

The Newbie Guide To eBay Riches



How to Get Set up for eBay Selling Success

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<http://www.ebaynewbieguide.com>

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TIP

Since there is so much information to be taken in at once, I recommend reading thru the entire book the first time; and click on the links to gain more knowledge if necessary. Once you have gone thru and acquired and digested the required knowledge, return to the beginning and read a second time while applying your knowledge as you go.

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Introduction:

Unless you're brand new to the internet or have been living a very sheltered life; you are probably at least aware of the Billion Dollar sales machine called eBay. You also may have often thought about selling some stuff but maybe weren't exactly sure of how to go about it.

My name is Mike Campbell and I have been buying and selling on eBay since 2001. I had bought a few things at first and thought "Hey why couldn't I sell some stuff and make a little extra cash." What starts out as a way to make a little extra cash can very easily turn into a full time Business. (Even if you aren't planning on it).

I started to look at eBay as a serious income opportunity in 2005 and began to take in as much information on the subject as I could. I literally spent most of my waking hours at the computer whenever I could fit it in while working my "regular job" the required min. 50 hours a week. (sometimes at 2, 3 or even 4 am!)

Within 6 Months, I hit Powerseller status; which really isn't that big a deal aside from adding credibility to your auctions as a trusted seller. However; there are many eBay sellers who are making a ton of money consistently and have huge positive feedback ratings, who are not Powersellers.

Throughout the course of this ebook I will give an overall view of the selling side of eBay with tips on how to get setup to sell your stuff successfully as well as a few pitfalls to avoid. Upon completion you will have an understanding of how to become a successful eBay

seller; however some subjects could easily be a book within themselves.

Whenever possible, and necessary, I will point you in the right direction to acquire additional information if you need a more in depth explanation on a particular subject.

I'm confident that with all the helpful information contained here in one complete package, you will be able to launch a successful eBay selling career without spending every waking hour trying to figure things out on your own.

Since there is so much information here to be taken in at once, I recommend reading thru the entire book the first time, and click on any links to gain more knowledge if necessary. (note: you must be connected to the internet for the links to function). Once you have gone thru and acquired and digested the required knowledge; return to the beginning and read a second time while applying your new found knowledge as you go.

Anyway; enough of the preliminaries - Let's get to the Meat and Potatoes.....

Chapter One

What is eBay and Where Did it Come From?

eBay was created in September 1995, by a man called Pierre

Omidyar, who was living in San Jose. He wanted his site - then called 'AuctionWeb' - to be an online marketplace, and wrote the first code for it in one weekend. It was one of the first websites of its kind in the world. The name 'eBay' comes from the domain Omidyar used for his site. His company's name was Echo Bay, and the 'eBay AuctionWeb' was originally just one part of Echo Bay's website at ebay.com. The first thing ever sold on the site was Omidyar's broken laser pointer, which he sold for \$14.00.

The site quickly became massively popular, as sellers came to list all sorts of odd things and buyers actually bought them. Relying on trust seemed to work remarkably well, and meant that the site could almost be left alone to run itself. The site had been designed from the start to collect a small fee on each sale, and it was this money that Omidyar used to pay for AuctionWeb's expansion. The fees quickly added up to more than his current salary, and so he decided to quit his job and work on the site full-time. It was at this point, in 1996, that he added the feedback facilities, to let buyers and sellers rate each other and make buying and selling safer.

In 1997, Omidyar changed AuctionWeb's - and his company's - name to 'eBay', which is what people had been calling the site for a long time. He began to spend a lot of money on advertising, and had the eBay logo designed. It was in this year that the one-millionth item was sold (it was a toy version of Big Bird from Sesame Street).

Then, in 1998 - the peak of the dotcom boom - eBay became big business, and the investment in Internet businesses at the time allowed it to bring in senior managers and business strategists, who took in public on the stock market. It started to encourage people to sell more than just collectibles, and quickly became a massive site where you could sell pretty much anything, large or small. Unlike other sites, though, eBay survived the end of the boom, and is still going stronger than ever today.

1999 saw eBay go worldwide, launching sites in the UK, Australia and

Germany. eBay bought half.com, an Amazon-like online retailer, in the year 2000 - the same year it introduced Buy it Now - and bought PayPal, an online payment service, in 2002. (Yes, eBay *owns* PayPal) We will talk more about PayPal later as it is not surprising that it has grown to become the most preferred payment method on eBay; for both Buyers and Sellers.

Pierre Omidyar has now earned an estimated \$3 billion from eBay, and still serves as Chairman of the Board. Oddly enough, he keeps a personal weblog at <http://pierre.typepad.com>. There are now literally millions of items bought and sold every day on eBay, all over the world. For every \$100 spent online worldwide, it is estimated that \$14 is spent on eBay - that's a lot of laser pointers.

Now that you know the history of eBay, perhaps you'd like to know how it could work for you and how and where you can fit in to the Billion Dollar eBay picture.

