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Liz Tomey

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For just a moment, try to comprehend the power of the Internet. Every day, there are millions of people from around the globe “surfing the web.”

People run their business from the Internet, search for love, research succulent recipes, plan vacations, and best of all – they SHOP! People that shop are always looking for a bargain, not just any bargain, but something spectacular.

The most popular public auction site, eBay, is where people gather to find anything from dishes to jewelry to houses and just about everything in between. Last year there was even a mother sold on eBay!

You can purchase amazing original artwork from China, have it signed by the artist, and shipped directly to your home. Perhaps you are trying to find 12 yards of Toile to reupholster your couch. You might even be looking for a new lawnmower or different power tools. The great news is that eBay has it all!

The other side of buying is the selling. Anyone can sell anything on eBay. Open an account, list your product, and wait for the bids to start coming in. There are secrets to being a power seller on eBay. While it is true that anyone can sell, to be successful, you need to know the inside secrets. One woman made over \$250,000 last year on items sold on eBay. She is just one out of thousands and thousands of people that make a ton of money just selling merchandise.

Are you ready to learn how to be an eBay seller? You will find it to be easy, fun, and exciting.



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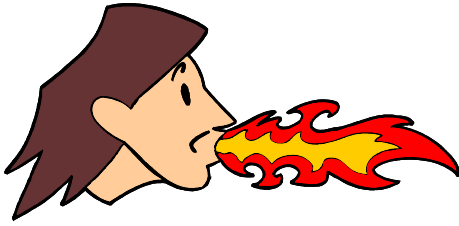
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Above is Larry the HOT ebay guy! Wherever you see Larry, denotes a VERY hot tip. Keep your eye out for Larry through out this ebook to be alerted of VERY hot tips!

1. Some eBay sellers create a business relationship with suppliers. As you find reliable suppliers, you can be assured of the quality and bargain of the merchandise. If you are not sure where to find suppliers, you can visit <http://www.stockmystore.com> where there are thousands of wholesale products, with the majority coming from reliable suppliers.
2. If you have a favorite hobby, such as creating custom wreaths or swags, making homemade soaps or lotions, sewing stuffed animals, whatever it might be, put it to work for you. Turn your hobby into a business using eBay. People do it all the time and make good money.
3. Just like working a job that you love, if you plan to get serious about selling on eBay, focus on things you know about and provide interest. In turn, this will allow you to “sell” the product with knowledge and passion.
4. Regardless of whom the buyer, work with integrity and run your auctions accordingly. More than likely, you will run into some difficult buyers, although not often. Keep in mind that every buyer provides the best form of advertisement - word of mouth. Integrity is what will draw customers in and keep them coming back along with friends and family.



5. [AuctionInsights.com](http://AuctionInsights.com) is a great service that you should look at before you list your auction. [AuctionInsights.com](http://AuctionInsights.com) is a search engine that will go out and review all of the larger online auction sites, looking for your item(s) specified. In return, you will get a list of prices this same item is selling for on the other auction sites.
6. If you have a website where you have many items or even services that would not sell on eBay, consider promoting your eBay auctions through your personal website. This will help increase the traffic to your site and build up the sales at eBay.

7. Auction items that focus on youth such as games, collectibles, clothing, body jewelry, etc. should end during the week or on a Sunday night. Ending them on Friday or Saturday nights is not a good choice since they are generally not home on these nights and therefore, the bidding is not as good.

8. Although you may have tremendous knowledge of something you are selling, not everyone will. Avoid language that is too techie and stay away from acronyms. Keep the language simple and easy to read.

9. The appearance of your auction is important. Auctions that are designed with loud colors or hard to read fonts can push buyers away. Use colors and fonts that are easy on the eye. Remember that not everyone will have perfect 20/20 vision so you want to make sure the fonts can be read by all buyers. It would be the same for graphics – a few added to the auction is fine but too much is a distraction. You want your auction to interest buyers not lose them in all the fluff.

10. When and if you get stuck in the process, use eBay's Seller Assistant Pro, which is yet another valuable tool offered to help you find all the answers to your questions. [http://pages.ebay.com/sellers\\_assistant/pro.html](http://pages.ebay.com/sellers_assistant/pro.html)

11. The time of day you list your auction is important. The start time will be the same as the end time, which is why it is so important. If you want your auction to end at 10:00 p.m. on a Sunday night, you need to have the auction start at 10:00 p.m. For this reason, be sure to set the start time accordingly.

