

The Complete Newbies Guide To Buying & Selling Ebooks On Ebay & The World Wide Web

The **Most Complete** Ebook Ever Created



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INTRODUCTION

The internet is an extremely powerful tool. Millions of people surf the internet everyday from all around the world. They run their businesses from it. They plan their holidays on it. They do their banking through it.

They even even buy their socks on it! Thousands of them!

The fact is millions of pounds are spent every single day on that thing we call the world wide web.

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Lets get started

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CHAPTER ONE - EBOOKS

What Are Ebooks?

Ebooks are, according to Wikipedia the free online encyclopedia . . .

"An ebook is an electronic (or digital) version of a book. The term is used ambiguously to refer to either an individual work in a digital format, or a hardware device used to read books in digital format. Some users deprecate the second meaning in favour of the more precise "ebook device."

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DOC - Word Document

This is Microsoft Word's format. It can be opened by Word, Wordpad and Notepad (you

may not view any images in the last two though). Can also be opened using programs like OpenOffice.

TXT - A simple text file format

Use Wordpad or Notepad or any simple text editor to read.

SWF - Shockwave Flash File

These files require the MACROMEDIA FLASH Player to be installed on your computer. You can download it FREE from www.macromedia.com.

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Resell Rights And The Differences Between Them

Resell Rights - Resell rights allow you to resell the product and keep 100% of the profits.

Master Resell Rights - Master resell rights are the same as regular resell rights with one distinct difference. With master resell rights, the person who buys from you also gets the resell rights to the product. This greatly enhances the value of the product to your potential customers.

Private Label Rights - Private label rights are where you buy the right to claim yourself as the author of the product you are purchasing. You buy private label rights, put your name on the product and now you're the expert author of a high priced item.

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Let's begin with the process that should commence before you write your first word. Begin by reading A LOT. Read both books you passionately love and books you can't seem to make it past page five. Then figure out what the author did in the book you loved, and what was wrong with in the book you couldn't finish. Write down these points so they are crystal clear to you. Read other people's books for inspiration and to discover what you should avoid as a writer.

The next step is to plan out your ebook. Narrow down your subject, and then divide it into chapters. Each chapter should address a specific aspect of the problem your ebook is going to solve. In each chapter, break the specific aspect down into several parts. This will help your readers take in your information a bit at a time instead of overwhelming them with every bit of information clogging up the pages until they feel like they're about to go blind. It's not quite spoon-feeding the information to your readers, but it's close.

The next two steps are obvious. Write your ebook and then revise it. And then revise it again. And perhaps again. Of course, writing is extremely hard, and writing a ebook can seem like an impossible task. There are many ebooks out there that give you guidelines to help you become familiar - and even love - the process of writing and revision. Find a number of ebooks about writing. Better yet, find a number of ebooks about writing the specific type of ebook you aspire to write. These can serve as roadmaps on your writing journey.

Once you've written your ebook and revised it at least twice, show it to someone else whose opinion you respect. If you're lucky enough to know a good editor, see if you have something to barter for him or her to go through your manuscript. Or join a writing group and let the other members critique your work.

Then take all these ideas from other people, and revise your manuscript one last time. And then stop! Put down that pen! Get your hands off the keyboard!

One of the most important steps to actually producing a ebook is to know when to stop writing and tinkering with it.

You've finally written your ebook! Pop open the bubbly! Give yourself a night out on the town!

Okay, now that this necessary celebration is out of your system, what do you do next?

How to turn your ebook into Profits

Ebooks are a revolutionary way to publish your book without incurring the costs of print production. All you need is a relevant and targeted subject and some inexpensive software, and you can transform your manuscript into a ebook.

The problem, in terms of actually seeing any profits from your ebook, is that the market is overwhelmed with ebooks, and many of them are not worth the time it takes to download them. Just because the ability exists to easily produce an ebook, doesn't make it good writing.

Make sure your ebook does not simply rehash old material. You will injure your credibility as an author by claiming to offer valuable new insights and disappointing your audience with material they've read a zillion times before. So spend enough time writing and revising your ebook to make sure it's of the highest quality and presents the most current information. A good ebook will eventually sell itself; false claims about your ebook will make it extremely difficult to sell any future ebooks you may write.

Assuming you have determined that you do indeed have a quality product that answers some question or need of your target audience with NEW information, how do you know how much to charge for it? Rule number 1: Set a price for your ebook equal to its value. An under-priced ebook will only give the impression that your ebook isn't worth very much.

To figure out a fair price, estimate how much time you put into creating it and how difficult it was to transform the necessary information into understandable and engaging writing. Figure out how much your time and effort is worth, and then price it accordingly. The goal is for you to be adequately compensated for your talent, your time, and your effort.

Once you've figured out a price that is high enough to convey the value of the ebook, but not so high as to be out of the reach of your target audience's mean budget, then it's time to offer it for sale on your website. To attract sales, you will need to develop a promotional campaign, particularly if you are an unknown author.

There are multitudes of ebooks about self-promotion that will guide you in your efforts. Choose a plan that is both creative and professional. Learn how to write a catchy yet informative press release, and send copies of your ebook to sites that specialize in ebook reviews.

Learn how to write powerful sales copy, or hire someone to write it for you. This is an essential. You absolutely need excellent sales copy to sell your ebook. Make sure the copy includes all the reasons your target audience needs your ebook, and the benefits they will

derive from buying it.

Use graphics in your promotional materials. Beautiful graphics have the power to instantly convey the quality and value of your ebook. Graphics can also convey the amount of valuable information the ebook contains, and your careful attention to detail. Professional graphics sell professional ebooks. They reassure the customer that the product is what it claims to be.

Consider excerpting chapters for articles. You can offer these tidbits for free on your website as a sort of demo of your ebook. Include an order form for your ebook at the end of the excerpted articles.

Finally, when you set-up your download link, make sure to simplify the process. It's a good idea to offer a few bonuses that make your ebook even more enticing to purchase, but make sure the bonuses are valuable and high quality. Too many bonuses that are basically a load of useless stuff will compromise the impression your audience has of your ebook. The goal is to convey to your audience that they are getting a quality product for a good deal. That means applying restraint, especially when it comes to adding bonus items. Too much free stuff offered diminishes your credibility.

Make sure your ebook is a quality product. Make sure it is relevant and current. Develop an effective marketing plan that includes excellent sales copy and excerpted articles. Then offer your ebook for sale, and wait for your audience to discover you!

How to Use Ebooks for Marketing and Promotion

There are innumerable ways to use ebooks to promote your business and drive quality traffic to your website. Once posted on your site, you can turn them into a daily course, which brings your customer back to read the next chapter. You can use them as a free gift for making a purchase or for filling out a survey. Put your ebook on a disc, and you will have an innovative brochure. Blow your competition away by inserting the disc into your sales packages.

The most effective marketing products are those that are unique. Copyright your ebook, and immediately, you have a powerful tool that you, and you alone, can offer to the public. People will have to visit your site to acquire your ebook, which increases the flow of quality traffic and the potential of sales and affiliate contacts.

Make sure that you keep your ebook current. Update it frequently as the market and trends change. Add new advice and techniques to show your prospects how your goods or services can enrich their lives. By constantly keeping abreast of new trends and techniques, you can continue to see profits from your ebook for years after your original creation.

Another phenomenal advantage of ebooks is that you can test their marketing potential without putting out hardly any cash at all. You can even produce an ebook one copy at a time, each time you receive an order, eliminating the need for storage and inventory. By this method, you can gauge the saleability of your ebook, and make adjustments as necessary until the orders start pouring in. ebooks allow you to learn about your market and customer habits and motivation over a period of time, without risking your precious financial resources. They also provide you with an invaluable way to gather marketing

information, which you can use in many different facets of your business.

Use your ebook to discover what the specific goals and problems are in your specific industry. Then figure out how to solve these problems, and publish an ebook with this invaluable information. This will increase the value of your business, upgrade your reputation, and get you known as an expert in your field.

You can extend the value of single ebook by breaking the ebook down into chapters for a serial course, into special reports available on your website, or into audio or visual tapes. ebooks can be broken down into several different promotional materials by accepting some of the articles and using them to promote your product. You can include a catalog in your ebook to promote all the products or services you sell. You can include a thank-you note for reading your ebook and an invitation to download a trial version of your product. Or you can include a form for your audience to contact you for further information or with questions, thereby building your business relationships and your mailing list.

Using ebooks in this manner helps to cut the cost of individually producing separate promotional materials. You can use a single ebook to entice new prospects and to sell new products to your current customers.

No other medium has this kind of flexibility and ability for expansion. Think of your ebook like a spider spinning a beautiful and intricate web. Now go and create that web, and see how many customers and prospects you can catch!

CHAPTER TWO - TOOLS OF THE TRADE

Ebay

Ebay is a great starting place when learning how to buy and sell as well as learning all about auctions. Ebay is the world's biggest online marketplace and has 34 categories which in turn have multiple sub-categories. I won't go into lots of details about Ebay and what you can find to buy or sell as we would be here for hours, suffice to say if you haven't got an account yet [click here](#) and get one!

You will need one even if you decide not to sell ebooks on Ebay. Why? Because most ebook sellers don't realise the value of ebooks and sell them far too cheaply. This is good for you though because it means you have a great source of cheap price, high value information.

Sign up here for [Ebay.co.uk](#) or [Ebay.com](#).

If you've ever read an article about eBay, you will have seen the kinds of incomes people make - it isn't unusual to hear of people making thousands of dollars per month on eBay.

Next time you're on eBay, take a look at how many PowerSellers there are: you'll find quite a few. PowerSeller membership is FREE to qualified sellers. eBay automatically invites qualified sellers via My Messages.

