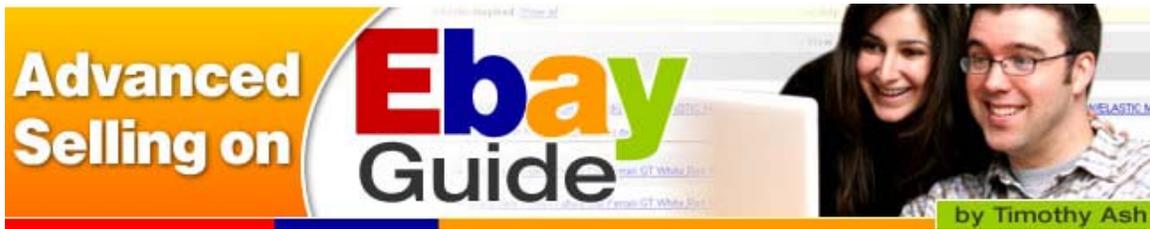


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Advanced Selling on Ebay Guide.

By Timothy Ash

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About the Author

I'm Timothy Ash, successful eBay Seller.

Much of the information in this guide is from my years of trial and error. It helped me then and still helps me to this day.

And, it has saved me many dollars over the years.

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1. Should I Open an Ebay Store?

Should I open up an Ebay store, or only use auctions to sell my merchandise?

And, if so, what percentage of store items should I list, and what percentage of auctions should I list?

Hint: Knowing this will pretty much determine your survival on Ebay.

Thousands of sellers didn't know this in 2006, and went belly up.

Yes, you should open a store.

Why?

Because you only have to pay a final value fee when the item sells, and the listing fees are cheap; around 11 cents if you add a gallery image.

With auctions, you have to keep re-listing the same item every 7-10 days. And, the listing fees add up quick if the item doesn't sell.

Only list your best selling items in the auction format; the ones that will sell every week. Add as many keywords in the title as possible in those auction listings.

For example, my company sells DVDs, so one of our auction listings might be named "Tony Hawk Trick Tips Skateboard Skateboards DVD Video Movie."

Get the picture?

If someone types in the exact name of the DVD, "Tony Hawk Trick Tips DVD", then there is a good chance my store listing will show up in the eBay search.

But, if someone types in a general term like "Tony Hawk", it won't show up because there are too many Tony Hawk auction listings.

When that happens, the store listings are not displayed at all. So:

- 1) **Auctions** are there for stragglers that type in general search terms.
- 2) **Stores** are for buyers that type in exactly what they want.

The goal is to have 95%-98% of your listing as store items and 5% or less as auction listings. Also, remember to let eBayers know about your eBay store.

Add **BOLD** comments to your store listings:

"Please check out our EBay Store for all of your **favorite skateboard DVDs**. We have **over 200 titles** ready to ship right now!!!"

And, now for one of the best reasons to open a store; it gives you more web pages to submit to the search engines!

This is huge!

The web addresses that EBay generates for store items have the complete titles in them, and any other keywords that you may have listed in the title, like "DVD, video, movie, film", etc.

Note: After you list an item on EBay, it takes a few minutes for the web addresses to change from a basic one to a specific one with the title and keywords in it.

After you create an EBay store item, you need to wait a few minutes before you submit it to the search engines. Here is an example of an EBay-generated web address for a DVD that I am currently selling in my EBay store, called "Future \$ellout\$.";

http://cgi.eBay.com/Future-Sellouts-Sell-Outs-ellout-Skateboard-DVD-Video_W0QQitemZ220049757162QQihZ012QQcategoryZ79783QQcmdZViewItem.

Notice the title, and also all the keywords in the web address; skateboard, DVD, video.

If someone types in a general term like "skateboard DVD", it can show up on Google.

And, it gets better. Check this out.

EBay and Google have a special relationship. EBay pays Google for higher placement on their search engine!

So, let’s say that you have 40 items listed in your EBay store. That gives you 40 different web pages to submit to the search engines each month that can greatly increase traffic to your EBay store.

Let’s try something. Go to Google.com right now.

Type in "*habitat regal road in mono DVD*" (that’s the name of a video we currently sell). Our EBay seller name is "skateboardvideos".

Look at the results. See any EBay listings in the top 5 positions? At the time I wrote this guide, our EBay store listing was number one. Also, look at the advertisements at the top of the page. See one that says "Habitat Regal Road in Mono Skateboard DVD Video - \$3.00 - eBay"? Yep, that’s mine too, and it didn’t cost me a red cent. It’s from sending my EBay listings to the search engines and using the Google Base Store Connector, something every EBay seller should be doing on a regular basis.

Try another example. Type in "*future \$ellout\$ DVD*" on Google and see what comes up. You will notice my listing from EBay, and also a listing at the top of the page that says "snotboards.com" next to it, which is my business website. Check out the example below.



What is the **Google Base Store Connector**? It is a program that, basically, sends all of your EBay store pages to the Google search engine. Use it at least once EVERY month. This is one of your most powerful tools, so please **keep it our secret!**

You can get it free here:

<http://base.google.com/base/storeconnector/index.html>

Keep in mind that Google has a new payment system that directly competes with Paypal. So, the eBay and Google partnership could dissolve in the future.

Businesses always have to evolve. Be prepared.

Note: It is useless to send auction pages to the search engines. By the time that they are posted to Google, the auction will have already expired. EBay store items, however, can be listed on Google for months. To sum it all up, Google and EBay are in business together, and that can give your store items free exposure on Google.com.

I'll explain how to submit your store pages to the other search engines later in this guide.

2. Should I Get My Own Website and Also Use EBay?

Hint: You might know the answer to this one, but you probably don't know why. A website does a hell of a lot more than just sell products.

First, let's state the obvious. Yes, you should have your own website. It gives your customers and prospects a cheaper way to buy items from you 24 hours a day.

The items on your website should be cheaper than the items you have listed on EBay.

Your goal is *not* to rely on EBay, but **to use EBay to get prospects and customers to your website, where there are no EBay fees.**

Remember, EBay cares about their stock price and their quarterly earnings. So, if they need to raise EBay fees in order to makes those numbers look good, they will.

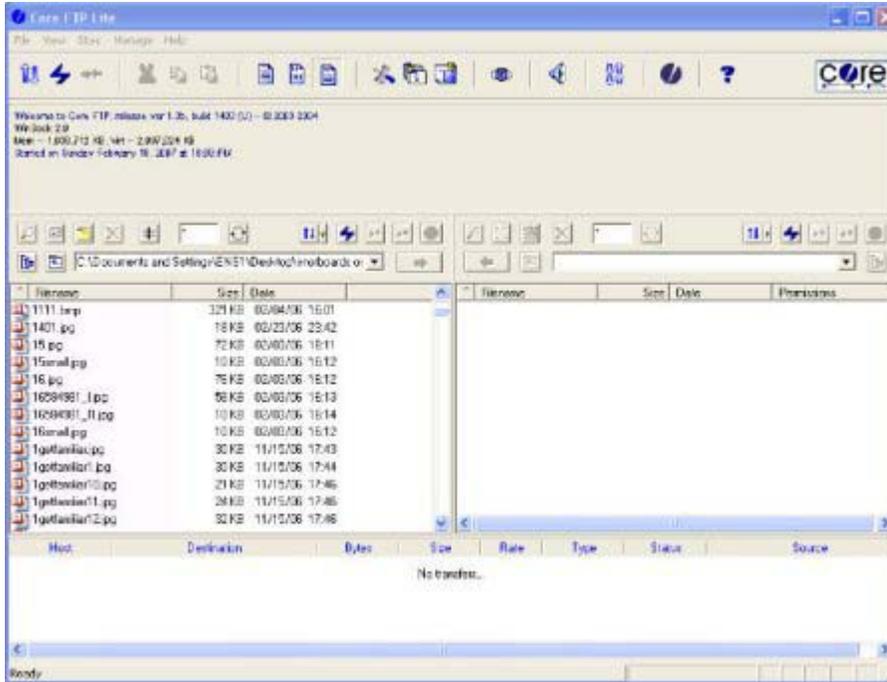
Someday, it may be too expensive for you to sell on EBay. So, you need to be ready to leave if needed. Check out our website, www.snotboards.com.

