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**Introduction**

**Are you interested in earning extra money from the comfort of your own home? There is a saying that one man's junk is another man's treasure! That treasure can be found on eBay. This e-book is all you need to start using eBay to earn that extra money by becoming a powerseller. By applying the information found in this book you will be on your way to becoming a successful eBay seller.**

**EBay provides you with a simple way to supplement your income, sell items you no longer want or need, liquidate an estate, or sell items from your collection. EBay is a proven e-commerce site on the Internet that specializes in sales using an online auction method. Since eBay appeared on the Internet in 1995 it has consistently generated its own profit and also promoted further success for online sellers and buyers. EBay's proven formula for helping people sell their items works easily and is something that you can learn quickly. EBay's website has everything you need to start your at-home business or simply make a few extra dollars by getting rid of those items around the house that you no longer want.**

**Once you have decided on a product that you would like to sell on eBay you need to find your market niche. Do your research carefully and then follow the steps on eBay's**

**website to register and begin selling. It's that easy!**

**Selling on eBay is a great way to start your new business if you're willing to put in the energy and time to be successful. One of the reasons that eBay is an excellent place to sell your items is because of the large number of people who visit eBay on a daily basis. With such a large volume of customers you are sure to sell any item.**

**The chapters in this e-book will provide you with step-by-step guidance to show you what you need to do to start selling and learn what it takes to become a powerseller. You will learn how to:**

- Register at eBay so that you can sell your items.**
- How to create an exciting and eye-catching item description.**
- The benefits of selling using eBay.**
- What items to sell and what sells fast.**
- Where to find items to sell.**
- How to build you seller's reputation.**
- Tips for selling on eBay.**

**You are in control of how much money you want to make. And you are in control of when you want to start**

seeing that profit! Start today to earn extra dollars by using eBay as your selling partner.

## **The History of eBay**

eBay has just celebrated its 10th birthday. It was founded in 1995 by a man named Pierre Omidyar. eBay's original name was "Auction Web" but was changed to "eBay", short for "Echo Bay", which was the name of Omidyar's consulting firm. A main concept of eBay is that it doesn't sell items to people; it simply connects them and allows them to get on with the practice of selling. eBay has created a trusted community for buyers and sellers in a virtual marketplace.

eBay's instant success was amazing. By the end of 1998 there were over 2.1 million registered users and eBay had become the most visited auction site on the Internet. Today there are over 114 million registered users, most of whom are buyers.

eBay continues to lead the online selling market with their innovative buying and selling techniques. The concept

of eBay, which is to unite buyers and sellers at one place on the Internet, continues to prove profitable for everyone involved, whether it is a buyer or a seller. EBay is an excellent example of a highly successful e-commerce site that continues to grow on a yearly basis.

### **The Benefits of Being an EBay Powerseller**

Selling on eBay is becoming more and more popular.

One of the reasons for this is the many benefits that come with selling online using a secure and reputable company such as eBay. EBay appeals to buyers because:

- They are looking for bargains that they can find in one place, in this case a virtual marketplace.
- They are looking for hard to find items.
- They are looking for items that they collect.

The first benefit of selling at eBay is that you have very little to lose. There are no start-up costs at eBay and this means that you are not risking any of your money to start a new money-making project. You can get started quickly with very little investment. Investment on your part is



**limited to the products you are selling and the minimal fee that eBay charges you for listing your items.**

**You can sell on eBay in your spare time. This means that you can keep your full time job and make extra money on the side. You can determine how much or how little time you want to invest in selling items on eBay.**

**You will be able to work from your own home, from anywhere in the world where you have an Internet connection. There is no need for you to have your own website. eBay does all of the Internet hosting for you. This is perfect for stay-at-home parents who want to earn money while staying home with their children. You can start selling with absolutely no marketing experience.**

**When you list your sellable items at eBay you can be certain that buyers are coming to you. All you have to do is create an eBay listing for your item that is catchy and makes buyers read it twice. Be accurate and concise when creating the description for your items. More information is better than not enough information. Giving buyers the opportunity to ask you questions about the item you are selling is an important technique that you should use consistently.**

**Using a virtual marketplace to sell your items means that you don't have to take your sellable items to an auction house or flea market to make extra money. It can be time consuming and exhausting to haul your items back and forth in your attempt to sell them.**

**EBay is simple and easy to use. Once you sell one or two items you will become more and more confident with the way the selling process works. EBay is designed to make the process of selling your items as easy and uncomplicated as possible while at the same time working in a seamless and successful fashion. Help at eBay is always near at hand so you never have to wait if you require assistance.**

**There are many other benefits of using eBay to sell items. The key factor is that it all comes down to your personal preferences. You are in control of what you sell and the manner in which you are going to sell it. You are the one who decides how much effort and time you invest in the business of online e-commerce.**

