

eBay Selling Strategies

Top Tips from Contributors

published by Anita van Wyk

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**In this report you'll discover top tips from all 19 eBay experts
and powersellers who have contributed to**
[eBay Selling Strategies](#)

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Auction Mommies - Donna Boyle and Kim Vaughn

"Whether you have a brick-n-mortar store, online business, or eBay auction business...providing Superior Customer Service is the single most cost effective way to make your business stand apart from the competition.

Good customer service is the lifeblood of any business, and turning customers into repeat customers is the ultimate business goal. As many of us are aware, it costs 5 times as much to bring in a new customer, than to keep an existing one.

So, what is the big secret to turning customers into repeat customers?

There is no real secret to getting customers to come back. All you need to do is provide customer service that exceeds your customers expectations and outperforms your competitors service."

Barbara Ling

"When you're considering sniping an auction, do yourself a favor and bid in an odd amount like \$20.03 or \$46.53. The majority of people tend to place their top bids at an even dollar amount – by adding those few cents you greatly increase your chances of winning your item should someone else bid in your range."

Dave Lovelace

“Sell back-end products or services to your existing customers. The hardest part for any business (online or off) is to convert that prospect into a customer. Once they're a customer, and you treat them fair, it's much easier to get additional sales.

So get setup with an autoresponder and begin utilizing the About Me page or your customer service emails to get your customers to register with you (provide their contact info) so that you can then communicate with them over and over again in the future for developing relationships and building your business.”

Elaine Krieg Smith

“Collectible books do especially well in eBay stores. Research is showing an increasing number of collectible books with the highest closing prices sold from stores. Because eBay sellers can add as many photos and as much description as needed, you have a big advantage over other fixed price venues.

Another new strategy used by booksellers is the Best Offer feature. You can list a collectible book at a very high price with a Best Offer feature. When offers come in you can decide if you want to accept them. In the meantime, you can get a good idea of the demand for the book by checking the traffic statistics that are provided for store sellers. You do not need to run auctions to drive traffic to your eBay store because collectible books with fewer than twenty copies will show up in searches.

Fill your store and watch the sales roll in!”

Gary Lewis

“If you post more than a few auctions per week, you'd probably be wise to invest in auction management software. Such software can automate and manage all aspects of your auction AND help you determine what's selling and what's not.”

Ian D. Major

“Like everything else, the more you learn and put into practice, the more effective you will be at what you do.

So study those people who are already successful on eBay, improve on what they do and the world will be your Oyster.

To get specific, effective information on using your eBay AboutMe Page and some great bonuses to boost your sales go to - [eBay Visitor Value](#)

Jim Cockrum

Don't look at eBay the way 99% of all others look at eBay. Most people see eBay as a giant yard sale where they can make a few dollars.

Instead see eBay for what it really is. EBay is a huge pool of leads and potential lifetime customers. Don't just earn money one auction at a time. Capture customers and earn hands free income with eBay! That's what my book (the best selling eBay eBook ever) is all about -

"The Silent Sales Machine Hiding on eBay"
(SilentSalesMachine.com)

For example, check out sellers-voice.com. They offer a service where you can easily add your voice to your auctions, but the best part is, anyone that sees the link to your audio message can join sellers-voice.com themselves and you get paid monthly as long as they are a member. This is allowed by eBay policy - and it's that kind of thinking that allows you to take advantage of the massive traffic eBay is swarming with.

Sell more than just one auction at a time."

Lisa Galasso

"Before you sell anything on eBay, ALWAYS check the completed listings! Search by the highest bid to see what others sold your item for. Look for which items got the most bids. Look at the successfully sold items and see which categories those sellers listed them in. Compare listing times and see who was more successful.

Learn from their mistakes and emulate their successful strategies. Then find a way to do it better!!"

Marjory Howes

"Find a super HOT item that draws in lots of bidders and use it to bring traffic to a well-crafted eBay store stocked with items that are in constant supply."

Michelle Jansen

"If you are wanting to become a serious eBay seller and work full-time at it then invest in some eBay analysis / datamining software such as Terapeak at <http://www.terapeak.com> or DeepAnalysisTM by HammerTap at: <http://www.hammertap.com>.

Before subscribing to this software, make sure it meets your specific requirements and works with the appropriate geographical database/s."

Mike Enos

"Most people will never win, because they never lose. Humans grow and succeed by making mistakes and learning from them!"

Sherah L. Taylor

"Get Better Auction Results ~ Take Pictures Like Baby Gap!

Ever notice how nice Baby Gap's pictures look at www.babygap.com?

To get a more professional look, arrange the clothes so that they almost look like someone is wearing them when you take your auction pictures. This way they don't look stiff and unnatural, which is all too easy when they are lying flat.

In my auctions, I use the "layered" effect for an outfit. Take for example, a short-sleeved shirt, leggings, & sweater set. Short sleeve shirts look nice flat, so I'll lay that one down first. Then the sweater goes next to it a tad bit sideways, with just one arm slightly on top of the shirt. Both arms should be slightly bent at the elbow and resting on the waist, as they would look when being worn. The leggings go on top of both shirt and sweater towards the bottom where the waist would be, with a small bend towards the knee. In studying different websites such as Abercrombie & Fitch, Baby Gap, etc ~ you'll notice they do little things like this to make their clothing look natural and attractive."

Skip McGrath

"1. Re-listing Strategies

Did your auction fail? No bids, no hits? You can still re-list once for free. Before you hit the re-list button lets look at what happened. Was the item over-priced? Was it in the correct category? Do you need a better headline or description? Is there any demand for the product you are selling?

