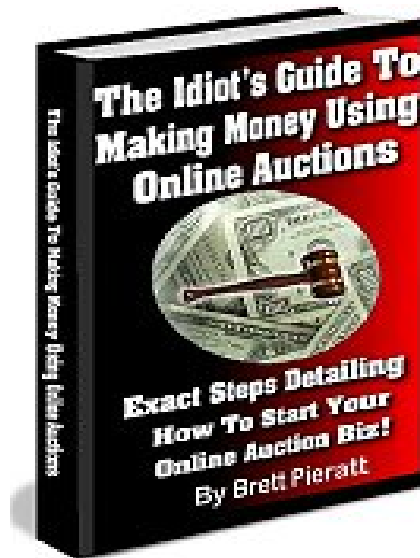


The Idiot's Guide To Making Money Using Online Auctions©

By Brett Pieratt

Last Update (5-2002)



If you are not registered with ebay already or wish to open another account [click here](#).



INTRODUCTION

A quick note: You must be connected to the Internet to open all

links in this book. You also may want to **print this ebook**, take a break from the computer, get comfortable, and read through this entire book at least 1 time highlighting important areas.

I have structured this ebook so you must read everything start to finish and I have formatted it to create some space along the right side of each page for you to make notes as you read through the book.

It's not a novel (51 easy to read pages) and it will give a complete picture of what needs to happen if you want to **run a profitable home based online auction business.**

This is the 9th time I have revised this book (5-2002). I try to keep it as updated as possible. With new features being added all the time, ebay™ has maintained itself as the leader in online auctions. But don't forget about the other category specific auction sites that come online everyday.

Ebay's™ site is very user friendly once you understand the process. I know you are very eager to get started so let's go.

Online auctions are rapidly becoming the easiest way to make extra money or even a full time income from home. You will not become wealthy overnight and this home business does require work, commitment, and desire, but you can easily make an extra \$100-\$1,000 per week on a part time basis depending on what you decide to sell.

Just remember, it takes the same amount of work to sell a \$50 product compared to a \$5 product. Keep that in mind as you build your business and look for products to sell.

Online auctions are fun, exciting, and are proving to be one of the most cost-effective ways for the average person and small businesses to buy and sell goods on the Internet. As a seller, costs

to get involved are low and returns are high. Online auctions have become an alternative to purchasing from local and national retailers and distributors at fixed, non-negotiable prices.

The online auction forum allows the buyers to go directly to the source (wholesalers) to find products they want to buy NOW and save money at the same time. Buyers can snag great deals seconds before auction closes. Sellers are able to take advantage of the large number of people ready to buy. What does this mean to you as a seller? Money in the bank!

People shop the Internet but millions go to ebay with their credit cards ready to BUY!

The reason why online auctions are so successful is because people place a value on specific items they may collect, use as a hobby, and/or purchase as a gift for another person.

At auction sites like ebay, prices are set at an extremely low price and buyers will ultimately set the price they are willing to spend. In some instances, buyers will pay a higher amount and in other instances they will pay a lower amount. But the price is determined by the what the market will pay for any given item. As a seller, there are many things you can do to get those higher prices. And as you will soon find out there are other things you can do as a seller to cut your costs and become more efficient. Economics 101 in action.

Another factor as to why auctions work so well is the feedback forum that allow users to comment on the transaction and is visible to the entire planet.

Also, over the years, people are more and more confident shopping online. The computer is almost as common as the TV and it won't be long until everyone is online.

Now with the Internet available to so many, it is easier order online and have an item delivered to the doorstep instead of having to go shop for products in traditional outlets. And you are not limited by the products only available in your local area.

Still another reason auctions are hot is some items are more valuable than others to certain groups of people. This is how ebay started back in the late 1990's. Collectors needed an outlet to share new findings and their collections, and ultimately start a place where buyers and sellers can come together online.

Things blew up almost over night and now on ebay, there are well over 40 million registered users and growing everyday. The Internet and online auctions create a perfect connection to allow you to reach millions of potential buyers for almost nothing and there are no boundaries! Ebay has expanded to 18 countries and there are no signs of stopping there.

As a successful seller online, which you will soon become, you do not have to create a "complete website" to make money. You will only need to show some commitment, organization, and desire to start and grow your business.

Although once you get started, you will see that it is very easy to create a website or storefront online where you can simply add a link to your auctions and feed your website online shoppers. Many of the auction managers today have comprehensive storefront capabilities where you can begin your online business there. (See my Top 3 Picks Below)

At the end of this book, I have created a very complete and extremely helpful list of companies you will be using for your business at the end of this book. These are the best and most reliable online since the time of last update.

WHY ONLINE AUCTIONS?

Why do auctions work so well when you are just starting out? It is simple.

You can test products at a very minimal cost and after repeated sales of the same product, you have laid the foundation for a website that should continue to be a success. It's a great place to get your feet wet with little or no risk on your part.

10 reasons why you need listings on auction sites

1. **Online auction shoppers are a part of A “perFECTLY TARGETED MARKET place.”** When shoppers visit these sites, they either search by **keywords** or **browse** the category they like best. They will search page after page in search of a particular item. When customers see what they want at a good price, they buy.
2. **Online auction shoppers SPEND MONEY online.** People will surf the Internet looking for a great deal, but millions come to online auction sites ready to buy. They have their Visa cards out ready to spend money. Services such as [Paypal](#), [Bidpay](#), and [Ebay Payments](#) allow for easy online processing of credit cards for anyone.
3. **Online auction shoppers SAVE MONEY.** Many sellers realize the power of these marketplaces. Sellers will decrease the price of their items and simply move a higher volume of products. This benefits shoppers and saves them money.
4. **Online auction shoppers are repeat customers.** Auction sites work because of how buyers and sellers post feedback regarding the transaction. At the end of the

transaction, both buyer and seller have the option to post a message that is visible to everyone on how they think the transaction was handled. If the items were delivered in a timely manner, the customer can post positive feedback. If payment was made in a timely manner, the seller can post a positive comment. Once you have established a pattern of positive feedback, customers build trust with a particular seller and will often buy something else.

5. The structure of THE auction BENEFITS SELLERS.

Just by design, sellers have the edge. You can go one of two ways. Give a very brief description and cleverly direct the customer to visit your website for more info or you can give it to them right in the auction listing. There is also a limited amount of time for potential customers to make a decision on whether to buy or not. Once the auction ends, the high bidder wins. Most online shoppers are impulsive and when they see what they want at a good price, they will buy. Most importantly and back to our main goal which is to get targeted customers back to our website, if we add a simple text link from a particular auction right back to our website, the customer who is ready to buy can make the purchase immediately. Don't forget to include your website URL in all communications with potential customers.

6. EASY TO USE – Online auction sites have greatly improved on layout, navigation, and overall operation. There are many tools to help you get the most out of your efforts. They have made a number of significant changes to make all aspects of running an auction easy and very user friendly.

7. EXTREMELY LOW COST – Unlike most businesses, you don't need buckets of cash to get those targeted customers. Some sites are FREE, but others charge a small listing fee starting as low as 30 cents. List only four 7-day

auctions every month and your cost is less than \$2.00. Where else can you get targeted unique visitors for that price? Once you see the power of these sites, you can simply add more listings to other related categories. It is worth the money...trust me.