Chapter Two

The Possibilities

If you've ever read an article about eBay, you will have seen the kinds of income people make. - It isn't unusual to hear of people making thousands of dollars per month on eBay.

Next time you're on eBay, take a look at how many Powersellers there are: you'll find quite a few. (they have the little Powerseller icon next to their eBay ID). Now consider that every single one of them *must* be

selling at least \$1000.00 per Month in inventory, as that's eBay's requirement for becoming a Powerseller. Silver Powersellers sell at least \$3000.00 each Month, while Gold Powersellers sell more than \$10,000.00, and the Platinum level is \$25,000.00. The top ranking is Titanium Powerseller, and to qualify you must sell *at least* \$150,000.00 in merchandise every month!

The simple fact that these people exist gives you some idea of the income possibilities here. Many of them never set out to even set up a Business on eBay - they simply started selling a few things, and then kept going. (sound familiar?). There are plenty of people who's full time job is selling stuff on eBay, and some of them have been doing it for years now. Can you imagine that? Once they've bought the stock, everything else is pretty much pure profit for these people - they don't need to pay for any business premises, staff, or anything else. There are multi - million dollar businesses making less in actual profit than some eBay Powersellers do.

Even if you don't want to quit your job and really go for it, you can still use eBay to make a significant second income. You can pack up orders during the week and take them down to the Post Office for delivery every Saturday. Better yet, depending on your work schedule, the USPS has a FREE pick up service when they deliver your regular Mail.

What's more, eBay doesn't care who you are, where you live, or what you look like: Some Powersellers are very old, or very young. Some live out in the middle of nowhere where selling on eBay is one of the few alternatives to farming. eBay tears down the barriers to earning that the real world constantly puts up. There's no job interview and no commuting involved -if you can ship stuff you can do it.

Even if you feel you are limited on shipping possibilities, there are many eBay sellers who don't need to ship anything. They are really maximizing on the extraordinary benefits that the internet has to offer and selling digital items, such as software or eBooks that are instantly

downloaded by their customers. I will expand more on this subject in a bit.

Put it this way: if you know where to get something reasonably cheaply that you could sell, then you can sell it on eBay - and since you can always get discounts for bulk at Wholesale, that's not exactly difficult. Buy a wholesale lot of something in-demand cheaply, sell it on eBay, and you're making money already, with no set-up costs. Aside from the 70 cents or so that it would cost you to list your item (and this includes a picture!).

If you want to dip your toe in the water before you commit to actually buying anything, then you can just sell things that you've got lying around the house. Search thru that cupboard of stuff you never use and you'll probably find you've got a few hundred dollars worth of stuff lying around in there. This is the power of eBay; there is always someone who wants what you're selling, whatever it might be. Since they've come looking for you, you don't even need to do anything to get them to buy it.

So you want to get started on eBay? Well, that's great! There are only a few little things you need to know before you go and throw yourself in at the deep end.

Chapter 3

What You Need To Know *Before* You Get Started on eBay

-> What Do I Sell?

First off, you need to know what it is you're going to sell; what's your specialty? You'll do far better on eBay if you become a great source

for a certain kind of product, as people who are interested in those products will come back to you again and again. (This is known as your *Niche*). You won't get any loyalty or real reputation if you just sell junk at random.

When you think about what to sell, there are a few things to consider. The most important of these is to always sell what you know. If you try to sell something that you just don't know anything about then you'll never write a good description and sell it for a good price. Also, you will probably have questions from potential customers and you'll do better if you are very familiar with your products.

You might think you're not especially interested in anything, but if you think about what kind of things you usually buy and which websites you go to most often, I'm sure you'll discover some kind of interest. If all else fails, mention it to your friends and family: they'll almost certainly say "Oh, well why don't you sell...", and you'll slap your forehead.

Out of the things you know enough about, you should then consider which things you could actually get for a good enough price to resell, and how suitable they would be for shipping. If you can think of something that you're knowledgeable about and it's small and light enough for postage to be relatively cheap, then that's great!

Search eBay For Inventory

Yes, you read it correctly. EBay. There are many Wholesale Lots listed, just do a search on "Wholesale Lots", "Wholesale", or "Wholesale Job Lot" in your chosen *niche*.

(psssst...here's a little known secret) EBAY SELLERS CAN'T SPELL!

Yes, you read that correctly also. You can take advantage of other sellers misspellings, buy their items at next to nothing because they never get found in a search. Think about it - You've got inexpensive inventory that is already packed up ready to ship to *your* customer.

You buy it up, take your own pictures, list it with the Correct spelling, and make a killing. You then put it back in the box that it was shipped to you in (you save on shipping supplies also), slap a new shipping label on it and send it off.

