

Fast Cash – The Quickway

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Introduction

I've put together a lot of e-books and courses that show how just about anyone with the willpower can get their own Internet business up and running even with little or no money.

When 'Internet Profits the Quick way' came out I thought that nearly everyone who bought it would put it to work, after all it was a simple and direct system. But for many even that blueprint was too much work.

Another product I have 'Info Product Magic' is a detailed guide to creating your own hot selling information products, it has a very low refund request rate, so on the odd times I did get asked to refund someone's money, I refunded right away and then emailed them and asked if they would mind telling me what they didn't like about it (I did stress they were under no obligation to even reply to the email). Some of those who did reply surprised me.

"I wanted something more step by step". Now personally I think Info Product Magic covers all the bases and then some, but it did show there was still a need for something even easier for some people.

It was also apparent that creating a product really wasn't for some people. It's not that they couldn't do it if they followed the book - it was more they WOULDN'T.

It was also obvious that no matter how easy creating a web page became, some people just wouldn't put a page together.

But I knew there were people working the Internet, making a good profit and they were doing it without creating an info-product and in many cases without a web site.

So I interviewed a lot of those people. Ironically I found several of them using an idea that I published in my first ever marketing book, it's just they'd taken it a lot further.

Others were doing things I was doing already, but the difference was I was using the methods as little income boosters and they were doing it on a grander scale and making a full time income from it.

In this short report we'll cover some ways of turning a profit quickly and you can do it with little or no money out of your pocket initially.

You can start as small as big as you want to, and you'll also have a framework to build on. The best thing about the basic idea in this book is that it gives you a way of testing a market and if it looks like it's going to be super-profitable you can go on to develop an e-commerce site specializing in that area (although that is optional).

And with these ideas you're not going to write your own product, and the products you will sell involve no inventory. In fact you can run your first ad today and sell 1 or more items in 3 days or less and turn a profit.

Once you hit on the combination of winning ad and winning product you simply repeat on a larger scale and start moving more quantity - never once paying for the goods until you yourself have sold them and collected your money!

When we begin to get in to HOW this all works, there will be some readers who think "there are already books on this out there", and you'd be right. But in this one you're going to get some insider ideas that make this truly workable.

Part One - The Basic Concept

The basis of this system is simple. We take an age old idea on which all businesses are really built on. Then we twist it a little using another old idea. Finally we promote using something else that isn't new!

So a bunch of old ideas, mixed together and then some killer twists thrown in results in a profitable home business that ANYONE can operate.

Basic concept: You are going to find a product that you resell for at least 25% mark-up, preferably 40%-70%. But you are never going to take inventory of that item. Instead you are going to advertise and sell it, and only when you've collected your money are you going pay for the goods and have them shipped. Furthermore - in most cases you will have the item DROP SHIPPED. So it goes direct from the warehouse to the customer, but the 'from address' on the parcel will be yours and the customer will have no clue that it wasn't shipped direct from you.

You will do the above with a few different products and will experiment with your ad copy along the way. It might be that simply repeating this process with the right ads and right products is all you will ever decide to do. But for those who want to take it further we will also cover how to expand your business if you want to.

One of the most valuable resources in this book is going to be the drop shippers we hook you up with. There are books being sold online that sell for \$15 - \$150 that are nothing more than a few links to such companies. The ones we give you in this guide are reputable companies that either myself or one of the many people I interviewed have done business with. And most of them do not require you to have a sales tax id or business license and most have no 'membership fee'.

You should check with your local authorities to see if you require a license, but in most cases if you are not holding inventory you won't need one.

How the rest of this report is broken down so you can take things one step at a time.

You can proceed as fast or as slow as you want to. The remainder of this report is broken down into Three simple 'steps' until we get to the expansion ideas at the end.

You can do one step every day, you can do one every few days. Some of you will read through the steps and launch into making money today!

However you do it is fine. The point is that we've broken it down for you so that ANYONE can follow it and they can do so at their own speed.

However, because some of the process of finding a suitable product will rely on you understanding how you will sell it, you should read this report all the way through and then go back through it step by step keeping your first read-through in mind.

Step One: Finding products

In just a moment I'll give you links to some excellent online drop-shippers. You can then begin your search for products to sell. But there is an important key point to keep in mind as you search.

To maximize your profit potential you need to think of specific groups of people to whom you can sell the items.

For example:

I had a great deal of success selling a simple aluminum brief case on ebay. But I didn't list it in the luggage section. In fact there were already hundreds of listings for similar cases in that section, most of which not getting a good price.

The cases were available to me for \$18 each plus \$2 handling and \$6 shipping. Similar cases were already listed in the luggage section of Ebay with an opening price of \$35 plus \$10 shipping. While I could have tried listing there and simply tried to undercut everyone else, there's seldom any point in starting a price war, and besides, how would my listing stand out from the others that much? Even with a great title I might be pushing it a bit to try to sell in that category.

So I began thinking of what else the case could be used for. You could keep camera equipment in it. So I checked out the photography section - but many had already thought of that.

Then I recalled seeing a magician perform a close up show. That magician used a similar case to pull his props out of.

So I checked the 'magician supplies' section of Ebay. No one was selling such a case. I didn't know for sure if it would sell there, but for the tiny listing fee it was worth a go.

Over the next few weeks I sold thirty cases getting as much as \$50 and as little as \$28. My cost was \$20 including the \$2 per order charge, and I asked \$10 shipping and my drop shipper was charging me \$6.

Each Ebay listing cost me just over a dollar.

After all costs, etc. Those 30 case sales brought me in over \$630 in profit.

I never even got to try to sell them to musicians and various other groups I thought of because the inventory the drop shipper had eventually dried up.

But I know for a fact I'd NEVER have sold that many or got as higher bid on each if I'd listed them in the luggage section. But selling them to magicians as "professional close up magicians case" really worked.

It's just a matter of thinking outside the box.

Another example is a magnetic energy band bracelet that I found for just \$2 a piece. There were many of these listed in the health and fitness categories but none in the sports sections. I'd seen similar bands being sold in shops that sold golfing equipment. So that is where I chose to make my listings. Because these were a lower cost item I sold them in pairs. My cost per pair including the handling fee was \$6 before shipping. My listing fee was 60 cents and I sold sets for between \$10 and \$15 and commanded a nice profit on the shipping and handling too.

Remember - in every case I collected payment and then ordered the items. And Ebay invoice at the end of the month so I didn't have to outlay any money out of my own pocket to get started.

So your first job is to look through the products you can obtain on a drop-ship basis and then try to find alternative categories to sell them in.

Before I give you the drop shippers links, here's another example:

Star Trek Watch. Instead of listing in watches or even the regular collectibles section, these can be sold to most sci-fi buffs.

Sometimes you will find an item that's not being listed in the obvious category; in that case you should obviously try selling it there. But the better profits have come from thinking outside the box. How about digital cameras? Standard thing, but when you offer it to real estate agents and car sales people who run ads featuring photos of cars -

and you target your ad to them and tell them why its an ideal camera for that use - you open the door to selling the product in a unique way.

So where can you find these drop ship bargains?

<http://www.2wholesalegifts.com/>

<http://www.hotbuy4u.com/> - **I use these people the most.**

<http://profitcatalog.com/index.html>

<http://www.vermontmenu.com/>

<http://www.makemoneyworkathome.com/>

<http://evitamins101.com/>

<http://www.zaiosemporium.com/>

<http://www.rocketwholesale.com/DropShippingClub.htm>

<http://www.cuttingedgeproductsinc.com/>

<http://www.sav-on-closeouts.com/>

<http://www.wholesale-team.com/>

<http://www.elegantmomentslingerie.com/dropship.htm>

<http://www.lowcostprints.com/>

I am constantly looking out for companies that drop ship and that come recommended by someone that has been using them for a while. If you want to be kept up to date with new drop shippers then you should join the FASTCASH EMAIL UPDATE LIST.

The list is emailed when a new drop shipper is found so that you can add them to your list. The list is never sold, rented or given away and we don't run solo-ads!

To subscribe send a blank email to:

<mailto:fastcashupdate-subscribe@topica.com>

The only thing to watch with some of these companies is the quantity of each item they have left in stock. There's nothing worse than advertising an item and selling it and then because a few days have passed there's no stock left.

There are a few ways to work around this:

1) Place a disclaimer on your auction stating that the item is subject to availability.

Example: (NOTICE: This item will be shipped directly from the manufacturer. Although items rarely go out of stock, it can happen. If the item should become out of stock, we will notify you ASAP.)

You can always offer to backorder the item if the supplier will have more stock.

2) A popular way of working does involve a tiny amount of inventory, but it's an excellent idea. Say you want to sell a widget. You buy one widget and keep it at your house. Now you place the widget on auction. When the item sells you get one drop shipped to the customer. Now you continue to list and sell widgets until it goes out of stock. If you happen to have a widget on auction before you got the notice it was going out of stock (and most drop-shippers post advance warnings of low stock), you simply ship the one you kept in reserve.

3) If you use a company like Premier products, you can constantly see the number left in stock on their web site. Usually if a quantity of something is over a hundred or so, you are more than safe for the duration of an auction. But to be extra safe, I pay a daily visit to their site and check out the items I am currently listing. If something is getting very low on stock and I already have a bid for it, I watch it closely and if I get nervous about the stock level I can always buy one and just wait for the auction to end. If something goes out of stock and you have it listed but it has no bids, you can usually just cancel the item.