12. Once you post your auction, if you see an error that would make a huge difference in the sale, there is an option on eBay where you can add information. Although you cannot go back and correct the actual error, you can point out the error and provide the corrected information. Using the fabric scenario, if you were selling 12 yards but in your description, you said 2 yards that would make a big difference in the bidding. In your additional information, you could state, "My apologies – in my original description I

stated this auction was for 2 yards. The actual amount of fabric is 12 yards. Thank you.”

13. Keep your photos 25K or less. This will allow buyers to download quickly and not get annoyed waiting to see your item(s).



14. Use [pixby.com](http://pixby.com) if you need help getting your photo uploaded. This is a simple solution helpful for beginners to experts. If you know how to use FTP (file transfer protocol), you can even enter your web address where your images are stored allowing buyers to click on the URL and view the items. This is especially beneficial if you have an entire eBay store full of goodies.

15. If you find that starting a price low and building is not working for you, try various pricing methods to find the one that you are comfortable with using. A great feature now offered by eBay is fixed pricing, which is something many people like to use.

16. When you write your description try to think of questions buyers may have so your description will answer as many possible questions as possible. This will save time in relaying messages back and forth. This would include the manufacturers' name, condition of the item(s), special features, warranties, color, defects, etc.



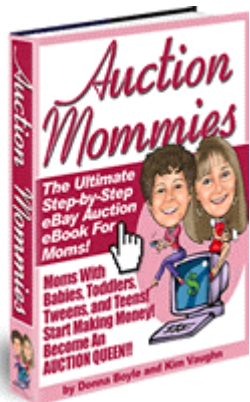
17. Just as using a strong title for a book, your eBay auction title needs to captivate buyers. You are allowed 45 characters for your title and you need to use common words that will draw attention. Use this space carefully and to your advantage. Think of words that will be easily found when people conduct a search. For example, if you are selling six yards of fabric you could say something like, “Stunning material – Don’t

miss this great bargain.” If you are selling fishing poles, try something like, “Love to fish? GREAT buy on fishing poles!” Since the search option on eBay looks for specific characters, you should try to list the item both singular and plural. As an example, for the fishing poles, you could list the auction as, “Fishing Poles – Get your fishing pole now!” Avoid wasted words such as WOW or Look Here. Buyers are looking so there is no need to tell them to look. Again, as buyers looking through the listings, the titles are what will capture their attention. Make your impression a strong one!

18. If you use the Priority Mail option through your post office, they will provide all your supplies free. This would include boxes, labels, and tape. Best of all, they deliver all these supplies directly to your door. In addition, go to USPS.com or UPS.com and request mailing supplies.

19. Pay attention to the community boards provided by eBay. They offer valuable information and helpful tips that can ultimately save you time and effort.

20. Do not add symbols such as asterisks (\*\*\*) in your headlines. Although they may add a little punch to your headline, they also mess up how your auction is posted since asterisks are a part of HTML code. In fact, if you use asterisk, there is a high probability that your auction will not even show up.



**“Hi Moms...Learn The Tips, Techniques,  
And Secrets And Join Thousands Of  
Work At Home Moms Who Are Making  
Money And Having Fun With eBay  
Online Auctions...From The Comfort  
And Chaos Of Their Own Homes.”**

[Click here](#) to learn more!





21. Your About Me Page... This important page needs to be completed. This is your opportunity to brag to your customers about the excellent service and amazing products you provide. Tell buyers about your guarantees, your integrity, and anything you like to encourage buyers to check out your auctions.



22. If you have two or more of one item, you can list it as a "lot." For example, if you had five bottles of suntan lotion purchased from a salvage store for .50 each, and you decided to list them on eBay for \$1.00 each, rather than list each one separately, another option is to sell them as a lot. Often times, people perform their search based on lots. However, if you had one bottle of suntan lotion, one bottle of regular lotion, and one bottle of aloe vera, you would want to list them as their own item.

