

# eBay *Cash Insider*

Everything you need to know about  
eBay to Create Serious  
Profits from Home!



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## Introduction

Every one of us reaches a point wherein we are in need of some money to help tide us over – or you simply want to make more money from home.

Meanwhile, we think about selling some of our possessions but we don't have the market to sell it to. Used and broken appliances and other furniture accumulate in our home, and all the while we think on ways as to how we could earn from them if we sell it.

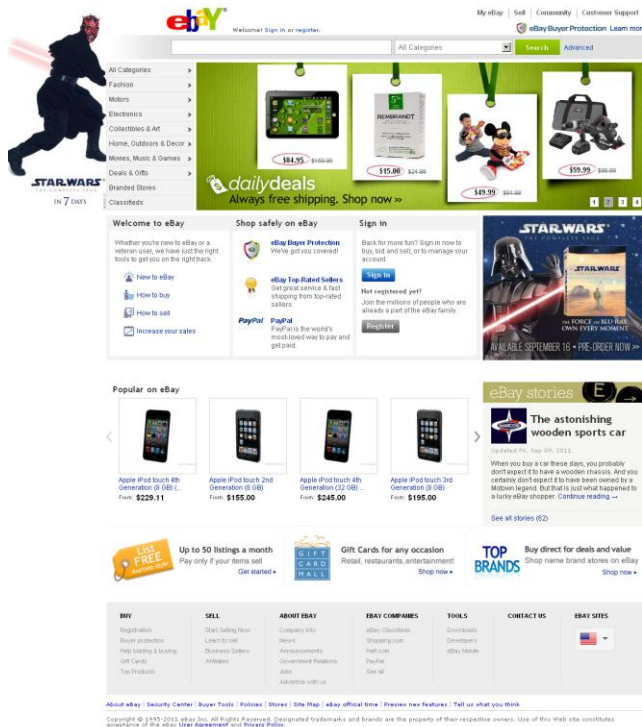
However, there is an inherent problem here that we can't seem to find ways or persons who might be willing to purchase our used belongings. So is there a solution that will solve the problem?

Yes, there is, and the good news is that it's online: eBay. Through eBay, you can change your trash into money, in the process clearing your home of unwanted and broken things that would only accumulate and get wasted.

Through eBay, discarded and broken items are sold and made useful, resulting in earnings for those who sold them.

Another great thing about eBay is that you can use it to sell digital products – such as informational products or anything else. Using it for your business is a very wise idea.

# eBay: An Overview



San Jose, California. 1995. A certain computer programmer Pierre Omidyar and his wife suddenly decided to use the Internet in trading collectible goods.

Omidyar started out by building Auctionweb, which served as the online meeting place for all the

global traders.

Here, everybody bought and sold goods and mingled with other collectors all within the unified environment that is heavily based on one vital thing: trust. Later, Auctionweb changed its name into eBay.

EBay is a net-based company and the biggest amongst net-based selling companies. It has popularized the online auction method, which is preferred by some traders as it allows them to sell or buy things even in the comfort of their homes.

Because of this, eBay is easily accessible from all countries of the world. The first item to be sold on eBay was a broken laser pointer that sold for \$14.83.

Since then, thousands of other products have been sold through eBay. From its U.S. home base, eBay has expanded into the largest net-based auction company with operations in Asia and Europe and Australia.

Through EBay, a lot of other companies came into existence such as PayPal (to facilitate payments) and Skype (for communication amongst sellers and buyers).

EBay has also withstood criticisms from almost all quarters to become the widely known auction company that is known today.

## eBay Myths and Misconceptions Clarified

Many people have always wanted to do the eBay business but have either been intimidated or discouraged by some myths and misconceptions about it.

We have gathered here some of the most popular ones together with the facts on how eBay selling has to be properly viewed:

**Myth:** One will need a lot of time before being able to start an eBay business.

**Myth:** One will only be successful in eBay if he is able to find several unique products that he can sell at a maximized markup for the largest profit as much as possible.