PowerSeller programme eligibility is reviewed every month. To remain PowerSellers, members must:

- Uphold eBay community values, including honesty, timeliness, and mutual respect
- Maintain the minimum average monthly sales amount for your PowerSeller level
- Maintain a 98% positive total feedback rating
- Maintain an account in good financial standing
- Comply with all eBay listing and marketplace policies, not violate any severe policies in a 60-day period and not violate three or more of any eBay policies in a 60-day period.

Here in the UK there are five tiers that distinguish PowerSellers, based on their gross monthly sales. Some benefits and services vary with each tier. eBay automatically calculates eligibility each month and notifies qualified sellers.

Qualification Criteria for each PowerSeller tier

	Gross Merchandise Volume*	Quantity of Items Sold
Bronze	£750	100
Silver	£1,500	300
Gold	£6,000	1,000
Platinum	£15,000	2,500
Titanium	£95,000	5,000*

Irish sellers can qualify based on the exchange rate equivalent values. The 98% or better positive Feedback rating for PowerSeller programme eligibility is calculated differently than the site Feedback rating visible on the Seller Information and Member Profile pages. The Feedback percentage seen on the rest of the site is calculated based on Feedback only from unique users.

The PowerSeller Feedback score is calculated based on total user Feedback to better reflect the fact that many PowerSellers have satisfied, repeat buyers. eBay calculates PowerSeller Feedback by taking the total number of positive Feedbacks and dividing them by the total number of Feedbacks (both positive and negative).

Your Ebay 'About Me' Page

Your 'about me' page is one of the most underused tools on Ebay and when I come across one that is under utilised I feel sorry for the owner because they are missing out on a glorious opportunity.

When Ebay first started you were allowed to put links to your website on your listings. Unfortunately people started using Ebay as a glorified advertisement for their own websites and Ebay got wise and soon stopped the blatant advertising with new rules.

Now you can still put links to a website or webpage on your listings but those sites or pages can only contain more information on the product in question and you must not be able to purchase said item from them.

However, you are allowed three links to your favourite websites on your 'about me' page. Ok Richard thats great, but why would I want to do that I hear you asking?

Well for a start off selling items from your own website won't incur any Ebay fee's so the more visitors to your own site the better profit margins you'll make. Secondly Ebay's newsletter tool doesn't allow you to put links in it which is no good if your trying to promote your site or products!

Here's how I utilise my 'about me' page to the maximum that Ebay allows.

Each of my listings has a link in it saying "**Visit My About Me Page**". When clicked it takes you to my 'about me' page where I have a sign up form for my mailing list/ newsletter. I offer customers 10 free ebooks just for signing up and this works.

At the top of my 'about me' page is a link to my ebook website and further down are links to two more of my websites. This is the maximum number (three) of links allowed.

You are allowed to have three links on your 'about me' page, so make sure you use them. Having a well set up 'about me' page and listing can seriously improve your mailing list and profits!

[Click here to visit my 'about me' page.](#)

Ebay Pulse

Ebay Pulse is the place to find what items are being searched for most by people. You can use the drop down menu to search by category. This is an extremely useful tool for your ebook creation ideas.

You can immediately see what people are searching for and then do a little research. Are there any sellers providing ebooks on the subjects being searched? No, then get cracking writing that ebook!

Ebay Reviews And Guides

Ebay now has a feature where you can write reviews and guides on all kinds of subjects. However to fully utilise this feature you need to write reviews and guides on the items you sell. People will read these reviews and guides and see that you are a knowledgeable seller. They will then visit your listings and make a purchase safe in the knowledge they are purchasing from a reputable seller.

It's a great new way to drive customers to your listings. The more people who vote for your guides and reviews the higher your score gets and as soon as you get into the top 100 reviewers you get an extra icon by your username.

Turbolister

Turbolister is a free listing tool provided by Ebay and is invaluable if you plan to sell the same items over and over again (which you will be doing ;-). You simply create your listings in here and once its done, its done! You can then upload your listings whenever you want.

Paypal

Paypal is an Ebay company created to enable sellers to accept payments from customers using a credit card without having to set-up a merchant account with their bank. If you want to sell ebooks and software as 'digital items' then a Paypal account will be needed. 90% of my sales are through Paypal so it really is invaluable.

[Click here to get a Paypal account.](#)

Squaretrade

SquareTrade is the leading provider of online shopping services addressing the "trust deficit" in ecommerce. Established in 1999, SquareTrade delivers industry-leading merchant verification, post-purchase protections and its pioneering online dispute resolution service.

I've never had a Squaretrade account and it's not affected my sales but some Ebayers say it improves your image as a trust worthy seller. If anything good feedback is more important than a Squaretrade account but it can help when you first start selling as it lets buyers know you're a verified trader.

[Click Here To Visit Squaretrade](#)

Email Client

It goes without saying that you'll need an email client in order to trade on Ebay and the world wide web. There are lots of email clients to choose from but if your using Windows then you'll probably be using Outlook Express or the full version Outlook. Both programs can be programmed to send reply emails to your customers according to various options and settings.

I used Outlook Express for the first few months of trading and to be honest it was probably the most reliable method (just) I've ever used to deliver the download links to customers. However, it has some limitations too. I will discuss those further in Chapter Five - Automating Your Ebook Delivery.

Other email clients include [Eudora](#), Mozilla's [Thunderbird](#) and [Opera](#).

HTML Editor

Right I'd like to make a statement right here and now.

If you don't learn some html then don't try to make a living online!

Honestly, I'm not kidding when I say that. How do you expect to make a living online if you don't know how webpages are created. It will be far too expensive to keep paying web designers everytime something happens to a listing or webpage so you owe it to yourself to learn the basics (don't be frightened its not hard).

Fortunately learning the basics is all you need to learn!

With the advent of WYSIWYG (What You See Is What You Get) html editors like [Dreamweaver](#), [Nvu](#) and Microsoft's Frontpage, the newbies job has got so much easier.

HTML stands for **H**yper**T**ext **M**arkup **L**anguage and I'll be showing you later just how easy it is to create good looking webpages and Ebay listing templates.

Webspace & Domain Name

In order to let your customers download your ebooks your going to need your own webspace to store your ebooks on. You are also going to need a domain name.

I use [oneandone.co.uk](#) to provide most of my webspace and I also register any new domain names through them too. They are not the only company I've ever used I also use [hostgator.com](#). These are the only two companies I can honestly recommend.

Some of their packages maybe slightly more expensive than other providers but I can honestly say I cannot remember my websites **ever** being offline.

I will help anyone with whatever problem they have with oneandone webspace including creating a database. In fact I will be creating a few video tutorials on the most used tools inside oneandone. I will also create some tutorials with regards to hostgator too. You'll be able to view these inside the members area of [JustForNewbies.co.uk](#) if you decide to join

me (see chapter nine).

Zip File Creator

You will need a zip file creator if your not using the Windows XP operating system. You can download a free one called Freezip from pcworld.com. What this utility does is zip up (make smaller) your ebook or software to make it easier for downloading. Your customers will need zip software on their pc or mac to then extract the product back to its full size.

If you've got Windows XP all you need to do is right-click on a file and choose 'extract here' to unzip or choose 'send to' > 'compressed (zipped) folder' to zip up.

Email Autoresponder

In order to contact your customers regularly you will definitely need an autoresponder. An autoresponder is an extremely powerful tool in your marketing arsenal. Autoresponders handle all aspects of your list management, including subscription requests, bounced messages, remove requests, and list subscription confirmation. They also handle sending your autoresponse, your followups, forwarding messages, and processing broadcast messages.

Today's autoresponders have evolved into successful e-mail marketing tools, employed by thousands of companies to immediately provide information to their prospective customers and then follow-up with them at preset time intervals.

Ok you've probably heard the phrase 'the moneys in the list' and it's absolutely true.

"It costs five times as much to attract a new customer as it does to keep an existing one," according to Norman Scarborough, assistant professor of economics and business administration at Presbyterian College in Clinton, S.C.

Marketing to past customers is one of the smartest moves you can make in business. "That's an easy sale," says Scarborough, a co-author of The Essentials of Entrepreneurship and Small Business Management. "They're already there."

There are various autoresponder services available to you however I can only recommend - [AWeber](#).

Why Choose AWeber's Autoresponder?

- Experts state it often takes 7 or more messages before prospective customers make a purchase.
- Unlimited campaigns, lists, follow up messages, and newsletters.
- Reliable, **99.34% email deliverability**, fast.
- 51+ Templates for newsletter and follow up design.
- Easily create and add opt-in web forms to your website.

- Free training guides and videos.
- Expert unlimited free customer support.

You can get your first 30 days free and then it's just \$19.95 a month after that. For the amount of features and support it simply cannot be beaten.

It is the best on the market, fullstop. Aweber.com

CHAPTER THREE - WHO, WHAT, WHY, WHEN & WHERE

In this chapter we're going to learn about Ebay categories, the best times to list and email and listing templates. We're also going to talk about listing titles, featured and dutch auctions and Ebay shops.

Ebay Categories

Ebays has over 30 categories which in turn have many sub-categories. Now you can't, unfortunately, list ebooks in just any old category you choose. Ebay takes a dim view of that even if you feel that it IS the right category. I once had some recipes ebooks removed from the Books > Non Fiction > Recipes section because Ebay classed them as information products not recipe books! Why? Simply because they were in digital format!

I must admit to losing my temper (nicely of course ;-) but it was pointless. Besides if you get too temperamental with them they will suspend your account. You can get away with slightly more once you become a Powerseller but it's best not to get too carried away no matter hard done by you feel.