That sounds great! But how do I find this stuff you ask? Well, you could spend hours entering all the different possible ways someone could misspell an item, or you could use my FREE eBay misspellings tool here: ☺

<http://www.ebayschool.net>

Find Genuine Wholesalers

For genuine wholesalers, “Danger, Danger, Will Robinson..” Stay Away from “The Google Search” and all the “Junk Lists” sold on eBay as most of these are just Google Searches that someone else has already done, and copy and pasted the results into a “report”. Now, notice I said *most*, as I’m sure there are some legitimate ones (in fact I found one, I’ll tell you in a minute), but you can spend a small fortune to find this out. They are generally full of Dropshippers and Middlemen operations, both of which you will find their “wholesale” pricing makes it almost impossible to have any kind of profit margin. Especially as eBay can be quite a competitive market. If you are brave and want to test the waters, be sure to check the sellers feedback and review the comments left by previous customers. Also, I recommend buying from a Powerseller if possible, as they could not get away with selling junk and remain a Powerseller for long.

There are really only three sources I recommend when it comes to “Real Wholesale Sourcing“ (especially if you are fairly new to selling and don’t already have good sources that you have purchased goods from in the past). Believe me; I have bought many a junk list to find this out.

-> **Skip McGrath**...Skip is an experienced Powerseller and will sell

you access to his top 20 Powerseller Sources for less than \$3.00! Yes, that's three dollars! Yes, these are REAL! I purchased this list myself and can definitely back up the fact that this is a fantastic collection of resources, and it's less than \$3.00! You can find him at [His Website](#)

-> **Chris Malta**...Chris is one of the founders of Worldwide Brands. They specialize in sourcing Genuine Dropship and Wholesale sources. They also have the *only* eBay endorsed Dropship Directory available. This Directory is *that* Genuine, that it is actually endorsed by eBay! You can find more on this fantastic resource guide here: [Dropship Source Directory](#)

->**SaleHoo**...is a sourcing service, who's primary function is to find reputable suppliers in *any* market. They have suppliers in anything from Clothing, to Electronics, to Pet Supplies, to Jewelery, you name it. Also, if they don't have a supplier for a particular Niche for what you are looking to sell; they will find it for Free. This is a membership site (one time payment) but I feel it is worth the membership fee instead of searching endlessly by yourself. Many of the suppliers will sell small lots or even single items - great for people just starting out and most of them also take PayPal or C.O.D or at least some form of secure payment. You can check out a sample of the items available and the pricing here at [SaleHoo](#).

If you're not too excited about the shipping aspect of selling on eBay, and would like to avoid it altogether, you might think about Digital Items. Digital items are an excellent option as you have virtually no inventory, you purchase the item once and resell it again and again. No storage facilities, no packing and shipping costs; instant delivery, just like this eBook. Click here to learn more about how to [Sell Info Products on eBay](#).

To learn many ways to completely automate your eBay sales, I recommend you pick up a copy of [The Silent Sales Machine Hiding on eBay](#) by Jim Cockrum. This is

the Number One selling eBay info. book to date!

-> **Different eBay Auction Types**

Over the years, eBay has introduced all sorts of different auction types in an effort to give people more options when they buy and sell their things on eBay.

For every seller who doesn't like the idea that their item might sell for a far lower price than they intend, there's another who wants to shift hundreds of the same item quickly. eBay tries to cater to all tastes. This chapter will give you an overview of the different kinds of auctions and their advantages for you.

Normal Auctions.

These are the bread-and-butter of eBay, the auctions everyone knows: buyers bid, others outbid them, they bid again, and the winner gets the item. Simple.

Reserve Auctions.

Reserve auctions are for sellers who don't want their items to sell for less than a certain price - a concept you'll know about if you're familiar with real auctions. They work just like normal auctions on eBay, except that the buyer will be told if their bid does not meet the reserve price you set, and they'll need to bid again if they want the item. If no one is willing to meet your price, then the auction is cancelled, and you keep the item.

As scary as it may seem to have the possibility of someone picking up your favorite collectible or a rare Beatles Album for merely pennies; you will find that the lowest possible starting price and no reserve set, will stimulate more bids and the item will (many times) sell for much higher than you would have set your reserve.

Fixed Price ('Buy it Now') Auctions.

Buy it Now auctions can work in one of two ways. You can add a Buy it Now button to a normal auction, meaning that buyers can choose either to bid normally or to simply pay the asking price and avoid the whole bidding process and possibly get outbid at the last second. Some sellers, though, now cut out the auction process altogether and simply list all their items at fixed price. This lets you avoid all the complications of the auction format and simply list your items for how much you want them to sell for.

This selling format is especially useful if you have many of the same items you want to sell. You can list them in quantities and customers can choose the quantity they desire to purchase right away. You can save a little bit of cash on listing fees as well because you won't be charged the regular listing fee for 10 different auctions. To list this way you have one slightly higher listing fee (than a single listing) which would only be a fraction of what it would cost you to run individual listings.

