



## **102 Successful Auction Tactics Revealed©**

**by Brett Pieratt**

<http://www.auctiontactics.com>

I know your time is valuable...so let's get started. These 102 Successful Auction Tactics were designed to help you reach your goals and ultimately make you more money on the Internet.

After 3 1/2 years of research, this is what you need to do if you want to be successful selling at online auction sites.... or selling on the Internet for that matter.

This is a simple process and if you can implement at least 1 new idea every day ... you will improve your current situation dramatically and ultimately make more money.

As you will see, many things must be done before you launch your auctions. The more preparation you do beforehand will cut your workload down to a minimum during the auction. Selling products on ebay is a simple process. Once you streamline the process, you will start saving time and you will be able to grow your business very quickly.

You can start listing auctions immediately and learn as you go....

But I suggest you do a little homework first. It will save you time in the long run which in turn will make you more money. Isn't that why we are all here?

Start selling on ebay first, master the process, and move on the next auction site....Amazon...then yahoo...then msn... there are to many to list. But those are the biggies.

## **Before the auction**

1. Set sales goals...without goal setting, you are wasting your time. Send a blank email to this address. [Click here](#) You will receive your first lesson within 1 minute of sending the email. This email course will also take care of a few more steps you will need to accomplish.
2. Create a plan for achieving those goals... You will create a schedule to accomplish certain tasks like brainstorming, goal setting, goal review, etc. This will be part 2 of your email course above.
3. Acquire tools to help you succeed...One thing that is really effective is a desk calendar with plenty of room to make notes. You already have the computer and Internet access if you found this ebook. All you need now is the exact steps to take to money in your pocket.
4. Implement new strategies you learn from the experts...don't try to re-invent the wheel. Do what works.
5. Review your accomplishments...repeat success and always test new ideas. You should review your progress on a regular basis, once a week, once a month and every 3 months.
6. Organization will save hours if you get started right...create different folders for suppliers, customers, resources, products, internet services you frequently use, etc. Do a little thinking before jumping in headfirst and you can anticipate many problems before they occur.

7. Negotiate everything possible. Some money is better than none...you may offer a 1<sup>st</sup> time Buyer Discount, or pick up the s/h for new customers. Don't ever refuse a sale. Negotiations are a big part of your business and will ultimately affect your bottom line. Any money saved during negotiations goes right into the profit column.

8. Open a separate checking account for all transactions...it will be easier to handle your taxes at the end of the year. Many auction managers will handle your accounting for you but you will need to keep track of sales and expenses. Pass it over to an accountant at tax time and focus your time on selling products online.

9. Get a business license...contact your local finance office in your town and find out the requirements for starting an Internet business for your specific area. You will also save huge amounts of money at tax time by creating a home-based Internet business. In California, your area may be different, the cost for a business license is about \$55.00. You will need a fictitious business name (your company) about \$20 and that's about it... but the tax saving of running your Internet business will blow your mind. Check you cities finance office for more information.

10. Get a seller's permit or resale license...get that information from your local finance office as well. This allows you to purchase items from wholesalers, save money off retail prices, and you do not pay state or local tax.

11. Sell high ticket items...it takes the same amount of work to sell a \$100.00 item instead of a \$10.00 item...when looking for products, look for expensive ones. The average Internet shopper has a fairly high income and is shown to be comfortable spending that income online.

12. Sell software, home office, and computer

related products .... Anything related to computers and home office is HUGE on ebay. It simply makes sense. If all these people are using computers, sell computer related products, shipping products, and anything related to computers.

13. Sell in volume using Dutch auctions...once you establish yourself, using Dutch auctions to explode your profits. A Dutch auction means you have more than one of the same items for sale in one auction listing. Dutch auction will really give your business a boost. [Check Dutch Auction guidelines here](#)

14. Sell the same product in multiple categories...you can list the exact same auction in up to 7 different categories...but make sure they are focusing on your target market.

15. Bundle up related items for larger sales...if you are selling a necklace you may want to add the matching bracelet at a HUGE discount and include it in the same auction listing.

