



The eBay Auction Newsletter

Issue 0606 - June 23, 2007

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Proudly published for over 4 years by Brian McGregor

Do your friends, family and colleagues a favour, and share this eBay Auction Newsletter with them. Why not email them a copy NOW?

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

"It's how you deal with failure that determines how you achieve success."

David Feherty

2. Auction Voodoo - Magic Income from eBay?

Just occasionally an ebook comes out showing a new and smart way to make money selling on eBay.

Auction Voodoo is such an ebook.

I've read it, and I can tell you that Auction Voodoo shows some really clever, yet entirely practical ways to make more money on eBay.

In particular, learning how to legally copycat successful eBay sellers is a most interesting and effective strategy.

It's definitely worth a minute or two checking out Auction Voodoo.

<http://tinyurl.com/2arjmq>

3. Be Kind With Me, and I'll be Kind With You!

You may know that eBay have enhanced their feedback system. It now enables buyers to provide a more detailed view of their experience with the seller. Buyers are invited to provide four categories of feedback about sellers: item description, communication and delivery time, and postage and packaging charges.

One reason why eBay might prove to be wise to have introduced this is highlighted in a recent survey by the School of Business at the University of British Columbia.

They compared users' views of the feedback systems on eBay and Amazon. The big difference between the two is that on Amazon, only buyers leave feedback.

The people running the survey said that consumers find the reputation mechanism at Amazon elicits much more truthful and helpful feedback than eBay's.

There are no incentives at Amazon to tippy-toe around reputations since only buyers can post comments. This one-way system invites buyers to be as honest as they want without any fear of reprisal. As a result, the feedback at Amazon reflects more accurately the user's underlying experience with the transaction, whether good or bad.

The feeling of users was that the current system at eBay encourages buyers and sellers to continually swap positive feedbacks. This is because a higher positive rating is viewed as enhancing their potential to buy or sell the next time around. Plus, eBayers fear negative comments can trigger a backlash that will impact their own standing. So, when you buy on eBay, do take the time to complete the extended feedback form. You will be doing your seller a service, not to mention other buyers on eBay.

4. News and Views

Something For Nothing

Many readers took advantage of signing up to the zero cost opportunity I emailed to you earlier this week.

And why wouldn't they? In my opinion, it really is an irresistible proposition.

Forgive me for reminding you about this, but I wouldn't feel comfortable if I didn't give you every opportunity to join what could become the most powerful new business to hit the internet.

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

More Something for Nothing

Here's a market on eBay which has increased in popularity recently. Buying and selling websites on eBay can be highly profitable. However, there are pitfalls!

Here is a new ebook which walks you carefully through the process.

You can download it free from here:

<http://www.workwinners.com/nl230607.htm>

Book Your Profits

Have you written a book and you'd like to get it published? If you could get it published do you think you could sell copies of it on eBay?

Well, there is a brilliant service available which allows you to cut out the middleman. In other words, you don't need to send your manuscript to a publisher, hoping to hear they like your book.

Now, you don't need ordinary publishers!

With this new service, you can simply upload your manuscript (digitally of course) and they will convert your work into a hardback book or paperback or whatever you wish.

You don't have to commit to any number of copies, as they actually print on demand. You don't even have to buy a single copy if you don't want one. However, if you want a few for your relatives or friends, you can do that.

If you want them to ship your book directly to your eBay buyers, they will do that too.

All is explained here:

<http://www.lulu.com>

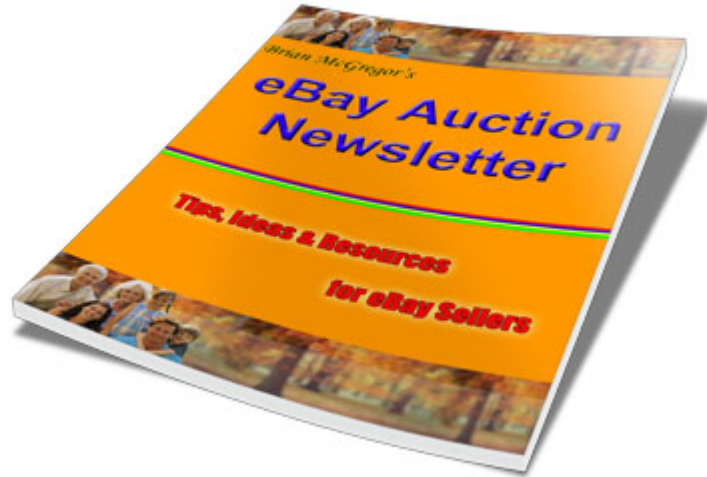
Don't hide your light under a bushel!

Time and Sanity Saver?

If you're using Internet Explorer 7, you could have been caught by closing a tab by mistake.

If you ever do this, and you want to instantly reopen the page you were on, press Shift+Ctrl+T and it will re-appear. (If you're on a Mac, you press Command+Shift+T)

Incidentally, if you use Firefox and you accidentally close a tab, you can go to the History menu item at the top of the screen, and select Recently Closed Tabs. You will be able to open any of those pages instantly.



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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.