The US site Ebay.com has now created a new format when listing ebooks and called it DIGITAL PRODUCTS. This is a real boost for ebook sellers as we will be able to list in more and more sections as time goes by. At the time of writing this hasn't been implemented on Ebay UK but I'm sure it soon will be.

Check each category when listing to see if you get the option to list as a digital product. For instance if you have a mobile phone buyers guide ebook have a look in the mobile phone section and see if there's a section for books/manuals. If there's no option there, play safe and list it in the Everything Else > Information Products > section.

The Best Times To List

This can vary from ebook to ebook. Here are a few hints and tips for you to think about.

It's probably pointless listing your recipe ebooks for example to finish at 10/11/12 at night because not many people are going to be cooking then. You may get the odd sale at that time from casual (or drunk ;-) browsers making an impulse purchase or from oversea's buyers who are in a completely different timezone.

Now lets take the game cheat ebooks like Playstation 2, X-Box guides etc. These are more likely to sell in the evenings and at weekends rather than during the day when kids are at school. Only when they've been home stressing out for two hours trying to find the solution to BRAIN DEAD IV will they start searching online for help!

Make sure you think about these things when listing but don't get too nerdy about it. Remember approximately 70 to 80 % of your listings will sell in the final couple of hours of them ending. The majority of people work 9-5 during the day so try listing between 7-11pm. I've found the best days are usually Monday, Wednesday, Thursday and Sunday. Although I once sold 25 items on a Tuesday so its not always set in stone!

Slow nights are Fridays and Saturdays when people are out clubbing away the stresses of the week at work but you might get the odd sale. Sunday afternoon and evening can be a good time to have your listings finish and the end of the month is slightly busier because everyone's been paid from work! The longest you can list your items for is 10 days so make sure you do as it will give you maximum exposure time. Using Turbolister will help you to do this.

Monitor your sales every month and use an analysis sheet to record your sales. Soon you'll begin to see sales patterns emerging and you can alter and adjust your listings accordingly.

Email Templates

If you are going to use an email based autoresponder (like Outlook Express) then you'll need a template to send out to customers when they purchase. The reason you need a template is because all you'll need to change is the download link in it for each item.

Here's what my old email autoresponder template looked like.

Please do not reply to this email. Use the email addresses at the bottom of this email to contact me.

Dear Purchaser,

You are receiving this email because you have just made a purchase from djrichardfenn on Ebay

Many thanks for your purchase, your business means a lot to me. All my ebooks have been 'zipped' (made smaller) for ease of download. You will need to unzip it before you can read it. You may need to download Winzip from www.winzip.com (it's FREE). Windows XP users can simply right-click on the zip file once downloaded and choose 'extract here' from the menu that pops up.

More instructions are available further down this email.

Below is the download link to your purchase.

=====

<http://www.99p-ebooks.co.uk/zips/500letters.zip>

=====

You should simply be able to click the link above to download your purchase. If this doesn't work, copy the link text and paste it into your Internet browser and press enter or go to start your download.

If you have any problems at all with the download or extracting the ebook from the zip file, please visit my frequently asked questions (FAQ's) page located at:

<http://www.stores.ebay.co.uk/rlb-publishing/faqs.html>

If you need any help at all please contact me I'll help in any way I can.

After you have downloaded your purchase and are happy with the transaction and ebook please leave good feedback for me and you will immediately be left good feedback in return.

For more details on my feedback and shops policy's please visit:

<http://www.stores.ebay.co.uk/rlb-publishing/Shop-Details-and-Policys.html>

Once again many thanks for your purchase. I hope you will shop with me again very soon.

Yours faithfully,

Richard Fenn

richard.fenn1@ntlworld.com

Now I want to mention the other email templates you can create to save you time and typing!

After you've been trading for a while you'll notice the same questions from customers cropping up time and time again. Simply creating a template you can copy and paste into a reply email will save you loads of time. Save them in a folder inside your email client for quick and easy access. When your going through a hundred emails a day they come in very handy I can tell you!

These are some of the most common questions you'll be asked:

- Where's my order, I haven't received it yet?
- Does this ebook/software come with resell rights?
- Can I resell this item on Ebay or my own website?
- How do I download the ebook?
- How do I extract the ebook from the zipfile?

You can create templates for all the above and then just copy and paste the text in reply. Below is one I created because Paypal were having intermittent problems with the Ebay checkout flow and sometimes customers couldn't pay via Paypal through the Ebay checkout.

Customers would send me an email saying "Hi, I've been trying to pay for item number 0123456789 and it keeps saying 'transaction cancelled - please try later'. What can I do?"

I'd reply by simply copying and pasting the following text in an email to them.

Hi there (name),

it's a problem Paypal are having. Below is an email they sent me regarding the problem which includes a workaround payment solution.

Warm regards,
Richard

To send money for an eBay item from your PayPal account, please complete the following steps:

1. Log in to your account at <https://www.paypal.com/> by entering your email address and password into the Member Log In box.
2. Click the "Send Money" tab.
3. Click "Pay for eBay items" subtab.
4. Click the "Pay" button in the "Action" column.
5. Review the payment details and click "Continue".
6. Review the details of the payment including the "Source of Funds". If the payment that you are sending exceeds the amount of funds in your PayPal account, you can click the "More Funding Options" link to change the source of funds for the payment.
7. Click "Send Money" to complete the payment. To change any information, click "Edit". Please note: If you edit your payment details, the funding source will return to the default method of payment.

If you do not have a PayPal account, simply enter your credit card information during your purchase payment flow.

If it has been more than 7 days since the auction closed, please follow the below steps.

1. Log in to your account at <https://www.paypal.com/> by entering your email address and password into the Member Log In box.
2. Click the "Send Money" tab.
3. Fill out the form.
4. Select "Goods Other".
5. Click "Continue".
6. Review the details of the payment, including the "Source of Funds". If the payment that you are sending exceeds the amount of funds in your PayPal account, you can click the "More Funding Options" link to change the source of funds for the payment.
7. Click "Send Money" to complete the payment. To change any information, click "Edit". Please note: If you edit your payment details, the funding source will return to the default method of

payment.

I would then edit the first bit of text (in red) in response to each customer to make each reply more personal by adding their name or Ebay ID.

Having these templates saves me hours every week replying to emails!

Listing Templates

Most people think that simply copying someone else's listing and sticking it up on Ebay is going to bring them sales. However, it's against Ebay's rules to simply copy someone's listing so you'll just set yourself up for trouble if you do. However there's no rules saying you can't browse other sellers' listings and write down all your favourite bits about them. You can then incorporate these into your listings, just do it a little differently.

The only time you should have the same text as other sellers is when you list an ebook that comes with its own sales page. Even then I think it's a good idea to change it slightly by adding some more text or pictures to the description. There are lots of templates available on Ebay so have a browse (search for 'ebay templates') and get yourself something different from everyone else or . . .

Get a new one [from here](#) or

. . . create your own. It's much easier than you think. All you require is a list of what features each of your listings needs. Then simply tick off each feature as you add it. I will go into a lot more detail about this in the video below.



<<< [Click here to watch a video of me creating an eBay listing template.](#)

Listing Titles

Your item's title is THE most important part of your listing without question. If your listing title doesn't grab your prospective buyers' attention when they're browsing or searching Ebay then you've missed a sale. You could be listing the cure for world hunger but if your title is poor or irrelevant no-one will know!

The title needs to be relevant to the product you're selling. It also needs to include the words that you think your prospective buyers are searching for. Make sure you spell check it too!

Let's look at a few examples of titles/headlines for the slow cooker recipes ebook. At this present time you are allowed 55 characters in your listing title so you need to use them wisely.

Check out the following titles; which looks best?

1. **Crockpot Recipes Ebook** (22 characters)
2. **Great Recipes Ebook For Your Crockpot** (37 characters)

3. *** **470 Tasty CROCKPOT, SLOW COOKER Recipes Ebook!** *** (54 characters)

OK, lets dissect the above titles (I hope you said number 3 looks the best by the way!).

Number one is poor but would still be picked up by people searching for 'crockpot recipes' as would number two. Number two says that these are 'great' recipes so that would get more attention than number one.

Now lets look at title number three. First we have the number '470'. People love to know the exact number of things so tell them! Then we have the word 'tasty' which gets their brain working Homer Simpson style (mmmmm tasty :-)

After that comes the two most used search terms for that item, 'crockpot' and 'slow cooker'. These are also in capitals to grab the attention not only of the person searching, but the casual browser too.

Finally we have the word 'ebook' which at the time of writing was listed at number 4 in the most searched for terms on Ebay Pulse. If you've got room for the word ebook in your listing title, put it in!

Use your imagination. When creating your titles think about what words you might search for if you were looking for that product. Use those keywords to pull people into your listing. Use CAPITAL letters to highlight the search terms but never use all capitals for the whole title as this looks horrible and will work against you.

Featured & Dutch Auctions

Once you've been selling a while and you know what your best sellers are then you can try 'featured' and 'dutch' auctions.

A dutch auction is when you sell multiple items in one auction or buy-it-now listing. They cost a little more to list but you should make more money as you'll sell more. Think about it; if you have a single item and it sells on the first day of listing then thats it, its sold. But if you have 10 for sale and 3 sell on the first day then you'll still have 7 left. I would only recommend this with your best sellers though.

Featured items cost even more but your listing is featured on the first page (or two) of the category. When people are browsing the category, no matter which sorting option they've chosen ie; time left, cheapest first etc. your listing will feature on the first couple of pages depending on how many featured listings there are in that category. This type of listing is best for higher priced products but can work for cheaper items too especially if they're great sellers.

