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101 EBAY TIPS

Everything You Ever Wanted To Know

About Buying and Selling on Ebay!



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101 eBay Tips

For just a moment, try to comprehend the power of the Internet. Every day, there are millions of people from around the globe “surfing the web.”

People run their business from the Internet, search for love, research succulent recipes, plan vacations, and best of all – they SHOP! People that shop are always looking for a bargain, not just any bargain, but something spectacular.

The most popular public auction site, eBay, is where people gather to find anything from dishes to jewelry to houses and just about everything in between. Last year there was even a mother sold on eBay!

You can purchase amazing original artwork from China, have it signed by the artist, and shipped directly to your home. Perhaps you are trying to find 12 yards of Toile to reupholster your couch. You might even be looking for a new lawnmower or different power tools. The great news is that eBay has it all!

The other side of buying is the selling. Anyone can sell anything on eBay. Open an account, list your product, and wait for the bids to start coming in. There are secrets to being a power seller on eBay. While it is true that anyone can sell, to be successful, you need to know the inside secrets. One woman made over \$250,000 last year on items sold on eBay. She is just one out of thousands and thousands of people that make a ton of money just selling merchandise.

Are you ready to learn how to be an eBay seller? You will find it to be easy, fun, and exciting.

1. Collectibles

Hot sellers on eBay are collectibles such as coins, stamps, or dolls. You can check out the collectibles category to get a better idea of what people love to buy. Anything that will move up in value would fall in this category.

2. **Consumables**

This popular category would include anything that people use and then would need to buy again such as lotions, perfumes, camera film, candles, etc.

3. **Information Products**

In this category, you would sell anything that can be sent on a CD or floppy disc or downloaded from the Internet. This is another popular category.

4. **Start at Home**

When you first get started, it can be a little unnerving. The best option is to start by looking around your own home. Think of items that you would sell in a garage sale. However, instead of pricing each item and lugging it outside hoping for a nice sunny day, you can advertise them on the Internet.

5. **Just eBay**

Although there are several other quality auction websites, eBay is by far the most popular and most successful. Although you could start using all the other sites, by spreading yourself out too thin you take the risk of getting things mixed up. In reality, it is better to use eBay and focus your attention and efforts on this one site. You will not be disappointed.

6. **Look Around**

Navigate through each section to familiarize yourself with all the different pages. You will find a site map and help tab, which are very useful tools. It will take a little time to get used to the site but start by looking. As you start selling, navigating will become much easier.

7. **Quick Response**

When you have an item listed on eBay and a potential buyer contacts you with a question, respond quickly. It is important and actually critical to your success to check your account several times a day. Answering a question could be the difference between you getting the sale or the buyer going elsewhere.

8. Trustworthiness

It is extremely important that you handle your account with integrity. The number of positive comments and amount of stars earned are what will be the deciding factor for many buyers. Be professional, polite, and stand by what you sell.

9. Accuracy

When you list your item(s) on eBay, write an accurate description. You do not have to write long paragraphs of rambling information but provide exact measurements, colors, condition, etc. Be extremely precise when it comes to your description.

10. Buyer Contact

Once your item(s) have sold, be responsive to the buyer. Contact them in a quick manner, thank them for their purchase, and provide the required information for payment.

11. Sending Items

In your description, provide accurate details regarding shipment. Make sure the item(s) are sent within the time you stated. In many cases, people purchase something for a specific purpose and if you do not ship it when stated, not only do you mess up their schedule for the item but you have probably lost a customer and opened the door for a negative feedback.

12. Professional Wrapping

When you wrap your item(s), wrap it professionally in nice, clean tissue paper. If breakable, be sure the item is wrapped with bubble wrap as well. Include a business card with your website information, name, address, or a printed out statement showing the item(s) name, item(s) number, price paid, and a small handwritten note thanking the buyer for their purchase.

13. Payment Options

The more options you can provide potential buyers, the better your chances of making the sale. Your options include PayPal, which is an online payment service, Billpoint, eBay's payment

system, personal checks, money orders, or cash. Remember that you will have buyers from around the world so an online payment service is extremely helpful.

