



The eBay Auction Newsletter

Issue 4011 - November 30, 2009

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Proudly published for over 5 years by Brian McGregor

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Or tell them to grab their own copy free from:

<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.

This was a big week for me. I launched a new service called "What's Hot on UK eBay".

The question I get asked by most readers is, "What are the best products to sell on eBay?"

My new service provides an answer to this question. What's more, it doesn't cost you anything to get access to the core service.

"What's Hot on UK eBay" is updated every week, so you get the very latest data.

I've had some great feedback from early users, for which I am very grateful.

If you haven't tried it yet, please go ahead.

Even if you don't use the information supplied, it's a real eye opener seeing what have been the most successful listings on UK eBay in the last 7 days!

http://www.auctioninnercircle.com/whats_hot_on_ebay/

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 style with a long, sweeping underline that extends to the right.

1. Thought for the Day

"Nothing is so often irretrievably missed as a daily opportunity."
Marie von Ebner-Eschenbach

2. Get 100% Positive Feedback On Your New eBay Business Account Quickly & Easily - GUARANTEED!

As you know, your feedback is your eBay reputation. To sell, you must have good feedback otherwise no one will buy from you. Ideally you need it to be 100% positive or as close to that as possible. You also need 10 feedbacks before you can use various facilities on eBay.

In the past, buyers were reluctant to leave negative feedback for poor sellers because the seller could leave negative feedback for the buyer in return. eBay has since changed its rules and now sellers cannot leave negative feedback for buyers.

If you are new to eBay, or if you have set up a new eBay business account, you need to build your positive feedback as quickly as possible.

Here are some options for you...

If you have a high positive feedback score on your personal eBay account when you launch a new separate business eBay account, you tell buyers about your personal account. You could write in your early business account listings, and on your business account "About Me" page: "This is a new eBay business account opened to promote my new line of xyz products. I have 100% positive feedback on my personal eBay account" and add a link to your personal eBay account "About Me" page, where you have your recent feedback listed.

This will let potential buyers know that you are a trustworthy eBayer, even though you have little or no feedback on your new business account.

Alternatively, if you have good feedback on your personal account you could convert your existing personal eBay account to a business eBay account and change its name to your business name. Your business account will then "inherit" your existing feedback score.

Another option is to build feedbacks very quickly on your new business account. When starting from scratch, don't try to build up your positive feedback by selling items. This is because if you make any mistakes you run the risk of getting negative feedback. A small minority of eBay buyers can be unreasonable and will give negative feedback you don't deserve.

When you have 1000 positive feedbacks, one negative feedback won't affect your score. But you are most likely to make mistakes at the beginning, when you first set up your eBay business. If a buyer leaves you a negative when your eBay business account is new, you are going to have to get 19 positive feedbacks and no more negatives, simply to bring your feedback score up to 95%!

Instead of running the risk of attracting negative feedback by selling items, build your positive feedback by buying items on eBay. You need to buy from different sellers as feedback from the same seller will not increase your score. This way you can guarantee to build your 100% positive feedback score without getting any negatives because under eBay rules sellers cannot give you negative feedback.

Most buyers will just look at your overall feedback score and not realise that it has been earned as a buyer, not as a seller. But even if a prospective buyer does analyse your feedback and realises that you have earned it as a buyer, the fact that it is 100% positive will instil confidence in them that you are a good eBay.

So that you don't waste money buying things you don't need, consider buying items that you might need in your eBay business such as paper, envelopes, packaging, etc. Or use eBay's Advanced Search to look for low value items with Buy it Now and Free Postage.

If you find and buy 10 such cheap items, you could buy them today and have a positive feedback score of 10 tomorrow. Some sellers leave positive feedback automatically as soon as payment is received. Before buying, check the seller's feedback score. If it's poor, look elsewhere.

Leave positive feedback for the seller as soon as you receive the item. If they haven't left feedback for you yet, email the seller saying: "Thanks for (name of item and eBay item number). I've left positive feedback for you. Please do the same for me". Include the eBay item number because the seller may be selling many items and is more likely to respond to your request to leave positive feedback if you make it easy for them to locate the correct item to leave feedback on.

Your new business eBay account could be up and running with 100% positive rating of 10 plus feedbacks within a few days.

3. Times Are Changing. Are You?

Guest article by Dennis L Prince

Without question, online sellers have recently struggled and strained to maintain a profitable livelihood in eBay's ever-changing marketplace. From the shrewdly shifting of fees to increased pressure to price lower and ship for free, eBay has presented sellers with significant challenges that have been deemed as "unfriendly" by some long-time merchants.

Add the unpredictable marketplace where buyers are often hesitant to purchase goods due to fickle moods or uncertainties about the economic climate and it becomes enough to make any experienced seller consider pulling out entirely.