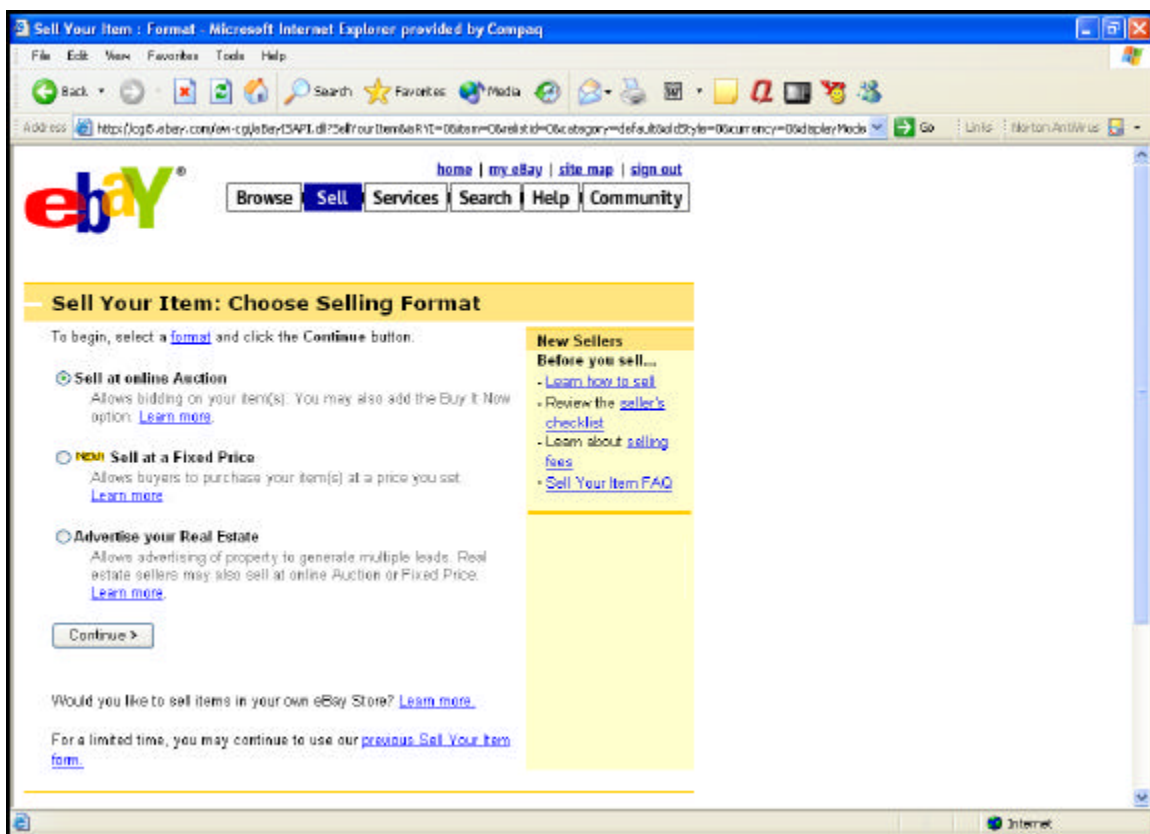
Once you've found some items and decided on less usual places to list them, we are ready to work out how to write an ad and see if we can sell some products.

Step 2 - Listing an item on Ebay

There are two things you need to learn how to do in order to maximize the profit potential from selling on an online auction.

Firstly you need to get familiar with the listing procedure and get an understanding of what all the different options are. Thank fully I'll give you some pointers on which auction features are worth paying for and which aren't.

Secondly you need to be able to write good ad copy. An auction listing is just a kind of ad.



The first Ebay page you are shown when you choose to list an item is the one above. This is where you choose the format for your selling, because with Ebay you can now sell at a fixed price.

For now we're going to focus on auction ads, simply because the first time you put up an item, while you might have an idea of it's value, you won't know for sure what value potential buyers put on it.

Once you establish an average price you might choose to sell some using the fixed price feature. If you set the price fairly it can often mean a faster turn-around.

Plus as you will see with auctions, we still have a way of letting a buyer simply buy if they don't want to bid. But more on that later.

Sell Your Item step 1 of 5: Category - Microsoft Internet Explorer provided by Compaq

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media

Address <https://log6.ebay.com/ww-cgi/ItemISAP1.dll> Go Links Norton Antivirus

Sell Your Item: Select Category

1) Category 2) Title & Description 3) Pictures & Details 4) Payment & Shipping 5) Review & Submit

If you already know your category number, enter it [below](#).

Click in the boxes below starting with Box 1 until you have found the appropriate category. When the boxes turn gray, click the Continue button at the bottom of the page.

Main category
Not sure where to list your item? View [descriptions](#) of all top level categories.

1) 2)

Antiques & Art ->
eBay Motors
Books ->
Business, Office & Industrial
Clothing & Accessories ->

3) 4)

5) 6)

Done Internet

Now you need to pick your category. If you've done what I suggested in step one, you will have already checked these out and decided where you want to list your item.

Too many people wait until they get to the above screen and then fumble their way through. Smart sellers spend time on the description of categories page and further time browsing those categories.

Sell Your Item step 2 of 5: Title & Description - Microsoft Internet Explorer provided b...

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Norton AntiVirus

Address <http://cgi5.ebay.com/aw-cgi/eBayISAPI.dll> Go Links

Sell Your Item: Describe Your Item

1 [Category](#) 2 **Title & Description** 3 [Pictures & Details](#) 4 [Payment & Shipping](#) 5 [Review & Submit](#)

*** = Required**

[Learn how](#) to write a good item title.

Item title *

No HTML, asterisks, or quotes. 45 characters maximum.

Item description

Description * Enter either plain text or HTML

Pictures may be added to your listing on the next page.

Enter plain text or [add simple HTML tags](#) to change font size, create paragraphs or bulleted lists, add images, and more.

HTML Tip:
Enter <p> to start a new paragraph.

Now we get to the Ebay screen with the fewest data entry boxes, but this is where most of the important stuff happens.

The title is like a headline, and when people are browsing, the title is the thing that will get their attention and cause them to click on the link and read your description.

Also keep in mind that most Ebay searches use the title only so it is vital you get key words into your title. The

only limitation with Ebay titles is that they are limited to 45 characters.

Many ebay-ers try to be clever and end up writing titles that tell you nothing about the product on offer. Some of those auctions seem to have a high hit counter because they got people to click on the listing just to see what it was all about, but its not really the page views that matter, it's how many bids you get. I'd rather have my ad looked at by 10 people and all of them bid than I would have it seen by 150 people and only have one bid.

The key is to get key words into your title and make it look good at the same time. So using the example we took earlier of the aluminum brief cases being sold to a specific market place, here are some titles that were used:

Magicians pro close up case - special offer
Close up workers case - 1 only at this price
Beautiful close up case - look professional

These were all posted under 'Magician Supplies', so in the case of the first headline the word 'magician' might seem redundant, but I needed to be specific so that if someone used the search for 'magic case' it would be found. Also a title, just like a headline has to appeal to the reader.

The word 'magician' right away says 'if you are a magician, look at this'.

The 2nd title uses a 'special offer' call. I've had varying success with such a title, and it varies dependant on the product. Only testing will show you how price conscious a typical buyer is for the type of product you are offering.

The third title not only uses the word 'beautiful' which is a known 'power word', but it uses a simple emotional appeal as well. "Look professional" is something that magicians are going to want to do when they go out performing!

The third title worked best of all. But bear in mind I also ran the listing with a few other titles and didn't get as higher bid on the item. But you won't know unless you try, so be prepared to test different headlines.

In a moment I'll give you a list of power words that you can refer to when working out auction titles.

Special characters

Some Ebay users will use special characters like @, #, % to try to give more emphasis to their title. Sometimes this works, sometimes it just looks awful. I tend to avoid them, although only testing will prove to you if they work for the items you are selling or not.

As we proceed with this report you'll discover some other simple ways to make your title stand out more.

Before we look at writing the description here are some 'power words' that can be used in both the title and the description.

Absolutely, Amazing, Approved, Attractive, Authentic, Bargain, Beautiful, Better, Big, Colorful, Colossal, Complete, Confidential, Crammed, Delivered, Direct, Discount, Easily, Endorsed, Enormous, Excellent, Exciting, Exclusive, Expert, Famous, Fascinating, Fortune, Full, Genuine, Gift, Gigantic, Greatest, Guaranteed, Helpful, Highest, Huge, Immediately, Improved, Informative, Instructive, Interesting, Largest, Latest, Lavishly, Liberal, Lifetime, Limited, Lowest, Magic, Mammoth, Miracle, Noted, Odd, Outstanding, Personalized, Popular, Powerful, Practical, Professional, Profitable, Profusely, Proven, Quality, Quickly, Rare, Reduced, Refundable, Remarkable, Reliable, Revealing, Revolutionary, Scarce, Secrets, Security, Selected, Sensational, Simplified, Sizeable, Special, Startling, Strange, Strong, Sturdy, Successful, Superior, Surprise, Terrific, Tested, Tremendous, Unconditional, Unique! Unlimited, Unparalleled, Unsurpassed, Unusual, Useful, Valuable, Wealth, Weird, Wonderful.

The description:

The description should be thought of as a sales pitch for the product. Sometimes the drop shipper you buy from will have some sample descriptive content and usually photographs that you are permitted to use.

The screenshot shows a web browser window displaying an eBay listing for a "COBRA 9 BAND RADAR / LASER DETECTOR". The browser's address bar shows the URL: <http://cgi.ebay.com/ws/ebayISAP.dll?ViewItem&item=1365446816&rd=1>. The listing features a black Cobra ESD9100 radar detector with a digital display and several buttons. The text "Best price on E-Bay!" is prominently displayed above the product image. To the right of the image, the "Item Description" section provides details about the device, including its capabilities and warranty. Below the image, a "FEATURES LASER EYE 360°" section lists the specific signals the unit can detect. The listing is framed by a blue border, and the "up for auction" logo is visible in the top right corner.