14. Shipping / Handling

You should always charge actual shipping costs. Several options can be added to your account that provides the actual costs. Another option is to state that you will provide actual shipping at the end of the auction, based on the destination zip code. Overcharging customers for shipping and handling is frowned upon and will result in unhappy customers.

15. Insurance

Insurance is usually a good idea but in general, it should be an optional feature, with the decision left to the buyer. Remember two important things about insurance. First, insurance is VERY inexpensive. Therefore, in your description, you should state how much insurance would cost and recommend it. Second, you should also state in the description that if insurance is not purchased, you are not responsible for lost or damaged items.

16. Go the Extra Mile

You want every customer to be a happy customer. If you have to do a little more research on shipping, or negotiate on price, remember that the customer is the reason you will have success. Therefore, be prepared to go the extra mile in providing them with superior service every single time.

17. Auction Price

Set your auctions low, which will help encourage more bidding. The more bidding you have, the higher the price will ultimately go. In addition, if you add a "Buy Now" option for your auction, keep this set at a reasonable rate as well.

18. Listing Category

When you choose which category to list your items, choose wisely. You will find some categories that are similar yet just enough different that it could make a big difference in how your item(s) is sold. Look at other items listed and choose appropriately.

19. Sell by Lots

If you have two or more of one item, you can list it as a "lot." For example, if you had five bottles of suntan lotion purchased from a salvage store for .50 each, and you decided to list them on eBay for \$1.00 each, rather than list each one separately, another option is to sell them as a lot. Often times, people perform their search based on lots. However, if you had one bottle of suntan lotion, one bottle of regular lotion, and one bottle of aloe vera, you would want to list them as their own item.

20. Completed Items

Look through completed items to research the prices paid by buyers for other auctions similar to yours. This will provide you with a better idea of what a good asking price would be if you were not sure where to start.

21. Photographs

While auctions without photographs can and do sell, auctions with photographs sell much better. People like visualizations and want to see what their money is getting them. Make sure your photograph is clear, focused, and depending on the item (such as rings, shoes, etc.), offers more than just a straight view.

22. Competitor Analysis

Just like any other business, you need to know what your competitors are doing. This will help you make the best possible decision when it comes to your own auction. Before listing your item(s), do a search for the same type item(s) to see what their descriptions look like. Find different aspects from different sellers and use them to form one comprehensive site for yourself.

23. Mister Lister

If you have trouble listing your item, use eBay's service, Mister Lister, to help you get your items listed with ease. This is just one of many outstanding services provided by eBay.

24. Size and Weight

If possible, stay with items that are smaller and lightweight. Remember that whatever you sell, you have to ship. Items such as furniture, lawnmowers, etc. are generally sold through a manufacturer or wholesaler. As an independent seller, you want to sell items that are easy to manage.

25. Shipping Options

Set up accounts with several overnight couriers such as Federal Express and UPS. Once again, the more options offered, the better your auction will be received.

26. Weighing

In order to provide accurate details and help in determining shipping costs, you need to know exact weights. The best option, which will save you many unnecessary trips to the post office, is to purchase a inexpensive quality scale for weighing your packages.

27. Postage

Instead of always running out of stamps or having to run to the post office to ship a smaller item, fill out the information located at stamps.com where you can print stamps directly from your home computer.

28. Shipping Rates

A quick and easy way to determine shipping costs is by visiting iship.com. This will allow you to provide shipping information to the buyer quickly, which in turn prompts quick payment.

29. Reserve Auctions

Instead of listing your auction starting at a minimum bid, you might try setting a low reserve price, which attracts some bidders. Once your item(s) sells eBay then refunds your reserve auction fee.

30. About Me

This important page needs to be completed. This is your opportunity to brag to your customers about the excellent service

and amazing products you provide. Tell buyers about your guarantees, your integrity, and anything you like to encourage buyers to check out your auctions.

31. HTML Code

If you want to bring life to your auctions, you should try using HTML tags. A strong recommendation by eBay is to avoid flashing animations since they actually create a distraction from your items. If you do not know how to use HTML, eBay offers an HTML tutorial page or you can hire someone to do this for you for a reasonable fee.

