

Practical Coaching Guide for eBay Success

Step by Step Handbook from Rookie to Powerseller in 3 Months

By Louis Poon

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About the Author

Mr. Louis Poon started his career in global sourcing since 1995. His expertise is in gifts, accessories and apparel items from various locations in Asia. In 2006, he started to apply his experience in eBay as he found it is definitely the hottest part of the consumer world where business grows in rocket speed.

In this book, Mr. Louis Poon will be sharing his experience from rookie to Powerseller in 3 months. He will also be disclosing the biggest secret most eBay sellers would never want you to know, i.e. the best source of suppliers where you can continuously find the items which can sell and bring you a fortune.

Your Preparation Before Business Starts

There are several points I have to state very clearly to all readers before we move on. This is to ensure that you are not expecting something wrong from this book.

- 1) This is not an eBay general guide. I am not going to tell the very basic like: what is eBay, how to buy and sell, what are the policies, how to proceed or receive payment, etc etc. I will expect you have the knowledge about all these things. If you are really new to eBay and you do need help on this, you may want to look for another book which can teach you all these.

- 2) There is nothing like “eBay Auto Money Machine”, “Easy eBay Money with only 15 Minutes per Day”, or “Risk-Free \$500 Profit per Day by this Amazing System”. I’m going to talk about a real business that you definitely need to pay effort to. It’s going to be built up step by step without shortcut. It is never risk free. You will have a chance to lose money if you do not play wisely. Even different people read this same book, different results will be expected because of the different effort paid, different research skills, and different marketing sense. However, if you follow my suggestions, I can ensure that you can get over the challenges in eBay. I can ensure that you can make money from this huge marketplace. The only question is whether you will only earn \$500 per month as a hobby, or \$5000 per month to support your own living. It all depends on how far you’d like to go.

- 3) I’m going to disclose one of the main suppliers I’m actually working with right now. It’s a real supplier located in Asia. You will be ordering real items from them and deliver to your end customers. They offer you a reasonable production cost on all items and you can sell in eBay with decent profit margin. Is it real? Yes, but don’t just listen to me. Use the research skills I’m going to teach you at a later time and prove it yourself. Take a look at my eBay ID (as I have a number of different eBay IDs for different types of products, I don’t know from where you get this book. Just check out your transaction record) and see what we’re doing now. Compare the price we’re selling and the cost of my supplier and you’ll know what to do next.

- 4) By utilizing this supplier for your eBay business, you'll need to have certain skills in image editing (e.g. Photoshop, Fireworks, etc). Because you're going to make your items unique and stand out from the competition. However, this book is not going to teach you any skills in image editing. So if you need a hand on this, you may want to take a fundamental class or ask your roommate to help.

- 5) Again, this is a real business. So you have to get yourself a budget of investment before you can make any profit. It's just like a business in real world: renting a shop, hiring labor, getting in stock, promoting publicity, etc. But the beauty of starting an eBay business is that your initial investment is minimal. All you need to invest is the eBay listing fee. If you don't get any sales, that's your loss. If you just get it a try in a small scale, say 1 listing per day, it just costs you few bucks for a week. If you find it not workable, just leave by losing these few bucks. But if you find it profitable, you can simply duplicate the success factors and expand your business to a scale you want. At a later section, I will show you some simple calculations how you should prepare your budget, how much sales you need to break even, and how to evaluate the sales performance of your business, etc.

- 6) OK, the stocks. In traditional business, the stocks are also your investment. If you don't get any sales, that's also your loss. But with the supplier I'm going to introduce to you, you don't need to keep any stocks. They agree to keep the stocks until you get the orders from your customers. In this way, you can start your business more easily, right? But remember, it just make your start much easier. But it doesn't mean you don't need to spend your time and pay your effort in building up your business day after day.

Alright, ready to start? Let's go!

Things to Do Now

There are several things you need to do now:

- 1) Open an [eBay](#) account if you don't have one yet.
- 2) Open a [Paypal](#) account if you don't have one yet. It will be your major platform to receive payment from your buyers.
- 3) Open an [Auctiva](#) account if you don't have one yet. It is not a must to have an [Auctiva](#) account for your eBay business. But it is highly recommended to use this free tool if you're going to sell in a large scale. Of course, there are some other similar tools you can use if you have other preferences. We will discuss a bit how [Auctiva](#) can help your coming business at a later time.

That's it for now. You don't have to worry too much what to do with the accounts you have opened. We will go into more detail later.

Deciding What to Sell in eBay

After all these preparation, we're going to find out what to sell in eBay now.

Simply speaking, everything can sell in eBay. It all depends on the balance between demand and supply, i.e. the price strategy. If you are already selling certain products in other places, e.g. your own local shop, you can just do a simple research in eBay and see if eBay is a proper platform for your business.

