



**LEARN AMAZING FACTS ABOUT EBAY**  
***And Why This May Be The Best Home Business***  
**Opportunity In The Past 50 Years -- Maybe Ever!**

**How To Create A Fortune**  
**With eBay Secrets**

***By Dennis D. Brown***

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# Introduction

Hello... my name is Dennis D. Brown. This book is not about me and my financial accomplishments. Nor, does it speak of the blissful years I spent in direct sales, primarily mail-order, - 'you know those tiny little classified ads.'

I am certainly not going to bore you with my personal success story, nor, regale you with my accomplishments, since I discovered the money making power of eBay and the Internet.

I could write pages on how I, or some other guru created a healthy income (some would describe as a small fortune) on eBay.

What you are curious about and want to ask is.. "Can YOU *really* make money on eBay?"

If you were to simply inquire - 'can *anyone* make money on eBay,' the answer, of course, would be a resounding YES!

The truth is, YOU will be the determining factor whether you find success or not!

If you follow this course and really want to be successful - you will! A plan becomes victorious only, if you work it. And, that precisely is what this book is about, providing you with a proven winning plan.

If you make available the time needed to learn, and endow it with your passion you'll soon uncover fun - and real financial rewards that could change your entire future.

It doesn't require a genius to make money on eBay, nor does it entail any specialized computer knowledge. You don't even need to be a skilled businessman, because eBay does most of the work for you.

With well over 1.5 billion page views per month and more than 1000 categories, they bring customers TO YOU and save you enormous advertising costs.

Your task, for that reason, is to make a successful sales pitch to the customers who see your auctions.

However, doing that isn't as easy as you at first might think, you will be competing with more than two million other eBay sellers, many of whom are veterans at online marketing and highly knowledgeable in their niche markets.

So then how do you compete with them? The answer is simply: INFORMATION!

This manual provides you that information needed to get ahead on eBay and gives you an instant edge over your competitors. I will provide you with insider secrets on eBay, learned from years of online auction sales.

If you read this handbook carefully - and if you follow the advice set forth in these pages, you will be prepared with the knowledge necessary for an extremely lucrative home-based business of selling virtually anything on eBay.

Wishes of Best Luck;

*Dennis D. Brown*

## About eBay

So you want to work at home, for yourself, and on eBay.

If you are, or have been doing such, with other endeavors then some comments on this page may appear somewhat elementary to you. However, I am assuming the idea of selling, particularly on eBay is new to you.

In any event, I will proceed with that postulation, and if you wish, please skip through the little bit of text on this page, while I persist in presuming.

Whether you want to sell on eBay full, or part-time, depends largely on your needs and the amount of time you have available.

Perhaps, you've been laid off and need some extra income to live on between jobs, now that you have lots of time to devote.

If you already have a full-time job and would like to make some extra money, on your off-hours such as evenings and weekends. It's true, an eBay business is flexible enough to handle each of these situations.

In either event, you need to decide first - what it is that you want to accomplish.

Undoubtedly, one of the most exciting and potentially lucrative ways to work from home is to sell merchandise online where you have the biggest and most successful online auction site, *eBay*.

eBay has long been recognized as the best online place where you can sell or buy at auction: you put an item up for sale by publishing a description and (usually) a photo of it on eBay's Web site.

Soon-to-be buyers find your item and submit bids by filling out a form right on the auction page, and following tradition the person who has the highest bid when the auction ends is the winner.

On top of that, eBay allows you to sell items for a *fixed* price, and has special areas for selling vehicles, business services, and high-end antiques.

### Learn the eBay way of life

As simply a bidder, eBay is all fun. You can find bargains, compete with other bidders, and enjoy the thrill of being the victorious high bidder when the auction ends.

However, at what time you make the move to being a seller, you must change your outlook.

Yes, selling on eBay can still be fun, of course, the truth is it adds a new dimension to your relations with the other members of the eBay community. And, it is most certainly great fun to have extra money around at the end of the month.

By adjusting your point of view, I mean that you need to regard your selling activities as a business, and treat them as such. without question, you're going to have to do a lot of hard work.

You need to be committed and keep your ultimate goal in sight: generating a regular source of income through selling on eBay.

## Learning How eBay Works

One good way to learn about eBay quickly is to read a book like this one and supplement your learning with some live events and tutorials provided by eBay.