COBRA 9 BAND RADAR / LASER DETECTOR

Best price on E-Bay!

Item Description

The Cobra ESD9100 is the World's first 9-band Radar/Laser Detector and represents the ultimate in detection technology.

It was designed to maximize your awareness of your driving environment by reducing your risk of accidents and traffic violations.

StrobeAlert is a Cobra exclusive and works with tens of thousands of emergency vehicles currently equipped with Strobe Alert Systems. It also provides advanced alert of the presence and/or approach of these vehicles.

This unit detects 4 Radar Signals (X Band, K Band, KA Superwide Radar and VG-2 Alert), 3 Laser Signals (LTI 20-20 Laser, Ultra Lyte Laser and ProLaser) and 2 Safety Systems (Safety Alert and Strobe Alert).

This is a fully refurbished unit and comes with 90 day warranty.

FEATURES LASER EYE 360°

This unit Detects:

- 4 Radar Signals (X Band, K Band, KA Superwide Radar and VG-2 Alert)
- 3 Laser Signals (LTI 20-20 Laser, Ultra Lyte Laser and ProLaser)
- 2 Safety Systems (Safety Alert and Strobe Alert).

The ESD9100 features:

- LaserEye 360° Detection of Laser Signals
- VG-2 Undetectable
- UltraBright Data Display
- Signal Strength Indicators
- AutoMute
- City/Highway Switch
- Dim Mode Switch
- 4 Visual Alerts
- 8 Audio Alerts

The above is a standard ad that a friend of mine uses to sell a certain kind of Radar detector. There's a heck of a lot of competition for this type of product on Ebay, so his approach is to give a clear description and he uses a technical title since most buyers have done some research and know what '9 band' means.

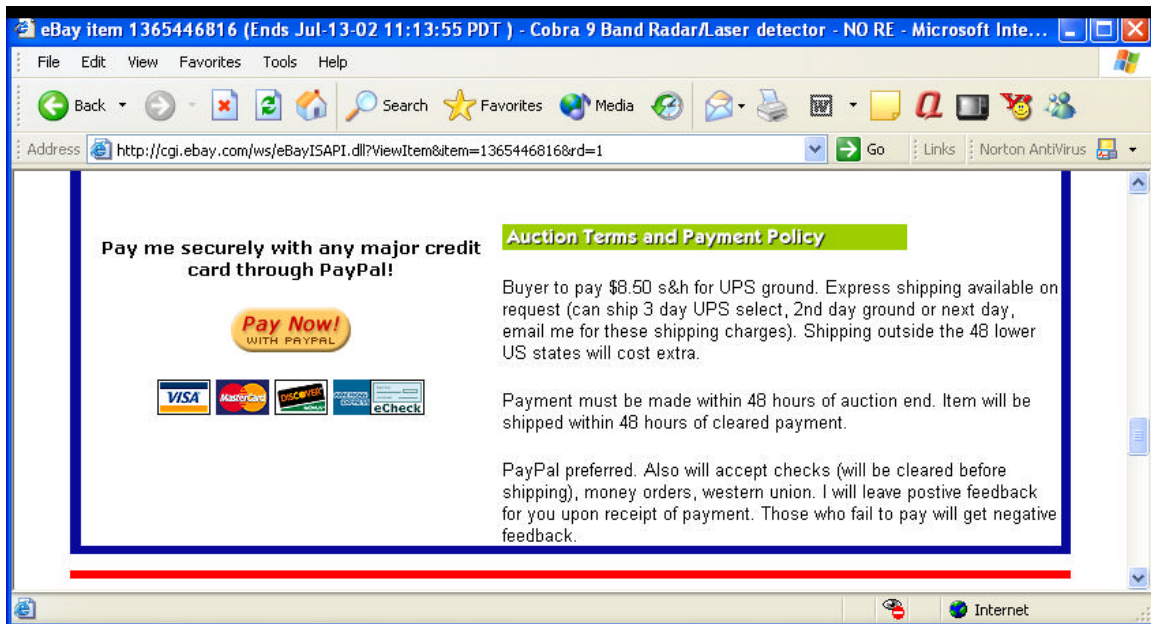
Notice though how nicely laid out the description is. There is no doubt that looking professional in your layout gives the buyer a deeper sense of security.

My friend tells me there's often other people selling the exact same unit, and maybe they're getting it from the exact same supplier, but they are not using any 'HTML' to

make the auction description look good. Instead their description is in plain, unformatted text.

Notice how specific details are given about warranty, etc. All these are things your buyer will be concerned about.

At the end of the description the payment terms are clearly defined:



So how do you make an ad look good like that?

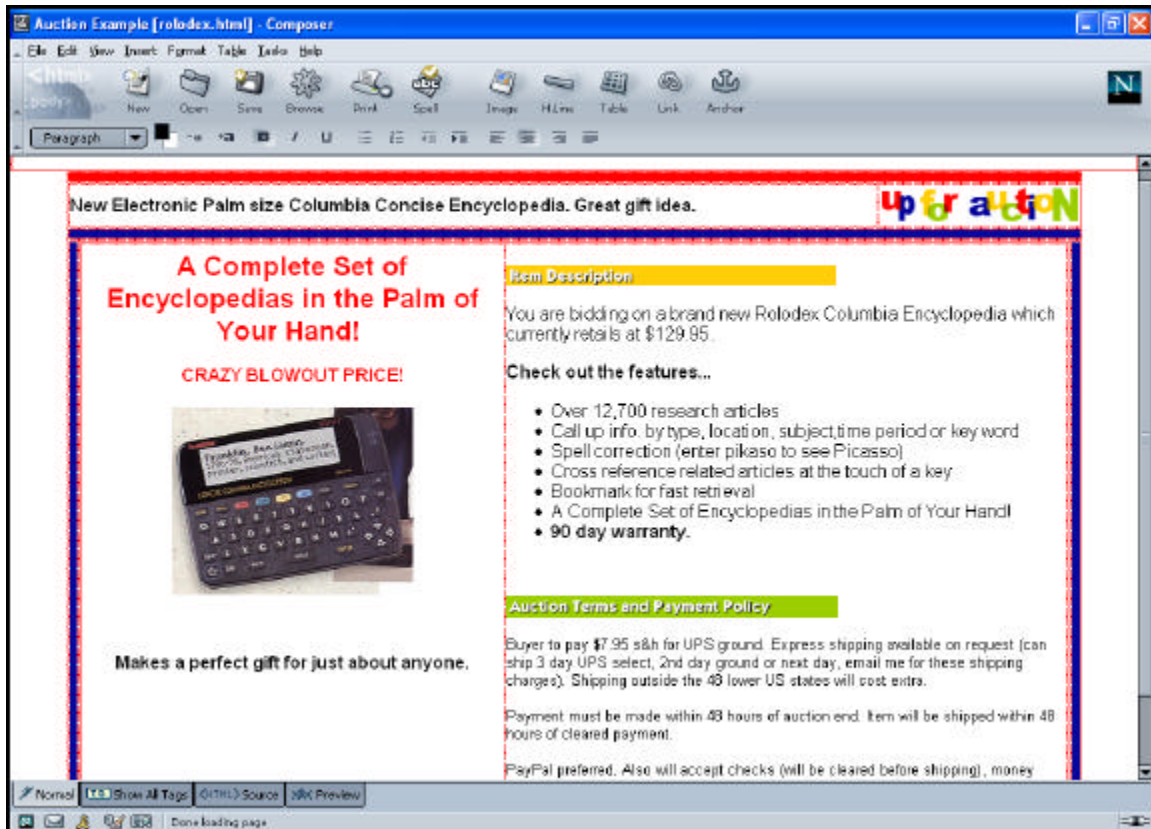
There are many tools available that will help you create a good-looking auction ad. But why buy expensive tools when you can get everything you need for free?

To create an auction ad like that you need a web page editor, Netscape Composer is free and does the job perfectly.

You need somewhere to host your images. Again, why use costly services to do this when you can use either free web space that your ISP provides or free web space provided by geocities for example.

The auction above was created using a template, which was supplied by www.buyourtemplates.com, they supply a lot of templates for around \$29. You don't need to buy a template, as you can create something from scratch, but if

