Build Your eBay Empire Classified

The NEW Way To Sell eBooks On eBay

By Ray Johnson

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Disclaimer:

Every effort has been made to make this document as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this report contains information on Internet marketing only up to the publishing date.

Therefore, this document should be used as a guide only – not as a definitive source of Internet marketing information.

The purpose of this document is to educate, and not to provide or imply such provision of any legal, accounting, or any other form of business advice.

The author and publisher do not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions.

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Finally, we have based this information upon the recent policy changes made by eBay regarding digitally downloadable media products and the advice given by Brian Burke of eBay.com

Purchasers of this material are eligible for FREE Updates to this guide based on any future policy changes BY eBay beyond our control.

Introduction

This eBook has been written by Ray Johnson – professional Internet Marketer, Internet Business Mentor and owner of www.ray-johnson.co.uk

This guide has been put together for worldwide sales on eBay and the affiliate site Clickbank

Ray has written this guide to allow YOU to taste the thrill of making money online from the comfort of your own home, dispelling the myth that earning online is difficult to do!

This guide will show you with step by step pictures and fool-proof instructions how to successfully apply the NEW eBay changes, to allow you to sell information products in the form of eBooks – ON eBay, whilst building a list – WITHOUT being in breach of eBay policies.

It also shows you how to start building an online business using eBay as a traffic generation tool, ethically "stealing" eBay traffic, to build your own subscriber list away from eBay – for a business with longevity.

Part 2 of this fantastic revolution is coming real soon, so stay tuned – because as a buyer of this eBook, you automatically qualify for a HEAVILY DISCOUNTED follow up!

The eBay Classified Ad System

eBay has a classified ad network as part of their total eBay site. This feature has been around for a while but has recently been thrown into the spotlight due to eBay's new policy on digital downloadable products.

eBay mandated that as of Monday March 31, 2008 all products that are delivered in a digital download format can only be listed on eBay by using classified ads. Products that are delivered as digital downloads can be; eBooks, audio files and video files.

Here are the new rules in a nutshell, as quoted by Brian Burke of eBay.com in a recent workshop held on the eBay.com discussion boards. We quite literally spent hours in the forums discussing what WAS and WAS NOT CONFIRMED to be allowed by eBay – so you can 100% rest assured that this eBook is based on brand new and current procedures that you CAN follow.

Below you will see just one of the replies I got from Brian Burke, outlining EXACTLY what IS and what is NOT allowed under the new ruling on selling digital products on eBay.

Above:

eBay's Brian Burke advises us the CAN'S and CANT'S of the new eBay Classified Ad policy regarding digital products.

If you have sold eBooks on eBay in the past and want to continue to sell eBooks as a digital downloadable product then you have to learn how to use the NEW classified system.

If you have never sold eBooks on eBay but would like to sell eBooks as a digital downloadable product then you also have to learn to use the eBay classified ad listing process.

This guide will lead you through the complete process of using classified ads. You will learn how they are similar to regular eBay auctions. You will learn how they are different than eBay auctions. You will learn how to set them up, how to structure them; how to create attention grabbing ads and you will learn the various ways you can use these ads to sell your downloadable products and grow your mailing list.

So lets get stuck in...

What Is A Downloadable Product?

A downloadable product is any product that can be delivered to your customer in some digital fashion and does not have to be physically delivered to your the purchasing customer.

For example, if a customer purchases an eBook from you and you then email the product to them, that is considered a digital downloadable delivery. If you conclude the sale off eBay by providing your customer with a link where he or she can go to download the product themselves, that is also considered a digital downloadable product.

As of the writing of this guide, the policy that eBay has adopted is: if it is a physical product such as a CD or a DVD, then it can be sold like any other product on eBay. That means that if you burn your eBook to a CD and sell the CD, it is no longer considered a downloadable product and you can sell it through the normal auction system. If you want to deliver your eBook electronically, then it must be listed using the classified system.

The easiest way to determine if you need to use the classified listing method is this: If you have to physically send or mail the product to get it to your customer it can be listed like any other product on eBay.

If you do not have to physically deliver the product, if the product is transferred from computer to computer as the delivery method, then you must use the eBay classified system to list the product.

What Exactly Is An eBay Classified Ad?

Here is what eBay officially says about a classified ad:

Use Classified Ads to list items, services, or properties for sale in order to generate multiple leads. This format does not enable buyers and sellers to transact online through eBay nor is eBay Feedback available.

Classified Ads have the following features:
List your asking price. No bidding takes place.
Interested buyers fill out a contact form, and their information is sent to you.
List a phone number, and interested buyers can call you (optional).
List your item, service or property for a specific period of time.
Revise item-specific information at any time while the ad is active.

Here Is What An eBay Classified Ad Is In Plain English:

A classified ad is nothing more than the normal eBay type listing with two important differences, you do not do any direct selling on the eBay site and you must list your selling price.

How Is An eBay Classified Listing Like An eBay Auction Listing

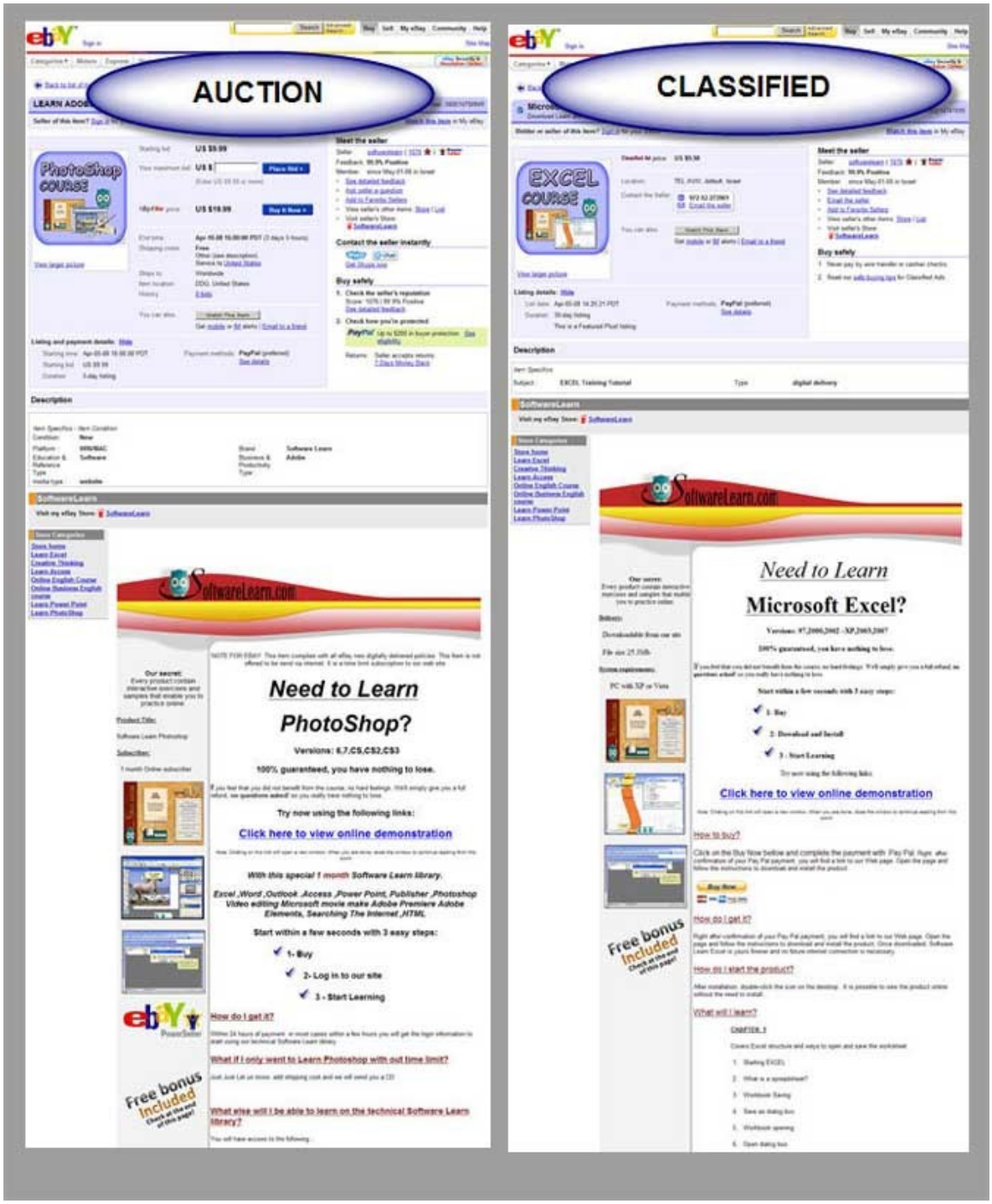
- **Both the classified and the auction listings can have identical descriptions.**
- **Both the classified and the auction listings will show up in keyword search results the same.**
- **Both the classified and the auction listings will show up in the assigned category the same.**
- **Both the classified and the auction listings can link to your about me page.**

How Is An eBay Classified Listing Different Than An eBay Auction

- **In an auction the transaction is conducted directly through eBay.**
- **With a classified ad, no transaction takes place on eBay.**
- **An auction can run from 1 to 10 days.**
- **A classified can run for 30 days.**
- **An auction has a listing fee based upon the starting price of the item.**
- **A classified ad has a fixed fee regardless of the price of the product.**
- **An action sale is subject to final value fees.**
- **A classified transaction incurs no final value fees.**
- **An auction allows both the buyer and the seller to leave feedback.**
- **A classified ad does not allow anyone to leave feedback.**
- **An auction cannot have an opt in box to collect names and email addresses.**

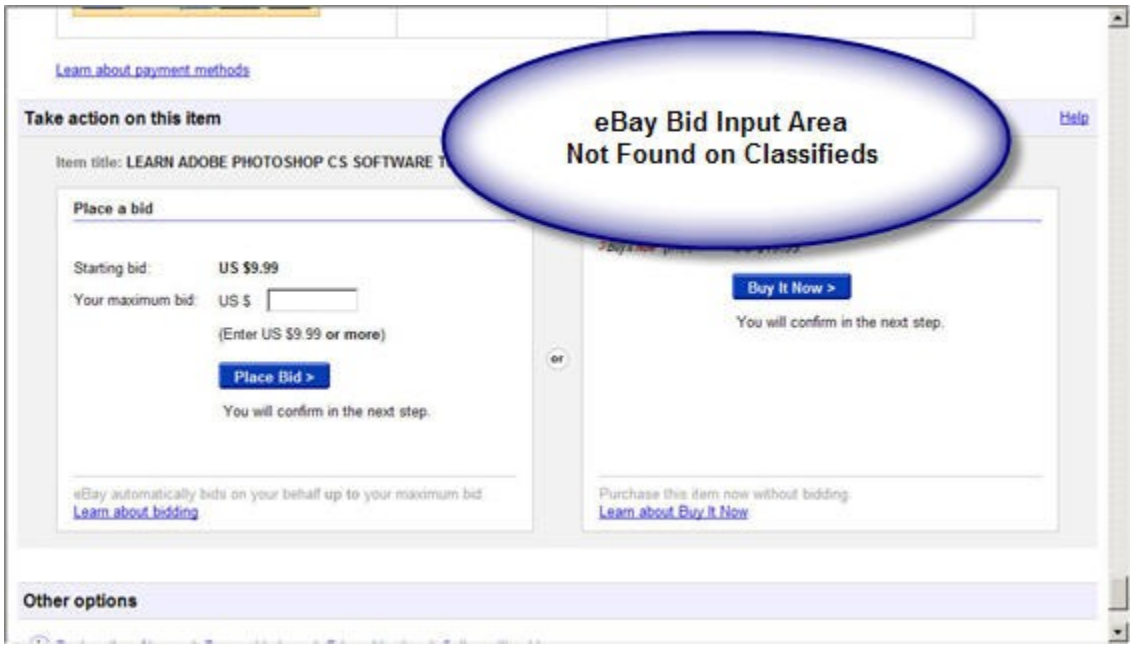
- **A classified ad can have an opt in box to collect names and email addresses.**
- **Classified ads can only be placed in certain categories.**

Here is an Auction and a Classified ad side by side. You can see they are very similar and have the same overall look...


AUCTION
CLASSIFIED
PhotoShop COURSE
EXCEL COURSE
SoftwareLearn.com
Need to Learn
PhotoShop?
Versions: 6,7,CS,CS2,CS3
100% guaranteed, you have nothing to lose.
Click here to view online demonstration
Need to Learn
Microsoft Excel?
Click here to view online demonstration
Free bonus Included

The major difference between Classified Ads and Auctions is that the transaction takes place off of eBay. eBay is not involved in the transaction.

Here is the bottom of an eBay auction. This is the area where the buyer places his bid through the eBay buying system. This part of a listing is not found in a Classified ad.



What You Will Need Before You Set Up Your Ad

You will need a PayPal account if you do not already have one. You can sign up for a PayPal account at paypal.com.

You will need to have your own website or a web address that can be used to store your eBooks online where your customers can download them. The best choice is to have your own website. This will allow you to do more selling and use eBay Classified ads in many different ways.

Your own website will allow you to maximize your profits. You will be able to upsell your customers and sell directly on the Internet

You will also need to be a registered seller on eBay. Most likely you already have an eBay account. If not – simply go to the site, and follow the very simple signup process.

Classified Ad Categories

You can only use the Classified Ad listings in the following categories and subcategories:

CLASSIFIED CATEGORIES	
Websites and Businesses for Sale	**Trade Show Booths**
Banner Ads, Email, Online	Banner Systems, Signage
Radio, Television	Pop-up and Booth Displays
Text Links	Tabletop and Portable Displays
Other Advertising Inventory	Literature Stands and Racks
Home-based Businesses	Trade Show Counters and Tables
Dating	Tradeshow Booth Lighting
Jewelry	Travel and Carry Cases
Pet Supplies	Other Display Accessories
Travel	Other Trade Show Displays
Other	**Prefabricated Buildings**
Entertainment	**Travel**
Hosting	Cruises
Portals, Search	Lodging
Other Internet Businesses	Vacation Packages
Manufacturing	Other Travel
Marketing	**Specialty Services**
Patents, Trademarks	**Everything Else**
Retail, General Stores	Advertising Opportunities
Service Businesses	eBay User Tools
Vending, Coin-op	Funeral and Cemetery
Wholesale Trade and Distribution	Caskets
Other	Cemetery Plots
CLASSIFIED CATEGORIES (continued)	

	EVERYTHING ELSE (continued)
	Information Products
	Memberships
	Mystery Auctions
	Impressions, Ad Space

How To Search For Only Classifieds On eBay

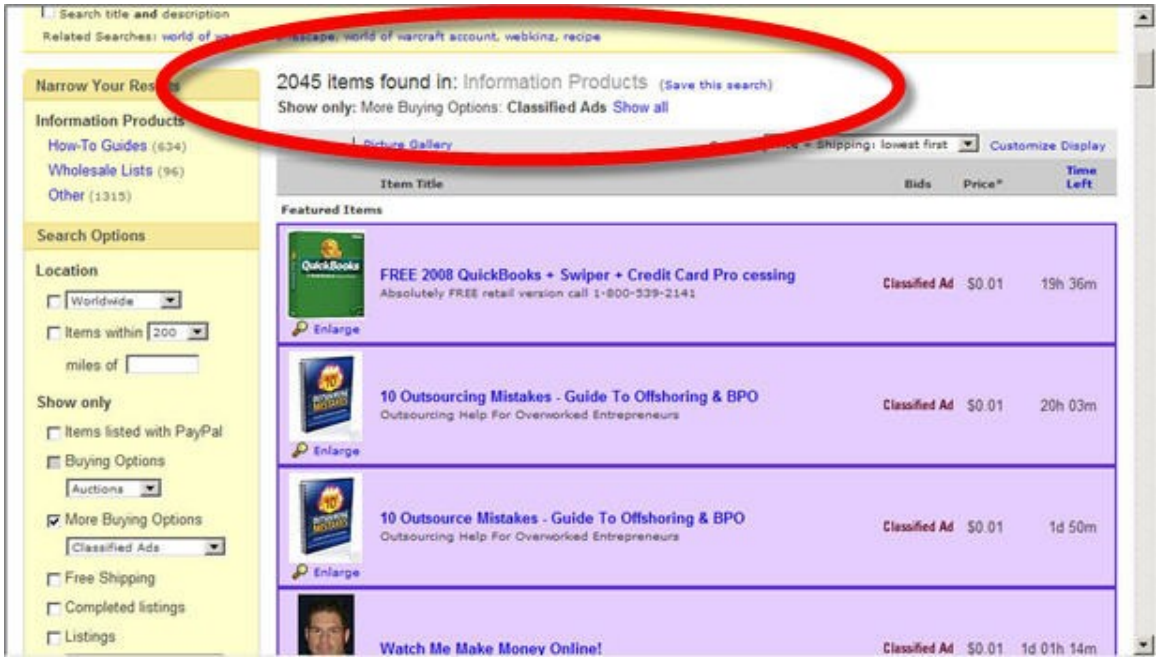
If you want to look at some classified ads on eBay there is a way that you can create a search that will just find classified ads.