8. **You can BOOST YOUR TRAFFIC OVERNIGHT.** One simple listing in a category related to the products being sold at your website can explode your traffic from unique visitors. Insert text links in your auction listing and watch your sales from your website skyrocket. Be sure to check linking regulations before adding links.

9. **EXPAND RAPIDLY.** After a few years of figuring out what is the best way to handle this new marketplace and how to manage your listings, a number of tools have been created to assist you in starting, managing, and closing your auctions for a profit. Time is money and the more time you save, the more time you can spend finding new products and marketing at other auction sites. Master one auction site first. It will make this part of your marketing plan much easier after you understand the process.

10. **Re-listing features at auction sites.** Once you have created an auction, these auction sites have a re-list function where you can launch the exact same auction in the same category with a click of the mouse. If you are just starting your online business and you have a product that sells week after week through auction sites, you have the foundation for a website that you already know will be successful.

The leader of the industry is eBay™ The World's Largest Trading Community. Their charges are minimal for the amount of exposure you get from "specifically targeted groups" looking for "specific targeted items" to buy NOW.

I will show you exactly where to buy at wholesale prices, to become a distributor of virtually any product you can think of, create ads that pull bids, construct auctions online that make serious money, and manage everything efficiently at the same time.

I am going to show you STEP-BY-STEP how to register with ebay™, put your item up for auction, close the deal for a profit, power search for **HOT** products, and implement 12 Successful Strategies to make money online and I have recently added my 102 Auction Tactics Revealed (separate Ebook)

Things to think about before you get started!

You must have access to the Internet and email address if you would like to begin RIGHT NOW!

- 1) What hobbies do you or your family enjoy doing? This is very important. You should sell things you are interested in and things your enjoy.
- 2) Do you or anyone in your family collect baseball cards, stamps, coins, cars, plates, Beanie Babies, etc.?
- 3) Do you know anyone who manufactures a product you may be able to buy low and sell high?
- 4) Do you know anyone who is a distributor of products that already are selling in traditional marketplaces?
- 5) Do you or someone you know have an invention you would like to sell?

6) Do live in an area where things may have a collector type value, or where items are only available in your particular region? Like Hawaii, or Mexico, or Canada, or the Southwest or maybe even India. The Internet and ebay have no boundaries.

7) Maybe you already have products to sell, like unwanted items around your home or office.

**This is just to get you brainstorming on ideas to make the
BIG BUCKS!!!**

Online auctions are rapidly becoming big business on the Internet. They are easy-to-use sites that provide a fun forum for buyers and sellers of any item imaginable to come together to what may be called a global swap meet. This guide was designed to teach new and veteran ebay™ pilots new ways to make huge profits on their products.

I will show you step-by-step how to register with auction sites, locate products that sell, list your auctions effectively, and manage your home business efficiently. You will save time and make more money.

REGISTERING WITH ebay™

First, you must register with ebay™ to set up an online auction account. You must be a registered user to buy and sell on ebay™.

Go to www.ebay.com

This is a simple three-step process to register at ebay™.

Click REGISTER- Fill out entire form. When entering a user name,

this is the name that identifies you to others on ebay™, so think about it carefully. (Tip- Think of a user name that is associated to the products you are trying to sell. This allows users to identify a product to a seller) (Tip- Once your account has been created, Ebay has a new feature to save you time. Instead of repeated typing of passwords to move from screen to screen, you can now use the SIGN IN link on any page within the ebay site. You will receive a “cookie” and your password will be remembered while you go to work. You should sign in FIRST every time you go to the site... it will save time.)

You will be able to change your user name on ebay later if you choose, but you must wait 30 days to do so. You will be issued a password by email to the account you specify. Go to www.ebay.com and enter your user name and password to access your ebay™ account.

I suggest changing password immediately to something easy for you to remember. You will be prompted through the password changing process.

LOCATING PRODUCTS FOR HUGE PROFITS

First of all, information or software products are great products.

Everyone wants to learn more. If you can get your hands on an ebook to sell or create your own, that is a great way to start. I have many ebooks you can sell immediately. Just let me know what you are looking for and I will try my best to find it for you. [Email me for more information.](#) Or you can buy software online that will allow you to create your own ebooks for distribution. Go to the **resource list at the end of this ebook.**

Once you have an ebook, you can give access to customers to download the ebook or deliver it as an attachment by email after payment has been received. This is very powerful because people on the web want things quickly. They realize how efficient the Internet is and we all know that time is money. Look for information products to sell.

By the way, **this ebook has a copyright and it is not to be resold, copied, reproduced or distributed** in any manner.

Copyright infringement is a serious offense and is punishable by law. Make sure you have written permission from the author to resell the work. Be sure you understand the laws and have access to legal representation for your home-based business.

Ignorance is no excuse and when you tell the judge “ I didn’t know”, you may have to pay the price!

Now that we have the legal stuff out of the way, let’s get back to business.

This is a very important section since this is going to be the foundation of your new business. Finding products that sell is an easy thing to do.

One resource that I would **strongly recommend** you add to your arsenal can be found by [clicking here](#). You can drop ship your way to online auction profits! No out of pocket cost for inventory and storage. And to top that off, they will ship directly to your customers. This is a perfect way run things from your small home office. Everything you need is in the machine in front of you.

When you are first looking for products to sell, think of things you are interested in: music, games, stamps, Beanie Babies, Elvis, jewelry, dvds, Star Wars, baseball cards, computers, whatever it may be.

Do a [SEARCH](#) on the item. (Tip-Make sure you check the box to “include item description” and title search to get a complete listing. If there are too many items, enter another keyword to narrow your search!

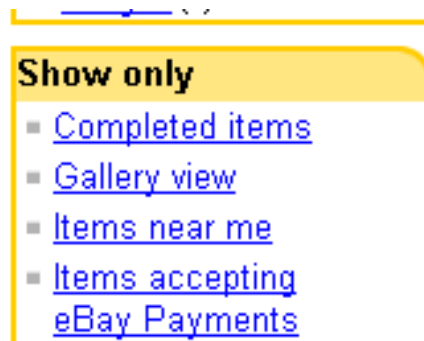


Ask yourself two questions:

1) Are there any similar items or the exact item up for auction?

2) Are there any bids on these items?

If you answered **YES** to either of those questions, find the **COMPLETED ITEMS** link along the left side of the page at ebay.



Once you have reached the completed items page, there is a link in the middle of the page that says **highest priced**.

All Categories

17 items found for **velvet elvis**

Sort by items: **ending first** | [newly listed](#) | [lowest priced](#) | [highest priced](#)



This will give you this highest priced items for products that have been sold in the past 30 days. In this example, I used the search for the classic Velvet Elvis (Sidebar - You may laugh but it has been a great seller for the past 3 years! If you can find one, pick it up and put it on ebay...you will be pleasantly surprised at what people will pay for one of these.)

This is powerful information.

The completed auction list sorted from the highest price to the lowest price tells you what your product is worth in this marketplace. You can also go into a particular auction, check the bid history to see if other people thought the item had similar value. Compare the results or the auctions. Are there any bids at all? And if so, how many? Also be sure to make a mental note about what category these items are listed under with the high bids and high dollar amounts.