We use Paypal.com for credit card and check processing, so it is just as fast and easy as EBay. Our web hosting company is readyhosting.com. They are pretty easy to deal with and also inexpensive; maybe \$99 a year. Your domain name might be a little extra. Don't ever go for the cheap web hosting companies because they will probably set you up with a very slow website.

To upload and edit your web pages, you will need an FTP program (file transfer protocol), like **Core FTP**. You can find it here:

<http://www.coreftp.com>

There are many other free FTP programs available online.



Note: If you don't know how to design a webpage, send me an email. I have a graphic designer I use, that does good work for cheap; usually around \$200-\$300 for a nice looking website. Or, you could look online for html instructions.

Designing a basic website is much easier than you think. You can still run a successful business without your own website.

Just keep in mind that, you would be at eBay's mercy. If they want to raise fees, they will.

Build Your Mailing List

Every time you get an order, you need to save the customer's email address in a text file (.txt) on your computer. You will use this text file to send bulk emails to your customers every time you have a new product or a sale.

List one address per line. Don't use any commas to separate the email addresses.

Your bulk emails will be sent from your web hosting account. Email Readyhosting, or whoever your web hosting company is, and ask them for permission to send 10,000 emails per hour to your customers. If you tried to send 10,000 emails on AOL, or anywhere else for that matter, your account would surely get suspended.

I will go into detail a little later about what bulk email program you need to get.

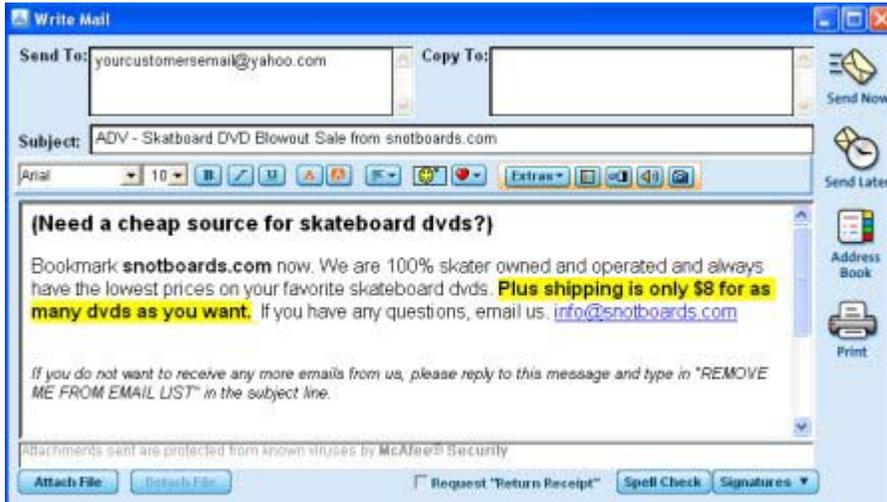
Just keep in mind, you need to stay connected with your customers in order to keep them coming back to your website.

Note: Readyhosting will ask you to email a sample bulk email. It must meet certain criteria in order not to be considered spam. Just follow these rules:

Put "adv" in the title. This means it's an advertisement.

Put this statement at the end of the bulk email: "If you do not want to receive any more emails from us, please reply to this message and type in "REMOVE ME FROM EMAIL LIST" in the subject line."

Here is an example:



3. How to Email Your List About a New Product.

Your new product just hit the shelves. How do you email 100 people, 1000 people, or even 10,000 people at a time? AOL won't let you!

Hint: You need a simple program that can do all of this. I'll tell you which one to get. This is pretty easy. Go to: <http://www.marketing-2000.net/pm.htm> and buy **Prospect Mailer**.

It is an easy-to-use bulk email program and the directions are listed on their website. It only takes a few minutes to send out 1000 emails with this program.

You will need to use your Internet Service Provider's mail server to send out all of these emails. This is why you need your own website.

I like Prospect Mailer, because it allows you to copy and paste images directly into your email message. Many bulk emailers on the market can't do that.

Note: I would stay away from companies that sell bulk email services. They are a huge pain to set up. For a few bucks, I can send out emails for you if needed. Let me know.

4. How Do I Calculate eBay Fees Quickly?

How do I calculate EBay auction fees quickly?

And, how about EBay store fees?

How about the fees from a sale on my personal website?

How do I calculate profit quickly if someone wants to buy several different items from me and wants a deal?

Hint: I will show you how to do this fast, so you can email your prospects back quickly with the answers.

If you are reading this, then you have already received an Excel file to calculate EBay auction + Paypal fees, EBay Store + Paypal fees and Paypal fees.

Notice the example below.

1	Item Description	Wholesale Cost	Retail Price	Shipping You Charge	Ebay/ Paypal Fees	Ebay Store/ Paypal Fees	Any Additional Fees ?	Actual Shipping Cost	Ebay Auction Profit	Ebay Store Profit
2	example product 1	\$15.00	\$24.95	\$10.00	\$7.32	\$7.84	\$2.00	\$0.00	\$6.57	\$8.11
3	example product 2	\$19.00	\$24.95	\$12.00	\$0.00	\$2.00	\$0.00	\$0.00	\$0.00	\$0.00
4					\$0.00	\$0.00			\$0.00	\$0.00
5					\$0.00	\$0.00			\$0.00	\$0.00
6					\$0.00	\$0.00			\$0.00	\$0.00
7					\$0.00	\$0.00			\$0.00	\$0.00
8					\$0.00	\$0.00			\$0.00	\$0.00
9					\$0.00	\$0.00			\$0.00	\$0.00
10					\$0.00	\$0.00			\$0.00	\$0.00
11					\$0.00	\$0.00			\$0.00	\$0.00
12					\$0.00	\$0.00			\$0.00	\$0.00
13					\$0.00	\$0.00			\$0.00	\$0.00
14					\$0.00	\$0.00			\$0.00	\$0.00
14					\$0.00	\$0.00			\$0.00	\$0.00

You must have Excel installed on your computer in order to use these programs. If you don't, then email me and I'll show you where to get a copy. Most newer computers already have Excel on them.

Note: There are some options in the Excel files that can be changed.

For example, the Paypal fees charged depend on your total volume of sales per month:

If you sell \$0 - \$3,000 a month in merchandise, then your rate is 2.9% plus \$.30 per transaction. That is what your Excel fee calculators are set to.

If you sell more or less than that, then your Paypal rate will be different. We can change the Paypal percentage rate if needed.

Just email me if that is the case.

Also, if you sell in an auction style format, we assume that you will use the 7 day auctions (10 day auctions cost too much money and don't increase sales).

We also assume that you use Paypal for every order.

If you are not using Paypal by now, then you really have no business being on EBay.