32. Weekend Listings

To increase your chance of selling your item(s), work the amount of time you choose for your auction (7 or 10 days) to end on a weekend (there are some exceptions listed further down). The reason is that more bidders visit eBay on the weekends and since people jump in at the last minute to get a bargain, you increase your chance of a sale.

33. Headlines

Do not add symbols such as asterisks (***) in your headlines. Although they may add a little punch to your headline, they also mess up how your auction is posted since asterisks are a part of HTML code. In fact, if you use asterisk, there is a high probability that your auction will not even show up.

34. NetMechanic.com

If you have a photograph that is too large for eBay's specifications, you can shrink them down using netmechanic.com. When you first get started, working with photographs can be a little challenging. Do not give up – eBay offers this service for this very reason.

35. Checkout

If you choose to use eBay's checkout system, make sure every box is checked when you list your item(s). This option can be helpful when used correctly, but can also be confusing.

36. Community Boards

Pay attention to the community boards provided by eBay. They offer valuable information and helpful tips that can ultimately save you time and effort.

37. Flaws

Advise potential buyers of any flaws in your products. If you are selling a plate that has a small chip, mention this in the description. If you are selling fabric and it has a small tear, disclose this information. The majority of eBay buyers are looking for bargains, which means minor defects can often be overlooked. The worse possible scenario would be to keep a flaw hidden and then have to deal with handling returns as well as losing a buyer.

38. Negative Feedback

Unlike other sites that use a feedback system, eBay's feedback is sacred and taken very seriously. Negative feedback is never removed. Therefore, if you leave negative feedback rather than trying to handle a tough situation between you and the seller, this could give you a bad reputation. If people see that you consistently leave negative feedback because your buyer did not pay as quickly as you like or whatever reason, buyers will be leery of buying from you in fear of getting negative feedback themselves should something go wrong.

39. Second ID

One of the great features on eBay is the benefit of having more than one ID. If you will be doing a lot of selling, this doubles or triples your chance of selling and setting up different types of auction sites.

40. PO Freebies

If you use the Priority Mail option through your post office, they will provide all your supplies free. This would include boxes, labels, and tape. Best of all, they deliver all these supplies directly to your door. In addition, go to USPS.com or UPS.com and request mailing supplies.

41. Post Office Box

Rather than use your home address, rent a mailbox at your local post office. This maintains the security of your home address while ensuring that everything comes and goes out of one place. These boxes are very inexpensive and well worth the small investment.

42. eBay Canada

When you get ready to sell items on eBay, consider signing up for eBay.ca (Canada). The Canada site is not as large as the US version of eBay so there are considerably fewer listings, which means that you have a greater chance of selling your item(s) since there is less competition.

43. Excluded Items

Although eBay accepts just about every type of item, there are a few exclusions such as explosions, corrosive material, etc. Before you go through the entire process of listing your item(s), make sure you are not listing something forbidden by checking out the do's and don'ts listed on eBay.

44. Category Guide

Use eBay's Category Guide, which is a helpful tool to ensure you place your auction item(s) in the appropriate category.

45. Auction Title

Just as using a strong title for a book, your eBay auction title needs to captivate buyers. You are allowed 45 characters for your title and you need to use common words that will draw attention. Use this space carefully and to your advantage. Think of words that will be easily found when people conduct a search. For example, if you are selling six yards of fabric you could say something like, "Stunning material – Don't miss this great bargain." If you are selling fishing poles, try something like, "Love to fish? GREAT buy on fishing poles!" Since the search option on eBay looks for specific characters, you should try to list the item both singular and plural. As an example, for the fishing poles, you could list the auction as, "Fishing Poles – Get your fishing pole now!" Avoid wasted words such as WOW or Look

Here. Buyers are looking so there is no need to tell them to look. Again, as buyers looking through the listings, the titles are what will capture their attention. Make your impression a strong one!

46. Abbreviations

Saving space in titles can be important if you have a longer description. Look at other auctions selling the same type of merchandise to get an idea of the types of abbreviations that will work. As an example, you could write, "Do **U** love to fish?" or "Gorgeous material **4** sale."

47. Buyer's Questions

When you write your description try to think of questions buyers may have so your description will answer as many possible questions as possible. This will save time in relaying messages back and forth. This would include the manufacturers' name, condition of the item(s), special features, warranties, color, defects, etc.

