



The eBay Auction Newsletter

Issue 9801 - January 22, 2007

In This Issue

- Welcome from Brian McGregor
- 1. Inspirational Quote of the Day
 - 2. News and Views
- 3. Special Items You May Already Have You Can Sell on eBay
 - 4. Selling Big Ticket Items on eBay
 - 5. Products Which Are Ready to Sell
 - 6. A Gift from Me to You
- 7. Someone's auctioning what? Unusual items currently available

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.

I trust 2007 has started off on the right note for you.

This time I thought I'd have a special theme to the newsletter, to help you develop your eBay business in 2007.

So, everything in this issue is about helping you to find items to sell on eBay.

I'm not talking about the typical wholesale lists which clutter eBay.

Let me help you by showing how we can use a little intelligence to locate types of items which you can sell for big profits.

I hope you find this helpful.

Look forward to speaking with you again.

A handwritten signature in black ink that reads "Brian McGregor". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

1. Inspirational Quote of the Day

"The true sign of intelligence is not knowledge but imagination."

Albert Einstein

2. News and Views

1. New eBay Sort Facility

Whenever you do a search on eBay, the list of items that meets your search terms appears by default in the sequence of auctions ending soonest.

You probably know there is a "Sort by" box at the top of the list, in which you can choose to re-order the results.

Well, they've just added a new sort capability. And that is to sort the search return list by category.

It could be useful. Try it out for yourself, it's live now

Or you can read more about it here:

<http://www2.ebay.com/aw/core/200701.shtml#2007-01-08154913>

2. Do Shopping Comparisons on eBay?

If you're an ebay.com user, you may know that eBay have a site called <http://www.shopping.com> listed on their home page.

This is eBay's first shopping comparison site. And it's just occurred to me how hypocritical this is.

If you or I tried to persuade our auction visitors to click through to our off eBay websites to buy something, eBay would pull our auction.

But it seems it's OK for eBay to take our potential visitors off eBay via shopping.com to buy things! Some people who went on eBay to look for items you might be trying to sell, will click through to shopping.com and buy them from one of the shops on the comparison site!

Of course, it's not a problem for eBay. They get the affiliate commission for serving the visitor to the shop!

If you're in the UK, you are not immune.

UK eBay has just launched <http://www.DoorOne.co.uk> - THEIR shopping comparison site.

Don't ask me why it's called DoorOne! It's more like DoorClosed to your auctions and mine!

3. How Are You With Puzzles?

Just to limber up, here's an easy one for you.

Put these four letters into the correct order - a y b e.

Did you get it? Well done!

If that's too easy, here's a devilishly hard jigsaw for you to try:

http://www.workwinners.com/downloads/intelligent_ebay_puzzle.exe

4. Here's a Great Idea

Avril Harper is a well known UK based eBay expert, author and publisher.

She's the author of an ebook which is just about the ultimate eBay business.

How about making easy, regular income from literally tearing up old books and cutting up magazines?

I didn't think it was possible either, until I read Avril's ebook. It's a real eye opener.

If you're looking for a pleasant and simple way to make money on eBay, I doubt anything can beat this.

You can read about Avril's ebook here:

<http://www.workwinners.com/avril/index.htm>

5. More Protection?

A recent announcement by eBay is, I believe, a sign of things to come.

They are changing their buyer protection schemes on both eBay and PayPal.

Whilst this is being portrayed as an improvement for eBay members, it looks more to me like eBay once again favouring PayPal and taking the opportunity to exclude other payment types.

To date, these "improvements" are only taking place on ebay.com and ebay.ca. But you can be sure every other eBay country will be following soon.

You can read more about eBay's changes in Buyer Protection here:

<http://www2.ebay.com/aw/core/200701.shtml#2007-01-10090135>

6. Helping Great Ormond Street Children's Hospital

eBay are co-operating in a one-of-a-kind celebrity auction with a view to raising money for Great Ormond Street Children's Hospital in London.

A number of celebrities have contributed a piece of their own artwork painted specially for the auction. These include Kylie Minogue, Pele, Damien Hirst, Paul McCartney, Antony Gormley, Gary Rhodes, Jimmy Sommerville and Ruby Wax.

To find out more about the charity auction click here:

<http://www.dogproject.co.uk/index.php> .

7. Having a Bad Hair Day?

Sometimes everything you try just seems to go wrong.

You think **you're** having a bad hair day?

Here's what I call a bad hair day!

<http://www.workwinners.com/downloads/lion.jpg>

3. Special Items You May Already Have You Can Sell on eBay

Most people start selling on eBay by offering unwanted bits and pieces from their household.

Something which can be overlooked in this trawl for items to sell on eBay, is your past education and training.

By this I mean anything which teaches a skill or an expertise.

Such items often sell on eBay for premium amounts. If you think back to when you acquired these educational products, you would have undoubtedly paid much more than the material value.

Well, so it is for people who are keen to improve their knowledge now.

Let me show you some examples of what I mean, and note how much they each sold for. I found all these on UK eBay - there will be many more on ebay.com.

