



**The eBay Auction Newsletter**  
Issue 4112 - December 31, 2009

[Top eBay Downloads](#)

**IN THIS ISSUE**

- Welcome from Brian McGregor
  - 1. Thought for the Day
  - 2. Used Laptop Warranty Woe!
  - 3. Are You An Apple Fan?
- 4. How to Get £35 From One Text Message
  - 5. A Gift From Me to You
    - 6. News & Views:  
Belated Christmas Message  
eBay Expansion  
Coffee Break Game
- 7. Someone's Auctioning What???

*Proudly published for over 6 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



Welcome to the latest edition of the eBay Auction Newsletter.

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

As I write this last newsletter for 2009 I've been reflecting on the changes eBay has made in the past twelve months. All sellers have been impacted in some way. It doesn't seem to matter if you're a big PowerSeller or you're a part time seller.

Also, if you've visited any forums concerned with online auctions in the last few months, you'll have witnessed lots of discontent from eBay sellers.

However, the most important lesson I've learned in my 10 years of selling on eBay is that I can do absolutely nothing about eBay's policies and rules. I can moan about things but, if I want to sell on eBay's platform, my only choice is to accept that I have to operate to their rulebook.

There is a simple question we all have to ask ourselves about selling on eBay - do the returns justify spending our time and money? If your returns are good, then carry on. If your returns are disappointing, then you review and revise what you're doing on eBay. The question I get asked most by readers is, "What are the best products to sell on eBay?"

One place you can find out is in my new service "What's Hot on UK eBay". It's updated every week, so you get the very latest data, and the core service is at no cost. 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/](http://www.auctioninnercircle.com/whats_hot_on_ebay/)

By the way, thanks to those early users of this service for the great feedback!

Finally, as we wave goodbye to 2009, may I wish you a healthy, happy and prosperous 2010.

Speak to your soon.



## 1. Thought for the Day

"Knowledge is the true organ of sight, not the eyes."  
Panchatantra

## 2. Used Laptop Warranty Woe!

If you buy or sell used laptops on eBay, here is something from which we can all learn.

The problem is to do with manufacturers' warranties and whether these can or cannot be passed on successfully to the purchaser.

Here is a letter that appeared in a recent edition of PC World magazine:

"Last year I purchased a used Dell XPS M170 laptop on eBay. I checked with Dell before bidding to ensure that the warranty was still valid and that the system had not been reported stolen. I was told the extended warranty was transferable to me. Soon after I received the laptop, Dell replaced the power brick for me. Today I requested replacement of the cooling fan, but the representative I spoke to said he couldn't help until a hold on the account was resolved. Dell had placed a hold on all computers handled by a service technician who had requested re-placements for laptops and then sold the laptops instead of returning them to Dell. My XPS was one of those, so Dell now refuses to honour my warranty. Can you help?"

Fortunately for this person, PC World magazine contacted Dell who then got in touch with him directly. A couple of days later, a representative informed him that Dell had decided to lift the hold on his laptop, reactivated the rest of the warranty period and reimbursed him for the cooling fan he had bought.

Purchasing used equipment from an online marketplace, such as eBay, involves some level of risk however small. Even though the seller might state that there is a remaining period of manufacturer's warranty, and that this is transferable, it pays to double check.

What you can do to minimise the potential for warranty dispute is to ask the seller for the product's serial number before buying or bidding. You can then verify directly with the manufacturer that the item was purchased legitimately and that the company will honour the warranty and support the product.

And, if you're selling a used laptop on eBay, and it has warranty remaining, it would help your buyers and bidders if you show the product's serial number in your description.

As you're reading this, I'm sure you can see that this principle applies to any used goods which come with a manufacturer's warranty.

### 3. Are You An Apple Fan?

Sorry to have misled you Golden Delicious lovers, I'm not talking here about the kind of apple you can bite. I'm referring to the Apple which is the computer company.

Thirty three years ago, in July 1976, the Apple computer was a very different beast than it is today. It was designed by hand by Steve Wozniak, and was housed in a case made of splintery wood. The fully assembled circuit board contained about 30 chips, and was sold without a case, power supply, keyboard or display for the princely sum of \$666.66.

If you were quick, you could have picked one up in November 2009 on eBay, complete with some surprising documentation, typed on notebook paper and signed by Steve Jobs himself.

<http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&item=320451173813>

As you will see, the Apple-1 went for \$50,000, which is about in line with what a vintage computer of such historical moment is worth. Although it probably won't work - the computer in the listing was non-functional.

The winning bidder received a broken Apple-1 motherboard, the original shipping box (return addressed to the home of Steve Jobs' parents) and the original manual, which contains schematics which will allow the new owner to take the motherboard and make a working computer out of it ... except the motherboard doesn't work!

The package also included a tape interface card, which would be used to load or save software from cassette tapes.

If you're interested in the early history of the PC, it's worth visiting the listing simply to see the documentation.

#### 4. How to Get £35 From One Text Message

A gentleman in the UK called Chris Dawson got £35 from a company that sent him junk mail by text message.

He had received a spam text message from a company saying: "Urgent! You have been accepted! Please call to complete your application."

Chris was sick of receiving unsolicited messages, and so decided to get them back.

He called the number they had sent the message from, and found out who the company was.