48. Focus

Before you post your photos, make sure they are focused, aligned, centered, etc. A bad photo can stop the sale of your item(s) just as a good photo can help make the sale. In addition, if there is a difference, even slight, in color from what the actual item is and how it shows in the photo, be sure to describe any discrepancies in detail.

49. Pricing Methods

If you find that starting a price low and building is not working for you, try various pricing methods to find the one that you are comfortable with using. A great feature now offered by eBay is fixed pricing, which is something many people like to use.

50. Page One

The very first page is the sell form where you will find three choices. This is a valuable forum where you will determine your pricing method. Do not skim through this page but read all the detail and make good choices.

51. Writing your Description

To ensure there are no typographical, grammatical, or punctuation errors, you can use Notepad or a word processor to write the text. This will allow you to check for any errors. Once you are satisfied with the text, simply copy, cut, and past into the eBay description space.

52. Auction Duration

You will need to choose between listing your item(s) from 3, 5, 7, and 10 days. The most popular choice is 7 days but the option is up to you. If your item(s) is something that sells fast on eBay, you can lower the number of days whereas if it is a higher priced item you might want to push the date to 10 days, which will provide more time for the bigger spenders to find your auction.

53. Buy-it-Now

This is a feature offered by eBay and once you qualify, you can have one price where people can buy the item(s) "now" or they can continue bidding until the auction ends. If a buyer chooses the "buy now" option, the auction ends. Many buyers enjoy the convenience this option offers.

54. Location!

It is important to list the city and state where you are located. Not only does this help the buyer determine shipping to make sure you are not overcharging them but if you are selling larger items such as furniture, automobiles, or appliances where the buyer would have to pick the item(s) up, it would let them know if they want to bid based on location. As an example, if you have a refrigerator for sale and you live in New York, someone from California is not going to drive clear across the country just to pick up the appliance whereas on the East Coast might.

55. iPix

Use iPix if you need help getting your photo uploaded. This is a simple solution helpful for beginners to experts. If you know how to use FTP (file transfer protocol), you can even enter your web address where your images are stored allowing buyers to click on

the URL and view the items. This is especially beneficial if you have an entire eBay store full of goodies.

56. Photo Size

Keep your photos 25K or less. This will allow buyers to download quickly and not get annoyed waiting to see your item(s).

57. Photo Gallery

The gallery option is yet another great eBay feature. For only \$.25 you will be provided with a thumbnail picture of the item at the top of your listing. When potential buyers click into your auction, instead of having to scroll down to the bottom of the page to see your item(s) they can get a glimpse of it immediately at the top. This is yet another way of providing customer service. Buyers remember these types of things and appreciate the convenience offered. If they do not buy from you now, the chance of them buying in the future is elevated.

58. Counter

eBay provides the option of using a counter on your auction site. This helps you track the number of people visiting your auction. If you find that you have many hits but no one is buying, you might need to adjust your description, photo, etc. To make this even more appealing, it is free.

59. Payment Page

On the fifth page, the payment option page, you only need to check one box – “see item description” box. Since you will have outlined your payment options in your description, this reduces redundant information. This is easy to use and highly recommended.

60. Buyer pays Shipping

For the question as to who pays for shipping, you will have the option of who pays for shipping, you or the buyer. Always be sure you have the “buyer” box checked. Otherwise, you will end up with all the charges on your plate.

61. Shipment Location

Be sure to consider where you will ship to carefully. You will have buyers from around the world but you can limit where you will ship. Some people prefer to ship to the US, Canada, and European countries while others ship anywhere. The option is completely yours but keep in mind that there are some differences in how you wrap the package, the currency exchanges, and communication barriers between you and the buyer.

62. Page Six

This is an important page in that you will see the summary of your auction. This is your last chance to make any changes before your auction goes public. Take your time to read through everything two or three times before hitting the final button. Sometimes having a friend or co-worker scan through your information can help find things tired eyes miss.

63. Corrections

Once you post your auction, if you see an error that would make a huge difference in the sale, there is an option on eBay where you can add information. Although you cannot go back and correct the actual error, you can point out the error and provide the corrected information. Using the fabric scenario, if you were selling 12 yards but in your description, you said 2 yards that would make a big difference in the bidding. In your additional information, you could state, "My apologies – in my original description I stated this auction was for 2 yards. The actual amount of fabric is 12 yards. Thank you."

