



By Nikki Thomas

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Introduction:

Getting Started on EBay

You've probably heard about how much money can be made on eBay. With dreams of quick riches and easy money, you are probably ready to jump in with both feet – right now! The best thing you can do if you are serious about making money with eBay, however, is to slow down. In fact, just stop for a minute. Don't rush straight in. Take your time, and do it right.

EBay has over 100 million members. Think about that number for just a minute or two. When you get your eBay business set up, that is how big your customer base will be – instantly. 100 million people - 100 million people who are just waiting for you to get set up and running so that they can throw money at you!

Well, not quite. It is true that there are over 100 million members, but at this point, they don't know that you exist. In fact, no matter how well you do on eBay, most of them will never know that you exist.

100 million is a very large number. The most successful eBay sellers started out as buyers – and you should too. This will give you a sense of how everything works. It will also show you how things are from the buyer's side of the fence. Let's call this period of time 'consumer research.'

You are literally studying how eBay works, from a customer's point of view. You may not realize this, but this eBay buyer experience will actually make you a much better seller – right from the very start. Really pay attention to the customer service you receive from the buyer. Think about how you want to be treated as a buyer, and take notes. Take your time during this process. Interact with the sellers. Get involved in hot auctions to see what they are like. In your spare time, start making notes about the hot items that you see. These notes will come in handy later.

eBay works just like any other business. You have to determine what people want to buy before you can hope to be successful. There are very specific items that sell really well on eBay – you just have to figure out what those items are. There are many resources for finding out this information. Start with the lessons that eBay offers to their sellers. Strongly consider attending the eBay University as well. This is the next step in the process. After you have had the eBay buyer experience, it is time to learn how to be an eBay seller.

Read all of the information eBay provides for you at the site. The information is free and you will learn a great deal from it. Take full advantage of this – before you start setting up your first auction or your eBay store! By reading through all of the resources, you will avoid making numerous mistakes that so many before you have made. This is another step towards building a successful eBay business. Once you've made it through the learning process, you should know everything you need to know to get started with a money making eBay business of your very own.

Chapter1:

EBay University – What Is It All About?

EBay University is the learning program that eBay established to help people become successful eBay merchants. For convenience, eBay classes are held in many locations throughout the United States, and classes may also be completed from home, using your computer. You should note that all of the information you will learn through eBay University can be found on the website – for free.

However, understanding that free information isn't always easy, eBay University will teach you how to open a seller's account, how to conduct research and create listings, how to improve listings for greater success, how to integrate PayPal with eBay, how to monitor your auctions, and how to complete transactions.

Once you've finished the Selling Basics course, you are ready for the 'Beyond the Basics' course. This advanced course will teach you how to start and grow an eBay business, how to choose and create listing formats that sell, how to use all of the eBay resources, how to market your business, how to pack and ship your items, and much more. Both courses are reasonably priced, and well worth the short amount of time that it takes to complete each course.

Chapter 2:

Why You Should Become an eBay Seller

Are you currently looking for ways to make money online? If you are, you may have come across eBay. eBay is known as an online auction website. What is nice about eBay is that just about anyone can become an eBay seller, including you. What does this mean for you? Essentially, it means that if you have items to sell, you can do so on eBay; while making money at the same time. So, if you are currently looking for ways to make money online, you are urged to examine becoming an eBay seller, as there are a number of reasons as to why you should.

Perhaps, the greatest reason as to why you should become an eBay seller is because there are no minimum auction requirements. For you, this means that you could just test the waters if you wanted to. If you were unsure as to whether or not you should rely on eBay to make money, you may want to sell a few items that you no longer need and see how it goes.

Should you like the eBay selling experience, you could continue on. However, if you were not satisfied with the results, you could stop selling on eBay right away. eBay is flexible to all sellers, particularly those just getting started.

Another reason why you should become an eBay seller is because it is easy to do. eBay has a relatively easy learning curve. When listing an auction or selling an item on eBay, you are given step-by-step instructions on how you list your items and get your auctions up and running. As long as you follow the instructions provided to you by eBay, you could have your items listed online in a matter of minutes. It has been said that those with minimal computer experience are also able to sell on eBay, without any problems.

Speaking of the items that you want to sell on eBay, you will find that you can sell just about anything on eBay, within reason. There are only a few restrictions, which include inappropriate content and such. For a detailed list of prohibited eBay items, you will want to visit eBay's help center. Despite a few restrictions, there are a large number of items that can be sold on eBay. These items include real estate, vehicles, clothing, toys, movies, books, gaming consoles, computers, beauty items, and much more.

Whether you are looking to sell something that you have in your home, something you bought from a yard sale or a thrift store, or something that can be dropped shipped from another company, you should be able to do so online with eBay.

The ability to make a profit is another one of the many reasons as to why you should become an eBay seller. What is nice about eBay is that they let you set your own price for your auctions. In fact, if you would rather outright sell your products, instead of selling them in a bidding auction, you can do so with “Buy It Now,” listings. The ability to set your own prices is one the many reasons why you should check out eBay. Having the ability to set your own prices increases your chances of being able to make a profit on eBay.

If you would like to become an eBay seller, and as previously mentioned there are a number of reasons as to why you should, you will want to register for a free eBay account. Although your eBay account is free, it will cost a small amount of money to sell items on eBay. Your eBay selling fees will all depend on how much you list your items for, as well as how much they sell for. Despite having to pay small fees, eBay is more than worth your time.

The least that you should do is give it a shot. As previously mentioned, if your eBay selling experience doesn't go as well as you had originally hoped for, you can stop and look for other online money making opportunities.

Chapter 3:

Ebay Data and Research – How Important Is It?

Ebay is a business anyway you look at it. Sure, it is a great deal of fun for both the buyers and sellers, but when you look at it from another view point, you will see that it is a business from the seller's point of view, the buyer's point of view, and eBay's point of view. 40 million dollars a day travels through eBay. Selling items on eBay successfully is an art, and eBay offers many different forms of Data and Research to ensure that you are selling the right items, to the right people, in the right way.

Some of the data and research is not free, but much of it is. The available resources include hot items by category, eBay Pulse, merchandising calendar, sales reports, marketplace research, buyer behavioral report, and the eBay solutions directory. These tools are quite easy to use, and the information that can be gleaned from them is extremely valuable.

The Data and Research tools are all accessible through your seller's account, by clicking on the 'Advance Selling' link. Learn to use those tools, and get your piece of that \$40 million eBay revenue each day.

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