Let's say you're selling computer accessories products. You think you have a very good source of USB drive. Then let's do a research in eBay and see how the demand is. Take a look at the example below:

The screenshot shows an eBay search results page for 'usb drive 2gb'. At the top, the browser address bar shows the URL: http://search.ebay.com/search/search.dll?from=R40&_tksid=m37&satitle=usb+drive+2gb&cc. Below the address bar, the text 'Type in keywords to search' is written in red, with a blue arrow pointing to the search input field. The search bar contains the text 'usb drive 2gb'. To the right of the search bar is a dropdown menu for 'All Categories'. Below the search bar, there are three tabs: 'All Items', 'Auction', and 'Buy It Now'. A checkbox labeled 'Search title and description' is present. Below this, 'Related Searches' are listed: '4gb usb drive' and '8gb usb drive'. On the left side, there is a 'Matching Categories' section with a list of categories and their item counts: 'Computers & Networking (629)', 'Consumer Electronics (223)', 'Cameras & Photo (6)', 'Cell Phones & PDAs (2)', 'Collectibles (1)', 'Home & Garden (1)', and 'Musical Instruments (1)'. On the right side, the main search results area shows '997 items found for usb drive 2gb'. Below this, there is a 'List View' and 'Picture Gallery' option. The results are displayed in a table with columns for 'Compare' and 'Item Title'. The first item is 'KINGSTON 2GB USB 2.0'. The second item is '2G 2GB USB Flash Drive N'. The third item is 'BU 2G 2GB USB Flash Dri'. At the bottom of the page, there is a '2GB' label and a small image of a USB drive.

Select Completed Listings

More Buying Options

Add Store Inventory

Free Shipping

Get It Fast Items

Completed listings

Gift items

Items listed as lots

Listings

Ending within

1 hour

Items priced

to

Show Items

[Customize](#) options displayed above.

Shop eBay Stores

- [The Best Electronic Shop](#) (46)
- [Super Flash Memory Store](#) (19)
- [Astak On-Line Store](#) (12)
- [Itdemarket](#) (12)

[See all matching Stores](#)

[See all common keywords](#)

StubHub!

GET SUMMER CONCERT TICKETS

New 2 GB [NEW 2GB 2GB 2GB PGTUS](#)

[FAST BUFFALO 2 GB USE](#)

[2 GB MEMORY USB 2.0 F](#)

[SanDisk 2GB Cruzer Cros](#)

[Metal Black 2GB Mini USB](#)

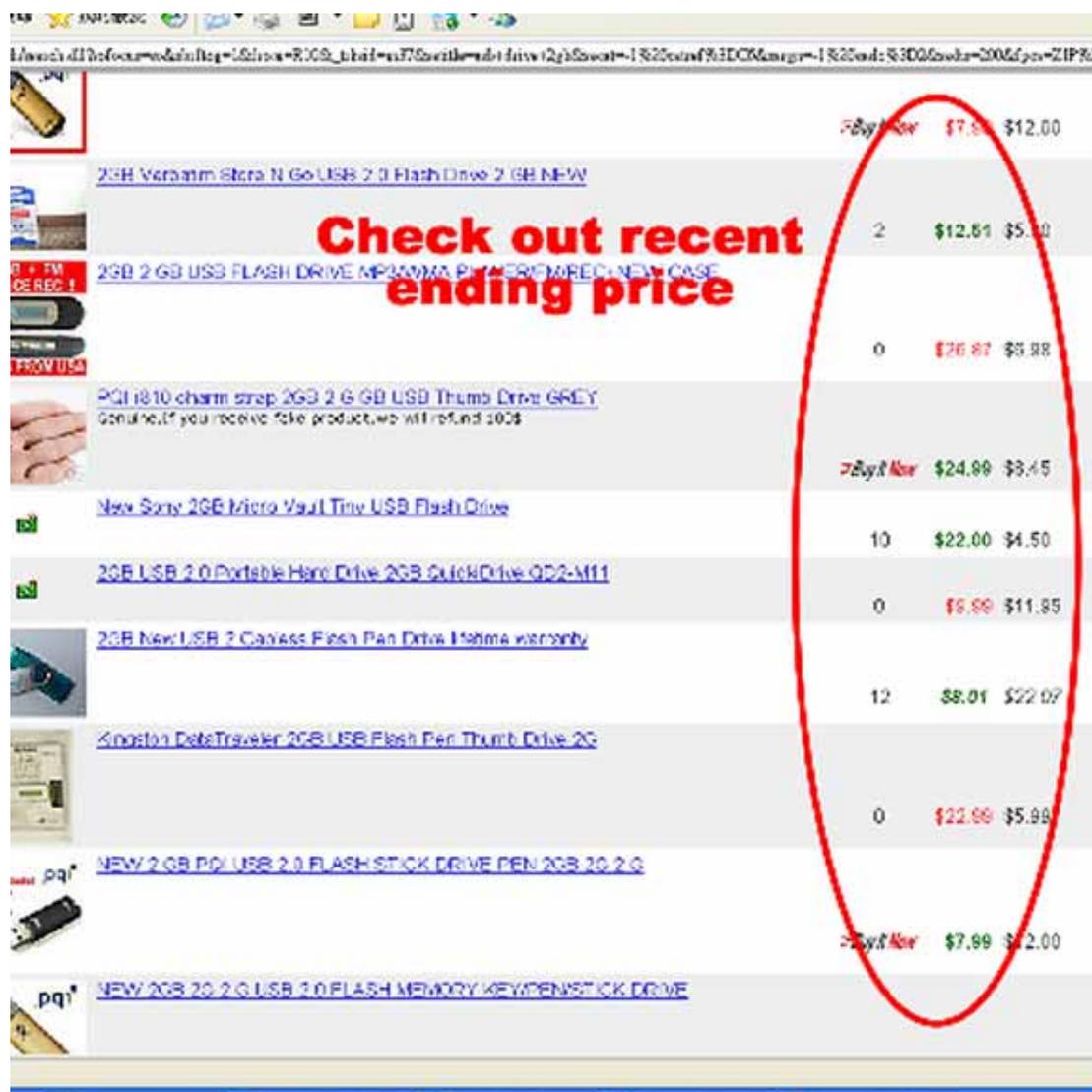
[SanDisk Cruzer Freedom 2](#)

[2GB Digital MP3 WMA](#)

[Creative Zen V 2GB USB F](#)

[2GB 2 GB USB FLASH](#)

[Microstor 2GB USB 2.0 Fle](#)



Now you can have a rough idea how much a 2GB USB drive can sell in eBay. Including shipping, it costs around US\$30. If you find out that you can make a decent profit from your current supplier, you're very likely to make a profit in eBay.