64. Communication with Buyer

It is your responsibility to contact the buyer at the end of the auction congratulating them on winning the item(s). Issue an e-mail requesting their shipping address. Once they provide that information to you, let them know when the shipment will go out, which should coordinate within the timeframe provided in your auction description. If you know the shipping charges, advise them in this same e-mail. Once payment has been made, send another e-mail to the buyer confirming that you received their payment and that the item(s) will be shipped on X day via (US priority mail, UPS, Fed-Ex, etc.). Once you have a tracking

number, send that to the buyer as well. This will allow them to follow the tracking themselves.

65. Package & Shipping Tips

eBay is in the process of creating a Package and Shipping Tips page that will help you with the entire shipping process. This should be up soon and will be yet another valuable tool for sellers and buyers alike so keep your eyes open for this.

66. When to List

The time of day you list your auction is important. The start time will be the same as the end time, which is why it is so important. If you want your auction to end at 10:00 p.m. on a Sunday night, you need to have the auction start at 10:00 p.m. For this reason, be sure to set the start time accordingly.

67. Do your Homework

In addition to researching what other people are selling similar items for, you need to conduct your own research outside of eBay as well to determine the going rate for your item(s). As an example, if you are selling artwork, jewelry, or collectibles, you need to state in your description the going price. Although you may or may not get that price from the buyer, it shows buyers that you have done your homework and will stand a little more firm in your price. It also tells buyers that they are getting quality for a good price.

68. Seller Assistant Pro

When and if you get stuck in the process, use eBay's Seller Assistant Pro, which is yet another valuable tool offered to help you find all the answers to your questions.

69. Appearance

The appearance of your auction is important. Auctions that are designed with loud colors or hard to read fonts can push buyers away. Use colors and fonts that are easy on the eye. Remember that not everyone will have perfect 20/20 vision so you want to make sure the fonts can be read by all buyers. It would be the same for graphics – a few added to the auction is fine but too

much is a distraction. You want your auction to interest buyers not lose them in all the fluff.

70. Jargon

Although you may have tremendous knowledge of something you are selling, not everyone will. Avoid language that is too techie and stay away from acronyms. Keep the language simple and easy to read.

71. Consistency

If you will be auctioning off several items or you plan to auction items on a long-term basis, keep the look of your auctions consistent. Over time, you will develop several buyers that follow your auctions because of the quality of your items and professionalism. They will become accustomed to seeing information laid out in a certain way. Keeping your auctions consistent will help them navigate easier and therefore you will make a quicker sale.

72. Youth Auctions

Auction items that focus on youth such as games, collectibles, clothing, body jewelry, etc. should end during the week or on a Sunday night. Ending them on Friday or Saturday nights is not a good choice since they are generally not home on these nights and therefore, the bidding is not as good.

73. Retirement Age

If your auctions include items that would appeal to people around retirement age or moms and dads that stay or work at home, the best time to end your auction is mid-morning during the week. This is the time when older people spend most of their time on the Internet and the ideal time for parents who have smaller children taking a nap.

74. Item(s) Use

Tell the buyers what the original use of your item was. For example, if you are selling lawn and garden items, you should express that you purchased them for your home but then moved to an apartment or whatever the case. This helps confirm to the

buyer that the item(s) is fine –the circumstance for its use changed.

75. Accessories

Some people fail to include information about accessories. This is very important since many times people are looking specifically for the accessories/attachments that go along with the item(s). What if you were buying a weed eater but had a bad back? You need one that has a good shoulder strap. If the buyer visits your auction and finds the weed eater, you are selling to be exactly what they are looking for and the price is right but there is no strap, you have lost a sale. Include all accessory/attachment information even if you think it has no value.

76. Personal Website

If you have a website where you have many items or even services that would not sell on eBay, consider promoting your eBay auctions through your personal website. This will help increase the traffic to your site and build up the sales at eBay.

77. Auction Insight

Auction Insight is a great service that you should look at before you list your auction. Auction Insight is a search engine that will go out and review all of the larger online auction sites, looking for your item(s) specified. In return, you will get a list of prices this same item is selling for on the other auction sites.