Recently, eBay added a twist to fixed price auctions: the 'best offer'. This means that buyers can contact you to negotiate a price, which could be a good way to get sell some extra stock at a small discount. The only downside to reserve and fixed price auctions is that you pay a small extra fee to use these formats. In general, it is more worth using reserve auctions for higher-priced items and fixed price auctions for lower-priced ones - but remember that you can combine the two formats.

Multiple Item ('Dutch') Auctions.

These are auctions where you can sell more than one of a certain item. Dutch auctions can be done by bidding. Buyers bid a price and say how many items they want, and then everyone pays the lowest price that was bid by one of the winning bidders. If you have trouble

getting your head around that, then don't worry - everyone else does too! These auctions are very rare.

What is more common is when a seller has a lot of one item, and lists it using a combination of two auction types: a multiple-item fixed price auction. This just means that you can just say how many of the item you they have, and offer them at a fixed price per unit. Buyers can enter how many they want and then just click Buy it Now to get them.

Now that you know about the different types of auctions, you should make sure that the items you plan to sell don't violate eBay's listing policies. These policies can change quite frequently, so be sure to check the current policies here:

http://pages.ebay.com/help/sell/item_allowed.html

Learn To Talk Like an "eBayer".

Do you have trouble sometimes understanding when people talk about eBay? Don't worry, some of the jargon is really obscure, and you can't be expected to understand it until someone's told you what it means. Here's a little list of some of the most useful lingo to know, but you don't need to memorize it - even the most common jargon is only used relatively rarely.

Words.

Bid: telling eBay's system the maximum price you are prepared to pay for an item.

Dutch: an auction where more than one of an item is available.

Feedback: positive or negative comments left about other users on eBay.

Mint: in perfect condition.

Non-paying bidder: a bidder who wins an auction but does not then go on to buy the item.

PayPal: an electronic payment method accepted by most sellers.

Rare: used and abused on eBay, now entirely meaningless. (everyone thinks their stuff is rare).

Reserve: the minimum price the seller will accept for the item.

Shill bid: a fake bid placed by a seller trying to drive up their auction's price.

Snail Mail: the regular Mail, which is obviously very slow compared to email.

Sniping: bidding at the last second to win the item before anyone else can outbid you.

Abbreviations.

AUD: Australian Dollar. Currency.

BIN: Buy it Now. A fixed price auction.

BNWT: Brand New With Tags. An item that has never been used and still has its original tags.

BW: Black and White. Used for films, photos etc.

CONUS: Continental United States. Generally used by sellers who don't want to ship things to Alaska or Hawaii.

EUR: Euro. Currency.

FC: First Class. Type of postage.

GBP: Great British Pounds. Currency.

HTF: Hard To Find. Not quite as abused as 'rare', but getting there.

NIB: New in Box. Never opened, still in its original box.

NR: No Reserve. An item where the seller has not set a reserve price.

OB: Original Box. An item that has its original box (but might have been opened).

PM: Priority Mail.

PP: Parcel Post.

SH: Shipping and Handling. The fees the buyer will pay you for postage.

USD: United States Dollars. Currency.

VGC: Very Good Condition. Not mint, but close.

NPB: Non Paying Bidder.

The chances are that you'll find more specific jargon related to whatever you're selling, but it would be an impossible task to cover it all here. If you can't figure one out from your knowledge of the subject, then type the term into a search engine, followed by the word 'ebay'. The chances are that someone, somewhere will have seen fit to explain it.

While it's good to be able to understand others' jargon, avoid using it unless you really need to (for example, if you run out of space in an item's title). Many people on eBay are not experienced buyers and you will lose them if you write a load of gobbledegook all over your auction.

By now, you're well prepared for eBay life, and you're probably ready to get started with that first auction. I just want to touch on one more thing before we get there.

Buy Something

I'm sure you are eager to post your first auction and get into the 'eBay Groove'. However, if you are brand new to eBay, I highly recommend that you bid on and purchase a couple of items first. Set up an account. [Click here for eBay!](#) This will accomplish 2 things.

- 1) It will help you get the feel of how things work from a buyers perspective and get used to the system. I recommend buying a couple of inexpensive items that you might already need or want anyway.

Also, if possible, try to purchase from a power seller. A Powerseller will give you the best example of how a smooth transaction should facilitate and help you understand how the whole auction system is supposed to work.

2) As you complete your transaction, you will receive feedback from the seller as to how you handled the transaction. This is helpful to have when attempting to begin selling your items as potential buyers can see your business conduct history. Be sure to leave appropriate feedback for the seller upon receipt of your items as the feedback is a *very important* part of conducting business on eBay.

To create a new account, just click the “register” link below the eBay toolbar and follow the directions.

If you have already completed a couple of transactions as a buyer, then you probably already understand how things work; so lets go!...

...

Chapter 4

Posting Your First Auction in 5 Simple Steps.

