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## GETTING STARTED

First, you must have a premiere Paypal account. Visit <http://www.paypal.com> to open a Paypal account. Make sure you upgrade to the premiere / business account in order to be able to accept credit card payments. Many buyers pay with their credit cards so it is completely worth it even though you will be charged a small fee every time you receive a payment.

Next [open an eBay store](#). I recommend you open a store as it provides a way for you to list more of your items at much lower listing fee costs.

I use Blackthorne to list my items since purchasing SAP will give you free access to Selling Manager Pro for free. Selling Manager Pro is a must-have since this software will automate a large part of your business. You should subscribe to Selling Manager Pro regardless of what selling tool you use to list your items. Selling Manager Pro will automatically send winning bid confirmations, payment reminders, and automatically leave feedbacks for your buyers. I use Blackthorne to list my items since it is much more feature-rich than the freeware program, Turbo Lister. However, as a beginning seller, I recommend sticking with only the Turbo Lister software as it is cost-free and provides all the features you really need. To get more details on these programs, you can enter eBay's listing tools [live chat](#).

Also, consider opening up [webspace](#). If you want to go big in business, it is crucial that you must [open up a webhosting plan](#) and have a website to sell more of your products to your customers. Even if you don't plan selling products through your website, just let it act as an "about our business" page. Such a page is not hard to set up at all, yet it will significantly increase the credibility of your business. I recommend that you get a webhosting plan at [1and1 Webhosting](#) as in my experience they are one of the most reliable webhosting providers that I've been with and their prices are extremely reasonable. If you do not have a domain, you must first register a domain, and then sign up for webspace. The cost of running such a website is so trivial that it's really a must-have to get one up and running right away.

Now that everything is set up, you are ready to start business!

## LISTING YOUR ITEMS

It's now time to start listing your eBooks. If you have a collection of eBooks, that's great. If not, search for resellable eBooks that other sellers are selling. Buy some, and resell them. Keep doing this to add to your collection.

If you are using Blackthorne, and need any help using this program, I suggest that you visit eBay's [live chat](#) in order to familiarize yourself with this tool. Of course there are also many other listing tools you can use besides SAP as well, such as the free Turbo Lister, if you're not comfortable with paying the extra cost for the more feature-rich Blackthorne.

Selling tip: Make sure your item title **grabs the customers' attentions**. Use descriptive words that will stand out and get the customers to become curious. Take a look at these two item titles:

### **Guide on how to trade stocks**

or:

### **Get rich trading stock-all the amazing secrets revealed**

Which one of these item title grabbed your attention more? Of course, the second item title grabbed your attention more because of the descriptive words it use: *Get Rich; Amazing Secrets Revealed*. These are the words that pull your customers' attentions. Make sure your item title is catchy enough to grab the customer's attention. Using all capital letters in your item title, which I do, will also get your item to become more noticeable. You can choose to do all caps or use caps on the specific catchy decriptive words, for example:

### **GET RICH TRADING STOCK-ALL THE AMAZING SECRETS REVEALED**

or:

### **Get RICH trading stock-all the AMAZING SECRETS revealed**

Some good descriptive words to consider using for your item titles:

- Amazing
- Secrets
- Revealed
- Exposed
- Hot
- Controversial
- Ultimate
- Mega
- Collection
- Super



I list all of my items at 7 day durations. I think that's the ideal duration for all eBooks. I would strongly advise against listing your e-Books for any durations less than 5 days.

In my experience, Sunday nights are the best for eBook sales. I usually get more sales on Sundays than any other day of the week. Try to time your items to end on a Sunday night. Also, keep in mind that your items will sell more when they are about to end as opposed to when there's still 4 days left before ending, even with buy-it-now listings.

**Make sure that you choose the option to ship worldwide.** This is important because you don't want to limit your customer base to just your domestic country. There's no extra charges to deliver eBooks to a buyer who lives half the world away, so why not? Make sure you know how to set this option in your listing tool.

I accept Paypal, personal checks, money orders, and even cash for all my eBooks. Accepting Paypal is a must. You may or may not want to accept mail payments, but if you do, you will generate a little bit more sales. But of course, accepting mail payments mean that you will have some manual work to do since you will have to send the eBooks out to your buyers yourself when you receive payments in the mail as opposed to having an automated system to do it for you. So it's totally up to you if you want to accept mail payments or not, but accepting Paypal is a must.

And that's it! Submit your listings to eBay. Do this for all eBooks as you want to sell. The more items you list, the more you will sell. Use your listing tool to list all of my eBooks I currently offer. It is also very wise to list your items multiple times because it gives your items more visibility to your buyers. List each eBook multiple times, each with a different title. For example, I always have 2 martial arts eBooks up for listing. One reads:

**LEARN FROM FIVE 5 MARTIAL ARTS EBOOKS-BRUCE LEE-KARATE!**

and the other one reads:

**THE ULTIMATE MARTIAL ARTS GUIDE-LEARN FROM BRUCE LEE!!!**

Many sellers list an item as many as 5 times each simultaneously. Just keep in mind that the more you list, the more you'll sell. Don't just limit your listings to just 1, especially for the ones that sell well.