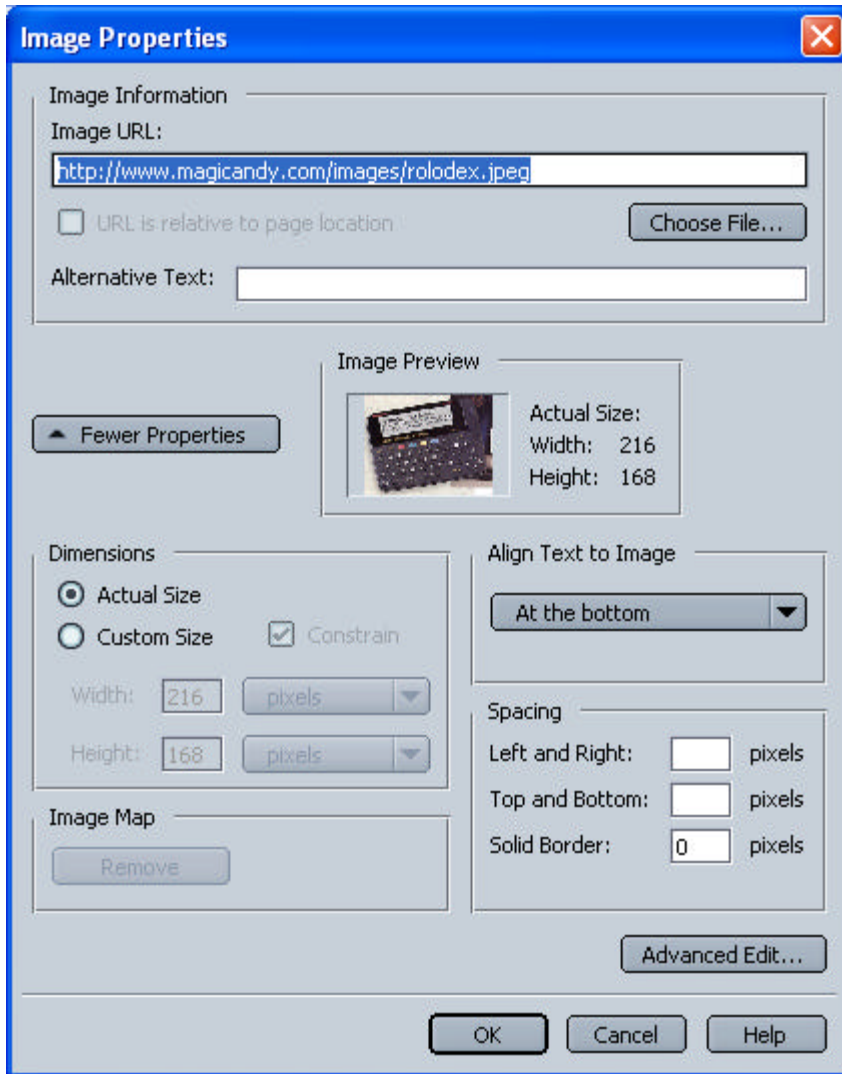
you really find working from scratch too hard or time consuming, you might consider \$29 a reasonable investment.



The picture shows an auction being prepared using Netscape Composer. There are 4 tabs along the bottom of the window, in Normal mode you can edit and move things around and have a good idea of what it will look like. The Preview Tab gives a better impression of how the page will look when finished.

The help files in Netscape Composer are excellent and you'll soon get the hang of using it to put together a good looking page.

But you should note. The images on that page are not stored on the hard drive of my computer. I have previously uploaded them to some web space. For example, if I right click on the image of the item and select properties...



Here you can see the actual url of the image. This could be on your own domain or simply some free web space. You should check with whoever you are using as a web space provider about how to upload images.

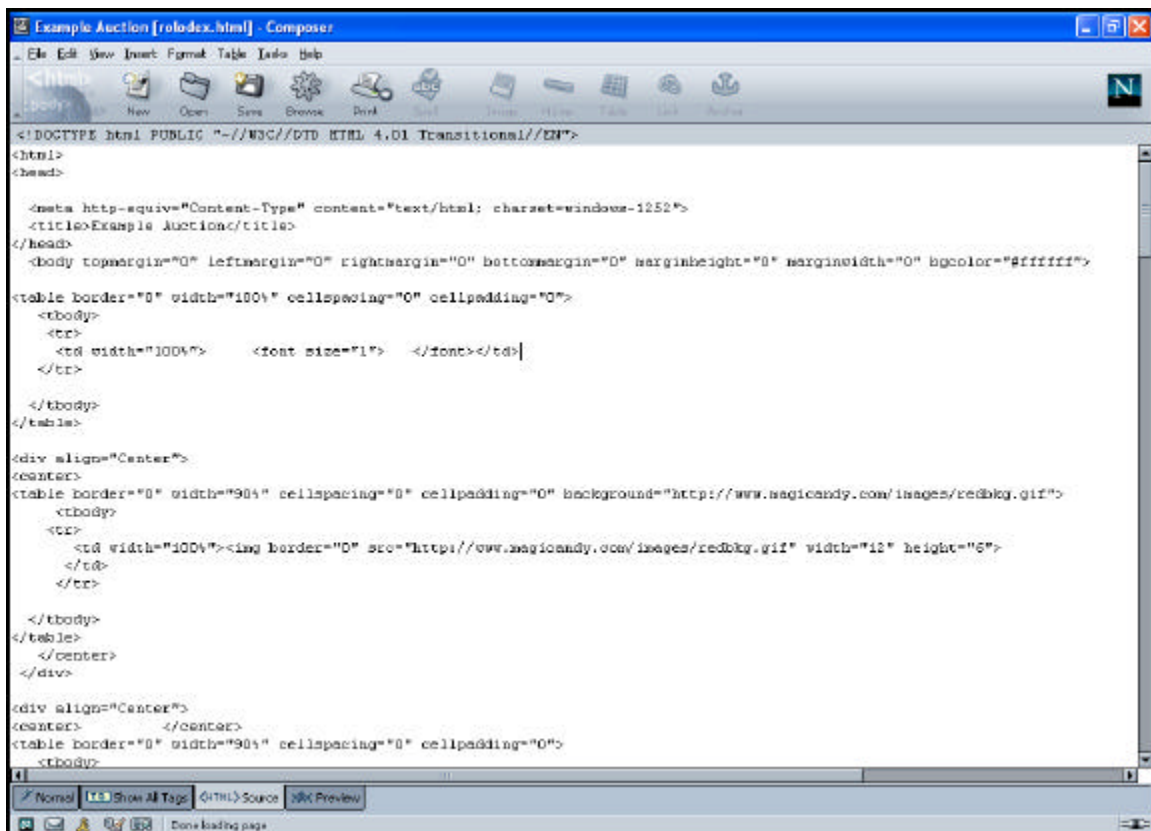
In this case I got the image from the drop shipper. They give permission to use images, and have suitable ones already on their web site. So I simply went to their web site, found the image, right clicked on it and chose 'SAVE AS'. Then I used an ftp program to upload it to my web site.

Some web hosts have a web-based system for uploading so you won't even need to worry about ftp.

Getting the ad from your computer to Ebay.

To get our nicely laid out ad into Ebay we have to copy it across as HTML code. Don't worry - it's really not hard.

In Netscape Composer, if you click on the tab at the bottom of the screen that's marked "HTML SOURCE", you will see the page changes to a bunch of code. It might look scary, but it really isn't and you don't really have to understand it to do this.



All you need to look for is a 'tag' that marks the end of the HEAD of the HTML. It looks like this:

```
</HEAD>
```

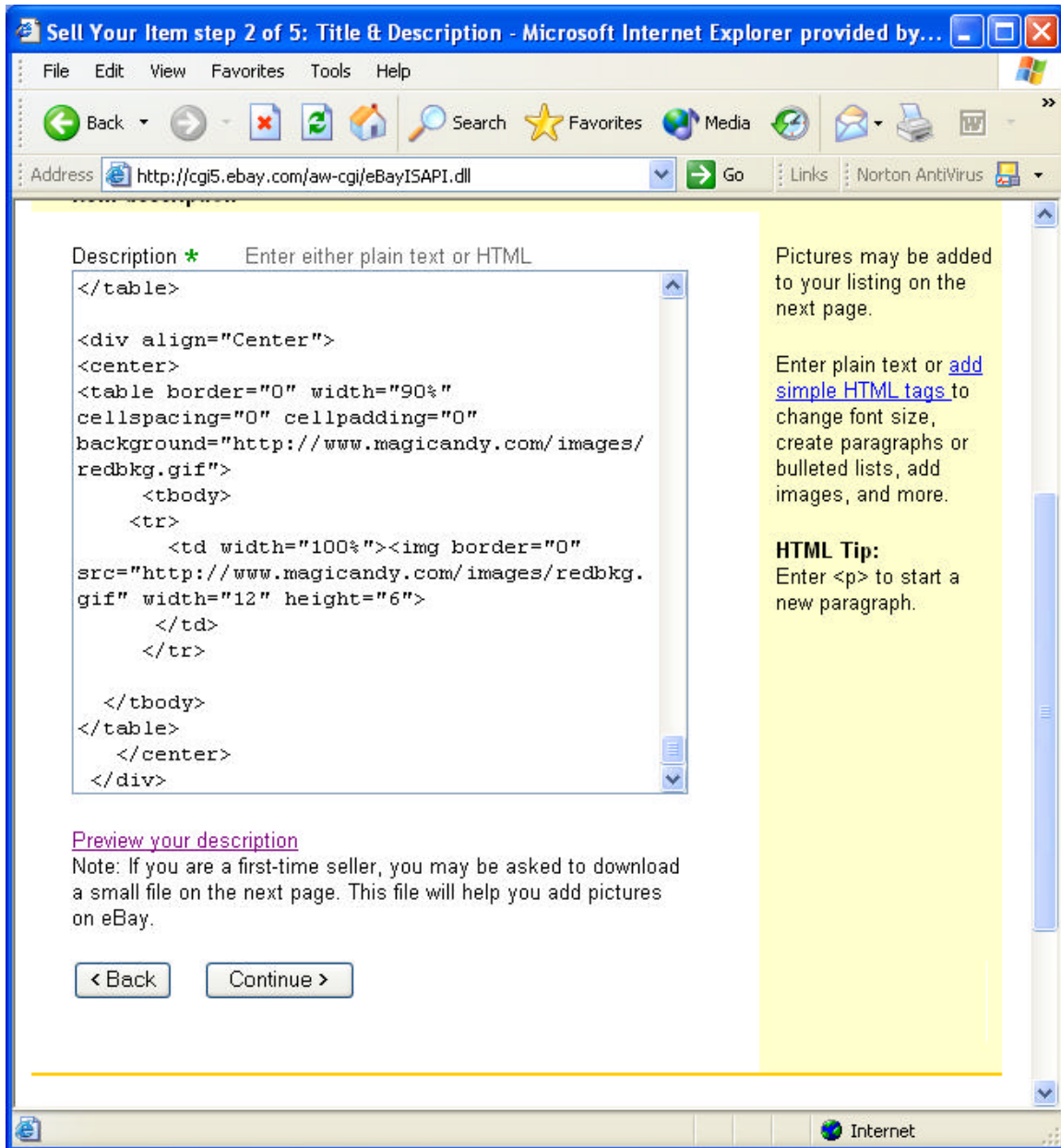
You are going to select everything between that tag and a tag that looks like:

```
</BODY>
```

The next two pictures show the start and end of what needs to be selected:

When you have the text highlighted as above, you need to get it 'copied to the clipboard'. Simply click the edit menu, and choose 'copy'.

