



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](#).

Today, I've been looking around for good news about eBay. It can be difficult to find.

Do you know what's easier to find?

Bad news about eBay.

What I find disappointing is that some of those spreading the eBay downsides are eBay members.

The one thing eBay offers us as sellers is a totally level playing field. We all start the same by registering and then selling our first item. What we do with the eBay opportunity after that, is down to us.

We can learn about eBay, develop our business and become highly successful, like the 470,000 members for whom eBay is their only or primary source of income.

Or we can play at it, and snipe at the difficulties which we find, claim that eBay isn't fair etc.

I know in which camp I'd rather be.

How about you?

Speak to your soon.



1. Thought for the Day

"Everyone has inside himself a piece of good news! The good news is that you really don't know how great you can be, how much you can love, what you can accomplish, and what your potential is!"

Anne Frank

2. Using eBay Classified Ad Format

Have you heard of eBay's Classified Ad format of listing? It's available on ebay.com and ebay.co.uk, although in a limited number of categories on the latter. I've been quietly testing the format recently on both ebay.com and ebay.co.uk.

First, the main difference between a Classified Ad and other eBay auction listing formats is that you cannot directly sell via a Classified Ad. It is designed to enable sellers to generate leads, in other words encouraging people interested in the Classified Ad item to contact the seller. Once that contact has been made, the seller can then progress their sale - offline from eBay, legally - via any means they wish.

Here is one of my experiments:

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

The beauty of using eBay's Classified Ads is that the majority of visitors to the page have gone there via searching. So in my case, they have already qualified themselves as being interested in hovercrafts.

The Ad is costing me £12.99 (\$25) for 28 days exposure. As you can see I've had over 2,000 visitors to date. In terms of lead generation, I believe this represents excellent value for money.

The other advantage of Classified Ads is that you can use them to generate leads for affiliate products - which as you probably know eBay make it difficult to sell via other auction formats.

You can get more information about eBay's Classified Ad format here:

ebay.com

<http://pages.ebay.com/help/sell/f-ad.html>

ebay.co.uk

<http://pages.ebay.co.uk/help/sell/f-ad.html>

By the way, if you're considering buying a hovercraft, do go to my Classified Ad and complete the online form to get my Hovercraft Buyer's Guide f-ree!

3. Is eBay on the Way Out?

Our financial commentating friends at Motley Fool have been running a duel - between eBay and its potential competitors.

I don't think eBay need to panic. Take a look...

Amazon and Overstock aren't even within spitting distance of eBay's lead in auctions.

Google and Craigslist are threats, but they've yet to keep eBay from acquiring active users.

Yahoo have completely pulled out of online auctions.

eBay's PayPal is killing Google's Checkout.

Tens of thousands of people make their living from eBay, including the Professional eBay Sellers Alliance, which is global and does more than \$400 million in annual revenue via the site.

In summary, eBay is still king of the online auction business. It has a growing legion of millionaires invested in its continued success. Would you bet against that? I wouldn't.

The point of this is to say that, if you're selling on eBay today, you're in exactly the right place at exactly the right time!

So use eBay, and start changing your life.

News and Views

Spruce up your eBay store (again!)

Here is an excellent forum with some gems of ideas on how to get the most from your eBay store/shop.

<http://www.cre8asiteforums.com/forums/index.php?showtopic=51649>

You might remember I gave you a free ebook on how to Spruce up your eBay store. If you missed it, you can download it from here:

<http://www.workwinners.com/nl140707.htm>

A Surprisingly Easy Way to Convert a Word Document to PDF

If you sell ebooks on eBay, you will know that the preferred format of buyers is pdf. Not forgetting that pdf is the best format for us as sellers too, given that both PCs and Macs can read such documents maximizing our potential market.

Whilst there are several tools and software available to convert Word documents to pdf, in my opinion this is the easiest to use, bar none!

It's a web based service, it's f-ree, and you'll find it here:

<http://www.expresspdf.com>

Are You Stuck in a Product Rut?

If you're selling the same things over and over again, but seeing little growth or expansion, maybe your product offerings are slightly stale. It could be worth joining in an hour long workshop eBay are running called the Power of 10 Product Sourcing.

It's taking place on Tuesday 17th July, from 11.00am to 12.00pm Pacific Time. That's 7.00pm to 8.00pm in the UK.

You can read more about the event here:

<http://www2.ebay.com/aw/core/200707.shtml#2007-07-13130945>

Does it Make AdSense?

I bought Michael Chesney's video course last year about how to make more money with AdSense. It was superb, and helped me to increase my income from that source quite substantially.

Michael has just announced a major revamp and update of this excellent course. If you've wondered about how to start using AdSense, or if you're looking to do better with AdSense, I recommend you find out more here:

http://www.workwinners.com/adsense_videos/



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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.