Once a buyer makes a purchase, make sure to resell your item again. If you do not sell an item, relist it. You do get an insertion fee refund on your relist if you sell it the second time around. Make sure that you always have all of your eBooks available to buyers at all time in order to maximize profits. Selling Manager Pro will allow you to set up automatic relist of unsold items. However, if an item sells, there is no way to set up Selling Manager Pro, or any other program for that matter, to automatically relist a sold item. What I do is at the end of each day, I spend a few minutes to relist all my unsold items and resell all of my sold items using the Blackthorne listing tool.

### **MORE ADVANCED EBOOK SELLING TECHNIQUES**

The key to success in sales is number. The more you list, the more you will sell. That has always been my experience. Remember to list your eBooks multiple times, each with a different title. Use eye catching keywords. Put the most searched for terms in your item title in order to further expose the eBook to buyers. Lastly, list them under different categories in order to maximize the exposure of your item. Make sure, however, to only list your eBooks in categories that are at least somewhat relevant to your item. You don't want to receive untargeted traffic to your listing which won't do you much good.

It does take some time to set up everything in the beginning. But trust me, once everything is set up, you will reap in the profits in your sleep. The good thing about this eBooks business is that you can always earn money, regardless of what you're doing. There's not much manual work to be done. There is no rushing to the post office every day to ship out items to your customers, there is no tracking information to record and deliver to your customers, there is no inventory or stock quantities to be concerned over, there are no product defects to worry about, there are no return merchandise / exchanges to take care of, there is no shipping damages to worry about, there is no eBay / Paypal disputes to handle (disputes can't be opened for digital information products). This business runs completely by itself and makes the money for you. Once you've set up those listings, they will bring in the profits for you again and again, with no extra efforts needed on your end!

One thing to always consider is maintaining a good feedback record. In the eBooks sales business, you won't get many complaints about your products. That has always been my experience, and I've been through many different business fields. From time to time, however, you will receive complaints about your eBook from a disappointed customer. The types of complaints will almost always be either disappointments with the contents of the eBook, or customer can't seem to open the eBook. These cases are very far in between--so please don't worry. Almost all buyers will be happy with their purchase. Once in a blue moon, you will get a disgruntled or computer illiterate buyer who will

complain to you the product. I strongly recommend that you do everything you can to make all of these buyers happy. Receiving a negative feedback is something you definitely do not want. It's completely not worth it to trade a negative feedback for a couple of dollars. Negative feedbacks will slow down your sales and drive your customers away. If for any reason any buyer is disappointed with your eBook, I strongly suggest you find a way to accommodate the buyer to make him/her happy, or if that doesn't work, refund the customer in full. Again, it's just totally not worth it to receive a negative feedback for a couple of dollars in profits. Although keep in mind that these types of buyers are very, very rare. Trust me, you won't have to deal with a disgruntled buyer very often at all. But if you ever run into one, make all efforts to make him/her satisfied or provide a full refund and avoid those negative feedbacks.

I strongly recommend that you offer the buyer an exchange before offering a refund. If the buyer is not happy, say that you'll be more than happy to replace the eBook with any other eBook you have in your store as replacement. If the buyer agrees, you've just saved yourself from a refund. If the buyer disagrees, then proceed to the next step. It never hurts to try and ask if you can exchange the product for another one to save yourself from a refund first. In the next step, don't offer the buyer a refund just yet. You want to ask the buyer why is (s)he disappointed, if (s)he thinks that your ad is misleading in anyway, if anything is shown on your ad that is not included in the product, what was the buyer expecting to see in the eBook but was let down by, what does the buyer think is a fair price for the eBook that he/she purchased, and what can be done to make the buyer satisfied with the transaction. The purpose of those first few questions is just to allow the buyer to see that you're a caring seller who values feedback from the buyer (it will also let you see what you can do to revise the listing in the future). Asking these questions will lessen the chance of the buyer leaving you negative feedback. But then again, I assure you that you will not run into many unhappy buyers in the eBook business.

Consider marketing your business with your feedback. For example, you can set up Selling Manager Pro to leave feedbacks such as Great buyer! Come back again anytime for the most amazing eBook selection on eBay. This will allow anyone who views the feedback history of the person you dealt with to see your advertisement message. You can potentially gain many extra customers this way. Be careful, however, of leaving links on a feedback because eBay doesn't allow links to be included in feedbacks.

Cross-sell to your customers. I can't stress enough how important it is to cross-sell your items to your buyers, or even potential buyers. Cross-selling is a practice of suggesting to your customer the purchase of an additional product that may not necessarily relate to the original product. What's the best way to do it? Put a link to your store in each and every single one of your listings. Don't just say remember to check out my other items I have for sale in my store. Provide them an easy way to do it. If you look at my listings, I always have an animated store sign that says "click here to visit our store." So even though your buyer may not be interested in the eBook that you're offering, there's a good chance that they'll check out your store to see what other eBooks you offer. The more

buyers you have looking at the products you offer, the more sales you'll get. The html code to link a buyer to your store is: `<a href="http://stores.ebay.com/*****/">Click Here </a>` where \*\*\*\*\*/ is the name of your store.

