

MORE EBAY SECRETS REVEALED

Completely
Updated For
2001 and
Beyond!



Still, What No One Else Will EVER Tell You
About How To Make Money On The World's
Most Popular Trading Site

By David Vallieres

More eBay Secrets Revealed

Still, What No One Else Will EVER Tell You About How To Build A Hugely Successful Business On The World's Most Popular Trading Site

by David Vallieres
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Introduction To The Third Edition

It's been just a year since I completed writing the First Edition of eBay Secrets.

A lot happens in a year- especially on the Internet. And even though I have added to this eBook from time to time throughout the year, it needed more than cosmetic surgery to keep it up to date.

That's why I'm writing this introduction.

Besides a few changes in formatting, there is a lot of new information here.

The most important change is in the section on "*7 Really Powerful Ways To Start Making A Six-Figure Income On eBay And Just About Any Other Internet Auction Site Starting Right Now!*" The '7 Ways' are still the best ways to profit from eBay. But I've included information on *WHEN* to employ each one. Timing is just as important to successful selling or buying on eBay as it is in the stock market.

One of the trends I've been keeping an eye on is the number of auctions that close successfully on eBay. When I first started selling books and collectibles on eBay in 1998 it was fairly easy to sell discards, household items and unwanted items. That's no longer the case.

From February, 1998 (the date I started tracking closing ratios) to October, 2000 the closing ratio or CR's ('CR' is the percentage of successfully closed auctions - *not including reserve auctions*) on eBay was approximately 80%. What that meant was that for every 10 items you listed for sale on eBay, you would have successfully sold 8 of them. Not only that, but you would have had multiple bidders! In many cases, an average of 3-4 bidders per auction.

Of course, these are averages. If your item was rare or you were selling an expensive item at an incredible discount just to rid yourself of it, you would have probably received many more bidders.

The way to determine a closing ratio for the category you want is to simply view the "going, going, gone" page on eBay for that category, count the number of listing on the page and divide that by the number of auctions that have successfully closed out of those auctions that didn't have a reserve. The reason we don't use reserve auctions in the closing ratio is that we don't know if the reserve was set low or unreasonably high skewing the data. In addition, a lot of **eBay** bidder's will NOT bid on a reserve auction so we feel it's not a true indication of market demand.

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The higher the CR the better chances you had of selling just about *anything* successfully. If you wanted to start a business on eBay, you probably found a great deal of success, without much effort. Unfortunately the market on eBay has changed and the CR has fallen dramatically – down to 54%.

I don't want you to get the impression there aren't opportunities on eBay anymore...that's not the case. But the opportunities change so frequently now that, for the average person, it's simply harder to make money on eBay than it was a few years ago- even last year.

For example, the hottest opportunity (as I write this in April of 2001) on eBay is in hip-hop jewelry. Hip-hop stars are wearing outrageous styles of jewelry and a lot of people want that look. I did a special report about this trend in my *Total Internet Profits* (TIP) report (<http://GoBizInfo.com>) on April 4th. I also included reliable wholesale/manufacturing sources that my TIP Members could buy from.

CR's for hip-hop jewelry are 98% and even 100% for some sellers- at the time of this writing – and profits are an average of 400% per item, up to 1,000% (or 10 times cost). In addition, hip-hop jewelry items are receiving an average of 10 or more bids per item! This is a VERY HOT item on eBay right now. Just do a search on eBay now using hip-hop keywords such as “bling-bling”, “iced-out” or “hip-hop jewelry” and you'll see what I mean.

Does that mean you will be able to capitalize on this trend? I hope so, but you'll have to check eBay to determine if your not buying into a declining trend.

I made a statement in the First Edition of this eBook to the effect that eBay and other trading communities or auction sites or central Internet markets – whatever you prefer to call them – are similar to stock exchanges: They are central Markets where people communicate with each other in a free and open market then participate in economic exchanges (they buy stocks or they sell stocks in exchange for something of equal value, usually cash or currency).

And like stock markets, central Internet markets like eBay have bull and bear markets, ups and downs, and certain items that are a strong “buy” or a strong “sell”.

But unlike the NYSE or the NASDAQ there is still relatively little information about what's selling on eBay- what's hot – what's receiving the most bids and

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what kind of volume each item is doing. In other words, what's in an up-trend and what's in a down-trend, where the buying is and where the selling is.

Also in the First Edition I included a link to eBay's Hot Page at:

<http://listings.ebay.com/aw/listings/hot/index.html>

This was a page eBay maintained to show participants what items on eBay was attracting the most bids. I believe, at the time, any item with 20 or more bids was included on this page.

This was extremely valuable information for sellers. A quick glance at the page would tell you what was in high demand on eBay on any given day. All you had to do was source a few products from reliable sources to make good money. Unfortunately eBay terminated this page and no longer includes it on their site or any where else on the 'net.

In December of 2001 another valuable data source was lost. eBay discontinued their license with Krause Publications to publish eBay Magazine. The magazine included articles written by preeminent collectors/dealers in various fields that updated readers about what trends were hot. But they also included the popular "eBay Site Barometer". The Site Barometer included extremely valuable information on which items were selling on eBay, how many relative bids each item was receiving and what price trends were occurring. I never cared for the way they presented the information, but still it was valuable.

Why would eBay do that? Why wouldn't they want you to know what's a hot seller? I don't know. But if you ask me it's stupid. Plain and simple. They have all the data. It would make sense to sell or license the data to someone who will publish it. More information about a marketplace helps attract interest, not diminish it.

Not having easy and comprehensive auction results for eBay is like getting the Wall Street Journal with no listing of stocks or their current prices or volume.

Hopefully things will change and we'll have access to all the auction results on eBay.

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But for now, if you want to figure out what's a hot seller on eBay right now, you have to either have a lot of time on your hands searching through thousands of category listings or stumble across hot sellers by luck.

In the meantime, I developed a proprietary system to determine hot items selling on eBay and other Central Internet Markets (CIM's) and trends and I share the results with each TIP Member twice a week. It takes many hours of research and analysis, but it's worth it.

So what can you do to profit from eBay today?

That's what this eBook is all about.

I mentioned a few moments ago that the "7 Ways" section has been revised to include WHEN to use each method.

In each section you'll see when is the best time to use that particular strategy so you can stay ahead of the crowd or, at least, not get caught with excess inventory no body wants.

For example, because CR's are low right now, it may be the perfect time to use "**The eBay Arbitrage Strangle**" (*EZ Money-Maker #5*) or "**Turning the Tables: Buying on eBay, Selling Local**" (*EZ Money-Maker #6*).

There are always opportunities on the Internet and on eBay. It's where you focus your attention that makes all the difference.

Best wishes always,

Dave Vallieres

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Can You Really Make Good Money With Online Auctions?

It won't come without effort.

I never said it will. But it's relatively easy and a lot of fun and, in my opinion, it's the best business opportunity for individuals who want to be completely independent -financially and personally- to come along in the last 100 years or more.

Anyone, and I mean anyone, with a little bit of ambition and interest in business can succeed on the Internet using the "7 Ways" I detail in this Internet Profit Plan.

I'm going to share with you secrets that have taken me 6 years on the Internet and thousands of dollars out of my personal pocket to learn-the hard way.

Some will start to read this Manual like they're on fire ...rushing from page to page ...excited by the opportunity ...the information ...and burning to get started.

Or you may be interested in pursuing this opportunity but are cautious. You want all the details before committing to a plan of action. You will move forward but move forward step by step-- slowly and deliberately toward your goal.

If you recognize yourself in either of these scenarios then Y-O-U are the one I wrote this manual for – either way, you will find what you're looking for here.

Generate A Constant Flow Of Traffic and Sales With Almost ZERO Marketing and Advertising Costs

The problem for most small businesses is not finding a product or service to sell, or customer service or how to count the money you make...it's...

"How do you find hungry markets for your products or services and make enough sales every day to make a living?"

Internet marketing gurus will tell you that you need to start an ezine ...or participate in discussion groups ...or use bulk opt-in email ...or do reciprocal

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linking ...or do banner advertising through a free exchange ...or become a search engine positioning specialist...etc... etc... etc...

Hey, I'm not against any of these things. They all have their place in Internet marketing.

But, for the small business person, the mom or dad who wants to someday quit their job so they can have a life with their kids, or the store that's beginning to feel the pinch of Internet competition and wants to learn how to make a web site make money...all of the things mentioned above take...

- ❖ Time,
- ❖ Money, and
- ❖ Non-cash resources (that you probably don't have).

Let's take starting an ezine, for example. Have you ever started a newsletter or magazine or newspaper?

Starting an ezine is not as hard to put together as these, but you have to deal with a lot of the same issues:

- ❖ Who going to write each issue?
- ❖ What's the editorial focus going to be?
- ❖ How will you build a subscriber list?
- ❖ Will it be verified opt-in or double opt-in?
- ❖ Will you sell classified ads in the ezine?
- ❖ If you sell classified ads how much will you charge?
- ❖ How will you verify mailings for the advertiser?
- ❖ Where will the ezine be hosted?
- ❖ How will you deliver the issues? Will you send plain text or HTML or PDF or...?
- ❖ How will you let your subscribers opt-out of your list?
- ❖ Will you keep your list private or place it with a list broker?
- ❖ Have you developed a Privacy Policy?

All of these questions (and much more...this is only a partial list) must be answered before starting your ezine. AND it's before you have even made \$1 profit from your Internet business.

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Let's talk about participating in discussion groups to market your web site.

Most, if not all of the really good discussion groups will not allow blatant advertising messages. So you really have to participate and be willing and ready to offer helpful advice and tips or ask serious questions in your posts.

To do that you need to study the discussion thread for a while, or "lurk". Find a discussion thread that interests you, ask a reasonable and intelligent question or post a brilliant and helpful response to a question. You will get some traffic to your site doing this.

It takes time though. I've spent days lurking groups and responded to less than 6 questions I felt competent to answer. For all that work I only got 5 new visitors to my web site. But if you start to become recognized as an 'expert' on the board in a certain area, you will get tons of traffic to your site every time you post.

You might say, well, gee Dave, why not post more often to the discussions- you know- post once an hour or something?

Believe me, you don't want to get flip or post something really stupid... remember you're trying to share your knowledge. You have to at least look like you know what you're doing!

If you post more often than once or twice a day to any of these groups you're going to look like a discussion board spammer- that's a very bad thing.

If you want my opinion the best discussion board for general business is Anthony Blake's at:

<http://www.ablake.net/forum/>

Another really excellent discussion board for entrepreneurs is Dien Rice's Seeds of Wisdom forum at:

http://www.sowpub.com/cgi-bin/forum/webbbs_config.pl

OK, let's take reciprocal linking.

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Sounds pretty good...and if done right...will work beautifully. Not an overnight solution but in 4 to 6 months you can dramatically increase traffic to your site.

But again -- it's time consuming. It may take days and weeks to get just a few links on other sites. And remember since you're exchanging links you have to set up a page on your site with all these links and maintain it. But it does work. In fact I rate it in the top ways to generate really qualified traffic to your web site.

If you're going to do reciprocal linking look into a program called Zeus. It will automate most of the tasks of setting up the links for you including automatic robotic search of web sites you can link to, automatic email requests for linking to the webmaster of each site and automatic creation of the link directory for your site. It's pretty amazing but expensive. You can look into it here:

<http://www.cyber-robotics.com/>

So, how does the average web site owner or wanna-be Internet entrepreneur begin to generate a constant flow of traffic and sales in less than 7 days from today with ZERO marketing and advertising costs?

The answer is by leveraging the use of trading communities or central Internet Markets (CIM) on the Internet.

Leverage in business transactions is what created millions for stock traders during the early 1900's. If you bought stocks on margin in 1910 you only had to put up 10% cash.

So you buy \$10,000 worth of stocks for just \$1,000.

That's L-E-V-E-R-A-G-E at work.

Real estate fortunes are created using leverage. As little as 5% down allows anyone with decent credit to purchase and control hundreds of thousands and even millions of dollars worth of real estate.

That's L-E-V-E-R-A-G-E at work.

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Another form of leverage is called "employees". Your boss or employer hires you to 'leverage' his or her time. Since they can't do everything, they hire you to do it.

One of the key ratios that business analysts look at is the 'Revenue Per Employee' - how much average revenue is generated by each employee for the company.

You can guarantee that the "Revenue Per Employee" figure will be 3 to 5 times larger than the 'salary' that employee gets to take home.

When I was the CEO of a non-profit community development corporation, we used this ratio as a benchmark for the organization. Yes, even non-profits measure this.

My "Revenue Per Employee" averaged about \$250,000. That's how much the average employee was bringing into the organization in the form of gross revenue (funds) each year. Not all the employees did this equally- that was the average. Can you guess how much the average employee in my organization actually made? Less than \$20,000 a year. That's about a 10 to 1 ratio. Most businesses operate in the 3 to 1 ratio.

Where did the rest of those funds go? Well, since we were a non-profit most of our revenue went directly into economic development programs (entrepreneur training and housing programs) and services that benefited the community. We weren't in it to make a profit, but one of our organizational goals included increasing our operating funds to provide a cushion against hard times.

But if we were a 'for-profit' business entity, the difference between "Revenue Per Employee" and operating expenses would be contribution to profits.

Why would a company hire people to work for them if they lost money doing it? Does that make sense? Of course not.

Listen, you get hired for a job for one simple reason: It will make a profit for the employer. And you thought it was for some other reason?

Leverage is the key to business success in the 'physical world' and it's the key to success in the 'virtual business' world too.

But “Markets” are equally important. In the above examples you could not employ leverage unless you were able to tap into the right ‘markets’:

The Stock Market
The Real Estate Market
The Employment Market

Central Internet Markets include eBay, Amazon.com, elance, Zden.com and hundreds of other less known, but still, active markets on the Internet.

Is that the limit to CIM's? No. not at all.

In fact I mentioned two other CIM's just a few moments ago: Discussion boards. Yes, these too are CIM's. They do not exist for purely economic exchanges - they exist for the exchange of information and advice. Information markets.

Email lists that you belong to are also potentially CIM's. I say ‘potentially’ because there needs to be a mechanism in place that allows you to post – to ask questions and to respond to questions to make it a CIM. It's this ‘exchange’ of information that makes it a ‘marketplace’. If it's a list that you only can read messages sent from the owner- but are not allowed to post- then it really doesn't fit the definition of a CIM.

The email discussion lists that allow posting (even though moderated) are good CIM's. There is sharing and information exchange there and indirect economic exchanges.

What do I mean by ‘indirect’?

I mean that, in most cases, a moderator or group leader will allow people who post to the group to include a “signature”. This is usually a 3-4 line advertisement about you and includes a URL for your web site or you email address.

There is a lot of ‘indirect’ economic exchanges on discussion boards and email lists – maybe more than you think.

For example, I'm a regular at Tony Blake's Forum mentioned above. When I post a question to the group or answer a question, a lot of people will read my post. How do I know that?

Well, at the bottom of my post I always include a link to one of my web sites. I then read my web site log files and referrer logs to see where my traffic is coming from. A lot of it comes from the posts I made on discussion forums.

Let's wrap up this concept of CIM's with a definition. That way if you run into what you think may be a CIM, but aren't sure, you can always come back to this page and have something to measure it against:

Central Internet Markets or CIM's (pronounced "sim's") directly or indirectly encourage and expedite economic exchanges between individuals, business entities or groups by facilitating and allowing direct or moderated communication between participants.

Some CIM's are better than others. eBay, for example is a far superior CIM to Dan's Internet Auction Barn. And Tony Blake's forum is far superior to say... Jimmy G's Amazing Fast-Buck-Good-A-Luck Forum on Angelfire.

How Any Small Business Can Use Central Internet Markets To Generate More Business

We will now see how to use the Internet as L-E-V-E-R-A-G-E to promote your product or service and generate a constant flow of traffic and sales on your web site with the added bonus of self-generating and automatic testimonials.

As I mentioned, I 'lurk' on dozens of Internet discussion boards.

Once in a Blue Moon someone will ask if there are any good business 'uses' for ... online auction sites...let me think....

Most businesses on and off the net just don't get online auctions.

They think they're flea markets.

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They started that way, but have evolved way - way beyond that.

Online auctions started in 1995 (Labor Day, 1995 to be exact).

And trading communities were born.

Who is the poster boy for online auctions today?

"eBay".

They opened for business on Labor Day, 1995.

Listen very carefully. There are now hundreds of trading communities (TC's) around the net.

EBay (and other TC's) are not about trading Pokemon cards or Pez dispensers...they're about ...

Leverage.

What is the stock, bond and commodities market? A 'central marketplace' where millions of registered users trade stocks of companies that produce goods and services 24 hours a day, 7 days a week, non-stop, world-wide.

Are you beginning to see the BIG picture here?

eBay has expanded to the point where just 40% of it's transactions have to do with antiques or collectible items.

That means that 60% of the items being sold on eBay are goods and services that do not fit the collectible and antiques category such as brand new digital cameras, computers, books, stereos, etc.

Sun Microsystems sells its \$6,000+ servers on eBay. It makes money, finds new customers and generates leads - all for free.

There are literally hundreds of 'business uses' for eBay or any of the other TC's like Ubid.com, keen.com and more.

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One of the least understood and least used business uses of TC's is generating constant traffic to your web site, sales and FREE lead generation for just about any kind of business.

eBay is the biggest and the best online auction site around. It is 'the market' for dynamically priced goods and services on the Internet. I mention eBay a lot in this book, but the strategies and techniques are applicable to any online auction site or trading community.

You might say, 'Well Dave, I have a service business. How can eBay help ME develop constant flow of traffic, sales and generate leads?'

Done right, eBay can be set up as a lead generation machine for any kind of business.

Here's how:

Let's say you have a service business. This is what I would suggest you do (because it's what I do to make money online):

Put together articles you've written (original material is best) and posts to discussion groups and organize them into an short e-book (or e-booklet) and list it under the appropriate category on eBay. In your description you include a link back to your web site (more about this later).

Of course, in the book you'll demonstrate your superior knowledge of your subject area for your type of business and include a link (or several) to your website and include additional contact information...and how much easier it is to use *your* services than if the customer did the service themselves ;-)

If you're selling a service, use the eBooklet technique to generate leads. Or if you want to actually make money on eBay and generate leads...you could spend extra time on your eBook, put together some great original material and sell it for a good/fair/reasonable price.

It doesn't matter what kind of service your provide...you should always be ready to educate your buyers. This technique has been very effective for me (selling rare and collectible books and eBooks) - plus - if you do it right - your leads will actually cost you nothing.

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But first a WARNING: This 'system' will do you no good whatsoever if you don't follow-through with the leads that you get. You must think about what you're going to do with the leads after you get them. Letters? Emails? Audio tapes? All of these can be sent to your prospects from this system to make a sale.

Okay?

Here's how it works:

You have an eBook you want to sell. But you did some research and most of the ebooks on ebay sell for less than \$20 and yours is \$49.95.

Create a 'mini' version of your book- a 20 page "report" on the subject of your larger work. You put it up for sale on eBay for \$1.00 or .50 cents or whatever you think will draw the most bids.

If you have a good title, good cover design etc, people interested in the subject will bid on it. You collect your \$1.00 per eBook-- your delivery costs are "ZERO" because it's "digitally delivered" and your only fees are eBay's listing fees, which should be covered by the buck you get from each successful bidder.

Now here's a bonus to this "system": All the email addresses are sent to you *automatically* when the auction is complete by eBay.

Bamm! You have a built-in automatic lead generating machine going--all you have to do is make your eBook so attractive people bid the dollar to get it- all the email addresses are sent to your mail box automatically.

You can build a significant mailing list in a very short period of time using this method.

Just make sure after you have delivered everyone with their eBook that you ask permission to keep them on your FREE "updates list" - and give them an opportunity to sign-up or opt-out.

How about non-payers? My humble opinion on that is- send them the eBook anyway! Hey! You're trying to generate leads and sell your larger work.

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Who knows, they may feel so guilty so sent the darned thing for free- they may just buy your book to relieve some of that gnawing guilt!

Here's the "Formula" in numbered order:

1. Create an 'eBook' or 'eBooklet' educating people about your product or service or create a "report" that's a mini version of the book you're *really* selling;
2. List it on eBay in the appropriate categories at a nominal opening bid *and put a link back to your website*;
3. Collect the money at the end of the auction or not;
4. Collect the "qualified" leads and get them to opt-in to your mail list then follow-up with them to sell them your **real** book or service.

This works for other items too. Not just service businesses and eBooks.

Do you have a sample of your merchandise that you can auction for a \$1.00?

Do you have a low-priced item that can be auctioned for less than \$5?

What about the link back to your web site? How does that fit in?

There are a lot of people who see your listing (ad) on eBay. At last count eBay had 22 million registered users.

Some of those people will be sold on your product or service as soon as they read your listing (ad).

Including a link back to you web site is allowed by eBay --even a small graphic is OK. (see eBay's user guidelines page for updated requirements for links in your listings).

Here's how to generate a constant flow of traffic to your web site with ZERO marketing and advertising costs:

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People who see your listing on eBay ad, see the link to your web site and may click on your link (constant traffic).

Because they are 'pre-sold' by your eBay ad they are more likely to buy from you. And...

If they don't want to wait until the auction is over, they will simply click on your link to your web site and buy there.

That happens a lot. It happens constantly.

One of the newest features on eBay's site is the **Buy Now!** Button. Essentially, eBay recognizes that a lot of 'off-site' transactions were taking place and rather than clamping down on them, wanted a piece of the action.

Here's how I found out this actually works:

I would run an auction for an eBook (not a mini-version – the full book) and I'll suddenly start getting more orders on my web site. I checked my web site logs to see where the traffic is coming from and saw that they were coming from the link I put at the bottom of each of my eBay listings.

In fact I received constant traffic and sales - all I need to do is list auctions each day and the traffic and sales to my web site never stop.

