SiteSell.com

An e-Biz in Every Closet...

Make Your Net Auction Sell!

The Masters Course

by Sydney Johnston

MAKE YOUR NET AUCTION SELL!

How To Succeed At The Net Auction Game

by Sydney Johnston

Wouldn't it be fun if you could

make money by pursuing ideas that excite you?

WIth a Net auction business, you can!

At your own speed.

From your own home.

Even while you sleep.

Big-ticket items, low-cost items,

high-volume, low-volume, whatever,

with **no up-front cost**.

In virtually any subject you want.

Now, that sounds like **fun!**

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To those **explorers** and **adventurers**

who master the rich

opportunities of the electronic frontier.

Foreword

By Ken Evoy, M.D.
President, SiteSell Inc.

For a small business owner or entrepreneur, an auction business is the perfect introduction to e-commerce. Start-up investment is minimal and there is virtually no risk involved -- if you want, you can start by selling what's stored in your closet! Net auctioneering is also wide open to experimentation. You don't need to be an expert when you begin. What could be easier or better?

So pursue your passion and discover your own special niche... in any category you want. It's **your** choice. **Make Your Net Auction Sell! (MYNAS!)** provides everything you need to build a profitable Net auction business, the business of your dreams. **Sydney Johnston** (of **AuctionKnowHow.com** fame) shares her extensive knowledge, experience and expertise in this excellent resource book, reducing your learning curve to almost a flat line.

Why then am I giving away an e-book of such high quality? Good question!

I feel strongly that A-N-Y-O-N-E, regardless of who they are, where they live, what they do, can be empowered to use the Internet to leverage their income-building potential -- whether it is to build an e-business, grow an existing offline business, or create a secondary income stream. You just need the right information and the right tools, at an affordable price, to succeed. I call it "e-commerce for the rest of us."

Our flagship product, **Site Build It! (SBI!)** puts that philosophy into action. It provides the small business person with the ability to do something that would be otherwise out of reach -- grow a business and leverage the Net into multiple streams of revenue. **SBI!** is a one-of-a-kind Web-site-building, site-hosting and e-marketing solution that delivers **real traffic and guaranteed results** (i.e., it works!)…

http://results.sitesell.com/

And this brings me back to why I am offering **MYNAS!** at no charge. Sydney provides you with all the necessary information you need to get your auction business up and running. She leaves "no auction stone unturned."

But why stop there with your business? The Internet has incredible opportunities waiting to be grabbed! Take that solid auction business foundation that Sydney will help you develop and push your e-commerce venture to a higher level of profitability with **Site Build It!.**

Build a traffic-generating, income-producing Web site where…

• You own your traffic (if you don't own your traffic, you don't own your business)

• You are not dependent on any one source of income (diversification reduces risk and increases Conversion Rates -- i.e., "visitors" become "customers")

• Your business has equity (one that you can sell later, if you wish).

The **SBI!** system provides all the tools and hands-on guidance needed to create and market a professional-looking, popular and profitable Web site, regardless of your Net experience. Its integrated technology is behind the scenes so you just use **SBI!** and succeed. After all, you don't need to know the inner workings of a telephone in order to make a phone call!

You simply focus on the proven **SBI! process,** step by step, to build income…

1) Identify a profitable niche that you know and love (**SBI! Manager** identifies profitable keywords at the click of a finger!).

2) Fill your site with high-value content that answers questions or provides solutions for your visitors. (Most surfers are searching the Net for information not necessarily for specific products or services.)

3) Use that content to attract your own niche-targeted traffic. (**SBI!** automatically works **with** Search Engines so that your site is easy to find.)

4) Build a trusting and loyal following through e-zine. (Yes, you can easily publish and manage an e-zine, HTML or text format, with **Site Build It!**).

5) Use your e-zine and site content to PREsell your targeted visitors. And finally...

6) Convert that PREsold, warm, willing-to-buy traffic into multiple streams of income (for example, selling auction items related to your theme, selling your own product/service off your site, representing another merchant's products, lead-generation, etc.) Diversification increases your chances for a sale/commission and gives your online business stability.

Here's my take-home lesson before you get started with **MYNAS!**…

With **SBI!,** you can put eBay (and its huge, ready-made traffic) to work for you… **and** you can take full advantage of the Net's income-producing potential… all at an affordable cost, with **guaranteed results!**

http://auctions.sitesell.com/

1. How to Use This E-Book

1) Internal Links

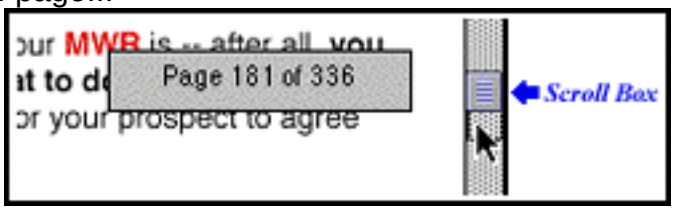
You know how sometimes you read something in a book, and you say, “Now where the heck did I read about that?”

This book has **internal links...** links that take you from one part of the book to a related section. So you can easily find and reread a topic. These links appear as **blue-underlined.**

2) Navigation Features

Here’s how to move around the book...

• **Scroll Bar** -- click on the Scroll Box in the Scroll Bar and drag it **down** or **up** to rapidly move forward or backward through the book. You will see the page number appear when you click on the box. Release it when you get to the desired page...



