



The eBay Auction Newsletter

Issue 1108 - August 9, 2007

In This Issue

- Welcome from Brian McGregor
 - 1. Thought for the Day
 - 2. Making the Most of a Successful eBay
 - 3. Is it Better to Sell From a Website or With eBay?
 - 4. News & Views:
eBay's New Easy Listing Form
Have Fun But Don't Get Addicted
Free Storage for Your Images
Personal Development Gifts

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](#).

There are some eBay experts who I like to monitor. If they bring out something new, I like to know about it.

Dave Guindon is one of these experts I follow, and he has just added to his excellent video series with a couple of very useful videos on aspects of eBay.

If you prefer learning via videos rather than reading ebooks or physical books, I thoroughly recommend you check out Dave's Online Video Series.

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

Speak to your soon.



1. Thought for the Day

"He who has achieved success has worked well, laughed often and loved much."

Elbert Hubbard

2. Making the Most of a Successful eBay

eBay has just released its financial report for the second quarter of 2007.

If ever you wanted a reason to start selling on eBay, these figures give you it.

If you've been hesitant to ramp up your eBay auctions for fear that all the good auction niches are gone, here's proof positive that eBay holds more potential than ever.

As of June 30, 2007, eBay had 241 million registered users. In the three months since 31 March, 2007, every day 87,000 people join eBay! And remember, 90% of those users are primarily buyers. Where else can you put your products in front of so many eager online shoppers for pennies?

39% of all products on eBay are sold in "fixed-price" format - Buy it Now to you and me. This means more and more buyers are looking to eBay as a place to buy things fast, and not just use eBay as bargain pricing auction site.

eBay is now responsible for almost \$5 billion per month in sales. A tiny share of this could be a good living!

With a global presence in 37 markets, eBay is the biggest, most international auction marketplace the world has ever seen!

eBay estimate that 1.3 million sellers are now making part-time or full-time incomes with their auctions. If you're not numbered among their ranks, you need to ask yourself why?

eBay offers the best possible opportunity to earn an immediate and steady stream of online income.

You don't have to be a computer genius to get started. If you know how to send an email then you have the skills to start making money on eBay today.

3. Is it Better to Sell From a Website or With eBay?

Many people want to make money on the internet, and wonder if it's better to start by selling from a website or with eBay.

There are pros and cons with both options, and both can be successful.

Deciding upon which is the best approach for you can be helped by performing a self audit.

1. What level of computer skills do you possess?

The great thing about eBay is that you don't have to know the first thing about website design or HTML to get started. eBay provides you with an easy to complete form to list your items for auction.

With a website based business, it helps to know your way around a computer. You don't have to have any computer skills to start your own Internet marketing business, but it helps. At the very least, it shortens the amount of time you have to spend learning how to set up and market your business. Ideally, you will either need HTML skills or use web page generator software. Either way, you will have to learn how to design websites. Alternatively, you could buy resources to provide these functions for you.

2. How much time can you spend up front on your business?

With eBay, you can get started earning virtually right away. You need to set aside some time to source your products, create your listings, and prepare your items for shipment. None of these chores need to take a huge amount of time. For a website, you typically have to find your niche market, develop your product, write your sales copy, set up your website, optimize it for the search engines, organize your pay-per-click campaigns, set up your autoresponders, and much more.

A "regular" internet business can take a lot of time to set up. For some it can be as much as 40 hours a week when you're first starting out, particularly if you want to get it up and running quickly.

3. How much money can you afford to spend up front?

With eBay, it only costs a dollar or two to set up a regular eBay auction listing. For your web business, you'll need to pay for hosting and probably an autoresponder service. In addition, there could be costs associated with web design, product development and advertising.

4. Are you prepared to devote regular amount of time to your business?

An eBay business usually requires that you put in a number of hours per week. You could set up your eBay business to be as automated as possible, but there will always be some tasks to be undertaken.

It is possible to create a website business such that everything is automated. Once set up, the business can run on auto-pilot. Or, more likely, you create another new internet business to provide further streams of income.

In summary, if you want to start making money right away, you can get items listed on eBay very quickly. You won't make a million dollars overnight, but you can achieve a dependable stream of income in a very short space of time.

Of course, these two approaches aren't mutually exclusive.

In other words, you don't have to stick to just the one. If you start on eBay, you can expand your business to the "regular" Internet world as well.

Alternatively, if you have a "regular" Internet business, you can sell your products on eBay!

By taking advantage of two-way cross promotions, you can introduce your products to whole new audiences which should mean more sales!

4. News and Views

eBay's New Easy Listing Form

If you thought placing your item for sale on eBay was difficult, take a look at the new way of easy listing. On ebay.com it's called "List with popular options". On ebay.co.uk, it's called Quick Sell. The option is shown after you click on the Sell tab.

Have Fun but Don't Get Addicted

Feel like taking some time out for fun? Be careful, this game can become addictive.

A tip from me is always try and knock two balls off on each hit!

<http://www.shockwave.com/content/shuffle/sis/shuffle.swf>

Free Storage for Your Images

Would you like to store the images you use on your eBay auction for free? Or backup the files on your PC hard drive?

Here's a company who will give you oodles of disc storage capacity for nothing.

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

Personal Development Gifts

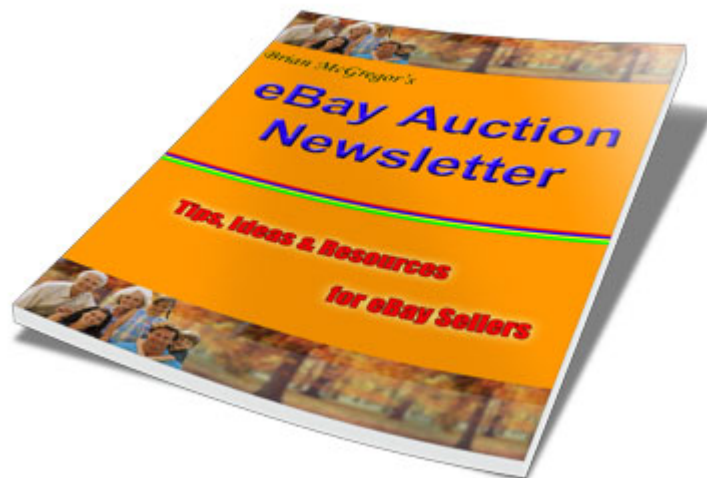
I would like to share with you an abundance of gifts I have found on the Internet.

If you want to gain confidence, conquer your fears, or lose weight, you will find something to help in these self improvement gifts. You can use them as a guide to face any obstacle in your life.

HINT: There are more than 180+ gifts available, you may not need them all, of course. But they are all yours!

Here is the link for you to download them now:

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



The eBay Auction Newsletter is copyright © Brian McGregor

You can distribute this newsletter, providing the contents are left unchanged.

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>

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.