Of course, item cost is one thing. You also need to consider the cost you have to pay back to eBay, Paypal and the shipping cost. Don't expect every item will sell when you post in eBay. So you have to estimate your sales conversion rate. Certain profits from the sold items will be allocated to cover those not sold. Again, I will show you some calculations about all these budget preparation based on the real sales records from an eBay account.

OK, you start to puzzle now as you don't have any idea what to sell, that's why you're reading this book and hope to find some hints, right?

The reason I talked about the product search in eBay above is to let you know the most fundamental, but effective, research skill you'll need to use day after day. And when I introduce you the supplier I'm currently sourcing my products from, you can do the same research and find out if you can make any profits by ordering from them. Don't just listen to me. Do the research yourself.

Alright, this is the supplier I'm disclosing to you now. This is a manufacturer located in China and Hong Kong which I've known them for years:

Giftamax Inc: <http://www.giftamax.com>

The screenshot shows the Giftamax website homepage. At the top, there's a navigation bar with links: Home | About Us | My Account | Register | Make Your Own | Drop Shipping | VIP Domain Stores | Cart | Help. Below this is a large banner with the slogan "You can think of it, we can do it." and a search bar. The main content area is divided into four columns, each representing a service:

- Design Your Own Product:**
 - Design your own shirts, caps, mugs and more.
 - Ship within 24-48 hours.
 - High quality print.
 - Over 200 products.
 - No minimum order.
- Sell Your Own Products:**
 - Easy to make money.
 - Free/Premium/VIP stores.
 - Set your own prices.
 - Competitive base prices.
 - Customizable interface.
 - No stock required.
- Shop the Marketplace:**
 - Browse & buy products created by store sellers.
 - Millions of products to choose from.
 - Great prices
 - No minimum order
- Drop Shipping:**
 - Low start up cost.
 - Work from home.
 - Paypal accepted.
 - Personalized items.
 - Ship within 24-48 hours.
 - No inventory, low risk.

At the bottom left, there is a "LOG IN" section with fields for Email and Password, a "Remember me next time" checkbox, and a "Log in" button. At the bottom right, there is a "We are ..." section with a yellow background, stating: "An online marketplace that allow sellers and buyers to create, buy and sell a wide variety of unique designs of products. We also offer drop shipping, which is a type of selling in which the eBay sellers do not keep products in stock, but instead passes buyer's order and shipment details to us for delivery to the buyers directly."

I'm not going to elaborate too much about this site here. You can simply click into the site and find out what they do.

There're a number of services they can provide. If you'd like to create your own web site and utilize their direct ordering system, you can try their [VIP Domain Stores](#) service

In this book, we'll focus in the eBay business. Therefore, the service you need from them will be the [Drop Shipping](#) service. Again, just take a look at their detailed explanation and you'll know how it works

Another reason that you can probably do well with their products: all items can be customized yourself by attaching any image file from your choice. Remember we talked about the key to success in eBay is your price strategy? The fact is there's another key success factor: Uniqueness of your products. Because you can customize your items with your own design, that's why you don't need to worry too much about the price war as long as your designs are popular. But how to know what designs can sell? I'll show you later.

Can you really make profit with Giftamax's products? Let's do a simple research we've just learnt:

What is Giftamax's supplier cost? Click [here](#).

By joining their reseller program, the per unit item cost is the only thing you have to pay. There's no additional handling or shipping cost. So your budget calculation is pretty easy.

For example, the cost for a Cigarette Money Case is \$8.49.

#	Product Name	Reseller Price	Dropship Fees
217	Cigarette Money Case Hot New	\$8.49	0
218	Hip Flask (6 oz) Hot New	\$9.99	0
222	Flip Top Lighter Hot New	\$7.99	0
224	Wallet Hot New	\$7.99	0
223	Long Wallet Hot New	\$8.99	0

Anybody selling similar products in eBay? And how much?

Item Title	Quantity	Current Price	Original Price
Cigarette case/money tin *NEW* BETTY BOOP *SMOOCHES	10	\$6.62	\$17.66
Cigarette case/money tin *NEW* BETTY BOOP *BLUE	5	\$3.31	\$17.66
Cigarette case/money tin *NEW* EXCELLENT TIGER	0	\$8.82	\$11.04
SILVER AND CHROME CIGARETTE MONEY CASE WOLF	1	\$7.05	\$11.04
SILVER AND CHROME CIGARETTE MONEY CASE "silvester"	0	\$7.05	\$8.83
Cigarette case/money tin *NEW* LEOPARD WORLD	1	\$7.05	\$8.83
Beautiful Fractal Cigarette Money Case - CM025	0	\$7.05	\$8.79
	0	\$0.99	\$4.95

I can find quite a number of similar items in eBay by typing the keywords “Cigarette Money Case”, selling around \$20 including shipping. Remember that Giftamax doesn’t charge you any additional shipping cost? Therefore the shipping & handling you charge your customers is also your profit.

$$\$20 - \$8.49 = \$11.51.$$

So not a bad profit margin, huh?