Clicking just **below** or **above** the Scroll Box will **advance** or **reverse** a part-of-a-page at a time.

Clicking on the Scroll **Arrows** (at the bottom or top of of the Scroll Bar, **not** shown in illustration) will **advance** or **reverse** the page by a single **line** at a time... holding an Arrow down will scroll the page continuously.

• **Arrow Keys** -- Pressing the “m” or “i” cursor key **on your keyboard** will behave differently, depending on your Operating System and on which version of Acrobat Reader that you have. Try it and see what happens in your case.

• **“Back Buttons”** -- The entire left and right margins of every page are giant, invisible **“Back buttons.”** Click in either margin to **trace back** to the previous page you were on, even if you were in a different file. Click again to trace another page back.

When you click in a margin, it turns black, and when you release the click, off you go! Here’s what it looks like...

This feature is especially useful after linking to another part of the book. Once you read that material, **you'll likely want to return to your point of origin.** Clicking in either margin sends you straight back, so you can pick up where you left off.

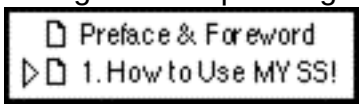
• **Bookmarks** -- This is useful for those with larger monitors. If you have a smaller monitor, you will likely find that it chews up too much "monitor real estate."

If you are using...

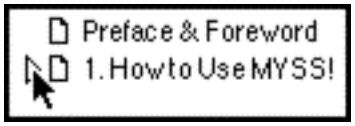
• Acrobat Reader **v.4...** Under the **Window** menu, choose **Show Bookmarks.**

• Acrobat Reader **v.3...** Under the **View** menu, select **Bookmarks and Page.**

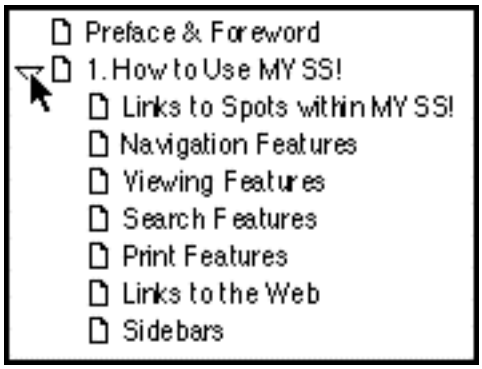
A set of bookmarks will appear in the left margin. Here's what the bookmarks (for the first two chapters of our first book, **MYSS!**) look like (exact appearance varies depending on the operating system and version)...



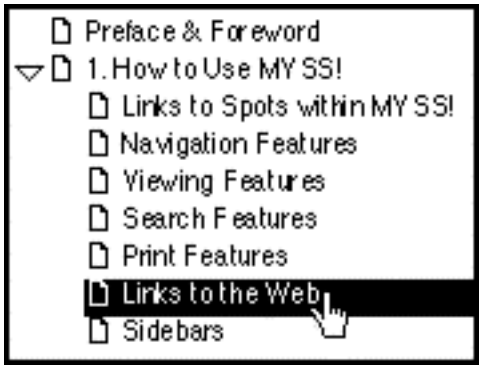
The triangle (or "**+**" sign in some versions) to the left of "1. How to Use MYSS!" means that there are "sub-bookmarks." Move your cursor **over the triangle,** like this...



Then **click on the triangle** to expand the bookmarks under that chapter. Click again to shrink them all back down, then again to expand them...



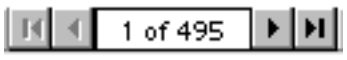
Now... here's the whole point of bookmarks. Move your cursor over one of the actual bookmarks until it turns into a "hand with pointing finger," then click...



You'll immediately **leap** to the beginning of that section.

• **Straight Page Jumps** -- At the bottom of your Acrobat screen, you will see something that looks like this...

or like this...



The appearance and exact mode of use **varies** depending on your OS and version. But no matter -- this is a simple, useful method to move around. Experiment with it for a few minutes to understand how best to use your version.

3) Viewing Features

Click here to open a preference window.

Set the **sharpness.** Would you like the text to appear **smooth** like this?...

Your Web site either makes the sale, or it doesn't.

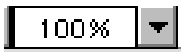
... or **sharp** like this?...

If you prefer the smooth look, **check** the box beside **"Smooth Text and Images."** Otherwise, leave it **unchecked...**

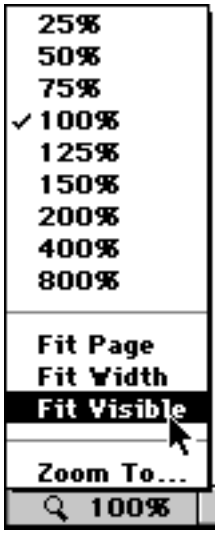
At the **bottom** of your Acrobat Reader window, set **magnification** and **page display layout...**

• **Magnification** -- Generally, the best magnification is **100%.** But if you want to adjust this, the control looks like this...

or like this...



Click on the button and here's what snaps up...



... Enter or select the magnification that you prefer.

If you have a small monitor (15-17")...
To make the words as large as possible, maximize the window so that it takes up **the whole monitor screen.** Then click and choose **"Fit Visible"** (as shown above). Experiment with different settings.

If you have a large monitor (19" or greater)...
Maximize the window so that it takes up **the whole monitor screen.** Then click and choose **"Fit Page."** This fits one entire page into the vertical dimension of the window (convenient for reading). Experiment with different settings and window sizes, as well as page display layouts (next)...

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