

## Creating An Auction

### 2 Software Programs Included To Help You

People are very misleading trying to sell you software that makes auction templates etc., although auction templates are nice they are not necessary in creating a Professional Looking Auction.

Auctions are very simple to get up and going

Even if you have the slightest knowledge about HTML code there are resources to help you and we will show you that in just a bit.

We remember a few years ago when we first started selling on ebay all the ads were exactly the same. Everyone had plain white backgrounds with a few words for their description and we came in selling with a BANG! Ebay said that HTML code was accepted so we just used Microsoft FrontPage.....made the auction like it was a website....copied the HTML code and simply pasted it right up on the auction site and BAM! it looked great! We were a little crazy back then but had a black background, yellow-orange and even red Font Colors and our product just sold like crazy! And we swear to you that ever since we did that everyone else started doing it!

We use to get about 10 emails a day from people asking where we got our auction templates from and it was just done using Frontpage!

Our first auction ended with over 120 bids. This was for an informational CD that nobody ever even considered selling on ebay back then. But once we posted this CD within weeks people started copying our idea and ruined the entire concept of it.

We highly recommend if you are going to start a business on ebay to buy a program that let's you set up websites easily like Frontpage. Just build a simple website out of the product you are going to sell..copy and paste it right into your auction and you are done! If you cannot afford FrontPage or any website maker we have included one for free for you below! :)

It is up to you to decide what you'd like your auction too look like. Dare to be different. There are so called gurus out there who claim that adding colors doesn't do squat I would have to totally disagree with them as per my example above. People want some color not just a boring white background with a picture. And there have been studies online that for some reason blue backgrounds get more purchases than black backgrounds online. Black backgrounds make the customer feel sad or groggy where blue perks up people.

Don't ask me I'm just writing what I read online :)

Adding color would mean make a simple table.....put your item to the left of the table or the top of the table... and make the table lines size 1 and put red as the color around it or simply put the table lines at 0 to make it look more professional.

We always use Microsoft FrontPage when designing our auctions and it is very easy to make a table you just click the table link at the top and draw it yourself adding lines wherever you'd like. If you make lines all around the table make the cells different colors by simply right clicking on the cell properties and clicking the color you'd like the cell to be. We always surround our auction with color with another table in the middle that is white with color all around the object for sale.

Exactly like what you are reading now. See the red and the blue? The white in the middle? Beats just a boring white page with your item for sale doesn't it??

Just in case you do not have access to FrontPage or a website builder you can download the below software:

[Click Here](#)

And if you need help with designing websites which would also mean your auction site click the following link for:

[The Absolute Beginner's Guide to Starting a Web Site](#)

Next  
[Auction Tips](#)

To feature or not to feature that is the question.....

There are many different types of auctions that you can post.....

There are no freebies on ebay anymore.....so always keep this in mind:

Simple auctions which are low fees normally .10 -.30 cents each because you have to pay ebay a certain amount of cents just to list your auction which is called their "listing fee" not to mention the % cut that ebay gets so please always keep this in mind that you are paying fees just to list your item and you are paying fees just to sell your item! People neglect this and

lose out a few dollars so.....Whatever the cost of the auction + ebay's fees should be added to the amount you want for your item so that you do make money off of that item.

Now the freebie "cents" auctions are for people who are selling something they found laying around the house and are just looking to get whatever they can for it and don't much care for what it sells for.

Please keep this in mind however, if you are selling an item that is NAME BRAND by all means use this free auction listing. People will type in the keywords for your name brand product and will find your item so there is no need to Feature Plus the item at all.

Name Brand, Popular Brand, Entertainment, Celebrity, Adult and so on if it is popular do not worry about using the featured plus option. Unless of course you want to use the dutch auction (see below).

If you want to make ebay your full time job you need to decide whether or not to feature, feature plus or just list your auction I will explain to you when and when you shouldn't do this.

Let's start with the Featured Plus Auction seeing I covered the "freebie cents" auction above. Pay Close Attention.

What is a Featured Plus Auction?

A featured plus auction is an auction that you run for a listing fee of \$24.95. What ebay does is post your auction at the top with the rest of the featured auctions others are running. This means more exposure for your auction the more exposure the more bids.

Now how do you know if you should post your auction as a Featured Plus Auction?