Monthly Income	Per Transaction	Transaction Price Example
\$0.00 USD - \$3,000.00 USD	2.9% + \$0.30 USD	You'll pay \$3.20 USD on a \$100.00 USD transaction.
\$3,000.01 USD - \$10,000.00 USD	2.5% + \$0.30 USD Merchant Rate qualification required	You'll pay \$2.80 USD on a \$100.00 USD transaction.
\$10,000.01 USD - \$100,000.00 USD	2.2% + \$0.30 USD Merchant Rate qualification required	You'll pay \$2.50 USD on a \$100.00 USD transaction.
> \$100,000.00 USD	1.9% + \$0.30 USD Merchant Rate qualification required	You'll pay \$2.20 USD on a \$100.00 USD transaction.

Remember, these Excel programs will help you to quickly determine what price to sell your items for and what to charge for shipping.

For example, when someone emails us and wants a special deal on 4 different DVDs, we need to put in:

- 1) The wholesale costs of these 4 videos
- 2) The actual UPS shipping cost
- 3) The shipping amount we will charge the customer

..... and then we determine how much profit we want to make on this order.

This can be done in a few seconds, so you can email your prospects back quickly. Always email your customers back as soon as possible. If you have a day job, get a phone with internet access so you can check your email often.

Prospects hate waiting for answers, and will often buy from the first seller that emails them back.

EBay Auction and Store fees are pretty confusing so please check out this page for an explanation:

<http://powersellersunite.com/eBayfeechart.php>

More Sales and Less Profit per Item or

Should I go for more sales, and less profit per item, or less sales and more profit per item?

Which way will make me more money in the long run?

Hint: We've done both and will tell you what works.

This one is simple. Ask yourself, "What exactly is eBay?"

eBay is a big freakin' garage sale with too many sellers and too much competition.

You need to keep your listing price lower than the competition if you want an item to sell.

It's pretty much as simple as that. Check your competition on every item you sell. Do a search on EBay for a product in your inventory.

Then, ask yourself which seller would you buy from? If it wasn't you, then you have got a problem.

From time to time, you will notice that some items sell like crazy, and then stop moving all of a sudden. This happens all the time, and will probably happen to you, too.

It is usually because there is a new guy on the block selling the exact same item for less. Try to keep these newbies out of the game; sell your stuff cheap. Don't leave any room for someone else to take your sales when you are not looking.

eBay is all about price. Buyers go there for a deal. You could have 100 negative feedbacks, horrible customer service and slow shipping but, if your product is \$1 less than the other guy, you get the sale!

Another reason to sell cheaper has to do with the order in which the listings are displayed. It's pretty plain and simple. Cheaper store items show up first.

Check out the example below for a DVD called, "A Reason for Living." Notice how the store items are sorted; lowest price first.

stores  3 items found for [reason for living dvd](#) in eBay Stores. Learn more about [eBay Stores](#).

Item Title	Price	Store
 Santa Cruz A Reason For Living Skateboard DVD Video	\$16.00 <small>Buy It Now or Best Offer</small>	skateboardvideos
 SANTA CRUZ Reason For Living Skateboard DVD video	\$21.95 <small>Buy It Now</small>	XTRA Action Sports
 Santa Cruz Skateboard Video Reason For Living DVD NEW	\$25.99 <small>Buy It Now</small>	caliskatz skate shop

How Should I Submit My Website to Search Engines?

How should I submit my website to the search engines?

Should I use a paid service for this?

If so, which one?

Don't waste money on any of those search engine services. In my opinion, they are worthless. Instead, just use **Submit Express**. Its fast, easy, and free.

Here is the website:

<http://www.submitexpress.com/submit.html>

Submit Express will ask you for your email address in addition to your website address.

Be sure to enter an email address that you never use, because you will get a ton of junk email in that account.

Submit your eBay store web pages to the search engines every month. Most eBayers don't do this, and that is a HUGE mistake.

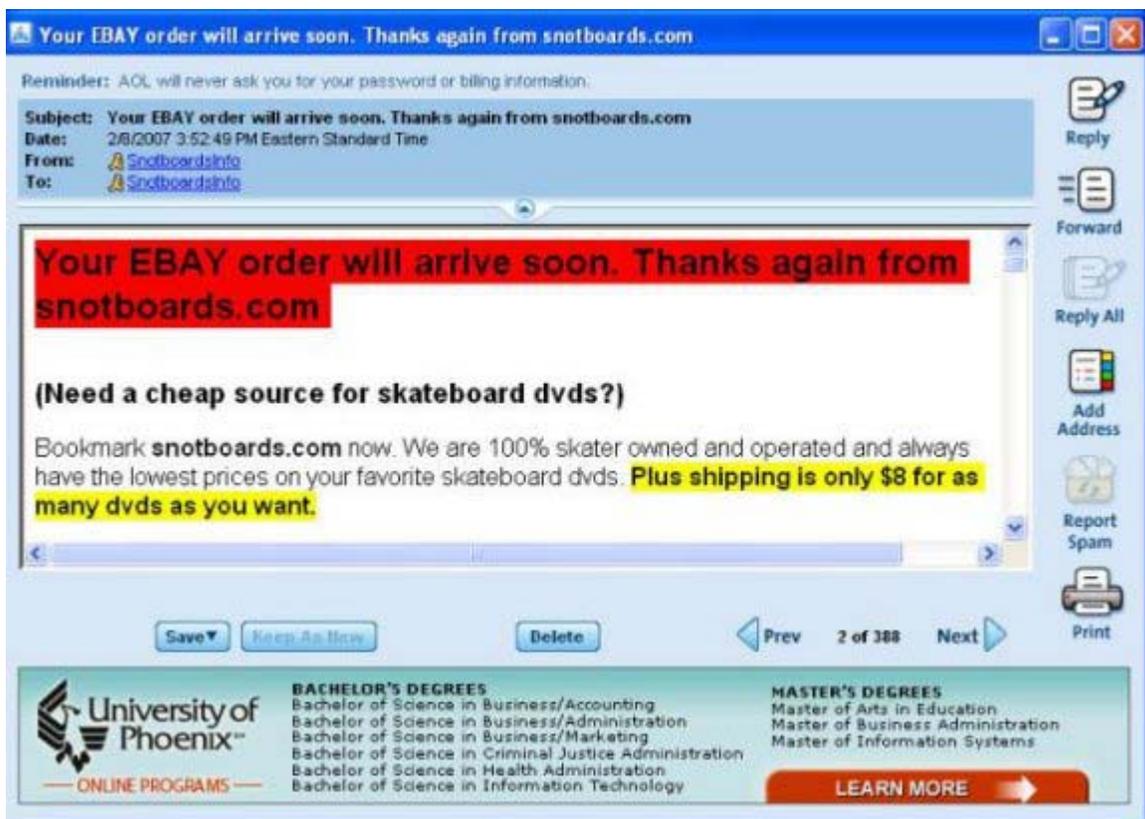
Remember that the Google Base Store Connector takes care of your listings on Google (the most popular search engine) and Submit Express will take care of your listings on all of the other search engines - like Yahoo, AOL, Iwon and Jayde.

7. What Should I Send My Customers After the Sale?

What should I email to my customers after I get a sale?

Save an email or text file on your computer with your complete list of products and prices and include your web address. Email this to every one of your customers right after they pay you.

Let your customers know that they will get a deal when they buy from you again. Do this for EVERY order. Here is an example email that we send out.



8. Can You Advertise in Your Own Auctions?

Can you advertise in your own auctions?

Yes, but do you know how?

