

**"Step by Step Guide - List a Digital Delivery Item on Ebay"**

**Written By Mary Russell**

**<http://www.maryscreativeebooks.com>**

**<http://stores.ebay.com/Marys-Creative-Ebooks>**

**Ebook Compiled By Sally Neill**

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***By Mary Russell***

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## **About the Author**

Hello, my name is Mary Russell, and welcome to your step by step guide to listing an instant digitally delivered item on eBay guide.

I first started selling regular hardback books on eBay. The physical kind and I was selling a whole bunch, but then I discovered the wonderful world of eBooks, and I was instantly hooked from that moment on.

So I decided to start selling ebooks, and I started with absolutely no internet knowledge under my belt.

Every ebook seller tells you how easy it is to sell ebooks, and yes when you know what you are doing it really is, but I started as a complete newbie and that's why I decided to write a short and simple easy to follow guide on how to list instant digital delivery ebooks on eBay.

So you can skip past the mistakes I made, and get straight to the juicy part !

I have now been successfully selling eBooks on eBay since 1999 and I thoroughly enjoy it, last year I even opened my very own eBay store <http://stores.ebay.com/Marys-Creative-Ebooks>

Not only have I met many wonderful people worldwide but I am also making an easy 2<sup>nd</sup> online income from home selling private label rights and resell rights ebooks and software.

And you can too!

I am excited to be able to teach you how to automate your ebooks from eBay, simply follow the steps explained by myself and in only minutes you will be listing instant digital delivery ebooks and software packages on eBay yourself.

I must add that to date, the instant digital delivery of ebooks or software products is not currently available to UK eBay users, but watch this space!

## **Where to Store Your eBooks**

When I first got interested in ebooks I bought every ebook imaginable and spent a lot of money too.

I would say around \$2000.00. OUCH! I was obsessed to say the least.

I would buy the ebooks and save them on my computer. I had a huge amount of ebooks. I was buying many many ebooks but not listing them let alone selling them.

Finally, after I had spent all my money and then some, I realised I had to claw some of my expenditure back, so I decided to start selling all the ebooks I had.

I honestly had no clue what I was doing.

My computer was bulging at the seams and I finally realised I had to have some place to store my ebooks because my computer was breaking under the strain of all those ebooks it was kindly storing for me.

My first choice was to burn the ebooks onto CDs and that helped for a while.

But I now had a large amount of CD's and no organization at all.

I just labelled the CD's "Ebooks", and boy was I in trouble!

That was a big big BIG mistake.

So not realising my mistake I thought I had the perfect "storage system".

So I began my task of listing my ebooks on ebay.

It didn't take me long to realise that storing them on a CD was a nightmare because I was constantly searching for the ebooks I had sold, taking up precious hours of my time.

There had to be an easier way, and there was, automated ebook delivery and as a bonus there was no postage or shipping costs!

So I set out on a quest to find storage on the internet for my ebooks.

The first one I found was free and it helped a lot. I had over 300 ebooks stored on a free file storage site and I had it a month when their site was so overloaded with people storing on it that their file storage system crashed and they informed me that they lost ALL my ebooks.

You can imagine the nightmare I went through when that happened.

People were buying my ebooks and getting an error message stating that file was not found. I had to hunt down the ebooks on CD and email it to them. Thank Goodness for the backups I did have on CD even though it was still hard for me to find the correct ebooks that had been purchased.

But still I had to find a better more safe and reliable way.

I then found a good reliable online file storage system that I pay a monthly fee to use. Great I thought, but little did I know what was on the path ahead.

I already had hundreds of active listings that would now need to be updated, and eBay doesn't let you mass update your eBay listings!

So I had put my eBay store on a holiday setting to allow me the time to revise each item one by one, finally I had finished updating all my listings and I was good to go.

The lesson to be learned here, make sure you have all your ebook automation set up BEFORE you go listing thousands of ebay items.

One very important note NEVER change your e-mail address once you start automating your ebooks.

I did this after I had listed over 300 ebooks to sell on Ebay and I thought it would automatically change in the listings when I changed my e-mail on Ebay.

Wrong!! My first clue that the e-mail remained in the listings I already had listed was when anyone bought an ebook, the payment went to my old address.

I lost a lot of money because of this because a lot of New buyers on Ebay don't know that when you make a payment to the wrong e-mail address, it is accepted by Paypal anyway.

