

Ebay Business & Selling On eBay – Special Report

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An eBay Business is a great way to start your business from home. I'm going to give you some tips to show you what to do to get started. Please read this report **all the way to the end** because there is something very important you need to understand.

What Can You Sell?

Some people say that anyone can make money on eBay by selling just household junk and unwanted gifts that you have lying around. It would have to be a very big house to have enough stuff going around to make money on eBay consistently.

However there are over a million registered users in the UK and millions visit the site every month so there is potentially a large untapped market which should allow you to make money on eBay if you do a little homework first.

Alexa, the website rating organization puts eBay.com at number 17 and eBay.co.uk at 97 on the internet out of maybe 80 million sites worldwide. Yahoo is number 1, Google is 2 and around the world over 750,000 people make their full-time living from selling on eBay.

With more than 50 million users in 27 countries, eBay allows even the busiest people to make money selling anything and everything. In the UK eBay is rapidly getting established and just about everyone has heard of it. Whether you are looking for a way to supplement your income or to create an extension to an established retail store or develop it as a full-time job, to sell successfully you need to know not only the basics steps for selling online, but also the strategies that will consistently get you the highest bids and keep your customers happy.

Before You Get Started

Set up a seller's account by providing a valid credit/debit card and bank account information; you'll also need to verify by providing a land-line telephone number.

- Don't expect to sell every item you put up for auction or sale - it probably won't happen;
- Don't expect to make a killing in your first few weeks as some of the authors of books about eBay would have you believe;
- **Do your homework** - research eBay carefully before you place your first listings. This information is essential, you must find out as much as you can about pricing policies, competitors and buying habits.
- Look at sellers feedback scores and the items they sell to find out what goes best and when to use a seven-day auction or a one-day auction. If you want to make money on eBay, model yourself on successful sellers with high positive feedback scores.

Create Your Listing

When you come to create your listing you will have found out that a good title, accompanied by a precise, well-written and accurately detailed product description will maximize your listing's impact. Add a picture to make the selling power grow even more because people trust what they can see more than just a description.

Feedback

Positive feedback from previous buyers can make all your offers more attractive. You will have to work your way up and become a top eBay seller. From that position you will notice more buyers bidding on your products and an increase in the prices they offer. A tip to build your own feedback score quickly and make money on eBay, is to become an active buyer yourself. Many items are sold at very low prices and the opportunity to build your score up to say 100 won't cost you very much.

Misspelled Items

Every day there are hundreds of eBay auctions that have misspelled words in the titles and descriptions. Auctions with misspelled information do not come up on the regular eBay search, so often these auctions have no bids and can be scooped up at a bargain price. This means you can profit by finding these misspelled auctions before anyone else does!

You can find these misspelled auctions by using an eBay Misspelling Tool which you will find easily by a Google search. Just enter a keyword and the tool will search eBay for matches for you.

Always be professional and treat your buyers with respect and courtesy. If they have questions answer quickly and not only will they come back willing to bid even higher prices for your products but they will also spread the word among their friends.

Make sure you use all the available marketing help from eBay itself - especially the "About Me" page which allows you to set up a personalized page about yourself. Add a signature-file and promote your business. Visit my ['About Me'](#) page for an example.

Bookmark the "Want It Now" page so that you can regularly browse through lists of items actually wanted by buyers. You will make money on eBay quicker by responding to buyers needs.

eBay Business Online Payments

If you want your eBay Business to accept buyers' credit card payments online, we recommend signing up before you start selling on eBay or list your first item for sale. Register for [PayPal](#) it's free and easy to use with helpful merchant tools you can use on your websites or in mailings. 70% of registered users will accept payments by [PayPal](#) but you should offer other payment options as well. The greater the number of payment options that you accept the less chance of potential buyers backing away!

Next you fill in the 'Sell Your Item' form and create your eBay listing. You'll have to decide the selling format, but your homework should have given you some good ideas on what might work best. Explore eBay categories before you list to help you choose the most appropriate category for your item. Before you start selling on eBay try searching for similar items and see what categories have been used.

Write Your Title

Now write a title - be clear, complete, and descriptive. Your title should include words buyers would search for when looking for your item. Also ask yourself if your potential

buyer might search with a mis-spelled search term. Add any possible mis-spellings to your description just in case. People often type in 'eaby' for instance.

When you write an item description you have your chance to really describe and promote your item. Sometimes it is easier to write your description in a text document first, and then cut and paste it into the item description area in the 'Sell Your Item' Form. Be clear and complete. Be accurate in sharing the history of your item and why someone would want to buy it.

Selling on eBay With Pictures

When you start selling on eBay you will attract more buyers with pictures. You can use eBay Picture Services, which lets you add pictures straight from the selling form - and offers some attention-grabbing options. Or you can click Web Hosting to use your own hosting service.

Next choose how long do you want your listing to last? How many items are you selling? What will your starting price be? Would you like to use a reserve price or sell with Buy It Now?

Don't forget to say where your item is located. It's a good idea to include the town/city or region where the item is located, if it's large your buyer will bid if he knows he could collect it in person.

How will you accept payment from your buyer when your listing ends? eBay recommends offering [PayPal](#) - the fast, easy and secure way to accept credit card or bank account payment. Your buyer doesn't need to have an account to use PayPal.

Where are you willing to post to? And who will pay for that cost? The more details you include on the Sell Your Item form, the fewer questions you'll receive from buyers. This will ensure a smoother transaction.

When your listing has ended, you must communicate with your buyer to ensure the deal is concluded.

Receive payment and if the buyer paid with [PayPal](#), you will receive an email confirming payment. If you have not yet registered for the [PayPal](#) service, you will be prompted to register to accept the payment. A serious eBay Business will need to be registered.

Send the item to the buyer and package your item securely using protective wrapping to ensure no damage during transit. Make sure any parts of the item that are fragile are well padded and are located toward the centre of the box if possible.

Leave the buyer feedback.

eBay's feedback system helps create trust within the eBay online marketplace. Your feedback about your buyer is important information for other sellers. **Receive good feedback and you will make money on eBay.**

Developing Your eBay Business

If you are still keen to develop your own eBay business and would like to make a full time income without chaining yourself to your PC, you ought to get a copy of Jim Cockrum's ['Silent Sales Machine'](#). Because he has been making a living on eBay for several years, he is someone you can learn from and when he says you can make more money from fewer auctions you need to find out what he means.

The Silent Sales Machine

What Jim spells out so effectively is that most people think the way to make money on eBay is by putting on lots of auctions and delivering your item to the one eventual winner, hopefully at a profit. When you read what Jim has to say, which he backs up with proof, is that there is another, better way to use eBay to make a living. I recommend you at least give yourself the opportunity of working less and earning more by reviewing ['The Silent Sales Machine'](#) for yourself.

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