Cross-sell to your customers when responding to emails. If your email has an autoresponder, set one up that says something along the lines of thanks for your inquiry. We will get back to you as soon as we can to answer all of your concerns. In the meantime, please take a moment to check out this absolute best collection of eBooks ever seen on earth at: \*\*\*\*\* (where \*\*\*\*\* is a link to your eBay store). This will allow you to get every person who sends you an email a direct exposure to your store. When you answer emails, again include the link to your store in your signatures. This will once again expose that buyer to your store. If the buyer wasn't curious enough to click on it the first time, he/she will probably do so after being exposed to it the second time. The first time you heard of eBay did you care? Probably not right? But when you keep hearing of eBay time and time again, you begin to care. The same concept applies here. Never send out an email without a message at the bottom advertising your store, regardless of how many times in the past the person you're emailing to has seen that message.

Consider cross-selling certain items with each others. For example, if you're selling 2 eBooks: one called Fun Craft Project Ideas and another one called your Arts&Craft Hobbies into Cash, in your listing of the Fun Craft Project Ideas eBook, put a short advertisement in there which says something like also check out this other incredible eBook on how to turn your arts&craft hobbies into MAJOR \$CASH\$ by >clicking here< -- where "clicking here" links the buyer to the Turn your Arts&Craft Hobbies into Cash eBook in your store. Do the same thing with your Turning Arts&Craft Hobbies into Cash listing and link the buyer to the Fun Craft Project Ideas eBook. Since both eBooks cover topics on craft projects, a buyer who is interested in purchasing one item is more likely to purchase the other one. Cross-sell products which are similar with each other as much as you can. This is just one example. There are many more eBooks with the similar topics in which you can mutually cross-sell.

For any sellers who sell other items besides eBooks, you can even cross sell eBooks with your other items. For example, if you're selling an antique vase, it would surely help if you cross-sell the How to buy&sell antiques eBook in your antique vase ad. Of course this can take a bit more time and manual effort on your end, but it's a possibility out there available for sellers who want to put in extra effort to generate more sales.

Always add a link to your listing ads that allows the buyer to save you as one of their favorite sellers. The link to save a seller as a favorite seller is:  
`http://my.ebay.com/ws/eBayISAPI.dll?AcceptSavedSeller&mode=0&preference=0&sellerid=*****`

Where \*\*\*\*\* is the seller's ID. For example, to save me (Walutech) as your favorite seller, the link would be:

<http://my.ebay.com/ws/eBayISAPI.dll?AcceptSavedSeller&mode=0&preference=0&sellerid=Walutech>

Provide an easy way for the buyer to do it, such as [Click Here](#) to add me as your favorite seller! -- Where [Click Here](#) links to your add as favorite seller url. Buyers may not be interested in your products today, but when a buyer saves you as a favorite seller, the chances of them coming back and buying something from you another day is significantly high.

Volume is a huge key in this business. You need to list a lot of items to get a lot of sales. Don't be afraid of the eBay listing fees, that's one mistake that a new seller usually makes. You pay \$.25 - \$.35 in listing fee to list an eBook for 7 days. If it doesn't sell, relist it. If it sells after relist, the fee you spent on listing it the first time is refunded to you. For most eBooks that I sell, I get about \$1.65 profit after all the fees. If you calculate the math along with the relist refund rule, this means that you can list an eBook for months before it sells and still be able to earn a profit! If you list more, you will sell more. Don't worry about paying more listing fees because you will, in return, get more sales. I recommend you list all of your items multiple times as buy-it-now (or auction with buy-it-now - this may be more effective) as well as list them in your store. Remember to use different titles that are eye-catching and list them in multiple categories that are relevant to the item. Also remember this, the more items you list, the more people you will get looking at your items. The more people looking at your items, the more of them will check out your store to see what other eBooks you have. So even though one listing didn't sell, it's more than worth it if that listing allowed you to receive other sales through cross-selling. The more items you have running, the more chances you have of cross-selling your items from people checking out your eBay store. The more relevant categories you list under, the more exposure you will get.

As you sell more eBooks and gain experience, you will receive a boost in the number of buyers since you've become a more reputable seller that buyers can trust. Your sell-through rate will increase and your business will thrive.

From my estimates, the first month will be spent on setting everything up and getting used to this business in general. In the first month, make it a priority to get yourself committed to this business. The following next 3 months will serve as the path to achieve the powerseller star and pulling in profits.

So there you have it. What you need to become successful in the e-Books business.

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If you think you've learned a lot from reading this eBook, let me tell you this: **I haven't even barely scratched the surface of the things I know in this business!**

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