



: A to Z

Understand the World's Largest Online Auction

so you can

Cash in on the Internet Shopping Trend

and finally achieve

Financial Freedom From Home

Chapter I

eBay®: This Marketplace is wide-open and ready to be tapped into by you

Started in 1995 as an online garage sale of sorts, eBay® has grown to become the world's largest market place, serving more than 135 million registered members from around the world with more than one new member joining every second.

More than \$25 billion in goods and services changed hands through eBay® in 2005 and nearly 500,000 small businesses in the U.S. have opened storefronts on eBay®.

To achieve this astounding success, eBay® has honed in on meeting user's needs with technology and ease of use that is simply unmatched and by supporting new users as they begin the buying and selling process, hand-holding all the way through to a completed transaction.

Such success, paired with eBay's® technological capabilities and commitment to its members, along with a very strong future financial forecast, makes joining eBay® a must.

So whether you're new to the online auction marketplace or considering starting your own eBay® business, sit tight. We're going to help you get started and provide you with the additional information and tools you need to start making money, REAL money, on eBay® today!

How it all began

In terms of Internet success, eBay® sets the bar high. The company began in the home of Pierre Omidyar in 1995 and is now a leader in Internet revenue.

What started as a way for Omidyar to conduct an online garage sale has grown steadily over the years, with items listed by categories and anyone with an eBay® account able to bid on the item of their choice.

What has grown into the largest shopping mall in the world now boasts anything you can imagine, including real estate, cars, electronics, collectibles, concert tickets, cosmetics, CDs, clothing, DVDs, artwork and more.

Rare items can sell at very high prices. Things such as Elvis Presley's ashtray or rare sports trading cards go for top dollar and when bidding for a kidney reached so high that it drew international attention and raised the eyebrows of the eBay® management team, it was finally removed from the site, for obvious ethical and medical reasons.

While selling human organs on eBay® is a no-no, what you can sell is just about everything else, allowing your items to be showcased on the World Wide Web and seen by the eyes of million of

potential buyers from all over the world – a much larger audience than originally intended by its original founders.

In fact, during its inception in 1995, the first name used for the online auction site was actually Echo Bay Technology; however, when Omidyar tried to register the domain name echobay.com, he found it was already in use.

Back to the drawing board he went and finally came up with the name eBay®.com.

Co-founded by partner and friend Jeff Skoll, the duo later added a third to their team, Harvard Business School graduate Meg Whitman, who joined them in 1998, and who serves as the CEO of eBay today.

The eBay® timeline:

1995: Company is begun in the living room of Pierre Omidyar

1998: Omidyar and co-founder Jeff Skoll hire Meg Whitman

Sept. 1998: eBay® has its initial public stock offering

1999: The “Voice of the Customer” was born, a program that brings up to a dozen loyal customers together with the company to discuss what is and what is not working on eBay®, is born

April 1999: eBay® bought the auction house Butterfield and Butterfield for an astounding price of \$260 million

June 1999: eBay.com® went down for almost twenty-four hours. The company’s 400 employees took the time to personally call the individual sellers who were affected by this crash and apologize for the downtime and the inconvenience it posed to them. This made eBay® a hit with the many users who frequented the site and gave the company a very favorable outlook

Aug, 1999: A human kidney is put up for auction and bidding soared to more than five million dollars before eBay® intervened and pull the listing

July 2000: A rare baseball card is sold on eBay® for 1.2 million dollars. This was the highest paying auction in eBay’s® history up until that point

Dec. 2000: eBay® begins to self-monitor sales for copyrighted materials

2000-2001: The Website Half.com was bought by eBay® in 2000 and fully integrated into eBay’s® web community in 2001

Feb. 2001: A man from Seattle sold his “soul” for 400 dollars before eBay® could intervene and stop the auction

May 2001: eBay® decided to ban the sale of any item related to crime including letters from murders, crime scene memorabilia, and seats to view executions

Oct. 2002: eBay® acquired Paypal Inc. for 1.5 billion dollars. Paypal is the preferred way of making payments for eBay® auctions and is growing in popularity for other Internet uses. Pay-

pal allows a person to send or receive money via an email address. Money in a Paypal account can be spent on the Internet, sent by check to the account owner, or deposited into a bank account. Paypal also offers credit cards, debit cards, and a bill paying function

2004: eBay® has earned more than 3.3 billion dollars in revenue and boasts a membership of more than 1355 million people worldwide

Though the first things sold on eBay® were collectibles and home items, the company branched out to higher profile sellers like Disney, GM and Best Buy (which is discussed in greater detail in the next section). These companies sell items in the same manner as the individual sellers. The eBay® community was resistant to these changes at first, but soon grew accustomed to the presence of big business hosting auctions.

How eBay® works

If you place a bid on an item, you enter a contractual agreement to buy it if you win the auction. All auctions have minimum starting bids, and some have a reserve price—a secret minimum amount the seller is willing to accept for the item. If the bidding doesn't reach the reserve price, the seller doesn't have to part with the item.