**Myth:** One will only get one buyer for every item in an auction.

**Myth:** One will lose money as soon as he sells an item at a lesser price compared to its cost.

**Myth:** One will get more profit by listing more auctions at eBay.

**Myth:** One will have to find a large investment or starting capital before starting an eBay selling businesses.



Now, there is no truth to all these misconceptions (obviously). In fact, these have been answered back by credible information from successful eBay sellers:

**Fact:** Starting with as little as a few minutes per week, one can choose to work at any rate once he has gotten started at eBay.

**Fact:** One's success on eBay is not dependent on the unique products he is able to sell but on his ability to supply the global shoppers with several buying opportunities, turning them from one-time customers to lifetime clients.

**Fact:** When done correctly, an auction can bring in potentially hundreds (and sometimes even thousands) of customers before, during, and even after the auction is over.

**Fact:** Losing a little money on auction is definitely okay. This one-time sacrifice can eventually give you more new paying clients and will help you grow your clientele base for your future auctions and sales.

**Fact:** One need not make as many auctions on eBay just to earn. With just a handful of auctions, one can definitely make as much and even more than those sellers listing several of the same products or items that one has on sale.



**Fact:** Coupled with minimal effort, finding the right items to sell on eBay is simple, and anyone will be able to come up with great ideas on what items to put up for auctions on eBay—without the need for shelling out large sums of money.



Hopefully, whatever apprehensions you initially had about eBay have been answered by this section.

Indeed there is no reason for you to get discouraged about starting a promising career with eBay's help. So, if you're ready to get started, then read on.

# Getting started with eBay

Now, when you have fully understood how eBay works and perhaps maybe convinced yourself that you want to try it out, then obviously you will decide to be part of the system. This part will tell you how you should get started.

## Register an Account

The first step you have to do to a successful career in selling on eBay is to create your own eBay account. To create an account, follow the next steps:

1. On the first page of eBay's site, choose the red "Register" link in the upper right side of the page. This link is displayed alongside the "Sign In" link inside a rectangular tab with the

word "Welcome" emblazoned on it.

2. On the Registration page, fill in your personal information, address, contact numbers, and email address. It's pretty much the same as when you opened your email account.
3. In filing your email address, select one (if you have multiple email addresses) that you regularly check because communications from eBay such as questions from potential buyers, clarifications, and alerts are sent to your email.
4. For added security, refrain from using email address that tells so much about you. For example, avoid using in your email address your first or family name. and more importantly, make sure to remember your username and password because this will be the information you will provide every time you connect to the eBay site. Check if there are capital letters involved or if it's an alphanumeric combination.
5. After completing and filling up your information, make sure to take time reading and understanding the terms and conditions of the company and check the box if you agree with them. Make sure that you really agree with the terms when you check on the box as the terms will be your guide to a successful career selling on eBay.
6. After that, you click on the "Continue" link. A message will appear onscreen to indicate that your registration has been sent to eBay. EBay then will send a confirmation message to the email

address you have provided. Once you received this message, click on the link to activate your membership. This will complete the process of your registration with eBay.

## **1. Create a Payment Account**

After registering at eBay, the next thing for you to do is to create a payment account.

This is very important because this is now the process wherein you will be paid for the items you sold. To create a payment account, just follow these simple steps.

As a seller, you can choose from two modes of payment: either through credit card or through PayPal account. For most, the easier and more convenient method is through PayPal.

This is because the charge at PayPal is significantly lower than those charged by credit card companies. On the other hand, if you choose credit card payment, you need to set up a merchant account. Fees levied on credit card payment vary depending on the cards accepted. To create your PayPal account, you need to do the following:

- Go to the PayPal site and click on the registration tab.
- There you will be provided with options for the type of account you'd like to open: Personal account, Premier

account, or Business account. The last-named is the account preferred by sellers involved on large amounts of sales and transactions. For the regular eBay seller, a Premier account is the top choice.

- On the screen, you will see the fees that PayPal charges you, based on the volume of your sales or on any transaction. However, should you desire to change from one account to another, you can do so anytime.