16. Barter or trade your services for some other service you may need help with....better yet, get someone else involved. Two heads are always better than one. Maybe your family could be involved and create money for your yearly family vacation.

17. Use FREE resources available when you're just starting out ...once your business grows, you can invest in tools that may cost you a little money.

18. Create a budget for your promotions...take a look at you current expenses and write them down. See how much you can devote to your business. This is a business so treat it like one.

19. Make sure you factor in the End Of Auction fees related to the sale of your items....know all your costs involved. To get a handle on all your costs and

profits, be sure to visit this site. [Click here](#)

20. Provide accurate products descriptions... be specific, list any blemishes, problems, or defects. It will save you hassles of returns, negative feedback, and overall success. You don't want to get started on the wrong foot.

21. Use the AIDA formula to create your sales letter...it works every time.

Attention

Interest

Desire

Action.

You can also get help writing ads from this time saving website. [Click here to save time](#)

22. Place text links at the beginning and ending of your listing. This is done in the description area of your auction listing. Insert HTML code with links to your other auctions, your ABOUT ME page, and email contact from your auctions.

23. Know your numbers...make sure your item will be profitable before you list. Getting a handle on your profits and costs is the foundation of any successful business.

24. Structure your auction to make it HOT...limit the number of items in a Dutch auction and set the price at \$.01. You will create a lot of bidding activity with a low open price and once your item receives 30 or more bids, it will become HOT.

25. Plan ahead...the holidays are goldmines on ebay. Valentine's Day, Mother's Day, Father's Day, Wedding Season, Graduation, Fourth of July, Halloween, Thanksgiving, and the big bad Christmas. You can put away a nice chunk of change after a good Christmas selling on ebay.

26. Treat others how you would like to be

treated...it can only help you so be nice!

27. Use emotional words in your descriptions...Words that create feelings and benefits for the customer. Appeal to the 5 senses in your descriptions.

28. Complete customer satisfaction is your #1 goal...this should be your overall goal of your business. Everyone one has similar products but your customer service, your response to questions, and the words you send in your email make a difference. Always personalize emails and answer the questions clearly and thoroughly. It will save you any miscommunications and save you more time by not have to answer the same questions over and over again.

29. Start and end auctions during high traffic times of the day...study your results and results of others. Surf completed auctions and view the number of bids and bid history of products similar to the one's you are selling. Sat. and Sun. evenings are probably the best.

30. [Join the affiliate program at AuctionTactics.com](#) What better place to advertise than ebay itself. Also be sure to join the affiliate program at <http://www.AuctionProfitCalulator.com> as well. If you are dealing with online auction buyers and sellers, you can make a few extra bucks by referring others to these sites. To find out more about affiliate program profits, check out this site. [Click here](#)

31. Offer a money back guarantee on all items ...people love the fact they can return it if they don't like it. And it simply makes your business look and operate on a more professional level.

32. Take good pictures...invest in a good camera or scanner. Good pictures can boost your sales by 300%. And make sure you take close-ups too.

33. Use auction managers to handle repetitive tasks like winning bidder notices, posting feedback, auto responders, thank you emails, feedback, invoicing, image hosting etc. Since new players come in the market on a regular basis, [email me for my most current top pick](#).

34. Be creative in your new business...take 1 hour every week for brainstorming new ideas, products to sell, ways to become more efficient, and maybe even [outsource a few tasks to free up more of your time](#).

35. Be a leader in your niche...keep up to date with current issues and tactics for success. Subscribe to online auction and Internet marketing newsletters. It FREE information and we always like the FREEBIES.

36. Create a benefits list in the description area of the product or service you are selling. People love to see how they will benefit from a purchase, tell them why and they will buy.

37. Have your products drop shipped to your customers...all you have to do is list auction and cash checks. [Great source for drop shipping directory](#).

38. Create separate documents for frequently asked questions...payment address, payment options, winning bidder notices, friendly reminders, etc...you will save time. You can easily copy and paste this information to answer and questions you get asked frequently. Better yet, answer these questions in your item description and you will cut down email inquiries from shoppers.