In addition to auctions, you can find tons of fixed-price items on eBay® that make shopping there just like shopping at any other online marketplace. You see what you like, you buy it, you pay for it, and you wait for it to arrive at your door.

There are also auction listings that give you the option to “Buy it Now” for a price that's typically higher than the auction's start price. If you choose to buy the item for the “Buy it Now” price instead of bidding on it, the auction ends instantly and the item is yours.

You can pay for an item on eBay® using a variety of methods, including money order, cashier's check, cash, personal check and electronic payment services like PayPal and BidPay. It's up to each seller to decide which payment methods he'll accept. PayPal is the easiest way to buy something on eBay®, because eBay® owns PayPal. The PayPal payment process is already built into any auction listing on eBay®.

Just as you can buy almost anything on eBay®, you can sell almost anything, too.

Using a simple listing process, you can put all of the junk in your basement up for sale to the highest bidder. Lots of people sell their old laptop once they've upgraded, the clothing their kids have grown out of or the brand new couch they bought on final sale last year that doesn't match the new paint this year.

Some people (and companies) even make a business of eBay® by opening their own “eBay® store.”

While there is no fee charged to join the eBay® community, when you sell an item on eBay®, you pay listing fees and turn over a percentage of the final sale price to eBay®.

Once you register (again, for free) with eBay®, you can access all of your eBay® buying and selling activities in a single location called “My eBay®.”

eBay® is a massive operation with something like 4.8 million new listings per day. Now robust, reliable and totally secure, eBay® did experience a series of service disruptions in 1999 caused real problems for eBay’s® business. Over the course of three days, overloaded servers intermittently shut down, meaning users couldn’t check auctions, place bids or complete transactions during that period. Buyers, sellers and eBay® were very unhappy, and a complete restructuring of eBay’s® technological architecture followed.

In 1999, eBay® was one massive database server and a few separate systems running the search function. In 2005, eBay® is about 200 database servers and 20 search servers.

The architecture is a type of grid computing that allows for both error correction and growth. With the exception of the search function, everything about eBay® can actually run on approximately 50 servers—Web servers, application servers and data-storage systems. Each server has between six and 12 microprocessors. These 50 or so servers run separately, but they talk to each other, so everybody knows if there is a problem somewhere. eBay® can simply add servers to the grid as the need arises.

While the majority of the site can run on 50 servers, eBay® has four times that. The 200 servers are housed in sets of 50 in four locations, all in the United States. When you’re using eBay®, you may be talking to any one of those locations at any time—they all store the same data. If one of the systems crashes, there are three others to pick up the slack.

When you’re on the eBay® Web site and you click on a listing for a turquoise ring, your computer talks to Web servers, which talk to application servers, which pull data from storage servers so you can find out what the latest bid price is and how much time is left in the auction.

eBay® has local partners in many countries who deliver eBay’s® static data to cut down on download time, and there are monitoring systems in 45 cities around the world that constantly scan for problems in the network.

This infrastructure lets millions of people search for, buy and sell items simultaneously. On the user end, it all works seamlessly.

Why this works so well:

Perhaps the only thing that has been able to keep pace with eBay’s® phenomenal growth is the online shopping trend in general, with consumers flocking to the Net in record numbers, spending more and more on online products every year.

In fact, a Forrester Research Inc. study that showed online marketplace revenue is expected to grow to \$54.3 billion in 2007, when it will account for 27% of e-commerce sales.

Retailers are taking note and cashing-in on eBay's® reputation and opening their own eBay® storefronts, which they operate along with their own websites, maximizing their online presence and their sales, while expanding their reach to new clients.

Take Best Buy Co. Inc., for example. Best Buy sales liquidated products through its eBay® storefront and in January, it expanded to selling new, end-of-life products still in their boxes through eBay®. Those include consumer electronics that have been on the market for about a year and computers that remain unsold after 13-26 weeks.

Best Buy's strategy with end-of-life products is to send them directly from the warehouse or distribution center sale on eBay®, rather than removing inventory from stores. The real benefit is that the inventory moves faster and selling products on eBay® leaves floor and shelf space in the stores free for more current, higher-priced products.

Another major benefit is that the approach is bringing new customers to Best Buy. Two-thirds of eBay® buyers are new to Best Buy.

Considering this, it's easy to see how can eBay® positively impact the bottom-line of businesses large and small, but what about the individual.

The truth is this: Anyone not selling this way is missing at least 25% of the market.

And, as the old saying goes, one man's junk is another man's treasure, which is the very premise that eBay® was founded on. Remember, it started out as an online garage sale.

Of course, eBay® was in the right place at the right time, and consumers were looking for something more.

Fed up with crowded shopping malls, commutes to and from, high-pressure salespeople and unpredictable prices, they were just beginning to turn to the Net for more.

They found it.

Online shopping has exploded for a number of reasons. People can shop from the comfort of their own home while their children sleep, they can have their purchases delivered to their doorstep, and they can even compare prices and product information with just the quick click of a mouse, while they sip their coffee in their phi's.