## **Create an eBay's Seller Account**

Once you're done with the registration process and have already selected the payment option, your next step is to create an eBay seller's account. For you to do this, you need to follow these steps:

- On your first listing at eBay, you need to verify your identity by submitting your credit card number. This is done to ascertain the identity of persons transacting on eBay.
- For transactions, you will receive your payment through the payment option you indicated. For credit card payments, eBay keeps a card on file and will automatically charge your account.

## Playing By the eBay Rules

Although we have heard or read or have personally witnessed success stories that have happened overnight, more often than not, these cases come just once in a million or ten million and sometimes even in a hundred million.

So when you decide to do the eBay business, don't start counting your chicks right away.

Instead get to know every nook and cranny of your business and the global market where it is revolving and you should get closer to your goals. Here are some of the basics that you need to know when working with eBay:

- **Be familiar with all the eBay policies.** As a newbie, it is crucial to familiarize yourself with all the rules and regulations of the game. In fact, you are given no other choice when it comes to paying fees, using valid IDs, getting feedback and displaying them, and the likes.
- Take note that since eBay is helping you sell your goods or services, it is but just proper to help them by simply sticking to their policies. Not only will this serve as a firm ground for your online business, this will likewise prove useful for you as long as you stay and work with them.

- **Value your eBay customers.** Because eBay runs on a minimal staff, it cannot afford to regulate itself. This, however, does not give you the right to burn your customers as this definitely will get eBay's attention.
- Practices like these spell a chain reaction of misfortunes not only on eBay but also to all its clients and customers. When a customer relation crisis arises, make it a habit to resolve them on the most polite and professional manner to ensure positive feedback never stops coming your way.
- **Cooperate with eBay and its staff.** Understaffed, eBay and its team always need to make a lot of quick decision making every single day. Hence, it always works best by staying off the radar. Also, be sure to keep track of correspondence you have made and to keep all the records of everything they send you. You will realize all these to be useful when the time comes.
- **Enjoy the game.** Money has always motivated a lot of people, but people motivated by making profit alone has most of the time ended unsuccessful with their endeavors. Once you get the hang of everything, you will find that all the work can be enjoyable. Although this is business we're talking about, don't miss out on the fun that you should be savoring while earning yourselves those dollars.



## The Power of Your "About Me" Page

**One of the lesser used features of eBay and yet one of the most powerful is the "About Me" page.**

And while there is a constant reconstructions and endless additions to eBay's rules and regulations regarding the policies surrounding the about me page, this should be viewed as a positive way to continue connecting with one's customers and eventually flourishing in one's online business.

Basically, the About Me page is used:

- to inform the eBay community about who you are
- to describe more about you and your hobbies and interests
- to display your great finds
- to showcase the items you have for bid

Because of these powerful purposes, it is just but practical to put your very best into your About Me page.

So although eBay prohibits the selling of items directly on this page, it can still be a powerful tool that you can make use to your advantage.

**With your "About Me" page you can:**

- indicate more information and data about your items on sale and for bidding

- include free tips on how to make or do something
- provide a recommendation of a website (making sure though to not directly linking to it)
- create links to your other eBay accounts that are currently selling "impulse items"
- create links to your other auctions that are currently selling "impulse items"
- include a promotional video about any of the things mentioned above

## **Creating and Managing Your About Me Page**

eBay has made it easy for you to create your About Me page. You may opt to use your personal HTML magic or may you do it the eBay way:

- Encode your page content. Bearing in mind what we have discussed earlier, be sure to know that what you put here is of utmost important and will say a lot about you and your business.
- Add pictures. Be sure to add relevant pictures in this part. You neither would want to scare away your customers this early nor would you want to give them the wrong impression about you or your business motive.
- Select a page layout. Your page layout should be simple yet effectively convey who you are and what your business's nature is. This is also a way to let your prospective clients know that you are professional and trustworthy.

- Nothing fancy or too graphical or people will try to stay away from your page.
- Preview and edit your choices. Don't be in a hurry to publish right away what you have done. Take the time to preview and edit as you please. And when you're fully satisfied with what you see you can save that and submit. eBay will then email you your respective web address that you can now start sharing with family and friends.

When you are done, you'll have a nifty little icon right next your eBay ID. Now people can click on that icon so they can view your About Me page and see and learn more about you.