Now go to your browser and get to the Ebay page where you enter the description. Put your cursor in that box, and hold down shift and press the INSERT key. Or right click with the mouse and a small menu appears from which you can choose paste.



Now use the PREVIEW YOUR DESCRIPTION link to check out how it looks...

View your description - Microsoft Internet Explorer provided by Compaq

New Electronic Palm size Columbia Concise Encyclopedia. Great gift idea.

up for action

A Complete Set of Encyclopedias in the Palm of Your Hand!

CRAZY BLOWOUT PRICE!

Makes a perfect gift for just about anyone.

Item Description

You are bidding on a brand new Rolodex Columbia Encyclopedia which currently retails at \$129.95.

Check out the features...

- Over 12,700 research articles
- Call up info. by type, location, subject, time period or key word
- Spell correction (enter pikaso to see Picasso)
- Cross reference related articles at the touch of a key
- Bookmark for fast retrieval
- A Complete Set of Encyclopedias in the Palm of Your Hand!
- 90 day warranty.

Auction Terms and Payment Policy

Buyer to pay \$7.95 s&h for UPS ground. Express shipping available on request (can ship 3 day UPS select, 2nd day ground or next day, email me for these shipping charges). Shipping outside the 48 lower US states will cost extra.

Payment must be made within 48 hours of auction end. Item will be shipped within 48 hours of cleared payment.

PayPal preferred. Also will accept checks (will be cleared before shipping), money orders, western union. I will leave positive feedback for you upon receipt of payment. Those who fail to pay will get negative feedback.

Notice that so far we've put a great ad together with pictures and have not needed to use Ebay's picture services that cost money.

When you are happy with the title and description it's time to fill in some detail about the auction and choose which added services you may want.

Sell Your Item step 3 of 5: Pictures & Details - Microsoft Internet Explorer provided by ...

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail

Address <http://cgi5.ebay.com/aw-cgi/eBayISAPI.dll> Go Links Norton AntiVirus

Pricing and duration

Duration * 7 days

Quantity * 1

Starting price * \$

Reserve price (optional) \$
[Variable fee](#) applies

Buy It Now price (optional) \$
 \$0.05 fee applies. **Note:** You can't use Buy It now if you sell a quantity greater than 1.

☐ **Private Auction**
 Keeps bidders' User IDs from being displayed to others.

[Learn more about Multiple Item Auctions \(Dutch Auctions\)](#)
[Learn more about starting price.](#)
 A reserve price is the lowest price you're willing to sell the item for. [Learn more.](#)
 Sell to the first buyer who meets your specified price. [Learn more.](#)
[When to use Private Auctions.](#)

Item Location

[Click to edit](#)

Charlotte, NC; Do not list regionally; United States

Add pictures

eBay Picture Services
 Let eBay host your pictures

Your own Web hosting
 Enter your picture URL

To add pictures to your listing:

Powered by iPIX
 Want to know more about adding pictures

Duration is an interesting thing with auctions since most of the action actually occurs on the day the listing goes up and on the last day (usually the last few hours). This is because those are the two times that your listing is most noticeable.

When a listing first appears on ebay it is for a while, near the top of the list. When the listing is about to end, anyone looking at the 'Ending today' page will see the listing once more.

Time of day makes a difference.

In my experience, I don't usually get any higher bids when I list for 5 or 7 days than I do if I list for 3. But I have found that the time of day and even the day of week can play a far more important role than people imagine.

For example. If I place a listing at 2am in the morning Eastern time, that auction will end at 2am in the morning. Many people have gone to bed by then and so someone who may have slipped in an extra bid if he/she was awake, can't.

Also I have found that depending on the item, listing over a weekend may or may not improve its final price.

Again these are partly areas where your own testing is vital, but the one thing I am sure of is that listing no later than 9 or 10pm EST does make a noticeable difference because more people are awake and looking at Ebay at the very time your item is appearing more prominently on the 'Ending today' pages.

Most of your ebay sales on Ebay.com are going to come from the USA. 9pm EST is 8pm Central, 7pm mountain and 6pm Pacific time. So in all cases most people are home from work.

If you live in the UK and are using Ebay.co.uk then 9pm UK time is still a good basis to work to for the latest time of day to place a listing.

Most of my auctions are 3 or 5 day listings. But I still suggest for your own items that you test each item by listing it once at 7 days, once at 5, and once at 3 and see if there is any noticeable difference. If there isn't then you might as well run with 3 days and turnover your orders more quickly.

We will discuss 'dutch' auctions later, a dutch auction is where you have more than one of an item to sell. For now, while you test your sales copy and auction titles, stick to single listings for an item which will give you a low listing fee. Once you find a winning ad combination you can consider dutch auctions.

Sell Your Item step 3 of 5: Pictures & Details - Microsoft Internet Explorer provided by ...

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Address <http://cgi5.ebay.com/aw-cgi/eBayISAPI.dll> Go Links Norton AntiVirus

Pricing and duration

Duration * 3 days

Quantity * 1

Starting price * \$16.00

Reserve price (optional) \$

[Variable fee](#) applies

Buy It Now price (optional) \$60.00
\$0.05 fee applies. **Note:** You can't use Buy It now if you sell a quantity greater than 1.

☐ **Private Auction**
Keeps bidders' User IDs from being displayed to others.

[Learn more about Multiple Item Auctions \(Dutch Auctions\)](#)

[Learn more about starting price.](#)

A reserve price is the lowest price you're willing to sell the item for. [Learn more.](#)

Sell to the first buyer who meets your specified price. [Learn more.](#)

[When to use Private Auctions.](#)

Item Location

[Click to edit](#)

Charlotte, NC; Do not list regionally; United States

Add pictures

eBay Picture Services
Let eBay host your pictures

Your own Web hosting
[Enter your picture URL](#)

To add pictures to your listing:

Powered by iPIX

Want to know more about adding pictures

In our example the item that I am listing costs me \$12 + \$2 handling fee (from Premier Products). By going through the order process on their site but not completing the order I can find out the exact shipping charges to the customer as well. So I know my shipping costs are \$5.01 My listing fee for this is going to be around \$0.60 including the 5 cent buy it now fee.

So I am setting the starting price at \$16.00, remember the bid price does not include shipping. I have listed shipping at \$7.95 on this item. So even if the item only

gets the starting price, after shipping the buyer will be sending me $\$16.00 + \$7.95 = \$23.95$ and my total cost will be: $\$12 + \$2 + \$5.01 \text{ s\&h} + 0.60 \text{ listing fee} = \19.61

Obviously that is the worst-case scenario, but it still results in a profit.

In this case I am using buy it now more as a psychological sales tool. If someone does pay \$60 using buy it now that suits me fine, but more importantly it implies that I expect the item to reach that amount. This often encourages bidding because people love a bargain.

Incidentally, since the item has a retail price of \$149, they're getting a great deal anyway.

I could approach this item another way:

Sell Your Item step 3 of 5: Pictures & Details - Microsoft Internet Explorer provided ...

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Address <http://cgi5.ebay.com/aw-cgi/eBayISAPI.dll> Go

Pricing and duration

Duration * 5 days

Quantity * 1

Starting price * \$ 1.00

Reserve price (optional) \$ 18.00
[Variable fee](#) applies

Buy It Now price (optional) \$
\$0.05 fee applies. **Note:** You can't use Buy It now if you sell a quantity greater than 1.

☐ **Private Auction**
Keeps bidders' User IDs from being displayed to others.

Learn more about [Multiple Item Auctions](#) (Dutch Auctions)
Learn more about [starting price](#).
A reserve price is the lowest price you're willing to sell the item for. [Learn more](#).
Sell to the first buyer who meets your specified price. [Learn more](#).
[When to use Private Auctions](#).

Here I've set the starting price at a figure that I couldn't afford to sell for. But the reserve price at the minimum I want to accept.

Many Ebay-ers find that this gets people bidding on the item which in turn gets it on everyone's watch list and they'll get email reminders on the last day of bidding for the item.

All this helps.

There is an added bonus of working this way, and that is if the reserve isn't quite met, you can often contact the highest bidder and see if they want to buy it for an agreed price.