Ebay Shops

I would recommend getting an Ebay shop as soon as possible. Partly because it only costs 3p to list any item and partly because it makes you look more professional.

There are three levels of shop subscription to choose from:

- The Basic Shop - £6 Per Month
- The Featured Shop - £30 Per Month
- The Anchor Shop - £300 Per Month

Go for the basic shop to start off with. You'll get your first 30 days free. Inside your Ebay shop you'll find many features you should familiarize yourself with in order to maximize your shop to it's fullest potential.



<<< Watch a video of me setting up my Ebay store. (Time - 5 minutes 18 seconds)



<<< Editing my Ebay store. (Time - 26 minutes 50 seconds)



<<< Setting up Selling Manager Pro. (Time - 4 minutes 30 seconds)



<<< Setting the automation preferences in Selling Manager Pro. (5 min 45 secs)

Keywords

Ebay allows you to create 20 different categories from which to sell your ebooks and software. For each of these categories you can have eight keywords (two primary and six secondary). You need to make sure your keywords are relevant to the category and listing content. Do not use keywords more than once and don't use keywords that are not related to your content as Ebay will penalise you for keyword spamming.

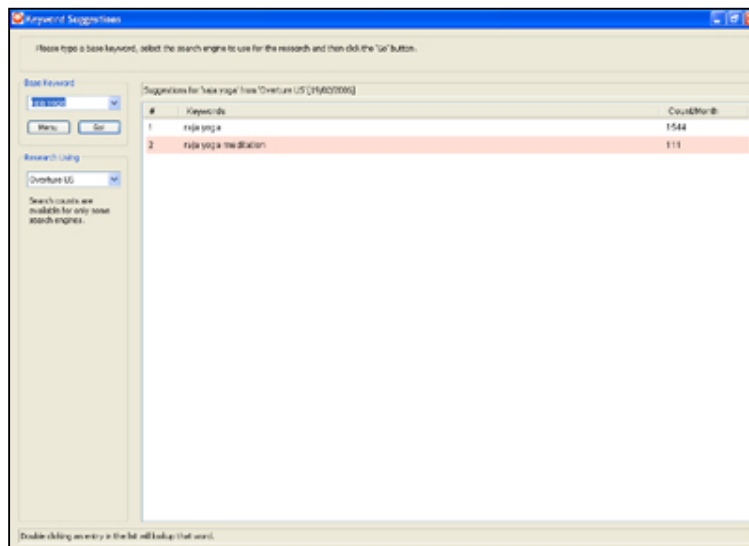
So how do you go about creating keyword lists for your products?

First of all go to <http://www.goodkeywords.com/> and download the Good Keywords program. It's free!

Once installed open it up and you should have a screen like the image below.



Click on the 'Keyword Suggestions' button and you'll get a screen similar to the one below.



[<<< Click here to watch a video on researching your category keywords.](#)

Promotion Boxes

You can use these promotion boxes to create special promotional displays to put on various pages throughout your Ebay store. They can be used for a variety of purposes such as highlighting your featured items or announcing special offers. You can use them for showing newly listing or ending soon items. You can even use them to show your shipping and payment information. You can insert custom images or html into them as well.

They can be fully customised to fit the appearance of the rest of your store.

Custom Pages

You can create custom pages for your Ebay store. These could be used to showcase items and special offers, explain your shops policies or describe your shops history. The number of pages you can create depends on your subscription level. I created an F.A.Q.'s page for my frequently asked questions and a 'Shop Details & Policies' page.

Cross Promotions

Here you can create cross promotional adverts for when someone views an item or when someone bids or wins an item. Lets say someone purchases an ebook all about buying and selling on Ebay. You could create a rule that promotes items from a similar category or even promote a special offer ebook package.

Listing Header


You can have a special version of your shops header displayed at the top of each one of your item listings. This can really help to promote your shop. You can create five links to different categories within your shop as well as having links so customers can add you to their favourite shops list or even sign up for your shop newsletter. Make sure you use all five links. Even if a customer doesn't purchase the listing they are browsing they may visit your shop and make a purchase from there.

Listing Feeds

Another way to drive more traffic to your shops is by utilising the RSS feeds for your listings. A 'feed' is basically a summary of web content that gets updated on a regular basis. You can keep customers updated with new listings by getting them to subscribe to your RSS feed. You need to check the radio button in your shop management page where it says 'Distribute your listings via RSS' (see image below).

Your customers will need an RSS reader on their computer but there are lots of free ones available like <http://www.feedreader.com/>

Once installed on your computer you can add feeds from your favourite websites and Ebay sellers ;-)

If you'd like to subscribe to my Ebay store RSS feed simply right-click on this image  and choose 'Copy Shortcut' or 'Copy Link Location'. Then paste this shortcut into your RSS reader. You'll then be able to browse my listings direct from your desktop.

You can also make a file of your shop inventory listings available to third party search engines and product comparison sites. To do this go inside your shop by clicking the 'seller manage shop' link at the bottom of your shop front page. Then click the 'Listing Feeds' link under the 'Shop Marketing' section on the left. You'll then be on a page like the image below.

home | pay | site map

Buy Sell My eBay Community Help

Start new search

Advancer

Hello, djrichardfenn (Sign out)

Home > My eBay > Manage My Shop > Listing Feeds

Manage My Shop

Manage My Shop

- Shop Summary
 - Recommendations
- Shop Design
 - Display Settings
 - Shop Categories
 - Custom Pages
 - Promotion Boxes
- Shop Marketing
 - Listing Header
 - Email Marketing
 - Promotional Flyer
 - Search Engine Keywords
 - Listing Feeds
 - HTML Builder
- Feature List
- Reports
 - Traffic Reports
 - Sales Reports

Hello, **djrichardfenn** (2677 ★)

Listing Feeds

Drive more traffic to your eBay Shop by distributing your listings directly to buyers, third-party search engines and comparison sites.

RSS Feeds

Contribute your listings by making them available via Really Simple Syndication (RSS) feeds. [Learn more about RSS feeds.](#)

- ☒ Distribute your listings via RSS.
- ☐ Don't distribute your listings via RSS.

Search engines and comparison sites

Export your listings to third-party search engines and product comparison sites. [Learn more about exporting your listings.](#)

- ☒ Make a file of your Shop inventory listings available.
Your file will be located at <http://esssl.ebay.co.uk/GetListings/ebookstoresell>
- ☐ Don't make a file available.

Note: Use of the information you permit eBay to make available to any third party will be in accordance with the third-party's and conditions. eBay is not responsible for how information contained in the file is used by the third-party.

Simply check the radio buttons where it says '**Make a file of your Shop inventory listings available**' and '**Distribute your listings via RSS**'.

CHAPTER FOUR - YOUR FEEDBACK IS YOUR EBAY LIFELOOD

Is It So Important?

Is your Ebay feedback REALLY that important?

Well yes and no! Your feedback rating is important because it will help people to decide whether to purchase from you or not. The amount of feedback you have doesn't always mean you'll sell more though.

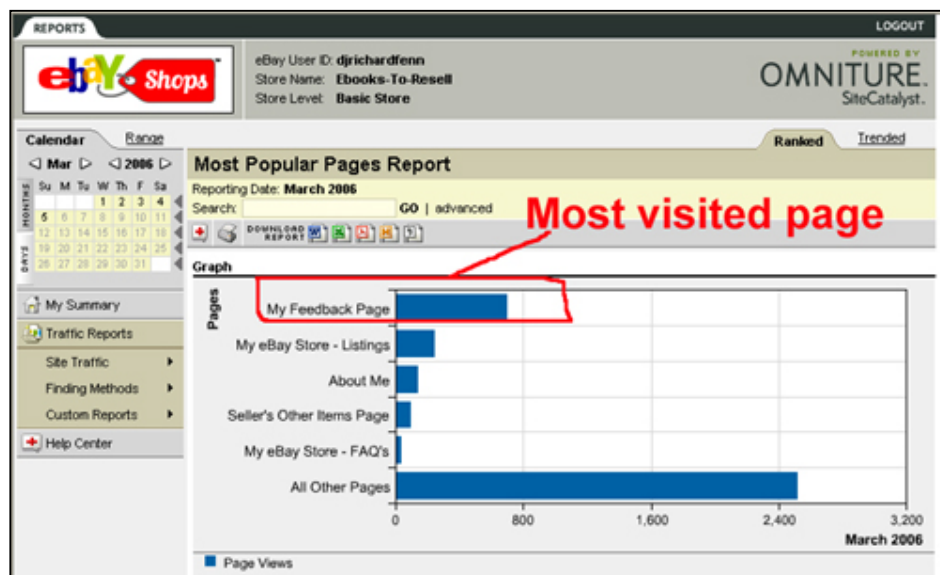
Ok so it's obvious that the more feedback you have the more people will trust you but if you're selling what people want then they WILL buy from you. How do I know? Because I watched someone test the theory out!

James from whatreallysells.com had only 10 positive feedback when he got hold of a range of scientific calculators. He did his research to find out how much they were selling for, what keywords people used when searching etc. and then created a nice listing for them.

He sold the lot at an average price of \$35 plus postage - per calculator!

Do people look at your feedback page? Well to answer that take a look at the screenshots below. They show the most viewed pages of my listings and shop.

What's at number one . . . ?



Details		
	Page	Page Views
1.	<u>My Feedback Page</u>	698 18.7%
2.	My eBay Store - Listings	244 6.5%
3.	About Me	139 3.7%
4.	Seller's Other Items Page	96 2.6%
5.	My eBay Store - FAQ's	37 1.0%
6.	Ask Seller A Question Page	34 0.9%
7.	My eBay Store - Store Search Results	33 0.9%
8.	My eBay Store - How-To Guides Category	32 0.8%

Yep that's right, my feedback page!