(**Tip**-If you decide to use this same item, you will need to know what category to list it under when you are creating your auction. Now, you already know where to put your auction. Someone else has done the work for you! (But don't just limit yourself to that specific category!)

The **bid history** is a beautiful thing.

It allows for direct sales! (**Tip**-You do not have to pay ebay™ listing or closing fees). It tells you the exact amount of the bid, the time, and most importantly the email address of all the bidders of a particular item. [Be sure to check out current ebay regulations about linking sites and contacting bidders.](#)

If you answer NO to either of the first two questions, try another search. Don't waste your time with products that are not selling. Even though YOU may think you have a great product, but

if no one is buying the same or similar items, don't waste your time. I want you to be successful right from the start so find products that are already selling.

Once you find a product that already sells consistently, then you will be ready to sell. All you have to do now is find that product at wholesale. With the entire web right at your fingertips, you can search the web for suppliers for new and maybe used products to sell. [Great resource for products](#)

Still another way that has been successful for me is to place a classified ad in any or all of the major directories in your area. I placed an ad for something that I am interested in ...GOLF,(And be sure to only place FREE ads if you want to try this).

The ad read:

" Golf Clubs Wanted "

Will pay top dollar for used golf clubs!

I listed my email address and what city I live in with the ad so I didn't have to go very far to check out the merchandise. I received 9 inquires from the ad over the course of 1 month. I knew from my research that golf was a hot category on ebay and ultimately picked up 5 sets of clubs in that 1 month at an average of about \$58 per set. On average, I made about \$78 on each set of clubs that I bought low and then sold on ebay for a profit after all my costs had been deducted.

During that month my profit for these 5 sales added about \$390 to my bottom line.

Looking back and analyzing my data, I found it took me approximately 30 minutes to go check out the golf clubs, buy them, and get back home, take a few pictures, I already had an item

description that I had used before, and ultimately launch the auction.

I simply changed the name of the clubs and added a few minor additions to the item description. Then I added in about an hour for packaging and shipping the 5 sets and here's what I came up with.

For only those 5 transactions, it took me approximately 4 hours to do the work required to earn \$390 in profit.

Not too bad considering I could work my own hours and work on my own terms.

The key to success here is to buy cheap and sell high. I want to give you another GREAT RESOURCE for finding products. Register with www.wholesalecentral.com for access and a subscription to their magazine and you will find tons and tons of items that are selling HUGE on ebay™ RIGHT NOW!

Also check out The [Thomas Register of Manufacturers](#) in any search engine.

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I'm looking for a:

- Product or Service
- Company Name
- Brand Name

Containing the words:

[Find it](#)

Want help with your search?
Try our [Search Tips](#).

If you are brand new to online auctions, I suggest just looking around your home for your first few products to sell. I am sure there are a few clutter items that are just taking up space. This is a perfect ebay item...whatever it may be.

Do a search on it and see if there are any items that are similar. Check **bidding activity** and **check completed auctions**. See if the prices the items are being sold at are comparable to the price you want for it.

If so, put it to the side and let's find a few more items to sell!

Find a few more items in the garage, attic, on top of the pool table or in Junior's bedroom, you can probably get rid of it on ebay. By the end of next week you can have a few extra bucks in your bank account.

You will be able to learn the process of how the auction works, learn to incorporate the tools you need for success, and you will be on your way with a new home based business. Once you learn the basics, you can grow your business very quickly using online auctions. The sky is the limit. You can sit at home during any time

of the day you want to work and just start listing items. After going through the process a few times, you will become familiar with all aspects of running a successful auction.

You will know which shipping method works best, how handling the money works, and how to notify customers of the status of the transaction. This is all part of running YOUR auction business.

Now, if you can include another person to help you with your new venture, two heads are always better than one. Seek out a family member or friend to join in on your new venture.

One final idea about finding products to sell.

Sell it then get it.

You can launch an auction of a product that you only have to take a picture of and know you can get 10 days later. Once you receive payment for the auction, get the item, send it and take your profits.

It was sold before you even had it. Here is a great example. My friend is a distributor for Gardall Safes. There is a pretty good markup on each safe. What we did was take a picture of the catalog with my digital camera, and listed the auction. At the end of auction, we received payment and called Gardall to ship directly from their distribution center and took our profits.

No inventory, and we didn't have to lug the 450 pound safe down to the post office. That is just one example of 1000's of possible products that you can use to do the exact same thing. And remember to [pick up this resource](#) when you are ready to grow and expand YOUR auction business.

PUTTING PHOTOS ON THE WEB

It may be a cliché that a picture is worth a thousand words, but it is 300% true. A simple picture included with your ad can increase your sales by over 300%! People are not comfortable bidding on an item unless they are absolutely sure what they are bidding on. A picture gives the buyer a strong visual image of what they are buying. Take a look at the items that have the most bids in almost any category on the auction web site, and I'll bet you that the ads that have pictures get more bids, and also have higher bids than the ads that don't include a picture. It's the simple fact that seeing is believing.

Ebay also allows you to include images with your auction. Before ebay included this in the Sell Your Item Form, you had to upload your images to a different location and then reference them back to ebay. It used to be much more involved than it is today.

If you choose to use an auction manager, you can upload your images there and include the pictures in the ad that you create within the auction manager. My Top 3 Picks for Online Auction Managers are below.

If you choose to use ebay's listing form, you can upload your images right from your computer into your auction ad. It's very simple now compared to how things used to be.

You still need to get the image from the camera or scanner into your computer before you do anything so let's go.

STEP 1- GET THE PICTURE INTO YOUR COMPUTER

After taking a number of pictures of your item from different angles, and both up close and far away, choose the top 2 or 3 pictures to represent your item. Once you have selected the best pictures, you need to get them from the camera to your computer so you

can add them to your auction listing.

Ok, so this is a no brainer, even for the novice. There are a few different ways that you can accomplish this. The first is the old fashioned way, and that is to use a normal camera, take a photo, and then take it to your local photo shop and get it developed. Once you get the photo developed, you need to get the photo scanned into the hard drive in your computer.

You can either buy a scanner at your local computer shop for approximately \$100 and up, or you can take your photos to many local copy shops like Kinko's and they can scan your photos for you, and save them on floppy disk. This can be done for a very minimal cost.

The other alternative you can use is a digital camera, which will take a photo and download it immediately to your computer. These cameras are great to use, but cost about \$300 to \$500. You can also use a normal camcorder to grab the image. With a small device (like SNAPPY) you can hook any video source, like camcorders, to your computer and transfer the image that way. These devices cost anywhere from \$100 to \$200 and are a good alternative if you already have a camcorder at home.

Most cameras come with software that gives easy to follow instructions on how to "upload" the image from your camera to your computer. You must save the image to your computer before "uploading to the Internet". (Tip Save the file to the desktop so it is very easy to find. Also be sure you save the image with the extensions .jpg or .gif. All images should be saved as one or the other.)

STEP 2-PROCESS THE PHOTO

Ok, you've got your photo saved on your computer in either a .gif

or .jpg file. (Make sure your image is saved as a .jpg or .gif file in your hard drive...otherwise you will not be able to upload to the web. These are extension to the files so you're the image will appear on the web)

The next thing you may need to do is process the photo in a graphic program. Programs like Paint Shop Pro and Photoshop are available as shareware on the Internet. You can use them to do things like crop, resize, and adjust the image. You can also use them to adjust thing like the brightness and contrast of the photo, or even add some cool text over the photo to create the perfect ad. Programs like Adobe's PhotoShop is a full-blown graphics program that will help automate tasks like processing photos and adding some cool effects to both your photos and your text.

