

Info Product Selling with the New eBay policy changes!!

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Dear Friend,

Thank you for downloading this Ebook. You're about to find out how anyone can Continue or start up an info product business on EBay.

Important: This is Ebook is brand new just released 3/30/2008, this is the way to get around all the new Policy changes with eBay effective April 1st 2008!!

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Chapter 1

The eBay policy change

The new eBay policy change for digitally downloaded products takes effect on April 1st 2008. This Policy change means a huge change in the info product marketing on eBay! The change to eBay is that now if you want to sell your eBooks or anything available for immediate download you must sell them through classifieds on eBay. Classifieds means it cost \$9.99 for a month to list your item. EBay is doing this because of the possibility of feedback advantage with selling \$0.01 eBooks and such.

This new eBay policy change should be seen as a huge opportunity instead of a huge loss. Many people run their entire business on eBay with info Products many of those people will be looking for new work. This change means a lot less eBooks on eBay and the only way to make money with info products on eBay is to think out side the box. No more, easy sales ad, sales on eBay!

There is a way to get around this digital sale hype on eBay!! A lot less eBooks means a lot less competition however within the next few years I predict that this same technique I'm going to explain in this eBook now will be used be many all over the world and the eBay info market will be exactly where it is today!! This means get out there and make a name for your business before it becomes overly crowded! I cannot Stress this out enough this is a **HUGE** opportunity so take advantage of this system **NOW!**

So Lets get started explaining how you can continue or start a new eBay business selling information products with the new eBay policy change in effect. I'm not going to explain the policy change to much you can read about it on eBay.

Chapter 2

Selling Physical Info Products on eBay!

Yes you read that right selling physical information products on eBay! We are talking about a huge money maker. Now the select few on eBay who are going to make big money, will now either find some way to find a good selling eBook and post it in the classifieds for \$9.99 for thirty days hoping that you will make more than that a month and make a decent income which will get very hard to beat the competition quick. As this is what most people will try to do and fail miserably. So don't be like everyone else! Market your info products on CD ROMs and ship them out individually.

Marketing your info products as a package on a CD and shipping it out, means that's you will now still be able to receive feedback on eBay since you're selling a physical product. Selling a physical product does not infringe on eBay's policy and this process can still be 90% automated! The only thing that will change is that you will have ship out the product no more digital delivery.

Here is what I mean, you take all the related eBooks you have on a particular subject combine them into a package deal, burn it on a CD and sell it! If you want a package of eBooks and an eBay store so all you have to do is put them on a CD and sell it please go to <http://www.bestebookz.com>

Chapter 3

What to put on your info product CD's

Here is my opinion of your most profitable way of going about marketing your informational products on CD ROMs. Once you have all your eBooks categorized into your different subjects and have made them into a package deal to put on your CD.

I greatly recommend dealing only with info products with resell rights as you will find these will bring you greater profits. If you are in need of some eBook with resale rights please visit our website <http://www.bestebookz.com> as we offer a package of over 50 free eBooks all with resell rights as well as an entire eBay store and everything you need for a low \$19.99 a month. You also receive 3-5 free eBooks a month also with resell rights to keep your information business going!

I would then add some type of bonus on your CD. This Bonus should be a free eBook as well as a sales ad with a download link for an eBook of a higher value. I would choose something like a \$49.99 eBook not too much not too cheap. (A money maker) Make sure your free Bonus eBook is that of some value so they will see you have a good product. Your free bonus eBook could also be a portion of the main product you are trying to upsell. They will read this and then want the rest so be tempted on buying your up sale product as well.

Make sure you put your CD on auto start which is not a hard feature to do so that once your buyer puts your CD in

their computer it will automatically start up. Your customers will find this to be a nice feature and will like it for ease of use.

Video's and Audio's is also a great marketing tool and I would add at least one audio to my CD explaining my product I'm trying to up sell. Video's and audios can easily be made with your computer or can be got from eBooks with resell rights at which also have audio's or video's. There are also recording programs you can download that will record your computer screen and what you're doing. This means you can just type something up on notepad on how you have a great product to sell and a website to go to and record the notepad file as well as you visiting the website and clicking to buy it now or listen to an audio or video and use that. (Just a thought)

If you have a website or an eBay store also some things I greatly recommend, write your own eBook. eBooks are easy to write and can be sold for any price. Write an eBook on the products on your CD and how you have used them to your advantage. Put in links to your eBay store, website, or sales ad where people can buy other products from you. Make your eBook with resale rights so your customers can retrieve you more customers since your links are in that eBook and you gave resale rights. This means every sale you make on eBay you will profit from that but could also profit from up sale products you have and also profit with residual income which I will soon get into. Sell, sell, and sell. Make your product sell other products which sell other product this of course means more MONEY!

If you don't have a website or an eBay store you can also put a folder on your CD with affiliate links to any related products you are an affiliate of. Use this CD as a source of marketing other products as well. eBay may stop us from selling digitally download products but they can't stop us from selling an informational CD which is a physical product

with a few of our links in there somewhere to market our business. Is that not what all businesses do anyway (at least all that I know)

Now for an even bigger opportunity to make money add a related subscription product to your CD for residual income!!!! Have something only like \$10 or \$20 so people will be interested in it, it won't cost you a thing. Does this by supplying them with a newsletter with a number of eBooks with resell rights for download or something like that? You can either send the eBooks to their email or send them a link where they can download your eBooks. This can all be done autobot and to please your customers do a little research and get decent eBooks also related to your subject. You could also have your CD set up to be a trial version and have so many days to purchase your full program.

After you're done with your CD and your satisfied with it TEST it, TEST it, TEST it, you don't want an unhappy customer! The new eBay policy change is a huge opportunity and I would not pass this up.

Chapter 4

Cost of Selling Physical Info Products on eBay

You can make your complete personalized info CD with everything you want on it for under a \$1 each; they even have programs that you can print your own labels on your CD's. You can ship an information CD for under \$4 any where in the world your own info product business on a disk for under \$5 a piece.

I believe if you have a good info product CD with some good eBooks, audio, video, and resell rights it will sell itself for easily \$10-\$20 on eBay that's about a %250 profit for each sale! Your CD will also generate you a profit from your upsell and if you have a subscription product on you CD you will generate residual Income! Let's say you make a hundred CD's and sell a hundred, you will generate on the low end of \$1000 off your sales you will spend about \$500 to have your CD to your customer. If only 10% of your customers subscribe to your \$14.99 subscription that's an additional income of \$150 a month residual income do this each month and your residual income will grow and grow. Get only ten subscribers a month that's 120 subscribers a year and that's a whopping \$1799 a month Residual income (not doing a thing) that's with no one buying any of your upsell products you might have. You can choose to beat the competition even and sell your CD for only pennies more than it costs you and rely on residual income for your source of income! I told you earlier I can't stress enough how huge of an opportunity this is and I'm telling you it is!

You can choose to ship your CD in a cardboard CD case you can print your logo or whatever on to personalize it for pennies. Once your business gets going and you're

generating a comfortable income you could get CD or DVD cases and make a decorative cover advertising your business for your CD. The better looking and well put together disk will be the higher priced ones. If your CD has an entire web store and domain this would obviously sell for more. Make your product sell itself.

Stay up to date with your shipping and fulfill your orders for positive feedback and a good reputation for your business.

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