Now think about the last time you bought something from Ebay for a moment. Did you check out someones feedback before you made a purchase? Have you ever decided NOT to purchase from someone who's feedback score wasn't that good? I know I have. I went through four seller's feedback before I finally bought my son's Sony PSP last christmas.

Who would you rather purchase from, someone with 87.5% or 99.9% positive feedback. It's a simple answer isn't it!

The best way to protect your Ebay feedback is to be polite from the word go. Customize your winning buyer email to thank the buyer for purchasing from you. Offer a money back guarantee and keep to it. Then send them a coupon with 25% off their next order, you'll be surprised how many take you up on it.

I have had a few people threaten me with negative feedback because they can't open the zip file or whatever reason and by the time I've finished explaining and offering extra's they're apologizing and then asking if I can personally teach them how to sell ebooks!

Always be polite in all your emails especially before a sale. Remember that you can't always tell when someone is being sarcastic or serious, especially when it's in the form of an email.

Try to reply to all emails you receive within 24 hours if not before. There is so much choice on Ebay now that people won't hesitate to go elsewhere if they feel your not giving them your full attention. Try not to give them that option.

You could set-up an autoresponse message that says something like:

Hi there,

many thanks for your email. I'm not at my computer right now, however I will do my utmost to get back to you regarding your questions within the next 24 hours (usually much sooner).

Kind regards,

Your Name

Feel free to customize the above message.

The above reply will show your customers that you are a professional seller who values

their custom. Don't forget in chapter five I'll show you how to set-up an email autoresponse message.

Do you remember the email I showed you in chapter three? It started off like this . . .

Dear Purchaser,

You are receiving this email because you have just made a purchase from djrichardfenn on Ebay.

Many thanks for your purchase, your business means a lot to me.

Straight away I am being friendly and this really does help. Then near the end of the email it says . . .

If you need any help at all please contact me I'll help in any way I can.

After you have downloaded your purchase and are happy with the transaction and ebook please leave good feedback for me and you will immediately be left good feedback in return.

Notice how I ask them to contact me with any problems they have. Then I tell them about feedback. This instills confidence in a buyer and shows professionalism on your part.

As for the download and extraction process I described it so it couldn't get any easier.

All these things will hopefully generate good feedback for you. At the very least it should make a customer contact you first with any concerns they may have. You'll then have another chance to make amends and still get positive feedback from them. Remember to always be polite even if they are driving you mad.

Negative Feedback - What Should You Do?

Unfortunately there's always one or two who will leave negative feedback regardless of how nice your emails are. Normally it's computer or Ebay newbies who don't understand how to unzip or download the ebook or those who haven't read the listing properly and think they're getting a paper and ink product.

Don't panic if you get negged. It will probably happen eventually but it's not the end of the world and there are still ways to get it removed. Golden rule number one, **never leave feedback first if you're the seller**. It's easier for someone to leave a negative if you've already left a positive.

If you haven't done so already go into your Ebay preferences and set it to leave good feedback automatically on receipt of good feedback.

This will stop a lot of negatives. However, if someone does leave you a negative simply leave one in return. If they didn't contact you first put something like 'Unwarranted feedback, buyer never contacted me to resolve!'

Now wait a few days and then go through the '[Mutual Feedback Removal](#)' process. In the

comment box mention it's in both parties best interests to have the negative feedback removed as your feedback scores will go back up. This method works nine times out of ten especially with those people who had 100% positive feedback before.

Always be polite though, I can't stress that enough. It will be exasperating at times, especially as Ebay reminds the buyer to contact you before leaving negative feedback, but you'll feel good about yourself when the negative gets removed.

CHAPTER FIVE - AUTOMATING YOUR EBOOK DELIVERY

Automating your ebook/software delivery is essential for the following reasons:

- Buyers don't want to wait for their purchase
- You can offer instant download on your items increasing your chance of a sale

You really don't want to be sat at your computer for hours everyday sending emails with your ebooks as attachments. Setting up some sort of autoresponder then needs to be a priority. In this chapter I'm going to show you two ways to do this.

Automating Delivery of your E-Books with Outlook Express

There are two ways to send out your ebooks using Outlook Express. First of all you can create an email template which you then attach the ebooks to and save in email format (.eml). Then when you receive a payment you simply reply with the email template for that item.

Secondly you can upload your ebooks to some webspace and send out an email in text format (.txt) with the download link in it which points to where the ebook is stored on your webspace. This was my preferred method before I started using [DLGuard](#) to handle my customers downloads.

To offer instant download when using Outlook Express you will need your pc to be on constantly (although this isn't a problem for pc's nowadays).

Unfortunately Outlook Express has its limitations too. If you receive a one pence payment for a £27.00 ebook Outlook Express can't tell the difference and will send the download email anyway, although the person sending the payment will have to know what words trigger your autoresponse message so its unlikely to happen often.

If the payment comes through Ebay then this cannot happen.

So how do you set up Outlook Express to send an email automatically to each of your Ebay buyers?

Well what we are going to do is program Outlook Express to send a reply when it receives an email from Paypal which will contain certain words.

Outlook Express see's these words in the email and knows that it has to send a certain reply.

Click the camera image below to watch a short video tutorial explaining the process.



[**<<< Automating Outlook Express \(Time - 8 minutes\)**](#)

You can also download a tutorial ebook [here](#).

Automating Delivery of your E-Books with DL Guard

The trouble with using Outlook Express, as you may already have gathered, is that the download links are not encoded in any way. The more unscrupulous people on the web can post these links on forums and message boards and anyone can then download them.

Now if your selling an ebook for \$47 or \$97 this could work out VERY expensive for you.

However help is at hand in the form of [DLGuard](#).

[DLGuard](#) not only protects your business, but it will save you time and frustration.

[DLGuard](#) runs on your website and checks to make sure your visitors have bought your product. It validates the sale, builds a customer list and then allows you to export mailing lists and run reports.

It is a professional solution for those people who take their internet businesses seriously and its a piece of cake to set up.

It fully supports: Paypal, Clickbank, 2Checkout, Stormpay, PayDotCom and Ebay digital delivery, as well as JVManager and free product download tracking.

I cannot recommend this software enough. I use it for **ALL** my products except for my membership sites which use the [Launch Formula Marketing](#) script.

Other Ebook Delivery Options

There are more options available and it's only right that I tell you what they are. Click the links below to view more information about each company.

<http://www.mydigitaldispatch.com>

<http://payloadz.com>

<http://www.digiserveonline.com>

CHAPTER SIX - GETTING VISITORS AND BUYERS

OK, here's where we get to the nitty gritty, the REAL info, the good stuff! In this chapter I'm going to tell you the best ways I have found to get visitors and buyers to your site or Ebay store. Your going to learn about email signatures, joint ventures (JV's), creating your own ebooks, public domain, listing tips, testing and customer analysis.

Email Signatures

This is a great but highly underused way of getting visitors to your site or Ebay store. Email signatures are so easy to create and look something like this:

```
*****
The Complete Newbies Guide To Selling Ebooks
http://www.JustForNewbies.co.uk
*****
```

Note how I've used the asterisk (*) to make it stand out. There are many other characters you can use too like the equals sign =

```
=====
The Complete Newbies Guide To Selling Ebooks
http://www.JustForNewbies.co.uk
=====
```

or the hash (#) sign

```
#####
The Complete Newbies Guide To Selling Ebooks
http://www.JustForNewbies.co.uk
#####
```

or how about the plus (+) sign

```
+++++
The Complete Newbies Guide To Selling Ebooks
http://www.JustForNewbies.co.uk
+++++
```

Add a signature to all your outgoing emails and you'll soon see an increase in visitors. Use your creative skills in thinking up new highlighting methods, there's plenty of other characters to use!

Another superb method to use is the postscript or p.s. for short. This is a great way to highlight a website or offer your promoting.

p.s. Don't forget to check out my others ebooks at <http://www.99p-ebooks.co.uk>



<<< Creating A Signature In Outlook Express (Time - 2 minutes 40 secs)

Joint Ventures

A joint venture (often abbreviated to JV) is a partnership between two or more people/companies to undertake a promotion together. What they do is agree to create a new promotion/offer together by both contributing stock or tools, and they then share in the revenue, expenses, etc.

The promotion can be for one specific project only, or a continuing business relationship. Think of mobile phones for a minute, can you come up with a JV mobile phone company?

How about Sony Ericsson!?!

Do JV's work within Ebay? They sure do, just ask Sara Brown the undisputed Queen of the Ebay JV!

Type in "Sara Brown" into Ebay's search box and see how many listings appear (173 when I did it).

So how do you go about doing a JV with someone?

Well there's two ways of doing JV's.

One is to have your own product that other sellers market to their lists in return for a % (usually 50/50) of the final sales.

The second is when you promote someone else's product to your own list in return for a % split.

Either way can make you some serious money. Imagine you contact the big Ebay sellers who have 5000 feedback comments and above. Most of these (if they've done things right) will have a big list of previous customers. Lets say you contact someone who has 5000 people on his list with an offer to promote your new £12.99 ebook in return for a 50/50 split.

Even if only 1% take them up on the offer that's $50 \times £12.99 \div 2 = £324.75$ each for simply sending an email out. Now what if 10% take them up on the offer?

$500 \times 12.99 = £6495.00 \div 2 = £3247.50$ EACH for you and the JV partner.

A well known internet marketer Mike Filsaime recently launched his Butterfly Marketing package to the world using approximately 70 joint venture partners (if not more). In the first seven days of the launch Mike sold 1500 copies of the package at \$997.00.