Take a look at the photo of the item you want to sell. The first thing you need to do is crop the photo to only show the item that you are selling. Each program will do this very easy. You need to click on the tool that selects a rectangular area of your photo. You then need to draw a box only around the area you wish to keep, and then select crop command from the main toolbars image or edit menu.

Next, go and adjust the brightness, contrast and sharpness of the image as needed. Try to get as much visible detail as possible. Remember that the better the picture is, the more bids you will get. You can also add text directly over the picture of the item. This may or may not be useful for you, since you can type in as much text as you want before or after the image on an auction page. If you want to add text, simply click on the text button, which is the "T" button in 99% of graphics programs, and select an area on your photo and type away!

Make sure it does not appear too large before uploading. It should not take up the entire screen of your computer...you want quicker

downloads of your images.

STEP3- POST THE PHOTO TO THE WEB

Ebay has added a new feature to the listing process. After many customer complaints and competitor's coming online to assist with images, ebay has added this service to their listing page. You can add images right from the sell your item form. It is very simple to pull the image right from the hard drive on your computer and add it to the auction listing.

You can also use the services from any auction manager. There you will find preformatted templates (no need for html programming knowledge), FREE image hosting, FREE email, FREE auto responders (sends winning bidder notice emails and feedback automatically), and FREE customer database software to track your results and offer your NEW CUSTOMERS new and exciting products. [Ebay's Seller Assistant](#) is very useful for new sellers

List more. List better. List faster.

Professional Listings HTML? Pictures? Formatting? Seller's Assistant makes it easier.

Automate Your Email Is your inbox about to explode? Manage your customer emails with Seller's Assistant.

Track Sales Info Lots of notes and To-Do lists? Keep up to date on all your sales at a glance.

Save Time List, track, and manage your listings all in a fraction of the time you now spend.

FREE 30 Day Trial [Subscribe Now!](#) List more, better, faster for FREE! Try Seller Assistant for 30 days and if you like it, continue on for a low monthly fee.

New Users?

Basic 

Pro 

SPRUCE UP YOUR AD WITH CLIP ART

Again, I recommend becoming familiar with www.auctionwatch.com and www.andale.com There you will be able to choose from professional looking templates that make your auctions look good and most importantly, **GETS BIDS!** There are also available with ebay Seller Assistant. These templates will give you a professional image right out of the gates and will sell your products better.

Also, clip art is a great way to set you apart from the pack at ebay™. It comes down to the simple principle that if your ad looks nicer than the rest, it will indeed sell more than the rest. This may not always make the most economic sense, but it is a fact that more people will buy from you if they like the ad. You can use clip art of various styles to get your points across, and to set your ads apart from the rest.

First, find some clip art that you want to use. Don't go overboard with clip art and fancy music. But if you add a money back guarantee image, it reinforces text telling customers about why they should buy from you.

There is plenty out there that is free for use on your web site. Go into any computer store and you will find CD-ROM's that contain 50,000 or more images of useable clip art.

Remember to check out www.google.com. This site offers the easiest place to find fun and creative things you can do to create ads that get bids. Or, you can find a lot of free clip art on the Internet.

HOW TO GRAB CLIP ART AND PHOTOS OFF ANY WEB SITE

When you find the clip art, or any photo for that matter, that you would like to save, it's easy. With most browsers, you simply click the right button of your mouse, and select save image. Tell the computer which directory that you want to save it in, and you've got it!

Remember that a lot of the images on the World Wide Web are copyrighted, and you should always check with the image owner if there is any doubt at all if you can copy the image for your own use.

No matter where you find the clip art, you will have to use the same steps for acquiring photos to get the clip art to your web space. You simply use the same steps that you used to get your pictures onto the web.

STARTING YOUR AUCTION

Before you can begin listing your item, you refer back to beginning of this ebook and take your pictures of your item. I suggest you take a number of pictures with flash and without flash, up close and far away. This will allow you to pick the best one or two for your auction. Remember, you can take as many pictures as you need to with the digital camera. Be sure to pick one up if you have not already done so.

And remember all these expenses related to your auction business can be classified as tax deductible. Be sure to keep good records of all aspects of running your auctions.

As a seller, there are many things to consider to make your auction listing sell your product and get more bids

I will walk you through every step. Click HOME and then Click SELL. I have been using Auctionwatch.com for listing auctions. It coordinates perfectly with ebay's site.

I suggest you list your first few items via ebay listing page and once you understand the process, then you can utilize the Auction Manager of your choice.

Click Sell from any page on ebay or goto www.ebay.com and click sell.

Next, select the general category where you will be listing your item. Ebay has also changed it's "**Sell Your Item Form**" over the years. The new 2.0 Version has to be the most user friendly submission form to date.



Sell Your Item



Choose a category to begin

It's broken down into 4 simple steps. Once you have signed in, you simply

- 1) Choose a category
- 2) Enter Your Item Information
- 3) Review

4) Confirm

You will always have to enter a user ID and password - Both are required to start an auction. I suggest you always click the **Sign In** button at the top of the page when you first get to the ebay site.

Also check out these FREE tools. www.gator.com and www.roboform.com This site will fill in all forms you come across on the web with one click of the mouse... a real time saver and it's 100% FREE)

Category Selection

When doing your "research", what category were those items similar to yours and got the most money listed under? A new feature to ebay is allowing the seller to **place their auction in two categories to get more exposure**. I strongly recommend using this option. Find 2 categories your item can be listed in. The more views equal more bids. Be sure to place your item in the same or similar categories to those you see with all the bids. Don't try to reinvent the wheel here, simply do what works.

Always **test out new categories** for your items! Ebay™ allows a seller to place the exact same auction in up to seven different categories. If you are selling information, you can list the exact same auction in many different categories. Do not try to place more than seven auctions for the same item. You may receive a nasty email from eBay™. They will actually stop all your auctions immediately. My point here is always test new categories but be sure to check ebay's infringing and prohibited items page.

About your auction title

You can use up to 45 characters in this area. I suggest you use all of them. Grab their attention! **Use keywords** to catch their

attention. Some sellers use L@@K or \$\$\$ to catch the eye....but don't waste your time. **USE KEYWORDS!**

Test a few different ones to figure out which title gets more looks. Be very descriptive, and creative in your title. People search ebay™ **by using keywords.**

Before starting your auction, write down a few **keywords** that describe your item. Be sure these **keywords** are in your title. This is what bidders see right away when searching for products they want to buy. This is how your item is presented to all ebay™ users.

The way people search on ebay™ is either a general search scrolling through their favorite category or a **keyword** search. Most people search for **particular** items to buy. In your title, as well as the description, should be **keywords** that describe exactly what you are selling. Did I say **KEYWORDS**? Did you get the point?

(**Tip** - Before listing your products, search those keywords you have created for your product to see what items come up. Check for high bid amounts and numbers within these titles and see what catches your attention and use something similar to that.

“Do what works...meaning use what other successful sellers are already using.