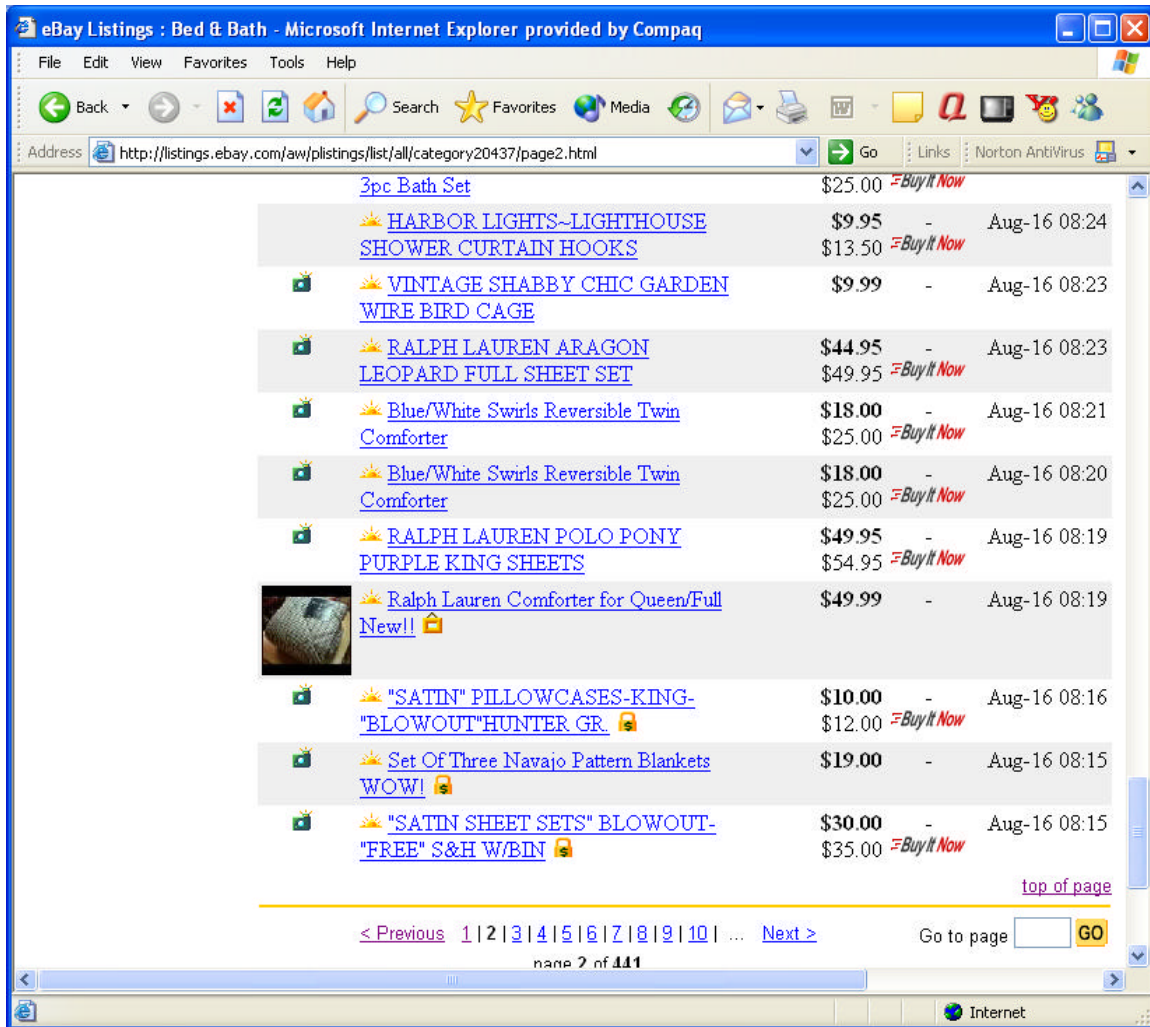
The best advice I can give anyone who is new to Ebay is to use the links they provide on the right hand side of the screens you enter a listing on. They give you pop up boxes that explain what each thing means and usually give a useful tip or two along the way.

Now as we look further down the page we see an option for gallery photo's. Although we have a photo in the example description that costs us nothing as its linked to from some web space, we can get one gallery picture for free.

This is worth doing because it makes a difference to the way the listing appears. Even if you just use the same photo of the item - you might as well make use of this free feature.

If you don't have a photo for your listing, then you can use a paint program to create something to help make your listing stand out.

The picture will appear at the end of your auction listing, but for an extra 25 cents it appears on the page listing all auction items:

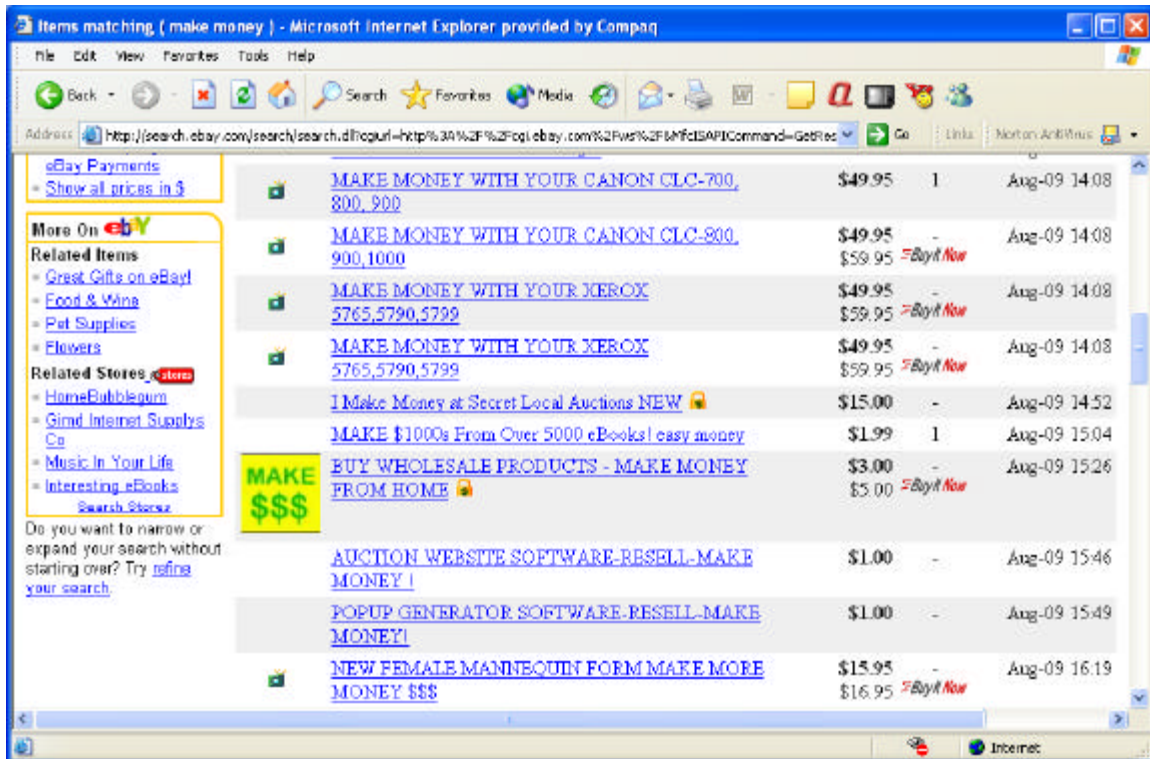


Notice how the 4th item from the bottom of this list is standing out because of the photo? That's the 1st (and free) gallery photo that can be added to an auction. It appears on this page for a fee of just 25cents.

On a page like this it makes your ad stand out. In the worst case you will find all the ads on a page have a photo and if yours doesn't - then your listing is being underexposed.

If you don't have a photo or one isn't necessary for your listing, you can still use the feature to make your listing stand out.

Take a look at this next example:

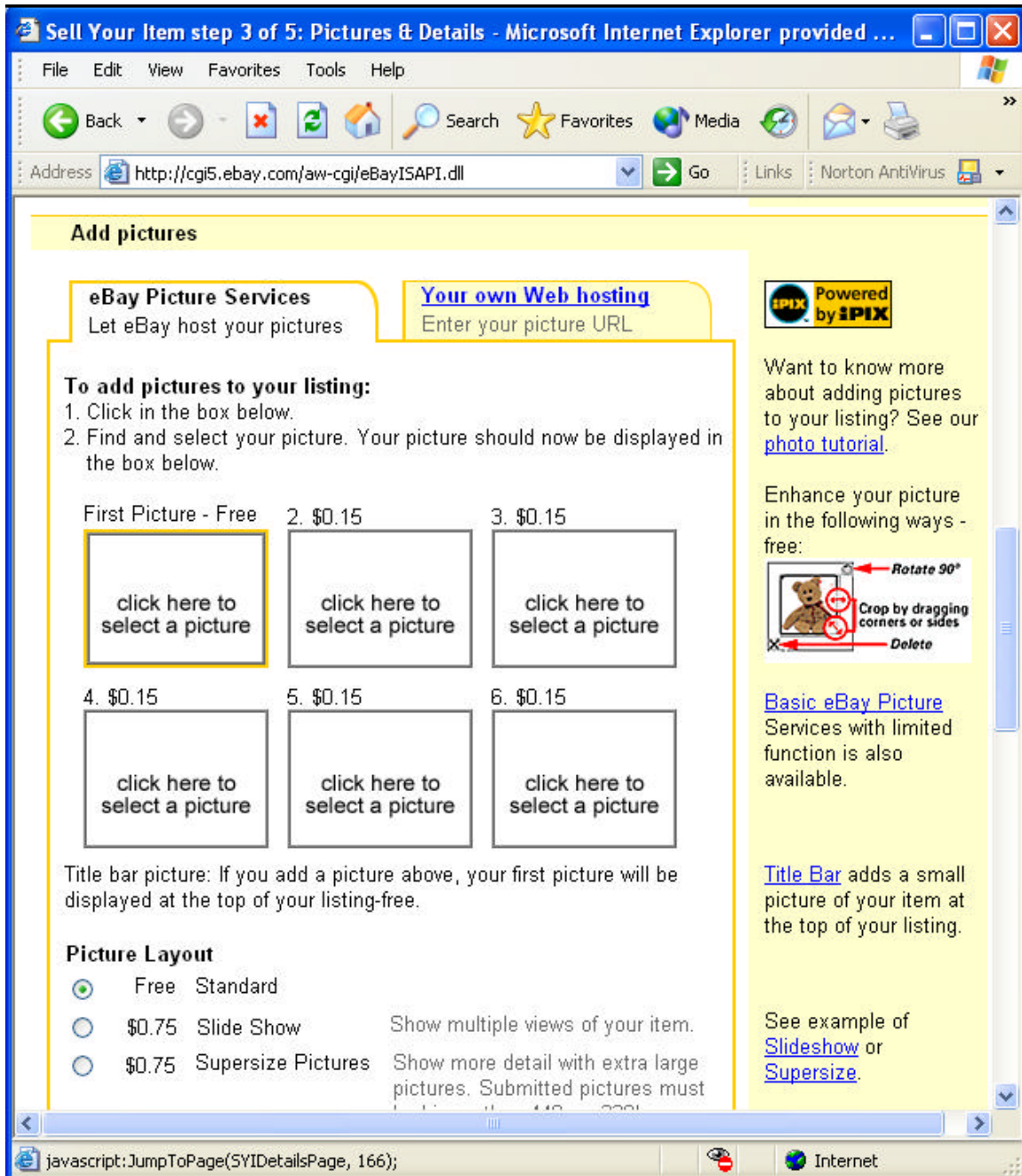


Notice how in the very over-crowded 'make money/business' category this seller has created a small graphic using a paint program to make his listing stand out from the crowd.