It's easy to advertise in your auctions. You can include a text advertisement that says, "WE ARE GETTING RID OF OUR OVERSTOCK. TAKE ADVANTAGE OF THIS AMAZING OFFER. EVERYTHING MUST GO! HURRY - BEFORE IT'S ALL GONE!!!"

Or, you can insert pictures into your auctions for free. As long as your image is online somewhere, then it can be copied and pasted directly into the eBay auction or store description.

This is another reason why you want your own website; so you can host your own pictures online.

Check out the example below for a video from Uprise skateshop.

Description: [click to view](#)

WE ARE GETTING RID OF OUR OVERSTOCK, SO TAKE ADVANTAGE OF THIS AMAZING OFFER. EVERYTHING MUST GO. HURRY BEFORE ITS ALL GONE !!!

Features: Uprise is a pretty well known shop in Chicago, its pretty much all filmed in Chicago so you get to see all the dope cat ramps spots. Great cheap use for max **Stuntin' Josh Koko**, Ben Godfrey, Harel Vega, Jackson Hernandez, John Melton, Jason Gonzalez, Ken Swartz, Larry Stearns, Blake Olson, Ned Erickson, Pat Cook, Brian Ruiz, and many more rippers.

For the lowest possible price on this item, please submit a Best Offer.



We played this DVD in our computer and used a program called Snagit to capture screenshots. Snagit lets you capture and edit anything that is on your computer screen. It's a must have. You can find Snagit here:

<http://www.techsmith.com/snagit.asp>

Why add pictures? Pictures can make a sale.

They really do say it better than 1,000 words and can get your prospect excited about buying your product. At the very least, it will keep the prospect on your auction page longer. So, add pictures that can help sell the product.

Once the pictures are saved on your computer, upload them to your website using **CoreFTP**. Once the pictures are on a webpage, just drag the mouse over them. Then, copy and paste them directly in the eBay auction or store description.

Note: If you advertise a link to your business website in an eBay listing, it will get pulled. If you want to sneak a link on eBay, add it to your "About Me" page. See below.



Favorite Links
Snotboards

Item	Start	End	Price	Title
710000609	Feb-00-05	Feb-25-07 22:00:00	\$15.00	Krus TRUCKS Blow Out SKATEBOARD DVD VIDEO
713738658	Feb-27-05	Feb-12-07 21:00:00	\$50.00	Abec 11 Flatbacks 72mm BSA Longboard Wheels
7195709364	Jun-25-05	Feb-14-07 22:07:46	\$32.00	Abec 11 Hookolz 65mm/76c
718621899	Sep-25-05	Feb-17-07 14:39:47	\$7.00	Tampa AM'05s SKAIFBOARD Contest DVD Video
7195504315	Sep-25-05	Feb-17-07 14:52:15	\$6.00	Thrasher MAGAZINE Beer Helmet skateboard DVD Video
710007029	Oct-01-05	Feb-23-07 21:29:00	\$11.00	Element Trucks SKATEBOARD INSTRUCTIONAL DVD VIDEO
719887878	Oct-01-05	Feb-23-07 21:30:58	\$12.00	THE FIRM RIDING SHOTGUN WITH WEBER SKATEBOARD DVD

9. Should I Overcharge on Shipping?

Should I overcharge on shipping or will that just get my customers mad as hell?

Hint: Knowing the right choice can save you hundreds of dollars every month. Do you know what it is?

Yes and yes.

Sure, one out of every one hundred customers might get mad, but chances are they aren't going to buy your products anyway.

Also, don't think of it as overcharging. Think of it as re-distributing the retail price into the shipping price. You are actually doing the customer a favor and the smart ones will realize this.

By jacking up the shipping, you can sell your product for less, because the lower the listing price, the lower the fees. And, the lower the fees, the lower the price.

Make sense?

eBay can't get their hands on any of your shipping money. That part of the transaction is 100% yours to keep - at least until Paypal gets their hands on it.

So, as long as your product is the cheapest one on EBay, customers could care less if you sell a \$1 Rolex watch with a \$4000 shipping charge. It's your competition that might not like what you are doing, but who cares about them?!

You don't want them to be happy anyway. Remember, by inflating the shipping and decreasing the listing price, your listings will show up higher in the store searches and attract more customers. And, they will also decrease your EBay fees and save you money.

In our case, we save about \$400 a month by doing this!

Remember, “shipping and handling” covers the cost and time it takes to pack up products as well as the shipping company’s charges. The cost for boxes, tape and labels needs to be passed on to the customer. There is nothing unethical about charging a shipping AND a handling fee.

Note: eBay is trying to force sellers to lower their shipping fees by cancelling auctions with so-called “inflated shipping.” They are probably doing this, in part, for the exact opposite reason. By forcing sellers to increase their item prices and decrease their shipping charges, eBay can make millions in additional profits.

However, sellers are not buying into this ridiculous notion. Instead, they are just changing their shipping preferences to say UPS Ground shipping, while still using a cheaper service, like priority mail. So, at the very least, I think inflating your shipping by a few bucks is fair and won't upset too many eBayers.

10. Can I Get Shipping Supplies for Free?

Can I get shipping supplies for free?

Also, where can I get cheap boxes?

Hint: We have a secret source where you can buy boxes for a few cents each!

First off, the free stuff. The United States Post Office (usps.com), FedEx (fedex.com), and UPS (ups.com) all give out free shipping supplies... boxes, envelopes, labels, forms, etc.

So, if you are going to ship with one of these companies, then go to their website and sign up for a free account. You will need a USPS account and a UPS account to ship on Paypal, so sign up for both of them at the very least.

Once you have an account, you can order all of these supplies for free. **Note:** **USPS** provides free supplies for priority mail and express mail, not first class mail, parcel post, or media mail. **UPS** and **Fedex** supply free shipping supplies for use with their expedited shipping services, and not their ground services.

If you need inexpensive boxes for parcel post, media mail, first class mail, UPS ground, or FedEx ground, then you may want to try to get your hand on some pre-cycled boxes. These are boxes with defects, like misprints. You can usually get these for dirt cheap.