Go to eBay.com. From the home page, leaving the search box empty, click on the search button.

Another search page will appear with all the eBay categories listed. Under the format drop down box select Classified Ads. After selecting Classified Ads in the drop down format box, click the search button.

A list of all categories with the number of classified ads in each category listed in parentheses next to each category will be found. Categories with zero as the number of Classified ads in that category most likely are categories that do not allow Classified ads. Near the bottom of the category listing, under "Everything Else" you will find "Information Products" You can see in this example there are 2039 Classified ads listed in this category.

The search results will show a list of only classifieds in the information products category. In this search, 2045 classified ads were found.



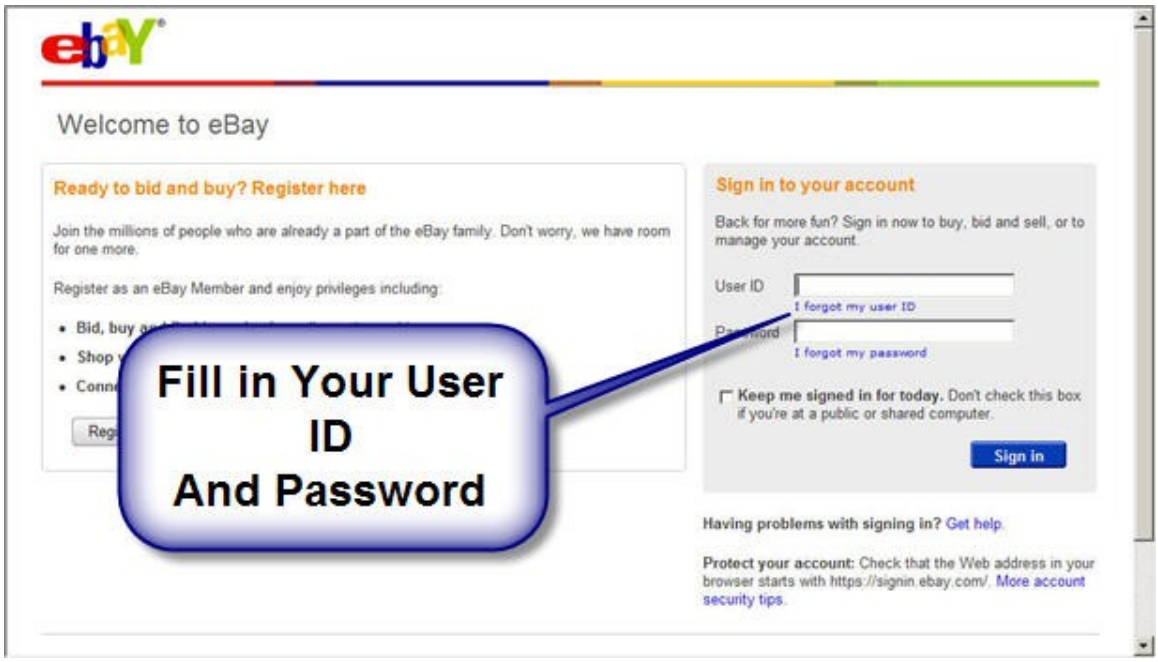
How To List Your eBay Classified Ad Correctly

Step 1

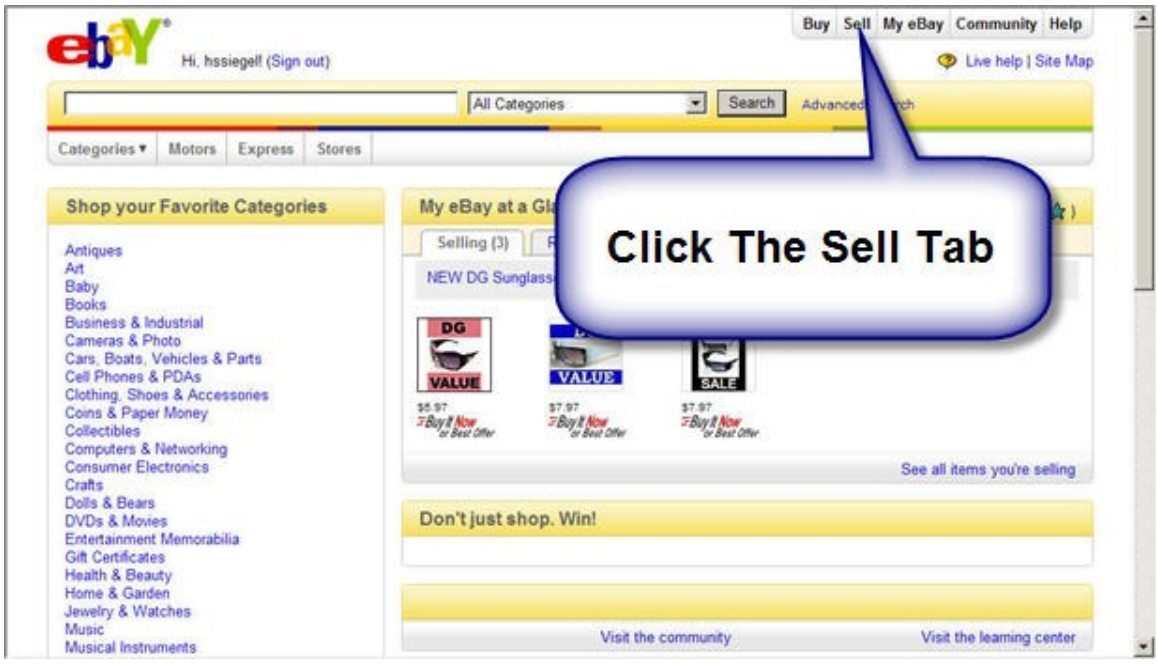
Log in to your eBay account. (If you do not yet have an eBay account see the appendix for instructions on how to set one up).

From the eBay main page click the sign in button.

At the sign in screen fill in your ID and your Password.

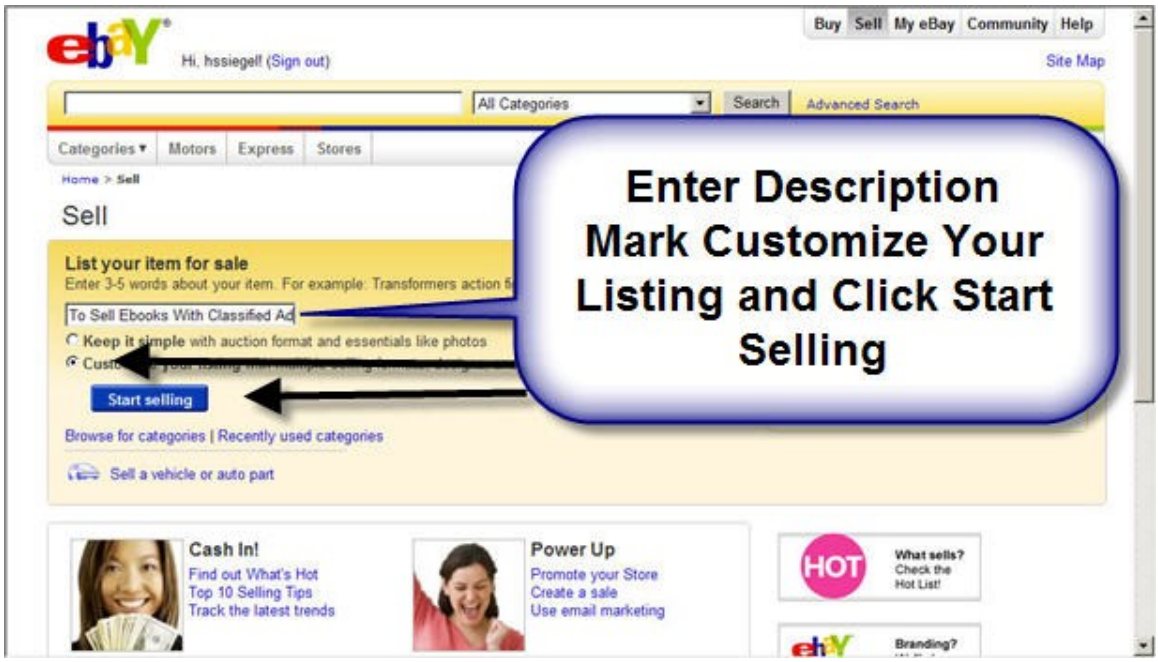


Once you are signed in. Click the Sell button at the top right of the page.



Enter the description of your item or ad. This is not your title so you do not have to be concerned with keywords yet. Just put in a description so that you can identify which ad this is.

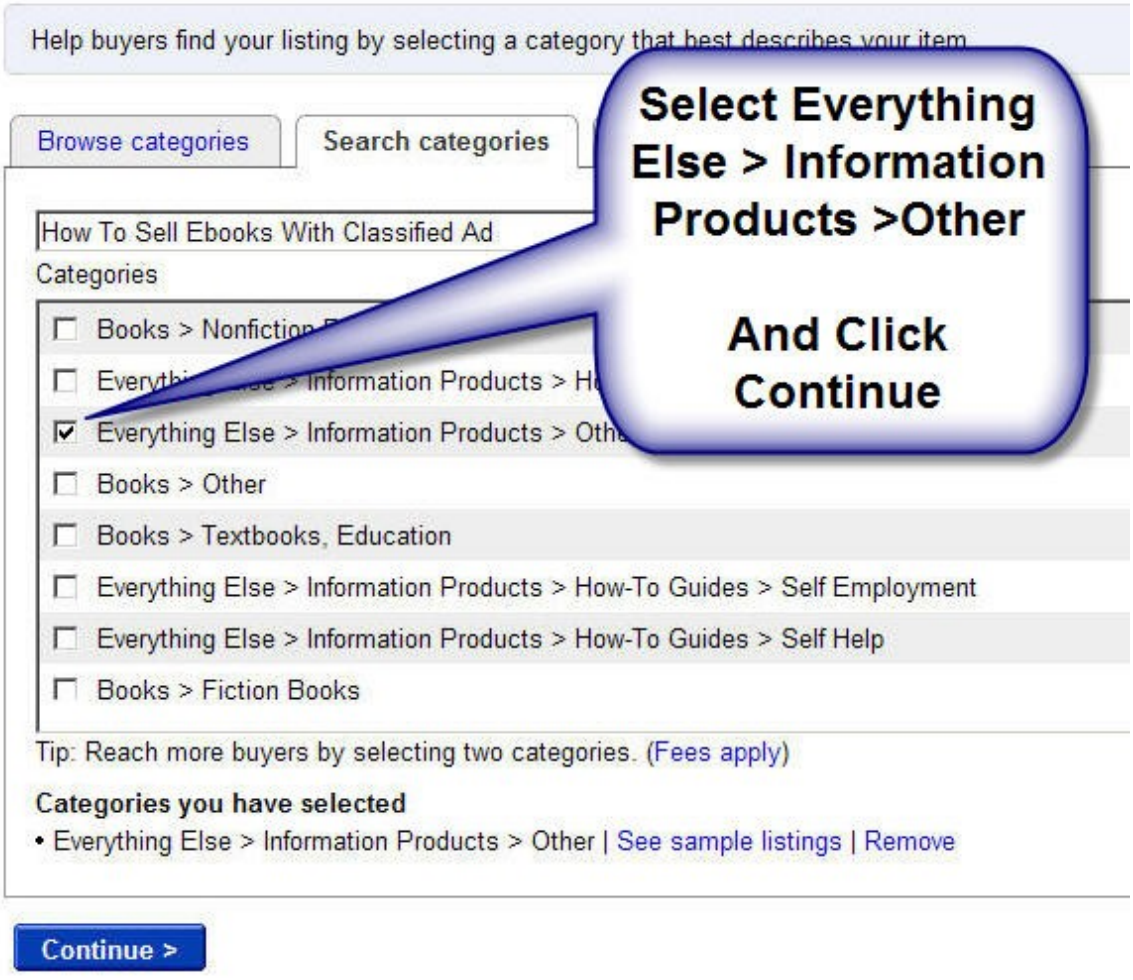
Click the customize button and then click the start selling button.



The next screen will ask you to select a category. This is mandatory. If you are selling eBooks then you should select the EVERYTHING ELSE > INFORMATION PRODUCTS > OTHER category.

If you ever place an ad for another type of item, you must make sure you pick a category that allows classified ads.

Once you have selected the category then click continue.



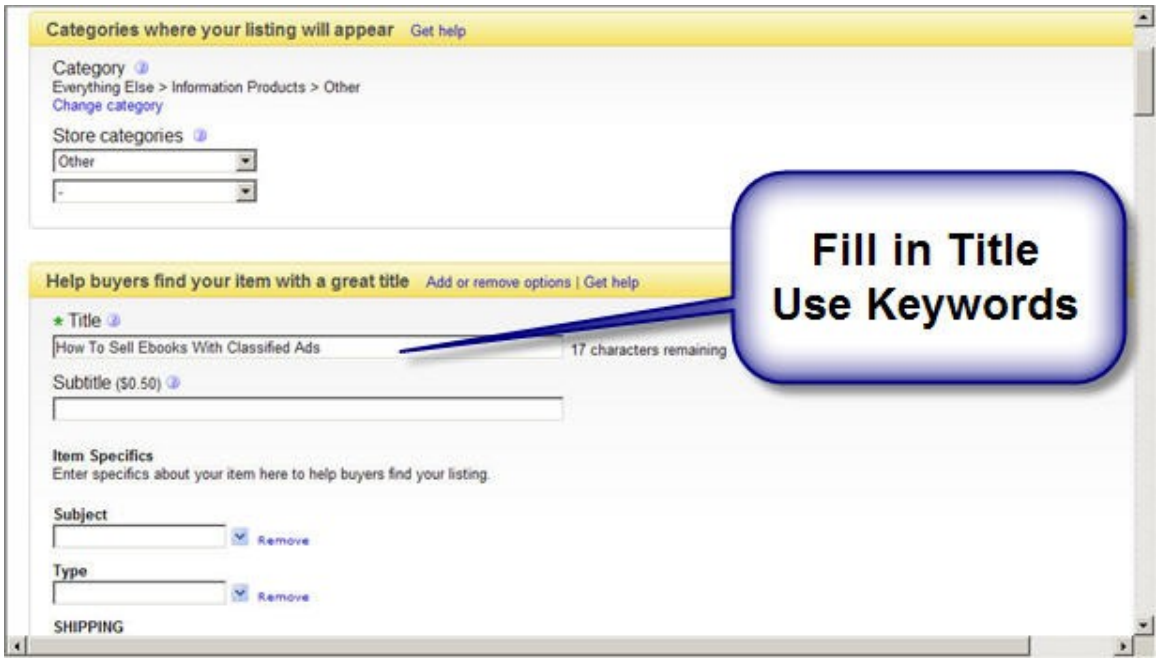
A second box will pop up asking you if you want to select another category. Click the NO THANKS button and then click the continue button. If you do select another category eBay will charge you double your fees.

The next page is where you will fill in most of the details of your ad. First is your title. This is the most important part of your ad. Search results from the searches that your prospects do, will depend on how well you write your title.

