



The eBay Auction Newsletter

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Proudly published for over 4 years by Brian McGregor

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<http://www.auctioninnercircle.com>

Welcome from Brian McGregor



Hello and welcome.

A particularly warm welcome to you if you're a new subscriber. It's good to have you as part of the family taking my eBay auction newsletter.

Christmas is fast approaching. If you sell on eBay, this is the time of year when opportunity can really knock.

I don't think I've seen as much anticipation in the retail world as there is for this Christmas period. In the USA, the Friday after Thanksgiving is closely monitored for retail activity as it is traditionally one of the busiest retail days in the year.

The clear online retail winner on that Friday was eBay! eBay had the most web traffic on that Friday with 7.5 million unique visitors.

Amazon.com was in second place, with 3.4 million unique visitors, followed by Wal-Mart Stores with 3.2 million.

What this tells me is that eBay is going to be a great place to offer products and services in the run-up to Christmas.

Although you don't have to sell the most popular items to make good money on eBay, it is interesting to note that since it was launched in the USA on November 19th, 26,708 Nintendo Wii games consoles have been sold on eBay.com!

Do you think you and I can make money on eBay before Christmas? You bet we can!

Get those auctions up and running, and take advantage.

This is what makes eBay the greatest online opportunity for normal folk like you and I.

I look forward to speaking with you again.



1. Inspirational Quote of the Day

"If a window of opportunity appears, don't pull down the shade."

Thomas J. Peters

2. News and Views

1. Follow Their Lead...

One of the great aspects about the eBay world is that you can usually find out whatever you want about it - if you know where to look.

Do you think it might be a good idea to know who are the biggest sellers on eBay? If you did, you could then see what they specialise in, and also what their auctions look like.

Well, now you can get this information from a new site called Top Seller List Live. It's worth a look, and it's updated daily.

Here's the link:

<http://www.topsellerlistlive.com>

2. About me page- How to easily create your own

If you're a regular reader, you will know I advocate every seller should have an About me page.

Your About me page helps you to establish credibility, show your integrity, have links to other activities of yours such as product websites, gain sign-ups for your newsletter. You do run a newsletter, don't you?

One of the problems you may have in creating a nice looking About me page is that you don't have web page design experience. Well, here is a free service to the rescue.

This site offers a number of About me page templates. You can use any of these as the basis for your own About me page.

Take a look here:

http://www.shipscript.com/workshop/ME_templates.htm

3. Buy Low, Sell High - Here's a Self Contained eBay System

You've probably heard of term arbitrage. It is well known in the financial sector where it can be defined as, "the purchase of securities on one market for immediate resale on another market in order to profit from a price discrepancy."

Don Hoppe has taken the arbitrage principle and very cleverly applied it to eBay.

His "eBay Arbitrage" ebook explains his system very clearly.

If you're finding it difficult to locate items to sell on eBay, here is a new and highly effective approach.

You can read about this excellent ebook here:

<http://www.auction-arbitrage.com>

4. Is this eBay Plus?

I've long believed that eBay can take us to almost any level of income we want.

And I still believe that.

But that's not to say you can't use eBay in more than one way to earn cash.

And UK based eBay seller, Alex Jeffery, has come up with a brilliant concept that does exactly that.

Alex says, "It's time to make eBay work for you. Not the other way around."

Alex has built a business on that exact principle. And when I found out that the top 3 eBay experts in the world - Jim Cockrum, Adam Ginsberg and Tim Knox - are involved in Alex's service, I was convinced.

Alex has called his service Easy Profit Auctions. The name says it all.

You can read all about it here:

<http://www.easyprofitauctions.com>

5. Are You Into AdSense?

If you are one of my many readers who run websites in addition to your eBay business, this could be for you.

Lots of webmasters populate their websites with Google AdSense ads. And why not - as it's probably the easiest way to begin earning money from the internet. That's after eBay, of course!

The problem some webmasters have with AdSense is that the returns are somewhat disappointing.

There are many factors that contribute to the effectiveness of AdSense ads. But experts like Joel Comm and Michael Cheney agree that having images appearing near to AdSense ads can dramatically improve ad clickthrough rates.

Technically achieving this, however, is a challenge.

Here's a solution which is as easy as point-and-click.

Incidentally, I know it works well, as it's my product!