It's surprisingly simple to get started posting your very first auction on

eBay. Here's what you need to do.

Step 1: Open an eBay seller's account.

If you've bought things on eBay, (which you should have by now) then you already have an account (or get one here now)

[Click here for eBay!](#) - just log in with it and click 'Sell' in the toolbar at the top of the page, then click 'Create a seller's account'. The eBay site will then guide you through the process. For security and verification, this may involve giving card details and bank information. In an effort to help keep eBay a safe and trusted trading place for buyers, eBay wants to be sure you are who you say you are.

Step 2: Decide what to sell.

For your first little experiment with eBay, it doesn't really matter what you sell. Take a look around the room you're in - I'm sure there's something in there that you're not all that attached to and could ship very easily. Small books and CDs are ideal first items.

Step 3: Submit your item.

Click 'Sell', and you're on your way to listing your item.

The first thing you need to do is choose a category - it's best to just type in what the item is and let eBay choose for you. Next, write a title (*see Chapter 8 - Title Writing Tips), and description. Include key words you think people will search for in the title box, and all the information you have about the item in the description box. (*see Chapter 9 - Description Writing Tips)

Now set a starting price. \$0.99 is the best starting price, as it draws people in to bid who otherwise wouldn't, and items will almost never finish at such a low price. The next thing to set is the duration of the auction: 3, 5, 7 or 10 days. This is up to you: longer sales will usually get more bids, but will also seem to drag on forever. The most

common is a 7 day listing. If you've taken a picture, add it now - items with pictures always sell for more. Finally, tick the payment methods you will accept (just PayPal is best for now),(*see Chapter 10 - A PayPal Account Is A Necessity) and where you will ship to (limit yourself to your own country to begin with). Submit and you're done!

Step 4: Wait for it to sell.

This is just a matter of sitting back and letting eBay do its thing - buyers will find your item and leave bids on it. Some bidders might email you with questions about the item, and you should do your best to answer these questions as quickly as you can. At least within 24 Hours.

Remember that if your item doesn't sell then you can list it again for free. You can also modify it and switch it up a bit.

Step 5: Collect payment and ship it.

eBay will send your buyer emails guiding them through the process of sending you payment for the item. Make sure you have the money before you ship anything.

Once you've got the payment, all you need to do is pack the item for shipping (make sure to use some bubble wrap), take the buyer's address from the confirmation email eBay sent you, and write it on the parcel. Put some stamps on, ship it, and you're done!

I hope you enjoyed selling your first item! Now that you're starting to get into it, next we'll explore a checklist of things you need to do to be a successful seller.

Chapter 5

An eBay Seller's Checklist.

Being a great seller is a lot of responsibility, and sometimes you might feel like you're not doing everything you should be. This simple checklist will help you keep on top of things.

Have you found out everything you possibly could about your items? Try typing their names into a search engine - you might find out something you didn't know. If someone else is selling the same thing as you, then always try to provide more information about it than they do.

Do you monitor the competition? Always keep an eye on how much other items the same as or similar to yours are selling, and what prices they're being offered at. There's usually little point in starting a fixed price auction for \$100 when someone else is selling the item for \$90. However; you can still be successful in this situation if you cannot possibly meet or beat the other sellers price and still make a profit.

You can offer better service (a very short handling time - eg: same day shipping), free shipping, maybe even some sort of bonus item that will add value to your auctions and make yours a little different. If you use your imagination and get creative, you will see that many buyers are interested in more things than just getting the best price. Buyers want value *and* service. This is also where keeping your Feedback positive (maybe more than the other seller) can definitely be an asset.

Have you got pictures of the items? It's worth taking the time to photograph your items, especially if you have a digital camera. If you get serious about eBay but don't have a camera, then you will probably want to invest in one at some point.

Are you emailing your buyers? It's worth sending a brief email when transactions go through: something like a simple "Thank you for buying my item, please let me know when you have sent the payment". Follow this up with "Thanks for your payment, I have shipped your [item name] today". You will be surprised how many problems you will avoid just by communicating this way.

Also, are you checking your emails? Remember that potential buyers can send you email about anything at any time, and not answering these emails will just make them go somewhere else instead of buying from you. It doesn't do much good to answer a buyers question after the auction has already ended. 😊

Do your item description pages have everything that buyers need to know? If you find you're receiving the same or similar questions from buyers, you should probably consider including this information in the listing, as it can save you the time of having to answer emails continually for the same question.

If you're planning to offer international delivery, then it's good to make a list of the charges to different countries and display it on each auction. If you have any special terms and conditions (for example, if you will give a refund on any item as long as it hasn't been opened), then you should make sure these are displayed too.

Have you been packing your items correctly? Your wrapping should be professional for the best impression: use appropriately sized envelopes or parcels, wrap the item in bubble wrap to stop it from getting damaged, and print labels instead of hand-writing addresses. Oh, and always use first class or Priority Mail - don't be cheap. After all, your customers are paying for shipping anyway. Offer them at least 2 or 3 choices. Many customers will pay a couple bucks more for shipping to receive their item much quicker.