Well it all basically is common sense however, I've seen hundreds of people who feature plus their auctions and it makes no sense to me why they do it when their item is up for \$5.00??? Think about that. They just paid ebay \$24.95 and are asking \$5.00 for the item?! They just lost out about \$30.00 right there w/shipping costs now didn't they?

Why would anyone feature plus an item that is worth so low?

So take that example and think about it for a minute.....when would you use the Featured Plus Auction?

2 Reasons

#1. You would use the Featured Plus Auction if you were selling more than 1 item which is called a dutch auction. A Dutch auction is when you have let's say 20-100 + of the same item to sell. You know that you most likely will make the money back that you have to pay ebay to feature plus it to begin with so people do this. Make sure that this is an item you know for sure will sell which is easy to do by simply running a search first on ebay for the item you are selling and doing your homework. Doing your homework would mean making sure that the item you want to sell is selling by other sellers selling the same item you want to sell... did you get that? :)

#2. If you were selling an expensive item like an automobile, stereos, televisions and more. You want the proper exposure for the item so use the featured plus auction unless again if it is a name brand or any brand that is popular and can be found by bidders typing in the name of the product you are selling to be easily found.

A Featured Auction which is the biggie on ebay costs \$100.00 and really in my opinion isn't worth it. This guarantees that your auction will be shown on ebay's front page for FULL ENTIRE exposure.

Every time we've used this option it was a waste of our money but don't get us wrong it could have been the product we were offering so use your own judgment.

Make sure that you use every single keyword that pertains to the item you are selling in your auction template so that your auction is easily found!

Next  
Auction Lengths

When and how long should you post your auction for? What Time is right?

Everyone will answer this question differently each of us have our own tips so this is speaking from our past experience.

We feel the best time to post your auction would be on a Thursday Afternoon around 5:00 cst.

When you post your auction up on ebay it will take them about 2-3 hours to run the auction live on their site.

You do not simply click the button and BOOM! it's up that is farthest from the truth.

You have to wait unless of course you would like to PAY ebay another fee to get your auction up at a specific time! Why do that? Just wait and keep your money or you are going to have to add more money to the cost of your item to make up the difference.

So we post our auctions at 5:00 on Thursday and we run a 3 day auction! YES a 3 day auction.

Why not a 10 day auction? Well you can do that if you want it all depends again on what you are selling.

Almost 95% of ebay's bidders just click the ending soon or going going gone button to purchase what they want NOW. They do not want to wait!

So what we do is run the 3 day auction simply because we will have the advantage over the other sellers who are selling the same item that we have and ours ends sooner and this will end on a Sunday Night which is ebay's biggest nights for bidders!

If a bidder finds our auction ending in 1 day and the other seller's auction ending in 7 days who is he going to bid from? If he wants it bad enough and fast we win!

Thurs.-Sun doesn't get any better on ebay. People are home from work and are surfing the ebay for goods. A 3 day auction in our opinion pulls in more bids!

Now recently ebay has let sellers use the Buy It Now option with dutch auctions.

So listen up!

If you are running a Dutch Auction we would advise you to start this on a Friday Afternoon around 5:00 CST and run it for 10 days using the Buy It Now. Your auction will cover 2 full weekends of bidders being able to view your product so Friday is the best with this route.

The buy it now advantage is that people do not have to wait for your auction to end so it doesn't matter how long your auction is running they can purchase your item now and don't care if it ends in 10 days.

You set the price for your item. You set the Buy It Now Price and they purchase it. The 10 Day Auction advantage here is that your items can be

sold with the buy it now for 10 days straight without you having to repost this auction over and over again if you were to use the 3 day route and your item is shown 2 weekends straight.

You must have a feedback of 30 in order to run a Dutch Auction.

You must have a feedback of 10 to use the Buy It Now Option.

So if you don't have 30 bids you cannot sell more than 1 of the same item (dutch auction) so take our advice and run the 3 day auction.

Next  
Watch Out

This is short but very meaningful as there are so many sellers who first get started who totally forget about these things.

Do not forget about ebays fees.

Be very careful.....

There are people who get a great product and they use the \$99.99 featured auction with ebay but the only thing they get are burned.

People neglect to watch out for ebay's fees they really do and we need to put this in here as a warning for you to pay attention to the fees.

For example Tom has a hot new product that is receiving 25 bids per auction @ \$24.00 each.