## Starting Your Selling Career on eBay

Before you fall for the rush to create your own listing in a jiffy, here are a few things for you to keep in mind before doing so. By religiously following these steps, you are assured of a good career selling on eBay, in the process saving you a lot of time and money.

### **A. Have a Firm Foundation on a Good Character on eBay**

This is very important because this is the foundation for everything you do on eBay. Good reputation will lead you to great heights but a stain on your image will ruin your character and destroy your chances of selling successfully on eBay.

When offering items, especially those of high value, clients will be doubly critical of the seller. However, if you are of good standing, the transaction will be easier. On the other hand, if the seller is new, chances are clients will be reluctant to transact.

If you are a new seller, one of the common ways to establish good reputation is to purchase small items from other sellers, making sure to pay promptly and exactly and settling quickly any obligations therein.

For every eBay transaction you do, be it buying or selling, feedbacks will be given on how you managed the transaction.

eBay has even widened the scope of this feedback reportage system that now includes buyers rating sellers: the more stars you get, the better is the feedback. The rating is based on four criteria:

- **item description**, which pertains to how you accurately described the item on sale,



- **communication**, which pertains to how quick your response was to queries by clients,

- **shipping time**, which pertains to the period of time it took the

product to reach the client, and

- **handling charges**, which refers to the amount paid in sending the product.

So having a good repute on your transaction will reflect on your classification as a seller and consequently will have a huge impact on all your transactions.

Moreover, having a high score in the four abovementioned categories means that you are eligible for listing discounts and better listing placements – both factors of which can decidedly affect on where your selling career will go.

Related to this, you must check first of the list of items that will only be allowed to be sold on eBay. Therefore, it is important to first consult eBay's list of prohibited and restricted items for you to know what you can and cannot sell on eBay.

Doing so will save you time and money because you know beforehand what you can sell.

## **B. Price Your Item Competitively**

By "competitively" we do not mean to price the item with only the profit in sight. What it entails is to price it in such a way as to include other factors such as marketability of the product, the demand for it, the prices of similar items, and the innate value of the item.

To get help on pricing the item, you can check eBay's "Advanced Search" option and select among the completed listings to find the price range of similar products.

Some items have seasonal demand, so if you want to get the highest price for the item, wait until the demand for it picks up and withdraw once demand starts to slacken.

In case the price you see is lower than what you want to set, it may be because there are plenty of similar other products on sale.

If this happens, consider putting off on selling the item or you will have to accept the lower price. Also, when pricing the product, make sure to include in the cost auxiliary expenses involved, especially shipping fee. Different products have different shipping costs.

### **C. Publish a Picture of the Item You Want to Sell**

For every item you list, you should take a clear and attractive picture of the item. The purpose of this is to give the clients a clear image of what they are likely to buy. Photos must come with a clear and brief but informative caption to entice clients further. Preferably, multiple photos will do the trick: taken from different angles, the pictures should provide a close approximation of what the client will get if he decides to buy the item.

A very important thing to remember here is to always be honest with the images and captions you posted. Any erroneous or exaggerated claims will affect your reputation as a seller, jeopardizing your selling career.

Therefore, you must show any damage, scratches, dents, or imperfections on the product to establish an honest approach to your clients. In taking photos of such items, do not angle the image as to hide any of these flaws.

In taking pictures of the item, it may be wise to first search for similar items and study the way by which it was photographed.



This is a particularly helpful idea especially for first-timers who are at a loss as to how to portray the object. However, before taking photos of the item, make sure that the item is cleaned well.

Moreover, take pictures in a well-lit area, preferably under natural light, using cameras of high resolution to get a clear and crisp image of the object.

For resizing of your photos, you can use Adobe Photoshop to fit the preferred size of 400 x 300 pixels. So if you know how to use the program, you can resize the image yourself before uploading them.

After resizing the image, save the photo as a high-quality JPEG. This will help maintain the crisp quality of the image once uploaded on eBay. Always bear in mind that a product auctioned on eBay without an accompanying picture to give clients an idea of what they're getting are as good as dead offers.

No client would waste time and money on something they don't even have the slightest idea.