Do you follow up? It is worth sending out an email a few days after you ship an item, saying "Is everything alright with your purchase? I

hope you received it and it was as you expected." This might sound like giving the customer an opportunity to complain, but you should be trying to help your customers, not take their money and run. A happy customer will be a return customer.

Being a really good eBay seller, more than anything else, is about providing genuinely good and honest customer service. That's the only foolproof way to protect your reputation. Of course, you might be wondering by now whether it's really worth all the hassle to get a good reputation on eBay. Won't people buy from you anyway, and couldn't you just open a new account if it really comes down to that? Lets take a look.....

Chapter 6

What Is Your eBay Reputation Really Worth?

In a word: Priceless!!

Your eBay reputation is everything you are on eBay - without it, you're nothing. Your reputation is worth as much as every sale you will ever make.

If you've ever bought anything on eBay (and the chances are you have), then think about your own behavior. Buying from a seller with a low feedback rating makes you feel a little nervous and insecure, while buying from a PowerSeller with their reputation in the thousands doesn't require any thought or fear - it feels just like buying from a store.

A Bad Reputation Will Lose You Sales.

In fact, a bad reputation will lose you almost all your sales. If someone leaves you negative feedback, you will feel the pain straight away, as that rating will go right at the top of your user page for everyone to see. Who's going to want to do business with you when they've just read that you "took a month to deliver the item", or that you had "bad communication and sent a damaged item"? The answer is no-one.

Your next few items will need to be very cheap things, just to push that negative down the page. You might have to spend days or even weeks selling cheap stuff to get enough positive feedback to make anyone deal with you again.

It's even worse if you consistently let buyers leave negative feedback - once you get below 90% positive ratings, you might as well be invisible.

You Can't Just Open a New Account.

Besides eBay's rules about only having one account, there are far more downsides than that to getting a new account. You literally have to start all over again from scratch.

You won't be able to use all the different eBay features. Your existing customers won't be able to find you any more. Your auctions will finish at a lower price because of your low feedback rating. Opening a new account is like moving to a new town to get away from a few people who are spreading rumors about you: it's throwing out the baby with the bathwater.

A Good Reputation Will Get You Sales.

When a PowerSeller tells me something, I tend to believe them. They can be selling a pretty unlikely item, but if they guarantee it is what they say it is, then I trust them - they're not going to risk their reputation, after all. This is the power of a reputation: people know you

want to keep it, and they know you'll go to almost any lengths to do so.

This is true even to the point that I would sooner buy something for \$20 from a seller I know I can trust than for \$15 from someone with average feedback. It's worth the extra money to feel like the seller knows what they're doing, has all their systems in place and will get me the item quickly and efficiently.

You really will find selling on eBay so much easier, and there's only one way to get a good reputation: make sure you please your customers every time. No Matter What.

Chapter 7

Use eBay to Build Your Other Businesses.

Many of the people who make money from eBay don't actually make all of that money on eBay. There are all sorts of ways you can use eBay to give your existing businesses a helping hand. Remember, you don't necessarily want to put all your eggs in one basket.

The Supply Side.

If you have any leftover stock or used items from another business you run, then why not sell them on eBay? You can make this a regular thing, using it to get rid of things that won't sell for the premium you ask for in a store, or items that are no longer in demand in the town or city where your business is based. Especially if you live in or your business is in a small town. To the millions on eBay it's fresh

inventory.

You can really make a lot of money this way, if you know what you're doing. You will, of course, already be an expert in the items you're selling, as you use them in your business, and you'll know that the items are of high enough quality to be sellable. This is a whole new market for your old inventory!

Not only that, of course, but remember that your good eBay reputation will make you a great buyer! If there's ever anything you want to get for your business, the chances are you'll be able to get it on eBay for a discount.

The Sales Side.

Here, though, is where the true power of eBay lies. eBay gives you an 'About Me' page, where you can write anything you like and link anywhere you like. This means that you can get traffic to your business' website by linking to your website from your About Me page and linking to your About Me page from each auction. Pretty sneaky huh? Don't worry, it's legal in the world of eBay.

To create an About Me page, just click on 'Community' on the toolbar, scroll to the bottom of the page, and click 'Create an About Me page'. You then get the option to either enter your own HTML or let eBay guide you through the process. All you need to do is write a little about your website, link to it, and you're done - you'll notice that more people start to come to your site straight away. After you create your "About Me" page, eBay will display a "Me" icon next to your user ID that people can also click on.

There are thousands of people who swear by this technique to drive traffic from eBay to their website. In fact; many people use eBay auctions for this purpose alone. What's more, all the traffic you'll get will be targeted - because the people who click through were interested in your auction to begin with.