Tom pays his wholesaler \$16.00 per item. Tom's profit per item will be \$8.00 per bid.

Tom features this auction his cost \$99.99. Tom then ads the Feature Plus as well to get into the top position in his category (to be seen first) Tom's cost \$24.95. It cost Tom \$120.00 plus to list his auction.

Tom sells 25 products @ \$24.00 each: Tom receives: \$600.00

Tom pays his wholesaler \$400.00 for the products...gets his products ships his goods out to his bidders Tom is very happy that he pocketed \$200.00.

Why is TOM NAIVE right now?

Tom forgot that he has to pay ebay \$120.00 plus end of auction fees at the end of the month!

Now Tom needs to take let's say \$130.00 - \$200.00 from his profits. Tom pockets \$70.00.

Not bad but look at all the trouble Tom had to go through for \$70.00 so what Tom decides to do is put more auctions up to make more money.

Tom puts 5 more auctions up and he features them all.

The first auction Tom sells 22

The 2nd auction Tom sells 20

The 3rd auction Tom sells 10

The 4th auction Tom sells 4

The 5th auction Tom sells 6

Tom's screwed isn't he?

Let's see:

Tom sold a total of 62 items x \$16.00 to purchase from his wholesaler=  
\$992.00

Tom Receives 62 x \$24.00 from his bidders= \$1,488.00

\$1,488.00 - \$992.00 = Tom's Profit \$496.00

Tom NOW owes ebay for Featured Fees, Featured Plus Fees and end of auction costs:

Tom's Profit \$496.00 - Ebay's Fees= \$650.00= Tom's New Profit \$154.00

Was it worth it?

We are just so very against Featuring your auctions on ebay for \$99.99 Tom could have easily saved himself \$525.00 and pocketed this.

What he did wrong was feature the same item too many times.

If 62 people were interested in this product he could have Featured and Featured Plus 1 auction and ended up with 62 bids. He would have saved himself \$400.00 in ebay fees!

A good tip is if you are selling the same item in the same category NEVER EVER post them together! They will fall on top of each other when they post and you have a 99% chance of one of those auctions going down the toilet right with your Fee!

Always wait about 3-5 hours before posting another auction or simply choose ANOTHER category.

Tom could have posted 5 Auctions all Featured Plus for only \$24.95 each and used different categories. Tom could have Featured and Featured Plus 1 auction and saved \$400.00.

For some reason what people do is continue to Feature their auctions over and over and over again and we stress OVER without realizing they still owe ebay come the end of the month!

They think they are making all this profit neglecting the fees.

The toughest one is when people use their credit card and they feature and feature plus an item and then they charge their credit card the fees.

They end the auction and pocket the cash neglecting that they owe their credit card company \$125.00 for ebay's fees.

Continue to do this and all you will have is a Maxed out credit card because when the bill comes most people will pay the minimum and not take that ebay profit the cash and pay their credit card bill like they should.

Be smart about how you post your auctions!

Next  
Do Your HomeWork

Now here's the fun part deciding on what to sell.

You can sell anything you want with the information we are going to provide to you shortly.



What you really should do however is your homework as we mentioned a few pages back.

Your homework consists of about 30 min of your time a day to find out what the hot sellers are on ebay.

Take 30 minutes and look through the categories on ebay.  
Click the going going gone button and see who is bidding on what.  
Look for bids that are between 10 or more and write down the name of the product and how many bids it is ending with.  
Make notes on how the seller is selling it.. is he using buy it now? Is his auction featured? Is his auction featured plus? Write that down too.  
Now get your calculator out and take his profit and minus ebay's fees and see if it's worth it to you to sell that product.  
Go over all the hot product auctions you have written down and take the best product that makes the most money.  
Go find that product and offer it in another category exactly how he did it....featured or featured plus (try and stay away from the featured auction unless you are going to make big money) Or if you must feature the auction and only put 1 UP!

You should come up with over 20 Hot Products a week just look for that item at the best wholesale prices you can get them for and we will show you that in a minute.

You can sell products or informational items or both.

People just like you want to learn to sell on ebay so you can also resell this ebook as well please remember that! You can make a lot of money with this ebook by offering it on ebay or on your own website.

We also have another info site located at [www.sellersgear.com](http://www.sellersgear.com) full of downloadable products that you can resell for profit, we have software and wholesale information as well but the wholesale information will be found in this ebook.