## **D. Advertise Your Product**

In this, it is important to consider the duration of your eBay listing. Here, it is critical to choose the best time for your auction to begin and when will it end. You can select for how many days the auction will be listed on eBay.

If you wish to extend the auction, you can do so by paying an additional fee. For seasonal items such as coats and jackets, choosing the time when your item will be displayed is a very critical element.

More importantly, whenever high bids began to come in, make sure that the item will be continually on auction so as to get the highest price for it.

Sometimes, peak hours will not yield you a sale or the optimum in price you want to have.

This may be because during peak hours, people might be busy focusing on other items that your product is less likely to get a good look. If this is the case, you may have to resort to experimenting with varying auction times to see for yourself which one really works.

It is also important to consider where your primary market is so you will know the patterns of people's daily activities: the bottom line here is that your item must be available for auction when people are awake and not slumbering in their bed.

If your target market is the United States, you will do well to consider the varying time zones across the country. If, on the other hand, your target market is a foreign country, make sure that you have the correct and optimum time for your item to be auctioned to produce the best results.

Basically, it is judgment call when it comes to choosing the best auction time. But with a few things in mind such as those enumerated above, judgment calls will be wise judgments.

## **Tips on How to Jumpstart Your eBay Career**

As you may probably know by now, learning the eBay business can be a walk in the park. For many people, starting a career at eBay has been an attractive prospect. And this is simply because they have noticed how easy it is to get started.

Here, one need not even build his own website to showcase one's products or services. eBay has done it for you—and they have done a good job. Furthermore, eBay gives every businessman the choice to do their selling part-time or full-time.

Regardless, it is up to you how large you want to grow your business and how expansive you want your market to reach. Also, not to mention the absence of a membership fee as compared to other online business.

If that's not enough, eBay will start you out with a million customers all scattered across the globe. Now, if that's not exciting and advantageous enough, then I wouldn't know what else to call it.

So while others have started their career on selling on eBay just for the heck of it, others have been on it for the passion and the drive. Starting out with their junk in their houses and their garages, these people have now maximized their profits with their businesses of selling on eBay.

You may ask, how well did they do it to have come to this point? What hardships did they encounter before they started earning? How did they work around the many policies of eBay so easily? These questions are just about to be answered with the following helpful tips:

## Know What the Market Wants



Successful selling starts from knowing what your market wants. Look up to the law of supply and demand. Try to conduct your own study of the market you are targeting.

Study how the different variables in the market will affect the demand for the product or service you are planning to offer at eBay. Once you know what people need and want, how much of that do they want, and how much they can afford to pay for that want, then you are on to a good start.

## Check Out the Seller Tools



Familiarize yourself with these tools and research on how you can use them to help you and the business. Maximize the use of every single feature you have at your page. You can also look at

other listings from other users and compare. Examine what you think is missing from their listings and compare them to yours. This should also give you a warning sign as to how well you should handle your own listings.

- **Take Care of Your Reputation.** As a newbie, you have to start out really good to make a good impression on your prospective clients. You can do this by offering very competitive prices and sometimes lower. Getting a number of positive feedbacks should be on your priority list. This will give you a good and strong foundation in your eBay career.
- **Keep Your Word.** Stick everything you say on your pages. When you have a shipping schedule, be sure to stick to a regular one. Not only will these keep things organized, customers will grow their trust on you and come back for more. In the complicated world of the Internet, being trustworthy will get you a long, long way with your online business.
- Selling on eBay may seem to be just a walk in the park. But going the wrong ways can sometimes spell the end of your journey. So be smart, wise, and creative, and you'll see that it'll work wonders for you.

- These simple tips should help you get jumpstarted on your eBay career, and you surely will be able to add more to the list as you go along.



## Maximizing Your Potential with an Excellent eBay Listing



Creating a listing on eBay will facilitate a speedy sale of your item. You need to create a great listing so you will attract potential buyers. eBay collects fees for listing so it is important for you to consult eBay's fees to see what those fees are and how much they cost.

### Select the eBay category for your product

Choosing the best category for where your product will determine the fate of your selling career. Products that are listed on a wrong category may not sell well. On the other hand, there are products that may be listed on multiple categories.