Maybe something like: SIGNED, UNIQUE BLACK VELVET ELVIS PAINTING 18x24 , VERY BOLD MENS STERLING SILVER BRACELET, New , mint, FREE S/H (people like anything for FREE), or anything that distinguishes your title from the rest. It ultimately attracts more traffic that gets MORE BIDS. 'MORE BIDS EQUAL MORE MONEY!')

About Your Description

As with the title, this is a **very important part of your auction**.

This is your opportunity to use that creative edge that gets your item sold. When writing your item descriptions, be sure to appeal to the customer's 5 senses and you should be able to get their attention. Be very descriptive in your presentation of your product.

(**Tip**- Use **AIDA formula**) - grab their **Attention**, create **Interest**, make your product **Desirable**, and then ask for **Action**. It works every time. It may take you a bit longer to create a powerful description but it's worth it. In your auction listing, be sure to include all the **BENEFITS** the customer will get by buying this from you at auction instead of from someone else's site.

- **Save Money Off Retail Prices**
- **Make Your Auction Business More Efficient**
- **Make More Money ...etc.**
- **FREE Shipping is always a nice one**

Also be sure to include ALL information including any defects or problems with a particular item. (**Tip**-You will shoot yourself in the foot if you try to scam others on ebay™ so don't do it!)

Descriptive explanations of your items allow other users to narrow their search immediately. But once they find exactly what they want, by a descriptive title and a benefit filled auction listing, bidders flock in. **MORE BIDS EQUAL MORE MONEY!**

To jazz up the description a bit, apply this short course in html programming. Html is a computer language designed for the Web to enhance and spice up your text. It is used by typing in specific "tags" (< >) **before and after** the text you want affected. Here are a few examples: I always like to make the title or name of the product stand out with larger text followed by small text to explain the details.

CENTER-----<center>YOUR ITEM/IMAGE/TEXT</center>

BOLD-----YOUR TEXT

ITALICS-----<i>YOUR TEXT</i>

UNDERLINE-----<u>YOUR TEXT</u>

COLOR-----YOUR TEXT

SIZE (SMALL)-----<small>YOUR TEXT</small>

SIZE (LARGE)-----<big>YOUR TEXT</big>

If you would like to add more than 1 photo in your auction, you must enter the URL (<http://www.etc.....>) in the description area and you can save some money by not being charged extra fees for extra pictures. But this requires you to know a bit more about HTML. You will also have to upload your pictures to some other area on the web. If you use the services of an auction manager, they usually allow multiple pictures in your ads at no additional cost. (Tip- When placing an image in an auction, use the tags <center>Your Image Source</Center> to make sure your item will be centered.) If you are using an auction manager, they will allow more photos in your ads. Ebay's photo hosting will cost you extra for multiple pictures. Remember any money saved goes into the profit column.

This is very basic html programming and it is very simple. Do a search in any search engine for "HTML tutorials" and you can learn the basics very quickly. Your auctions will be more appealing to bidders. Try it.... It is fun once you get started.

I have also included a link to a great tool to use if you do not use the services of an auction manager at this time. You simply type in the information about your product or service and this software will

automatically create the HTML code for your ad.

- **Auction Pro 2000 is a full featured HTML auction ad creation software.**
- **Easily include a photo in your auction ad!**
- **Choose several different layouts!**
- **No need for HTML knowledge! Auction Pro does it all for you!**
- **Easily add a link to your other auctions, e-mail and web page!**
- **Your choice of colors and fonts!**
- **Easily preview your ad with the click of a button!**

Check it out. [Get your FREE software here](#)

About Your Pictures:

If you have an image you would like to appear with your auction, you must enter the URL of the photos you place on the Web. Once you have save your photos in one of the free web pages available, you will be assigned a place on the Web to access this picture. This file must end in either .jpg or .gif in order for your photo to come up. Be sure to enter its file name ending in either .jpg or .gif when submitting an item for auction. Be sure to add a picture to your auctions. Many bidders won't even stop on an auction without an image. If you only have HTML programming in your description, put a clipart image there to show the PIC symbol with your auction title.

About Payment Methods/Shipping Terms

I suggest accepting all methods of payment and not just accepting money orders. I have found a very useful site where anyone with a Visa/MC and an email address can send you money. It is called PAYPAL. [Click Here](#) Register with this site and receive money in your email.

The best thing IT IS FREE. You only get charged fees when you are receiving money. Ebay has a similar service but ebay charges more fees. Paypal is FREE when you are just starting out and is

widely used by ebay shoppers. No upfront costs and you can upgrade to a merchant account very easily. This is your business. You can choose to run it however you wish.

If you decide to take personal checks, wait for checks to clear before shipping the item. (**Tip**-Make sure this is CLEARLY STATED in your item description!) Many people feel more secure against fraudulent activity by purchasing with a credit card. They have the option to dispute any charges if they feel “ripped off” in some way.

About Shipping terms

I suggest you explain how your item will be shipped in the item description. Will it need insurance? Are you using USPS Priority Mail, UPS, or FedEx? The buyer usually pays all fees incurred for shipping, packaging, and insuring. (**Tip**- I suggest using US Postal Service to ship products. They offer FREE shipping boxes, tape, etc. for using their service. They have been very reliable and cost effective. Also check out www.ups.com for larger packages and www.fedex.com for smaller, more expensive items.

You can prepay for postage and give your items to the postman every day...no need to go to the post office. During your next visit to the post office, ask the Postmaster for an order form for Priority Mail postage and products. Fill out what you need, mail or fax in the order, and they will be shipped to your door at no cost.) Order products online at www.usps.gov. Also, check out www.iship.com for estimating s/h charges and tracking your shipments.

About Dutch Auctions

DUTCH AUCTIONS allow you to sell more than one of the same item in a particular auction listing. There are different guidelines for this. Be sure to check these before listing your item. Dutch

auctions are very profitable and once you start selling the same product week after week, you should consider using Dutch auctions to make more money! [Click here to find out more about DUTCH Auctions.](#)

Setting a Minimum Bid

What is the minimum price you want to start your auctions? If you know what approximately your item will sell for, I suggest setting your price extremely low like \$1.00. It attracts attention and ultimately gets more traffic. MORE TRAFFIC EQUAL MORE BIDS EQUAL MORE MONEY.

Duration

How long do you want your auction to last? I suggest listing auctions on WED OR THRU FOR 10 DAY AUCTIONS AND SAT OR SUN FOR 7 DAY AUCTIONS BETWEEN 6:00-9:00 PM Pacific Time. Ebay™ shuts down from time to time to service their system usually Thursday Nights for 12:00 to 3:00 AM.

Be sure to check the [announcement board](#) for specific times.

Your item will be listed first thing in the morning and will close on a Saturday or Sunday night. That gives bidders plenty of time to see your auctions with two weekends of exposure. I have found that Sundays around 7:00 PM are good days for auctions to end.

GET MORE BIDS

To get more exposure, you can pay extra to place your auction in more highly visible areas. For an additional \$2.00, you can have your title bold. For \$5.00 you can have a yellow bar highlighting your auction. If you would like to feature an auction in a SPECIFIC CATEGORY your extra cost is \$19.95 on top of normal auction fees. And when you are ready to go FEATURED, ebay™

will charge \$99.95 on top of normal listing fee.