You should develop a set of keywords that are searched on for your topic. Make sure you put as many of those keywords in your title as you can and still have it make sense. A great keyword tool I use and recommend is KEYWORD ELITE. This actually helped me to achieve and maintain my Google.com No.1 Rankings from over 52 MILLION sites!

The title is also the entry that will show up in the search results. Your title, besides having keywords in it needs to be as attention grabbing as you can make it because your title will determine whether a potential customer clicks on it or not. Another AWESOME tool I strongly recommend is GLYPHIUS COPYWRITING SOFTWARE I actually

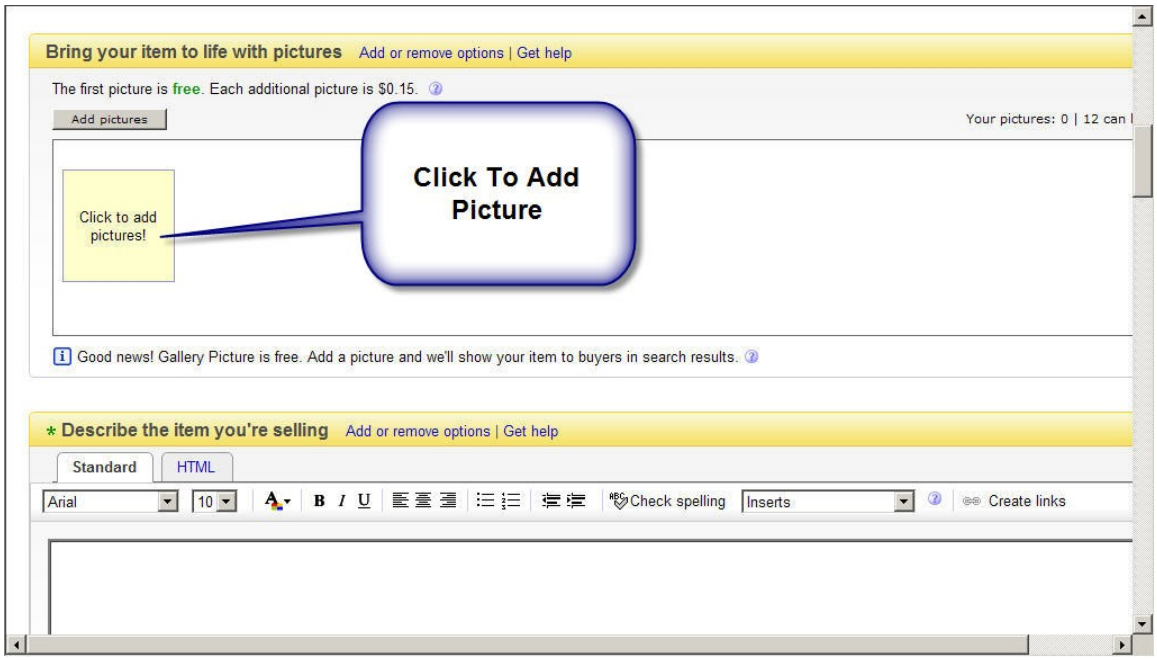
BUY additional licences of this software for my copywriters as the tool really can produce some KILLER results both on sales letters AND eBay listing titles.



If you want to include a picture (Which I highly recommend) then scroll the picture area and click the add picture icon. The picture can be your eBook cover or it can be just a graphic with text designed to draw the customer's attention.

Great pictures entice the browser to click on your listing, so a professional eCover graphic is of paramount importance to your success. I know a place where you can get AWESOME designs for your eCovers. It's really affordable and you get 2 FREE Revisions if you are not 100% satisfied.

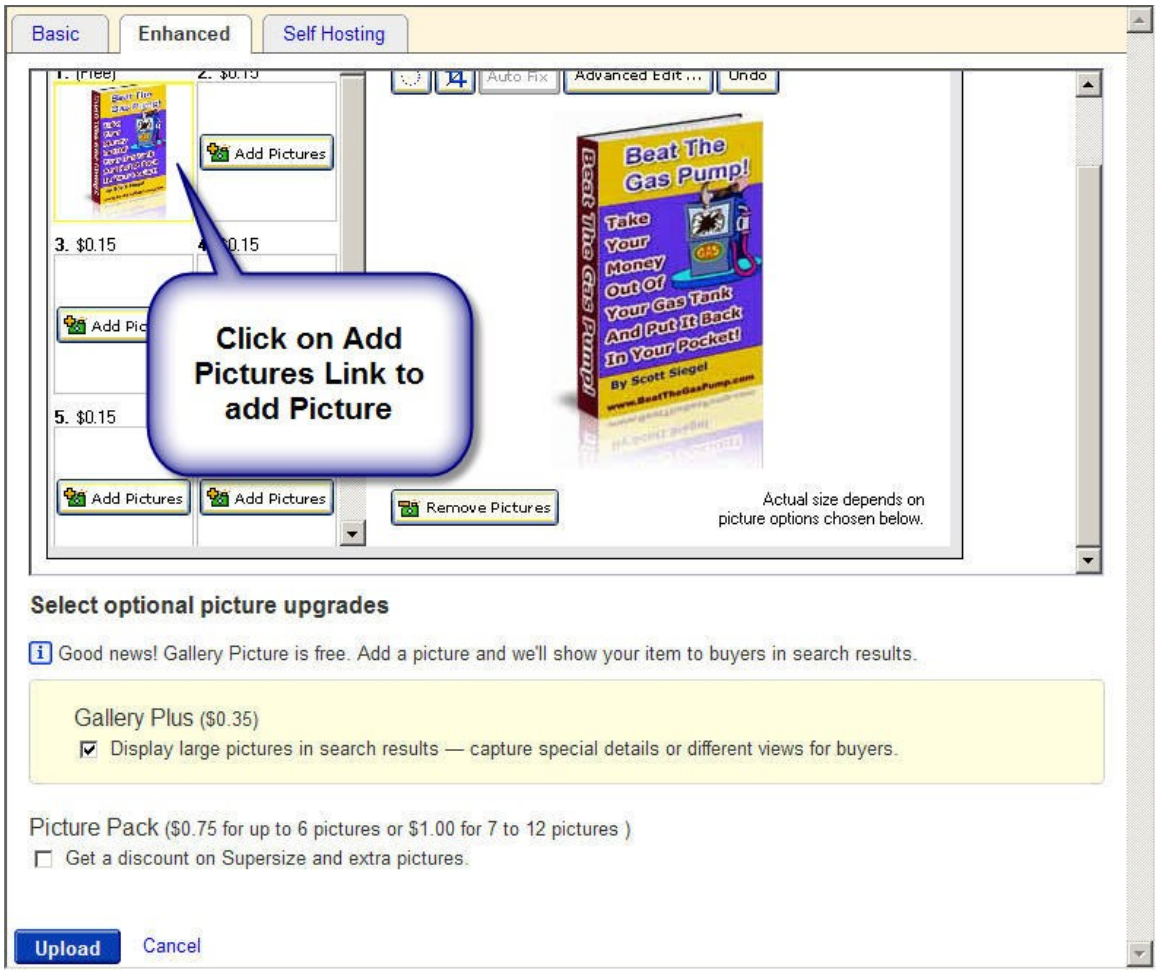
CHECK THEM OUT HERE :)



When you click the add pictures icon, this screen comes up. This is where you will actually upload the pictures from your computer.

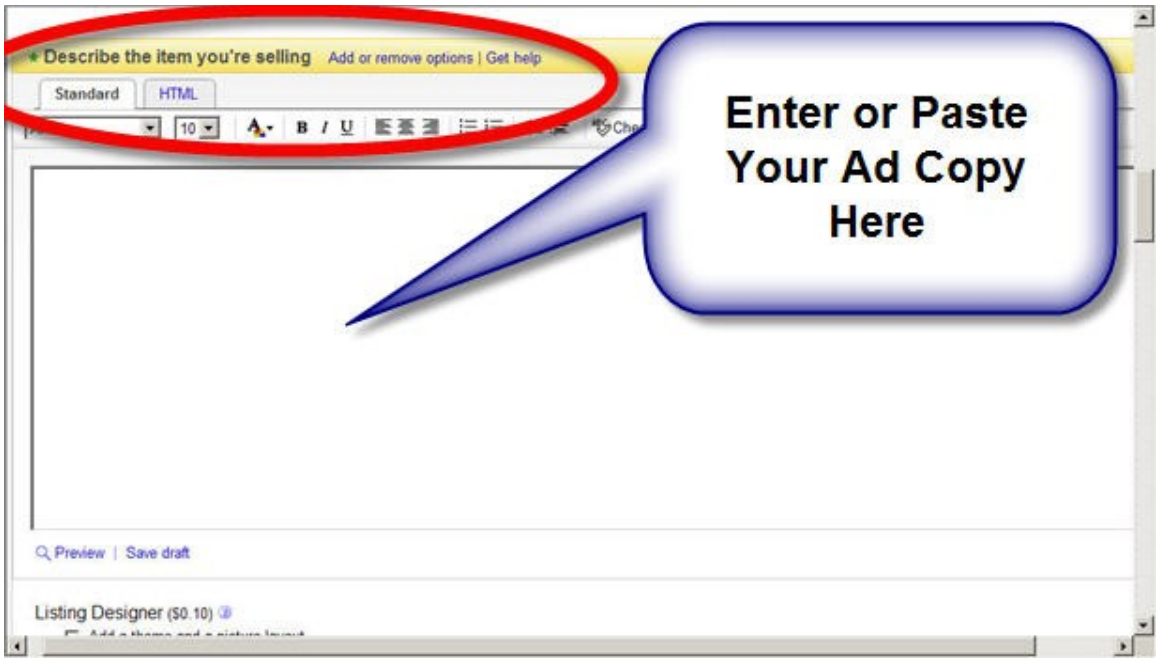
Click the add pictures in the first box and a dialog box will come up where you will tell the program where the picture is on your computer. Make sure you use the first box because it is free.

If you use more than one picture there will be additional fees. When you are done listing where the program will find your pictures click the upload button and the picture will show up in the boxes like below.



The next step is to scroll down to the description area and enter your ad copy. You can type it in and then use the editor to format it with font, font size, color, alignment and other options.

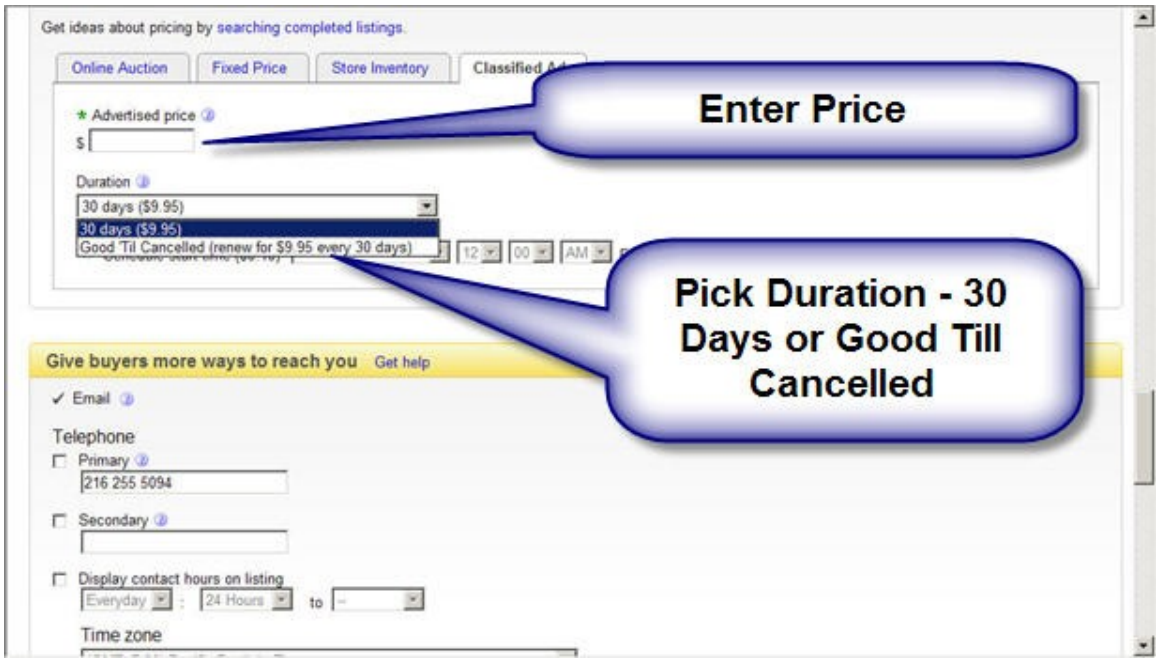
You can also paste your ad into the box if you have created the ad earlier off line. There is an HTML tab you can click if you are familiar with HTML and can enter or paste HTML code directly.



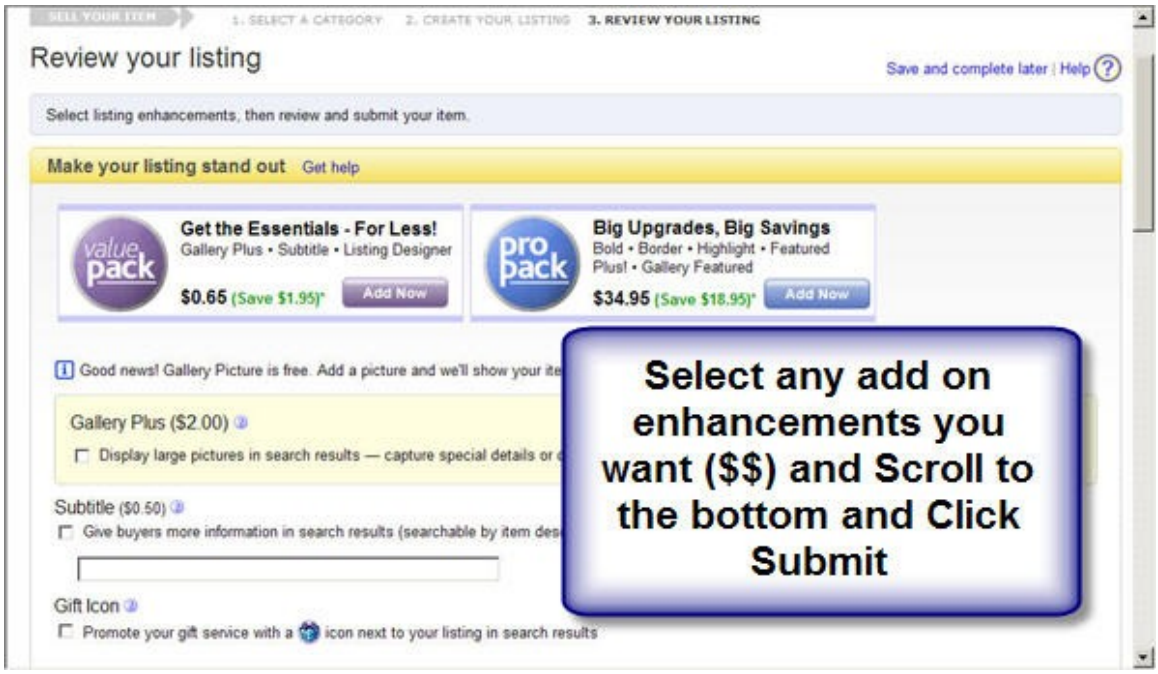
The next area you scroll to is where you tell eBay that you are placing a Classified Ad. Click on the classified Ad tab.

If you do not see a Classified Ad tab then you most likely selected the wrong category or a category that does not allow Classified Ads. If that is the case, go back and select the proper category.

Once you click the Classified tab the screen will change to allow you to enter two pieces of information. You must enter a price for your item. You must also pick duration. The only period allowed is 30 days for which the base charge is $9.95. The other option is to select automatically renewed listings. The listing will be live until you cancel and you will be charged automatically $9.95 per month.



