

Ebay Seller Success Tips!



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The Complete Guide

By

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1. EBAY – PART 1

If you were to take a poll on what was the most popular form of making money on the Internet, you'd probably get about a 50-50 split between affiliate marketing and selling on Ebay. From the people I have spoken to, Ebay seems to give them more of a feeling of really running their own business. I didn't really get that feeling because I'd already created my own products to sell online. But I can understand their feeling of excitement. They had to jump through a lot of hoops to sell on Ebay, especially if they were into drop shipping.

Make no mistake about it. Selling on Ebay is a real rush. There power trip of being totally in control of everything is far beyond the rush you get from selling an affiliate product where you have no control over the commission structure, website or anything. With Ebay, you make or break it on every level.

However, with that kind of rush comes a great deal of responsibility. There's nobody to lean on when you're selling on Ebay. You are your own boss and everything falls on your shoulders. There's no Clickbank to turn to for refunds. All refunds come out of your pocket and if there are enough customer complaints, you can be shut down in an instant. So you better make sure that you run a tight ship.

So, you want to sell on Ebay. Okay, if that's the case, you better have a solid game plan. I don't mean just what products you're going to sell. I mean how you're going to advertise, how you're going to price, where you're going to get the products from and a lot more. Everything will have to be in place and ready to go before you even place your first Ebay ad. Just one thing not taken care of and the whole operation falls apart.

If you're really efficient and a quick worker, you can probably get an Ebay campaign going, depending on how complex it is, in about a week. Some take a month or longer to put together. My particular campaign, when I first started, was simple and took me a week. If I knew what I was doing back then, it probably wouldn't have taken me as long, but everybody starts out somewhere.

One word of caution before you even venture into this territory. You're going to have to be very careful about regulations. Ebay has a ton of them as does PayPal. They're not going to care about your email to them that says "I didn't know." That's why Ebay and PayPal have all these terms of service. They expect people to read them, even though they may take a year and a day to do so.

Having said that, it is not the purpose of this tutorial to teach you Ebay and PayPal regulations. That I am leaving in YOUR hands. This tutorial is simply to help you set up a business for the purpose of selling on Ebay.

In our next chapter, we'll get to the actual instruction itself.

See you then.

2. EBAY – PART 2

In this chapter of Ebay, we're going to get right into what you will need to know in order to set up and run a simple business on Ebay. Hopefully, after reading this whole series, you'll be able to do just that.

Let's get one thing out of the way. The reason that Ebay works is because the number of people who are willing to do what is necessary to succeed on Ebay is relatively small. So if you have what it takes and don't mind hard work, this just may be for you.

While this series is not going to make you what they call a powerseller overnight, it will provide you with the foundation that you will need should you want to take your Ebay selling to the next level. There are people making \$10,000 a week and more selling on Ebay. There is no reason you can't be one of them.

Okay the first thing you have to do is get registered with Ebay if you haven't already done that. Simply go to ebay.com to get started. After you register, go through the members area so you know your way around. Ebay can be a virtual maze, so make sure you know where everything is.

The next thing we're going to do is start small. Yeah, I know, you want to go contact a drop shipper and sell millions of dollars worth of product in a minute. Do yourself a favor. Look around your house first and see if there is anything laying around that you can sell. That's how most people start and that's how I want you to start in order to get your feet wet.

After you do that, read this entire series. You're probably wondering why I'm having you get items to sell before you even know what to do with them. I'll tell you why in plain English.

Many people, after they learn how to do something, feel that it's something that they can't do. It's just human nature. We're so afraid of failing. This way, having already put in all that time to find articles

to sell, you're going to be more likely to follow through because you don't want all that hard work to go to waste. That's also human nature. Once we start something, no matter how hard or even futile, we just can't seem to stop, even when we realize how impossible what we're trying to do is. Well, Ebay isn't close to being impossible. It's really very easy.

You're going to have to take photos of all the things that you are planning to sell. Photos are big with Ebay sales. No photo basically means no sale, no matter what it is.

In our next chapter of this series, we're going to pick up with some things that you should and shouldn't do. This will be a checklist of some of my personal hot topics. Ignore them at your own risk.

See you next time.

3. EBAY – PART 3

In this chapter of Ebay, I'm going to cover some of my do's and don'ts when it comes to this business. Ignoring any of these tips can mean serious consequences for you and your business.

Buying Too Much – This is one of the most common mistakes that people make. They are so anxious to get their Ebay business off the ground quickly, and they're so optimistic about making tons of money, they buy more product than they could possibly sell. And if the product they bought has no market, they are out an awful lot of money. So start conservatively. Once you see that you're making a few sales, you can always buy more.

Don't Guess – This is another big problem. Lots of people will see the next new hot item come out and figure that they can sell it on Ebay for X number of dollars. They do no research on this whatsoever. Not only don't they know if the item will sell for X number of dollars, they don't even know if the item will sell at all. So don't guess. Base your game plan on research.