Here is a good company that sells pre-cycled boxes: <http://gandaprecycling.com>

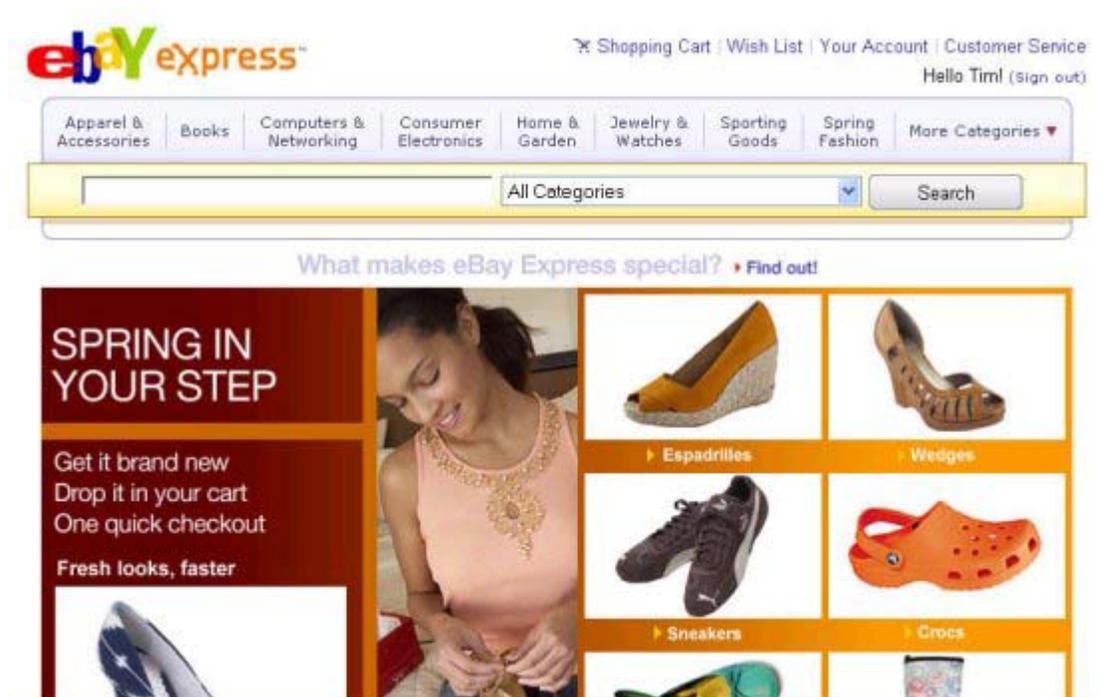
Key	All Length, Width and Height Dimensions are in Inches			Length	Width	Height	Item Description	Test	Available Qty.
RSC J6				6	4 1/4	2 1/2	New plain Kraft	32	2310
RSC				7	6	6	New Plain Kraft	32	2283
RSC				7 1/2	5 1/2	33 3/4	New Plain Kraft	32	1907
RSC Snowboard?				8	8	36	New Plain Kraft	200	117
* FDW= Foreign Double Wall * Stitch or Stitched= Stapled * FSW= Foreign Single Wal									
RSC Wakeboard?				10	10	42	New Plain Kraft	200	132
RSC J13				10 7/8	8	4 3/4	New Plain Kraft	32	2048
RSC				11 1/2	11 1/2	12	Used Prt Kraft	44	32
RSC				12	9	8	New Plain Kraft	32	1036
RSC				12	12	11 1/2	Used Prt Kraft	44	25

11. What's With all the Hype About eBay Express?

What's up with all the hype concerning eBay Express?

Should I list there?

Hint: All I can say is that what you don't know CAN hurt you. You need to read this, and I mean now.



I have been studying eBay Express now for quite a while.

Most people say that, as soon as they opt out, they get a nice spike in sales. Some get twice as many sales as soon as they opt out. No-one can really explain it, but opting out of Express somehow increases the promotion of your items online.

If you want my opinion, I say get the hell out of Express right now. I, along with lots of other sellers, noticed an increase in sales after opting out.

eBay Express is a huge failure, and it will probably morph into something else eventually.

Go to your My eBay page, and click on preferences. From there, you can opt in or out of eBay Express.

Ebay trying to destroy its Store sellers with outrageous fee hikes (cinema_visions)	30	Feb-16-07
What is the advantage to Ebay Express in addition to Ebay Store? (spoeth)	23	Feb-15-07
Done With eBay (carolina_lingerie)	62	Feb-15-07
why oh why do I want or need ebay express? seriously!! (lucysgoodies)	2	Feb-15-07
Yipee!! My FIRST ebayexpress sale! (binute00)	14	Feb-15-07
paying on ebay express (lryo)	1	Feb-15-07
Very strange looks like fraud, scam or what. ?HELP (zoozk27)	49	Feb-14-07
Forget Express, Shop eBay Stores. (primsaw)	8	Feb-14-07
Express not listing my Puma Knives (hochunkme)	3	Feb-12-07
Hidden I.D. (doorman930)	1	Feb-12-07
Unable to Post listing on Ebay Express-received no help!! (Ishim)	0	Feb-11-07
versace made in turkey real or fake (discountedstock4u)	1	Feb-11-07
EE and Markdown Manager (mdove9)	2	Feb-10-07
Suggestion (sonofagun231)	3	Feb-07-07
How do you get your items listed on Ebay Express? (gaitinit)	2	Feb-06-07
Moved, How Do You Change Address and Bank Account? (biggreenfrog2002)	3	Feb-04-07
product condition (kids815924)	5	Feb-01-07
Bootleg DVD Seller No Longer Registered, Advice Needed! (member012345)	13	Jan-27-07
Ebay Express in my searches Sux! (marchair)	18	Jan-27-07

12. Where, Online, can I Find Out What EBay is REALLY up to?

Where can I look online to find out what eBay is REALLY up to?

Hint: We have a list of some great sites you should be reading every day. You need to know what eBay is up to. This is essential for your survival.

eBay always has some new policy popping up that might hurt your sales, and get your auctions cancelled. Or, they have some new technical glitch that hurts your sales.

Anyway, stay informed. We recommend the sites below.

The first one is actually the EBay stores' message board. Negative posts often get pulled there, though. So, you should also check out these other sites to read the negative stuff about EBay.

Stay informed:

<http://pages.eBay.com/community/boards/index.html>

<http://powersellersunite.com/>

<http://www.auctionbytes.com/>

<http://www.cheatedbyeBay.com/>

<http://finance.google.com/finance?q=EBAY>

13. What should I do about an unpaid item?

What should I do about an unpaid item?

Should I report the buyer as a non-paying bidder?

Hint: No. Do you know why not?

If you are going to sell on EBay, then you are going to get non-paying bidders. It's just a fact.

Usually, it's the buyers with the 0 or 1 feedback rating that you need to watch out for. They are clueless as to how eBay works and can cause you a lot of problems.

We average about one non-paying bidder per day. It's essential to get your fees refunded. Otherwise, you can lose thousands of dollars per year because of these idiots.

So, how do you get your money back? It's simple. Check your items that were purchased 10 days ago. Then, fill out the "**report an unpaid item dispute**" form. Select the option that says, "**we have mutually agreed not to complete the transaction**", and choose "**the buyer did not want the item**" or "**other**" as the reason the payment was not received.

If you try to report the buyer as a "non-paying bidder," he will claim that the payment was already sent and he still wants the item, or not respond at all, making it harder for you to get your refund.

Your only option is to make it easy for the buyer to cancel the transaction without any strikes against his account. The end result is that you get your eBay fees refunded to you much faster.

Here is the unpaid item dispute form.

<http://rebulk.eBay.com/ws/eBayISAPI.dll?CreateDispute&guest=1>

Report an Unpaid Item Dispute

Please answer the questions and **Continue** to report an Unpaid Item dispute. We also have tips to help you [avoid Unpaid Items](#) in the future. If the buyer returned the item, choose "we have both agreed not to complete the transaction."

Unpaid item: [Toy Machine Box Set SHATERBOARD DVD 4 VIDEOS II](#) (#020000952039) sold to [haujmas614](#) on Feb-10-2007

Why are you reporting this Unpaid item?
We have both agreed not to complete the transaction

What has happened so far in the dispute?
The buyer did not want the item

14. Are There Other ecommerce Sites That I can Sell on?

Are there other ecommerce sites that I can sell on?

Hint: Yes there are; some are good and some bad, but most of them blow. Only 2 of them can actually get you sales. Do you know what they are?

In my opinion, Yahoo's auction site is worthless. I think Overstock stinks, too. Google's Base website and Google Checkout can get you a sale or two.

Amazon is probably the best alternative right now. It's easy to list on, too. Just find an item you want to sell and click on the "sell a similar item" link.

Just make sure that you know what the fees are. Amazon charges a lot. So, don't plan on making more than a few dollars per sale.