Add to this the fact that shopping can now be done from cell phones, Blackberrys, Treos, etc. and it's easy to see that our on-the-go society is not willing to compromise its love for shopping, making eBay® the turn-to solution both in this electronic age and well beyond.

Where eBay® looks to be headed

According to the Chicago Tribune, eBay® sellers and buyers in more than 20 countries are matched on a wide variety of items that include jewelry, used cars, boats, clothing, computers and books. eBay® is especially dominant in the United States, Germany and South Korea, with expansion under way in countries such as China, India and the Philippines.

Financial analysts, undoubtedly considering this, the growth in online sales in general, and the robust on-demand technology that eBay® boasts, when they predict this online marketplace, which continues to have average quarterly profits of \$1.8 billion, is only going to continue to exceed its already jaw-dropping growth and success.

Take a look at these quick facts, all of which are strong growth indicators:

- eBay® Motors is going local, starting in four test markets soon. It's already a \$14 billion business, or about a third of eBay's® gross merchandise volume, so that could be big.
- PayPal (which eBay® owns) sees a big business beyond Internet payments. With the recent PayPal Mobile announcement and its debit and credit cards for merchants, there's little doubt it aims to bust out of the Internet.
- Skype (also owned by eBay®), an Internet voice service used for long distance calls, is moving forward and even beyond Internet voice, or even pay-per-call, which originally prompted eBay® to spend \$2.6 billion-plus on the little European startup. Skype envisions selling content, such as ringtones and avatars, and creating a PayPal-powered Skype Wallet that would let you, say, order a pizza via Skype from a local joint and then pay for it, all within Skype. Beyond even e-commerce and telephony, execs suggested there are limitless opportunities for what's essentially the largest person-to-person network on the Net—which could mean the largest network for sharing any kind of information, or the world's largest supercomputer for that matter.
- Most interesting of all, eBay® CEO Meg Whitman suggested that eBay's® reputation system, PayPal's wallet, and Skype's ability to let people have a constant online presence each could be decoupled from their respective services and offered as components of entirely new kinds of services. Whitman didn't specifically mention offering them up to software developers, but said they could become the building blocks for a more customized Web.

And as we know from looking back, eBay's® not a company that customarily conjures up such grand visions just for the heck of it. While there are no guarantees that eBay® will accomplish all of this, one thing is for sure. You can expect eBay® to continue to grow and to provide online shoppers with the innovation and technology they need to continue spending their hard-earned dollars online, making this a great time to join eBay® and to sell things you or your family may have outgrown – from clothes and electronics, to your house and your car.

Chapter II

There are huge profits to be made: buy everything you want, sell everything you don't

Ask yourself this: If you could have a HUGE garage sale and get rid of everything that you have been throwing in the attic, basement or that dreaded spare room for years, what would you get rid of?

Now, ask yourself this: If all you had to do was take a picture of the item and add a sentence or two about it, allowing you to forego the garage sale process altogether, what would you get rid of?

Sure, baby clothes, that raincoat your parents gave you when you went off to school, old golf shoes, etc. But what about BIG things that are sure to yield you BIG cash, say a set of golf clubs, for instance. You don't use two sets, so get rid of one.

You may have recently replaced a computer or even a television set. Take a picture of the old one, write an accurate description and let the eBay® world know about it.

Truly, it's money in your pocket!

One-stop-shop convenience with worldwide selection (and the benefits of auction pricing – save time, money and get exactly what you want)

As a consumer, you want the most bang for your buck, right? Well, the same goes for other consumers, which prompts millions of people to turn to eBay® for the majority of their purchases.

But there's more.

There's the unbelievable selection, with consumers able to choose from products from across the globe, each with a description and even a link to click on to learn more (from the seller).

The auction process ensures you only bid an amount that reflects what you are willing to pay and, in the event you don't win the item, chances are there's another one just like it on eBay® and you can bid on that one, too.

Sure, the selection and the price are big determining factors when you are looking where to shop, but never before have you been able to also factor in the fact that you can shop from home an a time that is convenient for you, because eBay® is open 7 days a week, 24 hours a day.

If you've never searched for a product on eBay®, take a minute to do it now (<http://www.ebay.com>). You're sure to be impressed and to see how quick and easy it will be to start your own eBay® business, one that you can count on to bring in a part-time or a full-time income!

You name it; it's all here - minus the intimidation, that is

Stay on the eBay® website, because we are about to have some fun!

Let's take a quick look at some of eBay's® tools

eBay Tools

Browsing for Items

The best way to learn how to use eBay® is to dive right in.

What do you feel like looking for today?

How about a vintage turquoise ring?

There are two ways to go about finding a vintage turquoise ring. You can browse, or you can search. Let's start by browsing—it's the slower, more roundabout method, but it's a good way to get a feel for eBay's® category system. (Note: the most popular categories are listed right on the eBay® homepage, on the left side.)