For an excellent step by step Video Tutorial on taking advantage of your eBay About Me page, Dave Guindon explains everything in great detail here: [Daves Videos](#)

Chapter 8

Auction Title Writing Tips.

Trying to help your buyers find your auctions can be a truly daunting task. Most people only search eBay by title, not by description, and that means that you only have those 55 characters of the title to cover all the possible search terms. That's not easy. I'll give you a few pointers.

Don't bother with eBay clichés: There are plenty of eBay auction titles that say things like "Super rare camera wow look low price". These are stupid things to put in your title, as no-one is going to search for them. Try to use as many keywords as you can. The title doesn't necessarily need to be a sentence, use words that will help your buyers find you first. There is as much space as you need in the description box to effectively describe your item.

Think like a buyer: If you were looking for your item, then what exactly would you type into that box? If you think it might help, try searching yourself to find someone else selling your item. What were the first things you thought of typing?

Think like other sellers: Keep an eye on which sellers are doing best with items like yours, and try to copy their title styles - if it works for

them, it can work for you.

Be specific: You should be sure to write the item's brand and specific model number in the title, as people will often search only for this information. Make sure that you also say exactly what the item is.

A Few Examples.

Here are a few examples of good titles. They're real, and they're on eBay right now, making their sellers money. So what makes them good?

"Dell Latitude Laptop P3 500mhz Notebook PC Computer"

If you know about computers, you'll know instantly what this auction is selling. It has manufacturer (Dell) and product line (Latitude), followed by a few technical specifications (P3 500mhz is the processor speed). Notice also that the title includes the four words 'laptop', 'notebook', 'PC' and 'computer', as the seller wants people looking for any of those words to see his auction.

"OASIS Don't Believe the Truth CD Album (New)"

This auction for a CD is well formatted: it gives the artist name in capital letters, followed by the album name. It then manages to include the two key words 'CD' and 'album', as well as the word 'new' - that means that anyone searching for 'new oasis cd', 'oasis new album' and so on will find this auction.

"1840 Penny Black stamp, certificate, four margins"

Here's a slightly more obscure one, from the exciting world of stamp collecting. A penny black is one of the oldest and most famous stamps. It uses a few key words that collectors will consider important: 'four margins' indicates that the stamp has been cut out with some margins around it and so isn't damaged, and 'certificate' tells you that

the item has a certificate of authenticity - it's a real penny black.
Remember to use every bit of space to squeeze in as much important information as you can in the title. (Think Keywords)

So now that you've written a winning title, you need to start on a great description. The next chapter will show you how.

Chapter 9

Auction Description Writing Tips.

Once you've drawn the buyers in with your title, the next thing to do is to tell them all about your item with the description. But just what should you write in your description?

At its heart, your item description is an ad. Without making it too obvious, you should be writing sales copy. You're trying to get buyers excited about your products, and that's usually hard - but on eBay, if you have the right thing to sell and give enough details, the buyers almost excite themselves.

Technical Details.

Include every technical detail you know, including the item's manufacturer, its condition, how big it is, where and when it was made, its history, and anything else special about it. Don't be too boring, though: the best descriptions are written in friendly, conversational language, and show a real knowledge of the item. Whatever you do, make sure you tell the truth! Write your description

as if you're telling your best friend about a new purchase that you're excited about.

Remember that most of the people who'll be buying your item will be just as knowledgeable about it as you are, if not more - this is their hobby, and they're experts. Don't feel like you need to explain the basics of the item: just go into as much technical detail as you can. As a rule, don't write anything in the description if you don't know what it means, as the chances are someone will, and if you've got it slightly wrong then you'll look like you don't know what you're talking about.

Interesting Details.

You might find that you enjoy writing a few things about how you got the item, why you're selling it, and who you think might like it. This isn't strictly necessary, but it gives your auctions some character and a personal touch, and can make people more likely to trust you. People might wonder what you're doing selling 500 CDs all at once, and if you tell them the reason, then they'll feel reassured that nothing dodgy is going on. If you're selling them because you're having a baby and you need the space, just say so.

Write, Write, and Write Some More.

Leave nothing out of your description, even if that seems to you like it makes it cumbersomely long. There is no way you can be too thorough: someone, somewhere will appreciate that you took the time to write the extra information. I have never had a potential customer send an email saying that my description had *too much* information in it.

Don't assume that anyone who wants extra information will email you to ask a question: many buyers are shy and won't do it. Think of questions that buyers might have and add the answers to your

description, as people generally tend to ask the same questions over and over again.

Each time a buyer does email you with a question, you should both answer their question and update your description so that it will include the answer next time. If people ask questions that are answered in the description, try putting these parts of the auction on a line alone, or in bold, to make them easier to notice.

Write As if You Have No Pictures

Although including pictures is pretty much a necessity, when writing your description; write it as if you had no pictures. This will ensure you are more descriptive than you might normally be as you may skip things that may seem obvious from looking at the picture. The more descriptive; the better.