78. Build Feedback

If you are new to eBay and have no feedback ratings, you should consider purchasing a couple of items yourself to establish a buyer's feedback. Because both the buyer and seller's feedback is rolled into one, building some buyer's feedback for yourself will help show buyers for your merchandise see that you are a good risk.

79. Escrow Service

If you are selling high priced items such as a car, computer or other technology equipment, a home, etc., you might want to consider offering buyers the use of an escrow service. Before the

auction closes, you and interested buyers would need to set up an agreement as to how the item will be paid for and any other detailed information.

80. Delivery Confirmation

Unfortunately, some buyers will try to say they paid for an item but never received the auction item(s). When shipping, you should consider using delivery confirmation. This service is generally inexpensive and can end up saving you a ton, especially if the item(s) is higher priced.

81. Online Auction Users Association

If you want to establish quick credibility, you can join the Online Auction Users Association, which requires you to agree to a code of ethics and display the membership logo on all of your auctions. This adds yet one more peace of mind to buyers.

82. Featured Articles

eBay offers both buyers and sellers featured articles that can be helpful. These articles offer diversity and can guide you through some difficult or discouraging challenges.

83. E-Mail Accounts

In addition to your eBay contact and primary e-mail address, you should also consider adding an alternate e-mail address. Just in case something happens to one, you have a backup option for buyers to reach you with a question or problem. The more accessible you are to your buyers, the better.

84. Bid Cancellation

If you discover a bogus bidder has bid on your auction, be sure to cancel their bid before the auction ends, which saves you from losing an honest, paying buyer. Some of these bogus buyers will be discovered from your own experiences and others you can research through eBay.

85. Alternate Spellings

The "search" option is precise so you need to try breaking words up, creating a better chance for your auction to be found. As an example, if you are selling a lawnmower, list it as "Lawnmower" and "Lawn Mower." Another example would be selling a television. You might list it as "television" and "TV."

86. Summer vs. Winter

Online auctions tend to be a little slower during the summer months when people are outside, on vacation, and just enjoying life. The winter months when people are cooped up in the house tend to be much busier. For this reason, many items difficult to sell or higher priced items should be listed during the winter.

87. Collectibles

When selling antiques or collectibles, you should provide a history of the item(s). If you have artwork for sale in your auction, provide the buyer with its origin. People love to have history, especially when it comes to collectibles, which is part of what adds to its value. Without embellishing, make the story a good one.

88. Reserve Pricing

Reserve pricing cannot be seen by the buyer, leaving them to question how much you are really asking. For example, if you had an office printer for sale, you might list a reserve price, or a "hidden" base figure of \$100. However, to the buyers, in their opinion, this printer is not worth more than \$60 since this is the average price from other sellers for similar equipment. As the buyers start bidding close to \$60 and they see that the reserve has still not yet been met, they will quickly stop bidding, unsure of what your "hidden" base is. When you use reserve pricing, it does not help to build buyer/seller confidence and should be avoided.

89. Professional Ads

Keeping with the importance of a professional looking auction, if you need assistance, use the Instant Ad Creator, which will walk you through the process to a great looking ad.

90. Integrity

Regardless of whom the buyer, work with integrity and run your auctions accordingly. More than likely, you will run into some difficult buyers, although not often. Keep in mind that every buyer provides the best form of advertisement - word of mouth. Integrity is what will draw customers in and keep them coming back along with friends and family.

91. Openness

If a buyer makes a recommendation, listen. That does not always mean you will agree or even like their recommendations but if they have something to say, it might be something important to making your auction site better for future buyers. For example, if your shipping information seems muddled to the buyer but clear to you, you need to review what you have written. If the customer is struggling with understanding, that is truly what matters.

92. Product Knowledge

Just like working a job that you love, if you plan to get serious about selling on eBay, focus on things you know about and provide interest. In turn, this will allow you to “sell” the product with knowledge and passion.

93. Entrepreneur Spirit

Rather than just look at this as selling items on eBay, adopt an entrepreneur spirit. Get serious about this venture and look at it like a business rather than just getting rid of things you no longer want laying around the house.