I have found even a simple graphic such as a red background and the word LOOK in yellow have drawn attention to my auctions and caused people to read the ad.

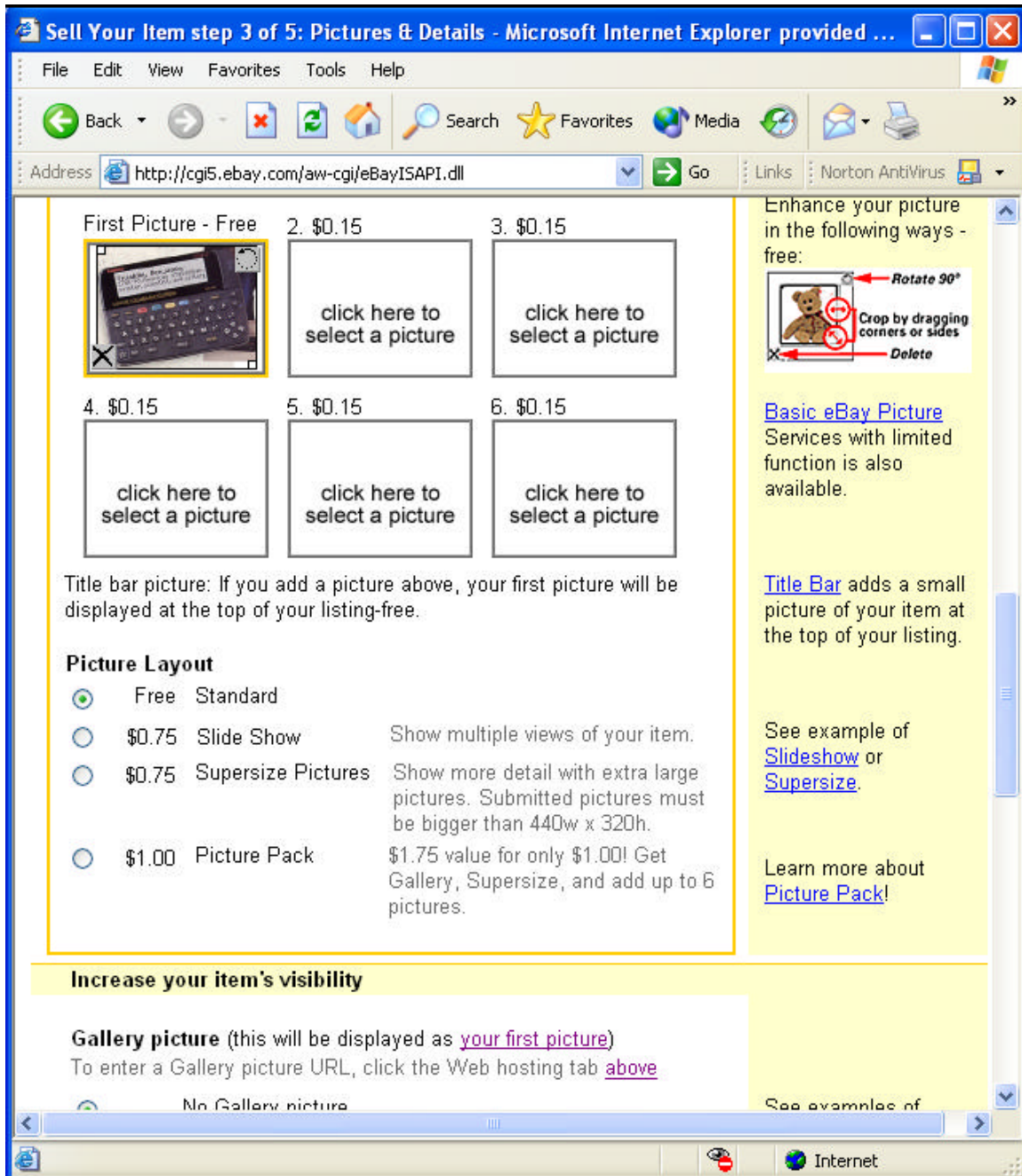
Remember - having great ad copy is one thing, but getting people to actually read it is another. So you need to use a good title and tricks like this to make sure your auction listing is seen.

So since its cheap to use this, its worth taking the time to use the feature. Let's take a quick look at how:



When you click on the box where it says 'Click here to select a picture' a dialog box will load on your computer asking you to click on the file. So go to the folder where the image is and click on it.

Depending on how big the image is, it will take a moment to load and then will appear like this:



Now we get to choose some extra features to make our auction stand out more.

My personal experience shows that the 25 cent gallery feature is a bargain for the extra exposure it brings.

Using the BOLD feature seems to work well for some listings but not for others, it tends to depend how over-crowded a category is.

Obviously the more expensive 'highlight' options are usually only worthwhile when you know you are going to make more profit. In this example they aren't viable.

If I had a tested piece of sales copy and was doing a dutch auction, and was sure I'd sell a fair number of the item at a good profit - then I'd almost certainly use the highlight or maybe even make it a featured item and run it for 7 days. But when first testing out an auction, I tend to use:

Sell Your Item step 3 of 5: Pictures & Details - Microsoft Internet Explorer provided ...

File Edit View Favorites Tools Help

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Address <http://cgi5.ebay.com/aw-cgi/eBayISAPI.dll> Go

Increase your item's visibility

Gallery picture (this will be displayed as [your first picture](#))
To enter a Gallery picture URL, click the Web hosting tab [above](#)

☐ No Gallery picture

☒ \$0.25 Gallery Display your picture in listings and search results. [See examples of Gallery and Gallery Featured.](#)

☐ \$19.95 Gallery Featured Display your picture at the top of the Gallery.

Optional features

☐ \$2.00 Bold Add emphasis to your listing with boldface. [See example of a bold listing.](#)

☐ \$5.00 Highlight Highlight your item in category listings and search results. [See example of a highlighted listing.](#)

☐ \$19.95 Featured Plus! Display your item at the top of category listings and search results. [See example of Featured Plus! listing.](#)

☐ \$99.95 Home Page Featured May appear on the Home page and in a special featured items section of eBay. [See example of Home Page Featured listing.](#)

\$1.00 Great Gift icon [Learn more](#) about Great Gift icons.

Free page counter

☐ Do not add a counter

☒ Andale Style **1234**

☐ Green LED **1234**

☐ Hidden **Thanks for looking!**

Only seller can see page views

[Andale counters show how often your item has been viewed. \[Learn more.\]\(#\)](#)

The next page on Ebay is where we specify payment methods, where you will ship to, etc.

I always try to cover as much of that in the item description as possible, especially payment methods and shipping information.

One thing to never do is tick the box that says "buyer pays fixed amount of shipping" and then omit to specify how much that is in the description. This is because there have been stories of people winning auctions and the seller then telling them shipping and handling is some extortionate price. While you'd not be doing that, buyers are rightfully wary.

Sell Your Item step 4 of 5: Payment - Microsoft Internet Explorer provided by Compaq

File Edit View Favorites Tools Help

Address <http://cgi5.ebay.com/aw-cgi/eBayISAPI.dll> Go Links Norton AntiVirus

Seller - accepted payment methods * [Minimize](#)

Choose payment methods you'll accept from buyers.

eBay Payments- The eBay Way to Pay

Please note: If you'd like to accept eBay Payments from buyers, please [register](#) for it first.

Other payment methods

☐ Money order or Cashiers check
☐ Personal check
☐ COD (cash on delivery)
☐ Other online payment services
☒ See item description

Other credit card services
Licensed merchants only

☐ Visa / Mastercard
☐ Discover
☐ American Express

eBay Payments:
Learn more and register for [eBay Payments](#).

Find out if you qualify as a [licensed merchant](#).

Learn more about [online payment services](#).

Ship-to locations * [Minimize](#)

☐ Will ship to the United States only
☐ Will ship worldwide
☒ Will ship to the United States and the following: (check all that apply)

☒ Canada
☒ Europe
☐ Australasia
☐ Asia
☐ South America

☐ Africa
☐ Mexico and Central America
☐ Middle East
☐ Caribbean

Ship worldwide for global exposure!
If you select "Will ship worldwide" your item(s) will be visible to users who search internationally. [Learn more](#).

Above is how I typically complete this screen.

Sell Your Item step 4 of 5: Payment - Microsoft Internet Explorer provided by Compaq

File Edit View Favorites Tools Help

Address <http://cgi5.ebay.com/aw-cgi/eBayISAPI.dll> Go Links Norton AntiVirus

Shipping costs * [Minimize](#)

☒ Buyer pays for all shipping costs
☐ Seller pays for all shipping costs

☐ I will provide shipping costs later
☒ I know my shipping costs and will provide them now:

Shipping & handling (United States) \$
 \$ for each additional item
 Shipping insurance (optional) \$ per item
 Sales tax (optional) % in
☐ Apply sales tax to the total which includes shipping & handling.