After that you will scroll down and click the continue button. You will be served with another page of enhancements you can make to your ad. You can have it featured, bolded, added to the gallery and many more options. Each option is chargeable and if you are not careful can add up quickly. It is recommended to start not to add any enhancements. You can add them anytime you want even when the ad is currently running. Scroll to the bottom and click the submit button.



After clicking the submit button you should be returned to this screen that says your item is listed for sale. If you see this screen then your listing is done and should be visible. If you don't see this screen, then you did something wrong and you need to go back and do it again. In most cases if you need to do it again the system will have saved your previous work. So hopefully you will not have to start over from scratch.

That is all there is to listing your ad.

You should be able to navigate to the ad by clicking the ad title on this page. You will then be able to see how your ad looks.

How To Use Classified Ads To Make Money

There are two main purposes to a Classified Ad. The first is to sell something. You do that using this system which has been approved by eBay:

(This system is explained FULLY in later chapters for you)

1. TRAFFIC TO CLASSIFED AD
2. OPTIN BOX on CLASSIFIED AD
3. BUYER HAS TO CONTACT YOU TO ORDER
4. SEND SALESPAGE LINK TO BUYER
5. THEY BUY THRU PAYPAL DD-button
6. THEY GET EMAIL FROM DD SOFTWARE SAYING PRODUCT ON WAY

The second is to build a list. Each one requires different components to be part of your ad.

If you want your ad to sell an item directly then the easiest way to do that is to place an email address directly in the ad, eBay conveniently allow this.

If you want to use your ad to collect leads and build your customer list there is an easy way to do that too. You can place an opt-in box directly in your ad. Generally you would offer a free report, or a discount to another of your products. Your lead would fill in the opt-in box with their name and email or any other information you want to collect.

Once they fill in the box, they click the button and they are either sent an email with instructions on how to get the report or you can send them to a download page. In either case, once they have clicked the button on the form you have their information instantly added to your autoresponder.

In order to do this, you do need to have an autoresponder. An autoresponder is an email system that collects names and automates emails to be sent to the list. This is a fundamental requirement if you are serious about making money online.

In the next sections the exact steps you need to take to add an opt-in form will be outlined.

How To Add An Opt-in Box To Your Classified Ad

One of the primary functions of an eBay Classified Ad is to generate leads. Leads are (or should be) the be all and end all of your business. A lead (or subscriber) is far more important than ANY sale you make.

Why? Well quite simply because a sale is a one time purchase from a customer. You may never ever see this customer again. Capturing the customers name and email address means:

1. **You know their interests**
2. **You can build rapport over time with this customer**
3. **You can offer multiple products over time that you already KNOW they will be interested in – thus increasing the chances of more sales and profit for you..**
4. **You can turn this customer into an affiliate for you to sell even MORE of your products as a WIN-WIN situation.**

None of this can be accomplished without having a mechanism for capturing email and name information from those leads.

An autoresponder is the mechanism used to maintain and use that information. An opt-in box is the specific method of gaining that information. It is more efficient to have an opt-in box right in your ad so you can collect that information right away rather than send the customer somewhere else and then collect the information.

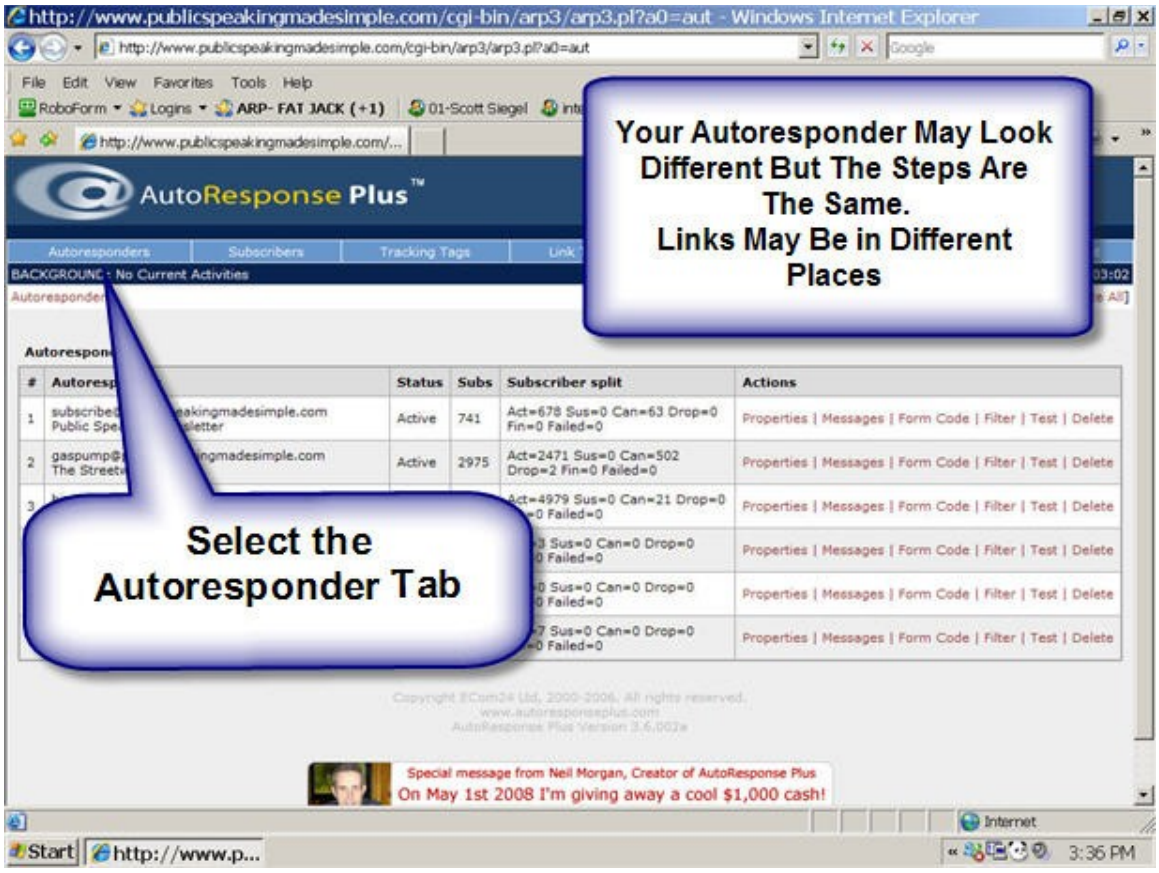
Here are the steps you need to follow to put an opt-in box on your ad listing page. The example here uses an autoresponder called Autoresponse Plus. There are many different ones out there that you can use. Aweber and Get Response are two good ones.

The BEST autoresponder on the market, and the one I use the most and highly recommend is AWEBER.

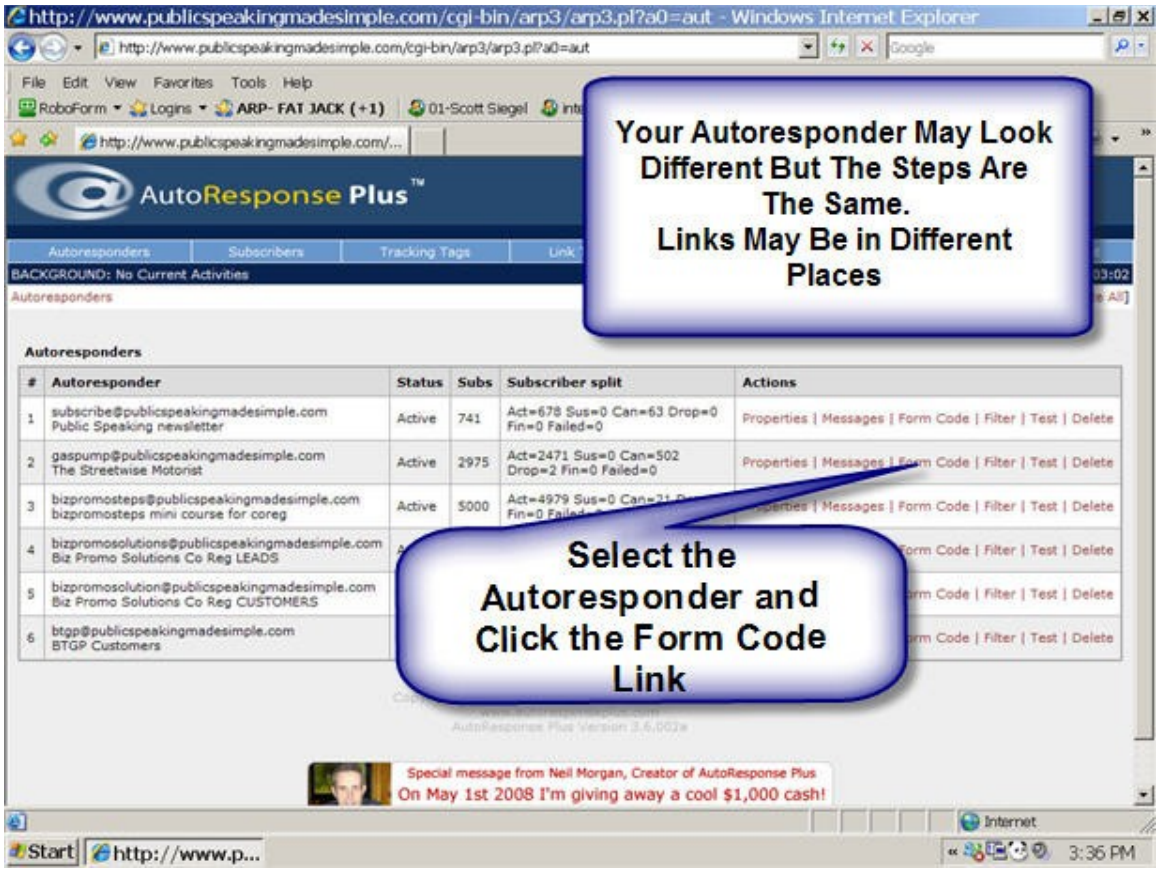
While the screens and link locations in this example will not be the same as those other responders, the steps and the actions you need to take will be the same. You just may have to hunt for the equivalent links and options on your autoresponder,

If you do not have an autoresponder – WHY NOT! It is the most important investment you will EVER make in your business bar none, seriously – so sign up TODAY.

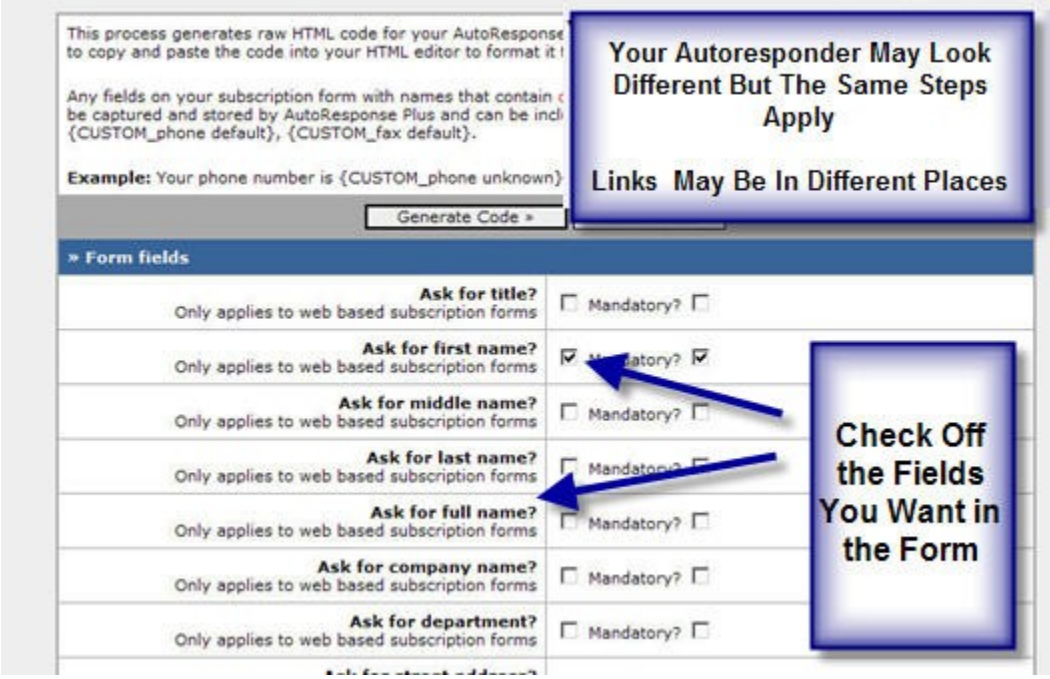
The first step is to log onto your autoresponder account. Once logged on select the option that lists your autoresponders.



Select the autoresponder you want to set up an opt-in box for. You may only have one, but in many instances you may have more than one. Once you select the one you want, find the option that says create code or create opt-in box. Click on that link.



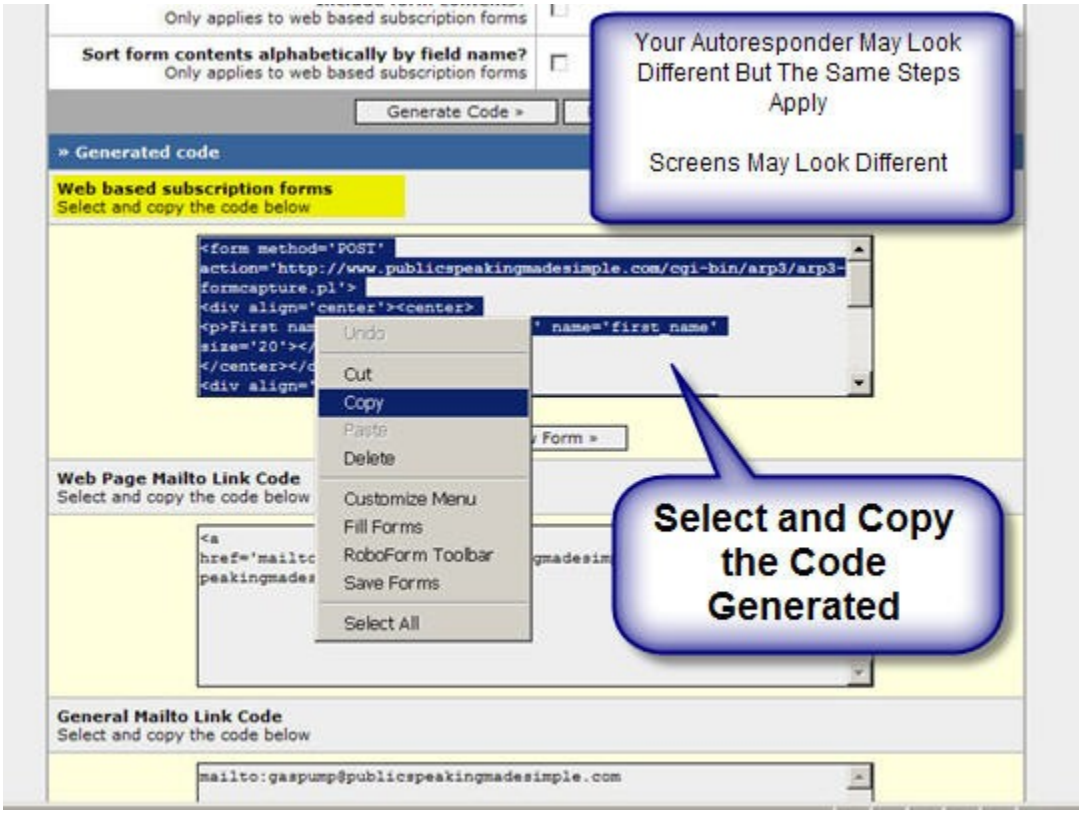
You will then have some options to check or uncheck. This will tell the autoresponder what information you want to collect. Usually name and email is used.