This category gets TONS of exposure. But there are certain products that ebay™ will not allow in the FEATURED category. Go to SITE MAP on any page and scroll down to FEATURE AN ITEM! You will see what is and is NOT acceptable to the “ebay police”. You can also add a Gift Icon to your title for \$1.00. Always select a Gift Icon of some kind...it attracts a bit more attention.

For an additional \$.25 you will get a thumbnail picture listed with your auction title or FEATURED IN CATEGORY in the GALLERY for \$19.95.

It is worth the extra quarter. If your item is expensive it may be worth paying the extra \$19.95 too. Browse through the category to see how many items are selling there. If there are hundreds of pages to scroll through, it may be worth the money. This will place you at the top of all the other listings that are NOT paying \$19.95.

Do the numbers before listing your auction. Be sure to check out this site if you have not already done so. You will be able to calculate your profits and manage all these costs for you in seconds.

<http://www.AuctionProfitCalculator.com>



Finally the review process. Make sure all information is correct, no spelling, or punctuation errors and make sure you can see your photo appear during the review process. If not, you may have to upload it again.

When everything looks good, Click Submit Your Auction.

FEES..It can't all be free or can it?

Unfortunately, there is a small price to pay to get such exposure. As I said, there are other FREE auction sites, but the focus here is ebay™. Once you have a product that sells, simply test it in another site and double and triple your profits.

This is exactly how you will be charged. Depending on the closing price of your auction, eBay™ will also take a percentage of that price

[Click to view ebay fees for listing auctions](#)

[Click here to see Ebay's Rules For Contacting Other Users](#)

MANAGING AND ENDING YOUR AUCTION

Immediately after submitting any item up for auction, I suggest adding a counter to your auction. This is VERY important information. It tells you the number of times your auction has been viewed. You will be able to narrow down the most effective titles, categories, prices, listing days, etc. Always test different aspects of your auction to figure out what will make you the most money. Free counters are available on ebay. They have a basic listing

service you can use. [Click here to find out more.](#)

Counters are very important and should be used to track information regarding your auctions. Other useful sites for auction managers are [Auctionwatch.com](#) , [www.Andale.com](#), and [www.Auctionworks.com](#). These sites are very simple to use and offers all the tools you will need to run a successful business using online auctions

If you have included all the necessary information into your description, this part of your auction is a breeze. Although, there are **three things** you must do while you have items up for auction. This is a very important factor so make sure you do these three things:

- 1) First, go into the COMPLETED AUCTIONS of the item you are currently selling. Follow up on the customers who have already purchased from you. Let them know of your new items up for auction. Also, check out similar or identical items that have closed.
- 2) Go into the bid history and check out the bidding and you may even want to contact other bidders who may not have won the auction. Some frown upon this practice so be nice and don't "Spam" everyone who bid. (Tip-Any time you go into the bid history, make sure you check the box or click the link that says, " include emails". If you would like to send a message to someone on the bid history list, you can save some time.)

Next, create a standard message in your word processor that you can COPY and PASTE to send to all of those who have bid on an exact or similar item. Maybe something like," I noticed your interest in "xyz" from your recent bid on "xyz" item. I just wanted to let you know I have "xyz" item currently up for auction." Be creative, courteous, and polite! Then, create a link directly to your

auction and add that to your message. This will bring more traffic and bids, and we know **MORE BIDS EQUAL MORE MONEY!** Be sure to review the [regulations for contacting other ebay users.](#)

Also go into the newsgroups or the Usenet and post a message about your new auction, maybe even adding a link to it. This is a forum where people post messages about anything people are interested in like music, Elvis, WWII, Beanie Babies, music, toys, and just about everything you could think of.

You can access this through any search engine. Just type in newsgroups or discussion forums and then search the areas in which people may be talking about your products or even those similar to yours. (**Tip**-This definitely works and I have found this increases my direct sales!)

The most important thing you can do is to always be very clear, concise, and polite during all communications whether it be email from someone interested in buying your item, or phone conversions with your suppliers.

People respect that quality in others and it will carry over into your business. Make sure all communications are spell checked and make sure you respond to inquiries in a timely manner. Quick response is what people want! Time is money and the quicker you close the deal with one person the quicker you can move on to the next. I can't stress enough about taking advantage of Auction Managers on the web. That will give you time to find new products or spend time with your family or just about anything you want to do with your free time.

Now that your auction is coming to an end, be sure you are there to watch your first few auctions close. It is very exciting to watch the bids and money pour in within minutes of the close of your auction. When your auction has ended, ebay™ will send you and

the winners confirmation of the End of Auction. You will need to contact the winner and let them know he or she is the lucky high bidder. (**Tip**- If you have set up your email notices in your auction manager, this will be done automatically. No more data entry, the customer does it for you!)

Send the high bidder something like:

CONGRATULATIONS,

You are the WINNING BIDDER on item number 12345676787 on ebay!!

We prefer online payments via Paypal or Ebay payments and your item will be shipped within 24 hours if you choose this option.

Or

Please send a MONEY ORDER/ CASHIERS CHECK ONLY for \$XXXX plus a shipping/handling/insurance charge of \$XX for a GRAND TOTAL of \$XXXX. Your item will be shipped as soon as payment has been received. PROMPT PAYMENT ENSURES PROMPT DELIVERY

-> Please include item number with payment to avoid any confusion.

-> Be sure to check out other items up for auction at "your user name"

(Tip-Add a link to your current auctions and your website. Offer a valued customer discount or a free gift with purchase. Or try to sell more than one at a discounted price. This should be on all communications)

If you have any questions, feel free to contact me.

Thank you,

Include your name

Email address

Website (if any)

If you also accept personal checks, but be sure to explain the process to the buyer. I usually wait for the check to clear before shipping...I have had a couple checks come back to haunt me so be clear in your descriptions about your check policy.

Now, just wait for the money to be delivered right to your mailbox either at home or your computer via email.

Once you receive payment, I suggest shipping immediately! Notify the buyer you have sent the item and leave appropriate feedback. It's always reassuring to know the item has been shipped. This can be done automatically via your auction manager.

EBay™ Services is a link on eBay™ you should know about. Here they offer some things you may want to consider using like MY EBAY, which is a page that organizes all your activities on eBay™. You should also consider creating an [About Me](#) page to tell customers a bit more about you and your business. This is also a great place to advertise some affiliate programs or your website.



Also, you can REGISTER, leave FEEDBACK, BUYING AND SELLING TOOLS, and much more! Be sure to go through the Safe Harbor Link. Basically they offer Secure Trading online. Here they

offer FREE Insurance up to \$200 along with other tools! Backed by Lloyds, this free insurance is something NEW to the site. You must pay a \$25 deductible and it requires other specifics you can check out.

FEEDBACK...A SELLERS BEST FRIEND

Feedback is **VERY IMPORTANT** and tells other bidders on ebay™ how you handle your transactions. From any page on ebay™, click SERVICES and then [FEEDBACK FORUM](#). If you know the name of the user you would like to leave feedback for, enter it in the appropriate area. If you do not know the user's name, CLICK SEARCH then ITEM NUMBER to find the information you need. You can always check the feedback of an ebay™ user by **clicking the number right after a seller's user name**.

There are different ratings positive, negative, and neutral that a person can leave as feedback. There is space to leave brief comment about a particular buyer or seller in the feedback forum on ebay™.