Now, you have to make sure that you have a web site that actually works well: That sells your product or service; That features the benefits of your product or service and has several ordering options to make this work.

You also need a way to allow people to opt-in to a mailing list or update list, so if someone does click on your link at the bottom or top of your listing (and they're not ready to order) you have a way of capturing their email address when they visit your site.

There's another factor working here...it's called 'feedback' on eBay's site.

Here's how it works:

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You sell something. The person you sell it to likes it. They go to eBay's site and are given a chance to 'leave a comment' about how well you handled the entire transaction—they call it 'feedback'.

If you did a GREAT job, they leave you "Positive" feedback. (This is the BEST)

If you did just an "Okay" job they will leave you "Neutral" feedback. (You don't want "Neutral")

If you did a really poor job they will leave you "Negative" feedback. (This is very BAD for you)

Here's the secret to this part of the program:

All feedback really is, is "Testimonials" for your product or service or you!

The system is really ingenious. It generates for you AUTOMATIC, CONSTANT testimonials for your business.

The hardest thing for most small businesses is to ask for testimonials from their customers. It's tough. You have to ask them to say nice things about you...in writing!

But with eBay's system of feedback, you get these automatically!

Now, not everyone will leave you feedback. Some people forget or they get busy. In the last chapter, I give you an email script that you can use to remind them to do it for you with a link directly to the page they need to use to leave you positive feedback.

THIS IS VERY IMPORTANT. When people want to bid on your auction or buy from your web site, they **WILL** check your feedback. If the feedback you have is 99.9% positive...chance are they will see you as:

- Credible
- Reliable, and
- Someone they want to do business with

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Since the "Feedback's you receive are 'public' comments, you can also use them:

- On your web site
- In your email marketing
- In your direct mail pieces
- Anywhere you want!

If you can't picture what 'feedback' is and have never seen it before click here to view one of mine:

<http://cgi6.ebay.com/aw -cgi/eBayISAPI.dll?ViewListedItems&userid=online-auctions&completed=0&sort=0&since=-1>

Last time I looked it (using this eBay ID) was all Positive- but here's something that happened recently that shocked me...

A bidder on one of my auctions left me negative feedback. But if you'll notice from the feedback on this eBay ID-I have ZERO negative feedbacks. That's because eBay did- what they NEVER do- they REMOVED IT.

Here's what happened:

This gentleman (cough, cough) had the nerve to leave me negative feedback for the auction...but...he never paid me for the item and he NEVER even received the item!

In my estimation the eBay feedback system is great- I love it...but as I found out it has it flaws.

The feedback system is meant to be used only when a transaction is completed or when there is a disagreement between parties about the payment or receipt of the item after private communication between the two parties has concluded either successfully or unsuccessfully.

In this case, the winning bidder left feedback without contacting me at all- he just left the negative feedback. In addition, he hadn't paid or received the merchandise so he had no basis upon which to leave negative, positive, neutral or ANY kind of feedback.

More eBay Secrets Revealed

I was successful in getting eBay to remove the feedback-but it is extremely RARE for them to do that.

Use eBay's system to generate AUTOMATIC testimonials, but remember it does have its flaws.

Putting It All Together: The Basic System For Profiting From eBay and Other CIM's

We have now seen that we can use eBay and other online auction sites (or CIM's) as L-E-V-E-R-A-G-E to :

- Promote your product or service, and
- Generate a constant flow of traffic to your web site, and
- Generate leads and sales with the added bonus of
- Self-generating and automatic testimonials, and
- How to build a customer and opt-in list quickly and almost automatically.

The point is that you can use eBay and other online auctions sites like eBay to generate constant traffic to your web site, generate sales and receive great testimonials, automatically.

As long as you continue to use the program you will begin to see dozens of ways to LEVERAGE online auctions and other CIM's to drive traffic and sales on your web site.

Hey!! There are more way to make money on eBay than meets the eye. I've tested hundreds of ways...and keep finding more every week.

Remember you can use eBay NOW to L-E-V-E-R-A-G-E:

- 1) Your Time,
- 2) Your Money,
- 3) Your Non-Cash Resources.

Ok, that's a good start...

You can make serious money with eBay and other online auction sites and the next few Chapters are going to help you do just that.

Introduction To 7 Really Powerful Ways To Start Making A Six-Figure Income On eBay And Just About Any Other Internet Auction Site Starting Right Now!

Focus: *The ability to know what's vitally important to the survival and growth of your business – and to do that 'important thing' every single hour of every single day.*

Can you guess what your "Focus" as an eBay professional *should* be?

Before sharing what my Focus as an eBay Professional is I'll give you a few clues:

Any professional salesman will tell you that sales are in 'the numbers': The more presentations, the more opportunity for sales.

A real sales pro plays the numbers. If he gets to make 10 sales presentations he expects to close 25% more or less depending on what he's selling. If he's doing less than he thinks he should be doing he looks to his approach, arguments and close to determine how to raise his closing ratio.

A professional baseball player is at the top of the standings if he can get just 4 hits out of every 10 at bat.

The real estate industry has a saying, "The more you list, the more you sell".

The executive recruiting industry says pretty much the same thing: "The more openings you list, the more likely you are to fill them".

Can you guess what your "Focus" as an eBay professional *should* be *now*?

If you said, “The more you list, the more you sell” you’re *almost* right!!

Yes, *almost*.

You see there are more ways to make money with and through eBay than meets the eye. Of course you can make money just selling stuff in your house on eBay and make a few extra dollars. But we want to build a business, one that will reward us with generous profits year in and year out. So we will have to take a more professional approach.

Over the course of my tests, research and just dumb luck I’ve discovered 7 really exciting ways to make money on eBay. Each one capable of making a lot of money, put two or more together to make really BIG money:

- **4 Ways to Make Money Selling On eBay**
- **2 Ways to Make Money Buying On eBay**
- **1 Way That Sells To Sellers In Your Home Town**

Let’s explore each one and discover how to maximize your income using these strategies.

As you read each strategy ask yourself these three questions and write your answers down so you’ll remember them:

1. “What does this strategy *mean to me*? Can I *relate* it to some past experience I’ve had?”
2. “How *can* I use this strategy to make money? Is there a way I can *improve on it* or *add value* to it or *personalize* it?”
3. “How *will* I use this strategy to make money starting today?”

4 Ways To Make Money Selling On eBay

EZ Money-Maker #1: “The Collectibles, Antiques and Memorabilia Super-Strategy For Selling on eBay”

STRATEGY: Selling collectibles, antiques and memorabilia in specific categories on eBay for the highest market prices

TIMING: This strategy is best used when the percentage of successful closings or closing ratio (CR) in the category you specialize in reaches 70% or better.

This is the most obvious way, and the most often employed way, of making money on eBay by individuals.

As I mentioned in the first edition of this book, I started on eBay by selling used books. I had been a collector for over 20 years and a dealer for 15 years. I specialized in selling just collectible books: first editions, special bindings and ephemera.

I have since added a few other areas to my eBay selling, but never seem to make as much money as I do selling books. My guess is it's because of my experience in this area.

The same should be true for you. What background do you have? Do you have a hobby or special interest or are you a collector?

That's where you should start and that's where you will make the most money using this strategy. Add depth to your knowledge by reading in your field and get as many good reference books and price guides as you can.

So you have an area you have some experience in. What do you do to maximize your income selling antiques, collectibles or memorabilia on eBay?

More eBay Secrets Revealed

- BE SUPER-ORGANIZED! -

TIP: If you list items for sale using eBay's provided selling form you're losing money! Get eBay listing software and **save each listing you make**. That way, when you're ready to sell the same item or similar item again all you have to do is press a couple of keys to list. Time is money! The real estate salesman's adage, "*The more you list, the more you sell*" is definitely true and applicable here.

I use ShootingStar software now to list auctions and track post-auction management available at <http://www.foodogsoftware.com/>. BTW, that's not an affiliate link. I don't make a cent promoting it. I just think it's the best available *for the price*.

I like ShootingStar because it allows me to save every listing on my hard drive and it includes free auction counters. You use the software (which includes free updates) to make unlimited listings on eBay, Amazon's zShops and Amazon Auctions.

Another service that just started at the time of this writing is eBay's (in conjunction with Blackthorn Software) Auction Seller's Assistant. I tried it for 30 days free and found it's very nice to work with. But, it's a little pricey - \$15.99 a month. It does all the same stuff ShootingStar does and a little more. Ebay gives you a trial period to try it out.

But there is a lot of good software out there today because auction selling has become so popular. Most companies will allow you to use their software for 30 days before buying or registering. Some programs are free. Try them all out and see which one works best for you.

Here's a brief list of some other eBay listing software that you should look at before making a final decision:

<http://www.andale.com/corp/index.html>

Rather than listing software, this company allows you to list on eBay using templates directly off their site. It was free for quite awhile, now there is a small fee for each listing. Their service includes some neat auction tracking,

More eBay Secrets Revealed

accounting and follow-up systems. My opinion is that they charge too much for the service. You're already paying eBay to list your item and, if it sells a 'success' fee- why add to your overhead? But they do have some neat features, I just wish they would find another revenue model.

<http://www.collectoronline.com/manage/>

According to their web site you can:

- Catalog an unlimited number of items.
- Send items to Ebay, Amazon.com Auctions, Yahoo! Auctions, Just Glass and Pottery Auction.
- Get Free Image Hosting.
- Get Free Auction Counters.
- Use An HTML Format Wizard for creating custom auction listings.
- Build and maintain a Collector Online booth.
- Generate sales reports.
- E-mail Generator allows you to automatically send e-mails and keep track of post-auction communication with high bidders.
- One-Stop Auction View page lets you monitor your current auctions from one convenient location.

Never used the service, but it's free and probably worth trying. One caution: If you use a service like this one and the one above, be prepared for a very unhappy event from time to time- "server down".

Nothing is on your hard disc, you can't log on to their system, you can't list anything (ouch!) and you can't follow-up on your closed auctions! Remember you are a 'professional' now. Do you really want to lose control over your auction management functions if their servers go down or they get hacked or because of net congestion? Something to think about.

<http://www.contempocom.com/software/>

Makers of AdSnap! auction sellers software. Sells for \$10. Looks so-so. Has 10 auction listing templates. Might be easy to use. For beginners.

<http://www.powerlister.com/>

More eBay Secrets Revealed

Power Lister says they provide auction users with a method to post multiple listings into multiple categories by using one form. According to Power Lister their software is a convenience tool targeted toward helping sellers post their listings quickly and painlessly. Up to 100 listings may be submitted simultaneously from one form. Single posts are also permitted using Power Lister forms. Repeated use of the form using up to 100 posts per form could generate hundreds of listings in a short time period.

There's a fee of .10 cents for every listing. 100 listings will cost you \$10, 1000 listings \$100. If you're really in a hurry to list in bulk and don't mind the fees, it's worth looking into.

<http://www.auctionwatch.com/>

A news, auction posting, auction listing and post-auction management site, software and more. Promoted as a site for individuals, small businesses and corporate solutions they do have an impressive array of seller solutions.

Their services include:

- Multiple Site Registration: Get Your Auction Business Up and Running- Save time and register at all major auction sites in a few simple steps with AuctionWatch's Universal Registration.
- Create Listings Fast: Quickly Create Auction Ads that Sell : Choose from three different tools for launching your auctions based on your needs - create unique listings and post to auction sites in seconds!
- Monitor Listings: Easily Keep Track of Active Auctions : Monitor auctions to keep informed and up-to-date on their activity. Conduct valuable customer research by tracking the number of bids, bid values and the number of people viewing your auction.
- Post Auction Management: An Organized Process that Saves Time and Increases Sales : Efficiently manage the shipping, payment, invoicing, and communication elements of the post-sale process, while making the auction closing process simple for your buyers.

More eBay Secrets Revealed

- Customer Management: Sell More and Market Better : Easily build and maintain a strong customer base and develop targeted email lists of pre-qualified customers - a simple solution for customer loyalty.
- Buy Now! Storefronts: Create a showroom, list fixed priced items on ebay, Yahoo and Amazon.

There are three levels of service on AuctionWatch: Auction Manager (entry level), Inventory Management (small business users) and Power Plan (for Power users). The AuctionWatch service is fee based with both listing and final value fees added. With their Power Plan, however, you pay an annual subscription rate of \$200 and \$.05 per auction listing but the final value fee is waived.

<http://www.auctionflow.com>

Very similar to AuctionWatch services is AuctionFlow a product of CommerceFlow Merchant.

EZ Money-Maker #2: “Selling Pans To Prospectors”

Strategy: To sell to the sellers the supplies, tools and equipment they need to sell more

Timing: The best time to use this strategy is when the ‘gold rush’ is on- CR’s are at 80% or better and there has been a lot of media coverage of people making money on the Internet, especially eBay.

This strategy is commonly called, “Selling pans to prospectors”- and for good reason. Most gold prospectors never made any real money, but the merchants selling them the pans, wheel barrels and other tools they needed sure did!

There are people selling things like bubble wrap, packing tape, peanuts for packing and boxes to sellers and mail order houses on eBay. They do very well.

Can you think of other things that could be auctioned on eBay to small businesses or others who need special “tools” for their jobs and businesses?

How about software to help automate their selling or a service that follows-up with their buyers after the sale?

Let’s look a little closer at the way this works and how to really make money doing it:

“Who's Selling What On eBay? Would you believe...?”

Reverse engineering is a process that very few manufacturers will admit to doing--but they all do it. This is how it works:

You buy a competitors product and take it apart to see how it works, and what secrets it contains and how you can apply what you've learned to your own business. It's done in almost every industry, so why not Internet auctions?

Here we go:

More eBay Secrets Revealed

In January 2000 eBay announced the award of their first "Shooting Star". A Shooting Star is awarded to anyone with a feedback of 10,000 or more. The award was given to "Parrothead88" (not referring to the shape of his head but to his eBay user ID).

Imagine! A positive feedback of 10,000!

Anyway, what lessons can we learn from this man? What brought him such stardom and notoriety? Let us look closely, friend, at his success...

As of the date of this Report Parrothead88 has over 14,390 feedbacks! Even more amazing is that 19,000 are positive (14,400 from unique users) and only 10 are negative!

In the month of January he received 1,497 positive feedbacks! That's 48.3 *per day*...including Saturday's and Sunday's.

What is he selling? Let's take a look at his auction listings ending today at:

<http://cgi6.ebay.com/aw-cgi/eBayISAPI.dll?ViewListedItems&userid=parrothead88>

Ok...go ahead and look, then come back here. Ummmmmm....1,2,3 buckle my shoo...

Back? Good! And what do we see? Hummm... stone coasters, bubble mailers and...and...packing tape?

In January when I 'spied' on his auctions this is what I found: Most of his auctions still had 4 days to go...but...if he were to close his auctions out that day he would have gross sales of \$822.61. But, for the sake of argument ...he is only half way through his auctions for this period...he will probably get 50% more orders on his dutch auctions. That puts his gross sales at about \$1233.91. These auctions started on Feb-06-00 and will ended on Feb-16-00. He has posted some new auctions that will end on Feb-21-00.

Now, if you look carefully at what he's doing he is selling the same items over, and over again. In other words HE DOES NOT HAVE TO RE-CREATE WHAT

More eBay Secrets Revealed

HE IS DOING ON EACH AUCTION (what I call an “eBay Platinum Success Principle”).

I'm sure he is using a template or boilerplate html listing. All he has to do to start and auction is submit the template, maybe make one or two changes...and he's done!

Also, if you look closely there is a 5 day period between the ending of his auctions. My guess is that he needs that 5 days to fill all his orders. I'm assuming that he has a spouse or friend who helps him...but maybe he's on his own or has several employees...I don't know.

At this point we have some understanding of what he's doing, what he's selling and what his BASIC strategy is.

There's a lot more to this guy's operation than meets the eye. (I have never ordered anything from him...but I WILL...because I want to see what ELSE he is doing! You should too. Learn from others- don't steal their ideas, but *learn* from them.)

First, my guess is, most (maybe not all) but most of the orders he is getting from his eBay auctions are BRAND NEW customers of his. Most of his customers are probably eBay sellers themselves, or have a mail-order business that uses his mailers, bubble wrap, etc. Here's where his little enterprise gets really interesting...

If he was smart...really smart... he is capturing the name and address of every eBay customer he gets and follows-up with them on a regular basis to SELL THEM MORE OF WHAT THEY JUST BOUGHT. Did you get that? He also advertises his web site at:

<http://www.bargainsgalorestore.com/> where he is taking orders for the SAME stuff he's selling on eBay.

And my guess is that, once he makes a sale, that customer gets frequent mailings from him for a variety of other products. His customer acquisition costs are almost zero. Ebay generates NEW customers for him, at the same time he

More eBay Secrets Revealed

is selling stuff like crazy, and he gets additional sales (AND more profitable sales) from his repeat customers who bought from him originally on eBay!

So, why is he successful? He's not selling anything very expensive...or valuable...or collectible...or something that you couldn't find walking down the street to the corner store...BUT...he is selling something *sellers need* on eBay.

The lessons to be learned here?

1. You can do the same reverse-engineering analysis on anyone selling anything on eBay or other auction sites;
2. Capture every customer name you get from eBay (even if you don't or can't sell them anything else right away- the NAMES are valuable);
3. Think about future sales and maximizing *value* for your customers...don't concentrate just on the immediate sale;
4. You are more creative and brilliant than you think (OK, not relevant to this strategy but...it is a lesson to be learned, isn't it?)

EZ Money-Maker #3: “Open For Business: The eBay Shoppe”

Strategy: To open a retail shop on eBay selling gifts, tools and other consumer items

Timing: The best time to use this strategy is when you have a catalog to follow up with prospects, or you have an ‘exclusive’ item you’re selling

Why take on the huge investment in bricks and mortar when you can sell on eBay for almost no investment at all?

You can realistically and with high probability set up a ‘retail’ shop on eBay today and make a better living than most owners of a ‘bricks and mortar’ storefront.

If you already own a bricks and mortar storefront- adding eBay to you marketing strategy should be a piece of cake. Get a part-time college Internet junky to do your listings for you and designate one of your part-time clerks to fill orders.

Just be sure to segregate your eBay inventory from your retail store display inventory. Why? Because, if you auction something on eBay it goes to the highest bidder. Right? So, if you put it in your store’s display case and someone walks in off the street and buys it how will you fulfill your eBay customer? Oh, your supplier...what if they are out-of-stock? Trust me, you want to keep your reputation on eBay spotless as spotless can be. If you can’t ship ASAP, don’t put it up for auction.

You may not think this works. Let me tell you about a small family-owned gift store right here in my area.

They’ve been around for many years (I think about 50). Their eBay User ID is **mcharrisgifts** and you can view their listings by going to ‘Seller

More eBay Secrets Revealed

Search” on the eBay site. They do a very nice business. They also link every eBay listing to their web site: <http://www.mcharrisgifts.com/>

They sell gift items. How common is that, but...they are doing it and they are making money at it, I guarantee.

All of the above strategies for listing, being organized, etc. apply here. So what are the secrets specific to making really BIG money with a virtual storefront on eBay?

“SECRETS FOR RETAIL SUCCESS ON eBay”

- ☞ Create high quality listings. Don't go overboard, but definitely add some attractive graphics and bells and whistles – tastefully done, of course. Show you're professional- and please use a SPELL CHECKER.
- ☞ Always, always, always link every listing you have on eBay to your home page...where of course, you sell exactly the same things you're selling on eBay- but in greater variety, or at better prices, etc...
- ☞ Capture the name, address telephone number and email address of every single winning bidder on your auctions. Put them in a database or set up an Excel spreadsheet to keep track of them. Once in a while send them a coupon for \$5 off the next auction they win. It works for me. People would come back to my auctions and bid on other things I have listed rather than throw out 5 bucks. Or send them a flyer with your 'specials'- you get the idea. (Remember your goal is to build long-term relationships through COMMITMENT to your customers. If you have something you think they would really like, tell them about it!
- ☞ Create listings once, save them and at the completion of the auction put up another listing with a click of a key-stroke. Computers were built to help organize and automate mundane tasks. Let your computer make money for you.
- ☞ List, list, list and when you think you've listed all you can...LIST SOME MORE!!

More eBay Secrets Revealed

The spreadsheet below shows you how many listings you have to put on eBay each month and each day in order to meet your goal of a six-figure income:

50% of Listings Sold 25% Gross Profit Margin Per Sale

Number of Units Listed Per Month	Number of Units Sold Per Month At Low Min Bid (assumes 50%)	Total Gross Profit Needed Per Sale To Meet Goal	At 25% Gross Profit Margin-Low Minimum Bid Needs To Be	Number of Units You Need To List Per Day To Meet Goal
50	25	333.33	1,333.33	2
100	50	166.67	666.67	5
200	100	83.33	333.33	9
300	150	55.56	222.22	14
400	200	41.67	166.67	18
500	250	33.33	133.33	23
600	300	27.78	111.11	27
700	350	23.81	95.24	32
800	400	20.83	83.33	36
900	450	18.52	74.07	41
1000	500	16.67	66.67	45
1100	550	15.15	60.61	50
1200	600	13.89	55.56	55
1300	650	12.82	51.28	59
1400	700	11.90	47.62	64
1500	750	11.11	44.44	68
1600	800	10.42	41.67	73
1700	850	9.80	39.22	77

You can see from the spreadsheet that for me to make my six-figure income goal, *with this as my only working eBay strategy*, I would have to list 32 to 64 items per day at an average low-minimum bid of around \$67.