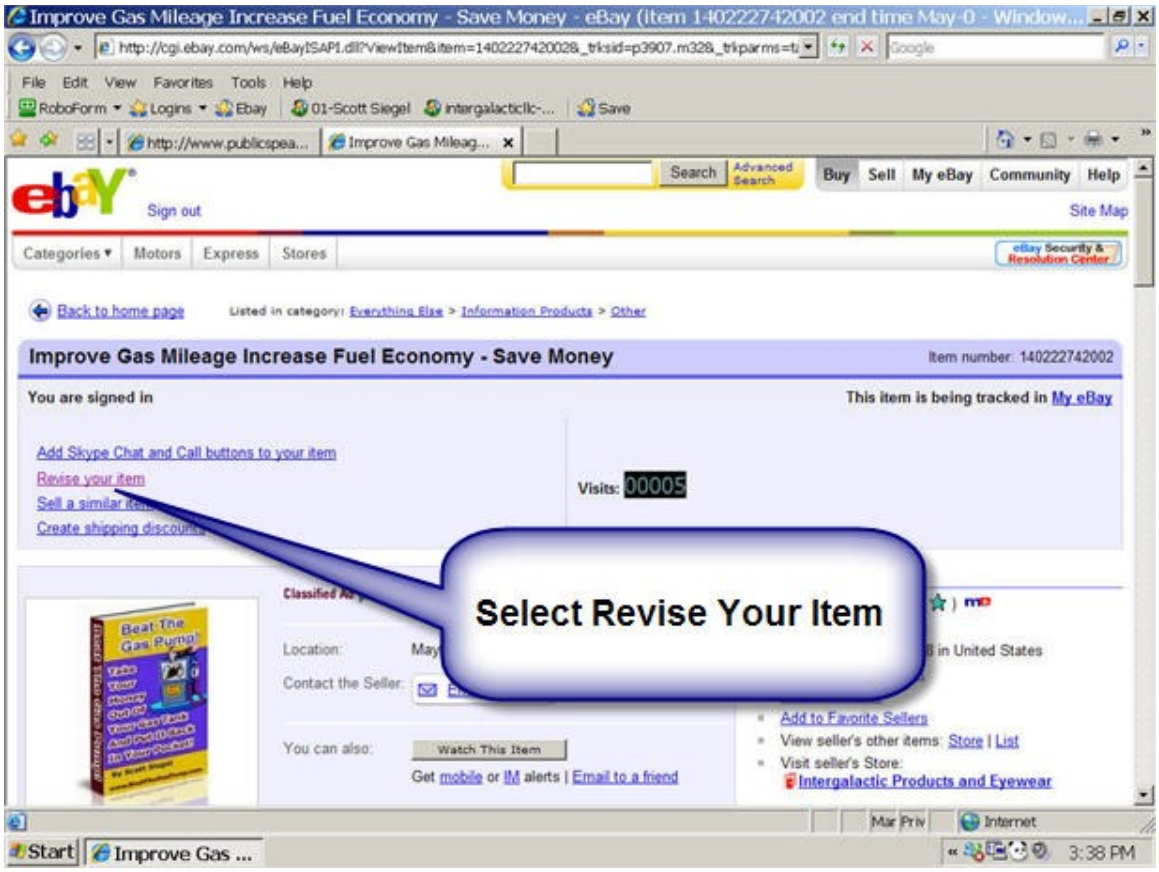
Once you select your options, then find the generate code button or link. Either somewhere on the page or on another page that opens up you will find a box that has some HTML code in it. That is the code for the button. Don't worry, you don't have to know HTML to use it and make it work. You just have to know how to cut and paste.

If you get stuck just email my Helpdesk and we'll be happy to help you out.

Select all the text in that box and then copy it to the clipboard.



If you read the steps to install a pay button, you will find these steps are exactly the same. Sign into your eBay account and select the revise your item option.

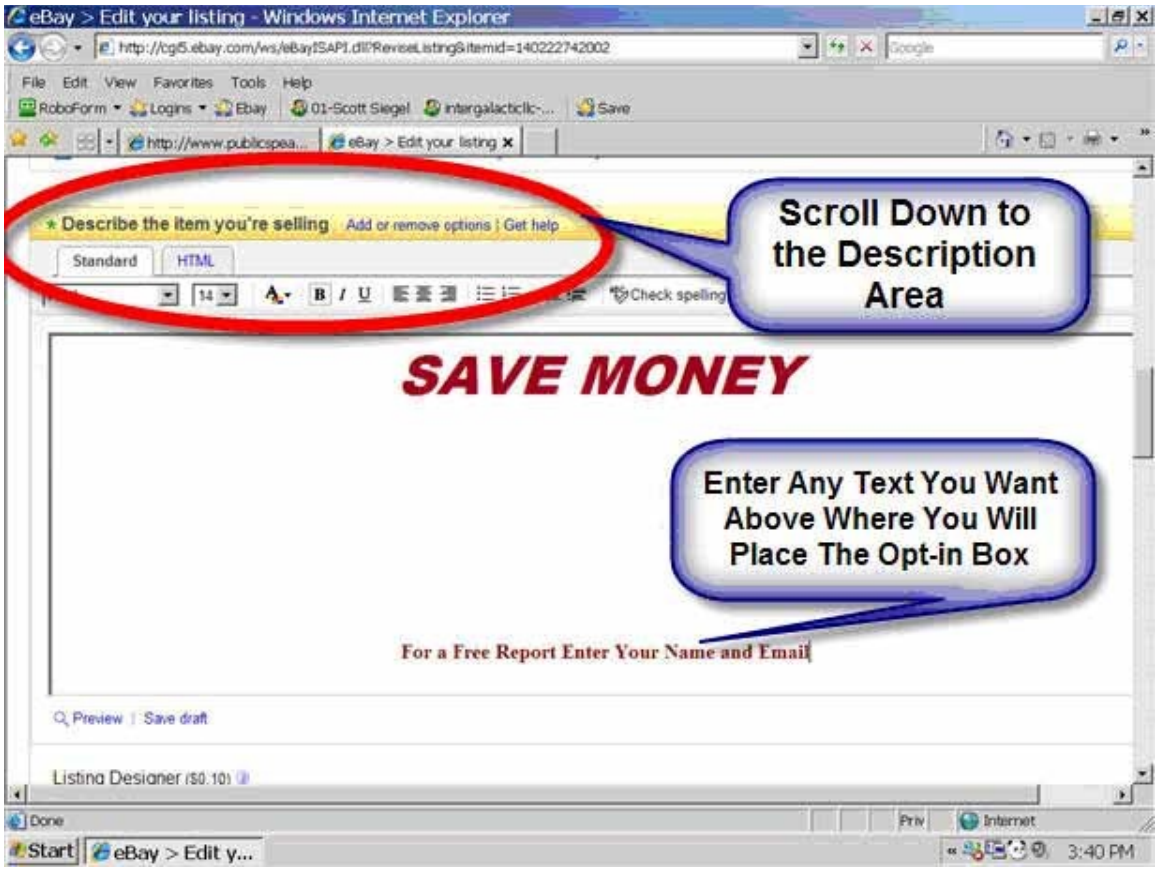


You will see a screen similar to the screen you used to set up the ad originally. Scroll down to the description area. Find where you want to put your opt-in box and enter any text you may want to put above it.

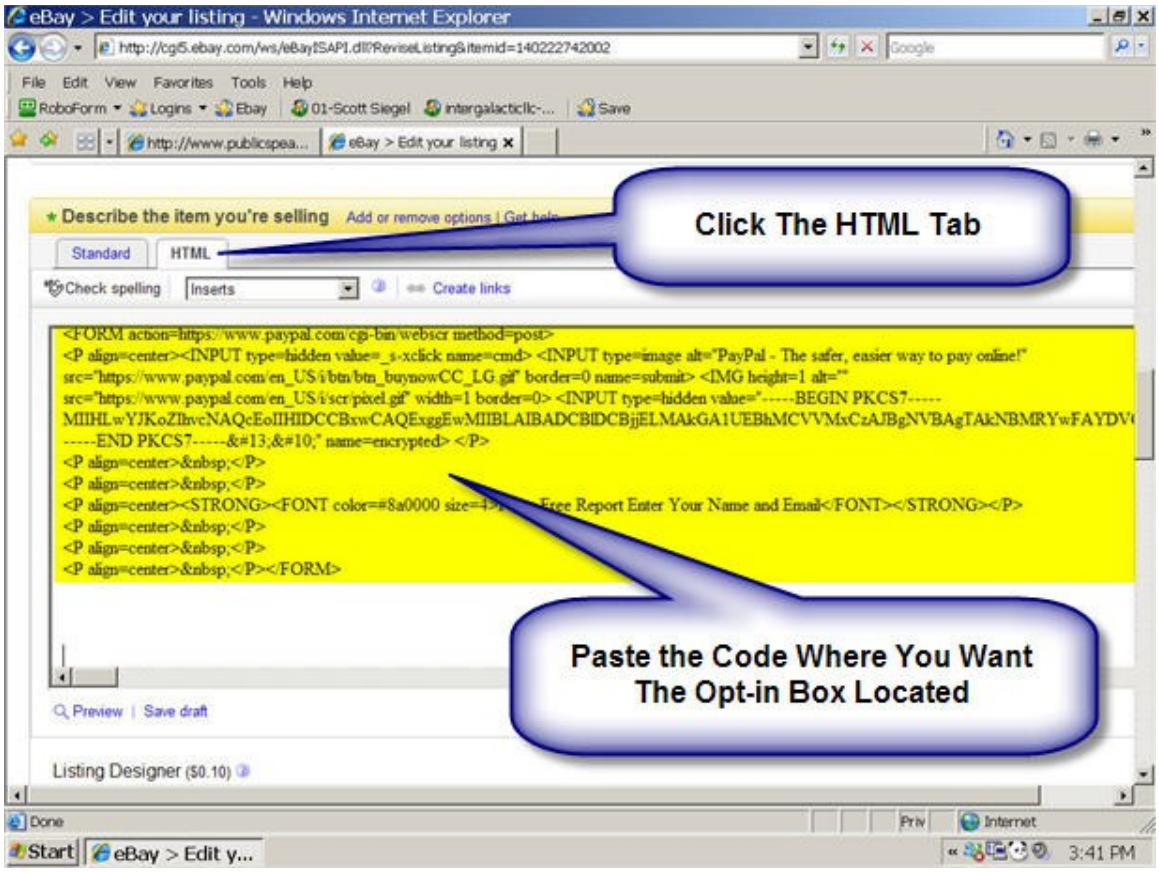
A good example would be:

GET YOUR FREE REPORT!

Just enter your name and email.

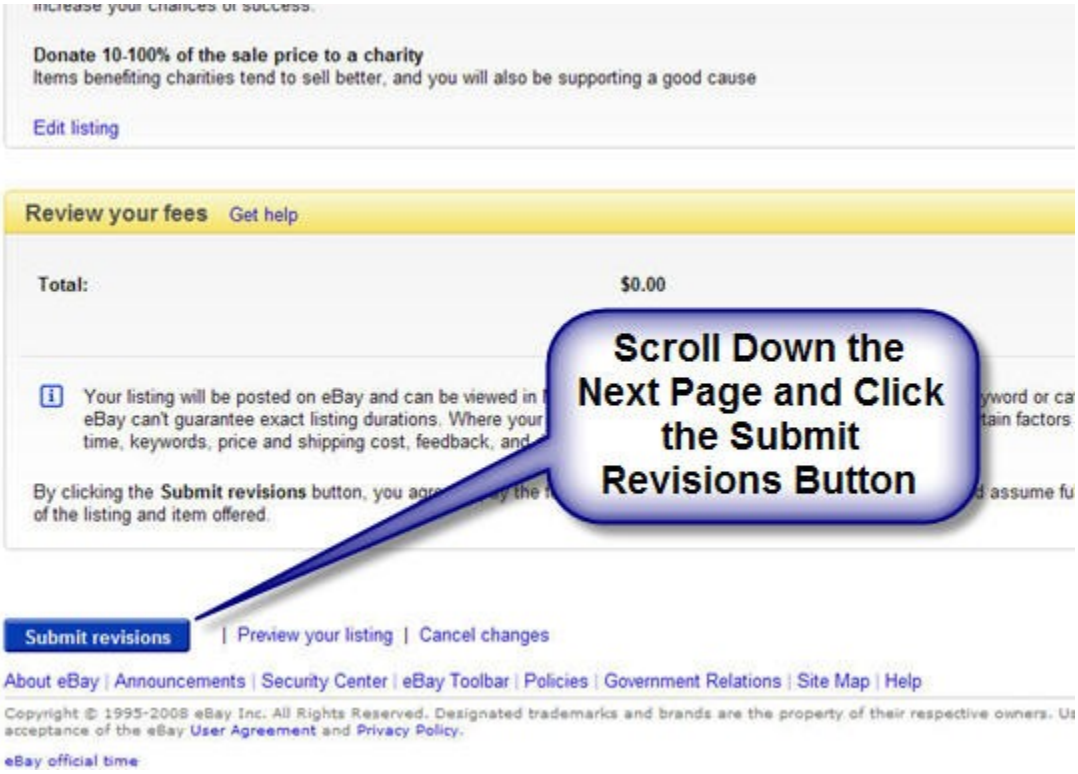


Click the HTML tab. You will see the HTML code for your ad. Locate where you want the opt-in box. Usually at the end, but if you search for the text you entered to be just above it, you will find the right place. Paste the code you copied to the clipboard from the autoresponder on a blank line under where your text is listed.

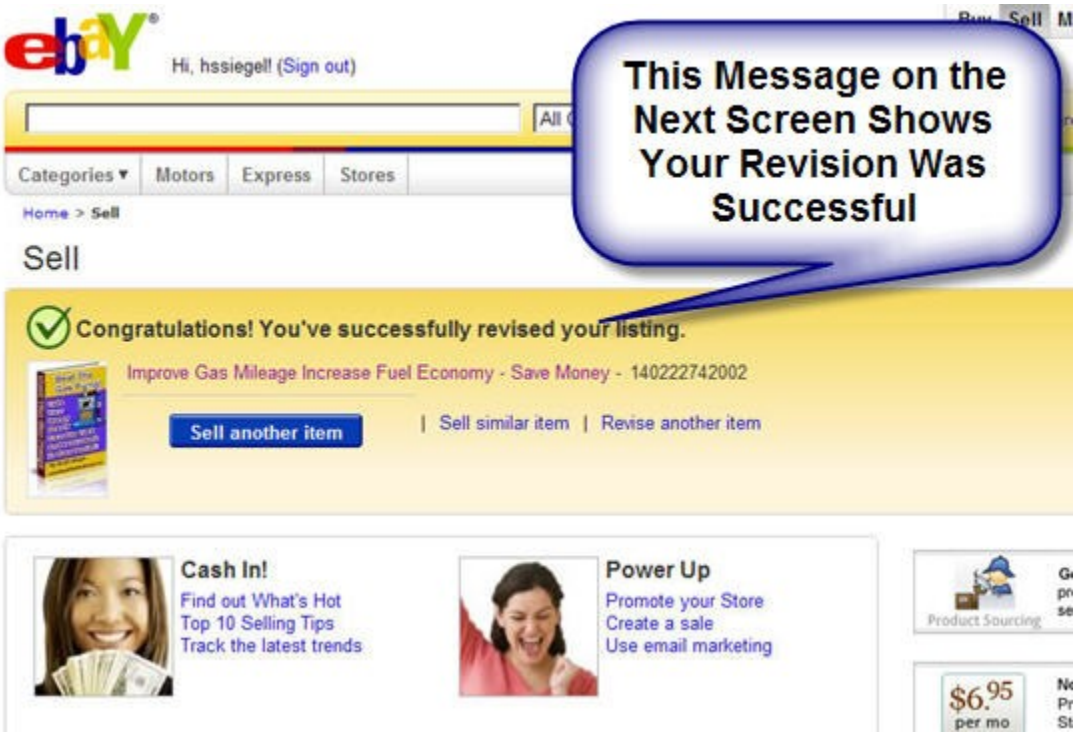


Now scroll down to the bottom of the page and click the continue button.

Scroll down the next page, the options page, to the bottom and click the submit revisions button.



You should be returned to a page like you saw when you created your ad. This one says: You've successfully revised your listing. If you did not get to this page, you have an error somewhere and may have to repeat the procedure.



Next navigate back to your ad by clicking the title on the page. You should see your ad. Scroll your ad and you should find your opt-in box.