Be careful when leaving negative feedback. It can come back to haunt you as a seller. Try to resolve all disputes politely before you get an angry customer ruining your reputation and ultimately losing potential bidders. Something new to eBay™ is the opportunity to respond to feedback you received. (Tip-Be sure to check out the feedback of ALL users you're dealing with!) Also, be sure to let your customers know you have left feedback. You have now closed the deal. (Tip-Keep names and addresses in a database for future sales of new products.)

What happens if the high bidder backs out or is not returning your messages? Don't panic here. Be patient and polite. Maybe send

a *friendly* reminder. If you still get no response, (**Tip-** I will usually wait 3 emails or 10 days maximum for any type of response) contact the second highest bidder. Sometimes situations do arise so don't jump the gun and post a negative comment..

You may consider leaving appropriate feedback, but check out other comments, it could be an isolated incident. Remember to be careful with feedback, your customers have access to the feedback forum and as a seller on ebay™, you want to avoid a single negative comment about your dealings with another ebay™ user. Try to handle all disputes with the person involved by yourself via email and not in the feedback forum. Remember, BE NICE....it will only help you.

If you can get another item exactly like the one you just sold, go to your auction manager or ebay and take advantage of the repost or re-list function. Be sure to reset your counters for proper tracking.

That's it in a nutshell, simple and straight to the point. The ebay™ experience is fun and profitable. Once you have completed a few transactions, you should feel very comfortable with the process and also should spark new ideas and interest in new products. You will notice people are making a lot of money using **DUTCH AUCTIONS**. These auctions are used when selling a large number of the same product. Sellers purchase products wholesale at huge discounts and turn a huge profit as well.

I suggest starting off with a single product, with a regular auction, with no reserve price to be sure you understand how this process works. As I said earlier, this is not going to make you wealthy overnight, but you can EASILY make an extra \$200, \$300, even up to \$1,000 a week once you get to know the process!

BECOME an ebay powerseller.

Ebay has created the [powersellers program](#). You must achieve monthly sales of at least \$2,000 to qualify for powersellers status as well as hold a 98% positive feedback rating from customers. Once these requirements are in order, ebay will invite you to become a powerseller.

How do you do this? Once you have learned how the process works, stop, and make a plan. You will have a feel for the amount of time required to list and manage your auctions. After that, it is just a numbers game.

Look at what other powersellers are selling. Computer related products, packaging materials, home office furniture, software, electronics, novelties and gifts, information, jewelry, collectibles of all kinds, and even cars, homes, timeshares, and more.

These are the items the powersellers are moving week after week. It takes the same amount of work to sell a \$40 product as it takes to sell a \$1.99 product. Or you can sell a \$400 product for that matter. Most Internet shoppers make good money and have confidence spending it online. You must **find the products people are willing to buy and put them in the right categories**. If you make it very easy for them to purchase either from your auction or by feeding them to your website, there is no reason why they should not purchase from you.

If you are getting a lot of looks but no bites, **check out the resources below**. They have been extremely helpful for me and thousands of others just like you. Maybe you need a better looking website, or sales letter, or a new product altogether. If you need help, please [send me an email](#) and I will be more than happy to answer any questions you may have.

If you really wanted to, you could list 1000 items in a month. Say ½ sold for an average profit of \$12.00 each. That is $12 \times 500 = \$6000$

in profit. Just imagine if 75% of the items sold...that is a whopping \$9,000 per month. That is listing 33 auctions per day. Please remember you can list the same item in 7 different categories as long as it is related to the product. Say you are selling jewelry. You can sell only **5 different items but each item is in 7 different categories**. That is 35 auctions per day. Rotate your ending times to see when you get the most hits and the most profit.

Say that you sell necklaces for men. List one in each category 1) jewelry, general 2) jewelry, men, general, 3) jewelry, men, necklaces and chains, 4) gifts, general 5) misc, men, clothing, 6) misc, men, clothing, accessories, and 7) collectibles general.

If you have done a little research and found these categories are already making money, you know you should be successful before the auction starts.

I usually look for a markup of at least 4 times the cost for my products. (Be sure to factor in time and s/h into your costs).

Say you have sold 5 of the 7 auctions with only one style of necklace. Say you made a small \$10.00 on each of those 5 necklaces sold. (Very low estimate)

That is \$50.00 profit on only one item. Immediately re-list the 5 successful auctions.

Find a similar item such as the matching bracelet and list it in the exact 5 categories you just sold the necklaces in.

If you handled things properly, with prompt email and prompt delivery, you should get positive feedback for your first 5 transactions. Let those customers know of your new auction item recently added to your listings. Send them a link to your other auctions.

Build your feedback as quickly as you can. Use ebay as a resource for your business as well. Buy things there and see how other sellers handle transactions. This is invaluable information. Look at their winning bidder notices, look for the company they use to manage their auctions, and especially what they are selling. FIND that item. It is right here at your fingertips. Do a search on the web for that item and find out exactly what you need to do to get those products at wholesale prices or drop shipped to your customers.

Ebay has recently increased the feedback requirement for Dutch auctions so it may take a little while to build your feedback. But once you can sell using Dutch auctions, watch your profits shoot through the roof. Last Christmas, I had the great month. I personally sold about 273 pieces of jewelry on ebay during the shopping frenzy and another 162 orders from my website.

I fed my hungry website targeted customers that were eager to order things immediately. I simply inserted a text link on my about me page and that was it. I would probably never seen most of those 162 orders from the website without those text links.

This is very effective for those of you who already have a website and you are looking for new ways to get targeted unique visitors. This is easy to do once you know how to use all the tools available to you.

Remember, activity brings results! One final note, be sure to check the Announcements Board posted by eBay™ for any updates, problems, or special information eBay™ may need to give to you! Click HELP from any page and scroll down to Announcements.

12 POWERFUL STRATEGIES FOR ONLINE AUCTION SUCCESS

1) **Do some research** before diving in head first. Read this cover to cover twice and then spend a few hours or so browsing through the auction site (keep EBAY™ POINT AND CLICK QUICK KEYS© handy for navigating ebay™ to see how things work!) Sign up with an AUCTION MANAGER and go to PAYPAL and register to accept VISA/MC. Become familiar with these sites. After reading this manual, you will know the nuts and bolts of navigating auction sites and cashing in on this amazing new opportunity. Don't be afraid to check out new auction sites like Onsale Auctions, Yahoo Auctions, and Amazon Auctions, MSN auctions and others soon to come.

2) **Use compelling headlines with keywords** when placing items up for auction. If you expect to sell anything in newspapers, TV, radio, and the Internet, you MUST use headlines that create emotion and grab people's attention IMMEDIATELY to get them into your auction. Once they are there, HOLD ON TO THEM with creative descriptions and appealing ads!!! If you have a proven item or a high dollar item, you may consider putting your item in the FEATURED CATEGORY. (Tip- Be sure to check listing fees before auction begins ebay™ charges extra fees for special listings)

3) **Get someone else involved.** Whether it be a family member, a friend, or a fellow entrepreneur like you, two minds are always better than one. Let someone else in on the fun!

4) **Know ALL costs** (fees, shipping, packaging, etc.) involved in the transaction, and be sure you will make money right away. Look for new ways to save money, free shipping materials, a new supplier, buying in bulk, selling in bulk etc...