$1500 \times \$997 = \$1,495,500.00$

Kerching!

OK, so Mike has to pay his JV partners out of that plus the costs of the launch but I reckon he still made over \$745,000.00 in just seven days. Seven hundred and forty five thousand dollars! Nice! The top partner Gary Ambrose made himself over \$100,000.00 and got a \$6,000 Rolex watch for being the top JV partner.

Your Own Ebooks

Creating your own ebooks is the BEST way to make money when your selling ebooks I cannot stress this enough. Think of a subject your good at, is it quite popular? Not too obscure? Good, then you'll make money!

Depending on whether you offer resale rights or not makes a difference too. If you sell your ebooks without resale rights you can sell them for a higher price because no one else is selling them, people can only get it from you.

If you sell with resale rights soon everyone will be selling it, each trying to undercut the other until its only 99p on Ebay. So how do you make money on that?

Better still, how do you make money giving away your ebooks? I know what some of you are thinking. . .

"Richard, how the hell can I give something away for free and make money, I mean nothing equals nothing right?"

Wrong!

Welcome ladies and gentlemen to the world of Viral Marketing. Come on in the waters lovely!

Here's how it works.

I created an ebook called '**89 Coffee Recipes For Coffee Lovers**'. I made both an exe version and a PDF version. Inside both of these ebooks I put affiliate links to products (percolators etc.), Ebay and my website. Inside the exe version I put Google Adsense™ as well. I then gave my ebooks away for free to other ebook sellers and granted them full resale rights meaning they could sell it to their customers, who could sell to their customers etc, etc.

Yes these other sellers are making money from my ebook but even if I didn't sell it myself I would still make money from their customers. How?

Their customer opens the ebook to read it and spots a banner advert for a coffee percolator. "oooh I need a new one of those, mines broken", so they click the advert to find out more. The advert takes them to an online shop where they spend £50 to £150 on a new machine. Now because my affiliate ID was embedded inside the advert link I will get a payment from the shop for sending them the buyer.

If they don't click the picture adverts maybe they'll click the Adsense™ adverts in which case I'll get money for that even if they don't make a purchase.

They'll even click the link that says 'Click here for 10 free ebooks', sign up for my mailing

list where I can then make offers to them for as long as they remain on my list (which could be 20 years or more).

Now you can see how giving away ebooks makes you money. Two weeks after giving away my coffee recipes ebook I did a search for '89 coffee recipes' and there were 25 separate listings of it on Ebay UK. A month later there were 59 listings of it. Every month it will grow and grow, spreading like a virus (hence viral marketing) across Ebay and the internet. It will make me money for years to come as well as increasing the size of my mailing list.

You'll find links to ebook creation tools in the resources section of this ebook.

If your thinking you can't create you own ebook I'm afraid I disagree. Read on!

Have you heard of public domain or private label?

Public Domain And Private Label

To keep a long story short a public domain work is a creative work that is not protected by copyright and which may be freely used by everyone. The reasons that the work is not protected include:

- the term of copyright for the work has expired
- the author failed to satisfy statutory formalities to perfect the copyright or
- the work is a work of the U.S. Government

You can take these books, software, music etc and change the format, add parts to them, rewrite them and then put your name to them. Yes that includes a copyright too if you've made enough changes.

Do a quick search on Ebay for '[how to paint trees](#)' and you'll come across a book I created from a public domain work. It was originally printed in 1883 but was now out of copyright. I took this book (thanks mum!) and digitised it by scanning it and rewriting parts of it to bring it up to date. I now own a copyright on this new version.

Public domain is a huge opportunity for anyone to create their own ebooks without huge amounts of work. View [this webpage here](#) for more information and I guarantee your mind will be racing with idea's!

Private Label items are products that you can edit and change and put your own name to as the creator. I created my own ebook from private label content. I purchased some private labels articles on aquariums (yes the things you put fish in) and turned them into exe and PDF format ebooks. It took me about 6 hours to do and I hardly wrote a thing!

There are various places online where you can get private label content. One of the best is [InfoGoRound.com](#).

Listing Tips

Multiple Pictures

At the top of your listing one of the first things a buyer should see is an image of whatever it is your selling (in our case an ebook or software). This information came straight from Ebay's mouth in a telephone conversation I had with them one day. A good graphic can be the difference in what clinches a sale for you. It also gives a prospective buyer the feeling of it being a tangible object.

Adding multiple images is a lot easier than you think. Now you may not need to for your ebooks but when it comes to software you might want to add screenshots or even flash animations or video.

Lets look at the html code (don't be scared ;-)) needed to insert a picture into a listing.

```
<img src ="http://www.yourwebsite.com/ebay/images/picturename.jpg">
```

Does that look hard to you? Nope, didn't think so. Why pay extra in Ebay fee's when you can simply do it yourself. All you need is your own webspace to store the images. If you look at the code above you can see all you need to do is create a folder called 'ebay' and inside that create one called 'images'. Load up your pictures to this folder and use the code above to make it appear in your webpage/listing.

Adding multiple images to your Ebay listings costs you more money . . . or does it?

This free ebook ([click here](#)) will show you how to add mini image galleries to your Ebay listings for free!

Each mini image links to a larger one too so your buyer can get a good look at whatever your selling.

Click the camera image below to watch me insert images into a template to use on Ebay.



[<<< Inserting Images Into Your Ebay Listings](#)

Payment Options

Try to include as many payment options as you can. As well as [Paypal](#) there is [Nochex](#), [Stormpay](#) and ordinary bank transfers. Try to accept cheques and postal orders too.

Do not put 'Cash Is Accepted At Buyers Own Risk' as Ebay regards this as 'soliciting buyers to mail cash' which is an absolute garbage reason but they're the boss so best not to put it!

Here in the UK if your going to accept cheques and postal orders from overseas then you'll need a bank account not a building society account. Some UK building societies will not accept small amounts in those formats as it costs too much to convert back to UK sterling.

Links To Your Ebay Shop

Make sure you have links to your Ebay shop in **EVERYONE** of your listings. Why? Well first of all if a customer decides the item is not for them they may well browse to your shop and see what else you have for sale. Secondly it costs less to list an item in your shop so if you can get a sale from there you'll make more profit!

I also have links to my 'About Me' page and 'Add To Favourite Sellers'. You must put these links into everyone of your listings. It's also another reason why I recommend creating a template to use.

Readability

Make sure your titles and listings are readable. For example:

ONLINE POKER SECRETS REVEALED - 4 X EBOOKS!

Well I suppose its ok but it's a bit shouty don't you think? How about . . .

Online Poker SECRETS Revealed - 4 Great Ebooks!

That's better, it looks a lot neater doesn't it. The same goes for your Ebay listings and online website. Don't fill it full of **HUGE TEXT AND ALL CAPITALS**. It's a surefire way to put people off!

Keep all your text the same font and colour unless your trying to highlight certain features or keywords. Numbered or bulleted lists can look good in a different font as can testimonials from your customers.

Testing

You'd be surprised how many people don't do this and then moan when nothing sells! If an item is not selling particularly well try changing the headline or title. Have you remembered to put the keywords your customers are searching for in your titles and descriptions? Have you wrote what's called the F.A.B. factor into them?

F.A.B. stands for . . .

- **F = Features** of your product
- **A = Advantages** of your product
- **B = Benefits** of your product

Think about each of your listings like this; you don't buy a washing machine with an 'A' rating just because it has an 'A' rating. You buy it because it's 'A' rating (feature) means it uses less water (advantage) which saves you on your bills (benefit).

I read somewhere once that you should think of yourself as a door-to-door salesmen. You only have a short length of time to make a sale. Grab their attention, entertain them and make them hungry for your product.

Remember these points when your creating your sales letters and Ebay listings. Point out the features, advantages and benefits of your products. Use words like 'this can', 'it will', 'you can' to link together the F.A.B. rules and your sales copy will practically write itself!

For more great tips on creating great sales copy visit <http://www.thecopydoctor.com/>.

Competitor Analysis

When we were at school and college we learnt from our teachers. We learnt from them because they knew more than we did. The same can be true with our competitors. If you know someone who is selling a product like yours and they're doing well out of it analyse their website, headlines and listings. Try and work out what it is that works for them.

Did you feel tempted to purchase their item? If so what was it that tempted you? The copy? The pictures? The offer itself?

Spend time going through listings on Ebay. Which ones make you want to click the 'Buy-It-Now' button and why? Did you add any to your watch list?

Raise The Price

This is an idea that I got from another Ebook seller and its a great way to increase sales. Yes you read that right, increasing the price can increase the sales.

Reason One - Your selling a great package at £4.99 but not getting many sales. It could be that your prospective buyers think that the package must be worthless because its so cheap. You raise the price to £9.99 and all of a sudden there's more credibility to it so you get more sales.

Reason Two - Your selling your best product at £29.99 and getting a steady stream of buyers. You increase your price to £39.99 and utilise Ebay's 'Best Offer' feature. This feature allows buyers to make an offer for your product. Any offer you receive for £29.99 or more you accept. People love to think their getting a bargain so if they offer £32.00 for a £40 product and you accept they are happy. You'll be happy because they paid £2 more than they would have done if you were still selling at £29.99.

Affiliates

What are affiliates?

The best way to describe affiliates would be to think of them as a personal sales team. You give them as many tools as possible to sell your items to their customers and mailing lists. In return they get a percentage of the cost of the product.

This is what Wikipedia has to say about affiliate marketing . . .