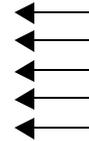
Let see how the numbers change if we can teak our listings so that a higher percentage of listings are sold and if we can squeeze some additional profits as well:

70% of Listings Sold

More eBay Secrets Revealed

50% Gross Margin Per Sale

Number of Units Listed Per Month	Number of Units Sold Per Month At Low Min Bid (assumes 70%)	Total Gross Profit Needed Per Sale To Meet Goal	At 50% Gross Profit Margin-Low Minimum Bid Needs To Be	Number of Units You Need To List Per Day To Meet Goal
50	35	238.10	476.19	2
100	70	119.05	238.10	5
200	140	59.52	119.05	9
300	210	39.68	79.37	14
400	280	29.76	59.52	18
500	350	23.81	47.62	23
600	420	19.84	39.68	27
700	490	17.01	34.01	32
800	560	14.88	29.76	36
900	630	13.23	26.46	41
1000	700	11.90	23.81	45
1100	770	10.82	21.65	50
1200	840	9.92	19.84	55



My assumptions for both of these spreadsheets are:

(1) 50%-70% of items are sold at or above low-minimum bid; (2) there is a 25% -50% profit margin, after eBay expenses, built into each listing; (3) there are approximately 22 working days in a month in which you can list items; (4) if your Low-Minimum bid is between \$35 and \$99 you'll get your highest number sold *on new items* (I'm not talking about antiques or collectibles); (5) the maximum number of listings you can put up on eBay during a working day is between 32 to 64 (if you're *completely* automated!).

You'll notice something very interesting when we can increase the percentage of listings sold and increase our profit margin on each item sold...we don't have to list nearly as much per day. With 50% of listings selling and a 25% margin and an average low-minimum bid in the high 60's, we had to list 32 to 64 items *per day* to meet our goal.

When we tweaked our system so we shoot for 70% successfully closed and raised our profit margins to 50% we are able to lower our minimum bid to an average of \$47 (making it potentially more attractive to bidders) and we only had to list 14 to 32 auctions per day to meet our six-figure income goal!

Don't think a 100% markup is difficult to do or that closing 70% of your auctions successfully is difficult either.

More eBay Secrets Revealed

There are many items that can be sold at 200 to 300% mark-ups or *more* and still be able to close 70% successfully.

I sell used books. I can find books for .50 to \$5 in used bookstores and out-of-the-way places that I can sell for \$10 to \$100 each on eBay. That's a markup of up to 2000%. I do it every day, it's very easy.

EZ Money-Maker #4:

“Sell Something That Doesn’t Belong To You!”

Strategy: Help others in your area sell their antiques, collectibles and one-of-a-kind items on eBay. May also be used to sell large ticket items on commission.

Timing: The best time to use this strategy is September to May of each year when antiques and collectible items receive the greatest interest and highest bids.

When I say, “Sell something that doesn’t belong to you”, I’m not talking about ‘selling short’ or scamming anyone. NO! Not in a million years!

I’m talking about selling other peoples antiques, collectibles or even a businesses’ used machinery or manufacturers’ overstock on eBay for a percentage of the hammer price.

You handle the photos, descriptions listing the item, collecting the money and making sure the item is shipped.

My recommendation is to charge 10% to 20% or more of the hammer price after deducting eBay fees (see what the market will bare). It might make sense to try for a ‘net listing’.

A net listing is where the owner says to you, “All I want to get out of this sale is \$50. You can keep whatever you get over that”.

The low-minimum bid technique may not work in this case, you will probably need to make it a reserve auction or start the auction at \$60 (\$50 + 20%) with no reserve. If it fails to sell, make sure you get reimbursed for eBay’s listings fees or get them up-front from the owner.

More eBay Secrets Revealed

A short contract between you and the owner should be used. An attorney will be more than happy to help you put one together that you can use. Use it over and over again by photocopying it and filling in the blanks with every new client.

Check with your attorney before doing this to avoid any legal problems later. I don't see many problems with doing this and I personally know someone in my area of New York State that is doing it and making a lot of money for himself and his clients.

It's a win-win situation. You have the technical expertise, they have the merchandise.

Search eBay Seller ID= **topcat** to see his listings (99% of the items he's selling are on consignment from other antique dealers).

Those are the four selling strategies that I've used on eBay. Each one has the potential to make a lot of money for you, put two or more together and you have a truly dynamic opportunity to make a large sum of money.

Now let's take a look at 2 ways to make money on eBay by *buying*:

2 Ways to Make Money BUYING ON eBay Starting Today!

EZ Money-Maker #5:

“The eBay Arbitrage Strangle”

Strategy: Buying low in one central Internet market (CIM) and selling in another more active market for a premium.

Timing: The best time to use this strategy is when there are price discrepancies between CIM's. Generally slower markets with fewer bidders are the best places to buy- and more active markets with a larger number of bidders is the best place to sell.

Arbitrage is a technique used in the stock market by large players who search (with powerful computers in real time) for price discrepancies from one market to another. For example if they see dealers in London trading IBM stock at 1/8th pt lower than in New York, even if it's only for a few seconds, they'll grab it at the lower price and sell it in New York where they'll make an 1/8th pt profit.

Usually dealing in very large lots (100's of thousands or millions of shares) arbitrages are made possible by these kinds of short and infrequent 'inefficiencies' in the global marketplace.

I've applied a modified version of this stock market method to eBay with excellent results. EBay is a huge marketplace, and even though it's centrally located (in cyberspace) it is still a relatively 'inefficient' marketplace. There are several reasons for this (availability of detailed market information available to the participants being one), but it would take more space than I have here to discuss it, even if I were qualified to do so. I'm only interested in what works and what doesn't work- not why it works or doesn't work. I'll leave that discussion to someone else.

As I mentioned, it's better to specialize. Become an expert in 'Zippo' lighters or rare books or whatever interests you most. Add *depth* to your knowledge, read more books, study anything related to your field- that way when you see a Zippo lighter with a tail like a fish and the person who listed it obviously missed

More eBay Secrets Revealed

this very important point in their description, you could end up owning it for very little money.

Then you turn around and sell it on eBay *again*, for a nice profit because:

- ❖ You recognized it's *true value*,
- ❖ Described it *correctly*,
- ❖ Added better jpg's and...
- ❖ Generally instilled confidence in bidders that you know what you're selling.
- ❖ In other words, you have *added value* to the item.

That's what I call the "eBay Arbitrage Strangle".

Here's a how I take advantage of eBay's market on the BUY side of the trade:

- ☞ Develop a list of "search terms" that will help you locate items you're interested in.

For example, when I search for rare books on eBay I always have a list of terms, in a text file on my computer and all I have to do is 'cut and paste' those terms into eBay's search window. When developing your list of terms, *use terms that a person who didn't know a thing about what they have listed would use*. In my example above, with the Zippo lighter, search on "Zippo lighter and fish tail". Be *obvious* in your search terms.

- ☞ When you find an item that you know you can make a profit on, bid early and enter the highest bid you would be willing to pay. Don't ever go back and enter another bid. That's a sure way to lose money. If you get it at your price or better, good! If not and the item goes beyond your highest price- forget it and move on. It's easy to have bids in on 50 to 100 items at one time- if you win 10 or 20 out of 100 you're doing pretty good.

Let's take a look at another way to make money buying on eBay:

EZ Money-Maker #6:

“Turning the Tables: Buying on eBay, Selling Local”

Strategy: To buy antiques and collectibles and one-of-a-kind items on eBay.

Timing: The best time to use this is when the CR are below 50% and prices are depressed.

I shouldn't have to tell you there are some amazing bargains to be had on eBay. Some are even incredible – like the 10 k gold, 2.5ctw diamond tennis bracelet that sold for \$233.50 on May 10th, 2000. (#**321536954**).

When I look at some items selling on eBay like this, I'm tempted to say, "What's the catch?" But, you look at the 677 positive feedbacks the seller has received and the feedback the buyer left for this transaction:

User: [joclxxxro \(5\)](#) **Date:** May-19-00 13:42:50 PDT **Item:** [321536954](#)
Praise: GOOD FAST TRANSACTION. PLEASURE TO DEAL WITH YOU! THANKS.

...and you realize this guy has a source for fine jewelry that I may never find. And it's just a plain and simple great deal. Period.

I went to one of the finest schools for jewelry making in the country: The Munson-Williams-Proctor School of Art, right here in Utica, NY. So I'm familiar with wholesale sources of fine jewelry, diamonds, etc. and the costs of creating a fine piece of jewelry. When I buy diamonds it's at 50% of Rap Sheet prices. So when I see an item like this, that I know I could sell in my local market for DOUBLE what it went for online, I'll bid on it.

If I win the auction, I put a little ad in the classified section of the local paper under "Jewelry" and say something like: "2.5ctw designer tennis bracelet in 10k solid gold. Sacrifice. Call 733-XXXX."

Don't put the price in the ad!

More eBay Secrets Revealed

When someone calls, you explain that it's been appraised (if it *really* has – don't ever lie!!– get a local jeweler to appraise it for a small fee) for \$750 or whatever but you'd be willing to 'sacrifice' it for \$550.

Let them chew you down to \$450- it'll make 'em feel like they got a deal.

They're happy and so are you.

Here's a small twist to this type of buying on eBay and selling locally: A lot of antiques, memorabilia and collectible items are made in a certain location and find their way to distant places when the people move. Let's say I'm looking for a book that was written about Utica (my hometown) on eBay and I found one.

It just so happens it was also printed by a local printer and the author was a famous local personality.

Wow! It's got a lot going for it, as far as I'm concerned. And chances are, not many eBayers will be interested in a book about Utica or even know that it was written by a famous local personality.

In just about every community there are people who love to collect items related to their hometown: Books; advertising items from local companies; furniture, pottery, stained glass made there; etc... and they'll pay for good quality pieces.

TIP: When you're searching eBay for items to buy also include keywords with your city name, town name, county name, village name and the names of local manufacturers in your searches!

You'll be amazed at what you will find.

And generally, since the market will be much smaller online for items related to a specific town or village or county, you can get reasonably good prices and sell them locally to avid collectors for a good profit.

How To Make \$30K to \$60K A Year Part-Time On eBay Without Ever Buying Or Selling Anything On eBay's Site!

EZ Money Maker #7: “An Unusual Way to Make Money Using eBay”

Strategy: To supply sellers in your local area with wholesale merchandise and goods they can resale on eBay.

Timing: This strategy can be used year 'round but you'll probably find the majority of your sales will come September to May of each year when eBay is most active.

I believe that this 'additional profit center' to your eBay business is completely new and original. I have never seen anyone else do it. Now if I could just get some venture capitalist to back me on this one...wow...we are talking BIG business here!

OK, I've kept you waiting long enough, and you may not even think it's such a great idea!

Here goes:

1. Remember that I said local auctions are a good place to selectively buy things to sell on eBay? And that the reason you want to be selective is because there are so many people buying at local auctions to resell on eBay?
2. Next, remember the chapter I talked about buying close-out merchandise? And how you could buy in quantity at prices *way below* wholesale?

Now, put 1 and 2 together.

Here's the way I've done it:

More eBay Secrets Revealed

Remember I told you I bought 72 Star War I watches? Well I've sold a few on eBay at terrific prices. But I still have about 25 left. OK, I'm basically lazy (remember I told you that in the letter that sold you this Report?) and I don't feel like listing or packing or riding down to the post office one at a time to mail them to my customers. I'm really lazy!

Now, I bought each one for \$1.50. The wholesale price from the dealers when they were sold to retail shops new was \$4.50. I have a track record of selling them on eBay for prices from \$11.00 to \$17.00.

What eBay seller wouldn't want these watches to sell when:

**They KNOW that they will make money on them
based on my track record of selling them!**

So I put flyers up around town on free bulletin boards, put little ads for \$10 in the local 'shopper' and hand a little card to everyone I meet at the local auctions houses which says:

**“Looking For Proven, Tested and Quality
Merchandise to Re-Sell On eBay?”**

**I supply eBay sellers with quality merchandise at
below wholesale prices.**

**Ask for our FREE current offerings, price list and
our eBay track record on each item.**

**Dealers only. Not open to the public.
NYS Re-Sale Tax ID# required.**

Call Dave @ (315) 733-1383

If someone calls here's what I do:

☞ Ask for their NYS tax ID#.

More eBay Secrets Revealed

- ☞ Capture their name, address, phone and fax number and put it in a database.
- ☞ Then I fax them a few pages of my current items like this:

<u>Description</u>	<u>Item #</u>	<u>Qty Avail.</u>	<u>Our Price</u>	<u>Ave eBay Price*</u>	
Star War Watches	ST1001	25	3.20 ea	\$11-\$17	w/Light Saber Case
NIB		take all			

TERMS: Cash, bank check, money-order only. No returns.

* eBay sales records available on request.

Here's how this works and why it works so well for me:

1 You're only dealing with individuals who have a Tax ID#- so you don't have to collect sales tax and fill out forms, etc.

2 You're supplying a needed service.

3 Your inventory will have a faster 'turnover' rate than if you list each item individually on eBay.

4 You won't make as much money, but you'll get money faster.

5 You can work out of your basement or garage or living room- you don't need a storefront or warehouse- yet (check with local codes about working from your home before starting)

6 This has the potential to be a really big business- open a warehouse in every city in your state selling to eBay and online sellers! (if you do, make sure to send me my cut of the business!)

WHERE TO BUY Collectible MERCHANDISE LOCALLY TO SELL ON INTERNET AUCTIONS

YARD SALES, ESTATE SALES AND YES, EVEN THE SALVATION ARMY!

Yard sales can be great places to buy cheap, but rarely will you find a "gem". Be selective here.

I don't spend a lot of time looking for auction merchandise at yard sales unless I have nothing else to do. Generally it's a waste of time. But every once in a while you get a surprise. At one yard sale this past summer I got a "bag full" of books for \$2. That included a 1st edition of Jack London's *Hearts of Three*, and 2nd edition of his *Revolution* and three W. Sommerset Maugham first editions including *A Writer's Notebook* and *Then and Now*. The total lot was worth \$500

Rummage sales are similar to yard sales in that they are generally a waste of time, but you may find a real find at times. The sales are run by churches or fraternal organizations and include books, coats, furniture, glasses, and a ton of stuff. Be selective here too.

Local auctions are another valuable source of great auction merchandise. I have found there are very few local auctioneers who know anything about the value of used books.

It's easy enough to spot a 100 year old mahogany table as being valuable or a set of silverware that's stamped "sterling", but a used book? Few know or care that they don't know. Most of the time you can go into any regional auction house and buy boxes of books for a few dollars without anyone bidding against you. Who knows, there may be a real gem in there or several.

But even old, dusty books can be bid up to the sky. So set your limits and if you don't get it- you don't.

Charitable fund raising sales and auctions. These sales occur during the summer months and are put on by volunteers of the organization who's trying to raise money. Items are donated to the organization, the volunteers mark them with prices or tag them for auction.

The trick here is not to look too anxious if you find something you really want. And, remember it is for charity, so – be nice!

Estate sales are one of my favorite places to buy used books and anything else for auctioning on the Internet.

Why?

Well, think of what it means to have an estate sale. In most cases it is because someone has passed away and the beneficiaries of the estate want to get rid of the old stuff to pay off outstanding debts of the estate or to put the cash in their pockets. The sale could also be held because an elderly person is going into a nursing home and needs to get rid of his or her old stuff. Estate sales are attended by some pretty shrewd operators and, if you want to get good buys you'd better get there early.

The Salvation Army is actually an interesting place to look for eBay merchandise. They are reasonably priced and not often, but once in a while, a gem can be found.

Here's the story of a guy who went into the basement of a Salvation Army and walked out with a map detailing the continents in 1677 – it was worth \$19 million. You probably won't be that lucky, but...

Used bookstores are a terrific place to find bargains. Occasionally you'll find a used bookstore owner that is knowledgeable, but if they are generalists they won't have time to research the books that come through their hands each day. There are just too many books for them to handle.

So you can find some great bargains and they will probably be in better condition than most of the other sources. If you are the owner of a used bookstore, you've probably let some valuable books be sold right under your nose for 1/100th of what they were really worth.

If it happens with books, it happens with all kinds of merchandise. That's why it's so important to have a deep knowledge of the area you're dealing in.

Mail-Order Sources. There are many booksellers and glass dealers and other antique dealers who only do business by mail. Get on as many mailing lists and ask for as many catalogs as you can. You will find bargains from time to time and it's worth getting the catalogs even if you never buy anything because they provide important market information and descriptions of items.

One-Dollar stores have books and other merchandise-- and guess what? They're all \$1 or less!

A few of my finders have found some real gems there. Like a fine copy of Jean M. Auel's *The Clan of the Cave Bear* (\$80) and Stuart Kaminsky's *Bullet For A Star* (\$200).

Like all of the sources I'm listing here make it a regular part of your schedule to visit Dollar stores when you can.

More eBay Secrets Revealed

New Stores. Yes, you can find good stock in new stores - at the sales table. The larger stores like will have tables of "Bargains" which include items that have been "hurt" (damaged in some way) or "close-outs" or "specials". The only caution I have regarding this kind of buying is that, in most cases, a 'no return' ink stamp is imprinted on the bottom of the item thereby reducing it's collectible value by as much as 60% or more. If you find a nice piece of merchandise on the bargain table and it's missing the mark-- you're lucky- buy it.

Shows and fairs are usually run by an association in which members of the association can display their items.

Not all shows and fairs are for antiques dealers. There are many craft fairs, and other kinds of shows.

Most of the fairs are held in a large hall at a university, hotel or convention center or auditorium.

The Internet can be an excellent place to items of all kinds. See my directory of wholesale and liquidation sources for great places to buy cheap.

Here are a few additional ways to buy collectibles and antiques that will guarantee even more profits.

This one my brother uses and has graciously allowed me to include it here:

Every day he looks in the classified section of his local newspaper. He looks under the heading of "Merchandise" for sale or "Household Goods", etc. Look at the listings. Most of the listings will be for used furniture, appliances, etc. Also,

More eBay Secrets Revealed

they will have a phone number listed to call about the items they have advertised. Call them. Say that you saw their ad and that you noticed they are selling household items. State that you are interested in buying used books or pez dispensers or baseball cards or whatever and say, "I was wondering if you had any you would like to sell?"

The reason this works is: 1) they were going to throw them out anyway and; 2) if they are in a 'selling' mode, they either want to get rid of some junk in their house which you can help them do or they are trying to scrape enough money together for some reason (maybe a trip to Disney World or something) and they will be happy to let you have their stuff for some extra cash. Just remember I'm not talking about taking advantage of anyone here. If you find a truly valuable item in their collection, pay a good and fair price for it.

Anyway, these are most of the ways that I know of to buy collectibles and antiques at dirt cheap prices. The important thing to remember is that if you bought right you will be able to sell right and make substantial profits.

5.0 ⊕ HOW SPECIALIZATION CAN DRAMATICALLY INCREASE YOUR SALES AND OPPORTUNITIES FOR YOU

There is nothing more satisfying than searching and finding a collectable book (or whatever your interest is) in a yard sale or library sale and buying it for pennies and selling it for hundreds, thousands or even tens of thousands of dollars.

If you think it is hard to find these kinds of deals, it is- but only if you don't know what you're looking for! Actually you have probably passed up the opportunity to purchase some valuable books at estate sales in the past, as we all have. But from now on you will be prepared!

The importance of specializing and knowing, inside and out, what you're doing cannot be overemphasized. I have been a rare and collectible book dealer for many years and the really successful dealers I know have specialized in one or two areas and they know their business!

Specialization helps you focus and you build a more valuable inventory.

Has this ever happened to you? When you purchase a new car suddenly you start to see a lot of “your” car on the roads? It seems as if everyone has the same car you do. You didn't notice so many people were driving the same kind of car you had before because you had taken your old car for granted and didn't focus on it- but now that you have a new car *your focus has changed* because of your interest in the new car.

The same thing happens in dealing and collecting. Once you pick a focus, a specialty, all of a sudden you are surrounded with great buying opportunities that you weren't aware of before you started to focus.

You begin to see opportunities others are not even aware of. That's the reason you specialize- to become aware of opportunities others with less focus than you pass up daily.

There really isn't any selling involved in this business, only marketing. But you should be aware of WHY collectors buy your stock, what motivates them and how you can make your eBay items more attractive to potential buyers.

6.0 ⊕ PUTTING IT ALL TOGETHER: HOW TO MAKE \$100,000 SELLING ON INTERNET AUCTIONS EACH AND EVERY YEAR FOR THE REST OF YOUR LIFE!

Hey! We've made it through a lot of material! You should give yourself a little pat on the back and a celebrate!

We have spent some time discussing 7 ways to make money on eBay and hundreds of other auction sites buying, selling and supplying saleable merchandise to other eBay sellers.

We've spent time discussing where to buy your stock. We've spent time discovering the great new marketplace called the Internet where you can buy and sell almost anything legal.

More eBay Secrets Revealed

We've learned the importance of describing our merchandise accurately and from the bidder's point of view, how to make it attractive to a potential bidder while still being accurate in our descriptions.

We've discussed what it takes on a daily, weekly and monthly basis to really succeed in your new business.

Now I'll illustrate exactly how to make \$100,000 each and every year or more with some anecdotes and an overview of the process itself.

My brother and his wife were shopping recently in Canada. On the way back to their home in upstate New York they happened across an estate sale that was going on. They got there late in the day so a lot of the antiques and other more "obvious" items of value such as the furniture and silverware were already sold.

But, since he's my brother and he knows a lot about used books because he had a good teacher (me)-- he picked up two boxes of books for \$4. He took them home and gave me a call.

Let me tell you right now that what he told me is not an usual circumstance. In fact it is very common.

One of the books he picked up was a first edition of Thomas Handforth's *Mei Le* valued at \$125. Another was a rare architectural book valued at \$50. The total value of the books he "picked up" for just 4 bucks was over \$500! And it took him all of fifteen minutes.

Remember:

1. Merchandise to sell is everywhere. You never know when collectibles will come up at yard sales, church sales, library sales or auctions. There are hundreds of thousands of wholesale directories and liquidators that are eager to talk to you. So finding inventory for selling over the Internet shouldn't be a problem for you.