I would appreciate you taking a look here:

<http://www.adsense-images.com>

6. Are You Married? This is for You.

A couple, who had never met before, found themselves assigned to the same sleeping room on a transcontinental train. Though initially embarrassed and uneasy over sharing a room, both were very tired and fall asleep quickly... he in the upper bunk and she in the lower.

In the early hours, the man leans over and gently wakes the woman saying, "Ma'am, I'm sorry to bother you, but would you be willing to reach into the closet to get me a second blanket? I'm awfully cold."

"I have a better idea," she replied. "Just for tonight, let's pretend that we're married."

"Wow! That's a great idea!" he exclaims excitedly.

"Good," she replies, "get your own f***** blanket!"

3. Create and Sell Your Own Video Products on eBay

You may have noticed how prevalent videos are on the internet.

The advent of YouTube, and its subsequent purchase by Google, has shown that video is increasingly the medium of choice for many internet surfers. As bandwidth continues to increase, the possibilities for the use of video for commerce also widen.

Another reason why video popularity has increased exponentially on the internet is because the technology has enabled it. In the comparatively recent past, a music file was thought to be large and problematic to download. These days, music files present little problem for most computer users.

Given that users increasingly have the capability to run videos, this presents a potentially lucrative opportunity for eBay sellers. If you can create video products yourself, then you have a premium product for sale on eBay. It is premium in the sense that it is unique and isn't in competition with thousands of other sellers which usually results in depressed prices.

Indeed, selling video products on eBay can be quite a lucrative endeavour. For example, if you do a search on eBay with these words – video “how to” – you may be surprised at the number and types of videos which are available to buy. When I did this search, there were home produced “how to” videos for sale on such subjects as build a guitar, make a solar panel, concrete patios, transistor radio restoration, and trim horses feet.

Most of these were available on Buy it Now basis at around \$30, which is pretty good considering the raw material cost per product would be around one dollar for the blank DVD. Or zero, if your video was a downloadable file. If you do offer download, you can run this type of eBay business virtually on autopilot. To help this, make the information on your products as detailed and clear as possible. Try to answer all of their questions before your potential buyers ask them.

Also, make it clear in your listing that the consumer will be free to download the product immediately after paying. For the most part, eBay customers will expect to see a description of the video file, a copy of your promotional cover and the price of the video. All of this information can be entered on eBay when you first list the item. You could also consider putting up a short sample of the video, as eBay supports flash video.

If you have a skill, hobby or interest, and a camcorder, there is no reason why you cannot create your own video. Sell it as a physical product, say on DVD, or as a digital download, or both.

This is one area where keeping up with the technology could pay dividends for you.

4. Raising Extra Money for Christmas using eBay

Guest Article by **James Penn**

eBay and Christmas time goes together like a hand and a glove. eBay is perfect for finding great gift ideas for your family and for your friends and it's even better for selling that knitted sweatshirt your auntie bought for you. The truth is you can buy and sell anything you want on eBay and you could potentially do all of your Christmas shopping and "post Christmas" selling using only the world's greatest online auction site.

What many people don't know however is that you can also use eBay to raise a tidy sum to fund your Christmas spending extravaganza. Christmas is a fantastic time of year, and while money does not make or break Christmas, it sure can help reduce stress in the run-up. This article plans to provide you with as many ways as possible to raise some extra Christmas money so you can buy that great gift for your son, your daughter or your wife.

Raising money for Christmas using eBay – Method #1

This is perhaps the easiest and most obvious way, yet many people forget to use this method when they need a little extra cash to see them through a stressful time. All it involves is selling your unwanted items that you have at home. It's a method I have personally used on many occasions. It is estimated that each homeowner has at least \$1000 worth of unwanted items at home that they could sell, but I'm sure if you dig a little deeper then you could find thousands of dollars worth of items. You could sell that TV that no one uses, that PlayStation 2 that your son got bored of after just a week, all those PlayStation games that are never used, those antiques that simply sit in a cupboard being no good to anyone and just collecting dust, those DVD's that you've seen 1000 times before and are sick to death of. If you walk around your house now and took stock of everything you could potentially sell, I'm sure you could easily do without at least \$1000 worth of items.

Find those items, sell them on eBay and spend the profits on your loved ones.

Raising money for Christmas using eBay – Method #2

The above method is probably the easiest method of money raising for Christmas, however this one comes close. It's a method I am currently using to great effect. All it involves is selling other people's stuff and keeping a per cent of the profits. To do this you need to team up with a friend or family member, or you could pursue this on a wider scale by teaming up with a local business.