"Affiliate marketing typically refers to this Electronic commerce version of the traditional

agent/referral fee sales channel concept. An e-commerce affiliate is a website which links back to an e-commerce site such as Amazon.com. When a reader of the website clicks on a link, they are connected to the e-tailer and if they purchase something the affiliate receives a small payment, usually a percentage of the money the customer spends."

Creating Affiliates

So how do you go about setting up people to become your affiliate? Well there are plenty of options available to you. You could sell your product via [Clickbank](#). Clickbank has hundreds of thousands of affiliates all waiting to promote new products.

Or you could purchase some affiliate tracking software like [iDevAffiliate](#) or a membership site script with affiliate tracking capabilities like [LaunchFormulaMarketing](#) (I use this script for justfornewbies.co.uk and for Ebay-Masterclass.co.uk).

This script (easily installed on your own webspace) will allow others to become your affiliates by simply creating their own account via the links you provide. They can then create adverts, download banners and so much more from inside the script.

It really is a superb, easy to use script with a great support forum.
[LaunchFormulaMarketing.com](#)

Becoming An Affiliate

Its very easy to become an affiliate and there are some great companies you can join. You can even be an affiliate of Ebay! You can then use the links provided by these companies to insert banners or text links into your webpages. When someone visits your site and clicks on a link or banner and then makes a purchase you'll get a commission payment. This commission varies in size depending on the item sold. Insurance for instance can pay very highly (£50 or more per referral) while 'Letters To Santa' might only make you 30p per referral.

Here are four affiliate networks that have hundreds of companies/products listed that you can be an affiliate for:

1. [Commission Junction](#) - Probably the biggest network on the net. This is where you can sign up to be an Ebay affiliate and I recommend you do! At the time of writing I make anywhere from 50p to £35 PER DAY just by having my Ebay affiliate link in my ebooks. People click the links, make a purchase and I get a percentage. I don't actually do anything for this money! You can get anywhere between \$7 and \$20 for every person who creates an account with Ebay and then makes a purchase. The money I make from this easily pays my Ebay shop fee's and my Ebay report fee's each month.
2. [Affiliate Future](#) - The UK's biggest network of affiliate companies.
3. [Tradedoubler](#) - Another UK based network of affiliate companies.
4. [Clickbank](#) - A superb site with over 14,000 products. Many people earn 1000's of dollars/pounds daily from promoting Clickbank products.

You can join the above companies for free and be making a profit within days simply by clicking the links above.

Advertising

You can advertise your website or Ebay store via local newspapers or publications. You could also promote your store by printing and posting small flyers around your local area.

Put a bit of leg work in and you'll soon see the rewards coming through. Here are some more idea's for promoting your website:

- Advertise in your vehicles rear and side windows. Ask friends to do the same for you (you'll be surprised how many will do this for you).
- Put posters on local notice boards.
- If your in the UK does your area have the free Metro newspaper that is put on local trains and bus services? A small advert in here will not cost the earth.
- Create press releases for local media.
- Create a signature for all your outgoing emails.
- Use Pay-Per-Click advertising to drive targeted traffic direct to your site.
- Advertise in E-zines and newsletters.
- Trade links with similar sites.
- List your site at www.dmoz.org
- Submit your site to the top search engines. Make sure you pay close attention to your web pages meta tags and headings to get a higher listing. Sprinkle a few keywords in your web page copy.
- Get some business cards created and handed out. Leave some in shops and doctors/dentist reception rooms.
- Sponsor other businesses business cards (like taxi ranks for example)
- Word of mouth is still the best form of promotion so get talking!
- Use your autoresponder - You must get yourself an autoresponder or email address catcher on your website. Entice buyers to sign up for your newsletter by offering free ebooks or a discount on future sales. Then simply set up your autoresponder to email offers every so often. Tests have shown it can take up to seven follow up emails before a lead finally makes a purchase.
- On-line discussion groups and chat groups - As with e-mail, you can gain great exposure to yourself and your business by participating in on-line discussion groups and chat groups. Be careful not to blatantly advertise yourself though because it will be frowned upon in these groups.
- Radio announcements - A major advantage of radio ads is they are usually cheaper than television ads, and many people still listen to the radio, for example, when in their cars.
- Television ads - Many people don't even consider television ads because of the impression that the ads are super expensive. They are more expensive than most of major forms of advertising, however, with the increasing number of television networks and stations, you might find some cracking deals for placing commercials or other forms of adverts.
- Yellow Pages - The Yellow Pages can be very effective advertising if your ads are well-placed in the directory's categories of services, and the name of your business is descriptive of your services and/or your ad stands out.
- Promotional activities through local media.
- Articles - Consider writing an article for the local newspaper or a magazine. In your article, use the opportunity to describe what you're doing to address the issue through use of your business. Also write articles and submit them to article websites

like ArticleCity.com, EzineArticles.com etc. This is also a great way to get lots of links back to your site.

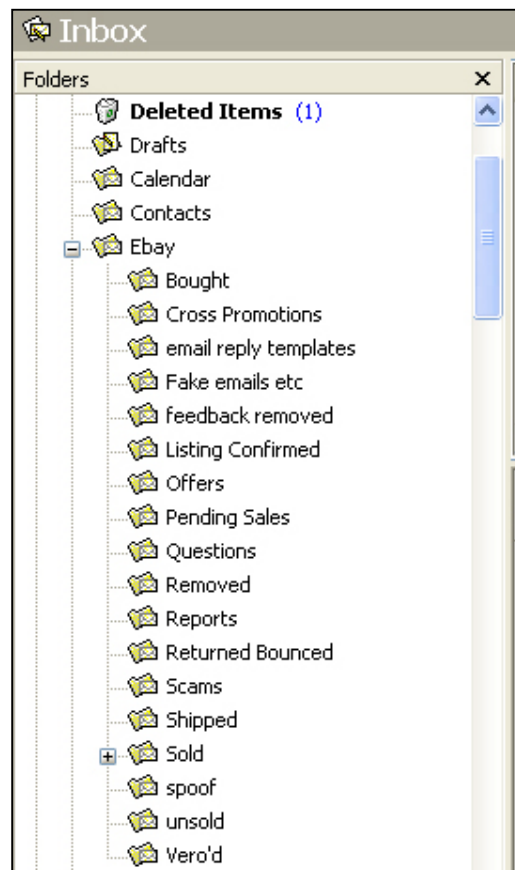
- **Presentations** - You're probably an expert at something. Find ways to give even short presentations, for example, at local seminars, Chamber of Commerce meetings, trade shows, conventions, seminars, etc.
- **Special offers** - You'll see these offers all the time. They include, coupons, discounts, sweepstakes, sales, etc.

CHAPTER SEVEN - KEEPING RECORDS

Now you might say that this is obvious but you must keep track of everything right from the very beginning. Sales, emails, returns, everything! The more records you keep the more you'll be able to analyze and tweak your listings and offers. Monitor your sales for each product you sell. If somethings not selling as well as you feel it should be try changing the title or headline. Have you got the right keywords sprinkled through your listings? Is it too cheap or maybe too expensive compared to other sellers?

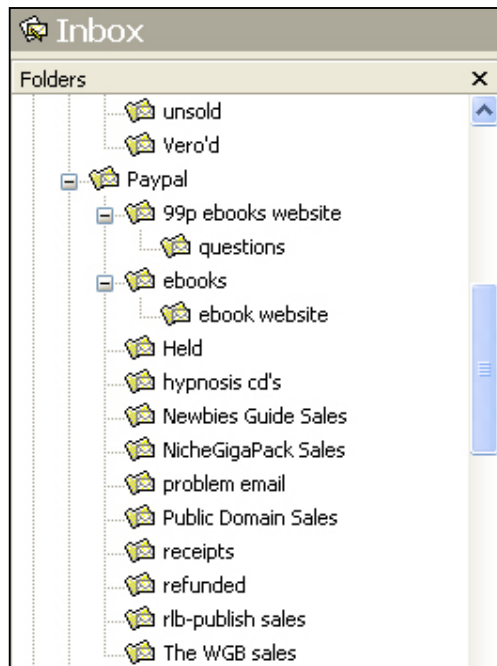
Email Folders

I have multiple folders set up in my email client to keep everything in a nice neat order. If I need to check a sale I just click inside the relevant folder, sort everything into date order and find it. Take a look at the screenshots below to see what I mean.



As you can see I have folders for all manner of options in my Ebay folder alone, items I've bought, cross promotion requests and emails, email reply templates to speed up the time spent sending emails, offers, pending sales etc. etc.

Below is a screenshot of my Paypal section.



Once again I have separate folders for sales from Ebay (ebooks) sales from my ebook website, questions people have asked (I save these to give me content for ebooks and more) sales from my various websites, receipts, the list goes on. It is very easy for me to keep track of sales by utilising different folders for different emails.

Sales Templates

If your not using DLGuard for your digital downloads then I recommend you keep some sort of sales analysis page for each of your items. This will enable you to track sales easier. Below is a screenshot of one of the sales analysis sheets I created before I got DLGuard. If you click the screenshot below it will download a zip file containing blank sales sheets in Word, PDF & Open Office formats for you to use.

The screenshot shows a spreadsheet with the following columns: Date, Sales, Region, Product, and Sales. The 'Date' column is highlighted with a red box and an arrow pointing to it with the text 'Insert date here'. The 'Sales' column is highlighted with a red box and an arrow pointing to it with the text 'Insert number of sales here'. The 'Region' column contains the following values: North America, Europe, Asia, Oceania, Africa, and South America. The 'Product' column contains the following values: Laptop, Desktop, Tablet, Smartwatch, Smart TV, and Smart Home. The 'Sales' column contains the following values: 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, 1600, 1700, 1800, 1900, 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000, 3100, 3200, 3300, 3400, 3500, 3600, 3700, 3800, 3900, 4000, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4800, 4900, 5000, 5100, 5200, 5300, 5400, 5500, 5600, 5700, 5800, 5900, 6000, 6100, 6200, 6300, 6400, 6500, 6600, 6700, 6800, 6900, 7000, 7100, 7200, 7300, 7400, 7500, 7600, 7700, 7800, 7900, 8000, 8100, 8200, 8300, 8400, 8500, 8600, 8700, 8800, 8900, 9000, 9100, 9200, 9300, 9400, 9500, 9600, 9700, 9800, 9900, 10000.