To select a category for your product, you need to go to eBay's site. On the page, there are multiple tabs at the upper right hand corner. From among these, select the "Sell" tab.

Once done, you will see a page where you need to fill in some information on the product such as its name. You will then be given suggested categories to list your product.

Here, a very critical choice will be made: since some buyers often browse the listings by category, a product listed on a wrong category will attract the attention of few people, ruining its chances of being

sold. You can also browse the categories where you want to put in your product. Once completed, click on the tab "save and continue" to save the process you completed.

In instances where you want to attract more potential buyer to notice your product, it may necessitate listing the item in a second category.

However, such entails an additional cost, but if you think it is worth the trouble, then you may proceed with it if it will make the product more marketable. Some sellers opt to choose a category that is not crowded to make their product stand out more.

In listing your product, it will serve you well if you will honestly and accurately provide a description of the product you're selling. To do this, your first step is to enter a listing title.

In making this, you will do right if you will put yourself on a client's shoe: try to imagine the item they are looking for. Once you're certain of their need, you can opt to make that as your title.

Once prospective buyers browse the listing, they're likely to buy your product as it perfectly matches what they're looking. In cases where you are at loss of words to describe your item, try searching items similar to yours and study on how they're named.

This will be a good clue for you because you can improve on what others have done. In listing your product, always make sure that you

spelled the item correctly. An error as simple as misspelling will drive away potential buyers.

In instances where you may need a subtitle to better sell your product, you may do so. However, there may be additional charges for it.

### **A. Write a description of the product.**

Apart from the photo(s), a concise description of the product will go a long way. In doing this, do not hurry with writing it; instead take time to ponder on the best possible way to attract clients by putting yourself on the client's shoe.

Through this, you can imagine what it is that customers want. Moreover, do not be vague or ambiguous on describing the product, so be careful with the choice of words as some words may mean differently to different people.

Here, you must avoid verbose descriptions; buyers prefer a short but precise description of the item and do not want having to read a lengthy narrative describing a single item.

Consequently, be straightforward about any flaw of your product. If there are damages, scratches or dents, say so. In the long run, it is better to be honest about the item's state rather than run the risk of a negative feedback that will only ruin your career.

This will also help you avoid having to face disputes. Remember that the winning bidder of the item must get what you have specifically described.

If you happen to be selling a unique article, cite information that will reflect authenticity. It is preferable if you can cite information sources that can be verified by clients.

A word of warning here: documents and other papers purporting to show the product's authenticity may not be enough as there are clients who are so thorough when it comes to checking a product. With all the fake duplicates and unscrupulous sellers around, you cannot blame them.

There are several design upgrades available for you on eBay. However, these come in at extra costs. Such upgrades consists of changing the font, italics or bold or even highlighting the more important element in your product description.

In doing this, you need to balance the extra cost it would entail versus the added benefit such as helping your product stand out especially in crowded categories.

In case you choose an upgrade, consider as well the amount of time it will take for the upgrade to be completed, so that it may be better to start off with an excellent description, to avoid the need to upgrade and incur additional fees in the process.

- B. Upload photos of your item.** Once you are done with the product listing, your next step is to upload that great picture you took of the product.

Pictures are very important to give the buyer an idea of what they're about to get. On the eBay page, click on the "Add Photo" link. Remember that the photos you upload must be of great quality. This goes to say that the photos themselves must be a teaser enough for potential buyers to purchase your item.

Some sellers actually add a photo gallery at additional costs. Again, when you decide to avail of this service, you are making a judgment call.

It is not a guarantee that having a picture gallery of the product ensures marketability, although potential buyers will see thumbnail shots while browsing your listing. On the other hand, there are free photo-hosting services you can select to avoid paying additional fees for every additional photo you post.

- c. Decide on your auction format.** After uploading the appropriate photos of the product, the next step for you is to decide on your auction format. In picking your auction format, the following are the formats you can choose from:

## **1. Fixed Price Option**

In a fixed price format, your product shows up in categories and searches, but the only purchase option is the price you've decided on. Technically speaking, fixed price listing is not actually an auction in the sense that there is the absence of contention over the product's price.