Given that this ring is a piece of jewelry, simply click on the "Jewelry and Watches" link on the left-hand toolbar of the home page (under Categories).

Up pops a new page with a handful of new categories, one of which is "Rings."

I do not see an actual sub-category that says "turquoise," but I do see these categories (again, under "Rings"):

- Bands, Wedding & Anniversary
- Cubic Zirconia & Moissanite
- Diamond Engagement/Anniversary
- Diamond Right-Hand Rings
- Gemstone Rings
- Metal Fashion Rings
- Other

Let's click on "Other."

A new page opens and you will see numerous listings. I do not see any turquoise rings here, so I am going to try this a different way.

Go to the top of this page and in the empty search box (located on the top, under “All Items,” “Auctions,” and “Buy it Now.”) on the left-hand side. Type “turquoise ring” in this box (minus the quotation marks, that is).

At this time, I see that 121 items were found that match my description (turquoise ring).

About two-thirds of the way down, I see one that I like. I click on it and open it up.

I see that I can place a bid or “Buy it Now.”

I read the description and the information on paying and shipping. I see that the cost to ship this item to me is just \$8 and that this seller accepts Paypal.

This all looks great and I am going to click on “Watch this item in My eBay®” (top right of the auction page) so I can get back to it easily. Now it’s on my watch list.

To look for an item, you don’t need to register—you can browse, search and watch items (up to 10) as a guest. You can’t bid or buy as a guest, though. So the next step is to register with eBay®. Remember: It’s quick and free.

Now I can place a bid on the turquoise ring. I click on the link in my watch list, and am immediately taken back at the auction page. As you will see, there are four main sections to any auction page:

- Title/Overview - This is where you see the basic information, like auction title, price, shipping price, seller information and how many bids have been placed so far.
- Description - This is where the seller provides details about the item.
- Shipping, payment and return policy - This is where you can find full shipping information, any details the seller wants a bidder to know about making payment (including which methods are accepted) and what the seller’s return policy is.
- Bidding - This is where you place a bid on the item.

eBay’s® bidding process works like this: I simply enter the maximum amount I am willing to pay for the item, and eBay® bids incrementally on my behalf until the bidding reaches the maximum amount you entered. So if I decide I am willing to pay \$45.00 for this turquoise ring, I enter \$2.00 in the bid slot.

Next, I click “Place bid,” and am taken to the next screen, which is a confirmation screen where we can see the bid price and commit to it. Once we place and confirm our bid, here’s what the auction page looks like:

The top portion of the page with the blue background is for our eyes only—no one else can see what our maximum bid is. Why is the current price \$39.99 and not \$45.00? It’s because when you’re the first bidder, no matter what you enter as your maximum price, your first bid is always the starting price. If someone bids against us, eBay® will bid on our behalf up to \$45.00 in \$0.05 increments (low-price auctions use very small increments, while high price auctions use larger increments). So if another user comes along and enters \$42.50, we’ll still be winning. But if another user places a maximum bid of \$45.01, we’ve been outbid (and eBay® will send us an e-mail to this effect in case we’re not watching the auction). At this point, if I still want the turquoise ring, I have to enter a new maximum bid.

This is where eBay's® bidding process doesn't work exactly like it's supposed to—and starts to get exciting. If every bidder truly entered the maximum he was willing to pay, auctions would end with little fanfare. The person who entered the highest maximum bid would quietly win.

But humans being human, the actual maximum amount they're willing to pay is usually “a tiny bit more than what everyone who's bidding against me is willing to pay.” If we still want the turquoise ring, we'll enter a new maximum bid of, say, \$47.00; and as long as the other bidder's maximum amount is less than \$47.00, we'll be winning the auction again. Our coup might be temporary, though, because if the other bidder wants the turquoise ring as much as we do, she's going to bid again until he outbids our maximum. And now we have a bidding war.

Bidding wars are a rush—and they're sometimes very expensive. If this war continues for the three days until the auction ends, we could end up paying a hundred bucks for this ring!

But, it happens – a lot. The adrenaline takes over and people start bidding to win—not necessarily to win a turquoise ring, but just to WIN. For this reason, most of the bidding happens in the last two minutes of an auction. People wait to place a bid until an auction is about to close—this way, they can catch other bidders off guard, and hopefully no one will get the chance to outbid them. The last 10 seconds of a bidding war often becomes a battle of bandwidth. Someone using a dial-up connection will never be able to place a winning bid in 10 seconds. Someone using a cable modem can place a winning bid in two seconds.

This makes eBay® a better place for selling your merchandise than anywhere else – online or off! Bidding wars rarely happen at garage sales, that's for sure!

This also explains why someone would place a bid very early in the auction: to remove a “Buy it Now” option. Remember that when an auction item also has a “Buy it Now” option, if someone decides to “Buy it Now” the auction is over. But the opposite is also true: As soon as someone bids on the item, the “Buy it Now” option disappears. If someone comes across an item she wants but she's not willing to pay the “Buy it Now” price, she'll enter the minimum starting bid just so another user doesn't come along and buy it out from under her.