If you have any technophobes in your family who can't even find the "On" button on their PC, then they are the perfect people to team up with.

If you have any technophobes in your family who can't even find the "On" button on their PC, then they are the perfect people to team up with. (It also helps if they have a lot of great stuff to sell as well.) All you have to do is ask them if they have anything they could do without or would like to sell and if they do, would they like you to sell the items for them in exchange for a commission. If they agree, then negotiate the commission, sell their items, send their items to the winning buyers, give them their money and take your commission.

Teaming up with local businesses is also a great way to profit from consignment selling on eBay. I'm sure there are plenty of local businesses struggling to sell their stock and would love to be able to sell it online but just don't know how to. Contact these business owners and offer them the perfect solution: you sell all the stock they would be unable to sell without your help, they take the majority of the money, still make a profit on their items and do absolutely no work!

Raising money for Christmas using eBay – Method #3

Despite what many say, selling eBooks on eBay still can be a profitable business if it's done in a creative way. This method involves you selling a package of eBooks at a high price or small and cheap reports for a small price but for backend profits.

To sell a package of eBooks at a high price, you first need to locate high quality eBooks and software. If you are like me then you probably have hundreds of megabytes of eProducts on your computer somewhere. What you need to do is find a number of products in the same "niche" that are of a high quality, bundle them together and write a sales letter.

For example, you could create a package about adsense. For this you could add a few eBooks about making money with adsense, include some software to make adsense websites, include some private label articles to use as adsense content, include some website templates to add the content to and you could also include some ready made adsense websites. Once all of that is done, create a sales page outlining exactly what the customer will receive and how it will benefit them and list it on eBay. Sell it for \$10 to \$50 depending on the quality and if you just sell five or six a week, then you have created a nice bit of extra money to fund your Christmas adventures :)

The second method of making money using eBooks and eBay is to create a short 8-12 page mini-eBook which you sell on eBay for \$0.01 to \$1 and then follow up with your buyer about a related affiliate product.

All you have to do is find a niche affiliate product you would like to promote, write a short report related to that affiliate product, include affiliate links in the report and sell it on eBay very cheaply. This way there is a chance that a customer who buys the report for \$1, then goes onto buy the affiliate product and you take a commission, usually around \$30. You could easily sell 50-250 reports per week on eBay (depending on the price) and if only 2% of people buy the affiliate product, that is 1-5 affiliate sales.

Raising money for Christmas using eBay – Method #4

This method probably involves the most work and you really only need to do it if you are desperate for cash. It involves selling your skills. You list an eBay auction saying something like “I will write a unique 500 word article for the winning buyer for \$X”

You could also write eBooks for customers, create graphics for customers, design websites and there are many more services you can sell. You will need to work hard for this method but it is excellent if you are severely strapped for cash.

Raising money for Christmas using eBay – Method #5

This is certainly the most creative idea and the only one I have not yet done. For this method you need to use your imagination and not everyone will be able to perform this activity. It involves taking advantage of the Christmas season and is perfect for our objective and I imagine really good fun in the process.

You could do one of two things (or both).

You could create a mystery auction where you wrap up something of value into a gift and then list it on eBay, not revealing what is wrapped up inside. These types of auctions create great interest and the bidding usually soars, you could easily take advantage of that.

Method two involves writing custom Santa letters. You simply list an item on eBay explaining that you will write a custom letter from Santa and send it to the buyer. You could sell this for \$20 a time and you would probably be flooded with buyers at this stage in the year. All you have to do is create a well designed letter, fill it with the winning buyers chosen words and send it to their chosen address. It's an excellent gift for their kids and many people would be prepared to pay for this service.

That's about it for this article. I hope I gave you a few ideas to help you raise some much needed cash this Christmas and you could also use the majority of these methods during the remainder of the year. Have a good Christmas!

James Penn has helped many eBay sellers since launching his website which details the many methods available to [make money on eBay](#). James also prides himself on over-delivering and to prove this he is giving away [eBay eBooks](#) for free. You can read many more [eBay articles](#) here.

5. Starting Your eBay Selling Business Correctly

It is estimated that around 500,000 people earn their living full-time on eBay. If you would like to be one of these, it will definitely help if you set up your eBay business right at the beginning. You will find that eBay is not a get rich quick scheme. But it can certainly be a get rich slow scheme!