With the fixed price option, sellers are able to sell their items at prices they have indicated without waiting for any listing to end, and buyers are able to immediately buy the products without having to wait and without bidding.

## **2. Best Offer Selling**

Best offer selling is similar to the fixed price option. Here, you will accept bids only at your discretion, rejecting bids that are not to your liking. Here, you will pick the winning bid.

This is also an easy and safe way to conduct negotiations regarding prices for products wanted online. This is a good and effective way to get great deals and bargains.

## **3. Multiple Listings**

Also called Dutch auctions. This allows you to sell multiple items in just a single listing. Here, bidders enter both their own bid and the number of items they desire to buy. Bidders can bid any amount greater than or equal to the minimum bid.

## 4. Buy It Now Listing

This scheme allows you to set a price wherein the listing will end and the product is taken. Buy It Now is the preferred option of those who wanted to sell their item right away. On the flip side, some sellers feel that the Buy It Now price is lower as opposed to what can be generated in a bidding war.

This is not always the case. If someone happens to bid above the Buy It Now price, the option is automatically discarded and the sale proceeds as if in a normal auction. In this case, Buy It Now actually yields higher bids.

## 5. Reserve Prices

A reserve price allows you to set a minimum amount that you are selling your item for. For example, when you are selling a specific item whose opening price is a dollar and the reserve is \$50.

If the highest bid is only \$40, no one will win the bid. In setting a reserve price, you are required to cough out additional fees. If you are contemplating on selecting this option, keep in mind to balance the additional costs versus the benefits it may bring, because eBay does not refund payments for listing fees even if the product is unsold.

Moreover, the reserve price must be reasonable else the item may not be sold at all. Generally, buyers avoid those items with a reserve price,



but if the product is worth it, the client may choose to just purchase it anyway.

In selling products, some sellers choose a combination of any of the abovementioned selling formats as long as it yields well to them.

Setting a price for your product is a task that should not be done in a haste. Knowing how to properly handle this part of your eBay career can also make or break your online business. Thus, in setting a price for your product, it is helpful to keep in mind the following tips:

- Set a low opening price for your auction. A low opening price will attract more potential buyers contemplating on purchasing your product. In setting a low opening price, make sure that the price you've decided on is reasonable.

Here, a delicate balance must be made: the pricing will have to be just right so you will not lead your prospective buyers to perceive that your product is of inferior quality. You will also not want them to think that the price is too good to be true.

In any case, just prepare yourself to either set a reserve price or having to sell your item at a low price in case no further buyers show interest.

- Setting a reserve price is the wisest thing to do only when you are selling an item that may not be that popular and hence may

not generate much interest. By doing so, you will be assured of getting the desired price you want your product sold.

- If you are selling many similar items, time spacing is crucial. If this is the case, you will do good to allow some time to lapse after a successful sale of an item so as to generate interest on your product. An item that is on display for a long time may bore potential buyers. They prefer seeing something new on offer.

## Shipping Methods and Shipping Prices



After the sale of the item, the next thing to handle is shipping the product. In choosing the shipping option, you can use Shipping Wizard to outline for you the options and the costs each entails.

Sometimes, it is very important to offer multiple shipping options to establish credibility and so the client can choose the manner by which he will receive the item. An additional incentive here is that by doing that, you are likely to attract more buyers.

In proffering the shipping method to your client, it is very important to give them detailed information as to how long it will take for the product to reach the new owner.

With regards to shipping price, it is important to consider your location in relation to that of the client. Especially in cases of overseas shipping, it would do well to consider the costs involved.

In so doing, one important thing to consider is that do not charge shipping fees that are way higher than your competitors offer. This will reflect on the price of your item: the higher your pricing is, the less likely will it attract potential buyers.