23. Just like any other business, you need to know what your competitors are doing. This will help you make the best possible decision when it comes to your own auction. Before listing your item(s), do a search for the same type item(s) to see what their descriptions looks like. Find different aspects from different sellers and use them to form one comprehensive site for yourself.

24. You want every customer to be a happy customer. If you have to do a little more research on shipping, or negotiate on price, remember that the customer is the reason you will have success. Therefore, be prepared to go the extra mile in providing them with superior service every single time.

25. Although there are several other quality auction websites, eBay is by far the most popular and most successful. Although you could start using all the other sites, by spreading yourself out too thin you take the risk of getting things mixed up. In reality, it is better to use eBay and focus your attention and efforts on this one site. You will not be disappointed.



26. When you first get started, it can be a little unnerving. The best option is to start by looking around your own home. Think of items that you would sell in a garage sale. However, instead of pricing each item and lugging it outside hoping for a nice sunny day, you can advertise them on the Internet.



27. Information products are a HUGE seller on ebay. Just be careful which ones you sell. Some of them are so out dated and old that no one buys them. If you will like an inexpensive way to get brand new original information products every month just visit [MyOriginalEProducts.com](http://MyOriginalEProducts.com)

28. When you list your item(s) on eBay, write an accurate description. You do not have to write long paragraphs of rambling information but provide exact measurements, colors, condition, etc. Be extremely precise when it comes to your description.



29. When you choose which category to list your items, choose wisely. You will find some categories that are similar yet just enough different that it could make a big difference in how your item(s) is sold. Look at other items listed and choose appropriately.

30. If you want to bring life to your auctions, you should try using HTML tags. A strong recommendation by eBay is to avoid flashing animations since they actually create a distraction from your items. If you do not know how to use HTML, eBay offers an HTML tutorial page or you can hire someone to do this for you for a reasonable fee.

31. Unlike other sites that use a feedback system, eBay's feedback is sacred and taken very seriously. Negative feedback is never removed. Therefore, if you leave negative feedback rather than trying to handle a tough situation between you and the seller, this could give you a bad reputation. If people see that you consistently leave negative feedback because your buyer did not pay as quickly as you like or whatever reason, buyers will be leery of buying from you in fear of getting negative feedback themselves should something go wrong



32. When you get ready to sell items on eBay, consider signing up for eBay.ca (Canada). The Canada site is not as large as the US version of eBay so there are considerably fewer listings, which means that you have a greater chance of selling your item(s) since there is less competition.

33. Use eBay's Category Guide, which is a helpful tool to ensure you place your auction item(s) in the appropriate category.

34. To ensure there are no typographical, grammatical, or punctuation errors, you can use Notepad or a word processor to write the text. This will allow you to check for any errors. Once you are satisfied with the text, simply copy, cut, and past into the eBay description space.

35. You will need to choose between listing your item(s) from 3, 5, 7, and 10 days. The most popular choice is 7 days but the option is up to you. If your item(s) is something that sells fast on eBay, you can lower the number of days whereas if it is a higher priced item you might want to push the date to 10 days, which will provide more time for the bigger spenders to find your auction

36. The gallery option is yet another great eBay feature. For only \$.25 you will be provided with a thumbnail picture of the item at the top of your listing. When potential buyers click into your auction, instead of having to scroll down to the bottom of the page to see your item(s) they can get a glimpse of it immediately at the top. This is yet another way of providing customer service. Buyers remember these types of things and appreciate the convenience offered. If they do not buy from you now, the chance of them buying in the future is elevated.

37. In addition to researching what other people are selling similar items for, you need to conduct your own research outside of eBay as well to determine the going rate for your item(s). As an example, if you are selling artwork, jewelry, or collectibles, you need to state in your description the going price. Although you may or may not get that price from the buyer, it shows buyers that you have done your homework and will stand a little more firm in your price. It also tells buyers that they are getting quality for a good price.

38. If your auctions include items that would appeal to people around retirement age or moms and dads that stay or work at home, the best time to end your auction is mid-morning during the week. This is the time when older people spend most of their time on the Internet and the ideal time for parents who have smaller children taking a nap.