## **The Workings of EBay**

**EBay works in a very simple manner. There are no hidden secrets for you to learn before you start selling online and there are no hidden costs credited to you. All you have to do is list an item for sale on eBay. The item can be as simple as a watch or as elaborate as your lost uncle's stamp collection. You can either accept bids on your item in an auction format or you can offer buyers the "Buy It Now" option that allows them to buy your item immediately.**

**Powersellers quickly learn what sells on eBay and what doesn't. When you find an item, or a group of items, that sell well you'll want to learn to utilize your selling techniques as much as possible.**

**The online auction method is simple to understand. The opening bidding price begins at a price that you determine for a certain number of days, chosen by you. During this time buyers place bids on your item. At the end of the listing period the highest bidder wins the item.**

**The "Buy It Now" method of selling simply means that the first buyer who is willing to pay the price you are asking for your item wins the auction.**

**There are some things that you should know and understand about the selling process at eBay. These important points will be discussed in a later chapter.**

**EBay provides you with all the tools you need to begin your selling your items immediately. EBay has fine-tuned the art of the online auction by trial and error. They want to ensure your success and have developed a step-by-step formula for you to register, list your items, maintain your eBay account, and make a profit. EBay's step-by-step formula includes:**

- Decide what you want to sell and do the appropriate research to become knowledgeable about your item.**
- Register at eBay and get a seller's account.**
- Accurately and concisely create an eBay "listing" for the item you are selling.**
- Receive payment from the buyer after your item sells.**

## **Start Selling**

**It's easy to start selling at eBay since the process is**

**easy and smooth to understand and implement....and it costs you very little money to get started. One of the most significant things to note about selling on eBay is that there is little financial risk involved to get you started. Most new businesses require large amounts of money to cover start-up costs such as rent and distribution.**

**There are really only a few things that you need to become a powerseller on eBay:**

- products to sell.**
- a digital camera so that you can take pictures of the items that you're selling and upload them to the eBay website.**
- a computer**
- the enthusiasm to become an eBay powerseller and increase your annual income.**

**You'll want to make sure that you have enough room in your house to accommodate the items that you're going to be selling. You'll need to have room set aside not only to**

**store these items but also a space set aside where you can manage the shipping of these items. If your goal is to be a huge eBay powerseller you might want to eventually find a space to rent so that you can sell your items in large quantities.**

**There are many sellers on eBay since the process of signing up is so simple. Becoming an eBay powerseller is just one step away from being a seller who sells only the occasional item. Powersellers make multiple sales each month and earn high profits from these sales.**

**Getting started selling at eBay is as simple as registering your name, or your business name. There are some details that you'll need to include in your registration as a seller, such as where you are located and how you plan on shipping your sold items.**

**Your goal as an eBay powerseller should be to look as professional as you can so that buyers take you seriously and learn to trust your reputation. Setting up an "online" shop is one way that you can gain a more professional outlook among the many sellers that can be found on eBay.**

**There are several different options available at eBay**

that will help you to make a good impression on buyers. You don't want buyers to think of you as just another eBay seller and pass you by for a more professional seller. When you first start selling your items on eBay you'll find that there is a learning curve as you find out what works for you and what doesn't. The important thing is to be flexible so that you can make changes to the way that you sell in your favor.

### **Seller Registration**

All types of people and businesses are using eBay to sell their products. This includes the stay-at-home mom who is supplementing her family's income by selling craft products to large companies such as IBM who are seeing huge profits by selling online through eBay. When you sell items on eBay you can reach a large number of customers all around the world.

There are many benefits to selling on eBay. Some of these legal and financial benefits include:

- **The low cost of registering at eBay.**
- **The ability to have fast and secure transactions with your buyers.**
- **Tax laws that are clearly defined.**
- **Accounting advice that even an amateur can follow.**
- **Low advertising costs.**
- **Free advertising tools.**

**There are many books that have been published that show you how successful you can be selling on eBay. This is a great market niche itself, to focus on the sale of items that show others how to sell, what to sell, and what to sell it for.**

**With so many benefits of selling on eBay more and more people are taking advantage of the opportunity. Make sure that you're one of the successful sellers by knowing all of the legal and financial angles of the eBay selling process. The sellers who fail are often the ones who remain blind to the legal side of selling online through eBay. Studies show that the most successful sellers on eBay operate businesses that are well organized and maintain perfect financial records of each and every transaction that they do both through eBay and with their wholesalers.**



**The first thing that you will have to do in order to sell on eBay is register. There are several reasons why you first have to register on eBay. These include:**

- eBay requires a certain amount of personal information from you. This is to keep the eBay site secure.**
- eBay requires that you register with them before you can begin selling an item or bidding on other saleable items.**
- Registration will provide you with updates on the latest eBay information and deals.**

**Registration at eBay is easy. All you have to do is follow the steps laid out for you. You will be required to provide your name, address, phone number, and a valid email address. Many eBay powersellers choose to use a business name for their online transactions. You'll want to include this business name in your eBay registration.**

**The next step needed for registration is your online user ID. This is the ID by which you will be known as both a buyer and seller. Make sure to choose an ID name that sounds businesslike and professional. You will not want to**

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