Since one re-listing is free, you should always take advantage of it. You can also revise your auction before it ends. If something has been up for a few days and is not getting any hits, try revising the title.

Here is another trick to reduce fees and get a longer auction: Start an auction for 3 days. eBay allows you to revise an auction if it has at least 12 hours left to run and has not received any bids. So 13 hours before the auction ends, hit the Revise Your Listing link and change the auction to a 5-day listing. If it still doesn't get any bids after 4 days and 11 hours, do this again and go to 7 days. Now if it still doesn't

sell, relist it once for free. This keeps your auction up for a long time without any extra eBay fees.

2. Turn your inventory over often

How many times you can turn your inventory over is the key to making high profits. Too many sellers get stuck with something that won't sell at a profit and they keep re-listing and re-listing until some day it eventually sells. In the meantime, they could have sold the dog at cost, and put the money into something that will turn over rapidly. Rapid turnover and re-investing your money back into more products is one of the long-term keys to success on eBay."

Sydney Johnston

"There are so many people today who want to make lots of money on eBay. There's nothing wrong with that. It's great. Ambition is a very powerful force and one to be appreciated. However, anyone who wants to make a lot of money has to become a professional marketer, as suppose to an amateur.

There are two skills that you must have if you want to be a professional marketer.

1. You have to do your homework.

You have to determine:

- if there is demand and
- how much competition you have

before you get into anything.

I spend a lot of time doing market research before I get into any opportunity whatsoever. I only want to play games that I can win. People, who jump into eBay hoping and praying that somehow they'll get lucky, are amateurs.

2. You must test.

There's only one way to improve your business and that is to make changes based on what is actually happening. We as human beings have a great capacity for deceiving ourselves. We must get accurate feedback on what is actually going on and the only way to get that is to test.

If you'll focus on mastering these two skills you'll have a good change of achieving your ambitions on eBay no matter what they are."

Terrance Smith

"Create a mini story in your descriptions to make your product stand out.

When you are trying to sell on Ebay make sure that your description makes the product sound exciting by creating a story or showcase a situation on what makes the product you are selling more special than anyone else's.

People are more likely to bid or buy your product if they can relate to why they will absolutely need your product vs. someone else's.

I know many people believe in just giving a lot of detailed descriptions or giving features of the product and that is great but it's

not exciting as reading a story or describe a situation so that people can relate on why they might need your product.

Let me give you an example

A few years ago I sold a used Sony camcorder on Ebay for \$44.00 more than someone else who was selling the exact same camcorder because I told the story on what the camcorder did for me.....

I explained how I used the camcorder for a family reunion picnic...

While the kids were running and playing, I was able to just relax on the seat of the picnic table and use the special digital zoom to capture the fun the kids were having from 100 feet away as if they were sitting right next to me.....I didn't have to move an inch from my spot

I have used other brands of camcorders and they always came up short. The pictures were always fuzzy or the zoom went only so far before fading out.

That was not the case with this one. (you will see exactly what I mean when you win the bid)

This Camcorder gets a A+ in my book because of all the features and the clarity.

In fact the video was so clear, that I could actually see the wings of the butterfly as my little four year old nephew caught it with his two fingers. The Sony Camcorder 350 captures the smallest detail and was so fun and easy to use that I might not ever buy another camcorder again other than a Sony.

It does not matter whether you are selling a book, video, antique, camera or whatever you want your product to STAND OUT from others, even if they are selling the exact same product.

If you learn to create mini stories as well as descriptions of your products, not only will you sell a lot more, but you will get a higher bid amount."

Terry Gibbs

"Profits are made when you buy something, not when you sell it. In order to insure a profit, you must pay 40% or less of the expected sales price. "

Thalia Miller

"Make sure your winners are actually winning something from you in terms of service and product. Then everyone wins."

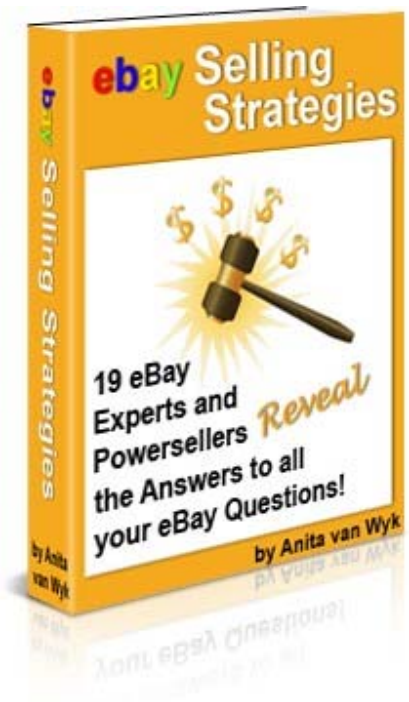
Tim Knox

"Don't be so quick to give up. Most items do not sell the first time on eBay and if you give up after one failed auction, you are doing yourself an injustice. Perseverance is the key to long term business success. If an item doesn't sell, don't give up."

Try something new. Change your product, change your price, change your ad copy, change your shipping terms, etc. Each little change might bring about big results. Change your strategy, but don't change your mind."

Todd Reese

"One of the best tips that I can give ebook sellers is: Relist your product every day. Most people will wait until your auction is near the end before they will buy. If you have an auction that ends every day, you can create a constant stream of sales!"



Please visit - <http://www.ebaysellingstrategies.com> to learn more about eBay Selling Strategies.