Then he sent them a letter telling them they had breached the Privacy And Electronic Communications Regulations 2003.

Chris said that as they had no customer relationship with him, they were not allowed to send him unsolicited marketing information.

He estimated the costs incurred and billed them for the time involved in dealing with this and sending them the letter.

He demanded a reply within seven days and told them once he had received a cheque for £35, the matter would be closed.

Chris also said he wanted them to stop contacting him.

It worked! Chris received a cheque for £35, and was assured he was taken off their database.

If you'd like to do the same, here is the letter Chris used. Simply adapt accordingly and good luck...

\*\*\*\*\*

Dear Sirs

On the 99th Month I received an unsolicited SMS message to my mobile telephone number xxxxx xxxxxx.

The text of the message was:

"xxxxxxxxxxxx: Urgent! You have been accepted! Please call xxxx xxx xxxx to complete your application."

As I have no relationship with your company and my telephone number is registered with the Telephone Preference Service your message was unwelcome and intrusive. I called the number to establish who was sending me spam SMS messages and your representative was unable to inform me where you obtained my telephone number from.

As I have not given your company explicit permission to contact me, your communication is spam as defined by "The Privacy and Electronic Communications (EC Directive) Regulations 2003" and explicitly includes SMS messages as defined by:

"Interpretation 2. - (1) (e) "electronic mail" means any text, voice, sound or image message sent over a public electronic communications network which can be stored in the network or in the recipient's terminal equipment until it is collected by the recipient and includes messages sent using a short message service;"

I would like you to compensate me for the cost of the telephone call I made to you, the cost of sending this letter, and for an hour of my time in dealing with this matter. I estimate the costs incurred through your spam to be £35.00 value (the same charge that my bank makes for writing to me) and would therefore be grateful if you could submit payment at your earliest convenience by cheque to the above address made out in favour of "Mr/Mrs/Ms A AAAAAAA".

I would also like you to ensure that you do not send further unsolicited communications and to confirm receipt of this letter in writing within 7 working days. Once I have received your cheque I will consider the matter closed.

Yours faithfully

Mr/Mrs/Ms A AAAAAAA

\*\*\*\*\*

Registering with the Telephone Preference Service is very simple. You can do it for any number of mobile numbers or landline numbers here-

[http://www.tpsonline.org.uk/ctps/number\\_type.html](http://www.tpsonline.org.uk/ctps/number_type.html)

## 5. A Gift From Me to You

Savvy internet marketers are increasingly finding ways to make money from Twitter.

Samantha Milner has written the definitive ebook on this subject called the "24 Hour Twitter Expert".

It's based on the system that Samantha uses to generate a 60,000+ targeted following on Twitter and shows how you could do the same in a little over an hour a day.

The ebook is available for a very limited time at zero cost.

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

## 6. News & Views

### Belated Christmas Message

Here in the UK, the Queen broadcasts a Christmas message to the nation.

Here, belatedly, is a Christmas message from myself and my partner Pat. You'll need to hurry - our message expires on 15th January 2010!

Be patient, this can take a little while to load. Turn up your speakers and prepare to be amazed -

<http://elfyourself.jibjab.com/view/cneXs3fG9jzCbJBp4VF7>

### eBay Expansion

Contrary to popular conception, eBay seems to be doing OK during the recession.

They have just announced plans to hire 450 more people at its global operations centre in Utah where it already employs over 1,000 staff.

eBay is building a new \$334 million data centre as well as expanding its operations and customer support facility.

Even though it has been tough for individuals and businesses, eBay is preparing for better times ahead.

I'm looking to make more out of eBay myself. I hope you are too!

### Coffee Break Game

This looks very easy. And it is - when you're on level one!

[http://www.onemorelevel.com/game/snowboard\\_santa](http://www.onemorelevel.com/game/snowboard_santa)

## 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.

[Get ready for the next change in the weather!](#)

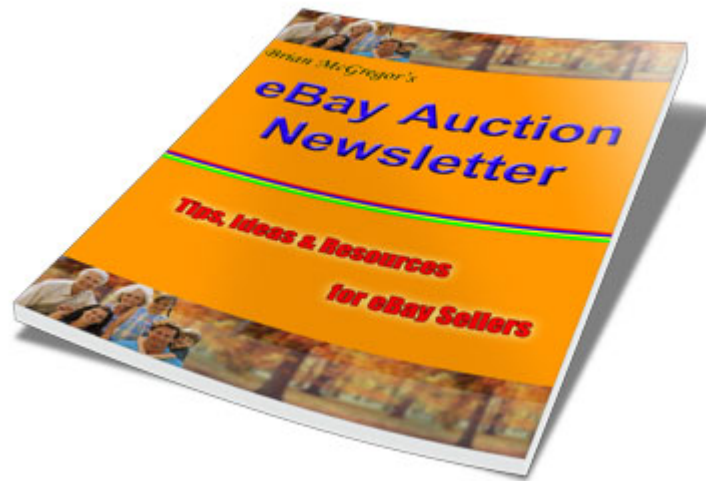
[£10.50 back in 1988. A bargain!](#)

[Unfortunately, just too late for New Year's Eve frivolities.](#)

[Who needs a cheese knife?](#)

[Could be useful if you're hunting for a new man!](#)

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



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 favourites.