



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



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](#).

I'm often asked what got me started on eBay.

Like most people I drifted into it by selling some items I no longer needed.

But the key for me was to learn about a guy called Jim Cockrum. Jim is probably the most creative person I know using eBay.

His ebook was responsible for me taking eBay seriously about four years ago.

It was recently updated, and I thoroughly recommend you review "The Silent Sales Machine Hiding on eBay" by Jim Cockrum.

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

Speak to your soon.



1. Thought for the Day

"You have a gift of 86,400 seconds today. Have you used one to say thank you?"

William Arthur Ward

2. eBay and Firefox

Do you use the Firefox browser? If so, and you use eBay in the UK, France or Germany, there is some exciting news for you.

Mozilla and eBay have co-operated on a useful extension to the Firefox browser. They've produced a built-in eBay sidebar to the Firefox browser containing all the information that you need to make your eBay activities quickly and easily.

You can instantly check on your buying, selling and feedback status. Everything you need from My eBay is at your fingertips, plus a quick search bar and shortcuts to eBay My World, your feedback and popular eBay bookmarks.

Another key point is that the sidebar offers greater security. You can be sure you are on a genuine eBay and PayPal site. Plus, you can activate eBay's Account Guard within the sidebar which warns you if ever you try and input your eBay username and password into a none-genuine eBay website.

eBay will be announcing a version available for eBay.com users in the future.

You can get all the information here:

<http://en-gb.www.mozilla.com/en-GB/add-ons/eBay/>

3. Are All Your Eggs in One Basket?

The UK has suffered two events recently which could have damaged the business of some eBay sellers.

First, there have been some disastrous floods. Insurance estimates are that the bill for homeowners could amount to £1.5 billion (about \$3 billion). One of the casualty of the floods was the postal service. For several days, no mail could get through.

The second event involved the UK's national postal service, the Royal Mail. The postal union is in dispute with the Royal Mail and postmen are on a series of strikes.

If you had an eBay business which relied upon Royal Mail deliveries, you could have had a difficult time in the last couple of weeks.

There's not much anyone can do about the weather, and nor can we have an effect on when postal workers withdraw their labour. However, there are ways to minimise the impact of such problems.

One is to look at alternative delivery providers. Here are two you could consider:

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

<http://www.parcel2go.co.uk/>

The other consideration would be to see if there is a way in which you can sell more digital products. This type of product means that delivery can be by download or email attachment.

It doesn't matter which market you're in, there will be ways in which you can acquire or develop digital products to add to your product portfolio.

If you want to know more about this aspect of eBay selling, this is fully covered in my eBay eclass.

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

4. News and Views

What to Sell on eBay

As you probably know, the most popular question asked by eBay sellers at the eBay Live conference in Boston was, "Where can I get items to sell on eBay?"

If you didn't look at the answer to this question I sent you recently, you are missing out. Here it is again:

http://www.workwinners.com/ebay_products/

By the way, everything on that page is free to you.

Sneak Peek

eBay are working on several changes to how the site appears to us, the members.

If you would like to see what's in the pipeline, all is revealed here:

<http://pages.ebay.com/sneakpeek/>

Video Auctions

You will probably have noticed the increased use of video on web pages. With the growing take up of broadband and DSL internet connections, this is a trend which can only go one way.

If you want to try videos on your eBay auctions or on websites where you are selling affiliate products, this is a breakthrough facility you should check out.

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

Peel Away Again

I've had several readers ask to see other examples of the new Peel Away facility I use on some of my websites. You can see the effect on these sites of mine:

<http://www.first-page-on-google.com>

<http://www.cash-colors.com>

If you're interested in applying this clever device to your web sales pages, you can find out more here:

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

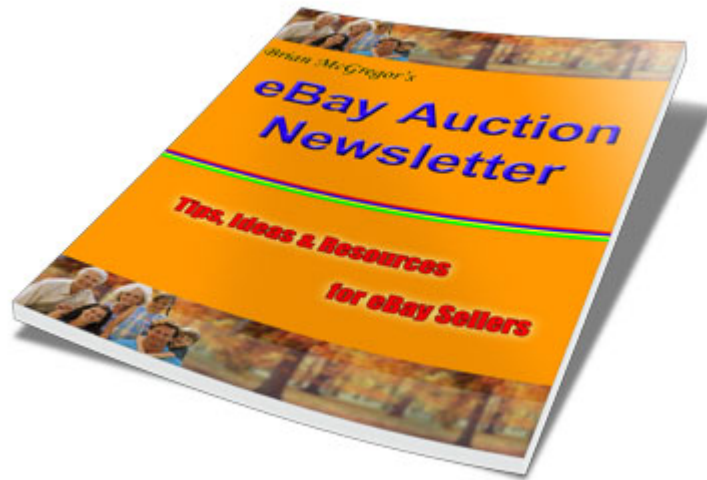
Raising a Smile With eBay?

I never thought it was possible, but it looks like eBay are lightening up! That's the only way I can explain this.

eBay's researchers have discovered that auctions provide the winner with a physical rush. A high. They've termed this feeling windorphins.

You need to see it to believe it. (It's good fun too!)

<http://windorphins.ebay.com/special/index.html>



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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.