

Taming eBay®

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Getting Started on eBay	6
The eBay Item Listing Rules	7
The eBay Shipping Center.....	9
The eBay Trading Assistants Program	9
Using the eBay Security and Resolution Center	10
Increase Your eBay Profits Without Relying on eBay!.....	11
Shipping eBay Items to Customers	12
You Can Sell Anything on eBay - Or Can You?.....	12
eBay and Customer Service	14
eBay and Drop shipping - Getting the Product to Your Customer.....	15
eBay Business Solutions	16
eBay Courses - Are They Worth It?	17
eBay Data and Research - How Important Is It?	18
eBay Gift Certificates - The Gift Solution Suitable for Everyone.....	19
eBay Scams - Steps to Take if You Have Been Defrauded..	20
eBay Success - How to Price Your Items	21
eBay Success - How to Price Your Items	23
eBay University - What Is It All About?	24
Hot Selling Items for eBay Auctions.....	25
Hot Selling Items for eBay Auctions.....	27
How to Avoid eBay Scams and Fraud.....	28
How to Avoid Failure on Your eBay Auctions	30
How to Avoid Losing to eBay Snipers	32
How to Sell Expensive Items on eBay.....	33
How to Use eBay Escrow Services	35
How to Use the Promotional Tools on eBay.....	36
Resources.....	37

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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

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everything you need to know to get started with a money making eBay business of your very own.

The eBay Item Listing Rules

Because eBay is such a huge marketplace, with members from all walks of life, in almost every single country around the world, it is no wonder that there are many scammers lurking about. In order to

better protect the buyers, eBay has specific rules concerning the items that can be auctioned off on the site. These rules must be followed, or the person posting the item for auction can be banned from the site. Even though there are numerous categories, items that are put up for auction really only fall into one of four categories at eBay: Prohibited, Questionable, Potentially Infringing, and Approved. Approved is the simplest category to define and understand. An

approved item is any item that does not fall into one of the other three categories. That is fairly simple, right? After the 'approved' category, however, it starts to get a little harder to understand - with the exception of prohibited

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items. A prohibited item may not be auctioned on eBay for any reason, under any circumstances. Prohibited items include alcohol, drugs, animals, tobacco, human remains or body parts of any type, lottery tickets, and governmental property. There is quite a bit more on the list, and that list can be viewed at the eBay website.

Questionable items are those that are not prohibited, but are not necessarily infringing.

Adult material falls under the

'questionable' category. Tickets of any type may also be questionable. Law enforcement related equipment, as well as guns, knives, and other weapons are questionable items. Artifacts, food items, batteries, all hazardous chemicals and materials are also on the list of questionable items. You can auction questionable items at eBay, as long as those items meet certain conditions. Potentially Infringing items are those that violate copyrights, trademarks, and other legal rights. These items are almost always some type of media, such as software, DVDs, and CDs, but the list contains other items as well, such as counterfeit items and illegal recordings. You can find out more about 'potentially infringing' items at the eBay website as well. If you are unsure as to which category your item falls into, you should contact eBay with this question before setting up the auction. As a buyer, you should carefully consider the

consequences of purchasing items that fall under one of the three categories above. In some cases, it may be very illegal to have some of those items in your possession - no matter how they were obtained. Before making such a purchase, or bidding on such an item, you should find out more details about the item in question, and then get some legal advice.

The eBay Shipping Center

eBay wants to help sellers with every aspect of their eBay business. The eBay shipping center was created to help ensure that you get your items to your customers in a timely manner, in the most efficient and economical way possible. The eBay shipping center will help you print shipping labels, help you figure shipping costs, and even help you with International shipping. Shipping information for all of the major shipping companies, including the USPS can be found through the shipping center. You can even purchase insurance for packages that will be shipped by the USPS directly through the shipping center. One of the greatest features of the eBay Shipping Center is the ability to order free co-branded shipping boxes for USPS shipments. These boxes are delivered to you, at no cost! This will cut a great deal of your shipping expenses because you won't have to purchase your own boxes! There is also a great video that will teach you how to save time and money on your shipping, and whether you are a buyer or a seller, you can easily track your packages through the eBay shipping center as well.

The eBay Trading Assistants Program

If you excel at eBay auctions, you might want to consider an additional source of revenue as well. The eBay Trading Assistant Program will allow you to sell items for other eBay members on consignment. Being successful at your own auctions is the key to becoming a successful trading assistant for other people. Often, newcomers simply don't know how to make their items sell. Many people

who are auctioning off a one time big ticket item, such as cars or real estate, will often employ the services of an eBay Trading Assistant. Items such as these can add up to very big commissions for serious trading assistants! Usually, trading assistants are responsible for every aspect of the auction, including shipping the product to the customer and collecting payment. For high ticket items, the person who hires Trading Assistants get access to trading assistant marketing materials which are quite helpful. In order to become an approved trading assistant, you must have sold at least ten items in the last ninety days, have a feedback score of at least 100 with 97% positive feedback or higher, and your eBay account must be in good standing.

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Using the eBay Security and Resolution Center

Whether you are an eBay buyer or a seller, problems may arise at some point.

That is why the eBay

Security and Resolution Center was created. Even if you have never had a problem on eBay, and you don't expect to, a visit to this

eBay resource can be very enlightening, and it may even help you to protect yourself in all of your online activities.

If you do not receive an item that you bought from eBay, this is where it is reported. The same is true if you sold and shipped an item and did not receive payment for it. But there are many other ways to use the security center as well. You can learn how to protect yourself from identity theft, how to protect your eBay account and the eBay guidelines that are designed to make everyone's buying and selling experience safe and enjoyable. If you are an eBay

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