Of course, we still haven’t calculated the eBay & Paypal cost. In next section, we’ll talk about how you should price your items after you’ve determined what to sell.

Since there're hundreds of items available in Giftamax. Just do a similar research on other products. If you have particular preference on certain items, you can try to do a more thorough research. Try to find out a few Powersellers on those items. You can learn a lot from them. In the next section, we'll tell you more how other Powersellers can help your business. Don't treat them as enemies. The more Powersellers you can find who are selling similar products, the bigger the demand you can expect. The eBay marketplace is just so huge. As long as you remain your uniqueness in your product designs, you'll definitely sustain well.

One more thing to remind you about Giftamax. If you're really interested to join their reseller program and utilize their drop shipping service, you'll need to pay for their membership fee. The reason they charge for a membership fee is to ensure that they're working with serious sellers instead of just an end customer ordering 1 or 2 pieces only. Also, the membership fee will be used for the maintenance of their equipments and online customization system. When I'm writing this book, their membership scheme is free trial for the first 30 days, then \$19.95 per month. To be honest, I don't think it's a very big money to invest. And I do think the free trial period is quite enough for an evaluation. So if you treat it as a real business, just include it in your budget calculation.

Now you know there're hundreds of items you can sell after linking up with Giftamax. But what kind of images should you use to customize your items? How can you know what kind of styles can sell?

Before we move on to talk about the images, let me remind you one required skills I mentioned at the beginning of this book, i.e. you need to have certain skills in image editing. Learn it yourself or find someone to help. When we move on to the next section, I'll assume you can follow with the required skills.

What Should you Customize to Sell?

Have you done a thorough research on the items available in Giftamax and determine what you'd like to sell?

Let's say you have determined to sell Belt Buckle. Do a quick research in eBay and you have located a few Powersellers or High-Volume Sellers (sometimes some high-volume sellers don't take the Powersellers status. I don't know why).

Can you see what they're selling? This is where you can start. What a frequent seller sells is actually something popular in eBay. You can start searching for some similar images from anywhere you can think of. Google and Yahoo image search is one of the key areas you can explore. At the end of this book, we'll list you a few more useful resources where you can download tons of images.

Let me show you once:

BELT BUCKLE BLACK PUG DOG PHOTO CUSTOM BUCKLES

You are signed in Watch



[View larger image](#)

Starting bid: **US \$0.99** [Place Bid >](#)

End time: **Aug-01-07 05:14:37 PDT** (5 days 8 hours)

Shipping costs: **To United States -- US \$8.99**
Canada Post USA Letter-post
Service to [United States](#)
[\(more services\)](#)

Ships to: Worldwide
Item location: **CHECK OUT OUR EBAY STORE, Canada**
History: [0 bids](#)

You can also: [Watch This Item](#)
Get alerts via [Text message](#) or [IM](#)
[Email to a friend](#)

Listing and payment details: [Hide](#)

Starting time: Jul-25-07 05:14:37 PDT
Starting bid: US \$0.99
Duration: 7-day listing

Payment methods: **PayPal** (preferred),
Money order/Cashiers check
[See details](#)

Meet the seller

Seller: [elitecharms](#) (14640) Power Seller

Feedback: **99.8% Positive**

Member since Jun-18-05 in Canada

- [Read feedback comments](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- View seller's other items: [Store](#) | [List](#)
- Visit seller's Store: [Elitecharms](#)

Buy safely

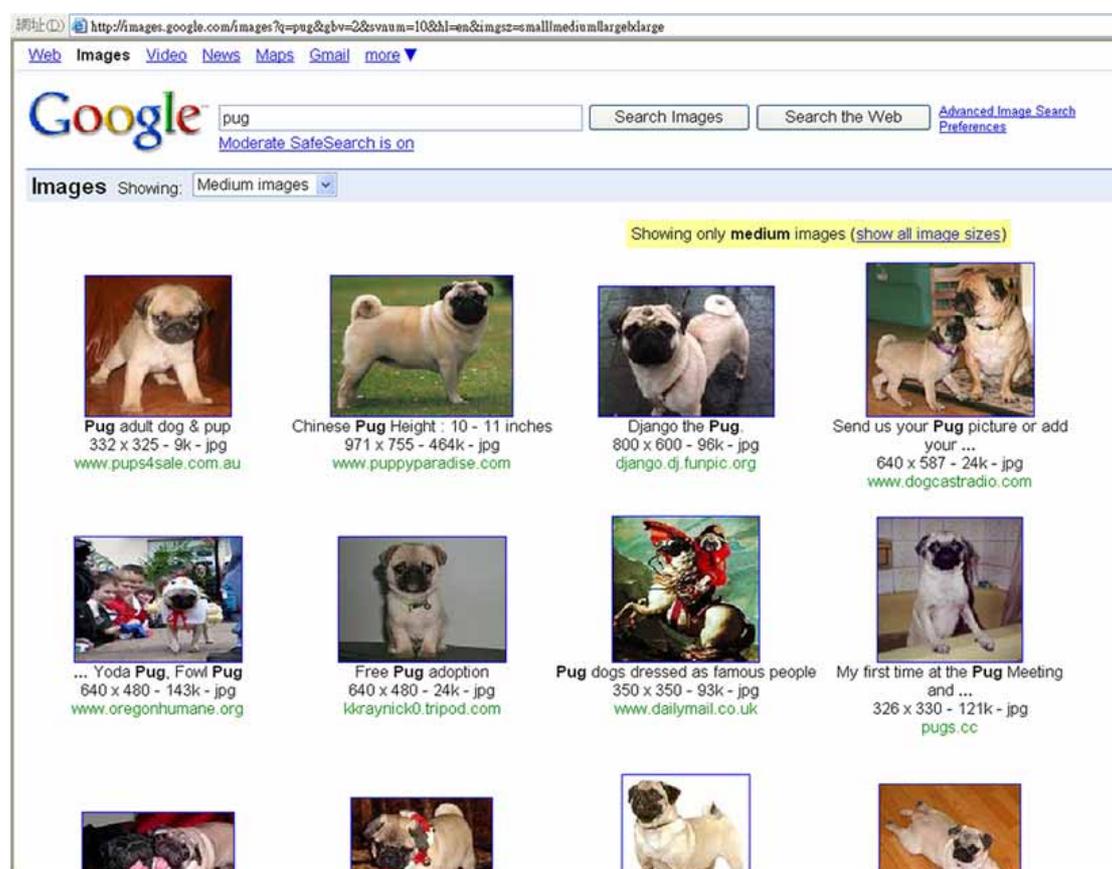
1. **Check the seller's reputation**
Score: 14640 | 99.8% Positive
[Read feedback comments](#)
2. **Check how you're protected**
PayPal Up to \$2,000 in buyer protection.