39. Create a routine or a schedule for listing, taking pictures, brainstorming, data entry, answering email, and any other activities you will be performing on a regular basis.

40. Sell products related to things you are interested in....you will consider your work fun instead of “just a job” you exchange for money.

41. Create your own product for sale...you keep all the profits. Information products are proven to make money have unbelievable markups. You can write your own ebook and keep all the profits for yourself.

42. Link your auctions directly to your website...Be sure to check out the regulations at each specific auction site. Ebay allows you to link from your About Me page only. If you need help linking or setting up your own website [Email Me](#)

43. Write good descriptions ...be honest and polite...it will only help you. Be sure to include every single detail about your product. The more information you give a shopper to make an informed decision, the better.

44. Process Credit Cards Online...and all other forms of payment as well....use PAYPAL and ebay Payments). Many shoppers are very comfortable using credit cards to make purchases, if you don't accept credit cards, your will be losing bids and money.

45. Offer FREE shipping included with bid...people always like something for FREE.

46. Go straight to the manufacture for products...cut out middleman...you will become that middleman. Here is a “secret link” to the largest website of manufacturers in the US and Canada [Click here](#)

47. Use all auctions sites with categories related to your products...ebay, Amazon, Yahoo, msn, ubid, Onsale and many more. Do a search in any search

engine for online auction and also narrow your search to smaller niche auction sites. For example, Golf Auctions, Computer Auctions, or any auction site targeting your niche market.

48. Use auction sites as a resource....build your feedback and see how others handle their transactions. Buy products on ebay and you can pick up tips from other sellers.

49. Create a brand with your user name and relate it to the products for sale. Make it easy for customers to remember who you are. When thinking about your user name, make sure it relates to the products or services you are selling.

50. Use featured listing options to get more traffic...make sure you check your numbers first. Featured auctions will give your items much more exposure than a standard listing but make sure your investment is worth it.

51. Use a counter on every auction...compare hits and bids on all listings. This can be done automatically with your auction manager.

52. Use bulk listing tools.... launch all your auctions with one click. Most auction managers have these tools to allow you to save time.

53. Create an area at home strictly devoted to your business...you must have an organized workstation. It will save you time and headaches down the road.

54. Visit profitable categories where people are already making money. Antiques and art, books computers, coins and stamps, collectibles, sports, toys, and photo and electronics, household items as well. Anything related to working at home...this is the future. Everyone will eventually be selling something to supplement his or her income.

55. Make customers feel comfortable when reading your ads and making the purchase. No flashy clipart, a clean layout, and a powerful description with pictures of your items.

56. Always launch 7 or 10 day auctions...it simply gets more looks.

57. Always check out the [DISCUSSION BOARD](#) at ebay. You will be able to chat with other sellers, ask questions, and most importantly, get answers.

58. Compare your products with others that are already selling on auction sites. Don't try to reinvent the wheel when you are just starting out. Find products that are already selling and making money and then find those products at wholesale.

59. Make sure the title of your auction is loaded with keywords people may use to search. Keywords will help you focus on shoppers who are looking for your products.

60. Use the USPS (United States Postal Service) for shipping...Get FREE customized supplies and you get an extremely reliable service for very low cost. .  
[Click here to visit their site](#)

61. Have the URL ( [www.yoursite.com](http://www.yoursite.com) ) of your website printed on all stationary, shipping labels, and emails. If you don't have one...get one. They are cheap and once you decide on a URL, you can start growing your auction business.

62. The markup for your products should be at least 4 times the total cost ...be sure to factor in your time and shipping costs (even though the customers usually will pay s/h).

63. If you have a website, create a survey and offer a FREE gift for completing the survey. You

**MUST** know who your customers are. Find your target market and you will make money.

64. Make your descriptions easy to read...short sentences of bullet points and numbered lists are very effective.

65. Create a mood or a feeling in your writing...list benefits and give examples...kinda like this ebook.

66. Do not use all caps in your descriptions...it will make some click the back button in a heartbeat. Try to capitalize only 1 or two very strong keywords in your description..