People do not realize that informational products are the #1 money maker online and people make a mint reselling them as well we will continue this on the next page.

Next

What To Sell & Where To Get It

After you have done your homework...and even if you haven't and would like to just start off selling your own products below we have all the wholesalers and dropshippers you can possibly need.

These are the very same wholesalers and dropshippers that Power Sellers are using you will be no different then them below are the same wholesale contacts they use.

First we'd like to give you a heads up!

Heads Up!

Between March-July a hot seller would be the 100ft or 50ft flat hose.

Between Feb-July Diet Pills are hot sellers....you can really make a lot of money off of diet pills. [www.wholesaledietpills.com](http://www.wholesaledietpills.com) go to that website and look it over to become a distributor. You get bottles for wholesale cost and make a lot of money.

From July-September Leather Backpacks are Hot Sellers we'll show you where to go for those.

From September-December (right before Christmas this ends) Leather Jackets are Hot Sellers! Leather Gloves & Leather Bags are also hot sellers.. We'll show you where to go for those.

Here we go with wholesalers/dropshippers for you make sure you are online to view these great sites.

Ebay's #1 Wholesaler for thousands of products. Dropshipping here is where you get all the leather jackets, gloves, bags, housewares, gifts, clothing, knives and so much more it would take up this entire page!

Please go to the below Web Site for BNF USA:

After you sign up log in using:

username: web

password: user

Click here for BNF

As Seen On TV: [www.asseenontv.com](http://www.asseenontv.com) click the wholesale to the right.

As Seen On Tv: We've seen better prices but they claim to wholesale/dropship it's up to you. [www.ezdropshipper.com](http://www.ezdropshipper.com)

A great site that ebay sellers use: [www.rothmancloseouts.com](http://www.rothmancloseouts.com) many categories to choose from buy in bulk and save more money.

You can have over 20,000 different products dropshipped right to your customers, get free auction templates and tons more!

Please go to the below Web Site for over 20,000 Wholesale Products!

Click Here for AGS

Ebay Sellers Electronic Wholesale/Dropshipper: [www.hotbuy4u.com](http://www.hotbuy4u.com)

[www.wholesalez.com](http://www.wholesalez.com) seems to be getting really popular lately try them out.

Please go to the below website to search through over 87,000 Wholesale Products DropShippers are also listed: [www.wholesalecentral.com](http://www.wholesalecentral.com)

A New Wholesale Search Engine: [www.wholesale411.com](http://www.wholesale411.com) (not as good as the above site)

Here's a little secret that a lot of sellers on ebay are doing.

They are reselling information. The trick here is to put up about 10-20 different products and put up 20 different auctions per product. They resell their information for \$9.97 a piece and with the over 200 auctions up manage to sell about 50 a week. It costs them .20-.30 cents to post the auctions a piece and they pull in about \$500.00 a week. We are not saying that this will work for everyone but we have been watching quite a few sellers and they have sold quite a bit and are making really good money.

There are sellers who have become Power Sellers reselling this information.

The great thing about informational sellers is that they NEVER have to ship anything. It is all instant download. So we do recommend you visit [www.sellersgear.com](http://www.sellersgear.com) we have ALL the downloadable products available in one huge package for only \$20.00! You can make your \$20 back by selling 2 products on ebay!

Next

Advertise on ebay Trick

How can you advertise your website on ebay for free 24 hours a day 7 days a week you might ask....

Well it's pretty simple and we had to add this into our ebook.

All you need to do is take your dot com name and use it as your ebay id!

There's one small problem however... ebay doesn't allow you to use [www.yourdotcom.com](http://www.yourdotcom.com) so here's the trick:

Put asterisks in front and after your name: **\*\*www.yourdotcom.com\*\*** is fully acceptable on ebay but we don't know for how long so do it asap!

When you leave feedback for someone other people check their feedback and will see your dot.com ....

When you have an auction running people are going to visit your dot.com name.

It is endless with putting your dot.com as your ebay id!

Well we hope you have learned from this ebook and appreciate your purchase.

If you have any questions or would like us to add anything into this ebook please feel free to email us at [customerservice@authorizeddistributor.com](mailto:customerservice@authorizeddistributor.com) .

You have full resell rights to this product.

We wish you nothing but success!

The Staff @ [www.authorizeddistributor.com](http://www.authorizeddistributor.com)