Make sure you are familiar with the eBay website. The site is larger than you think, and there is much to explore.

With regard to selling, nose around the categories which host the type of products you are thinking of selling. You can check out your prospective competitors, and find out the real selling prices achieved.

Many successful eBay sellers begin as buyers. If you are brand new to eBay, the best place to start is to buy some items and get the feel of how the process works. This has the advantage of putting yourself into the shoes of a buyer. You begin to understand what buyers are looking for and the kind of problems that buyers might experience. Understanding eBay from the perspective of a buyer will help you when you come to start selling on eBay.

Here are a few pointers as to what you should note from your buying experience:

- the quality of customer service you received from sellers
- the quality and accuracy of item description
- the ease and speed of completing the transaction
- the quality of communication from your seller
- the reasonableness of delivery costs

If you are able to approach your eBay business in a professional manner, overcoming any shortfalls you've observed in your experience with sellers, you will have a much better chance of success. Here are some of the key points you should consider when starting your eBay selling business:

1. What Products should you sell?

One approach is to take note of products that are selling well, and also see the quality of the competition. If you feel there is an opportunity for you, check out product availability, and cost price by searching on Google for wholesale, dropship or distributor details. Armed with this information you can determine whether or not a product is a viable proposition for you to sell on eBay.

2. Consider setting up an eBay Store

In your research on eBay's website, you will have noticed how many sellers have eBay Stores. There are advantages to running such a Store in addition to your auctions. There is plenty of information about stores on the eBay website. Check it out.

3. Setting up your own Website

It can be advisable to have your own independent website. If you commit 100% to selling products on eBay, you are at the mercy of eBay's corporate decision making. All your eggs will be in one basket. This is a very vulnerable position for anyone in business. Developing your own website AND your eBay business, enables you to feed from one to the other and give you something to fall back on if ever eBay became unviable.

4. Education. Education. Education.

Before you think of purchasing ebooks about selling on eBay, make sure you check out all the free resources provided by eBay. In particular, eBay's Learning Center give you tutorials and guides related to every important area for eBay sellers. There are also plenty of free resources about eBay on the internet in the form of reports, tutorials and e-books. So do take a good look around before paying for eBay information.

Operating an eBay business can be rewarding. But eBay never stands still. It is a dynamic and exciting market place. Only you can undertake the necessary continual research and education to ensure you are taking the greatest advantage from the opportunity.

6. A Gift from Me to You

This time I have a very topical ebook for you.

Just imagine, an eBay visitor clicks through to your auction page and they prepare to read your description.

Then a video starts playing right on your auction description page, showing and telling your visitor how marvellous is the item you have on sale.

Yes, you can now add video to your auction. It's legal, it's within eBay's rules and, best of all, it doesn't cost you an additional penny in eBay fees.

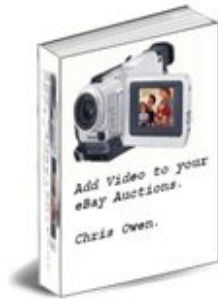
How is this possible I hear you ask?

All you have to do is follow the simple, step-by-step instructions given in Chris Owen's marvellous ebook, "Add Video to Your eBay Listings".

It's much easier than I thought it would be.

And just think of the IMPACT!

Click on the book cover image below to [go to the download page](#) for Chris's ebook:



7. Someone's auctioning what? Unusual items currently available

Nothing surprises me when it comes to internet auctions. Amuse yourself with some of these beauties.

[Psst. Wanna buy a brand new yurt? Yes, a yurt. You can have one in blue or orange.](#)

[How about a six year old Santa? Only 21 feet high!](#)

[Well, this is one way to get attention.](#)

[That's what I call a getaway car!](#)

[Roll on the summer](#)

Disclaimer - I have no association with any of the sellers of the above items.



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<http://www.auctioninnercircle.com>

NOTE: Depending on when you view this newsletter, you may find some links to third party sites no longer work. I know how frustrating this can be. But please don't shoot the messenger! The internet is a fast moving environment and, as the newsletters age, it is to be expected that some links may become obsolete over time.

The moral of the story?

If the newsletter sends you to a site that interests you, and you think you might want to refer to it later, make sure you store the site address in YOUR favorites.