2. The most important thing for a beginner to understand about building an inventory is that you do not have to spend a lot of money to begin this business.

All it takes is a few dollars and the right knowledge. Never spend more than a few dollars per item in the beginning.

Remember that the condition of the collectible item, will more than anything else determine the amount collectors will bid for it.

Remember that the demand of any item, that will more than anything else determine the amount someone will bid for it.

Now, we have a framework for determining the exact steps needed to take in order to start making \$100,000 a year. But first a few warnings:

There is a tendency for many who purchase this Tool Kit to begin buying everything in sight. Don't do that. Begin buying slowly.

I will assume for a moment that you have read the first 100 or so pages of this TOOL KIT and that you are now so excited about the possibilities of profiting from buying and selling on eBay that you're on fire and ready to go do it!

Good! That's what I want to hear! But first, as I learned through much hard won experience in the stock market that, "Well bought is well sold". It's good advice and applies to buying and selling on eBay as well as the stock and bond market.

What it means simply is this: If you can buy merchandise that your know can be sold for 3 to 10 times what you paid for it, *at a minimum*, then you have bought right.

For example: If you buy a used book for \$2 and can only sell it for \$4, or 2 times what you paid for it- you will never make any money in this business. In fact, you won't even be able to cover your expenses.

6.1 ⊕ Here's Exactly How To Make \$100,000 A Year Starting Today!

If you've followed everything I've said so far in this book what I'm about to say will flip that little light bulb in your brain and get it thinking and dreaming and scheming! It's time to make money! A lot of money!

Consider the following facts:

- ❖ There are millions of collectors *worldwide*.
- ❖ The price collectors pay is, to a certain degree, *the price you put on it*.
- ❖ The Internet is a centralized marketplace for every conceivable kind of merchandise anywhere and it's presence is *speeding up the rate at which everything is bought and sold*.
- ❖ *The more items you list on eBay's "selling gateway" - as I like to call it- the more you will sell.*

Make it your personal goal, right now, to:

Sell *10 to 20 items a day* (with about a \$15 to \$30 gross mark-up, net, on each (10 X 30 X 334 days/year= \$100,200)

You see that making a \$100,000 a year in this business is really very easy? With a little help you could do better than \$100,000. It is all up to you.

Remember there is no selling - demand is so strong you do nothing more than 'supply' what the market says it wants. All you have to do is listen to what the market says!

More eBay Secrets Revealed

The mark-up you are willing to settle for, is really up to you. "**Condition**" for collectible items is the key word in every transaction. The better the condition- the higher the price you can get for it. Collectors and other dealers will pay a premium for better items.

If you make a very good buy- pass those savings on to the next person- as long as your "profit goals" are being met, why not? The collector or dealer you gave the bargain to will remember you the next time they want to buy.

With new merchandise that you buy wholesale or liquidated merchandise the key word is "**Demand**". Make sure you test the market carefully before buying that truckload of ash trays - buy a couple to start and 'TEST THE MARKET'.

What kind of indicators should you look for when testing the market?

- ❖ Number of bids (shows *buying* interest)
- ❖ Number of page hits (shows *general* interest)
- ❖ Amount sold for above cost (shows *strength* or *lack of* market demand)

7.0 ⊕ My Million-Dollar Rolodex Of Wholesale Sources On The Internet

If you are serious about selling on eBay and all the new Internet auction sites you should become familiar with the “Close-Out” and liquidation industry.

There are hundreds of firms, some small, some big, who are in the business of buying ‘close-out” merchandise from manufactures, importers, bankruptCy trustees and auction houses around the country.

These companies make large purchases of perfectly good merchandise for pennies on the dollar- at prices usually *well below* wholesale! While you can’t always get exactly what you want, because their stock turns over very quickly, you will find some incredible bargains that can be sold very profitably on eBay.

As I mentioned in the previous ly, I purchased 72 brand new, unopened Star War watches in “light saber” cases from a close out dealer in South Dakota for \$1.50 each. A bonus, which I didn’t expect, was that they came in complete sets of all four watches that were manufactured- Jar-Jar, Darth Maul, Anakin Skywalker and C3PO. So if I wanted I could sell them individually or as a “Complete Collector’s Set” of Star War watches! They retailed for \$18 to \$22 each. The last auction I held for one of these watches sold for \$17.93. That’s a 1200% markup.

These kinds of deals are available *every day* of the year. Most of these companies will only sell to other dealers or wholesalers or retail stores. Make sure you present yourself as someone in business and have a letterhead and resale tax ID number (available from your state or local sales tax collection authority) to give it them when requested.

Here are my favorite sites on the web to search for close-out merchandise:

<http://www.merchandiseusa.com/inventory.html>

Nice selection of gift merchandise, low minimum orders and good quality.

<https://www.globalsources.com/>

Source for merchandise at wholesale prices from manufactures and dealers around the world. Must purchase in large quantities.

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<http://www.xsmerch.com/>

A very nice site for close-out merchandise from the mail-order industry. (This is the site that hooked me up with the dealer in SD for the Star War watches).

<http://surplus.net/>

Home of the Internet Marketing Association of Surplus Dealers - (IMASD).

Check out their 'Hot Deals' page at:

<http://eis.net/lib/start.cgi/surplus/searchsurplus.html> -which is constantly updated and includes the last 100 entries in their database for merchandise. Go to: <http://surplus.net/directory.html> for a directory of all their associate dealers.

<http://www.icesinc.com/merchandise-online2/>

A good site to find a variety consumer close-out merchandise. The site has a few bugs in it that I haven't been too happy with, but I I'm not going to scratch it off the list- yet- I hope they work things out because it's a great resource.

<http://www.merchandisegroup.com/>

These are the 'Big-Boys' in the close-out merchandise business. They handle the trade shows for the industry and publish "Trade News"- the newspaper of the industry.

<http://asianproducts.com/>

The BEST and easiest site to navigate to find wholesale merchandise from Asian manufacturers and distributors. A fantastic resource.

My favorite links to other worthwhile wholesale and liquidation sources on the Internet:

<http://inventoryliquidation.com/CERCO>

Inventory Cash Liquidators will buy surplus stock for cash. If you know of a manufacturer locally who wants to liquidate...hook them up with ICL and collect a finder's fee.

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<http://members.aol.com/infowebpub/specials.html>

Save up to 50-90% off on Specially Liquidated and Closeout Merchandise...

<http://www.thecloseoutcorner.com/>

TheCloseoutCorner.com

<http://www.skypoint.com/members/klcox/Liquidat/newest/index.htm>

S & K Liquidators - Hot Deals Page!

http://www.icemall.com/intershop/book_4054.html

Closeout Sources Directory [book]

<http://207.103.110.239/#top>

<http://www.cricorp.com/surplus/profres.htm>

#1 Information Sources for Closeouts, Liquidations, Surplus

<http://209.204.140.63/index.html>

Rummaging through Northern California The News Source for Secondhand, Surplus & Salvage About the San Francisco Bay. A good source if you live in that area.

<http://www.amerisurplus.com/>

AmeriSurplus Corporation

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<http://www.compoutlet.com/>

Computer & Software Outlet RAM Memory Hard Drives CD ROM Drives CPU's and Motherboards at Outlet Prices In Winston-Salem North

<http://surplus.net/>

SURPLUS.NET is your source for surplus, closeout, salvage, and imports exports.

<http://eis.net/lib/start.cgi/computersurplus/listings.html>

Computer Surplus Listings

<http://www.surplus.net/inventorybuysell/>

Inventory in the current database at Surplus.net

<http://www.eis.net/list/>

Subscribe to The Liquidation Mailing List and start finding deals in your mail box- although the deals seem to be coming from just one or two sources.

<http://209.204.140.63/addlink/usrlinks.html#Surplus>

Good source for buying in small lots.

<http://www.bargaintownliquidation.com/>

Liquidation, Bargaintown, surplus, electronics, computers, hard goods

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<http://www.chicagoliquidation.com/>

Chicago Liquidation...good for larger closeout lots.

<http://www.a-1-liquidators.com/>

A-1 Liquidators Home Page

<http://www.semiconductorliquidate.com/>

Semiconductor Liquidation Services

<http://www.liquidation.com/>

Liquidation.com

<http://www.desperate.com/>

Desperate Enterprises, Inc. nice selection of repro tin signs and old advertising

<http://www.hakes.com/index.asp>

Hakes Americana & Collectibles Auction

<http://www.sciplus.com/>

Incredible Stuff at Unbelievable Prices American Science & Surplus

<http://www.andysgarage.com/>

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Andy's Garage Sale - New Stuff, Dirt Cheap.. NOT a good source to buy from but good source to LEARN from. Browse the site and see how he merchandises his items.

<http://greatcloseouts.com/>

Great closeouts- just like the name suggests!

<http://www.bestcigarprices.com/ngindex.html>

New Global Marketing

<http://www.closeoutcigars.com/>

CloseOutCigars.com -- Discounted Prices on Popular and Premium Cigars!

<http://www.thaigem.com/>

Thaigem - The largest gem superstore on the internet

<http://www.gemsplusg.com/>

Welcome to Gems Plus G., Inc. Sells retail, but includes a 'dealer' discount if you register.

<http://www.merchandisegroup.com/>

The Merchandise Group

<http://www.icesinc.com/merchandise-online2/>

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Merchandise-Online.com

<http://www.merchandiseusa.com/inventory.html>

Merchandise USA closeout - liquidation - wholesale

<http://surplus.net/directory.html>

DIRECTORY OF Surplus, Salvage, and Export Dealers Directory

<http://www.icesinc.com/merchandise-online2/>

Merchandise-Online.com Member Services

<http://buyersguide.net/>

Wholesale Buying Information

<http://216.71.75.64/index.html>

MUSA- closeouts - surplus - liquidation - general merchandise

<http://www.surpluscountrywide.com/>

Surplus CountryWide

<http://techliquidators.com/>

Techliquidators.com™ - Homepage

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<http://surplus.net/directory.html>

Surplus, Salvage, and Export Dealers Directory

<http://www.guild.com/>

GUILD.com – High class gifts of contemporary art and fine craft for the home. Sign up as a dealer and get discounts on beautiful, one-of-a-kind art, jewelry and crafts.

One last tip: When buying wholesale, don't overlook the opportunities in your own back yard. When stores go out-of-business they often have sales that are 70% to 90% off or more on brand name items. Wait till the last day or two of the sale to get the best prices. Also, look for manufacturers that are closing.

The Most Important and Essential Internet Auction Sites That Help Make You Money With Online Auctions

<http://www.foodogsoftware.com/?86400>

Foo Dog makes Shooting Star software- the BEST online auction creation, posting and post-auction management tool in existence. I use it and it's that good. Shooting Star is like having 3 software packages in one. You create your ads using a WYSIWIG HTML interface, post them from within the program (it even uploads your images for you) and you track your auctions and send automated emails (with automatic calculation of winners bid amount, taxes and shipping) all within the program. It's the best I've seen to date. I use it as my primary software to create, post and manage all my auctions on eBay.

<http://www.andale.com/corp/index.html>

Andalé - The first online Auction Business Management Service!

<http://www.auctiva.com/>

Auctiva - Powerful solutions for online sellers

<http://www.auctionebooks.com/>

Great selection of reading on e-auctions and e-business.

<http://www.eposter2000.com/default.htm>

ePoster2000 Automatic Posting Software-

<http://www.timbercreeksoftware.com/>

Auction Trakker Home. Is use this occasionally to track auctions that are still listed to see what my staus is. It has many excellent features for post-auction management, but if your looking for a single program that does everything: Create, post and manage- look at Shooting Star from FooDog Software.

<http://www.eppraisals.com/>

eppraisals.com home page

<http://members.ebay.com/aboutme/oregontrail2000/>

eBay for oregontrail2000- the liquidation source for the State of Oregon - great stuff! Check it out.

More eBay Secrets Revealed

<http://www.mastercollector.com/>
Master Collector Online!

<http://www.the-oracle.com/overview.html>
The Oracle? Check it out.

<http://www.manageauctions.com/>
ManageAuctions Home

<http://www.virtualnotions.com/>
Virtual Notions, Inc. - Home of "Auctionriches" by my friend Robbin- and a very sharp marketer.

<http://www.collierad.com/coolebaytools/>
Marsha Collier's Cool Ebay Tools - worth a daily visit.

<http://www.artprice.com.searchartprice.com/summary.htm>
Artprice, the world's leader in Art auction information

<http://www.powerlister.com/>
Power Lister. Auction Selling -Faster.

<http://www.auctiontrace.com/>
Auction tools and Management

<http://www.cratersandfreighters.com/>
Craters and Freighters Home Page --crating, shipping, logistics

<http://www.butterfields.com/index2.html>
Home of Butterfields

<http://www.collectoronline.com/manage/>
Collector Online's Inventory Management System

<http://www.antique-jewelry.com/>
Edith Weber Antique Jewelry

<http://www.audiogon.com/>
Audiogon high end audio auctions, classifieds, hifi chat

More eBay Secrets Revealed

<http://www.collectorsbooks.com/>

books on antiques, collectibles, glass, pottery, porcelain, art, oriental and much more.

https://www2.winebid.com/sell_wine/consign.shtml

Winebid.com Accepts Consignments

<http://www.inch.com/~kteneyck/roseville.html>

The Roseville Pottery Exchange (great site to help identify fake Roseville - there's a lot of it out there!

<http://www.netmarket.com/>

Netmarket Save Time. Save Money. Save Your Sanity. Big boys in the online dynamic pricing market-products and services.

<http://www.ubid.com/default.asp?s=UWB27459>

uBid.com - nice site for auction sellers- mostly computers.

<http://supplies.usps.gov/>

USPS Shipping Supplies Online - Get your FREE boxes, packing tape and other supplies here.

<http://www.everysoft.com/auction/>

EveryAuction Open Source Free GPL Perl CGI Auction Script OFFICIAL DISTRIBUTION SITE

<http://www.search4auctions.com/>

Search4Auctions.com - a good resource for searching online auctions

<http://www.boxlot.com/>

Welcome to boxLot.com

<http://www.worthguide.com/>

WorthGuide Corporation - Home Page. I keep trying to figure who to use this site to help me sell more, but whenever I search on something I get the message that there's no 'price data' for it. I prefer to use PriceRadar.com

More eBay Secrets Revealed

<http://www.half.com/>

Half.com Buy & Sell Books, Music, Movies, and Games...now an eBay company!

<http://www.knexa.com/cgi-bin/start.cgi/k2000/index.html>

Knexa - Knowledge Auctions Home Page - interesting site. Worth checking out.

<http://www.PriceRadar.com/>

A really nice site for auction data. Better than Worthguide in my opinion :-)

<http://www.bliquid.com/>

bLiquid.com Auction - industrial auctions online

<http://www.eplaced.com/Public/professional/index.shtml>

Welcome to ePlaced.com

<http://www.sportingauction.com/>

SportingAuction

<http://www.bidandclick.com/>

BidandClick

<http://www.gavelnet.com/>

GAVELNET.COM Home Page

<http://www.billpoint.com/help/index.html>

If you sell on eBay and use Billpoint (which you should) someday you'll need this help page: Billpoint Help

<http://collectors.com/psadna/vintage.html>

PSA-DNA - Collectors Universe

http://collectors.com/weekly_auctions.html

Internet auctions featuring rare coins, currency, records, stamps, sports cards and memorabilia -Collectors Universe

<http://www.ebudsoftware.com/>

More eBay Secrets Revealed

eBud Software for eBay(tm) Sellers - a competitor of AuctionTrakker. Has some really nice features, not as slick or as easy to use though. By the same company who makes eposter2000

<http://www.auctioninsider.com/>

AuctionInsider.com The Inside Track to Online Auctions!

<http://www.internetauctionlist.com/>

Internet Auction List - Largest Auction Directory

<http://auction.pagetogo.com/>

Online Information Marketing - Online Auction Ad Software - Web Page Resources

<http://www.biddersedge.com/ezine/index.html>

Bidder's Edge E-zine - sign-up. It's worth it.

<http://www.biddersedge.com/home.jsp>

Bidder's Edge - What it Takes to Win

http://www.biddersedge.com/ezine/columns/greathits/gh_toc.html

Bidder's Edge - Worth a Look / Table of Contents

<http://www.auctionsecrets.com/>

AuctionSecrets.com - there's nothing there on the site except a 'promise' of a future newsletter. I signed up but haven't received anything yet. I'm disappointed, I was hoping for more 'secrets'.

<http://www.craftcouncil.org/>

American Craft Council - A great site to connect with real artisans. I think hand-made anything will be a big hit on eBay.

<http://www.bidz.com/>

Bidz.com - Online Auction, Internet Trading and Bidding

<http://auctions.goto.com/>

More eBay Secrets Revealed

GoTo(TM) Auctions -- Auctions made simple.

<http://www.monopolist.org/>

The Monopolists Home Page. This is the site that helped me describe a Monopoly game I bought at a local auction for \$17. Didn't know what I had until I put it up on eBay- sold for \$625.

<http://www.auctionflow.com/>

AuctionFlow - these guys look really good. They've had delays in getting their service up and running but they are worth a look.

<http://www.stocksearchintl.com/>

Stock Search International Stock Certificate Research and Scripophily

<http://www.collectingchannel.com/cdsDispNewsIndex.asp>

CollectingChannel.com - The Web's best collecting resource

<http://www.rightsworld.com/>

Rightsworld is an interesting site that helps owners of copyrights sell their work. Not a strictly auction site, but if you have a book you just wrote and want to sell the rights to a major publisher-- try this!

<http://www.auctionsonthenet.com/>

Auctions On The Net Your Resource for Online Auctions Info

<http://www.auctiontalk.com/>

AuctionTalk - Everything Auction!

<http://www.clickabid.com/>

clickabid - Canada's Online Auction

<http://www.usaweb.com/>

USAWeb - The Web Portal to the Auction Community

<http://www.auctionmarketing.org/>

Auction Marketing Institute - geared towards fast-talking 'traditional' auctioneers in the real world- not the online auction world.

<http://www.auctionservice.com/thunderbid/bookmore.htm>

More eBay Secrets Revealed

Book More Auctions!

<http://www.auctionanything.com/>
Welcome to AuctionAnything.com

HOW TO SAFELY SHIP YOUR EBAY SALE ITEMS AFTER THE SALE!

Packaging and Insuring For Shipment:

As soon as you sell your first eBay item a strange thing will happen. You will have to ship it to your customer. It's not quite as easy as just throwing it into a box, slapping a label on it and sending it off with a prayer.

Packaging items for shipment is an art. And I have seen some eBay sellers who definitely shouldn't even be allowed to hold a tape dispenser!

Here's how I do it. It works for me and I have never had a complaint that the items wasn't safe and secure when it arrived. In fact, I often get praise for it being well packaged!

STEP 1: Make sure the item is clean and dust free. This may seem obvious but if an item has been sitting on the shelf awhile you could get some dust buildup.

Use hairdryer on 'cool-flow' setting to blow it off or if you're brave you can blow it off yourself. NEVER attempt to dust it off with a dust rag or cloth unless you're certain it's a surface that will not absorb water. In most cases you will simply be rubbing the dirt into the item and make a mess of it.

More eBay Secrets Revealed

STEP 2: Wrap the item in a plastic cover of some kind. Some dealers use 2 mil thick plastic bags and tape them close. When I first started I used a 1gallon 'freezer bags' for most of my items. Its open ended on the top. I slipped the book in and then taped it down into place. The reason you place the item in plastic is to secure it from the possibility of water or moisture damage during shipment.

Now I use 2 mil thick plastic bags from a company called Fidelity. The 9" X 12" are sufficient for most items- but they sell all sizes and shapes. They come in 1000 qty per carton and cost about 4.5 cents per bag (order # FT22021). Don't forget to include an invoice or receipt for the item in the bag before taping it closed!

STEP 3: Next I wrap the item in white paper or *newspaper*. If you don't want to order supplies right away you can simply wrap the item in newspaper leftover from your morning read. Wrap it up just like you're wrapping a Christmas present. If you want the 'nicer', cleaner look, Fidelity also sells white 'butcher' paper that you can use. An 18" wide X 1100' foot roll costs \$38.95. You can wrap a lot of items with that! (order # FT5353) An optional single roll paper cutter stand is \$22.95. (FT53239)

STEP 4: If the items is large you can use packing 'peanuts' or bubble wrap to fill the gap between the book and the edge of the box you're using. You don't want to allow the item too much movement within the box, it could get damaged that way. UPS's requirement is 2" minimum of bubblewrap around glass items. I use both bubblewrap and peanuts at times. It depends on what I have around the house. Here's a money saving tip: When you

More eBay Secrets Revealed

order something from another company, save the packaging materials- box, foam peanuts, wrapping materials, etc. I have mine organized by material type in the basement and I use them. My advice is to re-use those materials as much as possible.

STEP 5: Use a wide clear tape like the 3M #375 available at any hardware, office supply or Wal-Mart to seal the box shut. I print labels directly off my printer and tape them over 100% of the label area when I close the box up so there is no chance of them getting loose in transit or ripped off by accident.

THAT'S IT! WERE DONE...ALMOST!

Now you have to decide where to take it!

I use the good 'ol United States Post Office almost exclusively for small and large items within their restricted weight and size limits.

Why?

It's convenient. I have two offices within 1/2 mile of my home.

And they have FREE boxes!! If you ship Priority (which I do) they will give you the box free as long as you use it to ship Priority (which I do)!

You don't even have to go to the post office to get your box supplies. Just call them at 1-800-THE-USPS, ext 1372 and they will send a Priority Mail Small Business Supply Kit. Or visit their web site at: <http://www.usps.gov/> You can get just about any shipping item you could think of, including tape to seal your boxes!