Date	Sales	Region	Product	Sales
		North America	Laptop	100
		Europe	Desktop	200
		Asia	Tablet	300
		Oceania	Smartwatch	400
		Africa	Smart TV	500
		South America	Smart Home	600
		North America	Laptop	700
		Europe	Desktop	800
		Asia	Tablet	900
		Oceania	Smartwatch	1000
		Africa	Smart TV	1100
		South America	Smart Home	1200
		North America	Laptop	1300
		Europe	Desktop	1400
		Asia	Tablet	1500
		Oceania	Smartwatch	1600
		Africa	Smart TV	1700
		South America	Smart Home	1800
		North America	Laptop	1900
		Europe	Desktop	2000
		Asia	Tablet	2100
		Oceania	Smartwatch	2200
		Africa	Smart TV	2300
		South America	Smart Home	2400
		North America	Laptop	2500
		Europe	Desktop	2600
		Asia	Tablet	2700
		Oceania	Smartwatch	2800
		Africa	Smart TV	2900
		South America	Smart Home	3000
		North America	Laptop	3100
		Europe	Desktop	3200
		Asia	Tablet	3300
		Oceania	Smartwatch	3400
		Africa	Smart TV	3500
		South America	Smart Home	3600
		North America	Laptop	3700
		Europe	Desktop	3800
		Asia	Tablet	3900
		Oceania	Smartwatch	4000
		Africa	Smart TV	4100
		South America	Smart Home	4200
		North America	Laptop	4300
		Europe	Desktop	4400
		Asia	Tablet	4500
		Oceania	Smartwatch	4600
		Africa	Smart TV	4700
		South America	Smart Home	4800
		North America	Laptop	4900
		Europe	Desktop	5000
		Asia	Tablet	5100
		Oceania	Smartwatch	5200
		Africa	Smart TV	5300
		South America	Smart Home	5400
		North America	Laptop	5500
		Europe	Desktop	5600
		Asia	Tablet	5700
		Oceania	Smartwatch	5800
		Africa	Smart TV	5900
		South America	Smart Home	6000
		North America	Laptop	6100
		Europe	Desktop	6200
		Asia	Tablet	6300
		Oceania	Smartwatch	6400
		Africa	Smart TV	6500
		South America	Smart Home	6600
		North America	Laptop	6700
		Europe	Desktop	6800
		Asia	Tablet	6900
		Oceania	Smartwatch	7000
		Africa	Smart TV	7100
		South America	Smart Home	7200
		North America	Laptop	7300
		Europe	Desktop	7400
		Asia	Tablet	7500
		Oceania	Smartwatch	7600
		Africa	Smart TV	7700
		South America	Smart Home	7800</

Backing Up

This should go without saying but you'd be amazed how many people don't do this. Every week you should back up your ebooks folder, your emails, in fact anything on your pc that you'd be stuck without. Save to dvd if you've got a dvd writer or cd if not. You can get re-

writable cd's/dvd's that you can write on over and over again to save using a new disc everytime.

To back up your emails from Outlook Express simply select an e-mail folder then on the File menu, point to Folder, and then click Compact.

To back up the folder, find the folder file, and then copy it to a backup folder, cd or removable disk, or network drive. Outlook Express e-mail folders have a .dbx extension (for example, "Sent Items.dbx").

To back up your folders in Windows XP do the following:

Go to your Start menu and click Programs > Accessories > System Tools > Backup and then simply follow the instructions in the Backup wizard.

The eBay Glossary

Bid: telling eBay's system the maximum price you are prepared to pay for an item.

Dutch: an auction where more than one of an item is available.

Feedback: positive or negative comments left about other users on eBay.

Mint: in perfect condition.

Non-paying bidder: a bidder who wins an auction but does not then go on to buy the item.

PayPal: an electronic payment method accepted by most sellers.

Rare: used and abused on eBay, now entirely meaningless.

Reserve: the minimum price the seller will accept for the item.

Shill bid: a fake bid placed by a seller trying to drive up their auction's price.

Snail Mail: the post, which is obviously very slow compared to email.

Sniping: bidding at the last second to win the item before anyone else can outbid you.

Initials & Abbreviations

AUD: Australian Dollar Currency.

BIN: Buy it Now. A fixed price auction.

BNWT: Brand New With Tags. An item that has never been used and still has its original tags.

BW: Black and White. Used for films, photos etc.

CONUS: Continental United States. Generally used by sellers who don't want to post things to Alaska or Hawaii.

EUR: Euro Currency.

FC: First Class. Type of postage.

GBP: Great British Pounds Currency.

HTF: Hard To Find. Not quite as abused as 'rare', but getting there.

NIB: New in Box. Never opened, still in its original box.

NR: No Reserve. An item where the seller has not set a reserve price.

OB: Original Box. An item that has its original box (but might have been opened).

PM: Priority Mail.

PP: Parcel Post.

SH: Shipping and Handling. The fees the buyer will pay you for postage.

USD: United States Dollars Currency.

VGC: Very Good Condition. Not mint, but close.

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Resources & Links

Ebook Creation Tools

[Open Office](#) - Like Microsoft Office (Word, Excel, etc) but FREE! You can also create PDF's using the Open Office Writer (their version of Word) and Open Office opens all Microsoft formats.

[Jimmy D Brown's Ebook Creator](#) - Creates exe ebooks from text pages, web pages and more.

Ebay links

[Ebay.co.uk](#)

[Ebay.com](#)

[My Ebay Shop](#)

[My 'About Me' Page](#)

My Other Websites

[The Ebay Masterclass](#)

[My Ebay Information Store](#)

[Just For Newbies](#) - Your Own Automated Ebook Website

Secure Download Software

[DLGuard](#)

[Payloadz](#)

[Digiserveonline](#)

[My Digital Dispatch](#)

Membership Site/Affiliate Software

[Launch Formula Marketing](#)

[iDevAffiliate](#)

Affiliate Websites

[Clickbank](#)

[Commission Junction](#)

[Affiliate Future](#)

[Tradedoubler](#)

Payment Processors

[Paypal](#)

[Nochex](#)

[Stormpay](#)

Other Valuable Links

[My Ebook Website](#)

[Infogoround](#) - Private Label Content site

[CopyDoctor](#) - Create great sales pages

[Squaretrade](#) - Addressing the "trust deficit" in ecommerce

[FreeZip](#) - Zip File software

[Winzip](#) - Zip File software

[Free Keyword Tool](#)

Email Clients

[Eudora](#)

[Mozilla's Thunderbird](#)

[Opera](#)

HTML Editors

[Dreamweaver](#)

[NVU](#)

Webpace/Domain Name Providers

oneandone.co.uk

hostgator.com

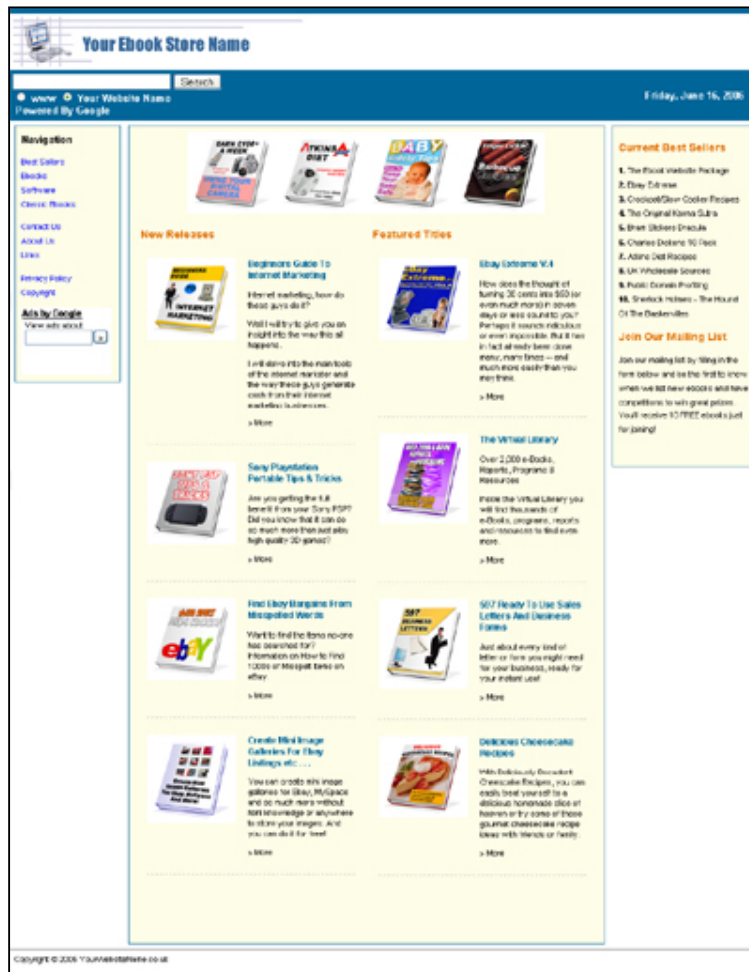
Autoresponder Services

[AWeber](#)

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