Description

Elitecharms

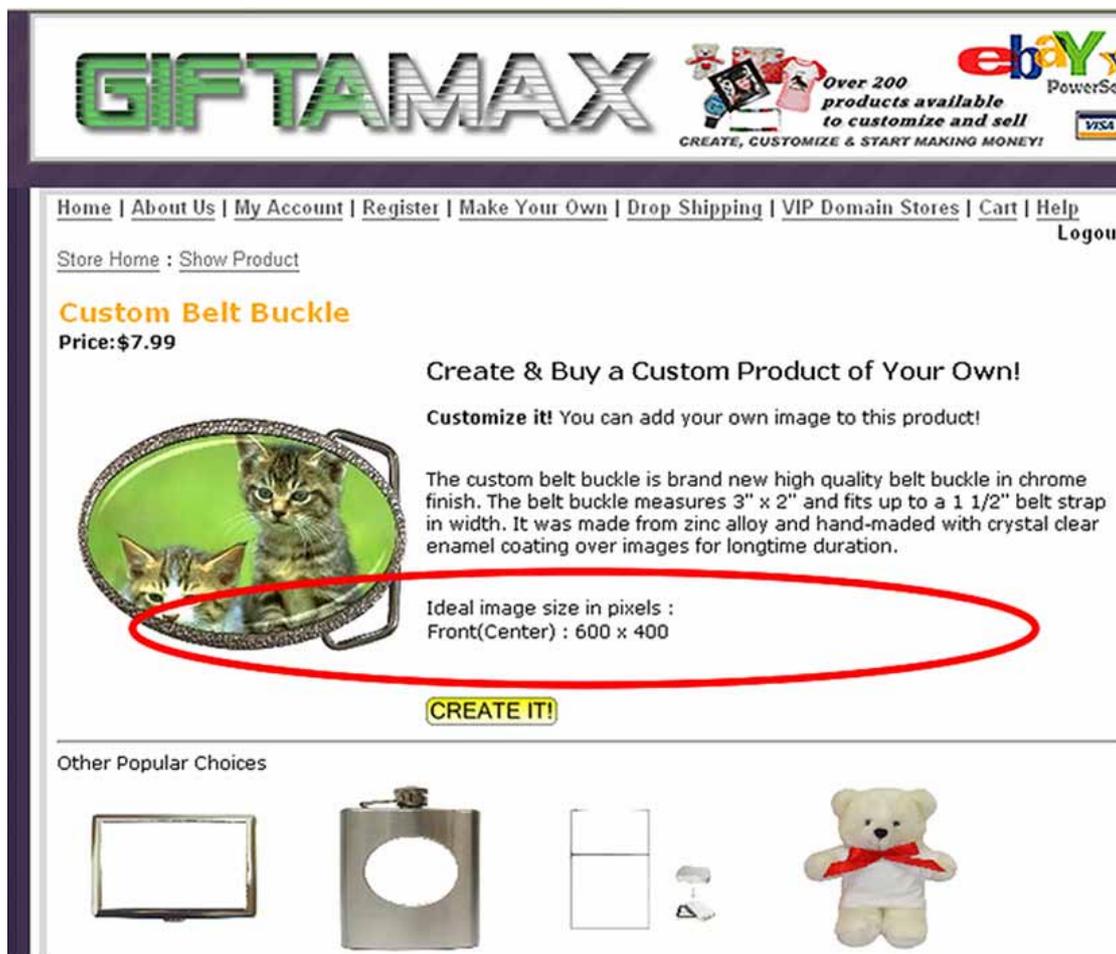
You can search of a lot of similar images in Google or Yahoo. But pay attention to the copyrights before you know you're allowed to use the image for your own use.