Feedback

When talking about eBay® or any other online auction site, one of the most common questions is “How can I trust the person I'm buying from?” The answer is “feedback.” Buyers leave feedback for sellers and sellers leave feedback for buyers whenever they complete a transaction. Feedback can be positive, neutral or negative, and your feedback score is listed beside your user-name whenever you're involved in an eBay® transaction. If you buy an item and never receive it, and the seller doesn't answer your e-mail regarding the lost item, you leave negative feedback. If you sell an item and the winning bidder never pays, you leave negative feedback. If everything goes well, you leave positive feedback. When you're involved in a transaction with someone who has 99.9 percent positive feedback, you can be confident you're not going to get swindled. To learn more, visit the eBay® Feedback Forum.

Paying for Items

If we win the turquoise ring, the next step is to pay for the item. The seller in this listing accepts two forms of payment: PayPal electronic payment or money order/cashier's check. Overall, there are typically four methods of payment you can use on eBay®:

- Cash
- Personal check
- Paper money order or cashier's check
- Electronic payment

Cash is simple but dangerous, because you have no recourse if it gets lost in the mail, and sending it by registered mail is just going to cost you more money. Personal checks are safer to send in the mail. The downside to paying by check is that once the check arrives, the seller usually waits for it to clear the bank before shipping your item, so it'll probably take you an extra couple of weeks to receive it.

With money orders and cashier's checks, the wait time is shorter because there's nothing to clear. Electronic payment is the fastest method—practically instantaneous.

Using sites like PayPal, BidPay and WesternUnion.com, you can draw money from your bank account or credit card or purchase an electronic money order and send the payment to your seller over the Internet. The downside to e-payments is the risk factor involved in any online transfer of financial data.

Once we complete payment, the seller will ship it to us. The auction states the shipping method as "Standard Flat Rate Shipping Service," which doesn't tell us much, so if we want to know more we'll have to ask the seller. We can do this using the "Ask seller a question" link in the Seller Information box at the top of the auction listing.

Once we receive the item, our next step is to leave feedback. If the seller has met all of her obligations (If the auction stated a shipping timeframe, did the item arrive accordingly? Does the item match the seller's description?), then our feedback should be positive. If we are not satisfied that the seller met the standards for positive feedback, the next move is contact her to try to resolve the issue. Always let a seller try to fix the situation before leaving negative feedback. Most of the time, all it takes is a simple e-mail exchange to solve a problem, and you can't retract negative feedback once you submit it.

Now you understand the buying process, but let's look at how you can turn this into a money-making process – one that will allow you to earn a great income. All you need is the following information and tools and you'll be on your way to financial freedom.

CHAPTER III

Work From Home: Your eBay® Storefront – Cash In On This Trend

Why You MUST Set Up Your Own eBay® Storefront

What began simply as a hobby nearly ten years ago for many has now become a cultural phenomenon. From Beanie Babies to Beamers, eBay® members buy and sell it all.

Millions of people find the lure of a bargain and the excitement of auction bidding an irresistible combination. They have caught “eBay® fever” and log on daily to bid on just every kind of item you can imagine: From cameras, computers, clothes and cars to antiques, furniture, jewelry and motorcycles, you can buy (and more importantly, sell) it on eBay®.

As a matter of fact, these people are buying and selling more than \$1,000 worth of items every second of every day.

More than 724,000 people in the United States alone rely on eBay® auctions for a significant stream of income and now you can, too!

That’s 724,000 people who no longer worry about living paycheck to paycheck, 724,000 people who are living the lifestyle of their dreams, all because they plugged into the phenomenal power of eBay’s® online auctions.

Even more exciting is the fact that over 150,000 people have quite literally walked away from their “Corporate America” jobs to create their own online auction businesses selling goods on eBay®. And they are making a fantastic income while doing so, as just last year alone over \$34 billion in products were sold on eBay®.

And if you’re considering starting your own profitable eBay’s® business, there is some great news for you: You can enjoy profits much faster than ever before with the introduction of eBay’s® “Buy It Now” feature.

“Buy It Now” (which was detailed in the previous Chapter) allows you as a seller to make direct retail sales to customers – sometimes without even setting up an auction. So now you can make money two different ways on eBay®. One, by conducting online auctions for the items you wish to sell, and two, by selling retail directly to buyers.

It truly is the best of both worlds.

However, here is an important secret - one you cannot afford to ignore. A great number of sellers on eBay® just jump in, throw a few things out for auction, and then are surprised when their items do not sell.

Either no one bid on their products, or more likely, no one found their auctions. With over 16 million items in over 27,000 categories up for auction every day on eBay®, learning how to

make your auction stand head and shoulders above the rest may well be the determining factor in whether your auctions turn into huge profits.

By starting out the right way, using systems that have produced massive success, you can quickly join the thousands of people who enjoy a very lucrative stream of income through eBay®.