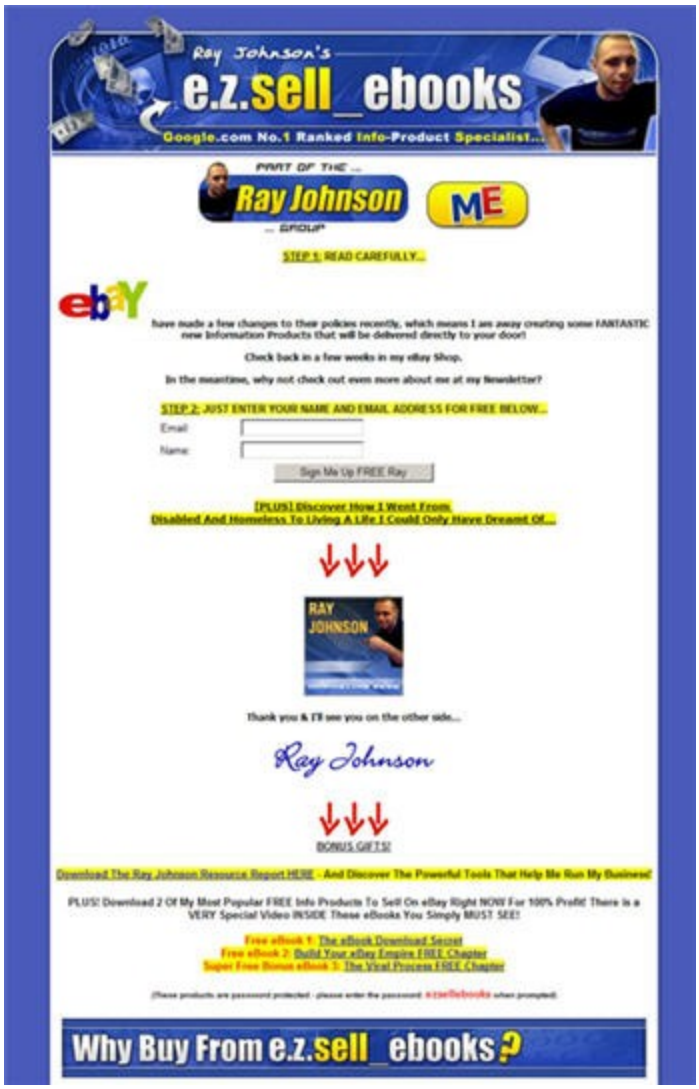
You should test it by signing up yourself to see if it works properly...
That's all there is to putting your own opt in box on you Classified Ad page.

IMPROVE GAS MILEAGE
SAVE MO
Your Opt-in Box Should Now Be In Your Ad
For a Free Report Enter Your Name and Email
First name
E-mail address
Go »

How To Link To Your About Me Page From A Classified Ad

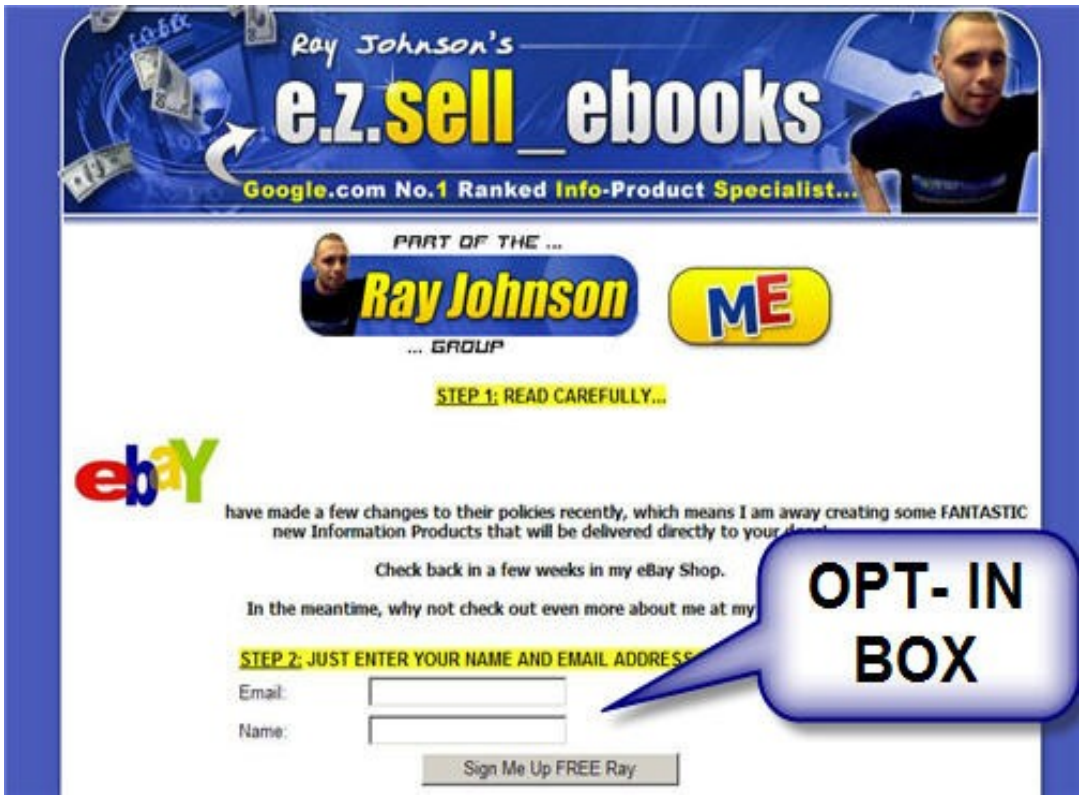
What Is an About Me Page?

An About Me page is a page that can be customized just about any way that you want. Every seller on eBay automatically gets an About Me page. Here is an example of my About Me page. As you can see I have customized it as a full graphical web page promoting my eBook business.

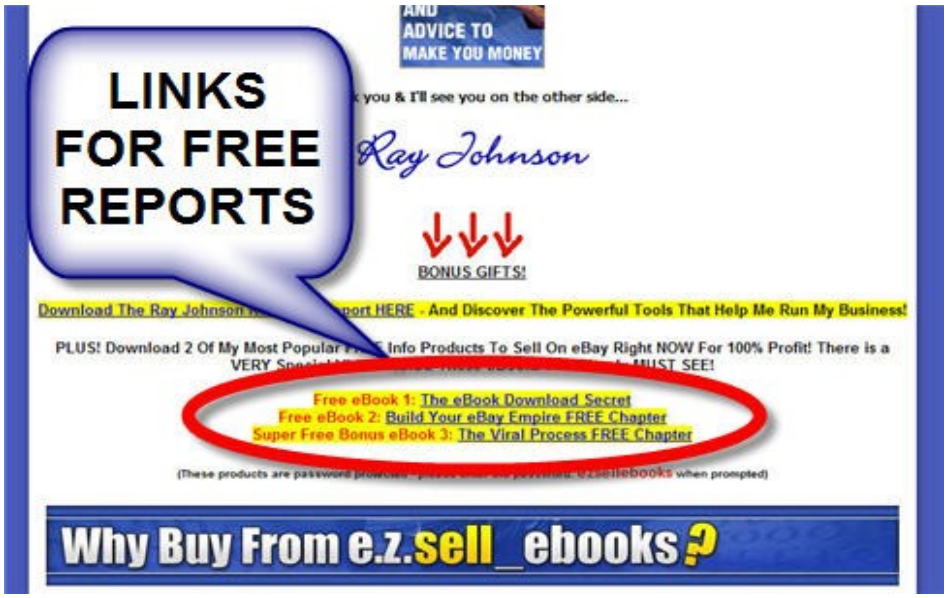


One of the advantages of using an About Me page is that this is the one area of eBay that external links are permitted.

That means you can put links to any of your websites on this page. You can also include an Opt-In box like the one shown here. The steps to putting an Opt-In box on your About Me page is very similar to putting one in your classified ad as I demonstrated earlier.



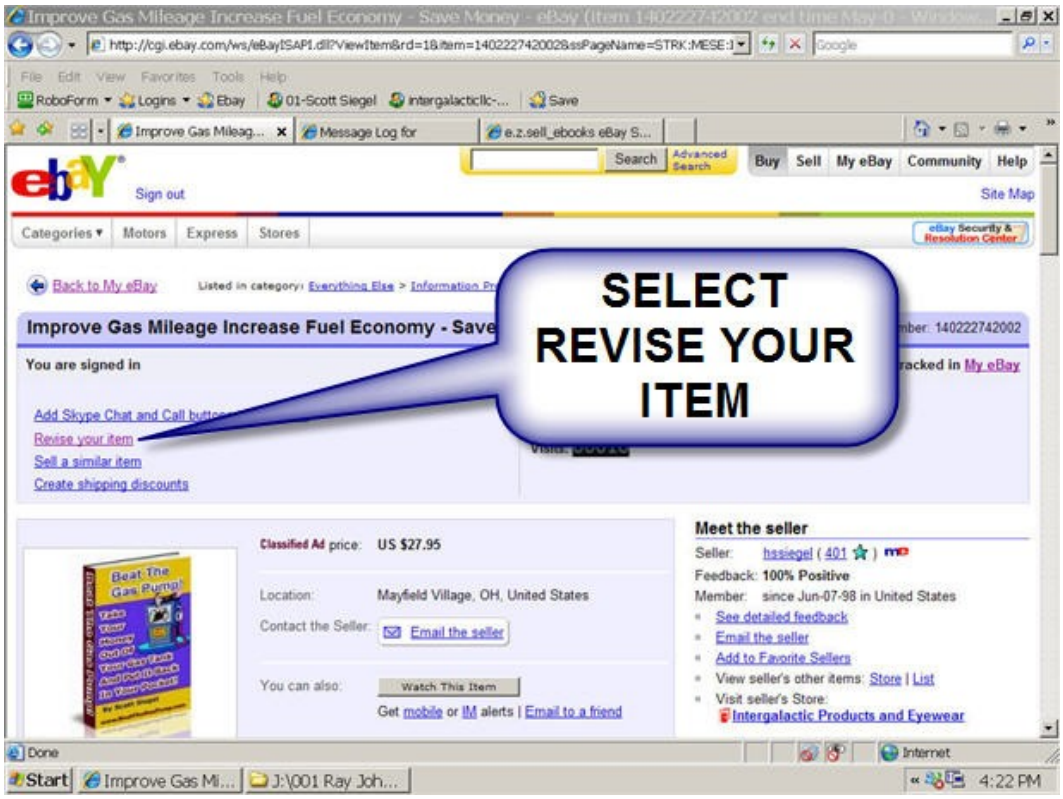
Another feature of the About Me page is the fact that you can place download links on this page which will allow your customers access to free reports by linking to a download page.



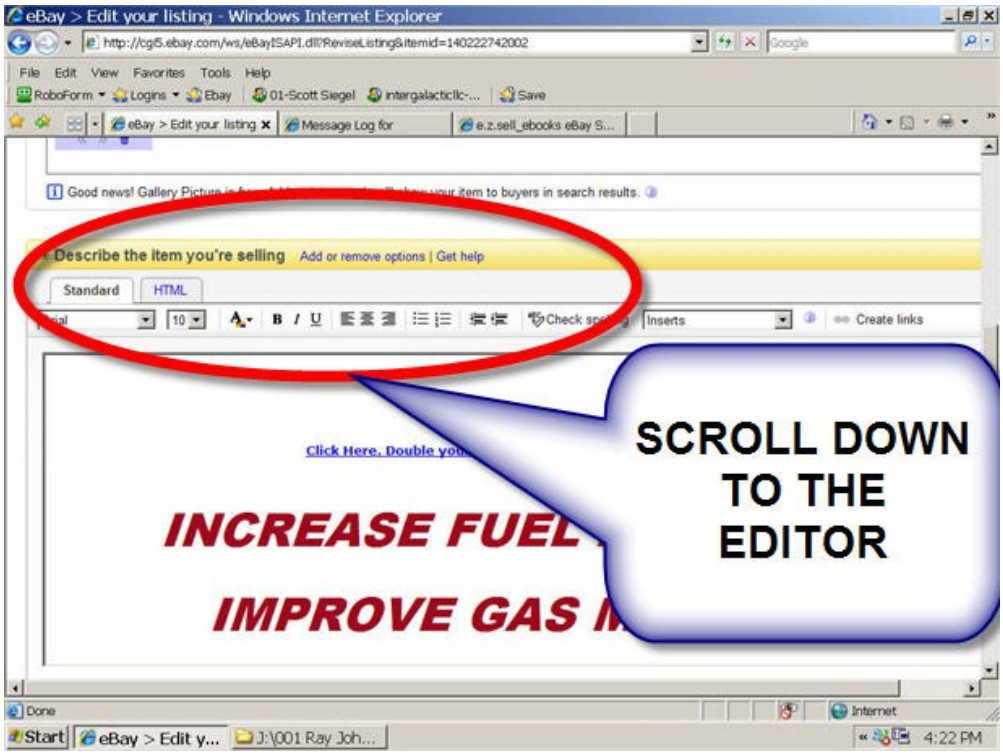
The Specific Steps To Add A Link To Your About Me Page From Your Classified Ad

Highlight the page address at the top of the page and copy to the clipboard.

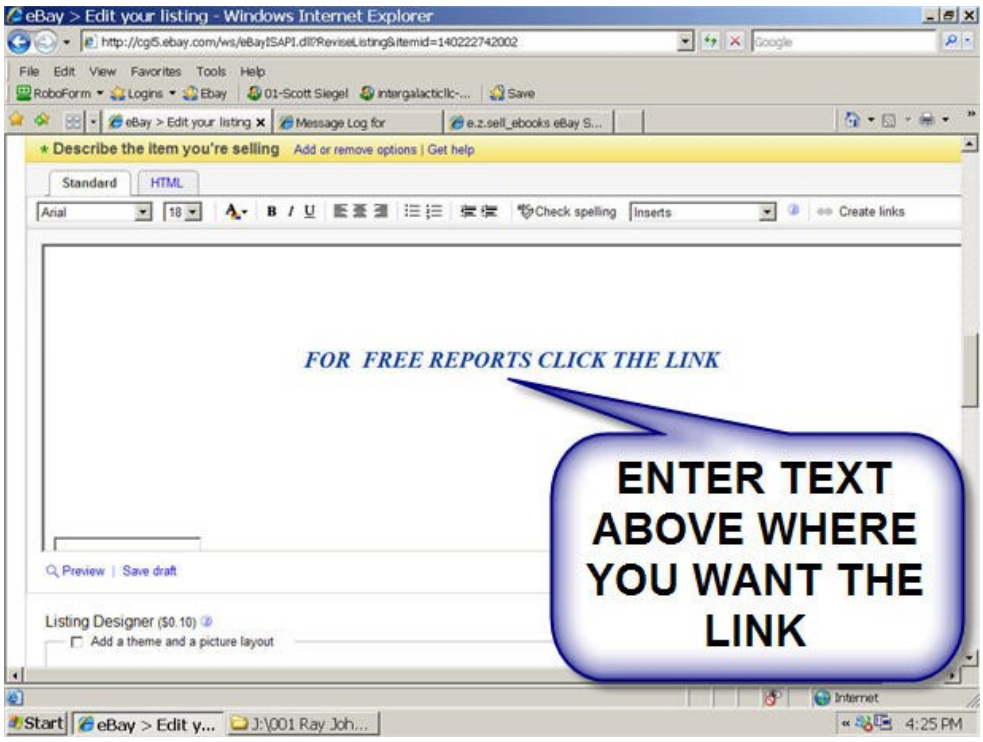
Log on to eBay and go to your Classified ad. Select revise your item.