When selecting images to download, try to download some higher-resolution ones. If you want to know if the quality of your image is good enough for the products, try to enlarge the image in your screen to a similar size of the final product (e.g. if you're going to attach the image to a 18" x 15" x 6" Tote Bag, then the printed image will be more or less the same as an image enlarged to the full screen of your monitor. If you're doing a much smaller item like 1" button, then a lower-resolution image will still be OK).



After downloading the image, you may need to do some simple editing (resizing, removing some useless areas, adding text, etc). Here you'll need to use your graphic program to help.

To know what size of image you'll need for creating your item, check out the advice from Giftamax:



GIFTAMAX Over 200 products available to customize and sell. CREATE, CUSTOMIZE & START MAKING MONEY! eBay PowerSeller

[Home](#) | [About Us](#) | [My Account](#) | [Register](#) | [Make Your Own](#) | [Drop Shipping](#) | [VIP Domain Stores](#) | [Cart](#) | [Help](#) **Logout**

[Store Home](#) : [Show Product](#)

Custom Belt Buckle

Price: \$7.99

Create & Buy a Custom Product of Your Own!

Customize it! You can add your own image to this product!

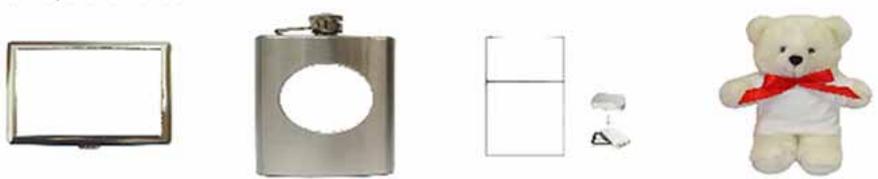


The custom belt buckle is brand new high quality belt buckle in chrome finish. The belt buckle measures 3" x 2" and fits up to a 1 1/2" belt strap in width. It was made from zinc alloy and hand-made with crystal clear enamel coating over images for longtime duration.

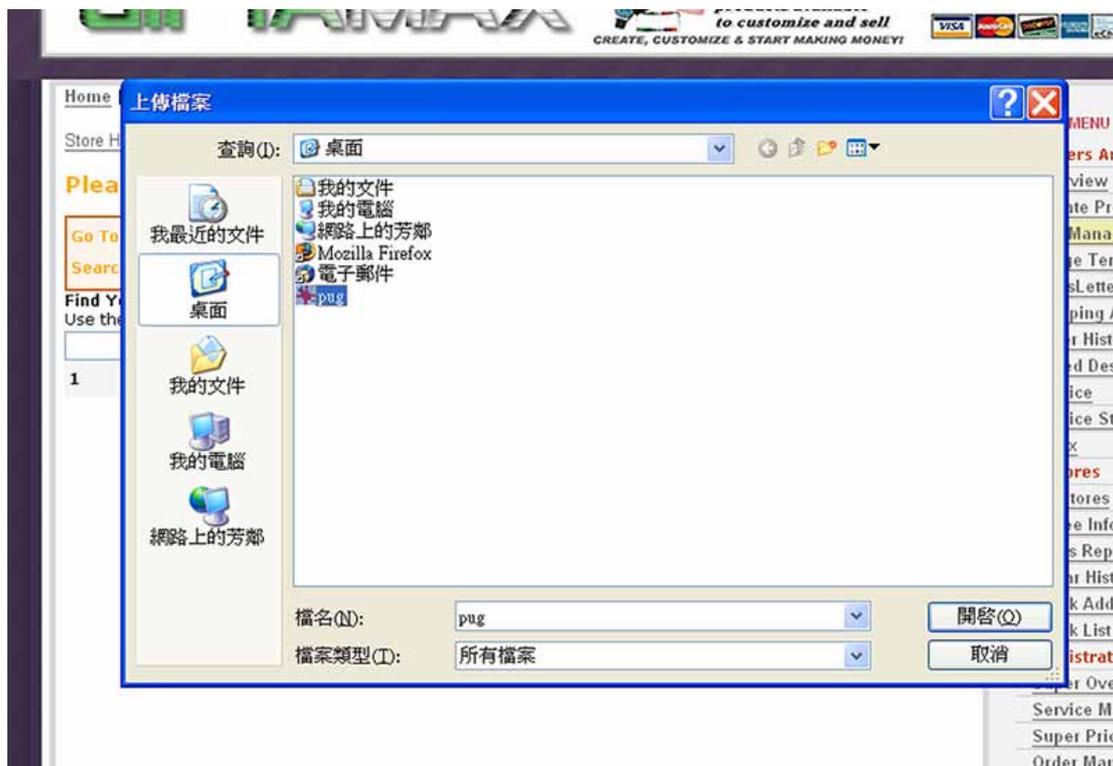
Ideal image size in pixels :
Front(Center) : 600 x 400

CREATE IT!

Other Popular Choices



Now upload your edited image to Giftamax



Then you can follow the steps in the site to select the image and attach on the items you want. A sample item image will be created. You can use it for your eBay listing then.