5) **Manage your time wisely.** To maximize your time doing things you enjoy, you must prioritize your work schedule to be a finely

tuned money machine. Then, more free time is available for more other enjoyable activities. Buying and selling using online auctions is a fun thing to do. Take a day off every now and then and reflect on your successes and learn from your activities that take up your time.

6) **Keep careful records of your customers** as well as suppliers and inventory of your merchandise. Once a person has bought something from you and is pleased with the purchase, he or she is more likely to purchase something else... maybe a related product to the first one sold. Besides the Seller Tracking Sheet, you can also print the bid history page and be sure to include emails before your print. Create columns in the blank space such as PAID, SHIPPED, FEEDBACK POSTED, etc...for an easy way to keep track of things. You can also track categories by writing notes to see which categories were most effective on this print out as well.

7) **Be creative** while thinking about your new business. This is YOUR BUSINESS (I'll leave the legalities to you-Licenses and Taxes) and YOU can choose to operate however YOU please. (Tip- I STRONGLY RECOMMEND using the utmost respect, honesty, and courtesy you would like to have extended to you from someone else. Also remember, these auctions allow users to leave opinions about their interactions and communications with you that are available to all on the Internet.) So be nice. It can only help you.

8) **Negotiate everything possible.** This is what makes this system so easy. By dealing with buyers and sellers through email, there is an opportunity for you to make an offer, type it, spell check it, proofread it again and again to make sure YOU are getting your message across as clearly as possible. The beautiful thing about this is your offer stands alone without someone having a chance to ask surprising questions over the phone.

9) **Don't ever refuse a sale!** A little revenue is better than no revenue. If you work with a buyer or seller throughout the transaction, they are more likely to do business with you again and again. Once you have someone interested, don't let go. You will have a customer for life.

10) **Never be complacent with your successes**, always try to improve and grow. Constantly search Featured Items and Completed Items for **HOT** products and check them out. You may be able to get your hands on that same product and make some easy money. Always look to improve tracking your auctions (payments, products shipped, winning bidder notices, feedback).

11) **Take action today** and register with eBay™, “Your” Auction Manager of choice, Billpoint, and Paypal

12) **Never give up! If at first you don't succeed, try & try again!** Now, you know the exact steps to take in order to create your new home-based business. Since you have taken the time and effort to read this guide, you are obviously interested in becoming your own boss. All you must do is apply these strategies and watch the money flow in. (**One final tip**- Once you have a product that sells week after week, you have now laid the foundation for a legitimate web site of your own.) Check out the resources below for website design

Make Extra Money From Your Customers

You can also add to your bottom line by taking advantage of affiliate programs. Affiliate programs allow you to make money by promoting someone else's product or service. You can make money in a number of different ways and the products and services you want to promote should be related to the products

and services you are already selling.

Ebay has an affiliate program that pays you \$5.00 for every new user that signs up through your affiliate link. A trusted 3rd party handles all the tracking and mailing of your checks. It's called [Commission Junction](#) and once you sign up with them, you can promote as many affiliate programs as you want...but make sure they all have something in common. Once you register with this site, simply do a search for "ebay" and you will be able to get your affiliate links immediately to start making extra money.

For the best selling guide to become a super affiliate, check out this site now. [Click here](#) You will learn all there is to know about becoming a Super Affiliate and outselling other affiliates.



POINT & CLICK QUICK KEYS TO EBAY™ SUCCESS©

This page is designed to assist as a quick reference to navigate this site with success!

www.ebay.com

TO REGISTER- Click Register

TO START YOUR AUCTION- Click Sell

TO SEARCH POPULAR CATEGORIES- Click On Any Category of Interest

TO SEARCH FEATURED ITEMS- Click Browse and the Featured

TO LEAVE FEEDBACK- Click to number behind the users name.

[BUYER'S SERVICES-Click SERVICES from any page on eBay™](#)

TO TRACK ALL EBAY™ ACCOUNT ACTIVITY- Click MY EBAY™

TO FIND TIPS ON BUYING PRODUCTS ON EBAY™- Click BUYING AND SELLING

TO TAKE AWAY A BID-Click BUYING AND SELLING then retract a bid

TO FIND ITEMS THAT YOU DON'T SEE LISTED- Click WANTED PAGE

TO FIND IDEAS OF WHAT TO SELL-Click WANTED PAGE

TO BID ON AN ITEM-Click on item, click BID

[SELLER'S SERVICES-Click SERVICES from any page on EBAY™](#)

TO TRACK ALL EBAY ACCOUNT ACTIVITY-Click MY EBAY™

TO ADD ADDITIONAL INFORMATION OR PHOTOS TO YOUR AUCTION- Click ADD TO ITEM DESCRIPTION

TO CHANGE YOUR AUCTION'S CATEGORY- Click CHANGE THE CATEGORY OF YOUR ITEM

TO RESELL YOUR ITEM IF IT DOESN'T SELL THE FIRST AUCTION-Click RE-LIST YOUR ITEM

TO STOP YOUR AUCTION IMMEDIATELY-Click END YOUR AUCTION EARLY

TO CANCEL BIDS BY UNWORTHY/BAD BIDDERS- Click CANCEL BIDS

TO FIND ACCOUNT INFO FEES AND CREDITS, MONTHLY INVOICE - Click ACCOUNT STATUS

[HELP MENUS-Click HELP from any page on EBAY™](#)

TO FIND ANSWERS TO OTHER QUESTIONS REGARDING EBAY™- Click FAQ

TO FIND OUT ABOUT HOW EBAY™ WORKS-Click GUIDELINES

TO VIEW UP-TO-DATE NEWS ABOUT EBAY™ SYSTEM STATUS-Click ANNOUNCEMENTS

TO GET ONLINE HELP FROM EBAY™ SUPPORT- Click LIVE SUPPORT FOR NEW USERS OR GENERAL SUPPORT

**TO FIND A PARTICULAR ITEM YOU ARE LOOKING FOR-
ENTER KEYWORDS AND SEARCH**

**IF NOT LISTED, CHECK BOX THAT SAYS
SEARCH TITLE AND DESCRIPTION**

**TO FIND A PARTICULAR ITEM AND YOU KNOW THE ITEM # -
Click Search and then Item Number. ENTER NUMBER AND Click
LOOK UP**

**TO FIND ITEMS SOLD BY A SPECIFIC SELLER - Click Search
then Sellers Search. ENTER SELLER'S USER NAME AND
SEARCH, EMAIL ADDRESSES COMPLETED AUCTIONS CAN
BE SPECIFIED**

**TO FIND A SPECIFIED BIDDER-ENTER USER NAME AND
SEARCH**

**Any other help you need, be sure to
check out the [SITE MAP](#) from any page
on ebay and you should find your answer
there!**

Some Closing Thoughts from the Author

“This online 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 EXTRA 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 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!** I HOPE THIS COMPLETE PACKAGE TO MAKE MONEY ON EBAY™ WILL BE VERY USEFUL IN LAUNCHING YOUR NEW VENTURE!” Watch for new auction sites sprouting up all the time to increase your profits. Amazon auctions, MSN Auctions, and Yahoo auctions are also very easy to use. Check them out.*

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