

# 8 KEYS TO EBAY TRADING

SUCCESS

E-BOOK.



**Written and Published by Mark Inglis.**

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## **Make great sales on eBay - Let the pictures do all the talking**

Visual impact is the most fundamental aspect to any successful eBay listing. Just visit websites of any shopping mall and you will find colourful pictures of products that lure you to purchase the items. If you want to make [great sales on eBay](#), uploading pictures is the best thing you can do. Yes believe it; pictures speak louder than the description given. A good and clear picture of your product does half the work of tempting the customer to purchase the item.

Imagine you buying a product without even seeing it, would you ever consider doing it? To purchase an item only on the basis of its description is tough. We all want to have a look at things we wish to buy. Pictures are the first things to attract your customers. The one thing to do before selling goods on eBay is purchase a good digital camera. It need not be a high technology camera, but a piece that can help you get clear pictures which should look appealing to browsers. Before you list any of your products don't forget to upload great pictures along with it to boost your sales.

You can take three to four good pictures from different angles in good natural light conditions and upload two or three that can attract customers. With the help of basic software you can edit and make the pictures more attractive. This will work as a marketing tool and help you make great sales. Don't use big pictures as it may have uploading problems. Always go for small and decent pictures that can give the customer an idea of how the product looks. If you plan to sell the same product throughout, make sure that you update your snaps and keep on adding better photographs.

Every time your listings are viewed, the customer should enjoy the photographs too and be tempted to buy the product instantly.

A website or a sale without a good picture can be very dull. Do not expect customers to imagine how the product looks like. Also if they purchase it as per the description but in reality do not find it the same; you may get a negative feedback that can hamper your eBay business.

If you are not good at photography you could always ask an expert to do it, which will mean your shelling out some extra money. Clicking good pictures is not very difficult and you can learn to do it yourself. Always create or use a good background for the pictures. The product should look outstanding and the background should be able to compliment the product. Always consider various good options that will make the picture look great. Do not settle down with one good option.

Try it, pictures will change the way you will do business in future. If you still don't have any photograph of your uploaded product, do it right away and see your sales increasing tremendously.

## Use Auction Templates And Tools To Make Money on EBay

There are many and undiscovered ways of making money. One of those places to [make money is eBay](#). Once you discover eBay, there will be no stopping you from earning that extra dollar that were needed to make ends meet. An [EBay business](#) can be full time consideration, if planned well and not taken as a hobby but as a business. You can start the eBay business by selling the old things that you don't need anymore and buying what your neighbors don't require anymore. Armed with the required goods and acquiring knowledge to do business on the Internet, you move forward to start and hit the web and wait for money to flow in.

But, you may not find the eBay business that easy, unless you are armed with the required tools to do it. Here you don't need to put your goods in a shop and wait for the customers, as it is the case with a normal business. At eBay you are supposed to meet with customers online and so you have to apply all the necessary tools and templates, so that you can reach and sell to them with easy. Articles are placed online and buyers bid for them. It would be profitable if your product were highly bid upon because you would make huge profits. But, how do you make sure that you have all it takes to conduct the auction and make the best out of it? You will surely need auction templates and tools.

Auction templates are prepared forms and icons that eBay users can use to auction their items. The templates are made in such a way that they are categorized to fit the items on sale. There are many sites that make free templates and you can download them for your use. There are also other templates, which are on sale. Some are prepared out of CD format, so you can buy and upload them. Others are made, so that one can upload online. The categories can be anything that is on sale ranging from animals, school items, and kitchen stuff to bedroom needs, electronics and so on. The good thing about the templates is that you use them to group your products; so that those bidding for them will find it easy to go for that category they want and then select the items they like from the list. The templates can also be changed according to the way you want them to appear. You can change the pictures of the items and you can also change the logos used, to include your own.

The auction tools just like the templates make auction easy. Some tools help to find items on auction. Some other tools will help you monitor how bidding is going on, so you can bid at the last moment and get the advantage! Some others will help you trace the expired auctions, so that you can get deals, which are even less than a dollar! There are thousands of such tools and templates and you can make use of them to make auction at eBay a harvest time!

## Turning Old Into Gold On EBay

Ever wondered what to do with the 'junk' in your attic or the garage? Many a times you feel that you can't part with much of this stuff, since you feel it will be beneficial one day. Well, think of eBay. At eBay you can find all sorts of articles, old and new, for sale. With this idea you can now [start a small business](#), converting all this junk into a capital! Never mind the shape or age of your stuff. Somewhere among the millions of buyers at eBay, someone will find your stuff important.

To start the eBay business, you will first need to make an inventory of all the things in your garage, your bedroom, kitchen and attic. The garage could be filled with many articles including books, old electronics goods, trophies and so on. Make a list of all these articles and keep them ready for sale. If you have big articles like machines, which might be cumbersome to sell at eBay, then you can conduct garage sale. Here, you can invite neighbours and other people, who might be interested in your stuff. Let them come and check and buy what they want. Then for those things, which can be shipped, take photos of them and hit eBay for your sale! Don't ignore anything. I mean anything. Even a knife that is found useless in the kitchen can earn you an extra dollar.