[FREE: Edit](#) [Category](#) [Default Setting](#) [Product List](#) [Add Product](#) [Store Price](#)
[Reseller/VIP: Section](#) [My Template](#) [Add Template](#) [Bulk Add](#)
[VIP: Invoice](#) [Shipping Price](#) [Custom Page](#) [Coupon Manager](#) [Data Feeds](#)

[Design Product](#) [Product Information](#) [Return to Product List](#)

Custom Belt Buckle
\$7.99



[View Larger Image](#)

Design Your Product



[Remove this image](#)

Image Height
2.32 inches

Horizontal Offset
0%

Vertical Offset
0%

Rotate
0

Ideal image size in pixels :
Front(Center) : 600 x 400

The item number you can find is the reference you'll use for placing orders to Giftamax. The image file you upload will be saved in the server and used for creating the final products. Once you're familiar with the system and would like to create hundreds of products at once, you can use the Bulk Add function. You should be able to find more help in the site.

Investment Budget and Pricing Strategy

Now you have determined what to sell. Then you have to think about your pricing strategy and investment budget. Remember you should not raise a price war when you don't have to. The reason you pay your effort in eBay is for making profit. And since your products are coming with certain uniqueness, you should position yourself well.

Let me make an example by one of my eBay accounts, selling mouse pads.

- Store inventory items posted each month: 1000
- Auction items posted every day: 20, i.e. 600 listings per month
- eBay store monthly subscription fee: \$15.95
- Giftamax monthly membership fee: \$19.95

Remember you must select certain items from your list to sell in Auction Format though it's much more expensive than Store Inventory Format. It's because the Auction Format gets a higher priority in customer's product search. If you only have Store Inventory, you can hardly get any traffic to your items. So the right strategy should be posting some auction listings, pulling traffic to your listings, then with a link back to your store in the auction page, your store inventory can also get a chance to be visited.

After doing research, I decide to sell my mouse pads at \$5.99 + \$5.99 Shipping. Not the most expensive nor the cheapest, but with reasonable profit margin. Though I don't need to pay for any shipping fee to Giftamax, I still split up the total price into a selling price + shipping price. In this way, I can save some eBay cost as eBay charges transaction fee based on the selling price when you sell an item successfully. However, the shipping cost must be reasonable, or it may violate eBay's policy about Excessive Shipping Charges.

When posting items in eBay, you'll need to pay extra for using their Gallery service. You have to realize that most customers are attracted to your items because of your pictures. When they search and look around thousands of listings in eBay, it's quite unlikely they will go into your item page if they don't what you sell by a quick glance.

For the price settings for store inventory items, I set \$2 more expensive than the auction items. It's a strategy to earn more profits. If the customers want to get the items immediately, then they have to BUY IT NOW at a higher price. If they don't mind waiting until auctions end, they may have a chance to buy at a better price.

I offer shipping discount when people buying more than 1 item at a time. In this way, hopefully I could encourage people buying more items at the same time, less profit per item, but more profit in total. You may think about and see if this strategy also suits you. By ordering from Giftamax, your work doesn't differ much between placing order for 1 item and 100 items. Now I charge \$5.99 for the 1st item and then \$3.99 for each additional one.

Now after selling in eBay for a period of time, I know the sales conversion rate of my items. But as a new eBay seller, you may need to estimate at the beginning. And don't be too optimistic in your estimation. It's also true that certain customers may have hesitation to buy from a new seller. So the sales at the beginning will be slow for you. Be patient. Everyone needs to get thru this stage before they can make real money as a Powerseller. Now as a Powerseller, my sales conversation rate is about 40%, i.e. about 8 items sold per day.

OK, with all details, we can start our budget calculation:

Fixed cost I have to pay, i.e. even without any sales, I still need to pay and that will be my risk of loss:

- Store inventory items posted each month (listing + gallery):
 $1000 \times (0.05 + 0.01) = \60
- Auction items posted every day: 20, i.e. 600 listings per month (listing + gallery):
 $600 \times (0.4 + 0.35) = \450
- eBay store monthly subscription fee: \$15.95
- Giftamax monthly membership fee: \$19.95

Total fixed cost: $\$60 + \$450 + \$15.95 + \$19.95 = \$545.90$

Cost I have to pay after my items sold (8 items sold per day, and around 50% auction items sold at \$5.99 + 50% store inventory items sold at \$7.99):

- eBay transaction fee for store inventory items:
 $\$7.99 \times 10\% \times 4 \times 30 = \95.88
- eBay transaction fee for auction items:
 $\$5.99 \times 5.25\% \times 4 \times 30 = \37.74
- Paypal fee for store inventory items:
 $(\$13.98 \times 3.4\% + \$0.3) \times 4 \times 30 = \93.04
- Paypal fee for auction items:
 $(\$11.98 \times 3.4\% + \$0.3) \times 4 \times 30 = \84.88
- Item cost paid back to Giftamax:
 $\$3.49 \times 8 \times 30 = \837.60

Total cost for items sold: $\$95.88 + \$37.74 + \$93.04 + \$84.88 + \$837.60 = \1149.14

Total sales payment received (120 pieces from store inventory and 120 pieces from auction): $\$13.98 \times 120 + \$11.98 \times 120 = \$3115.20$

Net profit per month: $\$3115.20 - \$545.90 - \$1149.14 = \1420.16

Now you know how to calculate your budget. One point you have to bear in mind is that your sales volume at the beginning will be slow when you are new to the market. Also, lack of item choices may be another reason customers don't stay in your site for too long. It does take some time before you can have thousands of items in your eBay store and encourage your customers buy more from you. Don't worry too much if you find you can't reach the scale like mine. It's understandable. But my suggestion is: just start from a small scale. Even with only 40 or 50 items ready in your list, post them up and start making little sales. You may have little loss at the beginning when the sales are not enough to cover your cost. But if you treat it as a serious business, certain investment is a must.