67. Important words you should use in writing item descriptions Free, you, your, announcing, now, powerful, at last, limited time, learn, discover, how to, did I say FREE, success, safe, secure, freedom, unique, quickly, easy, simple. A few more good ones are stunning, brand new in box, and always include something for FREE if you can.

68. Always try to compare your prices to retail prices...people like to save money and you sure don't have to pay those huge lease payments every month that retail stores must pay. You are running a small business from your home or small office. Stress how much time and money people can save shopping with you.

### **During the auctions**

69. Reply to all emails promptly...close the deal and move on to the next one. If you were to walk into a store and your questions went unanswered, would you make a purchase at that store? Absolutely not...so be sure to answer all emails and questions promptly and completely.

70. Send email to friends and family showing off

your auctions....you may light a fire under someone who may want to get involved. You can actually bring the whole family in on the business.

71. Post a message in newsgroups that allow them regarding your auctions...no spamming. Be sure these chat rooms accept posting promoting your particular auction, follow all the rules

72. Visit chat rooms on auction sites in categories related to the products you are selling. This can be a great way to interact with others in your niche. And you will create new relationships with others online with your same interest.

73. Seek out expert help with things you do not want to do...data entry, shipping, writing descriptions. You must outsource the duties you may not be so good at or that you really don't like to do.

74. Create your own information to sell...every person has an ebook within them just waiting to sell on the web. I have created an extensive link list that has helped me build my business from nothing to where it is today. [Check out the best of the best on the web.](#)

75. Sell products that may be only available in your region - Maybe you are in a particular part of the country that one has products specific to your area. Take advantage of this opportunity.

76. Subscribe to online auction newsletters with hot tactics, strategies, and ideas for generating profits. There are many people on the Internet giving away very valuable information in newsletters. You will discover exactly what others are doing online to be successful.

77. Recycle old newspaper.... when shipping products, it saves money and environment too. I like to shred it up and use it over as extra cushion for my

packages. Any money you can save goes right into the profit column.

78. Visit garage sales, flea markets, and swap meets for new, used, and collectible products ...there are some great deals to be had. I personally have found over 165 items that I have bought at garage sales and resold for a great profit on ebay.

79. Get a dedicated phone number even if it just a voice mail to promote with your listing about (\$4-10/mth). Should anyone have questions about anything, it's nice to know that a customer can call and talk to a real person so at least get a pager or cell phone.

80. Specialize in particular area ( silver jewelry, packaging supplies, home office furniture, computer monitors, books, clothing, car parts, watches etc. ) This will allow more sales on the backend and will keep your customers coming back for more..

81. Offer FREE bonuses included with bids or orders from your website. As I said before, if you can afford shipping for FREE, it's a great way to thank your customers for shopping with you.

82. Create an about me page on ebay and submit it to the search engines. To set up your own about me page, [Click here](#)

83. Use USPS and give your shipments to the post man every day...you won't have to stand in line at the post office. You can pre pay shipping for your packages and give it to your mailman. UPS also offers FREE pick ups for your packages...you may decide UPS would be a better option for your business.

84. Review the results of each auction compare hits and bids and re-list only the profitable auctions....always test new categories. Always try to

fine-tune your auction listings to get the best results.

85. Write a press release about your new business and send it to your local paper. They love to hear these real stories of people in the community and will often post these in their papers. Any free publicity can only help you.

86. List items for your friends and family and take a 20-30% cut of the profits...you can choose the percentage. Once they hear about you selling on ebay, you will have everyone ask you to sell something for them. (This is an entire business by itself)

87. Utilize storefront services with your auction manager. Storefronts allow you to display all your items for immediate purchase. Get creative and drive these targeted shoppers you have on ebay right into your storefront to make a purchase.

88. Model your listings after successful sellers. Everyone has to start somewhere. As you use ebay more and more, you will find sellers that have 1000's of listing every month and usually make some incredible money on ebay. Look at what they do in their titles, item descriptions, email contacts, and auction management services they use. Depending on what you are selling, find other sellers who are doing it effectively and model your business after theirs.