Well, some sellers have taken action by looking squarely at their own business plans and reassessing their own goals and expectations. Since it's a periodic re-evaluation that keeps a business going strong amid the winds of change, here are the key elements you'll want to revisit to ensure you can meet change head on.

1. Reassess your goals

If you're like most sellers, you were drawn to eBay by a goal to make money. Perhaps you had a bunch of stuff you simply wanted to shed. Maybe you had an existing business (brick and mortar or online) and you were looking for a way to reach more customers. It's possible, too, you were eager to launch a new product, brand or service, and wanted to utilize eBay to test your idea, premise and approach.

Today, just as the auction climate has changed, it's possible your goals have also changed. This is a good time to take pause and decide what you want to achieve in this new chapter of your online endeavors.

Some folks decide it's time to refocus and reinvent their business (or product or brand), and use this temporary lull to think up a new approach. Others determine this is a good time to launch a new product or new service for a new time. Some decide they're a bit weary from all the past busyness and see this as a time to just slow down for a bit (maybe three to six months) and reset their perspective, monitor the trends, then jump back in with a renewed set of goals and a fully refreshed state of mind. Now is the perfect time to reassess, realign and reassert yourself with a revamped business plan.

2. Reassess your offerings

"Wise sellers recognize the value in keeping their sales policies evolving with the market"

Sometimes a drop in sales stems from a decline in demand for the goods you're selling. Consumer demand shifts at various times and within the changing seasons of the year. It also shifts along with a change in the overall mood, perception and outlook of the economic situation at hand. If you've been selling "indulgent" goods, a shift to a more practical market mindset might leave you wondering why people aren't enjoying your items like they used to.

This doesn't mean you're doomed in your business, just that you need to realign yourself to your customers' situation. Offer goods that have a more practical value-and present them with a sales pitch that illuminates their practicality. Additionally, if you usually offer high-priced items, push those to the side for the time being and offer a greater volume of lower-priced - that is, more affordable - goods. If you have any inventory that seems to be collecting dust on your shelves, consider pricing those items for quick sale, and position them as attention-getting deals that will encourage folks to visit you to see what else you might have in store.

Even when buyers aren't opening their wallets as freely as before, they will still come upon a moment when they need to reward themselves for having been so frugal and faithful to practical economizing. Hopefully, they'll indulge among your offerings.

3. Reassess your policies

As the online marketplace continues to evolve, wise sellers recognize the value in keeping their sales policies evolving as well. If it's been a while since you've reviewed your terms of service, take this opportunity to make sure you're still in touch with your customers' needs. Check the following key elements of your sales policies:

- * Shipping and handling: Forget the pressure to offer free shipping (unless you can do so without eroding your well-deserved profits) and ensure the shipping fees you charge are reasonable. Forget trying to wiggle an extra dollar or two under the guise of "handling charges" or overcharged shipping fees. Be certain, of course, that you can recoup your shipping expenses and that you ship in a method that is safe and reliable for the item to arrive in good condition.

- * Payment methods: Again, here's where eBay has imposed a near-mandate that sellers only accept PayPal payments. Sellers know that not all buyers want to pay this way, so walk the fine line and include instructions such as "please contact me if you need to use an alternate payment method; most are gladly accepted."

- * Refunds and guarantees: More than ever, folks are looking for assurance somewhere in an uncertain economic landscape. Include reasonable refund and guarantee provisions that let your customers know you'll back their purchase 100 percent. This could be all they need to hear to begin a purchase with you. (Ed. Under recent eBay rules, you now need to include a Returns policy anyway)

4. Reassess your presence

Lastly, be sure to take another look at your presence within the marketplace. Now is a perfect time to determine if you're still entertaining the proper customer set, or even if you're still not reaching a larger audience that would be interested in your offerings. Have you built that Web store outside of eBay? Have you added enticing features and information that will complement what you sell? Have you ensured you've made it easy to find you and your goods online (through use of embedded meta-data on your site, active participation in social networks and so on)?

Perform the usual search-and-find methods you use when you're looking for something, but check to see if your business is showing up in the results. If it's not, there's no better time to make sure folks can find you when they're searching for the best value for their dollar.

4. One Way to Get More Traffic to Your eBay Listings

As an eBay seller, it will always pay you to finding more ways to get more traffic to your listings. There is one method internet marketers use to good effect in achieving extra traffic to their websites, but which I don't think I've seem applied to eBay listings.

I'm talking about article marketing.

If you're not familiar with article marketing, it involves you in writing an article about a topic, and submitting that article to the popular article sites. The traffic is generated because you are allowed to include a link or two from the article to your website.