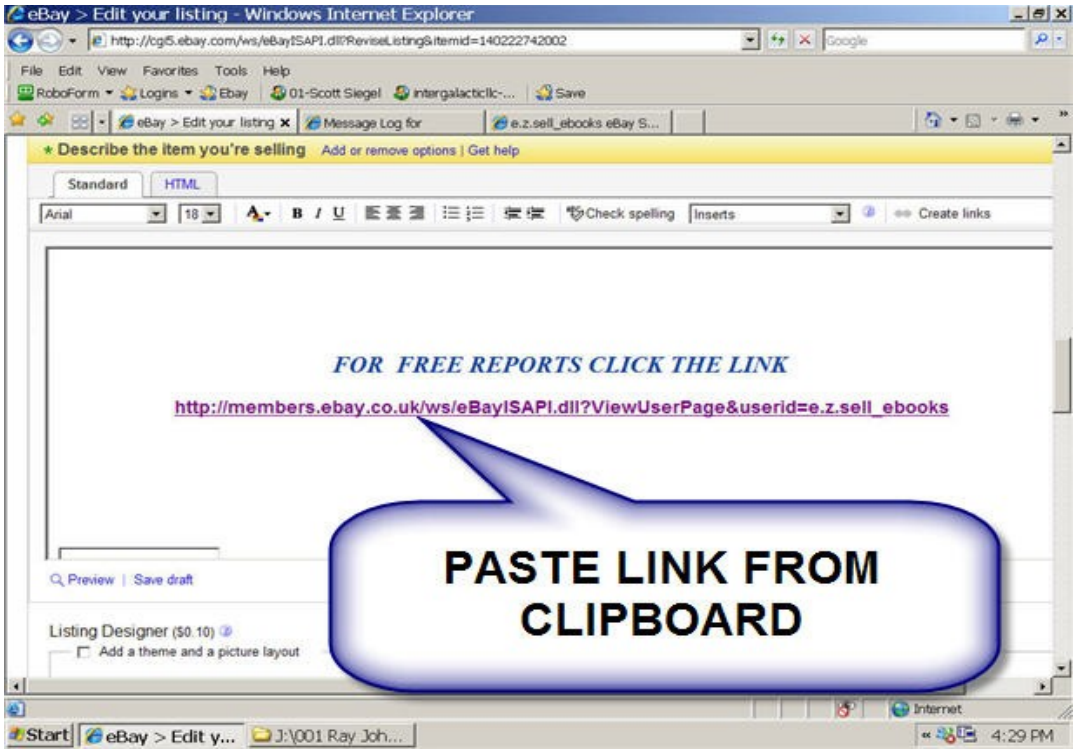
Scroll down to the ad copy editor.



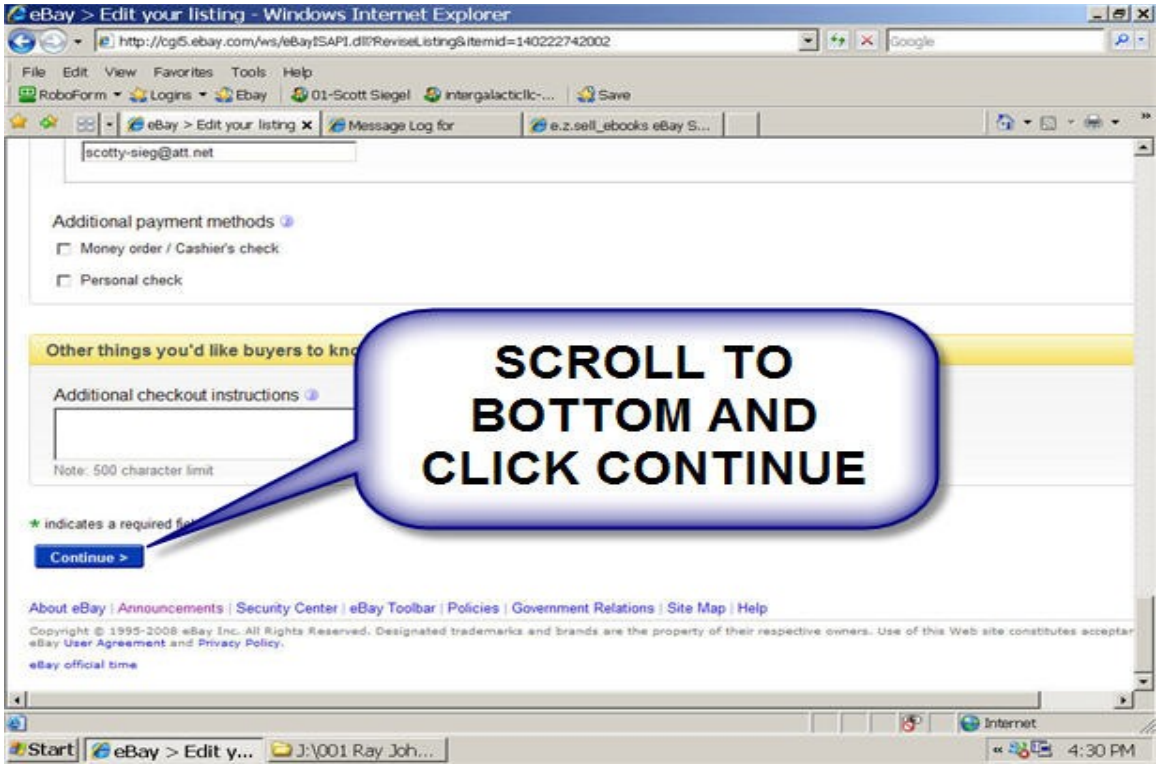
Enter text above the place in the ad where you want your link to be.



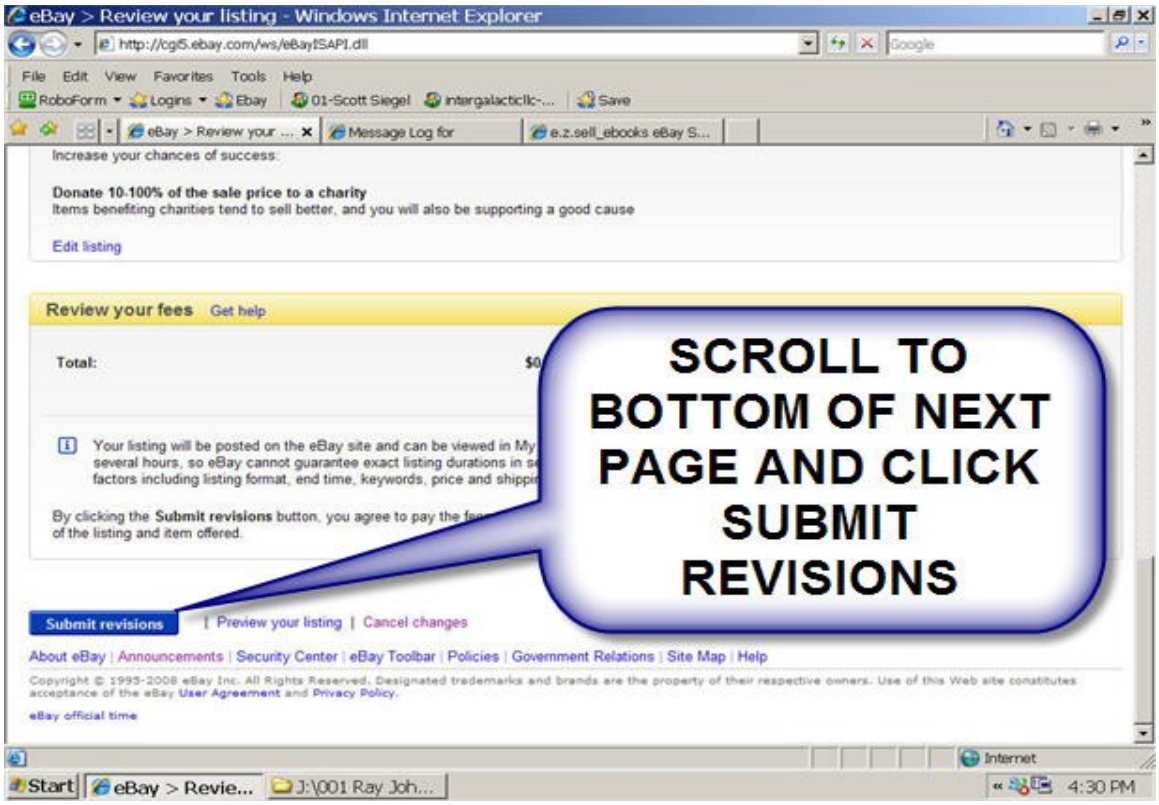
Under the descriptive text you just entered, paste from the clipboard the address you had copied from the About Me page. That will be the link back to the page.



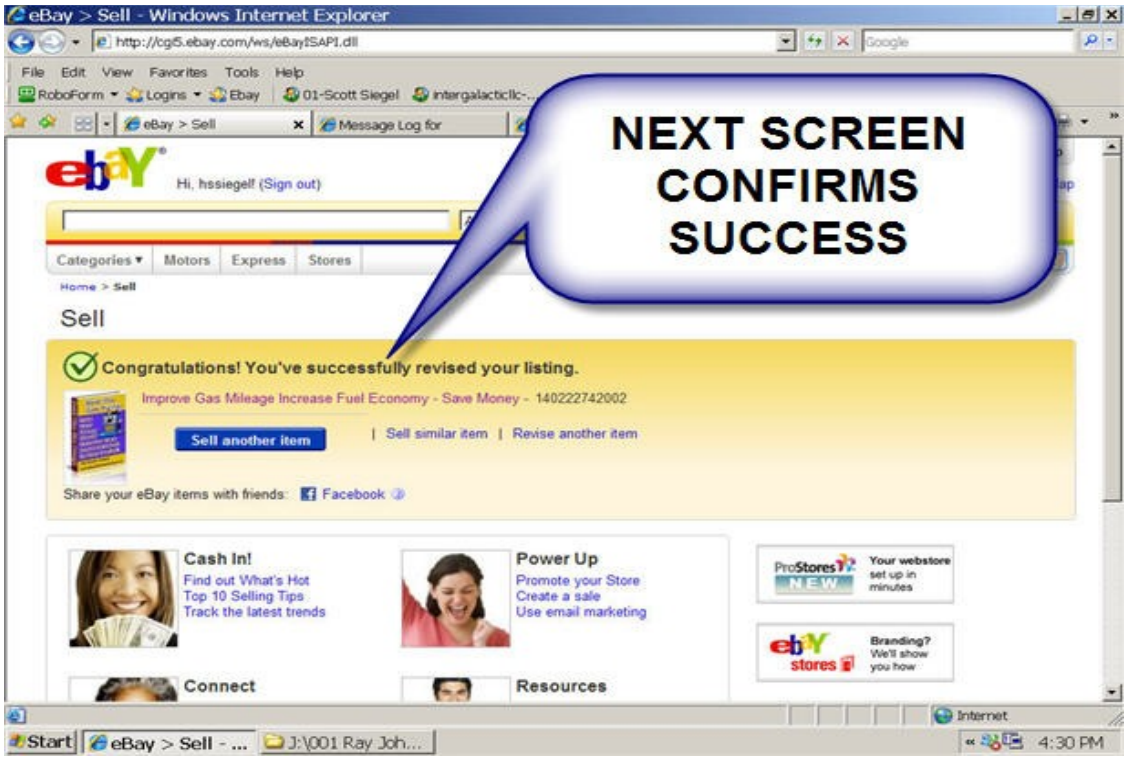
Then scroll to the bottom of the page and click the continue button.

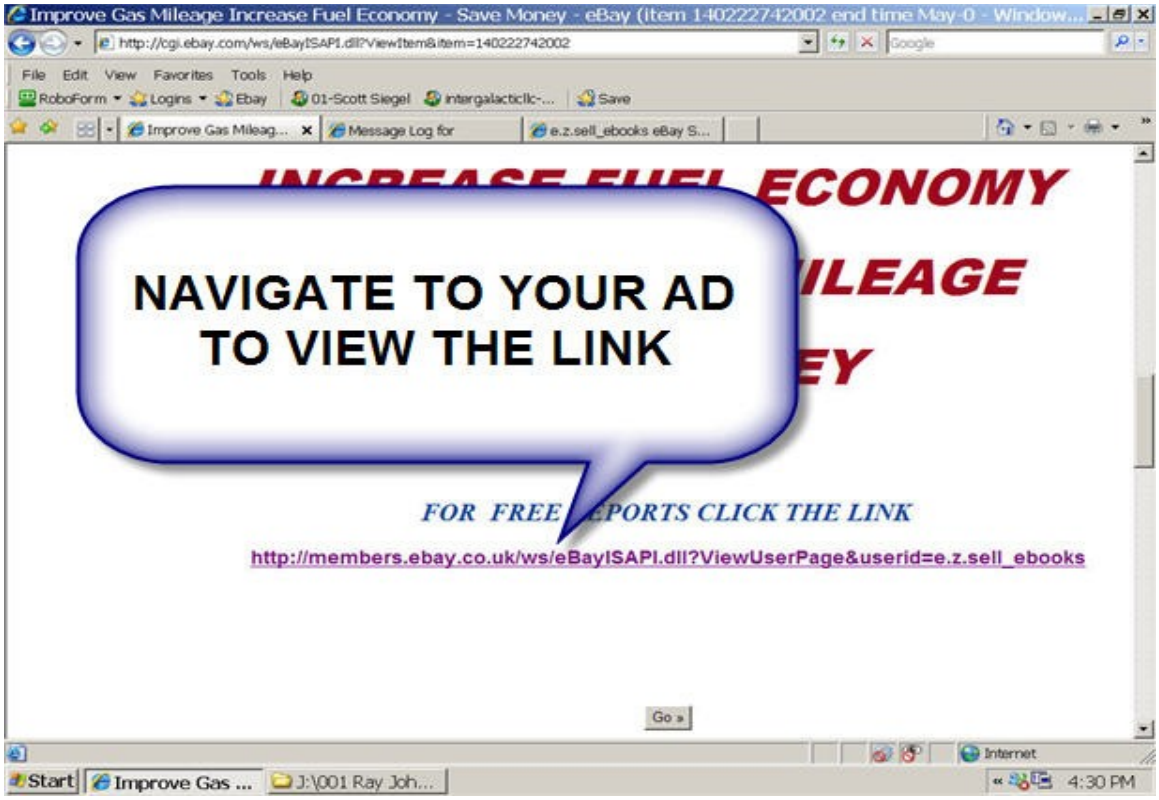


Scroll to the bottom of the next page and click the submit revisions button.



The next screen should have a message showing that the revision was a success. Now click the link that leads back to your ad right under the success message to check for the link.





Your link should be on the page. Click the link to test it, and if all is working as it is supposed to, you will be taken to the About Me page.

An alternative method I have found to make money using your About ME page, is to offer discounts to the products that you have for sale IN your Classified Ads.

This way, you are linking to your website, and when the prospects clicks the discount link you can create on your ME page, they should be taken to an optin box offering the discount, in exchange for their name and email address.

How To Deliver Your Products...

Because the process of digital delivery is still allowed using Classified Ads, you will still need Digital Delivery Software to automate some of the sales process. (Just remember the system is no longer 100% automated).

In order to deliver your products to your buyer, you now have to wait for the buyers contact. eBay conveniently have included an "Email The Seller" link on ALL Classified Ad Listings so the process is seamless.

The only difference to the process now is you have to manually send the buyer to a simple purchase page with a BUY NOW button on it. You need to create a new page for EACH eBook you plan on selling. The page doesn't have to be be a beautifully laid out, fancy page with lots of graphics – just a simple page with, with a title to identify the item for sale will be fine.

In this example I am talking about using EW Portal as the digital delivery script – because I have used it for years, but whichever delivery software you use, all you need do then is use your software to set up your item details such as the Item Name, Price, and most IMPORTANTLY text area in your digital delivery script – which doubles up as the email that your customer receives from you after payment. (More on this in a moment).

Here is the EW Portal admin panel.