Need help calculating US Postal Service shipping costs? [Learn more.](#)

Tip: Enter shipping costs for buyers located in the United States so that they will know how much to pay when they use Checkout. Enter "0" if no charge.

[Learn more](#) about Checkout and its settings.

Payment instructions [Minimize](#)

Give clear instructions to assist buyers with payment, shipping, and returns.

Money Order, Western Union or Pay Pal only please (paypal to you@email.com). The item will be shipped within 48 hours of cleared payment and you will be left positive feedback.

This information will be displayed in your listing and in the email to your buyer when your item sells.

Tip: If you ship internationally, use this section to specify international shipping costs.

As you will know your USA shipping costs based on what the drop shipper charges, you should fill them in on this page, as it often speeds up getting payment from the winning bidder.

Notice also how I repeat my payment instructions here even though they are detailed in the item description. This is because when someone wins the auction and gets the email from Ebay, this information is included where as the details from the item description are not.

I also stress how quickly I ship. In reality as soon as I have cleared payment, I order from the drop shipper. They

ship right away, but to allow for any delay I quote 48 hours, which is considered fast.

I also stress that I will leave positive feedback when payment is cleared, and I always keep on top of that because I want them to leave me feedback when the item arrives.

I'll discuss feedback and its importance in the next step.

Now all that remains is to preview the item and confirm you wish to list it. Ebay will tell you your listing fee before you confirm that you wish to go ahead so you can be sure you're going to make enough profit even if you only get the opening price.

SUMMARY OF WHAT YOU NEED TO DO FOR THIS STEP:

- ?? Design some sample ads and list them on Ebay
- ?? See which ones work best for you and which items sell the best.
- ?? Familiarize yourself with the Ebay listing process and the categories.

Step 3 - Completing Auctions and keeping records.

When an auction ends you should contact the buyer congratulating them on being the winning bidder and giving them payment instructions.

I highly recommend that you open a PayPal account if you don't already have one and also apply for the PayPal debit card. That way you can collect most payments via Paypal so they're instant and then use the debit card to order from the supplier.

You can also use the paypal debit card with ebay so they collect the listing fees from it.

Keep a careful note of which titles and listings worked best. And if you have found a good product and a listing that works for it you can re-list it right away from your 'My Ebay screen'. You may decide at that point to try a dutch auction listing, but more on those later.

What if the auction didn't sell?

The only marginal risk with this business is that if an item does not sell, you still have to pay the listing fee. However, if you think that the item might sell in a different category or with a different title, you almost get a free shot.

Ebay will let you re-list the item and provided it sells on the 2nd time through, they will refund the first times listing fee. This is usually worth doing.

At worst case, in your first attempts you are going to have a few listings that fail to sell, but with a fee of just \$0.60 - \$1 it's not drastic. In fact it's nothing compared to the ad costs in other businesses, and you should think of any small losses like this as the price of education.

In reality, if you try a range of items and think your listings through carefully, at worst you'll probably just break even over the first week or two in this business. But at the same time you've learned what is working and what isn't and can then begin to get more profitable.

Ebay Feedback

Ebay feedback is important. I make a point of leaving good feedback as soon as I get payment and then I email the buyer telling them I have done so and that the item has been shipped. At the same time I remind them "Please leave positive feedback for me when the item arrives".

I then follow up all buyers after a week (as my drop shipper delivers within 4 days) if they have not left feedback with an email like:

Dear Buyer,

I just wanted to check that the item arrived. I am worried it hasn't since you've not left feedback for me yet. Could you please confirm that it has arrived safely?

Thanks

Andy

In almost all cases they of course confirm they have got the item and they leave feedback right away.

So what next?

Basically you should be repeating listings and if you have a listing that is doing really well and there is no shortage of the product, put more than one listing up at a time for it.

Break yourself into this business slowly but surely and your confidence will grow in your ability to construct winning listings.

You could just keep listing and selling items and add new products to your range as you find them, and indeed this is wise for while. As your business grows you'll probably want to expand things a little and that is when you can experiment with dutch auctions, fixed price selling and even expanding by having an e-commerce web site selling the same type of items.

Step 3 - Fixed Price & Dutch Auctions.

I'm not going to say too much on these, other than point out how profitable they are. By the time you're ready to experiment with these you should be confident in your sales copy writing and should have a good understanding of how Ebay works.

To sell using a Dutch auction you need a rating of 50 or more (which is another reason to pursue people to leave you feedback), unless you want to get 'Verified' which costs \$5.

The big advantage of either Dutch Auctions or the new Fixed price selling option that allows you to sell a quantity of something is that you make a single listing and from that single listing you have the potential of selling as many of the item as you can get hold of.

So for the same amount of work, even on an item that only makes you \$20 profit, if you list 20 on one listing you're now going to make \$400 instead of \$20.

Make sure in your cost calculations that you understand how these fixed price and dutch auctions work. In the case of fixed price you pay a listing fee and then a small fee for each item that sells. This is great because the listing fee is usually nominal, and then you only pay a further fee on each unit sold and nothing extra on those that don't sell.

Some ebay-ers prefer to sell at a fixed price and make the item more of a steal and sell more of them and to make sure they have the turnover. But don't fall into the trap of pricing too low all the time.

Doing individual listings as trials will show you the price the market will bear for the item in question.

Developing your business further.

Many of the power ebay users out there have ended up with their own web site offering the same kinds of products that they sell on Ebay.

These days you can set up a web site with a shopping cart for next to nothing. If you use Paypal this is super-easy to do and Paypal give you the tools to do it for free.

Some drop shippers offer a web solution where you set up an account with them, pay a flat fee per month and have your own domain with their products on it. You simply give them a profit margin you want to work to and they automatically display the marked up price.

The reason a site is a logical step is that you can include a link to your web site in every auction you post. This now opens up a few doors.

Firstly, some people don't want to wait 5 days for the auction to end and will simply visit your site and place an order.

Secondly, if someone doesn't win the auction and they want one of whatever it was... they will come to your site when the auction is over and place an order.

Thirdly, someone is looking at one item on auction, sees the link and comes to your site. They now see you offer other products and end up buying a few items from you.

Keep expanding your knowledge base.

The great thing about all of this is that ANYONE can do it and even those who aren't very good at writing copy will have some success. If you invest in yourself just a little more with some books on sales copy you will increase your profits.

Even the paperback books on the subject that sell for under \$20 from your local bookstore will boost your sales ability.

Some hot tips.

- ?? When you need to have more than 10 listings put up at a time use Mr Lister or other software. Mr Lister is the tool that Ebay provide and it speeds up the job considerably.
- ?? Knowledge is POWER. Read all the Ebay FAQ's and help files and take their audio tour <http://ebay.datango.com/navigator/?tour=300048> - yes this takes time, but if you want to make the most money you need to take the business seriously and invest the time into it.
- ?? Make it EASY for people to pay. The people you see with listings that say "Money Order Only" are basically stupid. There are many ebay users who WANT to pay using Paypal or credit card. For the \$50 involved in getting set up, a 2checkout account is a great investment. www.2checkout.com
- ?? You can relist auctions that DID sell successfully. Go to the listing after the auction is done and there is a link 'relist this item'. This again keeps things fast and smooth.
- ?? Trial and Error works. Don't ever be afraid to try something new, especially if its only going to cost you the listing fee of less than a buck! Testing titles and copy are the only way to really learn about what works for you and what doesn't.
- ?? Ship Fast and make a point of telling people in your listing that you do. It boosts bids.
- ?? Do it! Give this simple system a try. Others are already doing this and there's still a lot of room in the market place. The only difference between those making this work and you is that they are DOING it. This is a low risk, low investment opportunity - it just needs a little of your time.

Selling Digital Content over E-Bay.

Another thing that can be sold on Ebay is digital content such as e-books and software that you own the rights to. The great thing about these products is they have no shipping costs.

BUT...

Products that are available with reprint rights and don't limit how low a reseller can sell them for don't work after the first few times they get listed.

Simply because someone sooner or later will list the ebook for a dollar and it won't get a bid any higher.

But if you have your own product then you can list it and it might do well.

I sometimes list memberships to my Inner Room site (<http://www.succeed4u.com/inner.pl>) on Ebay and set the start price at \$69 and they usually sell. I've also sold copies of my Info Product Magic at \$32 each (just \$5 less than they cost on my site). But they are exclusive products.

One guy I noticed has been selling an e-book that apparently reveals how TV Magician David Blaine does his tricks. He's been consistently selling it for \$11 a copy because it's his and he has no competition.

So be aware - digital products can do well online but only if they're exclusive or semi-exclusive.

If you want to know the secrets of creating your own digital products then check out <http://www.infoproductmagic.com>

Experienced Internet Marketer spills the beans and gives hard-core, usable advice and tips away for **FREE. You too can benefit from this experience and get these hot, instantly usable tips in your email every week.**

The Succeed For Yourself e-zine has been around since May 1999 when I began running my online businesses full time. It's low on ads and high on instantly usable, powerful profit making ideas. **And best of all – it's free!**

Powerful tips

It's seen a lot of changes since then, but it still continues to deliver powerful and usable advice and tips to our subscribers.

Privacy assured - your email address WILL NEVER be sold...

We never rent or sell this list and your privacy is assured.

So subscribe with confidence and enjoy one issue each week delivered to your email. **You can unsubscribe at anytime.**

Hardly any ads - unlike our competition.

Unlike many e-zines, ours is not just one big ad sheet. We have just 3 or 4 small sponsor ads in each issue, so you won't waste time wading through the ads to read the good stuff.

[CLICK HERE TO SUBSCRIBE FOR FREE.](#)