The iAuction Wizard QuickStart Guide and the eBay® Tips For Dummies free Online Auction Success Kit are both uniquely powerful systems designed to help people just like you to become amazingly successful eBay® auction entrepreneurs.

These powerful systems have been specifically designed to get your eBay® business up and running in record time and with little or no initial investment. You will discover fantastic secrets to maximize your profit, and with the proven successful iAuction Wizard system, you can have your very own professional looking, easy to use e-commerce auction listings - fast and free.

If the unlimited income potential offered through eBay® has captivated your interest and imagination, you owe it to yourself to check out the eBay® Tips For Dummies free Online Auction Success Kit and the iAuction Wizard QuickStart Guide. Over 40 million registered eBay® buyers are ready and waiting to bid on your auctions!

Getting Started

Right now, starting your own eBay® business right from the comfort of your home has never been easier. With the incredibly powerful iAuctionWizard QuickStart Guide and the eBay® Tips For Dummies Online Auction Success Kit, you can start making money on eBay® faster than you ever imagined possible.

These highly successful systems give you the ability to start your own eBay® business with little or no start-up cost. Whether you want your business to be your main source of income or a cushy second income stream, you and you alone determine how much you earn. Finally, you have the opportunity and ability to take control of your financial future! Best of all, you can work when you want and where you want, from home or anywhere in the world. Just imagine posting your auctions on eBay® while sipping a cute little umbrella drink overlooking the Caribbean. Now, that's the way to do business!

In literally a matter of minutes, the iAuctionWizard QuickStart Guide and Online Auction Success Kit can show you how to get your eBay® business up and running fast, how to get the highest bids and the biggest profits, where to find the best products to sell, and how to avoid non-paying bidders.

So whether you want to earn \$100, \$300 or as much as \$1,000 every week through your eBay® business, the iAuctionWizard QuickStart Guide and Online Auction Success Kit are definitely the vehicles that can make it happen.

Now, let's talk about just a few basic "getting started" tips. Many times, the things that drive your eBay® auction business over the top are not huge things. In actuality, it just may be the lit-

tle things that make the difference between selling items occasionally and becoming an eBay® power seller.

One of the most compelling features of any successful auction listing is a good photo of the product. Keep the background plain, and take close-up shots of the product at different angles. Showcasing the product in this manner will greatly increase the likelihood of a successful and profitable auction. One more important tip – if the product is shiny, be sure that nothing is reflected in the image, such as you holding a camera.

Next up, let's discuss grammar. While you do not need to post an auction description suitable for a college English class, you do need to at least appear to adequately speak the language. Take the time to compose reasonably well-written descriptions, and be sure to run them through your computer's grammar and spell checker.

Speaking of writing descriptions for the items you will be auctioning, be sure to kick up the excitement level! Pull out every fantastic, absolutely unbelievable, red-hot, dazzling adjective you can think of. Use words that will get prospective buyers excited about bidding on your item. If you have an item that is brand new or in mint condition, say so. But always, always, keep your descriptions truthful.

Remember to post your terms and conditions on each auction, but this portion of your posting should never be longer than your actual product description. Be concise and keep the rules to a minimum, or you will run the risk of appearing to be an unfriendly or uncooperative seller. For example, what type of payment do you accept? Can bidders ask you questions about your products? What shipping options are available, and do you only ship to certain countries? Once you have these details hammered out, save them so that you can simply cut and paste them into your auctions. This one trick will save you a considerable amount of time as your eBay® auction business grows.

The bottom line is this. Treat prospective buyers the way you would want to be treated. Make your auction descriptions interesting, fun, informative, and truthful. Another really great way to increase your presence and encourage buyers to bid with you is to create your own eBay® About Me page.

What You Need To Know And Where To Find The Help You Need

Perhaps you have thought about selling products online for quite some time, and now you are ready to take the big leap into e-commerce. This means that you need a well-built e-commerce website, also known as an online store. If you are not an online specialist, you have three options. The first is to pay someone an obscene amount of money to build your e-commerce website. The second is to try building it yourself. The third is to start your own eBay® auction business and let the iAuction Wizard system do all the web work for you – for free. It just really does not take a rocket scientist to figure out which is the best deal, now does it?

When you sign up for the iAuctionWizard QuickStart Guide, you immediately receive the benefits of having a professional web design team right at your fingertips. You will receive your own

fully functioning, professional-looking, e-commerce enabled eBay® auction listings. No stumbling around trying to build a minimally functioning, cheesy website on your own, and no waiting for months for a web design team to build a ridiculously expensive e-commerce website. Instead, in just minutes, you create and post an eye-catching, professionally enhanced eBay® auction listing through the magic of iAuction Wizard.

The iAuction Wizard QuickStart Guide will also equip you with valuable information that can make your new eBay® auction business skyrocket to success in an incredibly short amount of time. You will have instant access to the iAuction Wizard eBay® Basics Library, including important titles such as 9 Keys To eBay® Selling Success, Extreme Listing Makeover, and Top 10 Free Resources To Boost Your Business.