94. Keeping Good Records

You need to establish a sound recording system. This system would consist of the item name, any associated reserve price (although not recommended for your auction), description, flaws, buyer’s name, price sold for, payment received date, etc. This helps to ensure the entire transaction for that item is complete from beginning to end and provides you with information should you need to list that same item or a similar item. Additionally, the record will help you know what your income was, based solely on your specific auctions.

95. Terms & Conditions

You will run into all types of buyers that try to move past the terms and conditions provided by eBay. Know the T&C's inside and out and if you have problems, contact eBay immediately. A few examples of the insider secrets are listed below:

- Bid Shielding – Two buyers work together. One person bids high to protect a low bid place by the other person. Right before the auction closes, the high bidder cancels, meaning the low bidder gets your item(s) for a huge bargain.
- Bid Shilling – This is where the seller actually uses a separate ID set up to inflate the number and price of the bid.
- Deadbeat Bidder – The deadbeat bidder bids on your auction and then simply fails to pay.
- Sniping – A “sniper” is a bidder that waits until there are only minutes or seconds left on an item and then quickly bids just a little higher to get the item(s). Although not against the T&C's, it is considered unprofessional and limits competing bidders from driving a high price.

96. Test, test, test

To avoid costly mistakes, test yourself. When you get started, try something a little bit different to see which auction gets the most attention. Take note of what is working by putting different options to the test. This will help you build a strong, working process that will make your auctions sell.

97. Small but Expensive

One of the best ways to make good money on eBay is to sell small but expensive items. This allows you to move more items without the bulk of heavy shipping and to move fewer items while making more money. This type of selling provides you with a much higher profit margin.

98. Specialize

While many sellers on eBay sell anything you can imagine, many of the power sellers specialize. Rather than offer 100 different items with no real connection, focus in on something that you can offer several varieties and then change those varieties out from time to time. Two great examples are purses and shoes, and

paintings. You are staying in the same category but providing a multitude of options. Gotham Online is a perfect example. They have their website, shopgco.com, listed with eBay and offer a tremendous value on high quality men and women's shoes. Once the buyer finds the value of this site, the next time they need shoes, they will go back to this site, either through eBay or directly to the URL. However, the buyer will not become bored since the styles and brands of shoes rotate on a consistent basis.

99. Wholesale Products

Some eBay sellers create a business relationship with suppliers. As you find reliable suppliers, you can be assured of the quality and bargain of the merchandise. If you are not sure where to find suppliers, you can visit stockmystore.com where there are thousands of wholesale products, with the majority coming from reliable suppliers.

100. Drop Ship

Another option many power eBay sellers use is to Drop Ship. This is where the seller acts as the agent between the buyer and the merchandiser. In fact, the merchandise sold does not belong to the seller and the seller does not even have to make the shipments. This is actually a strategy used by many small businesses. The Drop Ship option allows the manufacturer to sell more merchandise while the eBay seller makes money. On eBay, check out the Drop Ship Source Directory if you are serious about selling.

101. Hobby into Profit

If you have a favorite hobby, such as creating custom wreaths or swags, making homemade soaps or lotions, sewing stuffed animals, whatever it might be, put it to work for you. Turn your hobby into a business using eBay. People do it all the time and make good money.

When it comes to selling on eBay, the door of opportunity stands wide open. Opportunity is what you decide to make it. As mentioned in the beginning, people literally buy and sell just about everything on eBay. For this reason, do not think that items you have would not be of interest to anyone because more than likely, they will be.

Give it a try – what do you have to lose but money and a lot of fun?

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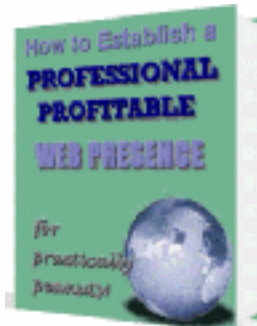
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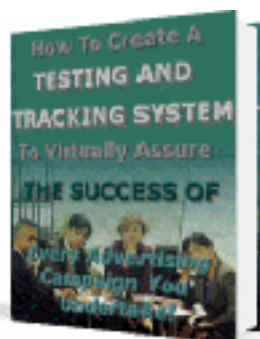
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