

Auction Exploit

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Introduction:

Whether you got this book from my [site](#) or from somewhere else, the bottom line is that you want to make money. Right now business on eBay is BOOMING. Why? Because with the economy in the dump and the public struggling financially, people are cleaning out their attics and closets and selling their old and unused possessions on eBay at a remarkable rate in order to make some extra cash. Overall online sales are at record highs because of benefits like: no taxes, products shipped right to your door step and savings on gas money. That's why I named this book Auction Exploit, because you're just selling items to people who are already in an online buying frenzy and cashing in off of the sales.

This guide will walk you through finding out what to sell, picking a site name, setting up a store site and applying for a eBay affiliate account. Essentially the bare minimum for making money from the eBay Partner Network. The great thing about setting up store sites is once you make one, it's easy to replicate. You can have 1 or 100 stores making money. It's all up to you. Once you have your site up, check out my blog at:

<http://www.auctionexploit.com> for advanced tutorials on getting traffic to your website and other tips and tweaks. Thanks for reading!

Chapter 1:

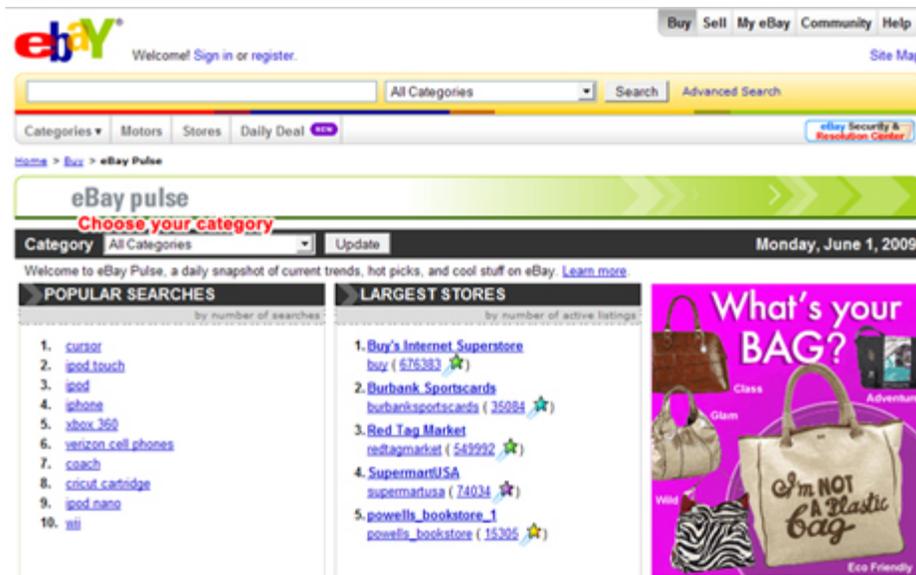
What should I sell in my store?

The first thing that you'll need to do is decide what you want to sell. You can sell just about anything but make sure it meets these 3 demands. I will show you how to check for these traits in the video.

- It is already selling well on eBay
- The market must not be overcrowded
- Must not be too general

Browse to: <http://pulse.ebay.com>

Ebay Pulse is a site for Ebay sellers to check what items are selling well on the site. The main page shows the overall best selling items on all of Ebay. If you select different categories from where I marked "Choose your category" in red, you can see what items are selling well in specific categories.



The screenshot shows the eBay Pulse website interface. At the top, there's a navigation bar with "Buy Sell My eBay Community Help" and a "Site Map" link. Below that is a search bar with "All Categories" selected and a "Search" button. A "Categories" dropdown menu is visible, with "Motors Stores Daily Deal" options. The main heading is "eBay pulse" with a red "Choose your category" link. Below this is a "Category" dropdown set to "All Categories" and an "Update" button. The date "Monday, June 1, 2009" is shown. The main content area is divided into two columns: "POPULAR SEARCHES" (by number of searches) and "LARGEST STORES" (by number of active listings). The "POPULAR SEARCHES" list includes: 1. cursor, 2. ipod touch, 3. ipod, 4. iphone, 5. xbox 360, 6. verizon cell phones, 7. coach, 8. circuit city, 9. ipod nano, 10. ntl. The "LARGEST STORES" list includes: 1. Buy's Internet Superstore (676383), 2. Burbank Sportscards (25084), 3. Red Tag Market (549992), 4. SupermartUSA (74034), 5. powells_bookstore_1 (15305). To the right of the "LARGEST STORES" list is a promotional banner for "What's your BAG?" featuring various bags and the text "I'm NOT A Plastic Bag" and "Eco Friendly".