But, you should keep in mind that you are entering into a serious business that can bring you good money and not just pocket change. You should therefore not treat eBay, as if it is a hobby. It should be part of your income-generating project. And for it to be successful, you need to come with a [good business plan](#). You should start with making a list of all the articles that you want to sell at eBay and then place a base price for them. If you go for the auction option, then you can earn more. But the base price should be there just in case you don't get many bids.

And since it will be your eBay business, you don't have to keep on selling your stuff. You can start here and now. Very soon, you must move out and ask for people willing to sell their items. You will find many, who will thankfully give you those items, which they didn't know what to do with them. You can visit the Flee market to collect more items that can be sold at eBay. But, you should not pay more for such items. If you do, you might end up in losses, if you don't find worthy buyers to purchase them.

Selling at eBay can be expensive, if not well planned and so you should find ways of reducing the expenses. The ways of delivering the items and collecting them from seller should be well planned. Lastly, at eBay you may get someone paying huge amount for your item. This is good, but remember it doesn't always happen. Be contented with what you get. But, it should not be less either to make your business glide down.

## Treasure Troves For Finding Priceless Collectibles And Antiques On eBay

eBay was started way back in 1996 with an aim to join people selling items they did not need with people who were interested in buying these items. If you found something you liked on eBay, all you need to do is place your bid for it and if the seller found it suitable, he would sell the product to you. Thus over the years, eBay evolved into the world's biggest flea market.

The Flea markets are the best place to find priceless collectibles and antiques. eBay too is no different. Many a buyers have bought priceless antiques and collectibles on eBay dirt-cheap and then later sold these items at exorbitant profits. It is 'one man's junk is another man's treasure' here on eBay.

eBay made e-business so simple that anyone can be a buyer or seller. Anyone using the Internet is more or less familiar with buying on eBay and many know how to sell products here. The fact that anyone anywhere can sell anything on eBay has given this website its uniqueness. If you are looking for antiques or that particular board game you saw in the neighbourhood toyshop, when you were small, then it is most likely that you will find it here on eBay.

Just as you like to buy collectibles and antiques, there are many who visit eBay for the same. And if you are looking to start an eBay business, this is one of the best ways to start with. But remember, just by selling one item for a good profit does not make you an eBay businessman. When you want to start a business, you have to approach the concept professionally and plan accordingly.

Here are a few tips to help you make a business out of creating a Treasure trove for finding priceless collectibles and antiques on eBay.

**Get your supply started-** a good business survives on rock solid supply. So, you need to first ensure that you have a steady supply of articles to sell in the first place. You need to run ads, handout cards, put up signs, try networking and any other possible method to make the sellers call you, or visit auctions, yard sales, antique malls, dealers and collectors.

**Find out the history of each item-** antiques and collectibles are bought only because they have a history behind it. Your items will also need to make their histories, their USP. So, find out as much as you can about the item from the place you buy it from. .

**Don't over hype-** in your excitement to sale the item, do not over exaggerate features of your product, or make false claims or deliberately leaving out any obvious functionality flaws that may come with second-hand goods.

**Start the bidding low-** to generate interest for your items, start the bidding as low as possible, enough to cover the cost of the item. If you start the bidding high, bidders will be intimidated not to bid for your item.

These are some treasure troves to find priceless collectibles and antiques on eBay to buy and sell and make you succeed in your eBay business. An excellent eBay business bible can be

found by [clicking here](#) and provides guidance on how to be successful in not only an eBay business but also other business types.

## Top Reasons Why eBay Is The First Choice Of Most Sellers

Ever since eBay revolutionized and pioneered the concept of online auction in 1995, business enterprises as well as individuals have been increasingly availing of this novel platform for both selling and buying purposes. Millions of items are listed and merchandise worth billions of dollars is sold annually through its massive online service. No wonder, over the years, eBay has emerged as the first choice of most sellers. After all, you don't spend a fortune for selling your items through its user-friendly online service.

The following reasons have contributed to the emergence of eBay as the favoured choice of the majority of sellers:

**Make a small start from your home:** Instead of straightway opening up a full store, you can start off by selling a few things at auction first and learn how the whole process works. Later on, you can start with one store and see how the prospective buyers respond.

**Free trial:** It does not cost you anything to just start your eBay store. There are no store fees for the first thirty days. At any point during this trial period, if you feel you have taken a wrong step you can opt out without paying any money.

**Wider choices:** Once you have decided to start your eBay store, you don't have to invest a huge amount of money in the very beginning. You have the choice of three levels of stores starting at as low as \$9.95 per month. Even such a low basic subscription allows you to feature your entire inventory. Moreover, you can go on to cross-promote from your auction items. This can be done by listing more items from your store at the bottom of the auction items. Just feel free to display there any items of your choice. Such images would be linked to your store.