Here are the relevant websites:

<http://www.google.com/base>

The screenshot shows the Google Base BETA website. At the top, it says "Google Base BETA" and "Post it on Base. Find it on Google." Below this, there are several sections:

- New!** Create applications and mashups with the [Base API](#). Simply describe your items on Base to make them as easy as possible for people to find when they search. You don't even need a website to put your stuff online. [Learn more...](#)
- Examples of popular item types:**
 - [Events and activities](#)
 - [Hotels](#)
 - [Housing](#)
 - [Jobs](#)
 - [Personals](#)
 - [People profiles](#)
 - [Products](#)
 - [Reviews](#)
 - [Recipes](#)
 - [Services](#)
 - [Vacation rentals](#)
 - [Vehicles](#)
- Examples of other interesting item types:**
 - [Doctors](#)
 - [Reference articles](#)
 - [Business for sale](#)
 - [Company profiles](#)
 - [Jewelry](#)
 - [Podcasts](#)
- Already use Google Base?** info@snolboards.com's.items
- Get started - post items on Base:**
 - One at a time:** Have 10 or fewer items? Fill out our web form for each item you would like to post.
 - Bulk upload:** Upload a spreadsheet or XML file describing lots of items.
 - API:** Code your way from your system to ours.
- Detailed instructions for providers:** [Real estate](#), [Recipes](#), [Products](#)

http://amazon.com/gp/seller/sell-your-stuff.html/ref=sv_gw_5/105-7606926-2530044

Your Marketplace Open Listings

Use this page to search, view, edit, or remove your items for sale. To sort your inventory, use the links at the top of each sortable column. To change the number of listings displayed per page, use the drop-down menu at the bottom. You may also refine your results using the "Search open listings" button. [Get help using this tool.](#)

[Set Your Preferences](#)

= Low Price for listings in same condition

Listings: 8 - 25 of 25

Page: 1

Merchant SKU	ASIN/ISBN	Listing ID	Product Name	Date Submitted	Qty	Condition	Price	Low Price	Edit	Close Listing
		01118112892	Excel-Excel Public Domain DVD [Audio]	01/11/2007 14:13:26	99	New	\$ 15.00	\$17.50	edit	<input type="checkbox"/>
		01118821847	Baby, Kooly and Barnum DVD (2004) John Cardish, Pete the Dog, Chris Chelms	01/11/2007 14:13:17	99	New	\$ 14.00	<input checked="" type="checkbox"/>	edit	<input type="checkbox"/>
		01118828238	Statehood Party DVD [DVD] Paul Brown	01/11/2007 14:13:07	100	New	\$ 17.00	\$8.00	edit	<input type="checkbox"/>
		01118828238	Almost Royal Wedding [DVD] (2005) Almost Royal Wedding	01/11/2007 14:13:06	100	New	\$ 17.00	\$11.25	edit	<input type="checkbox"/>
		01117143217	Almost Cheese & Crackers DVD [DVD] Chris Marlowe, Herman	01/11/2007 14:13:06	95	New	\$ 13.00	\$12.50	edit	<input type="checkbox"/>
		01111181247	Errol Bag of Snacks DVD [DVD] Jerry Hsu, The Kid, Louie	01/11/2007 14:13:05	99	New	\$ 20.00	\$15.50	edit	<input type="checkbox"/>
		01110772843	Yakov Chislov "The Hook" DVD [DVD] Mani	01/11/2007 14:13:13	99	New	\$ 17.00	<input checked="" type="checkbox"/>	edit	<input type="checkbox"/>
		01110772771	Errol Bag of Snacks DVD [DVD] Jerry Hsu, The Kid, Louie	01/11/2007 14:13:08	100	New	\$ 20.00	\$16.50	edit	<input type="checkbox"/>
		01111113288	Wind What? and Video Party St. Petersburg Florida DVD [DVD] [Audio]	01/11/2007 14:13:04	99	New	\$ 23.00	<input checked="" type="checkbox"/>	edit	<input type="checkbox"/>

15. Should I Use Best Offers in My Listings, Even if I Don't Like Dealing With Cheapskates?

Should I use best offers in my listings, even if I don't like dealing with cheapskates?

Hint: Yes!!! Even cheapskates can put money in your pocket. Do you know how?

Note: It is against eBay's policies to offer to sell an item outside of eBay. Always follow eBay's rules.

Best offers put your prospects in contact with you. That's a good thing. That is one step closer to a sale. Often, you can just mark the item down a dollar or two and you get the sale.

Note: Once a seller has a prospect's username, he can email the prospect through eBay's mail server, and ask to be emailed back. Once the seller and buyer are off of eBay's email server, then they can make any type of deal they want to. eBay only allows sellers to contact about 10 members per day to prevent this from happening too much.

Here is the address to contact a member on eBay:

<http://search.eBay.com/ws/search/AdvSearch?sofocus=bs&sacat=-1&catref=C5&fbd=1&sspagenam=h:h:advsearch:US&from=R6&nojspir=y&fswc=1&fss=0&saslop=1&fls=4&floc=1&sargn=-1&saslc=0&salic=1&saatc=1&sadis=200&fpos=46268&sacur=0&sacqyop=ge&ftrt=1&ftrv=1&saaff=afdefault&fsop=1&fsoo=1&fcl=3&frpp=50&sofindtype=8&pfid=>



Or go to: www.goofbay.com

eBay Related Tools..

Our eBay tools are the most comprehensive on the internet, nowhere else can you view a sellers private feedback, or see a sellers 30 day turnover. If you have any suggestions for our tools range, please [contact us](#) and we will endeavour to develop it.

Negative Feedback Checker (Enter eBay User ID) <input type="text"/> <input type="button" value="Received By"/> <input type="button" value="Left By"/>	Regular Bidder Checker (Enter eBay Item Number) <input type="text"/> <input type="button" value="Check"/>
View Sellers Sold Items & Turnover <input type="text"/> <input type="button" value="Check"/>	View Users 30 Day Bid List (Enter User ID) <input type="text"/> <input type="button" value="Check"/>
Goofbay Misspelling RSS (Enter Keyword) <small>RSS</small> <input type="text"/> <input type="button" value="Create"/>	eBay Fees Calculator The Advanced eBay Fees Calculator. <input type="button" value="Go"/>
Want a Tool on Goofbay ? Use the contact form and let us know what you want, we might be able to create it	

eBay Shortcuts..

Some useful short cuts to get you to those hard to find eBay pages.

16. What are Some Good Sites to Advertise My Business on?

What are some good sites to advertise my business on?

Hint: We know of two booming websites that you can promote your business on for a few bucks. Do you know what they are?

How would you like to get 400,000 people to see your web address for free? Of course you would.

The first site that I suggest is [Youtube](#). It is getting more popular each and every day. Anyway, find someone posting a video on youtube that relates to your products. For us, that would be skateboard videos.

Here is what we did. We went to [youtube.com](#) and looked up skateboard videos. Then, we sent emails to a few skaters who posted on youtube, and asked them to throw in a short video ad in their video in exchange for a free DVD.

That’s all there is to it. Our video ad says something like this: "check out [snotboards.com](#) for the best deals on all of your favorite skateboard DVDs."

You can create a .wmv ad or a simple animated gif ad that can be added to any youtube video. Keep in mind, youtube gets a ton of exposure. Some of those videos get close to a million hits.

The other website you might want to consider getting on is [myspace.com](#). Go there and get a page up (or pay someone a few bucks to do it for you) that describes your business. The goal is to get as many friends in your myspace network as possible to increase your traffic.