89. I strongly recommend using premium Internet service once you begin making money. You will save hours with a faster internet provider. A Cable or DSL connection is a must have if you plan on running an internet business of any kind...it simply makes sense.

### **After the auction**

90. Follow up on customers who express any interest in your products...sometimes it will take up to

7 follow-up contacts to close the deal. Have you ever heard "The Fortune is in the follow up!"? It couldn't be more true in this business as well.

91. Always post feedback in a timely manner...feedback makes this whole process work. The feedback forum is a beautiful thing. It allows you to build instant credibility to your business and it's visible to anyone who wants to see it. And most shoppers on ebay do want to see positive feedback or they will simply go somewhere else.

92. Notify winners in a timely manner...this can be set up automatically with most auction managers and Paypal and Ebay payment also allow you to set up instant notifications to contact winning bidders. A great time saver.

93. Improve efficiency constantly. You can always save more time...Time is money. The more you save the more you make. Constantly keep your eyes open for new products that come online to save you time and effort. Also, planning out your daily, weekly, and monthly duties is a great way to identify things you may be able to outsource effectively. A great example of this is accounting. Get an account on your side and set up a system to let them handle the books. Then you can focus your time on finding and listing items on ebay.

94. Resolve problems quickly...handle your returns and deadbeat bidders. Send friendly reminders to people who bid and have not paid. But try to handle things promptly and as politely as possible.

95. Create a SUPER CUSTOMER FILE and offer them special offers just because they are your best customers. And let them know they are your best customers. People love to feel special and being a "preferred customer" sounds great to anyone.

96. Create a website selling the same products you sell on auction sites week after week. Once you have sold the same item over and over again, you have laid a strong foundation for a website you know will be successful. That is why auctions are so great, they allow you to test out products at an extremely low cost and see if the market wants them before spending who know what on a full blown e-commerce enabled website.

97. Up-sell your customer...once you have a customer reaching for their credit card, be sure to offer a complementary product at a significant discount. If you are selling CDs, throw in a CD case at 30% off your normal sales price. I'm sure you've heard the McDonald's principle..."Would you like fries with that?"

98. Offer a valued customer discount for repeat bidders....this one is HUGE. Include a coupon with all orders sent out ...and a catalog of related products too. Backend sales will significantly increase your profits...you already know what they like...offer something similar.

99. Remind people to come back and visit your auctions again. In your winning bidder notice, in your item sent notice, in your payment received notice, in your package and in your feedback...always ask your customers to come back again.

100. Send a thank you email a week or two after the transaction has been complete. This is a very nice touch many sellers don't take advantage but can significantly increase repeat sales.

101. Create a sweepstakes, free drawing, or contest at your website. Once you have acquire a customer from an auction, create some kind of sweepstakes at your website and send an announcement to all your customers to enter. People love to win FREE stuff, no matter what it may be.

102. **MAKE SURE** you are having fun. Work should not be something you do not like doing. We call that a job. With hard work, you will achieve the results you are looking for. Remember, first you must set your goals, create your plan, you have the tools for success, implement these strategies, and review all the progress you have made. And make sure you're having fun doing all these things. You are your own boss and you call the shots. You can work the hours you want and the sky is the limit with your online auction business.

I can guarantee if you implement any and all of these 102 Successful Auction Tactics in your auction listings and your website, you will see a significant increase in your profits. Use ebook this as a checklist for success.

Print this ebook, keep it handy, review it on a regular basis, and identify things you are already doing successfully and things you may need so help with.

## **Some Closing Thoughts from the Author**

"This online auction experience is easy, fun, and exciting. It may sound a bit overwhelming but if you follow the step-by-step process and understand what you have learned, you can and will make money from your computer. There is nothing more satisfying than creating something from the convenience of your own home computer and receiving money orders in the mail and cash in your inbox for the minimal time and effort this business requires.

I assure you if you implement these ideas, and use all the tools and tips discussed in this ebook, **YOU WILL BE ON YOUR WAY TO THE EASIEST, MOST PROFITABLE HOME-BASED BUSINESS TODAY!** Be sure to watch for new auction sites sprouting up all the time to increase your profits."

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