In that manner you'll dig up the very latest information about changes in eBay's procedures for sellers, and meeting some other sellers in person.

eBay's education area includes links to tutorials for sellers, seller workshops held on the message boards, and instructions on how eBay works in general. You'll find it at: [Click](#)

At eBay University you can pick up advanced tips and meet some experienced sellers and eBay staff people alike by attending one of the live workshops eBay sends around the country.

The cost to attend is nominal, and you can learn a huge amount in a short period.

## Be cautious of eBay Scams

Later I'll delve into way selling on eBay does not always goes effortlessly, and that problems do occur.

eBay's very same attractiveness becomes a magnet for an assortment of swindlers, cheats, and outright crooks who seek to victimize buyers and sellers alike.

On the other hand, if you're aware of the potential downside and are armed with knowledge of how to avoid them, chances are you'll run into very few problems during your career as a seller.

## First Things Come First!

The old saying "Don't put the cart before the horse," comes to mind when considering becoming an Ebay seller.

All too often, people get caught up in the anticipation of being an Ebay seller, that is, they rush to learn how-to, rather than - what-to!

The best technique to learn the *eBay way* of doing things, is simply by becoming a practiced buyer - bidder. Then as a seller, you'll not only know the procedures of eBay, you'll be better prepared for the attitude of the buyer.

While, it may appear confusing at first glance, you can quickly learn the simple and necessary steps to the various ways of marketing on Ebay, this aspect should remain on the back-burner of your mind until deciding on what item or items to sell.

And, you must first develop an enthusiasm and complete knowledge of what you are going to sell. In this matter your options are endless, but you must decide on this first.

While deciding on their long term approach to Ebay sales start by cleaning out their garage or attic.

You really need to gain some experience selling before you go off and purchase a large lot of wholesale merchandise.

You can begin by selling used goods, small appliances, wedding gifts you may never use, old books, used sporting goods, clothing items that you never wear, etc.

The experience you achieve will be invaluable, while not risking any capital or make any large investment.

Quite naturally, if the items that are in good condition, you'll probably get more money for them on eBay than at a garage sale.

Once you put your mind to it you'll probably have plenty of stuff that you'll never miss and you really don't need to store or dust anymore. As I said, it's a relatively risk-free way to test the waters of eBay selling.

If you can't bear to part with anything you already have, start with products you know and have experience with.

A good idea is to next turn to your hobbies and interests. Too many sellers think the only way to make a fortune is to buy hundreds of the latest hot selling items and put up dozens of auctions.

The major problem is that hundreds of other sellers are doing the very same thing. You notice this by searching for diet pills, and such.

As you acquire experience you can move into these markets, but this area is fraught with danger for the new seller. There are plenty of companies with enough money to import these items directly by the thousands and undersell anyone who buys through a distributor or wholesaler.

In the event you can't bear to part with anything you already have, as I mentioned, start with products you know and have experience with. Choose things that have demonstrable market demand.

Don't make the mistake of selling only things you like, or the trendiest, coolest things you can find. If your goal is to make a profit—and it should be!—then you need to be selling things people will buy.

Before you consider selling any item, do a search on eBay and see if that product or comparable ones are being offered for sale. If the market is saturated, you may want to reconsider.

In those rare events where you discover that no one else is offering the product for sale, you need to consider the unlikely prospect that no one else has thought of it, or, quite possibly it's because not a soul will buy the item!

It's a two edged sword. Depending on the category your scanning, seeing a lot of like items up for sale may work in your favor or against you.

For example, you may observe a lot of the same items popping up in response to your search because people are buying it.

If not, it could also mean the market is flooded and nobody wants it."

You have to do more than just count the listings, you must look at the individual auctions and see if people are bidding on these items. This will give you an hint of the strength of that particular market.

Finally check the completed auctions for the item you searched for. That will acquaint with what the item is actually selling, in fact, it's selling at all.

## Issues to Consider

Whether you have a precise product in mind or are still striving to come up with some profitable ideas as to what you can sell on eBay.

### Consider These Matters

#### **Cost.**

Good sellers have to be good buyers!

Examine, just how much will the item cost you? There's more to cost than simply the price on the item.

Ask yourself, "Do you have the cash required to make the purchase - or are you going to have to borrow money thus paying interest, when acquire the inventory?"

Also, be aware there may be additional expenses, such as shipping, or repairs if the item is not in saleable condition?

#### **Storage.**

Do you have room to effectively and safely warehouse the item while you are waiting for it to sell?