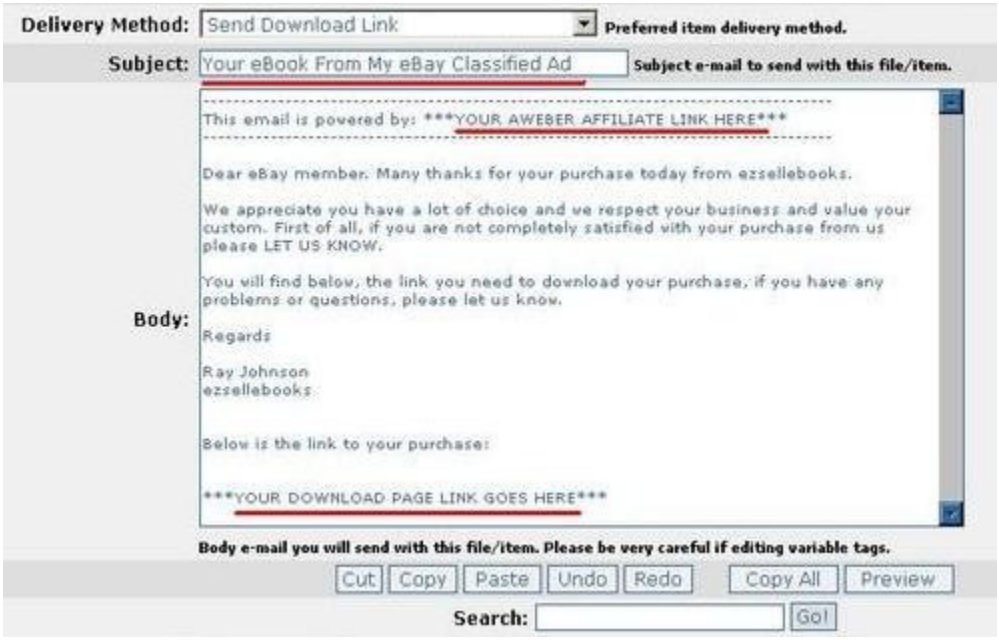
Once logged in – you'll see the administration panel like this:

You choose ITEMS from the navigation bar and begin to enter the information. As shown below.

In the example BELOW you'll see the item title, the item number and the price of the item you want to sell.

You must ensure that the VERY FIRST item you enter has an item number of 1001. I don't know why – but this is a requirement of the script. Every consecutive item you add, will obviously go up in value from there...

Moving on, you DON'T need to enter any more info here (as shown) so scroll down your screen until you see the next section of the screen...



You'll see above, the Delivery Method – this is simply telling us that the script will send our product in the form of a download link.

The subject line is basically the email subject that your customer will receive AFTER making payment to you via Paypal.

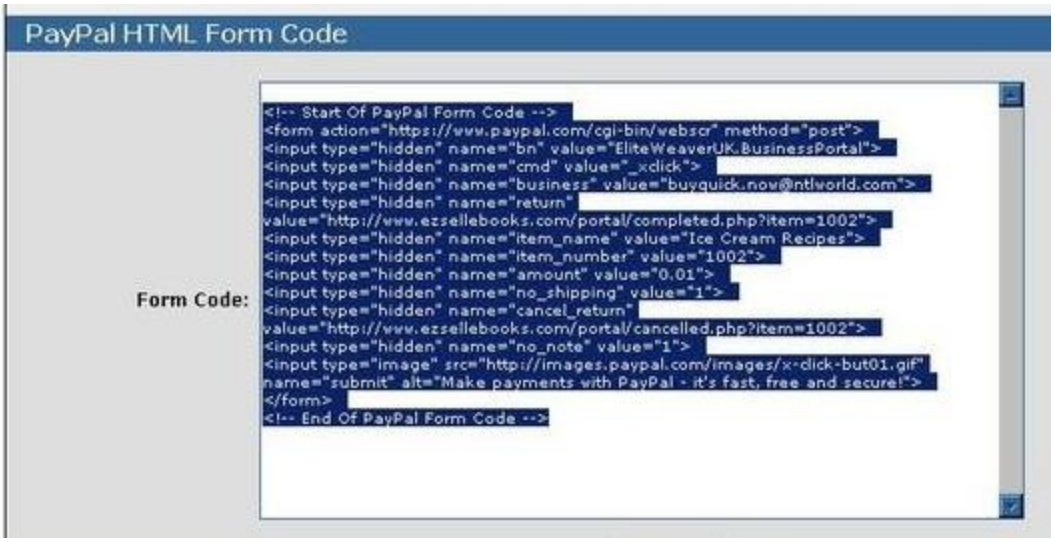
The body, is the delivery email. Just like the old way of selling eBooks, we add our Autoresponder affiliate link, the thank you message and then the link to the product DOWNLOAD PAGE use mine as a template (more on download pages later).

When you have done this, you'll need to upload your product to the designated file storage folder in your portal. This can be found in the Configuration Menu of the Portal navigation.

When done, scroll to the bottom of your screen and enter the name of the file, and SAVE.

Next, to create the Paypal button, locate your item you just saved from the item admin area like so:

After you click on CODE (above) you'll see another screen appear – simply scroll down to GENERATE, and the Paypal form code will be generated like so...



Add this HTML code to the corresponding BUY NOW page. When you save and upload the page to your website, the Paypal button will become LIVE and function correctly.

Now when eBay buyers contact you, just direct your buyer to the link for the corresponding page for their item, they click on the BUY NOW button, and the digital delivery script takes over and automates the process of delivery to your customer.

Dan Thompson will install the EW Portal Software for you for a very low $9.95 (if you are unfamiliar with installing scripts). Just click Dan's name above and an email window will open for you to email him to complete the install for you.

You can contact me via my Support Desk and I can get it installed for you. AFTER you buy EW Portal HERE

Bigger Back-End Opportunities...

Now, as I said earlier, the text that you add into the Item administration area of your DD script is very important. Just like the old way way used to deliver digital items to your customer we want to maximise the back-end income opportunity from every sale. On the download page it is important to include:

A STEP BY STEP layout on the page (e.g. STEP 1: Do This...)
OPTIN BOX to 'register the purchase' or capture the customers data :)
LINK to join your affiliate programme (click the link for the one I use)
UPSELL to a related Clickbank product
UPSELL to one of YOUR higher priced products (related if possible)
LINK TO A FREE brandable report (embedded with AFF links or your sites)

I am now going to explain the above steps in detail for you.

The reason we need to place steps to follow on the download page is that it has been proven that people "feel-good" when they COMPLETE a task successfully and fully. If we make steps a requirement, then we CONTROL what the customer DOES and the actions they take.

This makes it easy for the customer to get on our subscriber list, and view our further offers – BECAUSE WE TOLD THEM TO!

We next need to set up an optin box to obviously allows us to build relationship with the customer over time. The best way to do this is to get the buyer on a buyers list, which you need to set up in Aweber or your own autoresponder. This 'buyers list' tells you that the people on this particular list will spend money on your products.

You should think about setting up sub-lists relating to different niches dependent on the products you are selling as this ensures the your buyer becomes a prospect for further targeted offers that you can promote to your list at a later stage, maximising the chance of further back end sales you make.

Next on the list of steps is your Affiliate Programme. It is important to place it in this position on the download page, as firstly, we want to maximise YOUR business (as the seller). We have already gotten the customers details captured by our optin form – so we now know that potentially we have a customer for life, so before delivering the product, we should remind the customer that they can either make the money they just spent on our eBay listing back IMMEDIATELY, and MAKE MONEY from us in the future.

Use this text template as an example:

STEP 2: "Join my affiliate programme NOW and make the money you spent on your eBay purchase back INSTANTLY by simply promoting my products... You can also make huge commissions in future! All the tools are provided for you inside and it takes just seconds to join! CLICK HERE"

You will now find that your affiliates INCREASE and the impressions of your affiliate banners and links INCREASES *over time* – thus ultimately earning you more money. This may be something that you want to test.

Next we should add a step to UPSELL a related Clickbank product simply because:

a) the product is targeted to the buyers interest.
b) the product delivery and support issues are handled by Clickbank and the product owner.
c) your affiliate payments are securely managed – you'll ALWAYS get paid for your efforts.

A great tool I strongly recommend to integrate Clickbank products with your download pages is Ray La Foy's "Img-Ads".

It uses a similar concept to Adsense, but uses images of products in the Clickbank Marketplace. You will see your Clickbank Affiliate Cheques grow using this, as images are proven to convert better than text, MEANING that your customer will click-through to the Clickbank product and should go on to make the purchase.

I have had great success with Img-Ads and you really can too, this is one of the TRULY great products there that actually delivers.

Check out Img-Ads HERE

The next step if it is applicable to you, is to promote one of your OWN products if you have one. The reason? Getting as many of your prospects interested in what you do OFF eBay is KEY to building strong foundations of your business over time. Remember – what if eBay suddenly disappears? You are left high and dry with no business, everything you will have worked to build will be gone in the blink of an eye! The recent change in eBay policies should be enough to cement that in your head!

Finally include a link to a FREE "brandable report/eBook can be given away by your customer. A good example of this could be a FREE "Leaked Chapter" of one of your own eBook based products – OR any related report that you can re brand – allowing you to put some of your OWN affiliate links into the report - AND allowing your customer to ALSO add some of THEIR affiliate links too.

You BOTH win, this is why Viral eBooks/reports can be so powerful.

The best branding tool on the market that I currently use and recommend is ViralPDF.

Remember, eBay Classified Ads can be highly powerful lead generation tools, they will create much bigger back end opportunities if correctly used as lead generators.

Test a classified over time, tweak it, compare it to a second similar ad and see which brings in the most subscribers for your business. This is known as basic A-B Split Testing and is absolutely critical to your success.

When you get the formula right, (when you see a steady influx of subscribers/sales daily – you just scale up the amount of eBooks you are selling.

This should instantly DOUBLE your results. You then simply rinse and repeat the entire process for EVERY new eBook you list on eBay using Classified Ad format.

I use a script called Stuffed Tracker from StuffedGuys.com for all my testing and HIGHLY recommend that you invest in it.

Alongside your Autoresponder and Digital Delivery Software, it is the best investment you'll ever make for your business.

Remember – if you DON'T know your numbers you DON'T know your business!

And Finally...

Remember, this new eBay policy change really will be the kickstart to a new way of selling information, using Classifieds Ads we can now generate more leads, make more money and generally build a business OFF eBay.

This is a really critical factor of your success. When this new eBay policy came into affect, so many sellers were instant in thinking that their eBook business was finished. WRONG. All these people who thought this way had their businesses set up wrong from the start!

This is why the new rulings will make a lot more people, a LOT more savvy in their business. Thanks eBay!

Remember, knowing your numbers in ANY business is key – so test and tweak till you find what brings the best results for you. There is no reason why a classified Ad can't generate 1000's of leads for your business, find the formula and then simply scale it up by running multiple Classifieds for MULTIPLE profits!

Recommended Resources That Run My Business

WEBSITE AND HOSTING

DIGITAL DELIVERY SOFTWARE

AUTORESPONDER AND LEAD CAPTURE SOFTWARE

AFFILIATE SOFTWARE

NO.1 AFFILIATE PROGRAMME

WEBSITE BUILDERS

KEYWORD RESEARCH SOFTWARE

SEARCH ENGINE OPTIMISATION SOFTWARE

EBAY MENTORING

EBAY SALES RESEARCH TOOLS

GRAPHICS CREATION

INTERNET MARKETING MENTORING

PRODUCT CREATION

COPYWRITING SOFTWARE

AUTOMATED ARTICLE SUBMISSION COMPANY

WEBSITE AUDIO SOFTWARE

TESTING/TRACKING SOFTWARE

ROBOFORM PASSWORD REMINDER TOOL

PDF BRANDING TOOLS

Unannounced Bonuses

Custom Professionally Designed eBay Listing Templates By Ray Johnson Online Design

As I said earlier, making an impression on your customer is of paramount importance, this is why my own personal eBay adverts are so good. You too, can have INSTANT eBay templates like mine by visiting my professional graphic design website.

My templates are made with Professional graphic design software and will really help catch your customers eye, so that they remember your eBay Shop and then the potential is there for them to re-visit you, and spend their cash with you again and again.

I have made sure, my prices are the LOWEST around and include:

FULL eBay ADVERT TEMPLATES – The "canvas" on which you will advertise your product.

FLASH BANNERS – Eye-catching animated advertising banners to really catch your customer's eye. Take a look at mine HERE

eBook COVER BOXES - Make your eBook LOOK like a package on a shelf in your shop (a VERY important element)

PROFESSIONAL QUALITY LOGO'S – Your business NEEDS a "Brand" which your customers will grow to recognise.

Buying a complete template from me will save you LOTS of time, and is a one time investment as you can also use this template for EVERY eBay advert you create.

INSTANT PROFESSIONAL LOOKING TEMPLATES WITH NONE OF THE HASSLE...

TAKE A LOOK HERE

I wish you all the best with your eBook Business, and hope you will achieve the same level of success that I have in my own business...

If you need support myself and my moderators can help you:

VISIT MY FORUM HERE

So that pretty much wraps it up... but not quite...

Ray Johnson Mentoring

This really could be your lucky day.

As most of my business is automated these days, and I have a lot more FREE TIME, I am currently offering you a golden opportunity to maximise YOUR earnings.

I am offering YOU, LIVE PERSONAL ASSISTANCE where YOU HAVE INSTANT ACCESS TO MY KNOWLEDGE FOR A FULL 12 MONTHS.

We can personally talk 1-2-1, I will get to understand your goals and develop your business to GUARANTEE you will succeed.

If you choose to join me we will cover this entire eBook in detail to make sure you understand everything, plus we will cover all of the following information which IS REQUIRED OFF eBay to succeed.

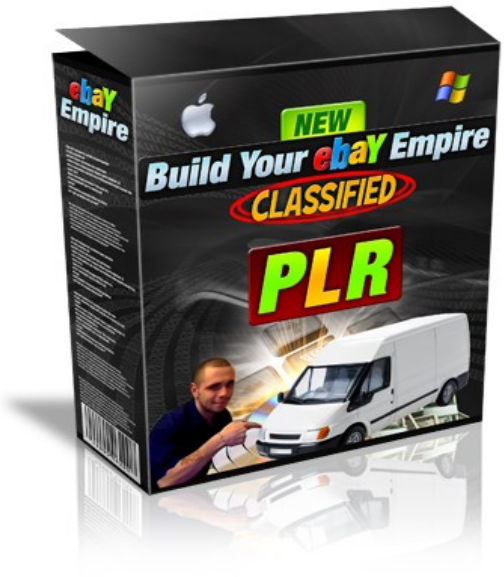
FOR ALL THE INFORMATION, CLICK HERE

***If this offer is slightly over and above your budget, did you know that YOU can become the author of Build Your eBay Empire "Classified" and resell this very guide on eBay, Clickbank, AND your website?**

This is called PLR, or Private Label Rights which means that you can create your very OWN product in an INSTANT, generating huge profits WITHOUT:

Researching the market – Preparing the product – Writing the content in the product - Testing the product – Launching the product and more...

Take a look at Build Your eBay Empire "Classified" PLR below:



CLICK THE IMAGE ABOVE TO BE TAKEN TO YOUR DISCOUNTED OFFER

This is a truly amazing offer, have a serious think about purchasing, and you WILL see your profits skyrocket. That I guarantee. How do I know this?

Well, you paid me for this eBook didn't you? Thousands of people on eBay and the Internet will do the same for you.

I hope you have enjoyed reading this guide, and I invite you to leave a testimonial for the guide, not only to share your thoughts and to help me improve the guide – BUT to give YOU some exposure on the Internet

If you leave a testimonial for this guide, you can include your photo (optional), a LINK to your website or eBay Store, and an optional VOICE MESSAGE!

To send your testimonial click HERE

If you need any assistance – contact me HERE

To get help from other members, register with my Forum HERE

Make SURE sure sign up to my FREE NEWSLETTER to get great tips and advice on making money on the Internet HERE

Take a look at Ray Johnson Recommends HERE – where I give you all the tools I use to run my business successfully. Take ACTION TODAY and you will put in place, the steps you need to run a highly successfully eBay business EMPIRE!

Warmest Regards

P.S. Remember, you can earn your money BACK that you just spent on this eBook, PLUS a ton of money in the future – simply by becoming an Affiliate. I have provided you with ALL the tools you'd ever need to maximise YOUR income. All you need to do is start by clicking below.

AFFILIATES EARN 75% COMMISSION HERE