I'll give you some examples of what I mean.

Coach products have been an extremely hot selling item for years on Ebay but the market has become oversaturated. The problem is if you opened a Coach Store site, there would be a ton of competition from sellers that have a huge head start on you as far as having established websites out there. Unless you have a large budget for marketing or have some friends that own related websites and are willing to give your site free advertising, making money on a general Coach site would be difficult.

If your heart is set on Coach or if you still want to enter into a crowded market of any kind, the solution is to be more targeted. A friend of mine is in love with Coach and wouldn't give up on it so we turned her "Coach" site idea into several smaller sites. Coach Shoes, Coach Men's Wallets, Coach Purses (Soho Collection). Now instead of having 1 poorly ranking Coach site, she has 3 sites that rank very well for her specific products and as a result, turn an excellent profit!

Some other tips for selecting a product niche:

Choose products which people are comfortable buying online – Furniture, refrigerators, big screen TV's and things where people typically go into a local store to try out before they purchase typically don't sell as well on eBay.

The best items to sell on eBay are items that people can save a lot of money from buying on eBay. I know this sounds obvious but think of things like this: A person looking to buy a brand new Playstation 3 in most cases is only going to save \$10, maybe \$20 off retail from buying off of eBay. Throw in the cost of shipping and they probably break even. Chances are they're probably going to pick one up locally. Now think of the people looking to buy a used Playstation 3. They can save over \$100 if purchased on eBay. Customers looking for used Playstation 3's are going to go to eBay first before anywhere

else to purchase what they're looking for. See the difference? People looking for used laptops, replica clothing and purses, used iPods, used jewelry, out-of-season clothing are all going to go to eBay first to buy what they're looking for because they can save a lot of money over local stores and even over most other online shops.

A lot of newbies make the mistake of setting up a store which sells the newest trendy products and overlook the fact that just because these items are flying off store shelves doesn't always mean the same for sales on eBay. In many cases, acquiring these items at a price to have a decent profit margin is impossible for sellers. That usually means the item will not sell as well on eBay unless that product is scarce. Like how the Nintendo Wii at one point was sold out everywhere locally and people were overpaying for a system online because that is the only place they could get one.

Throw in the fact that these trendy markets become oversaturated very quickly and it makes for a store that doesn't make much money. That's not to say you can't make money with these types of stores. My point is that the time and energy you'll have to use to compete in a saturated market is better off spent on something smaller and targeted.

Chapter 2:

What should I name my website?

Now it's time to pick out a name for our site. This step is important because I'm going to show you how to pick out an optimized site name. The idea is to have your site's name focus around being made up of buying keywords so prospective buyers will find your site based on what they're searching for. In other words, your site will market itself to a certain degree.

Here's an example:

Let's say there are 2 rug stores. One of the is Mary's rugstore at www.marysrugstore.com and the other one will be Cheap Rugs Online at www.cheaprugsonline.com. If both were new sites, which one would attract more customers with "cash in hand"? In most cases, Cheap Rugs Online would. Why is this? Because when prospective buyers are searching for buying rugs and they go to Google.com, what do you think they're more likely to search for? "Cheap rugs" or "Mary's Rug Store" They're going to search for "Cheap rugs" more often. If Mary's site is new and no one's ever heard of it before, no one is going to search for "Mary's rug store". Maybe a few local customers if Mary has a local shop promoting the website but that's it.

So when thinking up a site name, think of what words and phrases you would search for if you were looking to buy that product online.

Other Tips:

.com's are ideally the best choice and if the .com isn't available for the name you want, see if you can get the .net or .org names. Other endings like .info and .biz while cheaper are not recommended as they do not get as much priority in the search engines because a lot of spam sites are known to have .info and .biz names. (as a general rule)

If the website name you want is already taken but you're really set on that name, make sure you keep your keywords first before anything in the site address and then you can add whatever you want for the ending. For example if you wanted www.cheaprugs.com but it was taken. You could try www.cheaprugsonline.com or www.cheaprugsreview.com or www.cheaprugsoutlet.com. Make sure it has the keywords "cheaprugs" followed by your non-related words.

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