Taking It Seriously – This is actually a problem with all home businesses. Some people treat selling on Ebay as a hobby. Well, if you treat it like a hobby, you're going to get a hobby income, if you get any income at all. Plus, if you don't treat this business seriously, you can find yourself in a lot of trouble beyond just the amount of money we make.

Fraud – This is something so many people try to get away with. I can't even count the number of items selling on Ebay that claim to be an original whatever. There is more fraud going on at Ebay than you can possibly imagine. Do NOT stoop to that level. Make sure everything you sell is authentic, or if it is a knockoff, be up front about it and tell people that it is not an original.

Separate Accounts – Whatever accounts you have right now, get a separate bank and PayPal account specifically for selling on Ebay. The reason is because you're going to be doing a lot of

business and you want to be able to keep accurate records for tax purposes and just for keeping in contact with your customers should there be any problems like disputed charges. Having separate accounts makes doing this a lot easier.

Get A Digital Camera – You are going to be taking a lot of photos so invest in a good digital camera. The better your photos are, the more sales you will make. Yes, they are THAT important.

Set Up A Home Office – You want a place to work where you're not disturbed. If you live alone, this isn't as important. But if you have a bunch of screaming kids in the house, a home office is a must.

Get A Partner – This isn't a must, but it's a suggestion. If you get a partner, you can divide the work between the two of you. As you do more business, this will become very important.

In our next chapter, we're going to cover just what to sell and where to get the stuff from. This is where it gets exciting.

See you then.

4. EBAY – PART 4

In this chapter of Ebay, we're going to cover what to sell and where to get the stuff from. This is where things get real exciting. Well, at least for me it was.

I'm not going to lie to you. After you've dug up all the things around your house to sell, finding things to hock on Ebay is not easy. Actually, it is the toughest part of this whole business and the one thing that either makes people drop out of not even start in the first place. But I have to tell you, and I can't stress this enough, if you don't have the intestinal fortitude to get through this part then you're not going to cut it for selling on Ebay. That's just the cold hard facts. So if this is something that you REALLY want to do, then suck it up and go out there and find things to sell. How?

You simply have to know where to look. What that comes down to is finding a good supplier. They're out there. You just have to find them. In some cases, if you want to sell certain items that you feel are very hot, you might have to think outside of the box to get your hands on them. Nobody is just going to send a package to your door. You have to go out and get your hands dirty.

One killer way of getting your hands on great products is to go right to the people selling them on Ebay. The powersellers usually have a ton of product and will be more than happy to sell you some at slightly more than wholesale. So while you may not make as much as with a product you bought at wholesale, you can still make a profit.

For example, let's say that there is this product that you can get for wholesale for \$10 a piece and sell for \$15 a piece. Buying and selling 100 of these, you would make a net profit of \$500. Now, let's say that a powerseller is willing to sell you these 100 items for \$12 a piece. If you still turned around and sold them for \$15 a piece you'd still make a net profit of \$300. This is not as much as you would have made, but without making this deal, you'd be out the \$300 you did make. This is called thinking outside the box and getting creative. It's just one of the many ways you can do this. Yes, you can even go to your

competition and make money. They probably, as a powerseller, had 1000 of these items, so selling them at \$12 a piece still made them \$200, or maybe more as you don't really know if they had to pay the \$10 wholesale price. If they purchased enough product, they might have gotten it for \$9 a piece. That's the beauty of wholesaling. Believe it or not, there are always people higher and lower in the food chain than you are.

In our next chapter, we're going to continue with a couple of terms, OPP and OPM, which is Other People's Products and Other People's Money. These are important concepts to understand if you are going to be a successful Ebay seller.

See you next time.

5. EBAY – PART 5

In this chapter of our series on Ebay, we're going to pick up our discussion with a couple of terms, OPP and OPM. These are important to understand if you are going to be successful selling products on Ebay.

Some people, though they may want to sell on Ebay, simply don't have the money to do so and can't get it. Not everybody can go out and get a small business loan, especially if they don't have any credit. For these people, there are alternatives that the Ebay circle refers to as OPP and OPM. This is using other people's money to sell other people's products. In other words, you're simply the middle man here.

The simple description of this is as follows. You sell something that belongs to somebody else. You don't pay them for it right away. You offer to sell it for them for a fee. You then sell the item, collect the money, take your fee from it and then give the remainder to the person whose product it was.

For example, you find somebody who has an old vase to sell. They want \$100 for the vase. You tell them that you want a \$20 fee for selling it. You take the vase, put it up for auction starting at \$100. If it goes for more, say \$120, you take your \$20 fee from the \$100, then from the additional \$20, you take that, giving you a profit of \$40 for selling somebody else's item. Worst case scenario is that nobody buys it at \$100 and you're only out your Ebay selling fee.

We can also do this in reverse. We can buy an item for somebody. Let's say somebody you know wants that same vase. They're willing to go as high as \$150 for it. So they give you the \$150. You look for an auction, see that the vase is going for \$110 and the bidding stops there. You bid \$111 and get it for that price. You go back to the person who asked you to buy the vase, give it to him and you've just made \$39. Sure, he's going to haggle over the price but you explain to him that it was only through your great bidding skills that you were able to get it for that price. Finally, you agree to give him \$10 back, keeping \$29 for yourself.