The eBay® Tips For Dummies Online Auction Success Kit is another system built upon proven selling strategies. With this powerful system, you benefit from the years of successful sales and marketing experience used to design this revolutionary system. And with your free Online Auction Success Kit, you will also receive five books that virtually guarantee your success as an eBay® power seller.

- eBay® Tips For Dummies offers up an easy read filled with savvy buying, selling and business advice. Adapted from the best-selling book eBay® For Dummies, this free booklet is your winning bid for slam-dunk success with online auctions.
- Secrets Of eBay® Powersellers reveals the secrets and strategies employed by some of the top eBay® sellers. These strategies offer the best of both worlds, making sellers huge profits while requiring very little work. In this book, you will discover what works, how to maximize your profits, and how to incorporate this knowledge into your eBay® business.
- eBay® is quite simply the ultimate venue for selling practically anything and making huge profits with very little effort. eBay® Secrets provides easy to understand instructions to help you maximize your eBay® profits with little known, yet proven effective, eBay® selling secrets.
- It is not just about how much you sell, it is also how much profit you earn on each item you sell. Obviously, the higher your profit per item, the more cold hard cash you will make. In the book How To Increase Auction Profits, you will learn how to maximize your eBay® earnings.
- Get ready to start getting bids like crazy on your eBay® auctions! Get Bids Like Crazy explains how the difference between auction items that sell for high prices and those that do not is usually determined by the number of bidders. Tap into the secrets that attract more bidders and drive bids up on your auction items, resulting in more profits for you.

This amazing wealth of money-making knowledge and much, much more is just waiting for you with your free eBay® Tips For Dummies Online Auction Success Kit and iAuctionWizard QuickStart Guide. So what are you waiting for? Get started right now making the kind of income you deserve!

CHAPTER IV

Where, Oh, Where?

What Sells

One of the most critical points you will need to consider when starting your eBay® business is deciding what type of products you should sell. Many times, your best beginning point is to look at what interests you. Do you love tinkering with laptop or desktop computers? Then perhaps you should consider posting reconditioned computers on your eBay® auctions. Or maybe you have a burgeoning collection of interesting little nick-nacks. You could very likely create quite a bidding war for these little charmers in several eBay® categories. The key here is that if something interests you, it will likely interest a lot of other people as well.

Another great place to get some good ideas on what products might sell well is an eBay® feature called “Seller Central.” There you will find a subsection entitled “What’s Hot” which lists categories and products that have experienced a significant growth rate during the current and previous months.

eBay® Pulse and eBay® Catalog are two other fantastic resources that will help you narrow down the items you want your eBay® auctions to concentrate on. With eBay® Pulse, you can discover the most searched categories, the most widely watched auctions, and a listing of the eBay® stores with the most active listings. The eBay® Catalog details a variety of product categories and the hottest auction trends.

Finally, take a look at Category Tips under each category on the eBay® website. In particular, check out a link to the “In Demand” webpage. Here you will find each category’s most sold items as well as the most searched items.

Where To Find In-Demand Products For Your Storefront

It seems that just about every conceivable type of product can and is sold on eBay®, but where do you look to find a constant supply of items for your auctions? Your resources are practically endless, and a treasure trove of hot eBay® auction items just might be right in your own home or neighborhood.

Start with your own home. For a beginning eBay® seller, this really is the best place to start. Look through your garage, storage shed, attic and closets for items that you will probably never need or use again. Some great auction candidates are books, CDs, gifts that did not quite suit your taste, or appliances and clothes that are still in good shape. Maybe you have a storage unit full of old records, books or vintage clothing. You probably have the makings for some fabulous auctions, just waiting to be dusted off and sold. So clean them up, take some close-up photos, and you are ready to post your very own eBay® auctions.

Local garage sales are another fantastic resource for items to sell on eBay®. Just remember, all items need to be in good shape. If an item has a flaw, but you feel it is still saleable, be sure to mention the exact nature of the flaw in your eBay® auction listing.

Search the classified section of your newspaper for liquidation sales and estate auctions. Prior to the events, try to obtain listings of the items to be sold so you can decide which items you are interested in. Also, and this is very important, set a budget and stick with it. It is entirely too easy to get caught up in the excitement of an auction and end up spending more than you can recoup through your eBay® auctions.

Also, check out the eBay® wholesale items and business marketplace. Wholesale items can be found in just about any eBay® category under “Items Listed As Lots.” The idea is to buy items in bulk and then sell them individually.

But if you want to really hit the jackpot with a constant flow of high-quality, low-cost in-demand products for your eBay® auction listings, you owe it to yourself to check out FreeBay and eBay® For Dummies. These are quite simply the two most amazing resources for a fantastic, constant supply of fast-selling, popular products. When you sign up with the FreeBay iWizard and the eBay® Tips For Dummies Online Auction Success Kit, you will receive instant access to warehouses full of today’s hottest products, all at the kind of rock-bottom low prices that are usually available only to volume buyers.

