

**Newbie's Guide:**  
**Introduction to starting an eBay business**  
**And**  
**Sourcing Guide for Hundreds of**  
**Home and Garden Products**



Created by Patricia Ann Bennett 2006

## Introduction

Welcome, you made a great decision to purchase! I appreciate your business!  
You are on your way to a great start for a new business or a jumpstart to more success in your current business.

You will learn lots of things it took me years to figure out! We'll start with a basic overview of buying and selling on eBay. Lots of tips and tricks I learned along the way will be revealed. Then once you sell some items at auction and get a little cash saved up, you can open a store and really get going!

One of the biggest problems eBayers have is finding sources of products to sell for a profit. You will get a comprehensive list of wholesale vendors that are happy to work with small businesses. They have low minimum purchase requirements and accept credit or debit cards for payment.

This list goes a step further than any wholesale list I've seen. These are actual manufacturers, not middlemen. Also, I have personally spoken to these reps and they will be happy to do business with you. You get consistent information for each vendor including:

1. Who they are.
2. What they sell.
3. Their terms.
4. Contact Information.

*SO, LET'S GET STARTED!*



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[www.newkitchengadgets.com](http://www.newkitchengadgets.com)

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## **How I started**

I was introduced to eBay in 2003. The first item I sold was a mechanical bank that I had found in my parents basement. It was an old football bank made of cast iron with moving parts. It was pretty old, but never used. I listed it starting at a low price and it bid up to over \$100.00! I was hooked! (If you research mechanical banks on eBay, you will find a lot of listings. Some have sold for over \$3,000.00!)

During the same time my brother began a business selling Biker Balls™ and Truck Nutz™. These are novelty items that hang from the back of a truck or motorcycle. He decided to end his business but at the time still had inventory left. I took over his inventory and began to sell these items on eBay. In fact I even reordered from the company a few times. (They were pretty successful for me.)

I realized that I could have a real business and should I succeed, I could stay at home with my three-year-old son, Nicklas. I made a goal to be working from home by the time he started kindergarten. I didn't want to worry about child-care or transportation issues that many two-income families have to deal with.

I didn't really want to do the Truck Nutz thing forever. It was a moderately successful item, but since I needed to be more excited about the items I sold, I decided to expand my offerings to help my business grow. Since, for most of my working life I was involved in restaurants and catering, I started to look into selling kitchen gadgets. I also began a short career with the Pampered Chef™ (The Pampered Chef is a home party business that deals with kitchen items.)

Pampered Chef items are big on eBay. At any given time, there are thousands of items up for sale. Including used items, new discontinued or retired items, even brand new current items. As a consultant I managed to acquire quite a few free and discounted items and have since sold them on eBay. Because Pampered Chef is such a popular brand name the products were very useful in getting traffic to my store. (more about that later) Now I have an eBay store called BennysBiz New Kitchen Gadget Store. <http://www.newkitchengadgets.net/>. I am a Powerseller too!

I have continued researching what to sell and I constantly search out new vendors. You will have the opportunity to benefit from the hours and hours I have spent learning about eBay and selling online. *This guide will save you of time and money and will most certainly shorten your road to success.*

## **Set up an eBay account**

The first thing you want to do is get familiar with eBay. Go to [Click here to register on eBay](#) and register for an account. It's easy. To register you will need a verifiable email account. The next step is to fill out a registration form. Here, you will want to think about a username.

Mine is “Bennett93” I chose that name way before I went into business. Since you may just be starting out, think about a username that is compatible with the type of items you plan to sell. If I had to do it over again, my username would be “NewKitchenGadgets”, along with my store name of “BennysBiz New Kitchen Gadget Store” (In fact, I changed my name to NewKitchenGadgets last year)

There is plenty of help right on the site, so I am not going to go into major details on starting an account. This link explains a lot about being a new user: <http://pages.eBay.com/help/account/about-your-account.html>

One of the most common ways people arrange payments on eBay is through a payment processing company called PayPal. It is free to sign up and free to make payments. There are three ways payment can be made: 1.) You can have funds removed directly from your bank account. 2.) you can have funds taken from a credit card. 3.) you can have funds taken from your PayPal balance. (Monies received for items sold accumulate a PayPal balance.)

I prefer to pass over any listing that doesn't accept PayPal. I am an instant gratification kind of person and once I decide to make a purchase, I want to complete it right away. I'd rather not have to deal with purchasing a money order, mailing it and waiting an extra five or more days to receive the item.

I use a debit card to access cash in my PayPal account. It is very simple to use; I complete several transactions a week using PayPal. I also receive 1.5% cash back on every debit transaction I complete. I believe if you just now apply for a debit card, you will get 1% back, still not bad, I use my debit for sourcing items, supplies and fees, that just puts a little back in my pocket.