In both of these scenarios, you didn't use any of your own money or your own product. You basically just did the legwork for other people who had things they either wanted to sell or buy. Yes, you do have to go out and do some hunting for these opportunities, but this is the cheapest way to start your Ebay business because the only thing it's going to cost you, if you're a seller, is your Ebay fee.

In our next chapter of our series on Ebay, we're going to pick up our discussion with one of the most annoying things about selling on Ebay. I'm talking about minimum quantity orders.

See you then.

6. EBAY – PART 6

In this chapter of our series on Ebay, we're going to continue our discussion with one of the most annoying parts of selling on Ebay. I'm talking about minimum quantity orders.

This is something that drives people absolutely nuts. The hottest product has just come out and you want to get your hands on it so that you can sell it on Ebay. You're all psyched up and ready to go, only to find out that in order to get even one of these things, you have to order at least 1000 of them. Your jaw hits the floor and you curse the day your ancestors didn't leave you a fortune in diamonds.

Unfortunately, especially with hot new items that everybody is trying to get their hands on, this is all too true. This is why the powersellers have such an advantage over the little guys. They can afford to buy as many of these things as they have to. The sky is the limit. So what's the little guy to do?

Well, there is a way around this. It's not something a lot of people think of doing because they just take things at face value and give up without even trying to get around the minimum order.

One way to get around this, and I am not suggesting you do this, is to use the old candy store trick you used as a kid. You know which one I mean. The one where you walk into the store, pick up that jumbo candy bar that you want, put it on the counter, the guy behind the counter tells you it's 50 cents and after digging into your pocket you only come up with 45 cents. You then give the guy behind the counter that little boy look and he says, "Don't worry about it, next time." And he gives you the candy bar. Yes, it works.

Okay, maybe not quite in that way, but with a little twist, it can. How? Simple. Tell the owner of the company, or whoever it is you are dealing with that in exchange for letting you order less than the minimum, you'll give them a part of the profits, say 20% or so. Most people, if they are shrewd businessmen, will take you up on this offer. After all, you're doing all the work. All they're doing is giving you their

product to sell and ultimately they'll make more this way than if they just wholesaled the product to you. Remember, not everything is written in stone. Just because it says that the minimum order is 1000 units doesn't mean that the minimum order is 1000 units. We are still dealing with human beings and human beings have the ability to make decisions and even change their minds. And, if it's the owner of the company, he can pretty much do whatever he wants.

Will this work all the time? No, of course not. Some people are stubborn and stick to their guns. But you're going to run into people who will be willing to bend the rules for you. Those are the situations that you **MUST** take advantage of if you're going to survive as an Ebay seller.

In our next chapter of this series, we're going to continue with deciding what it is that we are going to sell.

See you then.

7. EBAY – PART 7

In this chapter of Ebay, we're going to continue our discussion with choosing things to sell, which is probably the most important part of this business.

If you were to go to a powerseller and ask him or her what they sold, the answer would, at least in most cases be, "I sell what I like."

Now, if you are thinking that this answer is a bit flippant, it's not. See, as with any business, you better like what you do. If you have no interest in something, you're not going to want to do it. My interests, as far as Ebay went, was selling old and rare trading cards. I have been an avid card collector for over 40 years. I have seen them all. So this was something that I really enjoyed doing. If I tried to sell lamps, I'd be bored to death. I just couldn't do it.

The point I am trying to make is this. You will be more likely to do well with this if you are selling something that you like. So I'm going to tell you the same thing I tell the people I train who go into affiliate marketing or even creating their own products. Write down your interests and focus on them. If you like sports, maybe you might want to concentrate on selling sports memorabilia. If you like music, maybe you might want to sell old CDs or even vinyl records. Believe it or not, there is a market for old records. Just pick something that you're interested in or you're not as likely to stick with it.

Lots of people ask me if selling something you're interested in can make you a lot of money. They think that doing something like this can't be more than just a hobby. Well, there is one guy who used to be a watch maker. He really loves watches. As a matter of fact, he loves watches so much that he sells them on Ebay. Is this a hobby for him? Yes, it's a hobby. Does he also have a real job? Yes, he also has a real job. Know what it is? It's selling watches on Ebay. He's one of the biggest watch sellers on Ebay in the whole world and he only works an hour a day.

So you see, you can do something on Ebay that you enjoy and still

earn a full time living at it.

I don't personally sell on Ebay any longer, though I certainly have enough products to do so. But I do make a living doing something I enjoy a lot. I've been writing almost all my life and I essentially make my living as a writer. I do it full time and I love it. I am able to pay all the bills and have plenty left over to enjoy my life.

So if I seem to be driving this point home, I am sorry. You certainly don't have to sell something that you enjoy selling. However, if you don't, you stand a much greater chance of dropping out of the business long before you ever see your first dime.

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