Advertising on Google is cheap and easy. You can start at \$30 a month for a Google adwords campaign. Basically, your ad will appear at the top of the search page when people type in certain keywords that you chose.

Here is the website:

<https://adwords.google.com/select/Login>

The screenshot shows the Google AdWords interface. At the top, there are navigation tabs for Campaign Management, Reports, Analytics, and My Account. Below this, there's a search bar for campaigns and a 'Search' button. The main content area displays 'Ad Group: Starter Ad Group' with options to 'Pause Ad Group' or 'Delete Ad Group'. A callout box suggests exploring tabs for details. Below, there's a table of ad variations for the period 'Jan 11, 2007 to Feb 10, 2007'. The table has columns for Variations, Actions, Status, % Served, Clicks, Impr., CTR, and Cost.

Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost
Animal Chin Row Set DVD 2 Disc Special Edition DVD \$26.95 We have the lowest dvd prices. westboards.com 1 811 - west.ill	Edit	Active	100.0%	81	130,761	0.06%	\$24.56
Total Text ads in content network			88.1%	20	115,227	0.01%	\$4.50
Total Text ads on search			11.9%	61	15,534	0.39%	\$20.06

You might also want to pay to have a company drive traffic to your site. [Easy Site Hits](#) offers this service for around \$20.

Check them out here:

<http://www.easysitehits.com/>

The screenshot shows the Easy Site Hits website. At the top, it says 'EASY SITE HITS Targeted Traffic To Your Website' and '410 PARK AVENUE, 10022 NEW YORK, USA'. The main headline reads 'Every website needs a steady stream of targeted visitors to make sales'. Below this, there are two bar charts comparing visitor traffic 'Before' and 'After' the service. The 'Before' chart shows low, fluctuating traffic, while the 'After' chart shows a much higher and more consistent stream of visitors. A navigation menu includes links for HOME, OUR SERVICE, ORDER, AFFILIATE PROGRAM, ABOUT US, SUPPORT, FAQ, and CUSTOMERS LOGIN. A section titled 'OUR TECHNOLOGY' includes links for 'How DirectTraffic™ works' and 'Why DirectTraffic™ works better'.

17. Can I Sell on eBay Forever?

Can I sell on eBay forever?

That is doubtful.

eBay keeps raising its fees every year, and they keep making horrible decisions, like buying Skype, eBay Express, eBay China, etc. It's only a matter of time before another auction site comes along and takes eBay down.

Maybe it will be Google or some other giant - maybe from China.

You just can't keep raising prices year after year and expect sellers to be happy about it.

Bottom line: Get people to your own website, and keep them coming back there.

18. Why do Some Sellers Hate eBay?

Why do some sellers hate eBay?

I'm not sure where to start to answer that question.

I like to think of eBay as a parent that feeds you and takes care of you, then beats you and locks you in a closet for years; a kind of love-hate relationship.

Here are a few reasons:

- × eBay raises fees every year.
- × eBay took exposure away from eBay stores to force Sellers to list more auctions.
- × eBay put its top sellers out of business, and also many mom and pop stores. Some of the big stores had to pay an additional \$10,000 per month in fees. Someone even blew up a pipe bomb at eBay headquarters not too long ago; probably a disgruntled store owner that went out of business.
- × Customer service often isn't aware of any problems.
- × There are always new glitches that will hurt your ability to make money.
- × There are scams and fake auctions, usually from foreign countries.
- × Your auctions can get cancelled for no reason. Once they are cancelled, there is no trace that they ever existed.
- × eBay can do whatever they want; cancel your auctions or suspend your account, and there is nothing you can do about it.
- × They make stupid decisions, like eBay Express.
- × They tell their stockholders that everyone is happy and all is fine at eBay.

- × Ebay is forcing sellers to lower their shipping rates and increase their prices.

Their nicknames include *feeBay* and *greedbay*.

Update: Not too long after I wrote this ebook, my Ebay account got suspended.

No-one from Ebay contacted me, they just cancelled my auctions and assumed I was guilty.

I have been selling on Ebay around 7 years, and have close to 6000 satisfied customers. I paid \$700-\$1000 a month in Ebay fees. None of that matters though, my account was suspended and many of my auctions were cancelled.

Gone in a flash!

This is just another reason why some sellers hate Ebay. In fact, many sellers get their accounts suspended and they have no idea why. Type in "hate ebay" or "ebay suspension" on Google and you will find plenty of articles on how Ebay treats the sellers that have supported them throughout the years.

Am I going to appeal my suspension? Not at this point.

"I'm going to take a holiday from eBay (I can afford to with the money I've made there!)"

Remember, I said to make sure you get the email addresses of all your happy customers?

This is another reason why that's a good idea!

While I'm taking this break, I'll be selling to the loyal customers who started buying from my auctions.

And, I will NOT be paying any fees for those sales to "feeBay!"

19. Do you have Other Tips to Help Me Run a Business?

Do you have any other tips that can help me run a business?

Sure do!

Here are some quick tips to help you run a business.

- ✓ Bookmark every site that helps you run a business, buy supplies, report unpaid auctions, contact members, end listing early, etc.
- ✓ Buy a program called Prospect Finder. You can enter keywords, and it will find targeted email addresses online. Get it here: <http://www.marketing-2000.net/pf.htm>
- ✓ Bookmark this webpage: www.goofbay.com It will help you cancel auctions, file claims and look up users.
- ✓ Put up a link section on your business website, trade links with as many websites as possible. Check your traffic every week.
- ✓ Save all of your common email responses in a text file. Don't waste time typing the same stuff over and over again.
- ✓ If you are lucky enough to be the first seller on eBay to offer a unique product, do not put the manufacturer's name in the listing or description. Do not let your competition know how to compete with you on eBay.
- ✓ Never give out your sources for products.
- ✓ If possible, make up a fake name for the product.
- ✓ When you are on the PayPal "payments received" screen, copy and paste your orders into an Excel[®] file. Then, click on the details links.

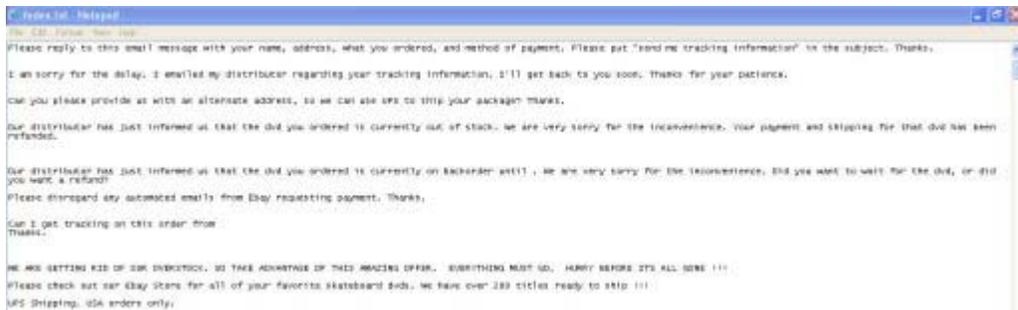
This brings up the PayPal payment screen to open up your orders.

Paste the buyers email somewhere into the Excel[®] file, too.

If you get a question about an order that took place months ago, you can pull it up quickly just by knowing their email address. You can also add notes to the Excel[®] file.

Type the sale price in one column and the Paypal fees in another column.

You can then add them up in Excel[®] to check total sales and fees for tax time.



