarketingonline.com/aff>

Want to make money OFFLINE? Learn From Michael Kimble

<http://www.internetsupercourse.com/bib>

Read my FREE Marketing Articles

<http://www.directsalesmarketingonline.com>

Start your own Mail

<http://www.vwrp.com>

Public Marketing Forum

<http://www.elitemarketinggroup.com>

Resell Rights to Hot Products

<http://www.digitalpaperproducts.com>

or

<http://www.internetsupercourse.com/bib>

Make Money Typing Google Ads

<http://www.vwrp.com/googlecash>