



The eBay Auction Newsletter

Issue 2103 - March 31, 2008

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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.

Have you heard the phrase, "I told you so?"

Well, it gives me no pleasure to raise this (he-he) but, eBay should really have learned their lessons by now.

What am I talking about?

Here's what I said in my newsletter of 31 January, 2008...

"As eBay's CEO Meg Whitman stands down and is replaced by John Donahoe, the company has announced some far reaching operational changes that will have an impact on every single seller.

Indeed there are so many changes happening at once, as a cynical old ex IT professional I say to myself, "Oh no. Don't these guys ever learn?" If you make one change to a big computer system like eBay, the chances are that something is going to go wrong.

But to make as many changes as eBay plan to, and all round about the same time? In my opinion, this could prove problematic - to put it politely. "

Well, at least I can say I did my best to warn them.

That was two months ago. Now lets get right up to date.

Take a quick look at eBay's recent System Announcement - it's only 4 lines long...

<http://www2.ebay.com/aw/core/200803281906031.html>

The headline of the System Announcement says it all - "Multiple Site Issues".

I'm sure all will be resolved in time. But have you any idea how lousy being right makes me feel?

And now, in yet another sweeping change, eBay has decided that from 1 April 2008, we can no longer list products which are delivered digitally. More about that topic later in the newsletter.

The bizarre thing for me is that this executive(?) decision again requires substantial changes to their core computer system at a time when they haven't even got to grips with the consequences of the last set of pronouncements.

I don't know about you, but I kind of sniff a sense of panic in eBay.

Maybe it's Amazon auctions beginning to bite.

And, can you imagine how many meetings would be called within eBay if Google announced it was setting up an auction site??

Take care, and good luck in your eBay business.

Speak to your 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

"One cool judgment is worth a thousand hasty counsels. The thing to do is to supply light, and not heat."

Woodrow T. Wilson

2. The Death of Digital Download on eBay

If you're familiar with digital products, then it's likely you're aware of the recent announcement by eBay to ban digitally delivered products from eBay.com auctions. You can still list digital products in Classified Ad format, but not as an auction.

Essentially, digital products include items like ebooks, software, mp3 - eBay describe it as any item that is "shipped" to a customer via email or download link. Here's the announcement that set the cat amongst the pigeons:

<http://www2.ebay.com/aw/core/200803241300132.html>

Have you heard the saying, "Throwing the baby out with the bath water"? Well, I have a feeling that eBay may have achieved that with this announcement.

Having said that, eBay is introducing this change in an attempt to prevent feedback manipulation. And there is no doubt that feedback manipulation is possible with cheap downloadable products.

The road ahead on eBay for former digital product sellers would appear to be one of three ways:

1. Convert digital products to DVD or CD products which can be physically shipped.
2. Use eBay Classified Ads to continue to promote and sell digital products.
3. Operate a combination of the above two options.

As this change in policy takes effect from tomorrow, the 1st April, nobody has any experience of what will work best. Everybody who has an interest in digital products is taking stock and deciding what to do.

Personally, I plan to adopt option 3. I will be converting some digital products to DVD, and I will also test bundles of products on Classified Ads.

I will report back to you via this newsletter as to what I find to be most effective.

In the meantime, here is a report which you may find helpful:

http://www.workwinners.com/d_download/

3. Making Money on eBay From Nothing

I guess I should apologise - the title to this article IS slightly misleading!

When I say making money on eBay from nothing, what I actually mean is making money on eBay from not very much.

Let me show you some UK eBay sellers who are making good money on eBay from not very much...

First, 7694will - that's the seller's eBay ID.

7694will sells a pack of four pre-recorded DVDs in a highly specific niche market. The cost to 7694will of four blank DVDs is probably around £3 (\$6).

He or she sells the product via Fixed Price eBay listings for £37 (\$74). Therefore the net profit per sale is £34 less eBay and PayPal fees. I note that he/she charges £4.50 (\$9) for shipping, which I would guess also makes a small profit for the seller!

In March 2008, this one product produced 11 sales. By my reckoning, 7694will has made a cool profit of around £360 (\$720) from a [listing like this](#).

Next, we'll look at seller norfolksausagecompany. Now this really is what you call a niche market!

Check out a [current listing](#), but don't go there if you're squeamish - the clue is in the seller's ID.

So, here we have another pre-recorded DVD being sold over and over again for excellent profit. I calculate that norfolksausagecompany has sold about 15 of these DVDs so far in March 2008. That represents a nice little earner of £120 (\$250). Not a fortune, admittedly, but not bad for a saunter to the Post Office a few times a week!

Our last seller we'll look at is whizzdome. Who ever would have thought that you could make money selling a DVD which showed how to tie knots? Here's an [example of the listing](#).

The DVD is a brand new product for this seller, but already he/she has made about £100 (\$200) in sales.

You will no doubt have noticed the common thread of these three sellers in that they are all selling pre-recorded, "how to do it" DVDs,

If you have a skill or interest, you can make your own video and commit it to DVD. Most people now have printers attached to their PCs which are capable of printing DVD box covers and labels.

Alternatively, you could consider using the services of <http://www.kunaki.com>. You upload your DVD file to them, and they produce your physical product - the DVD, the case and all the printing. And all that for \$1.75 (88p). And they will also ship your DVD direct to your customer!

Finally, here are some other sellers who are earning from selling "how to do it" DVDs. These sellers have been uncovered by eBay guru Jim Cockrum, and are based in the USA.

<http://www.silentsalesmachine.com/video/yourowndvd/yourowndvd.html>

Jim is probably the best known eBay expert around. His newsletter is well worth receiving. I get it, and recommend you do too. You can subscribe here:

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

4. A Gift From Me to You

Here's a useful ebook which helps to spread the risk.

If you're involved in trying to make money from the internet, including eBay, "21 Income Streams" identifies a range of options in making money from the web.

Written by Joanne Mason, the ebook comes with Master Resale Rights:

<http://www.workwinners.com/21streams/>

5. News & Views

Feedback? Yawn, yawn, yawn...

So you think eBay feedback is boring...

Here's an eBay member, and I quote from her About Me page, "Having fun with feedback."

[Take a look](#). I think I might try this myself...

Enough's Enough!

Here are some eBay sellers who have decided to try pastures new. Yes, it can be done!

[Check out these brave souls](#).

What is eBay up to?

You might have read that two sisters made \$1,350 on eBay recently selling a corn flake that resembled the outline of the state of Illinois?

Well, take a look at these searches I did on Google. Is there nothing that eBay won't try to make a buck on?

<http://www.workwinners.com/search1.htm>

<http://www.workwinners.com/search2.htm>

I Can Steal Your Download Page!

If you sell digital products and enable your buyers to download your products from a download web page, you may wish to pay attention.

There is a loophole that enables unscrupulous people to get to your download page without paying you!

You can see what I mean here:

<http://www.workwinners.com/ez493dl/>

6. Someone's Auctioning What???

Nothing surprises me when it comes to internet auctions. Amuse yourself with some of these beauties in our regular trawl through eBay's auctions.

Here are two auctions mentioned to me by readers of the newsletter:

[You'll need to get your purse out for this one.](#)

[Keep scrolling down. It's in the text!](#)

And a couple more auctions spotted be me:

[No matter what you do, your mother will always love you...](#)

[What a beauty!!!](#)

[I wonder - is this item going cheep????](#)

Disclaimer - I have no association with any of the sellers of the above items.



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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.