#### **Shipping.**

Figure just what the labor and cost issues are associated with shipping the item to your customer once it sells? Things like; Is it very fragile, Have an unusual shape or Is it extremely heavy?

These are issues that can make shipping a question.

#### **A Products Demand.**

Another prime consideration is, just how long can you expect the demand for the item to continue? You may find yourself selling something that is selling like crazy today, but next year you won't be able to pay people to cart it away.

Remember Beanie Babies, these and other trendy collectibles. These are great a great example of this.

Other things, such as some high-tech items are also going to be at risk of having a short life span due to technology developments.

If you pay close attention to these possibilities, you can maximize your profits while the item is hot and avoid getting stuck with excess inventory when the demand deteriorates.

#### **Season.**

When you place an item for sale on eBay, reflect on the time of year. Heavy coats and sweaters don't sell well in the spring and summer. Lawn and garden equipment is not going to move as well in the winter as it will in the summer.

If you have room to store items, you can make a nice profit buying off-season items and holding them until they sell.

## What To Sell?

I want to point out that one of the most exciting things about selling on eBay is that items that will sell for a profit are practically all over the place!

### **At home.**

Commence by glance around your own home, check out at the bits and pieces accumulating dust.

### **Flea markets.**

Many find so-called Flea markets as a fabulous supply of bargain-priced merchandise that sells on eBay.

### **Garage and yard sales.**

knowledgeable folks that sell on eBay make a comfortable living expend one or two days a week of shopping garage sales for items that will bring back many times the expense when sold on eBay.

### **Local Estate sales.**

Sometimes you may not find really great bargains. But if you have access to a truck and have a storage area, you can put out the word that you can buy entire estates.

This way you can select what could sell best on eBay and then sell the rest through other channels.

### **Retailers.**

Stores often need a way to clear out items by offering to help them solve their overstocking problems by selling the merchandise on a consignment basis.

### **Discount stores**

Search for close out items at discount and drug stores. Try and buy out of season whenever you can.

### **Wholesale Outlets**

You may prefer to kick off your business by buying from wholesale and drop-shipping sources and selling this on eBay. This can be very profitable, but only if you select the wholesaler astutely.

Bear in mind, as I said, to be a successful eBay seller, you must be a Successful buyer! You also need to develop a natural eye for what products people are attracted to.

The Internet is crammed with offers to buy their lists of wholesalers, often for just a few dollars. Save your money, you can get the same quality of information for free by using any of the popular search engines with keywords such as; "wholesale," or "drop ship."

Better yet, be more detailed in your approach. Select the categories of products you want to sell, and then look for manufacturers, wholesalers and distributors you can work with.

Search for companies whose products meet your quality outlook, further, that have prices and terms you can profit with, as well as that deliver the service level you want for yourself and customers.

At first, arrange to get sample products so as to see the quality for yourself. A quantity of companies send free samples, while others charge a nominal fee, either way, don't try to sell something you've never seen. This way you know if it is, in fact, worth what you expect to sell it for.

It is more than imperative that you are sure you're dealing with a actual manufacturer, wholesaler or distributor, and not just another middleman who is marking up their prices and increasing your costs.

Be sure to check references. You'll want to talk with others who are buying from these sources. In addition, verify with the Better Business Bureau, any industry associations.

A good source for this is the consumer protection agency of the state in which the supplier is located, and any other spokesperson that may be able to verify their claims.

A good sign is that legitimate manufacturers, wholesalers and distributors will also want information about you, including proof that you are a legitimate business. Also, that you have any necessary licenses and tax identification numbers.

A merchant who doesn't ask for this information is probably a *middleman* whose ethics couldn't stand up to examination.

In this book, I have included some experienced words of caution about drop-shipping, sources for the best drop-ship companies and other wholesale outlets, plus ways for you to search for the best products for your new eBay business..



Thanks for reading these brief few pages, of one of the most successful and original career course manuals available on building your own home-based **eBay Auction business**. Learning from an established professional is the best way to starting your own profitable home business.

If you'd like to consider the complete course, [click here...](#)

For information on our other career courses go to either [anezbizz.com](http://anezbizz.com) or [ahow2.com](http://ahow2.com)

Note: To read another *sample edition* of our famous home study courses follow this link... [Learn](#)

Whatever, your decision may I talk this opportunity to wish you the best of good fortune, and remember, don't leave your future to *the whim of others*.

Your friend;

*Joe Myna*