



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



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

This week I experienced something which anybody who has a website will recognise as a major fear.

My main website, www.workwinners.com appeared to have been hacked.

What happened was that a visitor to my site sent me an email saying they had tried to click on a link in an email I'd sent them, and instead of my site displaying, a totally different site showed up in his browser.

He sent me the address of the other site, and I'd never heard of it. It certainly wasn't mine and, as far as I could recall, wasn't a website I had ever had any dealings with. In fact, I'd never heard of it.

So, I keyed www.workwinners.com into my browser. And crossed my fingers.....

Guess what?

This unheard of site appeared in my browser!

By now I was quite worried. Had the traffic to all my sites been intercepted somehow?

I checked all my other websites, and they appeared fine. Phew.

But workwinners is my main site, so I checked on my Control Panel with my hosting account, and everything looked OK.

And yet, there was no doubt anybody who tried to go to any page of workwinners was getting presented with a site unknown to me.

It was 12 hours after I submitted the support ticket to my hosting company that they came back with the answer. There was something in the .htaccess file causing the problem. They changed the contents of this and hence resolved my problem.

If you don't know what the .htaccess file is, don't worry. Neither do I!

Anyway, everything is back on the air now.

But what a shock it was.

By chance, this week I was contacted about a hosting company which offered guaranteed 100% uptime. My websites would never ever go down.

It sounded good, so I'm examining it now.

If you're interested in this kind of hosting, you can get all the details here:

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

And then, I've had to put down a much loved section of the newsletter. You'll read about that later on in this edition.

Wow. What a week!

Speak to you soon.

A handwritten signature in black ink that reads "Brian McKeegan". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

1. Thought for the Day

"If you choose not to decide, you still have made a choice."

Neil Peart

2. Make Money with the Public Domain and eBay

For many sellers, one of the main problems is in finding items to sell on eBay.

One source that not many consider is Public Domain products. There are millions of books, art, music and images in the Public Domain.

The relevance of this to us as eBay sellers is that we can take any of these items and create products to sell on eBay.

You can burn Public Domain items on CD, make an ebook, print it out and put a cover on it, record it as an MP3 etc.

Here is a summary of what is waiting for you right now in the Public Domain:

- o Over 85 million books, many written by the greatest authors and thinkers.
- o Full rights to private collections of art produced by the world's finest artists, illustrators and photographers.
- o Movie vaults containing thousands of classics known and loved by the public - including vintage movies, cartoons and documentaries.
- o Full, unhindered access to the millions of reports, books, videos and images produced at a cost of millions by the U.S. government.

Your only limit in the Public Domain market is your imagination.

Here's a very clever new tool which helps you to find the right Public Domain products to sell on eBay:

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

3. Customized Products You Can Sell on eBay

Here is another type of product source you might like to consider.

There's no doubt that being able to customize will assist in differentiating your products from those of other sellers.

Here is a way in which you can achieve that with very little work.

Plus, this system combines with dropshipping. Which means you never have to buy in any products to sell, and you don't do any packaging or shipping.

The idea here is that you select products you'd like to sell, you decide on the customization you'd like - usually with an image or picture you have chosen - and you sell the customized item on eBay. And the best bit is that once you've sold and collected payment, you simply tell your supplier who then creates the product and ships it direct to your customer.

There's nice regular income to be made here, with very little effort. And no packing or shipping.

All the details are in this free ebook I've written for you which takes you step-by-step through the process. You can download it from here:

http://www.workwinners.com/customize_ebay/

4. News and Views

Make \$20,000 in 20 Days or Your Money Back

You probably already know that The 20/20 Challenge has been one of the most exciting product launches of the year.

This toolkit basically provides you with the opportunity to earn \$20,000 in just 20 Days by following the detailed steps set out by Michael Green.

But the best thing of all is that The 20/20 Challenge is backed by a 100% guarantee. So you've got absolutely nothing to lose by giving Michael's toolkit a go:

http://www.workwinners.com/join_me/

Incidentally, previously you could only buy The 20/20 Challenge if you happen to have a PayPal account, but Michael has just contacted me to let me know that you can now use your credit card too.

Don't Get Caught Out by the Recall Issue

As you will have seen, there have been several high profile product recalls recently in the toys market.

eBay is sending warnings to sellers of recalled items, letting them know they could lose selling privileges unless they stop selling such items.

If you're offering recalled products in your eBay auctions, beware!

Phishing is Alive and Well(!)

Last week eBay said data on 1,200 eBay members had probably been stolen via a phishing scam.

A year ago, Dave Cullinane, eBay's Chief Information and Security Officer, downplayed the role of organized crime in phishing ("It's not the Sopranos," he said)

This week, speaking at a Microsoft-sponsored security symposium, Cullinane believes that online attackers are indeed becoming more sophisticated, with malware developers being funded to develop new and improved attacks.

In the past year, Cullinane has seen better organization by eBay fraudsters. Criminals are being paid to develop better types of attacks, and the attacks are getting harder to detect, he added. "The phishing e-mails I see are extremely sophisticated," he said.

This growing professionalism has even cut down on mangled grammar. "The language they're using is very good", Cullinane said.

If you're concerned about phishing and fraud on eBay, take a look at this article in an earlier edition of the eBay Auction Newsletter:

<http://www.workwinners.com/newsletter/050124.htm#art2>

Interesting Survey About eBay

AuctionBytes undertakes a regular survey amongst eBay members.

The latest survey results has just been published.

In one question, eBay sellers' were asked to rank five concerns in order of importance.

Fees were ranked the number one "biggest concern about selling on online auction sites."

Non-paying bidders/buyers came in second, with fraud closely on its heels as third biggest concern about selling on online auction sites.

"Payment services" was ranked as the fourth biggest concern, and "Inventory and product sourcing issues" came in fifth.

For the full results, go here:

<http://www.auctionbytes.com/cab/abu/y207/m10/abu0200/s03>

Let it all Hang Out!

A couple had been married for 50 years.

They were sitting at the breakfast table one morning when the wife says, "Just think, fifty years ago we were sitting here at this breakfast table together."

"I know," the old man said. "We were probably sitting here naked as a jaybird fifty years ago."

"Well," Granny snickered. "Let's relive some old times."

Whereupon, the two stripped to the buff and sat down at the table.

"You know, honey," the little old lady breathlessly said, "My nipples are as hot for you today as they were fifty years ago."

"I wouldn't be surprised," replied Gramps, "One's in your coffee and the other's in your oatmeal."



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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.