In shipping the item, remember to ship it in a timely manner. The following tips will help:

- If you have laid out a shipping schedule, stick to it. Buyers are very anxious to get their new purchases at the soonest time possible.
- In packing the item, proceed so with extreme caution. You need not only make the packaging nice, you must also make sure that the product is safe during its journey to its new owner.
- Here, you must use sturdy crates or boxes to make sure that the product will not be damaged. Use bubble wrapping to serve as shock absorber, thus giving additional protection to the product. Before sending the package, move the item around to see if it could be moved.
- No matter how careful your packaging may have been, the product will most likely get turned and flipped several times in its journey. In case you prefer it, you may avail of shipping insurance. Though this may come at extra costs, it will protect you should something go awry with the shipment.

## Choosing Your Buyers



In choosing your prospective buyers, it is best to limit your options to a select group of people. Because the nature of selling on eBay is online transaction with deals sealed between individuals who have not even seen each other, a high amount of

trust goes along.

Nonetheless, to protect yourself from unscrupulous individuals, it is still best to choose the people whom you will deal with. For example, you can choose to block certain potential buyers so you can maintain a semblance of security on your listing.

The following are some of the people you may not want considering selling your item to:

- People who reside in countries you don't ship your products to because of high shipping costs
- Prospective buyers who have low feedback scores. Here, common sense should prevail: why deal with a person others

don't want to deal with? It would be insanity to deal with such people as you are running a lot of risks.

- Prospective clients who have no PayPal accounts. The same goes for people whom you are not assured of the payment process they have selected.

## Things to Remember While on eBay

After successful deals, sometimes it is tempting to relax a bit and sometimes we unwittingly violate some of the rules. Sometimes, success is so sudden that we tend to forget the proper behavior.

With eBay, aside from the prohibition of listing specific items, the following are some of the common rules that needs to be followed:

- You must pay all the relevant fees on time
- Honor every contacts you entered into
- Do not promote items that are sold outside of eBay
- Do not bid for your own items or use friends and relatives to do the bidding.

Aside from those mentioned above, you also need to interact with others in the eBay community. This will foster professionalism and camaraderie among sellers and buyers alike. As such, it is important to regularly check your email for questions and queries.

Unanswered emails may result to a prospective buyer losing interest on the product. And in case an issue comes around, try to settle the dilemma in an amicable a manner as possible. A rule of the thumb here: treat everyone professionally.

## Thinking Big with eBay

Many of the successful Internet marketing people out there are inept especially when it comes to the technicalities of building a website, writing, programming, web designs, and the likes.

Worry not if you're one of them as some of the skills needed to make it big in eBay do not have to do with being a techie. In reality, there's only a pretty short list of these skills that can get you to your goals:

- Grow your mailing list. And try to do that everyday. Your mailing list plays a vital role in any online business you intend to get involved with. Get help from tools such as AWeber to manage and organize your mailing list.
- Continue to improve your email marketing skills. It doesn't have to be all that formal and professional. Be spontaneous and conversational so everybody will easily understand whatever it is you are trying convey. And don't worry about trying to sound like you're selling in all your emails because you don't have to. You can also work around giving advices, building trusts. Establishing a good rapport with your prospective clients is a good foundation for your growing business.
- Have an auto-responder and bulk email management. You can make your own or get one online. You never know how much money and how many potential customers you are going to lose



when you don't get yourself an auto-responder. This is vital to keep track of your mails and correspondences even when you're asleep. At a cheaply \$100 a month, AWeber will give you something that will help you manage very large lists. This economical alternative will completely automate your compliance with spam issues, allow your subscribers to change their contact details, and even allow you to add new subscribers to many different lists.

- Before taking in any new project, be sure to ask yourself this vital question: How can I put up this one product for sale and reach a wide audience without having to bust my own pocket? Until you are able to answer that question, you are not supposed to do anything.
- Take advantage of the outsourcing world. Elance, Rentacoder, ScriptLance, etc., are all there for a purpose. Know that purpose and make it work to your advantage.
- Make use of ebooks. Nowadays, people grab every opportunity they have just to get their hands on free ebooks. These are powerful tools that can help you reach a wider audience without having to spend much. And when composing ebooks, get help from great tools such as the Adobe Acrobat.

There you have it. This is everything you ever needed to know before or how to get started with your eBay career. And as always, don't forget to enjoy the journey. As Ralph Waldo Emerson once said, "Nothing great was ever achieved without great enthusiasm!"

**Happy eBaying!**