The screenshot shows a Microsoft Excel spreadsheet titled "OrderSummary2007.xls". The spreadsheet has columns labeled A through P. The data includes order dates, statuses (e.g., "Completed", "Details"), email addresses, names, and various numerical values representing sales and fees. The rows are color-coded in alternating shades of green and white.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
4	Jan 3, 2007	Payment	rob@beyond28@aol.com	Robert Brown	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			6.7%	21	
5	Dec 14, 2006	Payment	afob@bnet.com	Alan Brown	Completed	Details	Free shipping label	\$20.80 USD	-\$0.68 USD	\$20.12 USD			8.0%	20	
6	Dec 18, 2006	Payment	upd@bnet.com	Charles Pukos	Completed	Details	Free shipping label	\$20.80 USD	-\$0.68 USD	\$20.12 USD			8.9%	20	
7	Dec 14, 2006	Payment	brs@bnet.com	Dev Odean	Completed	Details	Free shipping label	\$20.80 USD	-\$0.68 USD	\$20.12 USD			1	20	
8	Dec 18, 2006	Payment	zoo@bnet.com	David Goodwin	Completed	Details	Free shipping label	\$20.80 USD	-\$0.68 USD	\$20.12 USD			1	20	
9	Dec 14, 2006	Payment	zoo@bnet.com	Shawn Jones	Completed	Details	Free shipping label	\$20.80 USD	-\$0.68 USD	\$20.12 USD			8.0%	20	
10	Dec 18, 2006	Payment	shap@bnet.com	Larry Sakal	Completed	Details	Free shipping label	\$20.80 USD	-\$0.68 USD	\$20.12 USD			8.0%	20	
11															
12	Jan 3, 2007	Payment	alt@bnet.com	JAKIE FROSTING	Completed	Details	Free shipping label	\$20.80 USD	-\$0.68 USD	\$20.12 USD			8.0%	20	
13	Jan 2, 2007	Payment	fyu@bnet.com	Fernando D. P. B.	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.7%	21	
14	Jan 2, 2007	Payment	reg@bnet.com	David M. Diable	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.5%	21	
15	Jan 2, 2007	Payment	sp@bnet.com	Michael D'Agostino	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.7%	21	
16	Jan 2, 2007	Payment	ml@bnet.com	Mark Dull	Unkoned	Details	Free shipping label	\$21.90 USD	-\$0.68 USD	\$21.22 USD				85.95	
17	Jan 1, 2007	Payment	ml@bnet.com	DEARE ARIYDITH	Completed	Details		\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.7%	21	
18															
19	Jan 3, 2007	Payment	rob@bnet.com	Rob Brown	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.0%	21	
20	Jan 2, 2007	Payment	br@bnet.com	Steve Balford	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.7%	21	
21															
22			king@bnet.com	Adrian August											21
23	Jan 3, 2007	Payment	pr@bnet.com	Andrew Rubin	Completed	Details	Free shipping label	\$41.90 USD	-\$1.27 USD	\$40.63 USD			1.2%	41	
24	Jan 2, 2007	Payment	andy@bnet.com	Andy De Dinkie	Completed	Details	Free shipping label	\$21.90 USD	-\$0.68 USD	\$21.22 USD			8.0%	21	
25	Jan 2, 2007	Payment	sh@bnet.com	Rob Brown	Completed	Details	Free shipping label	\$21.90 USD	-\$0.68 USD	\$21.22 USD			8.0%	21	
26	Jan 4, 2007	Payment	em@bnet.com	Eric Chen	Completed	Details	Free shipping label	\$21.90 USD	-\$0.68 USD	\$21.22 USD			8.0%	21	
27	Jan 4, 2007	Payment	ml@bnet.com	Phil Frazier	Completed	Details	Free shipping label	\$47.90 USD	-\$1.41 USD	\$46.49 USD			1.3%	47	
28	Jan 4, 2007	Payment	ml@bnet.com	Anthony Derral	Completed	Details	Free shipping label	\$21.90 USD	-\$0.68 USD	\$21.22 USD			8.7%	21	
29	Jan 4, 2007	Payment	fb@bnet.com	Angela Carl	Completed	Details	Free shipping label	\$20.80 USD	-\$0.68 USD	\$20.12 USD			8.0%	20	
30	Jan 3, 2007	Payment	pr@bnet.com	James Timoney	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.7%	21	
31	Jan 4, 2007	Payment	ml@bnet.com	Dodd Farnes	Completed	Details	Free shipping label	\$21.90 USD	-\$0.68 USD	\$21.22 USD			1.5%	21	
32	Jan 4, 2007	Payment	ml@bnet.com	Michael Lee	Completed	Details	Free shipping label	\$21.90 USD	-\$0.68 USD	\$21.22 USD			8.7%	21	
33	Jan 2, 2007	Payment	ml@bnet.com	Lily Marie	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.7%	21	
34															
35	Jan 3, 2007	Payment	ml@bnet.com	Rob Brown	Completed	Details	Free shipping label	\$21.90 USD	-\$0.78 USD	\$21.12 USD			8.7%	21	

20. The Top Ten Mistakes Sellers Make in Their Titles and Descriptions?

What are the top ten mistakes sellers make in their titles and descriptions?

1) Wrong keywords.

The title must have the exact keywords that buyers will type in when doing a search. For each product you sell, ask yourself what would you type in on eBay to find this product?

Include any extra relevant keywords.

Since we sell skateboard DVDs online, we try to include these words in every title: skateboard, skateboards, DVD, video, movie, film and skateboarding.

Also, do not use any extra punctuation like commas. Keep each word separate. Notice the example below for a DVD about the skateboard legend, Chrisitan Hosoi. This auction's title should be, “Rising Son - The Legend of Skateboarder Christian Hosoi DVD”.

The seller below did not include many of these important keywords - not even the name, Chrisitan Hosoi.



2) Not telling the customer why they should buy your product.

In other words; WHAT'S IN IT FOR THE CUSTOMER if they buy this product? Will it help him to MAKE MONEY, LOSE WEIGHT, BE SUCCESSFUL etc?

3) Boring Auctions.

If you are not *excited* by the Auction, WHY SHOULD THE CUSTOMER BE? Is this the greatest product in the world, or not?

4) Not Making a Quick Impact.

HIT THEM IN THE HEAD with just a few words!. For example, "**LOSE 10 POUNDS IN 30 DAYS!**" They should want to buy your product without even reading the description.

5) No Call to Action.

Use a *CALL TO ACTION*. Tell the customer what he needs to do! "***DON'T DELAY, BUY THIS PRODUCT TODAY BEFORE THEY ARE ALL GONE!***"

6) Not Solving a Problem.

What **problem** are you solving for the buyer if they buy your product? Even a paper clip organizes your stacks of paper. Every good product solves a problem. What does your product fix for them?

7) Selling the Same Product Everyone Else is Selling.

Make your product UNIQUE, NEW and IMPROVED. Even if it's the same, make it sound different or better in some way.

8) Wasting Space on Useless Information.

You only have a few words to get the sale, so don't waste time talking about your hobbies. No-one cares. If any text doesn't lead to a sale, get rid of it.

9) Not Staying Connected with Your Customers.

If you only use email as a contact, check it often. Tell your customers to please email you if ever they have any questions. Appear to be well-connected with your customers. Make them feel that you are easy to get to.

10) Fake Claims.

Don't make false claims or ones that appear fake. Prospects are not stupid. If your customers think your auctions are phony, then they won't trust you. This is why you didn't buy one of those, "Stay at Home and Make \$100,000" books.

21. Any More Tips?

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