Once you get in track and prove your strategy profitable, you may start expanding your scale by creating more items with different designs, or creating different items with the same designs. Either way you should expect your profit may grow as you wish.

Hidden Secrets for More Sales

In fact, you don't need to read this section before you can start your eBay business. With all details in previous sections, you have got all you need to know to start selling. But before we say goodbye, I'd like to get you some more hints which could help you get more sales

[Auctiva](#)

Remember I asked you to open an account in Auctiva? It's a 3rd party eBay solution that I think really useful. And the best thing is: it's free of charge.

There are several things Auctiva can help you sell better. Just let you know some:

- Free template making your eBay listing more professional even you don't know any HTML. Also similar service in eBay, but not free.
- Multiple pictures can be posted in each listing. And hosting all your pictures in their service without any charge. But in eBay, multiple pictures require extra fee.
- You can schedule your listings to be posted at your preferred time. Again, eBay charges you extra fee to do so.

There're also a lot more benefits you can get from Auctiva. You may check it out in their site.

MEMBER SIGN IN

Username:

Password:

Remember me

[LOG IN](#) [REGISTER](#)

[Secure Sign In](#)

[Forgot Your Password?](#)

REGISTER NOW !

Auctiva is the only *simple & free* online auction software for eBay sellers

- IT'S FREE.**
Free image hosting. Free templates. Free scheduling. Free online auction software. Free storefront and scrolling gallery.
- IT'S EASY.**
Easy to get started, easy to use, easy to understand.
- SAVE TIME.**
Auctiva offers world-class reliability with distributed architecture, allowing better auction management when eBay servers are down.
- EARN MORE.**
Increase your bottom line with Auctiva's innovative revenue-sharing features.

TESTIMONIALS

Auctiva is the best and most helpful auction management tool for eBay I have found. I do see an increase in my sales which I credit to the scrolling gallery!

[r. rafela_serae \(127 ★ \)](#)

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FREE AUCTION SOFTWARE

Auctiva's powerful eBay auction tool is completely free! Free unlimited image hosting, free templates, free scheduling and more! Register today and you'll have access to this innovative online auction software that is sure to set the new standard in auction management!

[SIGN-UP NOW](#)

ONE PAGE LISTER

Create and list eye-catching auctions in less time, with less effort and for less money. Auctiva provides users with customizable, exciting templates within our one-page listing tool that will help you to create awe-inspiring auctions.

It's simple.

[SIGN-UP NOW](#)

FREE TEMPLATES

Access HUNDREDS of template options and formats, for free! Improve the look and feel of your auctions, and establish your brand using Auctiva's easy-to-implement, professionally designed templates! Take a look through our [FREE Auction Template Gallery!](#)

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More Image Sources

Downloading images from Google and Yahoo is easy. But sometimes you'll find it difficult to locate some quality images in certain areas and themes. So you may want to take a look at below paid sites. Of course you'll need to pay extra on this. But again, if you treat it as a business, try to take a good look and see if it's worthy to spend some money for exchanging your time in some other more productive roles. Just click on below links and you can take a quick look and see what they can offer you.

Clipart.com

Photos.com

PhotoObjects.net

AbleStock.com

In order to save your cost, you may schedule your time better and subscribe the membership of the lowest fee. For instance, Photos.com charges \$99.95 for a month. Then in this month, you should focus in searching for the images you think useful and download to your own PC. If you can download 2, 3 thousands of images, that should be more than enough for your product creation in the next half to one year.

Try Understanding More of your Supplier

While you're preparing your items to sell in eBay, I'll suggest you to order a few items from Giftamax. Even you don't need to keep any stocks when you're working with this supplier. But to have a look at the final products yourself will definitely help you understand more of products.

Compare between the sample images and the real products and see if they are really good as you expect. See how the package is done and so you can know how to answer related queries from your future customers. Evaluate the transit time and see if it's within the acceptable level.

It'll help much on your future business.

Little Tricks to Speed Up Your Sales

eBay is a marketplace based on trust. As you can imagine, if you start selling with zero or just a few feedbacks, customers would tend to move away to other sellers. So how turn it around more quickly at the beginning? Try to be a buyer first.

You can also earn feedbacks as a buyer. If you can start with 10+ or 20+ feedbacks when you start selling, people would have much more confidence to buy from you for sure. Therefore, try to find something you need. Buy it in eBay instead of anywhere else. You can also try to locate some ebooks and informational products that you find interesting. These items usually sell at low price.

If you start by doing some purchases first, there are several benefits:

- Earn feedback
- Get the items you want at a good price with lots of choices in eBay
- Understand the buying process. Then you know what process your future customers will go through. That can help your communication with them much.

eBay Basic Store

If you're serious to build a profitable business in eBay, there're no reasons you don't subscribe to their Basic Store. A lot of benefits you can enjoy by paying a small fee. Just name some of them:

- You can post Store Inventory Listings, much lower listing fee and longer duration.
- Free Selling Manager (original price \$4.99 per month). With selling manager, it makes your life much easier, e.g. sending bulk notice to customers, leaving feedback in bulk, monitor sales performance with simple graphs and statistics, categorized tasks for your easy follow up, etc.

A lot more benefits not mentioned here. You can take a look at eBay.com and find out more.

You've got all you need to know now. Start selling NOW. Happy eBaying!!
End of Book