You can go to [www.paypal.com](http://www.paypal.com) and follow the instructions. Once you are ready to start selling, you will need to upgrade to a business account. When you have a business account you are charged a percentage for each payment you receive and are able to accept credit cards as well as checks on line and money from PayPal balances. Click on “help” on the PayPal page and you can find out more, it's roughly about 3% of the total transaction for each payment you receive. This is a necessary cost of doing business.

Once you get your accounts set up, start shopping!! You'll want to buy a few things to get some positive feedbacks on your profile. (see Feedback in the next section after Security)

## **Security**

I need to add this information right here, because if you are new at eBay and PayPal, you must be aware of these things to keep yourself safe.

Once you have your accounts opened, you are susceptible to receiving spoof or fake emails that are attempts to get your personal information, such as usernames and passwords.

Following is an excerpt right from an eBay board discussing this:

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“Hi everyone,

We've had multiple threads about spoof emails tacked to the top of this board for awhile, so I've consolidated the information into this one thread.

### **Background**

Spoof emails are emails that claim to be from a company (such as eBay) that typically ask you to provide personal information like passwords, bank account info, credit card information, etc. They can look just like a real email from that company, using the same language, logos, etc, and even have a reasonable "From" address (for example: members@eBay.com). But they're actually sent from fraudsters who've created this fake email (even the "From" address can be faked) so they can try to acquire your personal information to use for themselves later. (This is also called “phishing”, kind of like them fishing for your personal information)

### **How you can protect yourself**

- NEVER give out personal information in an email.
- If an email supposedly from eBay asks for any of this information, or looks even the slightest bit suspicious, forward it to spoof@eBay.com or spoof@paypal.com. We'll check it out and let you know whether it's real or not (and that also helps us shut these people down).
- Check out the resources below.

### **Resources**

Make sure you review eBay's spoof tutorial here:

<http://pages.eBay.com/education/spoof/tutorial/>

eBay's Security Center also has good information: <http://pages.eBay.com/securitycenter/>

Member **ol\_grandad** also recommends this site for more information:

<http://www.millersmiles.co.uk/index.htm>

And of course, email anything the least bit suspicious to spoof@eBay.com or spoof@paypal.com.

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Community Development

The spoofers are getting better and better all the time. You need to always be on your guard against these phishing emails to stay safe. Once, I got a PayPal receipt notifying me that I had made a payment for a video game. It looked like a legitimate receipt and I was going to click the link immediately to find out what was going on since I did not make any such purchase. Then I saw this: “click here if you do not agree with this transaction” At that point I knew it was a phishing attempt and deleted the email. If you ever have any concerns about your account, just log on to it by typing [www.paypal.com](http://www.paypal.com) in your browser.

### Feedback:

Feedback is the “eBay Police”. It is what sets eBay apart from other online stores. With every transaction the buyer and seller have an opportunity to leave feedback. This should be one of the deciding factors in your purchase decision.

The feedback options are:

1. **Positive** –you are happy with the transaction. (+1)
2. **Negative** –you are not happy with the transaction. (-1)
3. **Neutral** –you aren’t totally happy, but the transaction doesn’t deserve a negative. (+/-0)

Every eBayer has a running score of all feedback received. For each positive you get +1, each negative gets –1 and each neutral doesn’t affect your score. The score is represented by the percentage of positive feedbacks compared to negatives. If you look at the feedback comments, you will notice that the buyer or seller has the option to reply to each comment. If you look at my list, you will see that I reply to every one (that’s when I stay up on them, sometimes I get lazy and don’t do it for a while). My replies thank my customers and also I type in all caps what they bought. That way, when someone is researching my feedback to make a purchase, they don’t need to click on every link to see what was bought. Also, after around 90 days, the links are gone(not active anymore) and there would be no way to see what the product was. This is one of the things I do that just about no one else does and that sets me apart, in a good way!!

This is an example of an active link:

A+++ quality, shipping, and price!	Buyer <a href="#">samtemporary</a> ( <a href="#">66</a> ★ )	Mar-13-06 13:39	<a href="#">4428640479</a>
	<b>Reply</b> by bennett93: Thanks!! Enjoy your STACKING DEVILED EGG TRAYS!! Great Customer!!		Apr-05-06 06:26

This is an example of an expired link:

Arrived in record time, just as described. thank you	Buyer <a href="#">challengerj2t2</a> ( <a href="#">67</a> ★ )	Jan-20-06 16:12	4423615857	
		<b>Reply</b> by bennett93: Thanks!! Enjoy your VACUVIN WINE SAVER PUMP AND STOPPER		Jan-23-06 05:47

If you do a Google™ search for a product online, and you click on a site, you really have no way to know if they are a legitimate company. With eBay, although not guaranteed, you can pretty much depend on satisfaction if you buy from someone with a lot of transactions and a high percentage of positive comments.