If the shipment is in large boxes or is very heavy I use UPS. In one case I sent an entire set of the 11th edition of the Encyclopedia Britannica to a customer in three large boxes and it

was very heavy! But I was surprised it didn't cost more than \$10 a box.

About insured shipping:

The USPS charges \$1.10 per \$100 of stated value at the time of this writing. I usually don't insure items for less than \$50. Anything over \$50 I insure. I don't mind eating \$49 and sending them the refund if the customer never gets the item, but at \$50 I draw the line. You decide what your risk tolerance is. It's different for everyone.

You can also use Deliver Confirmation to determine if your bidder got their package. It won't give you tracking info, only if and when the item arrived at its destination.

Call these companies to get catalogs for packaging materials:

Fidelity Direct

Minneapolis, MN 55440

Ph: 1-800-328-3034

Boxes, poly bags, bubble wrap, wrapping paper and more.

ULINE

Waukegan, IL 60085

Ph: 1-800-295-5510

Boxes, poly bags, shipping labels and much more.

Consolidated Plastics Co.

8181 Darrow Road

More eBay Secrets Revealed

Twinsburg, OH 44087

Ph: 1-800-362-1000

Poly bags, shipping labels, plastic wraps.

GLOSSARY OF INTERNET AUCTION TERMS

Online auction sites have a lingo all their own.

For newbies, just learning basic terminology can be intimidating and confusing, while site-specific jargon can sometimes stump the most experienced auction goer.

To help, I've designed this glossary as a handy reference guide.

Absolute Auction

Also known as English Auction

No Reserve Auction

Items sold in this type of auction have no minimum or reserve price set. The lowest bid begins the auction; the highest bid wins.

Alias

Also known as *Username*. A unique name chosen by each buyer and seller upon registration with an online auction site. The use of an alias allows identification and anonymity at the same time, protecting your personal information from misuse.

As Is

Indicates that an item is for sale in its present condition or "As Is", without warranties or guarantees of any kind. It's solely up to the buyer to examine and judge the state of the item being sold. This can be done through photographs the seller posts on the auction site, as well as by contacting the seller via email with questions. Returns are unlikely to be accepted for an "As Is" item. Check the sellers description carefully for a return policy before bidding.

Auction, Online

A public sale of goods and/or services to the highest bidder via the internet. Generally, the seller sets a minimum item price and incremental bids are made until the auction closes (usually 3 to 10 days).

Auction House

The physical counterparts to an online auction site, auction houses conduct real-life, in-person auctions and are traditional brick-and-mortar institutions. Examples are Sotheby's and Christie's.

Note: Occasionally, an auction house may decide to partner with an auction site; such is the case with Amazon.com and Sotheby's and eBay and Butterfield's.

Auction Site

An online website devoted to auctions.

Auto Extend

See Also "Close Time" and "Early Close" And "Sniping". Auto extend is an anti-sniping feature that automatically extends an auction's closing time by a determined amount of time as measured from the last bid placed. Effective only in last few minutes of the auction and continuing until there are no bids placed within a specified time period.

Bid

A buyer's offer to purchase an item at a specific price. Subsequent higher offers are made in step by each prospective buyer. At auction

close, the highest offer, or bid, wins, and the item is sold to the buyer at that price.

Remember: Placing a bid is a clear intent to purchase and constitutes a legally binding contract in some states. Submitting fake bids is considered illegal in many states.

Bid Cancellation

See Also “Bid Retraction”. A seller may cancel any bid if they do not feel comfortable entering into a financial transaction with a particular buyer.

Bid History

A list of all bids made during an auction for a particular item. This typically includes all of the bidders' registration names as well as their highest bids.

Bid Increment

Bids increase by predefined monetary amounts called increments. Specifically, any new bid must be at least one increment greater than the existing high bid or it will not be accepted.

Increments are preset by the seller (or the site it's hosted on) at the inception of the auction and can be either a percentage or a fixed amount.

Bid Retraction

See Also

Bid Cancellation

A buyer may cancel a bid only for an auction still in progress. Because a bid is considered a binding contract with the seller, this option should be used only in unusual or extenuating circumstances.

Bid Rigging

See Also

Collusion

Shilling

A type of auction fraud whereby the seller (possibly using an alternate account and alias) or their agent or associate attempts to artificially inflate the price of an item by placing false bids.

Bid rigging is considered a serious offense and may result in the suspension or even termination of membership.

Bid Shielding

A partner or "buddy-system" type of auction fraud whereby one buyer posts an extremely high bid in order to protect or shield the lower bid of another earlier buyer. The high bid is then retracted just before auction close, allowing the lower bidder to obtain the item.

Bid Siphoning

A seller, or his or her agent or associate, attempts to lure buyers away from another seller's auction by offering an identical or a similar item at the same time.

Box Lot

See Also

Dutch Auction

A surprise bag of goodies, generally filled with undescribed contents of a similar nature. Trading cards are often sold in box lots.

Buyer

A person who places a bid on an item, thereby stating a clear intent to purchase the item concerned. Buyers must be registered users at the auction site handling the sale.

Buy Price

The price listed by the seller for which the item may be purchased instantly. When the buy price has been met, the auction closes automatically. Used on Amazon.com auctions and some other sites.

Buying Up Lots

See Also:

[Box Lot](#)

[Dutch Auction](#)

[Lot](#)

Refers to the action of purchasing the entire collection of items in a dutch auction for resale purposes.

Category

See Also

[Parent Category](#)

A group of similar items sharing some common attributes. For example, Barbie dolls fall within the broader category of "Dolls."

Caveat Emptor

Latin for "let the buyer beware." Commonly seen in "As Is" auctions and sales, this legal phrase refers to the assumed risk involved in purchasing an item without warranty.

Close Time

See Also

[Auto Extend](#)

[Early Close](#)

The end of an auction, after which no more bids will be accepted. Close time is determined by the seller before the bidding begins and may be extended only under special circumstances.

Collusion

See Also

[Bid Rigging](#)

[Shilling](#)

A partner or "buddy-system" type of auction fraud whereby two or more buyers attempt to artificially deflate the price of an item by agreeing not to bid against each other.

Cookie

Cookies are small text files containing information about you, eg, your login name, items you're tracking, etc. Typically, a cookie is sent to your computer from a site's web server and is saved by your own web browser. The next time you visit the site, your browser sends back this information to the server so you don't have to reenter it.

Condition, Item

See Also

Grading

Generally, a description of the overall state of preservation of an item, expressed in terms such as "fair," "good," or "very good." The better the condition, the more valuable the item.

Some fields of collectibles and memorabilia have specialized numerical grading systems to help buyers and sellers better estimate the condition and value of their item. Coin collectors, for example, use the Sheldon scale of 1-70, based on the idea that a coin graded as a "70" is 70 times more valuable than a coin with a "1" grade. Likewise, most sports cards and collectibles are graded using the 10-point scale established by Professional Sports Authenticator (PSA) in 1991.

Consumer-to-Consumer

Items sold in this type of auction may be offered by individuals or businesses. The auction house functions as the middleperson, allowing buyers and sellers to handle their own payment and delivery options. Also known as a Person-to-Person auction

Current Bid

The lowest acceptable bid you can make on an item, determined by adding the required bid increment to the previous highest bid.

Deadbeats

Buyers who fail to purchase an item they have won.

Description, Item

Information supplied by the seller describing the item concerned, generally including text and sometimes graphics. The seller may alter this information at any time before close of sale.

Dutch Auction

See Also

[Box Lot](#)

[Lot](#)

An auction offering several identical items. Sellers list a minimum bid, the number of items for sale, and the length of the auction; buyers then make bids based on the quantity they are interested in purchasing. At auction close, the lowest successful bid becomes the sale price for all successful bidders.

Here's an example: A seller has three identical cases of sunglasses for Dutch auction at a minimum bid price of \$50. Ten buyers bid \$75, 2 buyers bid \$60, and one buyer bids \$55.

The buyer who bid \$75 is assured a case because theirs was the highest bid. Likewise, the first two buyers who posted bids of \$60 also will receive a case each because they placed the second-highest bids earlier than the other bidders. The third bidder at \$50 is out because he was the last to bid and the lowest bidder.

But all buyers will pay only \$50 for their cases of sunglasses. Why? Because it was the lowest successful bid at the time of auction close.

Early Close

See Also

[Auto Extend](#)

[Close Time](#)

A seller may close an auction before the posted Close Time when he or she is satisfied with the current bid and buyer.

English Auction

Also known as

Absolute Auction

No Reserve Auction

Items sold in this type of auction have no minimum or reserve price set. The highest bid wins.

Escrow Service

An independent, third-party organization that obtains funds from the buyer, releasing them to the seller only after merchandise has been safely received and verified.

Estate Auction

The public sale of personal property and other goods belonging to a deceased individual.

Feedback

See Also

Ratings

Public comments concerning the positive or negative auction etiquette and reliability of registered users. Buyers and sellers are allowed to provide feedback on each other only after they have completed a transaction.

Feedback Padding

A partner or "buddy-system" type of auction fraud whereby one user posts false positive feedback about another user.

Grading

See Also

Condition

Generally, a description of overall condition of a collectible or memorabilia item, expressed in terms such as "fair," "good," or "very good." The higher the grade, the more valuable the item.

Some collectibles have specialized grading systems. Coin collectors, for example, use the Sheldon numerical scale of 1-70, based on the idea that a coin graded as a "70" is 70 times more valuable than a coin with a "1" grade. Likewise, most sports cards and collectibles are graded using the 10-point scale established by Professional Sports Authenticator (PSA) in 1991.

Headline

See Also

Title

The title of an auction listing, usually a brief description of the item for sale.

ICQ

Acronym standing for "I Seek You." ICQ is a chat service, boasting more than 40 million users. This internet program allows you to chat, send messages and files, exchange web page addresses, and surf the net with your friends.

Initial Listing Price

See Also

Minimum Opening Bid

Starting Price

The opening bid price determined by a seller, below which no bids will be accepted.

Insertion Fee

The fee an auction house charges a seller for listing an item, generally determined as a percentage of the initial listing price. Some auction houses may use standard flat fees for more expensive items, such as automobiles and real estate.

Many sites also provide a variety of listing enhancements at an additional charge; these options include the use of boldface type, insertion of an icon, highlighting titles and promotional services.

Item

The object, service, or other property up for auction.

Keyword

A word or phrase used in locating items of interest. A keyword search works by matching a user-generated word or phrase with words found in a listed item's headline description.

Listing

The singular appearance and description of an object, service, or other property for auction, as posted by the seller.

Listing Frequency

A measure of how often a specific type of item is listed for auction.

Lot

See Also

Box Lot

A single auction listing that may contain a variety of items.

Market Value

The highest monetary price an object, service, or other property will bring in a competitive and open market.

Maximum Bid

See Also

Proxy Bidding

The highest price a buyer agrees to pay for an item, generally used as a cutoff point by an automated proxy bidding service.

Remember: Placing a bid is a clear intent to purchase and even considered by some to be a legally binding contract. Submitting phony bids is considered illegal in many states.

Merchant Auction

Items in this type of auction are offered by merchants only; individuals may not list items.

The auction itself runs as usual, but the financial transaction is similar to buying from an online store: Warranties are usually provided, the originating site takes responsibility for transfer of goods, and payment must be billed to a credit card.

Minimum Opening Bid

Also known as

Initial Listing Price

Starting Price

The mandatory opening bid price determined by a seller, below which no bids will be accepted.

Mint Condition

Status description of an item that remains in its original condition.

No Reserve (NR)

Also known as

Absolute Auction

English Auction

Items sold in this type of auction have no minimum or reserve price set. The lowest bid begins the auction; the highest bid wins.

Opening Bid

The first bid offered by a buyer during an auction. When the opening bid is preset by the seller, it is called the opening price.

Opening Time

The time at which an auction begins.

Outbid

See Also

Sniping

To enter a bid higher than the existing bid.

Person-to-Person Auction

Items sold in this type of auction may be offered by individuals or businesses. The auction house functions as the middleperson, allowing buyers and sellers to handle their own payment and delivery options. Also known as a consumer-to-consumer auction.

Although the auction does not take financial responsibility for the transaction, some do offer escrow agency services for an optional fee.

Poor Condition

Status description of an item that has degenerated substantially from its original condition.

Private Auction

An auction in which a seller specifies that bidders' identities (usernames, email addresses, etc.) will not be revealed. The seller and winning bidder are notified at auction close.

Proxy Bidding

See Also

Maximum Bid

An automated bidding service offered by an online auction house. The electronic system acts as an agent or "proxy" for a bidder, automatically increasing their bid to remain constantly in the lead. Proxy bidding ceases when the auction is won or the maximum bid specified by the buyer has been reached.

Ratings

See Also

Feedback

Public comments concerning the positive or negative auction etiquette and reliability of registered users. Buyers and sellers are allowed to rate each other only after completing a transaction.

Registered User

A person who has elected to enroll as a member of an online auction site. Registration is generally necessary in order to buy or sell an item and may require the release of some personal information, such as first name and email address.

Relisting

Action taken by a seller in placing a previously listed item that did not receive any bids or failed to sell for the required reserve price up for auction again. The first relisting is generally free.

Reserve Price Auction

Items in this type of auction have an absolute minimum buy price, or "reserve price," that must be met before they can be purchased. Sellers are not obligated to reveal the reserve price at any time, nor are they required to sell the item if the reserve price has not been met by the end of the auction.

In the event a reserve price is not set by the seller, the minimum bid price is considered the reserve, thereby making any winning bid over the minimum valid.

Sellers often set a reserve price for their items to prevent selling an item far below fair market value.

Secondary Market

A market offering primarily secondhand goods. Many person-to-person auctions fall in the category of secondary market.

Secure Transaction

A type of online financial transaction involving the encryption of credit card data while traveling through cyberspace. Most 4.0 browsers and above are capable of performing secure transactions.

Seller

The person who currently retains legal possession (ownership) of the object, service, or other property listed for auction. Sellers must be registered users at the auction site handling the transaction.

Shilling (Shill Bidding)

See Also

[Bid Rigging](#)

Collusion

A type of auction fraud whereby the seller (possible using an alternate account and alias), or his or her agent or associate, attempts to artificially inflate the price of an item by placing false bids.

Shilling is regarded as a serious offense and may result in the suspension or even termination of membership.

Sniping

See Also

Outbid

Sniping refers to the practice of outbidding another buyer in the final moments of an auction, with the aim of preventing any retaliatory bids.

Using a proxy bidder with a high maximum bid can sometimes reduce the chance of being "sniped," since the electronic system can bid much faster than a person can.

Starting Price

Also known as

Initial Listing Price

Minimum Opening Bid

The mandatory opening bid price determined by a seller, below which no bids will be accepted.

Terms of Service

A description of a site's operating policies, often in the form of a legally binding agreement that every registered user must accept.

Username

Also known as

Alias

A unique name chosen by each buyer and seller upon registration with an online auction site. The use of a username allows identification and anonymity at the same time, protecting your personal information from misuse.

WAP

Wireless Application Protocol. WAP allows mobile access to the internet via wireless devices, such as cellular phones and PDAs. WAP compatibility lets users get auction updates even if they can't get to a computer. To sign up for WAP, visit www.wapforum.org.

Winning Bid

The highest bid for an item at the close of an auction that meets or exceeds the minimum and/or reserve price.

More eBay Secrets Revealed

Email Follow-Up Templates

E-mail Templates included in this section:

```
=====
Confirmation To Winning Bidder(s)
DID NOT MEET RESERVE
SECOND NOTICE TO PAY
THIRD NOTICE TO PAY
FINAL NOTICE BEFORE NEGATIVE FEEDBACK
PAYMENT RECEIVED
THANKS FOR THE FEEDBACK
ITEM SHIPPED NOTICE
PLEASE PROVIDE FEEDBACK NOTICE
THANKS FOR THE FEEDBACK
=====
```

NOTE: The templates below are optimized to work with AuctionTrakker software. Everything in brackets "[]" allow you to personalize your email automatically. DO NOT REMOVE THEM - unless you are not going to use ActionTrakker for your post-auction management.

LEGEND:

[AN]=Auction Number
[AT]=Auction Title
[BD]= Bidder's ID
[OT]=Order Total
[SA]=Sales Amount
[SH]=Shipping & Handling Charge
[SI]=Insurance
[TS]=Sales Tax

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[ST]=Sales total
[FN]=User's first Name (your first name)
[LN]=User's Last Name
[AD]=User's Address
[SD]=Seller's ID
[QT]=Quantity Won
[PM]=Payment Method

=====
CONFIRMATION TO WINNING BIDDER
=====

Dear [BD],

Congratulations on your winning bid!

You were bidding in the eBay auction #[AN], [AT]. Below are the details of the auction. Please respond within 3 days- thanks :-)
My address and phone are towards the bottom of this message

IMPORTANT: Please include your eBay ID in ALL your correspondence (email or snail mail)- or I won't be able to update you when I've received your payment, shipped your item or leave you feedback! Thank you!

Your bid: [SA]

Packaging, shipping and insurance (if applicable): [SH]

NYS Sales Tax: (If your shipping address is in New York State an additional 8% sales tax will be automatically added to you order total)

Your Total: [ST]

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You have several payment options (please take time to review them):

OPTION #1 -- www.PayPal.com (#1 Preferred method *RECEIVES PRIORITY HANDLING*)

My ID for PayPal is: PayPal@e-bookmarket.com

The amount your total of [SA] + [SH] S&H for USPS Priority Shipping is [ST] total.

If you are registered with PayPal simply go to www.paypal.com to make your payment now.

IMPORTANT NOTE: Please include your 'Shipping Address' and your 'eBay User ID' when filling out PayPal's form or I won't know who to send your item to!

As soon as I receive confirmation from PayPal that you have made your payment I will let you know and your item will be shipped within 24 hrs.

If you're not registered with paypal, and would like to use this FREE service and get \$5.00 for registering please do so now- but it may take up to two weeks before I receive confirmation of your payment and it may mean a delay in the shipping of your item (PayPal's registration process takes a long time).

If you do not want to wait or do not want to use this payment method please use one of the other payment options below:

OPTION #2-- (**Receives Priority Handling**)

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Credit Card Payment (MC/Visa/Amex/Discover):
Use our secure on-line eBay auction payment processing service.
Click on this link and follow the instructions:

<https://priapus.safe-order.net/e-bookmarket/ebay/ebaypayments.html>

In the required fields *cut* and *paste* this information in its entirety:

-----start cut-----

1. Your eBay User ID -- [BD]
2. Title of the Auction You Bid On -- [AT]
3. The eBay Item Number-- [AN]
4. Your Total (including shipping)-- [ST]

-----stop cut-----

OPTION #3 -

You can FAX TOLL FREE to: 1-800-783-5904 (my private fax number-use only for orders, please) within USA only.

VISA, MC, DISCOVER, AMEX/OPTIMA

Please fill in the information below, print this form and fax it:

***eBay ID: [BD]

***Total: [ST]

***Item: [AN], [AT]

Name on card: _____

Card number: _____

Exp Date: ____ / ____

More eBay Secrets Revealed

Shipping Address: _____

City: _____

State: _____ ZIP: _____

Your Signature (required) _____

OPTION #4 --If paying by a check or money order please send in the amount of [SA] + [SH] S&H for USPS Priority Shipping ([ST] total) to the following address:

D. Vallieres
2811 Oneida Street
Utica, New York 13501-6504
USA
Tel: 315-733-1383

Please reply to this email as soon as possible so that I know it went through OK. Thanks.

Let me know if you have any questions! I look forward to hearing from you!

Wishing you the best always,

- Dave
eBay User ID= [SD]

=====

DID NOT MEET RESERVE

PLEASE NOTE: When using this strategy to elicit a response from a high bidder who did not meet your reserve, they are not obligated in any way to complete the transaction. Send only 1 message offering to make a deal--if they don't respond--give up! Also, if they do respond and you strike a deal with them--you must tell eBay and a closing auction fee must be paid.

=====

Dear [BD],

RE: Ebay auction #[AN], [AT]. You did not make the reserve price, but you were the highest bidder. Below is a summary of the auction details, including my reserve. If you would like to make an offer, please respond within 3 days. Thanks :-)

Thank you for bidding and I hope we can do business together. Please contact me as soon as you can- I will probably re-list this item if you decide not to complete the transaction. Thanks :-) Dave

Your highest bid: [SA]

My Reserve: \$

USPS Priority Shipping: [SH]

Sales tax (NY 8%): \$ 0.00

Your Total Due (if you accept): [ST]

You have several options for concluding this transaction:

OPTION #1-- (Preferred method) -- Credit Card Payment (MC/Visa/Amex/Discover): Use our secure on-line eBay auction

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payment processing service. Click on this link and follow the instructions:

<https://priapus.safe-order.net/e-bookmarket/ebay/ebaypayments.html>

In the required fields *cut* and *paste* this information in its entirety:

-----start cut-----
1. Your eBay User ID -- [BD]
2. Title of the Auction you've won-- [AT]
3. The eBay Item Number-- [AN]
4. Your Total Due (including shipping)-- \$
-----stop cut-----

OPTION #2 --If paying by a check or money order please send in the total amount above to the following address:

David Vallieres
2811 Oneida Street
Utica, New York 13501-6504
USA

OPTION #3 - You may call me directly at 1-315-733-1383 with you credit card information.

OPTION #4 - You can FAX TOLL FREE to: 1-800-783-5904 (my private fax number-use only for orders, please)

Credit card orders are sent same or next day. If paying by check, item will be held for 7-10 days for check to clear the bank.

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Please e-mail a confirmation of this e-mail message so that I know it went through OK. Also, when replying to this message please *quote this entire message in your reply*. Thanks.

Let me know if you have any questions, and again, congratulations!