The traffic comes because Google loves article sites - their content changes frequently and rapidly. You will find articles appear very high up in search engine returns. Popular article sites such as <http://www.ezinearticles.com/>, <http://www.articlebase.com/> and <http://www.goarticles.com/> can often be seen on the first page of Google search returns. (Later on, you'll see the results of an experiment I conducted)

You simply submit your article to these sites and that's it, some traffic will be generated to your website via your link.

This is by no means a new idea, and it can work extremely well and bring good results. I write articles to get traffic to other websites I have. I've just checked my account with <http://www.ezinearticles.com/> and I see to date my articles have been read 29,939 times.

Now then, let's suppose you write an article about an item you are listing on eBay. And the links in your article are to your eBay Shop or directly to your listing page. Someone does a Google search for the item that you happen to sell on eBay, and your article about that item shows in the search results. Your article gets clicked on, and is read by the person who has already demonstrated that they are interested in the item. They see the link in the article and click on it. They arrive at your eBay shop or straight to your item's listing page, depending on the link you've used.

Can you see the potential?

If you like writing, this can be a really effective way to get more traffic to your eBay listings. If you would like to write articles yourself, and you're not sure how to start, here is a resource that shows you how to write an article in 10 minutes <http://tinyurl.com/10-minute-article/>

Another option is to have articles written for you. There are plenty of people out there that specialise in writing articles for others, usually for very reasonable fees. Take a look at these

<http://ccarticles.com/>

<http://www.simplythebestwriting.com/content-services/article-ordering>

<http://www.daniweb.com/forums/thread75402.html#>

Finally, the experiment I mentioned earlier. You can try this for yourself. Go to <http://www.google.com/> - not <http://www.google.co.uk/>. Now, search for this phrase, "make money fast on ebay". Don't key in the quote marks. What result did you get?

I just ran the experiment now, and an article I wrote in 2005 and submitted to <http://www.ezinearticles.com/> , appeared in position 3, out of 47,600,000 returns!

If that doesn't convince you to start writing...

5. A Gift From Me to You

In June this year, I gave you a superb ebook from Doug Feiring called "Best Match Made Easy". Well, Doug has just released an updated version which I recommend you download.

You can download Doug's revised ebook from here:

http://www.workwinners.com/best_match/

6. News & Views

A Bargain for Christmas from Trusted Sellers

If you're in the UK and are looking for some bargain purchases for Christmas, and you don't want to take any risks in getting your goods, you could try these sellers.

The three UK eBay Shops listed below show that eBay really is attracting the "big hoys".

Argos

<http://stores.shop.ebay.co.uk/Clearance-Bargains>

Littlewoods

<http://stores.shop.ebay.co.uk/Littlewoods-Clearance>

Tesco

<http://stores.shop.ebay.co.uk/tesco-outlet>

How to Make Some Easy Money Online

You can earn £1500 (\$2475) for every 100 visitors you send to get the "Creating Net Income" free report. Full details here -

<http://tinyurl.com/createnetincome>

Your Listings on Your Website or Blog

Would you like to instantly display your own listings on your website or blog? By doing this, you could get more visitors to your eBay listings.

Well, here is the simplest method I've seen. You just key in your eBay ID and click on the Generate My Code button.

It currently works for User IDs on eBay UK, USA, Canada and Australia.

<http://www.listingticker.com/uk.php>

I'm a Celebrity - Guess Who I Am?

Here's a guy who can predict any celebrity that you're thinking of. He does it by asking you questions.

Mind you, he had a bit of a problem with George Best!

It reminds me a bit of "20 Questions" and "What's My Line?" Wow, that's giving away my age!

<http://uk.akinator.com/>

Save Your Memory - Use This

Here is a clever little reminder tool to keep you abreast of any specific items you may be interested in buying on eBay.

You can set it to work on any eBay country site e.g. ebay.co.uk, ebay.com etc

<http://auctionmemory.com/>

eBay on the I-Phone

GarageBuy and eBay Mobile are applications that allow you to track items on eBay. Both applications will help you find and bid for items.

Speaking of the I-Phone, did you know anyone can make money creating I-Phone apps? All the details here -

http://www.workwinners.com/iPhone_Apps/

Think You're Good at Observation?

Do you think you're good at observation and awareness?

Take this (apparently) simple test which was produced to help cycling safety. I think you'll be surprised. Keep your wits about you as you watch this video...

<http://www.youtube.com/watch?v=ubNF9QNEQLA>

7. 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.

[A house for £10? Scuppered as soon as I read the description.](#)

[Drat! I used to have some of these, but I've searched high and low!](#)

[What is the matter with these people?](#)

[I'm not sure if this is too energetic for me!](#)

[Of course, some of us don't need one of these!](#)

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



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<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 favourites.