I always leave feedback as soon as payment is received. This is much debated among sellers on the eBay discussion boards. A lot of sellers won't leave feedback until they get theirs. They feel that it offers some protection against receiving a negative comment. In my opinion, it depends on what type of items you sell. I sell mostly kitchen gadgets and don't run into too many "crazies."

I have well over 1100 positive feedbacks and only one neg, so at this point I am not afraid of getting another one. It wouldn't change my percentage very much at all. If and when I do get a neg, I will answer it in a calm and factual manner. If it's my fault, I will apologize and do what I can to rectify the situation. After all, that's what customer service is all about.

Sometimes you will see comments that are rude and unprofessional. Although it makes for entertaining reading, it turns off prospective buyers. Always cool off before leaving or responding to a neg. In fact the only negs I have ever left have been for non-paying bidders, thankfully, I didn't get one in return. People who order something and then never respond or give a reason why they won't or can't complete the purchase deserve a neg.

Once you find some products that you want and purchase them from reputable sellers, you can start building up your feedback record. Usually, it's much easier to get feedback as a buyer than a seller. Once you get your purchase and are satisfied, leave positive feedback right away and if they haven't already, the seller will leave positive feedback for you. Never leave a negative or even a neutral without trying to work out the dispute directly with the seller (or buyer for that matter.)



One piece of advice: After you build up your feedback and start selling, you will want to obtain a “buying ID”. A “buying ID” is an additional eBay account that you use solely for purchasing. Keeping your buying ID and selling ID separate prevents a seller from ruining your reputation as a seller. If you do run into a problem with a seller, you could end up exchanging negs, or worse, the seller could “sabotage” your account by making a small purchase just to leave a neg for you. Keeping the ID’s separate will avoid this.

You also may find something at a very good price that you plan to resell on eBay, and you don’t want people to see what your price was. Believe it or not, some people get upset if they find out that us sellers like to make a profit!!

## **Buying**

In order to familiarize yourself with eBay, you’ll want to buy some things – this is part of your research. Is there something you collect? How about searching for a gift for someone’s birthday? Now, notice what kind of listings you are attracted to; you’ll want to model (not copy) your auctions after these. How is the description presented? How about the pictures? How much do they charge for shipping? (Generally, if shipping is not listed as a flat rate, or calculated, email the seller to find out how much or **DO NOT BID!**) Do you trust the seller? How much feedback does the seller have, is it mostly positive? Depending on the amount of feedback received, anything under 97% positive isn’t necessarily very good. You need to check out what any negative or neutral responses are about and decide if you want to risk a bad transaction.

There are two types of listings, each lasting 1, 3, 5, 7, or 10 days:

*Auction:* Highest bidder gets it and bidding can go on until the very end of the listing

*Buy-it-Now or Fixed Price:* You agree to buy item at a set price(no bidding involved), and the listing ends as soon as you click on the “buy-it-now button” and complete the transaction. (no waiting to see if you won the item)





Check out this great resource on eBay about buying: <http://pages.eBay.com/education/buying.html>  
It discusses the four major components of buying:

- How to Bid and Buy
- Successful Searching
- How to pay for your item
- Tracking with “MY eBay”

In fact there is a ton of great help on eBay! If you click on the “HELP” button at the top of the page, you can get any information you are looking for such as buying or selling, shipping and packing, paying for auctions and getting paid.

There are several things to consider before making a decision to buy from a seller. The first thing you want to do once you’ve found an item you’re interested in is to look for the “ Sellers Information” box or seller profile.

The following is an example of my profile:

**Seller information**  
[bennett93](#) ( [796](#)  )  **Power Seller**   
*My username/ (number of positive feedbacks 796) Powerseller icon / “me page icon/link”*  
Feedback Score: 796 *How long someone has been a member is Important.*  
**Positive Feedback: 100%** *You don’t want to risk a large purchase from someone who just started yesterday.*  
Member since Dec-07-02 in United States *The amount of feedback and the percentage of positive is very important too.*  
[Read feedback comments](#) *The rest of the blue links are self explanatory--*  
[Add to Favorite Sellers](#)  
[Ask seller a question](#)  
**View seller's other items**  
[Store view](#) | [List view](#)  
**Visit this seller's eBay Store!**  
 [BennysBiz New Kitchen Gadget Store](#)

When you are looking for a product to purchase, make sure you read the entire listing along with any terms of sale that are presented. You want to make sure you are aware of all costs associated with the item.

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