Wishing you all the best,

- David
eBay User ID=online-auctions

=====
SECOND NOTICE TO CONFIRMATION
=====

*** 2nd Notice ***

You were the winning bidder in the auction #[AN], [AT]. Please send a check or money order in the amount of [SA] + [SH] S&H = Total of [ST] to the following address:

[FN] [LN]
[AD]

Or pay online with a credit card at:
<https://priapus.safe-order.net/e-bookmarket/ebay/ebaypayments.html>

Include the following:
eBay # [AN]
Title: [AT]
Your eBay ID: [BD]
Order Total: [OT]

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Please e-mail a confirmation to this letter with your shipping address so that I know it went through ok. If paying by check, item will be held for 7-10 days for check to clear the bank.

Thanks!
[fn]

=====
THIRD NOTICE
=====

*** 3rd and Final Notice ***

You were the winning bidder in the auction #[AN], [AT]. Please send a check or money order in the amount of [SA] + [SH] S&H = Total of [ST] to the following address:

[FN] [LN]
[AD]

Or pay online with a credit card at:
<https://priapus.safe-order.net/e-bookmarket/ebay/ebaypayments.html>

Include the following:
eBay # [AN]
Title: [AT]
Your eBay ID: [BD]
Order Total: [OT]

Please e-mail a confirmation to this letter with your shipping address so that I know it went through ok. If paying by check, item will be held for 7-10 days for check to clear the bank.

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If you do not respond to this notice then I will have to consider you a deadbeat bidder and leave negative feedback for this transaction.

[fn]

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FINAL NOTICE BEFORE NEGATIVE FEEDBACK

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Dear [BD],

I sincerely wish you all the best. But, I guess at this point it's fruitless to remind you that you are the winning bidder for [AT], eBay item# [AN] - TOTAL DUE= [ST].

Please do not bid on any of my items in the future. I have left negative feedback for you.

- David

=====

PAYMENT RECEIVED NOTICE

=====

Hello!

I just wanted to let you know I received your payment for [AN], [AT] for [OT].

Thanks for keeping your committment as the winning bidder!

Best wishes,

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- [FN]
eBay ID=[SD]

=====
ITEM SHIPPED NOTICE
=====

Hi!

Your auction item [AN], [AT] has been shipped!

I just wanted you to know that it is on its way and should be arriving in a few days! I have left positive feedback for you for this transaction and hope that you will do the same for me when the package arrives and you're completely satisfied.

I enjoyed working with you!

Thanks again and best wishes,

- [FN]
eBay ID= [SD]

PS - If you're satisfied with your item, I would appreciate your positive feedback on eBay. To leave feedback simply click on this link (thank you, in advance!):

<http://cgi2.ebay.com/aw-cgi/eBayISAPI.dll?LeaveFeedbackShow&useridto=online-auctions>

=====
PLEASE PROVIDE FEEDBACK NOTICE
=====

Hi!

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Hopefully you have received your ebay item, [AT]. I hope that you are satisfied with it- if not please let me know.

I have left positive feedback for you already. When you have a second, I would really appreciate feedback from you for this auction as well. Here is a link you can follow:

<http://cgi2.ebay.com/aw-cgi/eBayISAPI.dll?LeaveFeedbackShow&useridto=online-auctions>

The auction is number: [AN]

Thanks again for bidding and best wishes,

- [FN]
ebay ID= online-auctions

=====
THANKS FOR THE FEEDBACK
=====

Hi !

Just a note to say "thanks" for the positive feedback you posted for me!

It is sincerely appreciated!

Best wishes,

- [FN]
eBay ID=[SD]

SPECIAL BONUS REPORT #1

Three Great Ways to Profit from Magazines and Newspapers You Can Pick Up Free or for Next to Nothing at Auction, Garage Sales and Flea Markets

by Avril Harper, UK

It's amazing - the kind of thing you can pick up free or for just a few pounds can net \$\$\$'s a time from hundreds of customers ever day! Avril Harper explains with reference to three amazing business opportunities for turning 'Mags to Riches'

Why Old Prints Are Worth a Fortune Today

This is a business I've worked myself for many years. It's easy to operate, enjoyable and very profitable. Best of all, operating costs are superbly low and profits unlimited.

The business centres around old prints, coloured or black and white, line drawings and paintings. It doesn't really matter what kind of print is involved although, invariably, the older the print the better.

Very early magazines contained lots of prints. The best ones to look out for at car boot sales and fleamarkets include: Illustrated London News, The Graphic, Sketch and The Sphere. Take a look at a few prints and their sources before we discuss their profit-making opportunities. Several pages are dedicated to this project, primarily because several profitable projects exist here and potential earnings are high.

Old prints are valuable collectors' pieces and there's a good income to be made simply from packaging prints neatly and categorising them according to theme. Most popular themes include: animals, sports (especially golf and horse racing), royalty, music hall artists, topographical (named locations) and children. There are many other profitable areas, but the above is enough to start with.

Prints need to be carefully removed and made to look more attractive. Most will

have jagged edges from being removed from the publication. Cut the jagged edges, removing as little as you can. Aim for an even border all round. Now get some stiff card, available in art shops and most stationers. Cut this to a similar size to the print and place it behind. Now cover the whole thing with a see-through bag and sellotape the package closed. Add a price sticker and it's ready to be sold. This applies to coloured and black and white prints you want to sell in their original state. I sell at collectors' fairs and fleamarkets, and indoor car boot sales are another profitable venue. Prices can be fairly high for good quality prints. Take a note next time you see someone selling similar items and you'll get a feel for the kind of prices you can charge. Generally speaking, most people are willing to spend £5 (approx \$10) on a decent size print.

Decorative Prints

More profitable still is to have the prints hand-tinted and framed ready for hanging. I know two girls who operate such as business at places where I trade.

In fact, they are my most regular customers for my unframed prints. They add watercolours and frames and increase their investment many times over. A typical price for a hand-tinted print in antique frame is from £20 to £40, sometimes much more depending on the rarity of the picture involved.

Look out for old (antique and modern) picture frames at car boot sales, flea markets and collectors' fairs, and make a point of visiting auctions where boxes of frames can be bought at a pittance. Most probable customers here include antiques dealers (for resale), pubs and hotels, private individuals.

Stationery with a Difference

I recently attended a flea market where someone purchased every single print I had of the area and other places close by. Later in the day I took a look around and noticed she had a stall, selling stationery. The prints she bought were used to illustrate letter-headings, greetings cards and notelets.

And she was doing a roaring trade. She told me the majority of her customers were private individuals who liked to choose their own print which was then transferred onto notelets and letterheads my customer created for them.

Naturally, she holds the original print meaning most customers purchase again

rather than risking poor quality copies of their own. Soon she says she'll expand into her own exclusive range of Christmas cards and view cards and tells me early views are always more popular than recent ones.

The Freebie That's One of the World's Most Valuable Collectibles

Early publications often contained useful free gifts for readers, some of which are profitable collectors' items today. The most common free gifts were advertising inserts and sometimes advertising blotters.

These were common in small-size publications from the 1890s to 1920s. Most important of all, these are fairly easy to find and can be marked up at a very high profit. I have often purchased dozens of publications, as a batch, for about £5 and priced them several hundred times higher.

Best of all, however, those magazines where inserts will frequently be found are a very, very rich source of full-page advertisements ready for you to clip and sell as they are or hand-tint and frame for display.

Inserts present a variety of profitable opportunities, not least of all selling direct to collectors. Ephemera - paper collectibles - is a growing interest and several dealers now operate in this area, selling at flea markets and collectors' fairs, as well as on approval and through sales lists to known collectors. The hobby even has a special body to represent collectors' and dealers' interests. The Ephemera Society issues an annual handbook of members' names and addresses with collecting and dealing interests as well as a monthly newsletter.

Joining this society was one of the best moves I ever made as a specialist dealer in ephemera and provided me with access to hundreds of names to which I mailed regular sales lists compiled to reflect members' interests listed in the annual handbook.

Inserts can be sold separately, as collectors' items, or framed, as does a colleague who frames and sells all types of early advertising ephemera. And I know of more than one specialist dealer who buys privately and sells entirely through auction.

How to Turn a Handful of Ads. for Things You Can No Longer Buy Into a

Powerful Profit-generating Machine

As if you hadn't guessed, this project deals with advertisements found in profusion in very early publications. Advertisements might be coloured or black and white, photographic or artist-drawn. Whatever shape they take, framed advertisements are very popular at antiques and collectors' fairs, especially very early specimens.

As for prints, mentioned earlier, you can sell advertisements simply backed and displayed in see-through packages or they can be framed ready to display.

I have always sold advertisements unframed, and find them highly popular with collectors and dealers alike. Many collectors buy handfuls of advertisements if prices are low. Better still, my stock is purchased in bulk by others dealers who specialise in framed items.

Some publications are prolific sources of quality advertisements, especially 'Illustrated London News' and 'National Geographical'.

To understand how profitable this business can be, consider that some early publications included 20 or more full-page advertisements, worth anything from 50p to £25. Better still, those magazines can be purchased in bulk for pennies.

The secret is arriving early in the day at car boot sales, flea markets, jumble sales and collectors' fairs and buying every pre-1940 publication you can find featuring advertisements.

To know whether you are getting a bargain, count the ads in an average issue, multiply this by 25p and that's the very minimum the publication is worth to you. More likely you'll be offered the publication at much less than this, especially if you buy in bulk.

As for most ephemera-based projects, the secret is to buy inexpensively, package and display well, and sell individually in high-pedestrian events, especially those held indoors.

Reproduced with permission from Mags to Riches by Avril Harper, MIPD, Dip P M

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[Editors' Note: Obviously this is also a great item to sell on eBay and it does very well!]

SPECIAL BONUS REPORT #2

21 Secrets To Building A Successful Online Auction Business: Commitment, Value and Focus – Your Ultimate Success On eBay And Any Online Business Depends On Them

SECRET #1 : Commitment

COMMITMENT: To continually serve your customers or clients as if they were your personal friends.

This aspect of business success takes a good deal of courage and trust on your part because your commitment is not always reciprocated or even appreciated by your clients - but it's vital to your success.

Without it, you will not succeed in today's social and e-conomic environment.

SECRET #2 : Focus

FOCUS: The ability to know what's vitally important to the survival and growth of your business - and to do that 'important' thing every single hour of every single day is what leads to success.

One of the most important things you can do as an online auction entrepreneur is TEST, TEST, TEST!

One of the things I love about auctions, especially those on the Internet, is that within a few days you know if there is any demand for what you're selling. We all have ideas of what we think will sell online and what won't, but the only true indication of success is hard sales data.

That doesn't mean that there aren't things you can do to tweak what you're selling, i.e. present it in a different way, change the price (lower OR higher), etc.

More eBay Secrets Revealed

But in general, if you're selling something really hot, you'll know sooner than any other marketing vehicle ever created. And if you're selling something no one wants- you'll know that too. The faster you know what works and what doesn't the faster you will be successful as an Internet auctioneer.

I'll give you an example of what I mean: I live very close to Rome, New York where Woodstock '99 was held. What a party! Well, anyway the United States Postal Service was selling official "Woodstock" postcards - postmarked right at the "Woodstock '99 Rome, NY" station. I was selling each one on eBay for a measly \$5.00 each with FREE first class postage (they cost me \$3.00 each!)! Out of the 30 I procured from the Post Office I only sold 4 of them. I thought these would sell like hotcakes! You know-- "last Woodstock of the Century", "Possibly the last Woodstock of all time!", "If you couldn't be there at least you can get a keepsake!", and "A very hot collectible for the future" and on and on...Anyway, they didn't sell. Why? Who cares! They didn't sell, and THAT is very useful knowledge- now I know one more thing that doesn't sell on Internet auctions!

I've eliminated a loser from my Internet auction portfolio so I can concentrate on only selling what people want. How do I know what people want? I keep testing, testing, testing until I find out! Another way to find out what people want is by checking eBay's "Hot" page located at:
<http://listings.ebay.com/aw/listings/hot/index.html>

You can also look at:
<http://listings.ebay.com/aw/listings/overview.html>

And dig down through the listings to see what's selling. I always click on the "Going, going, gone" titles to see the ending of auctions I'm interested in and how many bids they finally received (which is *one* indicator of interest). Very time consuming, but good if you already have an idea what you want to sell.

eBay Magazine had an excellent feature (called eBay Site Barometer) each month that measured what categories were very strong and trends...too bad they stopped publication in Dec 2000. But if you can find some back issues (maybe your local library has some? or bid on used issues on eBay), it will give you a sense of what has been selling well and what is in demand.

More eBay Secrets Revealed

The last option is to head over to one of the 'nets more interesting sites:
<http://www.strongnumbers.com/>

According to the site:

"Strong Numbers is a revolutionary price guide. We calculate values for a wide variety of items based on prices from over 5 million online auctions each week. If you need to know what something is worth, check with us first."

They also include price trend graphs, the number of items sold in a category and a High, Low and Last price the item sold for- some data going back to Aug 2000.

Click on the links to get a feel for what's being bid up and what's not. After getting to each category, click on the "Going, going, gone" link and it will show you what's about to expire. Look at the items that receive 5 bids or more. Armed with that information you can decide what will be a hot seller in your category. You'll be amazed what sells.

Test, research, test, research, test. You never know what people will buy until you put it in front of them, but do your homework first.

SECRET #3 : Value

VALUE: Value your clients business. Handing your client your product or service in a plain brown paper wrapper with no 'personal touch' is a mistake. Plain brown paper wrappers might work for sellers of pornography or at the fish market, but for most other items it's essential to add 'something extra' to your product or service when it's delivered. That 'something extra' could be just a personal note saying "Thanks" or an unexpected 'gift' or the way it's wrapped - just about any small gesture that shows you care. It shows how much you value them and their business.

SECRET #4 : Profits

Profits: It's NOT what you get to keep after all expenses in your business expenses have been paid- it's a -"planned process"- that takes dedication and work.

You should be earning a healthy profit from your business- if not you are doing something very wrong and you need to fix it right away.

SECRET #5 : Why We Are In Business (Helping Others)

Helping Others: If you're not building your online auction business to earn a healthy profit *and* help others you are bound to fail.

Profits alone will not keep you in business - only customers can.

Without customers- no business.

Period.

Treat your customers well, give them top-quality service and respect the fiduciary responsibility you have when you exchange their money for your product or service.

SECRET #6 : Marketing

Marketing: Online auctions are so easy to market- you almost don't have to do a thing to get your item noticed. eBay and other large C2C sites have great marketing abilities that drive customers to you. The problem, of course, is finding new ways to maximize the number of people who see your listing, respond to your description, and actually bid on it.

The very best scenario is to get a 'bidding war' going!

SECRET #7 : Copywriting

More eBay Secrets Revealed

Copywriting: Take a course in copywriting, or study the masters of good copy like Claude Hopkins or a current master, Dan Kennedy. Your auction descriptions need to be:

1. Accurate;
2. Informative; and
3. Specific

Avoid vague generalities in your descriptions and titles. Be specific.

If someone searches for "Tiffany" on eBay and you're selling Tiffany you better be sure to put "Tiffany" in your title and description.

If your selling "24lb, 94 brightness copy paper", say it-- don't just say "bright white copy paper". You get the idea.

Selling with words is an art. Don't expect to master it overnight, but study it. Your long-term success in this new dynamic marketplace depends on it. Here's an article I wrote on this subject for my *Total Internet Profits (TIP)* weekly update:

Titles That Sell! —How To Make Your Listings Stand Out, Get Noticed And Get Bids.

When you have a great item to sell on eBay you want to attract the most bidders possible. Right? Of course!

What is the one thing that all listings have in common? A 'Title' and a 'Description'. Right? Right! If done correctly your titles and descriptions can help you, not just sell your item— but get bidders in a competitive bidding war!

We will be exploring in this issue how to maximize the number of bids you receive on your auction listings with a well crafted title.

One thing is certain— without the right title on your auction no one will find you or worse, anyone who does find you won't know what your selling.

There are great titles, average titles and really bad titles on eBay.

The really great titles all have one thing in common: They are 'Specific, informative and accurate'

All average titles have something in common too. They are vague, not very informative and plain.

For example, I took a random sampling of my own eBay auction titles and the number of page views I received. The results were interesting:

Date	Site	Title	Hits	Sold
5/1/00 16:05	eBay	XXX 16"" 2.5MM PLATINUM OMEGA NECKLACE RSVP-705		N
4/18/00 09:45	eBay	** Bulova Accutron Man's Wristwatch c1967-	656	Y
3/3/00 11:57	eBay	***c1873 Wedgwood Majolica Garden Urn ~ NR ~ -	621	Y
5/17/00 14:00	eBay	Art Deco 14K Ladies Wristwatch c1927 ~NoRsrv~ -	468	Y*
5/18/00 13:22	eBay	Large Aubusson Floral Wool Tapestry Rug c1850	444	Y
4/18/00 10:58	eBay	** Early Monopoly Game c1930's ~NR~	435	Y
5/2/00 12:24	eBay	~Elegant Vintage Purse Made In France ~RSVP~	418	Y
5/18/00 11:10	eBay	Persian Gabbeh Tribal Rug BRIGHTLY COLORED~NR	412	Y
4/10/00 18:18	eBay	Hamilton Art Deco 14k Formed Wristwatch c1927	388	N*
3/17/00 17:31	eBay	1964 12"" GI JOE 15 Piece COLLECTION Box	380	Y
3/31/00 12:21	eBay	*** LC Tiffany Peacock Lamp ~NR~	311	N
5/18/00 08:42	eBay	1877 Needlepoint Sampler in Period Frame	305	Y
5/2/00 09:00	eBay	~PLATINUM Round Hoop Earrings ~RSVP Required~	281	N
4/27/00 09:29	eBay	~ Tiffany Peacock Lamp and Base ~NR~	265	N
3/21/00 11:16	eBay	ESTATE~ Oil On Canvas c1875 w/Eastlake Frame	240	N
4/27/00 13:07	eBay	** POWER BEAD STRINGING KIT- Create YOUR OWN!	230	Y
4/8/00 18:39	eBay	~ Magnificent Tiffany Peacock Lamp ~	229	N
5/2/00 09:16	eBay	~RSVP~ PLATINUM Triangle Hoop Earrings CE!!	210	N
4/10/00 08:56	eBay	* Ugly Button Ear Cinnamon Teddy Bear	194	Y

More eBay Secrets Revealed

5/2/00 09:30 eBay 3 ~RSVP~ PLATINUM Twist Hoop Earrings CE!!	193	N
3/27/00 08:12 eBay YOU CAN Make Money Day Trading ~The EASY WAY~	177	Y-2
5/31/00 18:47 eBay ~ Wyckoff's Day Trading Secrets ~	173	Y-9
5/18/00 13:47 eBay Tarzan of The Apes by ER Burroughs w/dj~!	162	Y
3/3/00 12:35 eBay ***Waterbury Clear Glass Oil Lamp c1900	160	Y
3/31/00 12:59 eBay *** LC Tiffany Dragonfly Lamp ~NR~	155	N
4/28/00 09:18 eBay ~~~ Striking PLATINUM and DIAMOND Pendant	152	N
4/18/00 09:08 eBay *Mother Of Pearl Opera Glasses c1870 w/case !	141	Y
5/17/00 14:05 eBay GE Tube Radio c1947 ~NO RESERVE~	139	Y*
4/28/00 07:55 eBay ~Elegant 5mm Platinum Ball Post Earrings -NR!	130	Y
3/28/00 15:18 eBay GE Bakelite Tube Radio c 1947	128	Y
5/15/00 11:12 eBay Tiffany Dragonfly Lamp -NO RSV FREE SHIPPING!	122	N
4/19/00 12:38 eBay ~Diamond, Sapphire, Emerald, Ruby Dachshund~	121	N**
5/2/00 14:16 eBay c1920's JC Higgins SIGNATURE Baseball Bat	113	Y
3/6/00 12:58 eBay *** Art Deco Marble Base Desk Set ~ NR ~	107	Y
5/19/00 14:15 eBay 337063275 ~ 7 Ways To A Six-Figure Income On eBay ~	105	Y-10
4/28/00 17:37 eBay ~ Day Trading Success MADE EASY ~	104	Y-3
3/21/00 09:09 eBay **Hull ""Sitting Piggy Bank"" Special Item ~NR~	101	Y

- Item that did not sell on first listing— title was changed. ** Item was closed early. Y= sold N=not sold
- Y#= dutch auction and number of items sold.

I use ePoster2000 (www.eposter2000.com) for all my listings and they include a free counter from Auctiva every time I list an item on eBay. The 'hits' you see on each listing above is from their counters.

Out of 37 listings in this sample, 24 sold. About 65%. Two items were re-listed after the first listing failed to sell. Also, there were 4 dutch auctions that sold multiple items—but to simplify things I counted it as only 1 sale, even if 10 items were sold.

Let's take a closer look at the titles of the auctions and see what correlations we can make between the titles, number of hits and sales that will help us sell more.

First, the item with the largest number of hits was the "XXX 16" 2.5MM Platinum Omega Necklace RSVP". With 705 hits.

I put the "XXX" at the beginning of the Title just to test the number of hits I would receive. Obviously, I did get a lot of hits with "XXX" in the title. The problem, of course, is—it didn't sell. It could have been the opening bid or any number of other problems with the listing, but my guess is that people searching for "XXX" and adult related material on eBay, saw the listing, were curious and just clicked on the page to see what I was *really* selling—but were not serious prospects.

The second highest number of hits was for a watch, "*** Bulova Accutron Man's Wristwatch c1967-" with 656 hits. This one really surprised me. I picked up the watch for \$3.00 at a local estate sale. It was in good condition, but the battery was dead. A new battery cost me \$9.00. It sold at the end of a 10 day auction for \$87.00. I knew Bulova watches (especially the Accutron's) were collectible, but I didn't realize the interest it would generate. I was also surprised by the final price.