Chapter 10

A PayPal Account is A Necessity

PayPal and eBay were made for each other - and now that eBay own PayPal, using them together is getting even easier.

What is PayPal?

People with PayPal accounts can send money to each other securely online. You can deposit money in a PayPal account from a bank account or a credit card, and withdraw money to your bank account. It is the most common and safest way of buying or receiving payments

on eBay, as well as being in widespread use on the rest of the Internet.

Opening a PayPal Account.

It's very easy to get a PayPal account. Just go to [PayPal](#) and click the 'Sign Up' link. Then all you need to do is enter your address, phone number and email address, and create a password, and two secret questions. You'll be emailed a confirmation, and then you're done!

If you want to deposit money into the account now, then you need to register a credit or debit card or your bank details, and if you want to withdraw money then you need to register your bank details.

Paying with PayPal.

Paying with PayPal is very simple. When you win an auction and click 'Pay Now', you'll be given a list of payment methods the seller accepts. You should always check what the seller accepts before you bid, as there are still some sellers who won't take PayPal. If the seller does accept PayPal, it will already be chosen for you on the payment page.

Now you just need to press 'Next', type in your PayPal username and password and confirm the amount you want to pay. The first time you pay with PayPal you will need to enter the details of your card or bank account, but after that it will remember for you.

Becoming Verified.

You might have noticed that there is a limit to how much money you can send or withdraw using PayPal before you need to be verified. Verification has two steps. First, PayPal deposit some very small amounts of money in your bank account and you need to tell them how much they deposited. Second, they need to phone you to confirm your address and phone number. Once you've done that, all the limits

on your account will be lifted. Log in at paypal.com and click on 'Get Verified' for more information.

Chapter 11

Part Time or Full Time. How To Decide?

Going full-time as an eBay seller is living the dream: making a real income, working from home, being your own boss and all the rest of it. It's the promise of a million sales letters, and it's finally come true - at least for some.

What they don't tell you in the success stories, though, is that becoming a full-time eBay seller is by no means for everyone. You really, really ought to try it part-time before you even consider taking it up full-time, and even then, caution is advisable. Before you burn your suit, here's a list of questions you should ask yourself down the road.

How Much Do I Earn From eBay Now?

Work out how many hours a week you spend doing eBay-related things (be honest here), and divide it by the average amount of profit you make in a week. If you were doing full-time hours, would you earn as much as you earn now?

Do I Have a Good Job?

Think about what you might lose if you give up your job to focus on eBay. If you're in a well-paid job with good promotion prospects then it's well worth reconsidering: you might get a few years down the line and wish you'd stayed in your traditional job, as you'd probably be the

CEO by now.

Would I Really Make Much More Money?

Unless you're selling a large quantity of small goods, most of what you do on eBay will be waiting for auctions to end - and you can wait at work just as easily as you can at home. This is why whether you would make more money on eBay really depends on what kinds of items you're selling - for low value items, going full-time could be a good move. For high-value ones, the chances are you'll hit the limits of how much money you have to invest in inventory long before you hit the limits on your time.

Is my Home a Good Place to Work?

Quite apart from anything else, you might find that the dream of home working is more of a nightmare in reality. People can start to depend on you to get things done that need to be done during the day. If you have a wife and children then they can resent the fact that you're in the house but refuse to have anything to do with them for large parts of the day. Giving in to any of these things and stopping work for a while will cause your profits to fall, you've got to find a happy medium.

Can I Survive if it All Goes Wrong?

In the end, would you be able to get by if you had a month or two where you sold literally nothing? Or would you be desperately looking around for a job and cursing the day you ever discovered eBay? That's the real test.

If you made it through all these questions, then I guess you're cut out for the eBay life - and even if you didn't, you'd be surprised just how far you can get part-time. Most times, full time eBayers didn't set out with this goal in mind. If you follow the basic outline in this book, take it seriously, treasure your customers, and treat them with courtesy and respect; chances are it will just happen. 😊

Thank You!

Thanks for taking the time to read my book. Be sure to register with eBayNewbieGuide.com to keep updated with more advanced selling strategies to help your eBay efforts continue to grow, simply visit my website at <http://www.ebaynewbieguide.com> and sign up for my FREE newsletter.

I will cover such topics as:

- * 10 Steps To Continued Successful Selling on eBay
- * Increasing Your eBay Auction Response
- * How To Think Like A Powerseller
- * Taming The eBay Search Engine

And Much More...

Resources:

Here you will find a list of resources that I highly recommend. Each of these people have helped me along my way (even though they

probably didn't know it), and all are experts in their respective fields.
Thanks Guys!

Jim Cockrum [Silent Sales Machine](#)
Dave Guindon [Daves_Videos](#)
Skip McGrath [Top 20 Suppliers](#)
Chris Malta [Worldwide Brands](#)

To Your Success;

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