39. Unfortunately, some buyers will try to say they paid for an item but never received the auction item(s). When shipping, you should consider using delivery confirmation. This service is generally inexpensive and can end up saving you a ton, especially if the item(s) is higher priced.

40. eBay offers both buyers and sellers featured articles that can be helpful. These articles offer diversity and can guide you through some difficult or discouraging challenges.

41. In addition to your eBay contact and primary e-mail address, you should also consider adding an alternate e-mail address. Just in case something happens to one, you have a backup option for buyers to reach you with a question or problem. The more accessible you are to your buyers, the better.

42. Online auctions tend to be a little slower during the summer months when people are outside, on vacation, and just enjoying life. The winter months when people are cooped up in the house tend to be much busier. For this reason, many items difficult to sell or higher priced items should be listed during the winter.

43. Keeping with the importance of a professional looking auction, if you need assistance, use the Instant Ad Creator, which will walk you through the process to a great looking ad.

44. Rather than just look at this as selling items on eBay, adopt an entrepreneur spirit. Get serious about this venture and look at it like a business rather than just getting rid of things you no longer want laying around the house.

45. To avoid costly mistakes, test yourself. When you get started, try something a little bit different to see which auction gets the most attention. Take note of what is working by putting different options to the test. This will help you build a strong, working process that will make your auctions sell.

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Techniques For Finding And Selling Free Merchandise For  
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46. Another option many power eBay sellers use is to Drop Ship. This is where the seller acts as the agent between the buyer and the merchandiser. In fact, the merchandise sold does not belong to the seller and the seller does not even have to make the shipments. This is actually a strategy used by many small businesses. The Drop Ship option allows the manufacturer to sell more merchandise while the eBay seller makes money. On eBay, check out the Drop Ship Source Directory if you are serious about selling.

Dropshippers:

<http://www.wholesalemarketer.com>

<http://www.sav-on-wholesale.com/>

<http://www.sav-on-wholesale.com/>

47. While many sellers on eBay sell anything you can imagine, many of the power sellers specialize. Rather than offer 100 different items with no real connection, focus in on something that you can offer several varieties and then change those varieties out from time to time. Two great examples are purses and shoes, and paintings. You are staying in the same category but providing a multitude of options. Gotham Online is a perfect example. They have their website, [shopgco.com](http://shopgco.com), listed with eBay and offer a tremendous value on high quality men and women's shoes. Once the buyer finds the value of this site, the next time they need shoes, they will go back to this site, either through eBay or directly to the URL. However, the buyer will not become bored since the styles and brands of shoes rotate on a consistent basis.



48. One of the best ways to make good money on eBay is to sell small but expensive items. This allows you to move more items without the bulk of heavy shipping and to move fewer items while making more money. This type of selling provides you with a much higher profit margin.

49. Reserve pricing cannot be seen by the buyer, leaving them to question how much you are really asking. For example, if you had an office printer for sale, you might list a reserve price, or a “hidden” base figure of \$100. However, to the buyers, in their opinion, this printer is not worth more than \$60 since this is the average price from other sellers for similar equipment. As the buyers start bidding close to \$60 and they see that the reserve has still not yet been met, they will quickly stop bidding, unsure of what your “hidden” base is. When you use reserve pricing, it does not help to build buyer/seller confidence and should be avoided.



50. The “search” option is precise so you need to try breaking words up, creating a better chance for your auction to be found. As an example, if you are selling a lawnmower, list it as “Lawnmower” and “Lawn Mower.” Another example would be selling a television. You might list it as “television” and “TV.”

When it comes to selling on eBay, the door of opportunity stands wide open. Opportunity is what you decide to make it. As mentioned in the beginning, people literally buy and sell just about everything on eBay. For this reason, do not think that items you have would not be of interest to anyone because more than likely, they will be.

I hope this has given you some great tips to get started on ebay! I wish you much success!

Liz Tomey

<http://www.TomeyMarketing.com>



As promised this manual is also packed full of even more FREE Ebay ebooks and software that you can dive into right now to put you on the Ebay quick profits path. By clicking on each one a zip file will start to download. You will need WinZip which you can get for free at <http://www.winzip.com> to unzip the files.

If you have any questions, please let me know.

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[Jim Cockrum's Secret eBay Marketing by Louis Allport](#)

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