More eBay Secrets Revealed

Notice that the title was:

1. Specific
2. Informative; and
3. Accurate

“Bulova” - specific manufacturer’s name

“Accutron” - specific model

“Man’s” - informative

“Wristwatch” - informative and accurate

“c1967” - informative

You'll notice too, that of the top 10 listings with the greatest number of hits (not counting the “XXX” listing) each title was specific, informative and accurate— that is to say there wasn’t any ‘hype’ or selling words such as ‘WOW’ or “LOOK”, etc.

Finally look at “** Early Monopoly Game c1930's ~NR~” with 405 hits. Purchased for \$17.50 at a local auction, I thought it would bring \$35-\$55 on eBay. To my surprise it went for \$625.00. The title broke my rule about being accurate. But it had “Monopoly” in the title, was informative, “c 1930’s” and a No Reserve (NR) auction. Again, it surprised me how much interest there is in the eBay marketplace for early Monopoly sets and the price it brought.

Each of these auction titles were specific, accurate and informative:

- **Persian Gabbeh Tribal Rug BRIGHTLY COLORED~NR**
- **1964 12" GI JOE 15 Piece COLLECTION Box**
- **1877 Needlepoint Sampler in Period Frame**

If you’re auctioning collectibles and you’re getting a lot of emails asking for ‘further details’, you’re probably not being specific, accurate or informative enough in your titles and descriptions. Try looking at your item the way your potential bidder looks at it— they want to know every detail about what you’re selling— they don’t want hype or fluff.

Also, I have just given you valuable market data— use it to make money! Look for old Monopoly games and pieces at yard sales, estate sales, auctions, etc. that are reasonably priced. Also keep an eye out for Bulova Accutrons in good condition. Especially valuable are the “Space” series with the see-through watch faces.

SECRET #8 : Listing

Listing: It's not enough to list a couple of items, hope they sell for 5 to 10 times what you paid and expect to make a lot of money in this business. You must

continually search for new auction sites to list your items, and list as often as possible.

Most full-time, professional online auction businesses have 200-300 items for sale *every day*. How do you manage that many auctions?

There's a number of auctions sites and software programs available to help you list and assist with post-auction management.

Most perform functions such as emailing the winning bidders, follow-up with emails if they don't pay right away, leave feedback and list new items automatically. (Check a recent issue of the Internet Auction Report for our current recommendations on software and sites)

SECRET #9 : Auction Management

Auction Management: When you list an item, your job isn't done until the money has been received and your item is safe in the hands of the winning bidder.

Managing the entire process so that you have time to do other things is one of the most important functions of an online auction business.

Responding to email's and questions about your item being auctioned by prospective bidders can take up a lot of time.

Be prepared to answer questions and have save all the answers to questions you've already answered.

When someone asks the same question you just answered, cut and paste your response in your reply email.

P.S. If you're getting a lot of questions about your auction listings- check your descriptions and make sure your providing good, accurate and informative descriptions.

SECRET #10 : Automation

Automation: When possible, automate everything about your business.

Automate listings, so you only have to click twice to list an item- to sending emails- to collecting money- to shipping items.

SECRET #11 : Organize Now!

Organize Now!: If you run your business out of your home or apartment, find a corner- or better yet- an entire bedroom - to organize your business.

You'll need a computer, printer, copy paper, pencils, pens, envelopes, labels, packing tape, packing materials (bubble wrap, 'peanuts', etc.) a filing cabinet or drawer, and an assortment of boxes- depending on what your selling.

Create a system for putting these in logical order according to when they will be needed.

A few stamps like ...

"Received: Date_____"

...and ...

"Completed: Date_____"

...and

"Shipped On: Date_____"

...help me keep up to date on the progress of my orders.

SECRET #12 : Ooops! How To Manage Mistakes

Mistakes: Mistakes are going to happen.

It's how you manage them that makes all the difference.

For example, I was so busy collecting money and filling orders one day I charged a customer on his credit card twice.

I didn't even realize it until he emailed me and told me about a month later.

It looks bad.

I emailed him back, apologized, credited his account the purchase price + the return postage and offered him \$5.00 off the next item he wins in one of my auctions + free shipping.

When you're at fault don't cover it up or hide it- admit it, make it right and move on.

SECRET #13 : Back-End Sales

Back-End Sales: Even though your primary business is online auctions- don't forget that you are generating a happy and (hopefully) satisfied customer base.

Those customers may be interested in other things you have for sale.

So, where will you send them?

That's right, your web site.

If you don't have a web site, get one at www.homestead.com or www.tripod.com for free.

Put your URL at the end of all your auction listings and as a signature on your emails.

SECRET #14 : Manage Expenses

Manage Expenses: Keep a log book next to your work area and list every expense for your business by type (e.g. office supplies, insurance, rent, software, hardware, etc.) and date.

Save all your receipts.

Keep a separate log book for your car.

Whenever you go someplace for business purposes, record your odometer reading at the beginning of your trip and at the end of your trip and the date.

Save all of these logs and receipts for your taxes.

They add up quickly!

SECRET #15 : Follow-Up

Follow-Up: Never let customer wonder if you received their money for an auction or sent an item.

Let them know what step you completed and when you completed steps in the post-auction process.

Also, don't be afraid to ask their opinions of your service and your products.

Solicit feedback every chance you get.

If you're going to be in business you need to be sensitive to what people want and need your products to do for them. That's how you improve and get better.

SECRET #16 : Payment Options

Payment Options: Don't offer just one way to pay for your auctions.

Most customers like to pay with a credit card.

But some like to send a check or money order. I offer customers 7 ways to complete their transaction:

1. Send check or MO via US mail
2. Credit card by toll free 800 fax
3. Credit card by email
4. Credit card by secure online-order form
5. www.PayPal.com
6. eBay's Billpoint
7. iEscrow

Customers use every one of these.

They appreciate the options and I get my payments faster, because they can choose the one they are most comfortable with.

SECRET #17 : Loss-Leaders

Loss-Leaders: Grocery stores use this method to draw traffic all the time.

They sell milk at .50 cents below their cost which is lower than anyone else, just to get customers in the door.

They know that once they're in, they will buy something else- maybe they will buy a lot- and will more than make up for the loss on the milk with all the other items they sell.

I do something similar in my auctions.

I include at least one high-profile auction (for example: a genuine, old and rare piece of Wedgwood pottery, a rare autograph, etc) that attracts bidders to my *other* auctions.

More eBay Secrets Revealed

Almost everyone who visits the * high-profile* auction will inevitably click on the "sellers other auctions" link and look at that page.

I consistently get 20%-50% higher number of bids and prices when I include a *high-profile* auction like this when running my other auctions.

I don't care if I make money on the high-profile auction or not- my goal is to attract bidders to *ALL* my auctions - and it works.

Sometime I even make money on this kind of 'loss-leader' because of the excitement it creates!

SECRET #18 : Keep An Auction Log Book

Auction Log Book: Even with the best software available to list and track my auctions, I still use a paper-based log book to keep track of all my auction ID names, passwords and auction activity.

I just feel more secure knowing it's written down and I can get to it even if my computer crashes and burns.

I also keep a file with the rules, regulations and seller's tips each auction site I registered with in the same log book.

If there is ever a question about whether I can list this item or that item or someone doesn't pay or how to get a credit for a listing fee, I've got it handy.

I have to admit it: I'm not quite ready for a 100% 'paperless' society -yet.

SECRET #19 : Know What Sells

Know What Sells: In the same log book I mentioned above, I keep print-outs (from an Excel spreadsheet) of the results of all my auctions.

I then use it to see what sells and what doesn't. I continually eliminate the -non-sellers, keep what does sell and add new items to test.

If it sells I list more of the same item.

If it doesn't sell I scratch it from my list.

Fine-tuning your stock this way will help increase the percentage of auction listings that sell.

Since it costs you money (at least on eBay) to list an item, if it doesn't sell- it's money down the drain.

The higher the percentage of listings that sell- the higher your income.

SECRET #20 : Specialize

Specialize: It comes down to this:

Know your product or service better than anyone else. Your customers will trust you because they believe you *are* a specialist and you'll sell more.

Period.

SECRET #21 : This Is A Serious Game—But Find Time To Have Fun!!

Have Fun!!: Make your online auction business a game. Try to beat your own records for:

1. Highest priced item ever sold
2. Highest percentage of listings sold
3. Most money made in a month
4. Highest number of listing made in a day, etc.

You make the rules, you set the records and you make the game. But, realize it *is* a game. Sometimes it's a very serious game- especially when money is involved- but do not ever lose your sense of humor or competitive spirit!

SPECIAL BONUS REPORT #3

The Hot List: eBay's Best Sellers

Looking to expand your online auction business?

A year-long analysis of online auction transactions by Krause's publications (that the company that published ebay magazine) provides three distinct opportunities for the online sellers:

- High-demand items,
- Consistent performers and
- Seasonal/holiday-specific categories.

"Now is prime time for auction sellers to experiment with another product line," said Scott Kelnhofner, who analyzes collectible retailing for Card Trade magazine. "The trends we've uncovered indicate strong buying in seasonal categories, as well as steady performance in the historically critical areas for online auctions -- trading cards, coins and collectible games."

Kelnhofner recommends that retailers who are well-positioned in their current area of expertise test other vertical markets. Holiday-themed items such as Hallmark Christmas ornaments are a common choice, though experts suggest a product line that can be viable year-round may be a more prudent investment.

Tim Tritt of Broken Arrow, Okla, who specializes in computer equipment, recommends that sellers explore historically successful categories.

"My observation is that I would go research completed auctions to see what was selling, where it was selling, what day of the week it was selling," Tritt said. "It's never truer that history repeats itself," he said. "I think if these categories are on the top of the list, it's unlikely they will change dramatically in a short period of time. We are creatures of habit. Nobody wants to be left out."

He confirms the findings that computer games and PlayStation games top the computer category. The issuance of the Sacagawea dollar coin, as well as the new state quarter program begun in 2000, have boosted interest in collecting

those coins, said Dave Harper, editor of Numismatic News, World Coins and Bank Note Reporter.

But Harper warned that not all buyer habits are sparked by the introduction of new pieces to the hobby. Some items have a longstanding tradition and continue to come out on top of secondary market sales annually, with dollar coins topping the list.

"For the last 25 years, silver dollars have been the most popular in terms of hobby headlines, total sales and individual price gains and losses," Harper said.

Fads do influence buying, especially in toys, where both Beanie Babies and Pokémon still dominate the top listings. The furor over such crazes, which often crop up around the holiday season, appear to last even longer than some experts expect.

"I found the list pretty interesting, considering some of those toy areas have not been extremely hot, in our estimation, for the last year, especially NASCAR and Beanie Babies," said Sharon Korbeck, editor of Toy Shop and Toy Cars & Vehicles. "I certainly concur with Hot Wheels and die-cast being as high on the list as they are. Those markets continue to grow and generate new collectors constantly."

Krause's SuperSeller's analysis uncovered the following opportunities, based on a 12-month assessment of online auction markets:

SEASONAL / HOLIDAY LEADERS

1. Christmas collectibles, with Hallmark ornaments and Department 56 items leading the way.
2. PlayStation 2 units and games. The units quickly sold out in stores and are selling for twice to three times the \$299 retail price in online auctions.
3. Holiday records and CDs.
4. Computer DVD hardware.

5. Doepke vintage vehicle toys.
6. Bookcases and armories in the furniture categories.
7. Computer games.
8. Plumbing supplies.
9. TV tuners.
10. Movie posters.

CURRENT HOT MARKETS

1. Nintendo Gameboy games.
2. Cyrix computer CPUs.
3. Intellivision computer game accessories.
4. Little Tikes toys.
5. Sega Dreamcast games.
6. Baby swings.
7. Colecovision computer game accessories.
8. Science fiction DVDs.
9. Polaroid film.
10. Transformers Generation 1 toys.

12-MONTH MARKET LEADERS

1. Baseball trading cards.
2. Women's clothing.
3. NFL football trading cards.
4. Pokemon trading cards.
5. Hot Wheels diecast.
6. Cellular phones.

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7. U.S. dollar coins.
8. Silver jewelry.
9. CCG Magic card games.
10. Ty Beanies and bears.
11. Satellite TV systems.
12. Wristwatches.
13. U.S. quarters.
14. PC games.
15. Barbie dolls.
16. Beauty products.
17. PlayStation games.
18. NASCAR diecast cars.
19. Everquest computer games.
20. U.S. FDCS stamps, 1951 to present.
21. Computer hard drives.
22. Doll houses.
23. U.S. pennies.
24. Digital cameras.
25. Costume jewelry.
26. Pottery.
27. Depression glass.
28. Printer cartridges and toner.
29. Men's clothing.
30. Gold jewelry.

SPECIAL BONUS REPORT #4

MY BEST KEPT AND PERSONAL SECRETS FOR MAKING BIG MONEY ON EBAY

- ☞ Specialize. Become an expert in one area and know what you're selling. It will save you time when writing your descriptions and listing items for sale. (If you don't know anything about the item you're selling you're looking at research time on the net or going to the library to do research on the item your selling- it will slow you down. Look at the charts at the end of this report to see how many listing you will need to send to eBay each day to meet your \$100,000+ a year income goal)
- ☞ Save every listing you make. If you followed my advice above, and you're specializing in one area all you have to do is adjust your description, take a new picture and list the item.
- ☞ Continually develop new sources for purchasing the collectible items you're selling. Local auctions, estate sales and ads wanted in the local shopper or newspaper work for me. (One caution: eBay has become such a popular place to sell collectibles that local auctions are not always good for bargains anymore. EBay sellers are attending them in record numbers. Be very selective when bidding locally. PS - Keep reading for a way to actually make money on this trend!)
- ☞ List, list, list!!! And when you think you've listed enough – LIST SOME MORE!
- ☞ Use counters on your auctions to see what's popular. Counters will only give you the number of 'hits' on the page (and not the number of UNIQUE visitors) but it does tell you how enthusiastic and interested people are in your item. If you've had an item up for auction for 3 days and your counter reads "4", it tells me the item is probably a loser. On the other hand if it reads "144" then you have a winner on your hands and all you need to do is find more of those to list and sell. It's good marketing data to have.

More eBay Secrets Revealed

- ☞ Provide excellent, clear, focused photographs (jpg's) of your items. Always have at least 3 – one general frontal pic, one close-up (or more depending on how many highlights you want to show), and one of the back of the item. If you don't have a digital camera- get one. Prices have come way down and it's an essential selling tool. Very few people will take a risk and bid on an item they can't see- no matter how well your written description is.
- ☞ Use a low-minimum bid rather than a reserve auction format. If the very lowest price you will accept on your item is \$50 (and, at that price you have a profit margin built in), list it with NO RESERVE for \$50. If it doesn't sell, at least you know it won't sell at that price and when you go to buy a similar item you won't be tempted to pay as much. I have good results when I do this. It shows potential bidders I'm serious about selling the item because one, single bid could take it. I use a reserve only when I'm testing the market- to see if there is interest and if it actually makes my reserve. About once a week I use a "99 cent" NO RESERVE auction to generate traffic to my other auctions. Usually it's a very popular, but low-priced item that I can afford to lose a few dollars on if it sells below what I expected. On the plus side it builds traffic for my other auction items, it generates a good amount of competition among bidders and sometimes I even make a killing 😊
- ☞ Use 5, 7 or 10 day auctions. 3 day auctions might be useful in some cases, but I've gotten best results using a 5, 7 or 10 auction linked to my low-minimum bid. For example: On items I'm auctioning for a \$5 to \$25 minimum bid I'll use a 5 day auction; on items between \$25 to \$100 I'll use a 7 day auction; and on items over \$100 I'll use a 10 day auction. I end up selling a higher percentage of my listings using this strategy.

A lot of what I've said above will be applicable to each of the next 3 eBay "Money-Maker" strategies as well as on the 2 "Buying on eBay" strategies. I won't repeat them again just to fill up space. My goal is to give you an 'executive briefing'- short, to the point and power packed to maximize your income with very little 'filler'.

SPECIAL BONUS REPORT #5

Selected Reports From TIP - Twice Weekly Updates (subscription information available at <http://gobizinfo.com/>)

TIP #1

Using Amazon To Make Money For You

(Amazon Opportunities, Part 1)

(<http://www.amazon.com>) Amazon has just made it easy for us to make money on their site.

HERE'S THE DEAL: Amazon.com now let's you easily list used books, CD's etc on their web site for sale. The results come up right when anyone searches their site for new books and CD's. If you search on anything you are interested in, there's a box below the listing that says, "Already Own This Item?- I have one to sell: Sell Yours Here". Click on that link and it will take you to a screen where you enter the item's ISBN number or UPC.

It takes me about 30 minutes to list about 25 titles. The listing process on Amazon is incredibly easy and there's no charge for listing. All you have to do is enter the ISBN number (for books), select the condition of the book (see my Internet OP Bookseller Manual) from a drop-down list, add a comment or two, confirm- and it's up for sale!

Of the 25 titles I list, I sell 10-15 for an average profit of \$8-\$10 each. Amazon takes 15% + .99 for each book sold. If you're doing larger volumes you can join their "ProSeller" club and get the .99 fee waived, but membership is \$39.95 a month.

Newer books on business, computers and the Internet sell best.

The secret is in buying books cheap enough to make a profit. Used bookstores are great for books in the \$4-\$5 range you can sell for \$15-\$20 each if they are

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in good condition. I recently sold a book on stock trading techniques that's out of print (Steidlmayer on Markets) for \$55.00. The price on the jacket was only \$37.95. I bought it for a \$3.00 at a local charity auction.

I also frequently visit used /remainder book sites online to make bulk purchases such as:

<http://www.abebooks.com>
<http://www.bibliofind.com>
<http://www.bookopoly.com>
<http://www.remainder-books.com/>

And I use <http://www.bookfinder.com> to search mutiple sites at once.

Questions and Answers From Members:

: 1. Does Amazon charge the used book customer their regular fee to ship and then give you a cut of that fee for shipping it yourself?

Amazon doesn't tell dealers what they charge the customer for shipping. My guess is they charge a little more but I'm not certain. The only way to tell for sure is to order a used book on the site and then see what they charge for shipping- I haven't done that yet since this new program has been set up. The \$2.20 they set as a shipping bonus covers Media Mail rates for most books with a few cents to spare.

: 2. How quickly do used business, finance, and writing books move?

The listings you put up only last for 30 days. The better books will sell within 24 hours to 48 hours of listing them. When I list a book I keep 2 screens on my monitor open- one to list and the other on Amazon's site to search for the book I'm listing. If I see that the book is 'out-of-print' and there are no used copies available at the moment, that gives me an indication it will probably sell fast.

: 3. I've noticed that Amazon does not rate the used book's condition for buyers. Do they set a minimum standard for the

: used booksellers?

Actually right at the top of the listing for the used book it says "Condition:". It's easy to miss. There are no minimum standards for used booksellers- anyone can sell their books. I would imagine though that they would start banning anyone who doesn't fill orders or doesn't fill them in a timely manner.

: 4. Is your profit margin better with Amazon than with Ebay for used books?

Rare and antiquarian books sell pretty good on eBay. Amazon only allows you to list a book if it has an ISBN number. ISBN weren't commonly used until the mid 1960's. Newer books don't do well on eBay.

A new development that will change this (potentially) is the integration of Bibliofind.com's database with Amazon's site and search function starting May 1st, 2001. Bibliofind.com was purchased by Amazon last year from Exchange.com. So you may be able to list older books on Amazon- that would be great for book sellers.

TO SUM UP

AMAZON Marketplace: It's easy...it makes money...it costs you ZERO, NADA to list your books...Amazon only takes a cut (15%) if you sell but they give you an additional couple of dollars to ship the book using Media Mail rate.

TIP #2

A Powerful System To Generate New Customers At ZERO Cost and Make Money Too

(Amazon Opportunities, Part 2)

Savvy marketers will immediately recognizing the profit opportunity of the following system:

More eBay Secrets Revealed

We talked about Amazon in the last **TIP** (*Amazon Opportunities, Part 1*) and how easy for us to make money on their site (<http://www.amazon.com>) selling used and out-of-print (OP) books (see my Bookseller Manual for more info on OP books).

As you probably know, most of the **TIP's** presented I've personally tested to see if they really work before sharing them with you. Here's an angle on selling books on Amazon that will help you build a solid and long-term profitable business. Amazon probably wouldn't be very happy about this idea...so let's keep it just in the family.

Let's say you're interested in selling books. You love to sell books. OK?

If you have been in business before you know how expensive it is to acquire a single new customer. Depending on the kind of business you're in, it could be anywhere from \$1.00 to over \$350 or *more..* for a NEW SINGLE customer.

When you rent mailing lists or do any advertising, all that expense (or, depending how you look at it- *investment*) should have one goal and one goal only-- getting and keeping a new customer. Because the real profits of any business are REPEAT SALES, not one-time sales.

In our example we want to sell books. And we want to sell them 100% on the Internet or by mail order to existing customers.

How do we proceed to acquire customers?

If you're like most small businesses just starting out, you buy a mailing list and send out flyers or postcards or letters or put up a web site, and try to draw traffic to your site. If you get enough traffic, hopefully, you'll get a few customers too.

Worse than spending money, you'll be waiting an awfully long time to generate new customers (customers are defined as someone who has actually PURCHASED something from you). The average hit to purchase ratio on the web is about 500 to 1. In other words you need 500 unique visitors to your web site before 1 person will buy.

If you have a web site that is lucky enough to generate 500 unique hits a week,

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you'll get one new customer a week. Now you could do a lot better than that. Maybe you have a great site- or something unique about the way you sell books- you could significantly improve those odds...but you'll still have an incredibly tough time competing with all the other web sites selling books out there. Try generating 100 new customers a month- you'll need 50,000 unique hits. Not impossible, but there's a better way.

"Well, Dave what do I do?"

I'm glad you asked!

Remember that Amazon let's you sell books on their site? Good.