The iAuction Wizard offers you the benefit of easy access to thousands of popular products, complete with exciting, eye-catching descriptions and photos. These products are ready to be sold right now on your own eBay® auction listings. You can receive discounts of up to 90% off of retail prices, and every item is in stock and ready to be shipped to your buyers. That’s right! iAuction Wizard even warehouses and ships your products for you. No inventory to maintain, no frantic afternoons spent packing products to sell to buyers, and no rushed trips to your local shipper. It’s all taken care of for you!

Imagine the life of ease waiting for you when you plug into the power of FreeBay’s iAuction Wizard and the eBay® Tips For Dummies Online Auction Success Kit. Simply turn on your computer, visit either service’s website, and choose the items you want to auction. Then sit back and watch as the bids roll in and your bank account grows. It just really does not get much easier!

How To “Move” These Products Through Your Storefront

Just as you would with a brick-and-mortar storefront, you need to market your online storefront to maintain a steady flow of product sales. Offer your potential buyers added incentives to purchase additional items, and put your storefront name in front of them as many times as possible.

One effective way to increase the volume of products moving through your eBay® store is to consider selling similar products at the same time, as bidders will often bid on other products you are offering. You can also move more products by bundling less sought after items with more popular ones. The basic premise here is that if a bidder wants the more in-demand item, he must

buy both items. A side benefit with both of these types of sale is that the combined shipping will save postage for the buyer, and packing in the same box will save you time as well as packing costs.

When you post a new auction listing, always remind bidders that they can save on shipping costs by bidding on multiple items at the same time. Include information and links to other auction listings you currently have on eBay®, particularly those featuring similar items.

When you ship items to buyers, be sure to include a note featuring your eBay® seller name, the name of your eBay® store, and your website address if you have one. This one simple action will encourage repeat customers, as buyers frequently feel more comfortable bidding on items offered by sellers they know and trust.

Another very powerful tool to maximize product movement is a mailing list. This is often where your real money is made. Using an auto responder, you can automatically email your customers regarding upcoming sales or backend sales. The fact is, once an eBay® customer buys something from you and is satisfied with the product and your service, he is much more likely to become a repeat customer.

If you have not already done so, create an “About Me” eBay® page. On this page, you can create a subscription box that will enable you to capture email addresses. This is another great tool to let previous customers or visitors know about your eBay® store as well as upcoming auctions.

One last note about moving products through your eBay® storefront. Utilizing the buying power, warehousing and shipping capabilities of FreeBay and eBay® For Dummies is the smart way to kick start your storefront, and then keep it rolling to success.

Their marketing specialists carefully research products that are currently in high demand so you don't have to play an expensive guessing game of “what's hot and what's not.” Then they provide you with a constant supply of fresh, exciting products at deeply discounted prices. The result is a dazzling flow of products moving through your storefront, day in and day out.

By implementing these few simple tactics, you will greatly increase your storefront visibility and your profits, while also maintaining a tight lid on your shipping expenses. Soon, your eBay® storefront will be another incredible success story as you become an experienced and wildly successful eBay® power seller.

Chapter V

Automated Processes: It just makes good cents

When looking to set up your online business, it is important that you leverage technology and take advantage of automated processes that will serve to maximize your efforts, while cutting down on the time you spend in front of your computer.

While eBay provides sellers with strong resources and ongoing support, especially during the completely checkout process and in follow-up sales reports, etc., creating professional-looking auction listings can be a challenge.

Remember, this challenge is easily overcome with iAuction Wizard system, which automates the process for you by removing the clutter and helping you to get your products in front of people who are looking for them fast (and all the while guaranteeing that they look great).

With millions of eBay® members looking for what you sell, you can't afford to disappoint.

Likewise, by automating the most cumbersome processes, such as maintaining inventory and shipping by using FreeBay and eBay® For Dummies, you are able to maintain and grow your online business in ways you never dreamed possible. Better yet, using automated processes frees you up to do what you love – be it spend more quality time with family and friends or enjoy a hobby (or two).

Using these systems, you are making money even when you are away from your new home office and creating financial freedom for you and your family for years to come.

So whether you're looking to cash-in on the online shopping trend and maximize this by tapping into the amazingly powerful selling platform at eBay®, you need the buying power, warehousing and shipping capabilities of FreeBay and the arsenal of online selling tools in eBay® For Dummies.

Pair this with other eBay® automated systems, such as search engine optimization, integrated photo hosting solutions, automatic follow-up emails to your clients, automatic payment reminders and invoices, detailed sales reports and more and it's easy to see how you can take your new online business to heights of success you previously only dreamed about.

Recommended Resources Page

eBay for Dummies:

<http://launch.roirocket.com/z/12229/CD2885/>

Freebay:

<http://launch.roirocket.com/z/3512/CD2885/>

eBay Cash Machine:

<http://launch.roirocket.com/z/12134/CD2885/&np=3>