



The eBay Auction Newsletter

Issue 0506 - June 16, 2007

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Proudly published for over 4 years by Brian McGregor

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Or tell them to grab their own copy free from:

<http://www.auctioninnercircle.com>

Welcome from Brian McGregor



I have produced the eBay Auction Newsletter for over 4 years. I hope you have found value from it. Remember all the previous issues are freely available in the [Newsletter Archive](#).

My latest eBay venture is the 7 week training course designed to assist you in making more money from selling on eBay.

The unique feature of this training course is that it is guaranteed.

You can take the full course and, if you don't feel it has delivered what you expected, you can have your money back. Without quibble.

If you take the training, I should mention that you also get 7 weeks of access to me for my personal input on your eBay auctions or any other aspect of your eBay business.

You can check it out here:

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

Speak to your soon.

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. Thought for the Day

"I don't think much of a man who is not wiser today than he was yesterday."
Abraham Lincoln

2. Let's Not be Negative!

If you're like me, you sometimes research a seller by looking at their feedbacks. What you're really interested in are those negatives!

If the seller has pages and pages of feedback, you could waste lots of time in scrolling through until you find each negative.

Here's a tool you can use to instantly find the negatives and neutral feedbacks for any seller.

All you need to tell it is the seller's eBay ID.

<http://toolhaus.org/>

You might want to try it out on your own eBay ID!

The Toolhaus page has some other useful feedback searches you can do. And it's all at zero cost.

3. Google Gatecrashes eBay Live!

Don't you love it when the big boys have a shoot out?

The annual jamboree that is eBay Live took place in Boston from 14th to 16th June this year.

Some bright spark at Google thought it would be a clever idea to invite eBay Live attendees to attend a Google event which was taking place in Boston on 14th June. Normally this would have been seen as an enterprising marketing coup.

And, normally it would have been - except that the Google party in question was to promote Google Checkout. If you didn't know, Google Checkout is a web payment system and direct rival of eBay's PayPal!

eBay wasn't best pleased.

In fact it was downright mad!

eBay was so mad that it announced an review of it's advertising spend with Google. And the review started with an immediate suspension of their advertising with Google.

Google, showing uncanny perception, cancelled their Google Checkout promotion event. Nothing to do with the fact that eBay currently spend around \$25 million per year advertising on Google.

An eBay spokesman, sensing they had the better hand, said "We are pleased the Google recognised their inappropriate actions and chose to cancel the event." However, she would not comment on when or if eBay advertising on Google's US site would be reinstated.

Ouch!

Your intrepid reporter has not been able to determine what has happened to the genius in Google who originally had this marketing brainwave!

4. News and Views

End of Home Page Featured

If you use eBay.co.uk, be aware that the Home Page Featured promotion option has been removed. eBay say they have done this, "as part of our ongoing efforts to keep the home page as relevant and useful as possible for all our members."

Strange how eBay's biggest site, ebay.com, don't feel the need to remove Home Page Featured to keep their home page "as relevant and useful as possible for all our members." !!!

eBay To Go

Here's a nice new facility from eBay. It allows you to instantly create the HTML code to showcase any eBay auction or auctions on your website or blog. Called eBay To Go it's really simple and fun to use. You can try it yourself here:

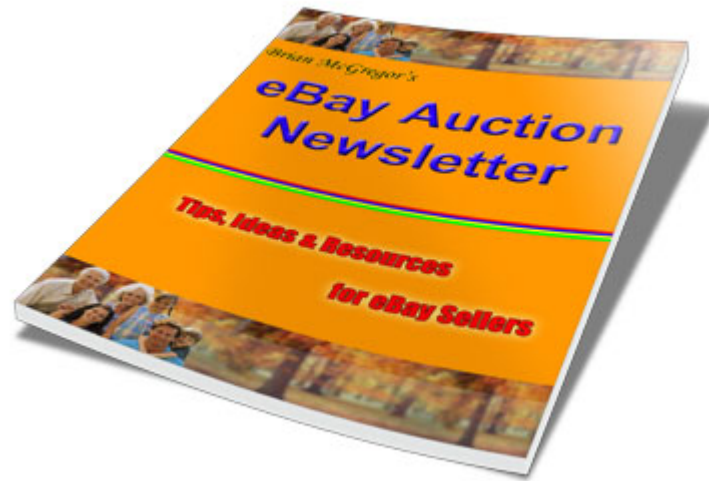
<http://togo.ebay.com/>

eBay Store/Shop Tune-up

If you have an eBay Store or Shop, I would bet that once you set it up you've never reviewed whether you're getting the most from it.

Here is an excellent ebook which shows you how to tune-up your eBay Store or Shop, and make more from your investment. The ebook costs you nothing, but is worth reading. You can download it from here:

<http://www.workwinners.com/nl160607.htm>



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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.