Do they have to be *used* books?

Yes, but...

Here's what I've been doing recently with good results. Not only am I generating a ton of new customers at ZERO cost, I even make a few bucks.

I read Steve Krug's book, *Don't Make Me Think: A Common Sense Approach To Web Usability*. I liked it a lot. After I read it through a couple of times, I decided to sell it as a "used" book on Amazon.

Within 1 hour of it getting listed, it sold. Hmmmm...

Before sending the book out to the customer, I jotted down the publisher (New Riders) and their telephone number (800-428-5331) from inside the book cover. I called the publisher, told them I was book seller and wanted to order several books at the regular discount. (I also had to fax my resale tax ID number to their offices)

They sent me a stack of books at a discount of 48% off the cover price or a net cost to me of \$19.11 each (with freight charges added to the per book cost).

Amazon only allows you to sell books at 20% below their price. But even so, if I listed this book again I could still sell it for \$22.40. So I would make a few bucks (3.29) on every copy I sold, BUT MORE IMPORTANT - I have a NEW CUSTOMER with an acquisition cost of ZERO with a \$3.29 contribution to

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profits!

Believe me, this is good...this is very good.

Now, here's the next step:

You develop a line of books in the same subject/genre/topic area as the book you sold to this Amazon customer. You have their name and address and an idea of what they're interested in based on what they bought. Then you simply contact them again, with more books of the same.

If you are in the information business...it gets even better.

Let's say you have written a course or have a newsletter on "Creating and Marketing Killer Web Sites".

The profits are high (because it's your own product) - you can fill orders on demand and you are the exclusive source for your products.

The customer who buys a book on creating and marketing web sites would be a prime prospect for your course or newsletter- don't you think?

If you took the traditional route of renting a list (@ \$90/M, min 5,000 names), sending a letter out to a few thousand names and waiting for a response of 2% (which is *high* for cold lists) you could spend a lot of time finding 'qualified' potential buyers.

With the method I just gave you above - you could easily generate 'qualified' buyer lists of your own at ZERO cost and your closing ratio (could be 10%-20% or *higher*) would be extremely high with the right offer and a killer sales letter.

TO SUM UP:

Let's go through the steps again, just to make sure we're on the same page:

1. Cost of acquiring new customers is very high for all businesses;
2. Amazon allows you to sell your books on their site;
3. Books do not have to be old...they can be new...

4. You sell a book on Amazon that is related to your business interests;
5. If done correctly you can acquire a potential new customer at ZERO cost with a large probability you can even contribute something to profits;
6. You follow up with the customer offering them more stuff related to what they just bought from you...;
7. You will have an extremely high closing ratio because they are prime, qualified candidates for your offers.
8. Repeat steps 4 to 7.

Go do it...it's an incredible 'open door' that may not be open for long.

TIP #3

Wholesale Products And Sources Update

Maxam Wholesale (B&F Systems) Offers Good Profit Opportunities For DM

Maxam Wholesale (www.bnfusa.com) is a well guarded secret of direct marketers and a great source for premiums/incentives. They are the manufacturer for most of the items- so you're not dealing with middlemen adding mark-ups to the items.

I first heard about Maxam from Dan Kennedy (www.dankennedy.com). According to Dan, "This is a very reputable company. Their merchandise is of excellent quality; much of it comes with guarantees and warranties." And he's right!

Authorized dealers get free access to their Password Protected Buyer's site. To get a username and password just fill out their form at the site, click the link that says "Become An Authorized Dealer". In a short time you'll receive a user name

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and password to get access.

What will you find there?

You can search for Top Sellers once you're in and you'll find 19pc cutlery sets for \$5.28, genuine leather coats for \$18.81, beautiful Grandfather clocks for \$125.00. Retail is 5 to 6 times your cost. Most retailers want at least a keystone (100%) mark-up, with Maxam you're getting 500-600% mark-ups on most items.

You can also source some terrific premium items that sell for less than \$1.00. Give these away, or sell them on eBay for a few cents to build you customer list. They're not junk either- it's very nice quality merchandise.

A few people are selling Maxam's stuff on eBay with success.

One of the sellers, [delta-2](#), seems to do pretty well. I think there's room for improvement in his sales techniques. But he's getting orders!

Once you get a username and password to the site you can order anything from their catalog with a credit card. They will also DROP-SHIP directly to your customer for a small additional fee.

They are very friendly to small entrepreneurs. Give them a try.

Before you do, go through their catalog and see which items you feel most comfortable selling. The one's you know about.

For example if you're into cooking, look at their line of cutlery and cookware.

Start with low priced items on eBay or Yahoo auctions and don't forget to keep you're buyer's lists!

Send your list items to buy on a regular basis- that's how a business is built.

I know I harp on this constantly, but it's true. Your list of buyers is the most important asset you own.

No matter what kind of business you want to start or are in you must cultivate your customers with new and additional merchandise.

TIP #4

Selecting Titles That Sell For Your eBay Auctions

What is the one thing that all listings on eBay have in common? A 'Title' and a 'Description'.

Right? Right!

If done correctly your titles and descriptions can help you, not just sell your item— but get bidders in a competitive bidding war!

We will be exploring in this issue how to maximize the number of bids you receive on your auction listings with a well crafted title.

One thing is certain— without the right title on your auction no one will find you or worse, anyone who does find you won't know what your selling.

There are great titles, average titles and really bad titles on eBay.

The really great titles all have one thing in common: They are 'Specific, informative and accurate'

All average titles have something in common too. They are vague, not very informative and plain.

For example, I took a random sampling of my own eBay auction titles and the number of page views I received. The results were interesting:

Title | #Hits | Sold? -Dutch #sold

XXX 16" 2.5MM PLATINUM OMEGA NECKLACE RSVP | 705 | N

** Bulova Accutron Man's Wristwatch c1967 | 656 | Y

***c1873 Wedgwood Majolica Garden Urn ~ NR ~ | 621 | Y

Art Deco 14K Ladies Wristwatch c1927 ~NoRsrv~ | 468 | Y*

Large Aubusson Floral Wool Tapestry Rug c1850 | 444 | Y

** Early Monopoly Game c1930's ~NR~ | 435 | Y

Elegant Vintage Purse Made In France ~RSVP~ | 418 | Y

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Persian Gabbeh Tribal Rug BRIGHTLY COLORED~NR | 412 | Y
Hamilton Art Deco 14k Formed Wristwatch c1927 | 388 | N*
1964 12"" GI JOE 15 Piece COLLECTION Box | 380 | Y
*** LC Tiffany Peacock Lamp ~NR~ | 311 | N
1877 Needlepoint Sampler in Period Frame | 305 | Y
~PLATINUM Round Hoop Earrings ~RSVP Required~ | 281 | N
~ Tiffany Peacock Lamp and Base ~NR~ | 265 | N
ESTATE~ Oil On Canvas c1875 w/Eastlake Frame | 240 | N
** POWER BEAD STRINGING KIT- Create YOUR OWN! | 230 | Y
~ Magnificent Tiffany Peacock Lamp ~ | 229 | N
~RSVP~ PLATINUM Triangle Hoop Earrings CE!! | 210 | N
* Ugly Button Ear Cinnamon Teddy Bear | 194 | Y
~RSVP~ PLATINUM Twist Hoop Earrings CE!! | 193 | N
YOU CAN Make Money Day Trading ~The EASY WAY~ | 177 | Y -2
~ Wyckoff's Day Trading Secrets ~ | 173 | Y - 9
Tarzan of The Apes by ER Burroughs w/dj~! | 162 | Y
***Waterbury Clear Glass Oil Lamp c1900 | 160 | Y
*** LC Tiffany Dragonfly Lamp ~NR~ | 155 | N
~~~ Striking PLATINUM and DIAMOND Pendant | 152 | N  
\*Mother Of Pearl Opera Glasses c1870 w/case ! | 141 | Y  
GE Tube Radio c1947 ~NO RESERVE~ | 139 | Y \*  
~Elegant 5mm Platinum Ball Post Earrings -NR! | 130 | Y  
GE Bakelite Tube Radio c 1947 | 128 | Y  
Tiffany Dragonfly Lamp -NO RSV FREE SHIPPING! | 122 | N  
~Diamond, Sapphire, Emerald, Ruby Dachshund~ | 121 | N\*\*  
c1920's JC Higgins SIGNATURE Baseball Bat | 113 | Y  
\*\*\* Art Deco Marble Base Desk Set ~~ NR ~~ | 107 | Y  
~ 7 Ways To A Six-Figure Income On eBay ~ | 105 | Y-10  
~ Day Trading Success MADE EASY ~ | 104 | Y-3  
\*\*Hull ""Sitting Piggy Bank"" Special Item ~NR~ | 101 | Y

-----  
Item that did not sell on first listing– title was changed. \*\* Item was closed early.  
Y= sold N=not sold Y#= dutch auction and number of items sold.

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I use FooDogSoftware ([www.foodogsoftware.com](http://www.foodogsoftware.com)) for all my listings and they include a free counter from Honesty.com every time I list an item on eBay. The 'hits' you see on each listing above is from their counters.

## More eBay Secrets Revealed

Out of 37 listings in this sample, 24 sold. About 65%. Two items were re-listed after the first listing failed to sell. Also, there were 4 dutch auctions that sold multiple items—but to simplify things I counted it as only 1 sale, even if 10 items were sold.

Let's take a closer look at the titles of the auctions and see what correlations we can make between the titles, number of hits and sales that will help us sell more.

First, the item with the largest number of hits was the "XXX 16" 2.5MM Platinum Omega Necklace RSVP" with 705 hits.

I put the "XXX" at the beginning of the Title just to test the number of hits I would receive. Obviously, I did get a lot of hits with "XXX" in the title. The problem, of course, is—it didn't sell. It could have been the opening bid or any number of other problems with the listing, but my guess is that people searching for "XXX" and adult related material on eBay, saw the listing, were curious and just clicked on the page to see what I was really selling—but were not serious prospects.

The second highest number of hits was for a watch, "\*\*\* Bulova Accutron Man's Wristwatch c1967-" with 656 hits. This one really surprised me. I picked up the watch for \$3.00 at a local estate sale. It was in good condition, but the battery was dead. A new battery cost me \$9.00. It sold at the end of a 10 day auction for \$87.00. I knew Bulova watches (especially the Accutron's) were collectible, but I didn't realize the interest it would generate. I was also surprised by the final price.

Notice that the title was:

1. Specific
2. Informative; and
3. Accurate

"Bulova" - specific manufacturer's name

"Accutron" - specific model

"Man's" - informative

"Wristwatch" - informative and accurate

"c1967" - informative

## More eBay Secrets Revealed

You'll notice too, that of the top 10 listings with the greatest number of hits (not counting the "XXX" listing) each title was specific, informative and accurate—that is to say there wasn't any 'hype' or selling words such as "WOW" or "LOOK", etc.

Finally look at "\*\*\* Early Monopoly Game c1930's ~NR~" with 405 hits. Purchased for \$17.50 at a local auction, I thought it would bring \$35-\$55 on eBay. To my surprise it went for \$625.00. The title broke my rule about being 100% accurate. But it had "Monopoly" in the title, was informative, "c 1930's" and a No Reserve (NR) auction. Again, it surprised me how much interest there is in the eBay marketplace for early Monopoly sets and the price it brought.

Each of these auction titles were specific, accurate and informative:

Persian Gabbeh Tribal Rug BRIGHTLY COLORED~NR  
1964 12" GI JOE 15 Piece COLLECTION Box  
1877 Needlepoint Sampler in Period Frame

If you're auctioning collectibles and you're getting a lot of emails asking for 'further details', you're probably not being specific, accurate or informative enough in your titles and descriptions. Try looking at your item the way your potential bidder looks at it— they want to know every detail about what you're selling— they don't want hype or fluff.

Also, I have just given you valuable market data— use it to make money! Look for old Monopoly games and pieces at yard sales, estate sales, auctions, etc. that are reasonably priced. Also keep an eye out for Bulova Accutrons in good condition. Especially valuable are the "Space" series with the see-through watch faces.

### **TIP #5**

## **THE BURNING Hot Item On eBay Right Now! + Sources**

### **Bling-Bling, Iced Out and Hip-Hop Items Are BURNING HOT!!**

First they discontinued the license with Krause Publications to publish eBay

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Magazine (and along with it the popular "eBay Site Barometer"), then they eliminated the "Hot" page listing on their site. Who's they? "eBay".

Why would eBay do that? Why wouldn't they want you to know what's a hot seller? I don't know. But if you ask me it's stupid. Plain and simple. They have all the data. It would make sense to make some money on it and sell or license the data to someone who will publish it.

Not having easy and comprehensive auction results on eBay is like getting the Wall Street Journal with no listing of stock prices!

Hopefully things will change and we'll have access to all the auction results on eBay.

If you want to figure out what's a hot seller on eBay right now, you have to either have a lot of time on your hands searching through thousands of category listings or stumble across hot sellers by luck.

In the meantime I developed a proprietary way to determine hot items selling on eBay and I'm bringing the first of many updates in this TIP. It takes hours of research and analysis, but it's worth it.

Check out two eBay sellers that are cashing in on hip-hop jewelry or as it's commonly known among rap fans, "bling-bling". If this sounds like foreign language to you...you're not alone. It did to me the first time I saw it.

But I can't argue with the success these eBay sellers are having. Let's take a closer look at exactly how HOT these items are:

**EBAY ID:** [rocksofice@aol.com](mailto:rocksofice@aol.com) (63)

Rocksofice is closing 98% of his listings. This is incredible considering that our research indicates successful closing of eBay's auction listings is approx. 54%.

Take a look at his listings for the past 60 days.

Notice the "keywords" he's using in his Titles:

Iced Out

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Bling-Bling  
Hip-Hop  
Balla (?)  
Silver Iced Out  
Platinum Iced Out  
Hip-Hop Hot Bling  
Rap  
Gangsta

Here's why I believe he's as successful as he is:

1. He starts the bidding at \$1.00 and draws a lot of interest
2. He's using the right keywords in his titles
3. He's shipping fast and getting good feedback

He's averaging about 12 bids per item successfully closed at an average price of approx. \$24.00. Based on the information we got from the sources below, his typical wholesale price is about 6.00 each watch. His gross profit on each item is 400%.

rocksofice could definitely improve his listings. For example his pic's are HUGE. If he reduced the size I think he'd get even more bids than he's getting now. Obviously though, he's doing MORE rights things than wrong.

Learn and profit...

**EBAY ID:** [luxurious\\_jewels \(11\)](#)

Using the same basic strategy, this new seller is closing 100%!

He or she doesn't have the number of listings that rocksofice has. I wouldn't be surprised though if they start to wise up to the situation and list more.

### **PRODUCT SOURCES:**

House of Fashion Jewelry  
14743 Lull Street  
Van Nuys, CA 91405  
Ph: (818) 779-0092

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Email: HOFJewelry@aol.com

Web: none

Comments: Manufacturer of hip-hop jewelry: Chains, necklaces, charms, rings, bracelets, pendants, etc.

Since they manufacture and are not just a distributor you should be able to get good prices.

Alpha Watch Company, Inc  
55 West 39th Street, Suite 202  
New York, NY 10018  
212.391.2590  
800.396.8120  
212.391.2593-fax

Web: [www.alphawatch.net](http://www.alphawatch.net)

Comments: Founded in 1950...A strong participant in the International market for fashion watches. Alpha supplies the retail and amusement marketplaces with an ever-changing array of watches and novelties. I've ordered a few items from them, and my experience has been positive. They deliver fast, shipping is inexpensive and the merchandise is good to excellent quality. Mostly knock-off's of higher-end items: Rolex, Movado, etc...but good quality. Ask for their "Bling-Bling" watches and watch-bracelet sets.

### **TIP #6**

## **A Sure-Fire Profit Plan For Selling Anything On The Internet**

### **The Fundamentals of Marketing (Part 1)**

If you're wondering what it really takes to sell something on the Internet and you want to sell more than you ever have before, then listen up!

There are only a few critical tasks when it comes to selling on the Internet and a few less important tasks, but it really isn't complicated.

## More eBay Secrets Revealed

In the next 3-4 TIPS we will explore what's working and what isn't in online marketing and selling.

I'll also give you the details on my 2 sites: .com and, of course, .com.

I'll show you how I get traffic, what critical tasks I perform everyday and what role trading communities play in my strategy.

The TIPS will also give you the reason I emphasize the need for trading communities in your marketing strategy.

So let's get started.

### **Practicing The Fundamentals**

This may seem too simple. I apologize to those who consider themselves too sophisticated in the art of marketing... or if you're looking for some magic potion, a magic key or some other talisman to work magic for you-- you won't find it here.

I can tell you honestly that it's the fundamentals, time and again, that will help you succeed. I see so many web sites and Internet marketers (and off-line marketer' too!) violate the very basics of marketing that I'm surprised any of them make any money at all!

Of course there are those who just want to 'dabble' at making money online. They will throw up a web page and see what sticks. If they make a \$10 sale they're happy. They have a day job to fall back on as their safety-net.

I don't have a 'safety-net'. I make my living online by sticking to the fundamentals and being creative within the frame-work of the basics. Not by blazing new trails...you know what they say about pioneers? of course you do. They are the one's with the arrows in their backs.

My goal, and my only goal, is to make money by helping people. That is a basic and fundamental principle of good marketing- in any business. Is that too simple for you? My apologizes again. Does it work? Big time.

Just like in basketball or football or baseball or any other sport you must first

master the fundamentals of the game, if you want to excel.

### **Make Money By Helping People**

Let's take this one step at a time. Follow along- you'll be better off for it.

You're in business to make money- right?

If you're in business for any other reason- then you're not in business. The goal of operating a business is to make money. Period. You can argue all you want to about 'social responsibility' and 'doing good'- that's wonderful. And you may even be diverting some of your profits into these causes. But you need to make money first...not only to BE in business but to STAY in business in the long term.

So, how do you make money? That is the question.

Since most of the money you want currently belongs to (or is in the pockets of) other people *what's the best way to get them to send you money?*

Is it by hurting them?

Is it by stealing from them?

Is it by tricking them?

I don't have to tell you you CANNOT succeed in business by doing any of these things. Although some people do try.

There are unscrupulous people who are in business. They trick and they often steal to get other people's money. They lie about their products and services just to get other people's money.

Some people even hurt others to get other people's money. They rob and mug people just to get their money.

This is a very practical discussion. I'm not moralizing. All I'm saying is these are ways in which people try to get other people's money from their pockets.

## More eBay Secrets Revealed

There are some people who get other's people money by working for them. It's called a "job". In exchange for showing up and doing what they are told, they get the company's money- in a paycheck.

That's not too bad. You go where you are told to and do what you're told to and you get some money.

A lot of people make money that way. You may even know some people who make money that way.

OK, I'm being a slight bit sarcastic.

You don't want to hurt, steal, trick or get a job to get other people's money. So, what's left?

How about helping other people? In exchange for helping them, they give you some of their money. Hmmmm.....

Unlike hurting, tricking or stealing the nice thing about this arrangement is that you won't have to go to jail if you get caught. That's right, you can help people all you want- and even if you get caught you won't go to jail!

What about having a job? Well, to me, having a job is like being in jail. You have to go where you are told to go and do what you are told to do, or you don't get any money. Sure you can still help people and that's good- but it's someone else telling you to help them.

Let's take the basic, fundamental idea that the ONLY viable way to get other people's money is by helping them. OK? if you have a product or service to sell, ask yourself this question, "Is my product or service really helping my customers? Am I really helping my customers?"

If you haven't yet developed a product or service to sell, make sure anything you do decide to sell genuinely helps other people. We could even extend the statement, "make money by helping other people", and adding "get what they want".

Wow, now we are on an entirely different level. Did you see that? -- "*Make money by helping people get what they want*"

## **Make Money By Helping People Get What They Want**

Why is this so important to a successful business?

There are a lot of people who start a business because they used to work in that business or their father did or they heard people make money doing it, etc. There are thousands of reasons, but only one is the right one.

People have to 'want what you're selling. I talk a lot about this in the Marketing section of *Electronic Publishing 2001* so I'm not going to repeat it here. My point is, if you can find out what people 'want' and then help them get it, you can make a lot of money.

And one of my favorite ways to find out what people want is to *ask* them. More about how to 'ask' later.

Seems simple enough, doesn't it? But this is where some really bright and intelligent people blow it. They are great at coming up with ideas and projects and plans. So they created a product or service, developed a web site to promote and sell it and...ummm...nothing happens.

The problem is that they created their product or service (and wasted hundreds of hours and lots of money) before they even knew if anyone 'wanted' it.

## **A Few Critical Tasks When It Comes To Selling On The Internet**

OK, it seems relatively obvious now that you should only make money by helping other people.

And it seems relatively obvious now that you should only develop a product or service after finding out if someone wants it and is willing to pay for.

But it really isn't that obvious to a number of new businesses. In my opinion this is why 80% of all new businesses fail. It isn't due to lack of capital or management ability. They are selling to an empty crowd. No customers=no money.

Remember that:

## More eBay Secrets Revealed

1. The number #1 goal of being in business is to make money.
2. And you make money by helping people get what they want.
3. And you find out what they want by asking them.
4. And you when you find out what they want- you give it to them; and
5. Other people give you money for helping them get what they want.

On the Internet or off the Internet these are the 5 critical tasks that need to be performed before you can make money in any business. Without these fundamentals firmly rooted in your conscious and subconscious mind, you will fail. This may explain why you haven't done as well as you wanted to in the past.

In the next few TIPS we will take each critical task and, with concrete examples, show you how to build an extraordinarily successful business online or offline.

By the way... one thing to think about while the next TIP is being prepared:

Trading communities on the Internet are the easiest and fastest way to ask a group of potential customers if they 'want' what you're selling.

Go to <http://gobizinfo.com/> for more TIP's.