



The eBay Auction Newsletter

Issue 1711 - November 18, 2007

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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.

If you're a new subscriber, a particularly warm welcome to you.

In this edition, we look at a new initiative by eBay to capture new buyers. Called "Guest Buyers", this could bring you new buyers to your auctions. See if you qualify.

Then we look at offering your items worldwide. What you can do to take advantage of a change in eBay's policies. Find out if this applies to the categories you're selling in.

Finally, we have some more interesting items in News & Views.

Also, there are going to be some big changes to my newsletter in the near future.

If you want to continue receiving the newsletter, make sure you watch out for the emails about this in the next few days.

Take care, and good luck in your eBay business.

Speak to your soon.

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

1. Thought for the Day

"Change your thoughts and you change your world."

Norman Vincent Peale

2. Be eBay's Guest

eBay is currently launching "Guest Buying". The idea is that non-eBay members can buy fixed price items and from eBay Stores, and they don't have to open an eBay account to make the purchase.

This mirrors the experience which buyers are familiar with on internet e-commerce sites. They see something they like, and they can go ahead and buy it.

So, as "Guest Buyers", people can try out the eBay purchasing experience without having to register first.

The only requirement for buyers is that they have to use PayPal to pay for their purchases.

For sellers to have their items included and made available to "Guest Buyers", you need to:

- a) Have a PayPal Premier or Business account.
- b) Include shipping costs on your listing.
- c) Qualify for the top tier of buyer protection of \$2000 (£500 in UK).
- d) The item price must be less than \$2,000 (£500 in UK).
- e) Use eBay's checkout system. Third-party checkout are not supported at this time.

Finally, these brand-new buyers can't leave feedback - at least not until they register.

eBay says they will encourage those new buyers to register and leave feedback after the sale.

This is a useful addition by eBay. I'm sure lots of people might try eBay if they don't have to become a member first.

You can find more details about "Guest Buying" here:

eBay.com

<http://www2.ebay.com/aw/core/200711.shtml#2007-11-05145608>

eBay.co.uk

<http://www2.ebay.com/aw/uk/200711.shtml#2007-11-16161242>

3. Re-visit Your Own Listings

You may recall I mentioned in the last newsletter about the discriminatory treatment of UK eBayers, who could not have their auctions appear on ebay.com.

As this announcement showed, the policy could be in retreat!

<http://www2.ebay.com/aw/uk/200710.shtml#2007-10-18151300>

Items in the Collectibles, Antiques, Stamps, Coins, Art, and Pottery & Glass categories placed by UK sellers WILL appear in ebay.com search results.

Let's hope other categories follow soon!

What I should have added was that if you're a UK based seller in these categories, and you want to make your items available to ebay.com users, there's something you need to do. You should re-visit your auction listings and make sure that you're specifying North America as a territory to which you will deliver.

Wow! And tomorrow the world?

4. News and Views

Get Your Name in Lights

Have you ever looked at eBay's Reviews and Guides?

Reviews and Guides gives you the opportunity to write about your market and product area, for other members to read.

It's very easy to do. You can write a short Review about a specific product. Or you can write a Guide, sharing your knowledge and experience with the eBay community.

If you know your stuff, anyone reading your Review or Guide might well want to take a look at your listings.

You can find out more here:

ebay.com

<http://reviews.ebay.com/>

ebay.co.uk

<http://reviews.ebay.co.uk/>

Promote for Christmas

With the holiday buying season approaching, make sure you use these two tips to generate new traffic to your auctions:

- a) Print a promotional flyer showing your auction and website special offer links, and include it in every package you send out.
- b) Create a holiday special offers newsletter and email it to all your previous customers.

These actions are easy to do, and give you the opportunity to generate additional business with very little effort.

Want to Buy a Ferry?

If you've ever been on a ferry, be it over a river or a lake, and you've always thought you'd like to own one - now's your chance. Two ferries are going on sale on eBay in the next few weeks. And very nice they look too! By the way, you'll need around \$4 million to buy one.

http://seattletimes.nwsourc.com/html/localnews/2004015821_webferry15m.html

A New Way to Search eBay

When searching on eBay you can sometimes get a bunch of extraneous items in your search results that you don't want.

For example, if you're searching for a Mac iBook G4 laptop, your search results will probably include laptop parts, accessories and other things.

Let me introduce you to <http://www.getitnext.com>

This is a free, award winning search service to help users find what they're looking for on eBay. Get it Next is very easy to use and has some useful functions.

Don't Get Banned by eBay or PayPal

If you're a seller on eBay, one of the worst things that can happen to you is that your eBay account gets suspended.

Just imagine now, you're a PowerSeller and you're making thousands a month on eBay. It's your main source of income. Then PayPal and eBay shut you down. Instantly!

This is the story of one UK eBay PowerSeller who had that happen to him. And he takes you through the steps he took in his battle for account re-instatement.

And it's quite a battle!

Does he win?

I'll let you find out for yourself:

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

Now for the Lighter Side - Very Funny video

Ever been called by a telemarketer? Did you get annoyed, or are you amazingly tolerant?

Here's a video showing one way of handling a telemarketing call.

I like it. I hope you do to....

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



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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.