Training in any software product

[Trainersoft](#)

[Visual Basic](#)

Learning a foreign language

[French for adults](#)

Teaching a musical instrument

[Piano](#)

[Bagpipes](#)

Self Help & Development

[Ted Nicholas CD](#)

[Andrew Reynolds DVDs](#)

Hobby & Pastimes

[Communicating with your horse](#)

[Knitting](#)

Professional and work skills

[Team Leading](#)

You can see from these auctions that knowledge has a value to those who wish to acquire it.

See if you have any books, CDs or DVDs which impart knowledge, and which are no longer required. Don't leave them gathering dust - get them on eBay today.

You might make a nice little windfall.

4. Selling Big Ticket Items on eBay

In my eBay training courses I always tell my students to think about if their current lifestyle can dovetail with their eBay ambitions.

If you want become a really successful PowerSeller, you will notice that most of these big players are in the volume auction business. They run thousands of auctions, probably have storage facilities and usually employ staff.

The great thing about this type of high volume business is that your income is almost predictable. You have spread your eBay risks widely by running many auctions.

However, this may not be the direction in which you want to move your eBay business.

One alternative for you may be to consider selling big ticket items.

The benefit of selling high value goods on eBay are probably obvious. You should make more money from less transactions. Of course, there is a downside. If your big ticket items don't sell, then you might have nothing coming in that week from your eBay activity!

Without doubt the best market on eBay for selling big ticket items is motors.

Consider these details:

ebay.com is the largest used car dealer in America. On eBay Motors a car is sold every 60 seconds. A sports utility vehicle (SUV) sells in every 7 minutes. The annual turnover at eBay Motors is over \$3 billion.

On eBay Motors in the UK a car sells every 2 minutes. There are over 3 million unique visitors to eBayMotors.co.uk every month.

The main questions people have in selling cars on eBay relates to how can they start? They don't have a car for sale anyway, and they don't have money to buy stock.

The way to get into auto big ticket items is very simple. It is to sell other people's cars.

If you've an interest in cars, and you want to adopt the big ticket method of selling on eBay there is a new ebook which has just been made available.

It's called

"The Part Time Car Dealer"
An Insider's Guide to Getting Started on eBay Motors

It covers everything you need to know, including:

- > How to find cars for resale without having to spend a dime
- > Whether or not you need a dealer license to sell online
- > How to determine the best prices when purchasing cars
- > How to create a listing for maximum exposure and bids
- > What pictures to take and how to present them
- > How to avoid the common traps and pitfalls when starting out
- > How to use online tools to find the best cars to resell
- > and much, much more...

If this a route you want to consider, you can find out more about how to make money by selling cars on eBay:

<http://tinyurl.com/289dch>

5. Products Which Are Ready For You To Sell

There is a useful alternative which will enable you to have loads of products up for sale on eBay very quickly.

The beauty of this method is that the products are all digital which means that product delivery is automated. There is no packing or shipping.

In addition, payment is instant and profit is virtually 100%.

What I'm talking about here are the growing number of sites which enable you to resell their products on eBay.

Depending on who you go with, you will also find a range of support is supplied enabling you to be up and running in no time.

Here are some of these options:

1. Emedia-Direct

This site is operated by Justin Ormerod, and I have been a member since November 2005.

Justin is an eBay Platinum PowerSeller, and his service provides you with hundreds of ebooks, software and video products which you can resell on eBay. Each product comes with a sales page which is easily adapted for use on eBay.

<http://www.workwinners.com/emediadirect/>

2. Easy Niche Product

I have been a member of Easy Niche Product since its inception in October 2005. The site is run by Joseph Then and each month you get 3 Private Label Rights (PLR) ebooks. PLR means you can sell these as if you were the author, at the price you wish.

You also get a sales page for each product, which can be used on eBay with minimal modification.

See if this is for you - check it out now. In my opinion, it's excellent value.

<http://www.workwinners.com/easynicheproduct/>

3. Dave's Online Videos

The first Dave Guindon product I bought was Hot Item Finder, and that was back in February 2004. All his products since have been really high quality.

Dave's new online videos series shows you everything you need to know to sell on eBay and via websites. He even show you exactly how to sell his own videos on eBay!

This latest venture really is up to Dave's standards. You can read about it here:

<http://www.workwinners.com/davesvideos/>

6. A Gift from Me to You

This time I have an important ebook for you.

This shows you how to take advantage of a new eBay feature and potentially save yourself a considerable amount in eBay fees.

The title of the ebook is a little dramatic, 'The eBay Loophole', nevertheless it does offer a clever way to get more from your fees than you once did.

You can download 'The eBay Loophole' here:

<http://www.workwinners.com/nl072201.htm>

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.

[Now that's magic!](#)

[Anyone in UK want a car? You might get a bargain here. It's in totally wrong category.](#)

[Wouldn't it be easier \(and cheaper\) to pop to ASDA or Wal-Mart?](#)

[Phew! I'll leave you to imagine what I thought when I saw this auction title!](#)

[I'm sure Charles Dickens is delighted he's getting 10% of the sale value!](#)

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



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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.