**Do away with a huge staff:** With all the business transacted on your personal computer, you don't need a huge sales staff. You will not have to face the crowd of invading customers with their usual hustle and bustle. A small number of dispatch and shipment staff would be working quietly without causing much disturbance to you.

**In the footsteps of Power Sellers:** The Power Sellers are [highly successful eBay sellers](#) in terms of sales and customer satisfaction. They are a good source of inspiration for you. Learn how to make your own presentation by closely studying their stores. To start learning the rope, you can as well make a couple of purchases from them to find out how this user-friendly online business is handled.

**Go for earning extra money:** eBay is as much for established business enterprises as for ordinary individuals like you and me. You may have things in your home and you have been thinking of disposing them. Don't just dispose them, but earn some extra money by selling them the eBay way. You will need to spend much less time by selling them on eBay.

Honestly, there is any number of reasons possible, why eBay is gaining popularity among sellers across the country.

## **The Greatest Advantages Of Selling On eBay**

No other online auction site beats eBay, when it comes to the number of members. What market would be greater than one hundred million customers? That is exactly the setting point where you expose your product to auction it on eBay. It all means that the items you put up for sale have the capacity to be viewed or maybe purchased by large number of people.

One other advantage of selling on eBay is that you can virtually sell anything and everything, from the things that you rather like to dispose of as they do not matter much to you now or even the most valuable things that you may have. All these can be sold at eBay. To be even more specific, eBay has localized websites in forty-two countries. Number of online auction companies has utilized the services of eBay. Furthermore, it's a household name as anyone, who thinks of buying anything will first think of eBay, because of the reputation that eBay has established over the years.

eBay offers a vast variety of auctions, whether you want to sell one or more products for a couple of days or if you want to sell it on the spot with a fixed price, all the options exist. It is a feat, which has not been accomplished by any other online auction house. That apart, eBay offers a wider variety of payment options than the rest, and you can communicate with your buyers and even help them decide on how to buy, get their goods and everything else.

But perhaps the greatest advantage that should make one opt for eBay is the security of the online transactions. Since its launch in September 1995, there has never been a failure in their secure online systems. Yes, fraud has existed, because most of those sellers became greedy and they refused to send what they have been paid for. It is not at all a flaw on eBay security. That's a reason why eBay stands out. Another great advantage is the simple process, in which you can sell your items on the site. Registering, pasting your photos and all that procedure is so simple and all instructions are well chalked out on the site. Anyone who can read can easily follow the instructions and sell on eBay, as the site navigation is not complicated at all.

eBay is also cheap as compared to other online auction websites. eBay has that advantage over the others, as it is very transparent and fair. eBay will not charge you for posting or advertising on their website, but rather charge for the sale you have made on their website.

These are the greatest advantages of selling on eBay.

## The ABC Of Selling On E-bay

eBay has revolutionized consumer-to-consumer business. Some may even call it an online Flee market. But, no one can deny that you can make a profitable sale here. Prudent businessmen are always on the lookout for good business opportunities and if you are serious about making a living from eBay, then you need to approach the concept in a professional manner.

eBay was initially started as an action site, where people could place bids for the items put on sale. Over the last so many years of operations, eBay has evolved into the most successful e-business model in the world. Today, eBay has become the world biggest online market. Any number of sellers can sell their wares here, whether old or new, and the best thing is that the sellers need not have their own website to participate in e-commerce. With the heavy influx of buyers and sellers, eBay now has the auction selling as well as conventional selling on its website.

The eBay selling format can be best described in ABC:

Auction

Bid

Conventional selling

**Auction-** the most popular mode of selling on eBay is auctioning your wares. Most sellers, who use e-bay for the first time, use this method. First time sellers are usually selling household items or some exclusive or antique articles on eBay. It is not easy to ascertain the true value of such articles, which is why auctioning makes sense. Here the simple theory at work is – one man's junk is another man's treasure.

**Bid-** when you are placing something on [auction on eBay](#), you are actually inviting people to quote their offers for the item that is bids. Buyers will essentially bid the prices that they are willing to pay for the item. When auctioning online, the bids do not come in immediately like in a real auction. So, you have to give a certain period of time for inviting the bids. You will need to set a deadline for the bids ranging from a week to a couple of weeks. The longer the period, the more bids you can get. But, if the period is too long, the bidders may lose interest by the time you decide to sell. Naturally, you will sell to the highest bidder.

**Conventional selling-** while eBay is the world's biggest electronic Flee market, it has become a [major market place for businessmen](#) looking to sell standard products and services here. eBay reaches buyers worldwide and you are invited to make the most of this opportunity. Thus eBay also facilitates selling on fixed prices, which omits website. You just need to get your item listed in the correct category and quote your price there. You need not have your own e-business website to sell your products online, if you are using eBay. All you need to pay is a fee for using the service and 1.5 % of the value you sell your item for.

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