I was told over and over again by the buyer that it went thru because it showed up in their account. I tried to explain to them that even though it was there, it hadn't been sent to me and that they could tell that it had not been accepted by going into their account and looking at the status. If a transaction fails in Paypal, it will simply state UNCLAIMED underneath the status. I had people refusing to pay me and it was a big mess and I lost a lot of money just because I had changed my e-mail address

Automating an Ebook is really very easy after you have done it one time.

I have helped many people learn to automate their ebooks in the U.S.A.

I am assuming you have decided the source you want to use to list your store listings from. I personally choose to list directly through the Ebay website.

The directions I am giving you here are based on listing your ebook directly through ebay and in a store, however you can list items for instant digital delivery through ebay but they must be A BUY IT NOW listing, or you will NOT get the option of digital delivery.

The reason I choose an ebay store is because once I have listed an ebook on ebay and I want to list more, when I am ready to list again, I simply click on the ebook in my store, open it up, and click on sell similar. This is wonderful because you already have all the information in your listing that you wanted and when you list another ebook, all you have to do is change the title, description, picture and the link to the new ebook you are listing. It takes only 2 or 3 minutes this way.

### **Uploading Your eBooks to the Internet for Download**

Now, I want to say that I use a file storage that charges a small amount each month to automate my ebooks, it's very reliable and cheap too.

You can get more details from the link below:

<http://www.maryscreativeebooks.com/box>

and I do say I love it and highly recommend it.

You will have 5 GB storage space per month for only \$4.99.

This is a huge amount of storage and will hold a whole lot of ebooks and software.

At only \$4.99 a month you probably couldn't get hosting for your website at this low price.

It's very easy to use, you upload the ebooks to your account on "box.net" and then your ebooks will be ready for download after a sale.

Just browse the files stored on your own pc to upload to your storage space, I usually place the ebooks directly on my desktop in a zipped folder.

I then click on download tab in "box.net" and it will then open up a window that allows you to easily find your ebook that is sitting on your desktop and upload it to the storage and once it is uploaded, you get a link that looks something like this

<http://www.box.net/public/ximrdepkb>.

Once you have that link, you copy it by left clicking on your mouse and running the mouse over the link which will then be highlighted. Then holding the pointer of the mouse over the highlight, you then right click and you will see the word copy. You left click on the word copy and then you will find the exact spot in your ebay listing that asks for the web address of the digital link. This is what your buyer will click on once they have paid through paypal.

So now you have your ebook uploaded to your storage space its time to list it on ebay.

**Listing an Instant Digital Delivery Item on eBay**

First, log in into your ebay account, at the top of the page, Ebay has several tabs and you are going to select "Sell".

Now you will see:

How would you like to sell your item...

Online Auction

Buy It now

Fixed Price

If you also have an ebay store you will have the following option:

Store Inventory

What it will ask you:

Once you have chosen your type of listing I.e. Buy it Now or Store inventory (Remember you will not get an instant digital delivery option if you item is not a buy it now).

Simply click on the button at the bottom that says "sell your item".

The next page you will be on is the Category page.

This is one of the most important decisions you will make to be able to automate your ebooks. If you choose the wrong category, you will be unable to automate your ebooks. I choose everything else/informational products/other so that I am able to automate my ebooks to list my ebooks.

Remember not all the categories allow you to automate your ebooks. Once you have chosen your correct category go to the bottom of the page and click continue.

You are now on the title page.

Put the title of your ebook in and then notice that immediately below subtitle there is a highlighted link that says LIST AS A DIGITAL FILE OR INFORMATION.

It is very important to click on that link.

This one step must not be ignored as this is what allows you to automate your ebook.

Now, you will see where it says digital item. A big box is there. You will need to put in that box exactly what kind of file your ebooks is.

You will need to say whether it is a PDF, Word Document, or software. This is what a buyer looks at if they are looking for a particular type of ebook.

Next, is a box that you will need to select to ensure you are complying with the legal agreement. This legal agreement means that you own the ebook and the resell rights to the ebook. If you don't own them, then back out and do not sell the ebook.

The next step is the description.

Fill that in according to the information you have on your particular ebook and click continue.

The next page, will all need to be completed by you but does not affect the automation, so when you have finished all the information on this page, click continue.

You are now on the page that says payment method.

You must be aware that selling a digital item requires Paypal. Also note that your item has to be a "buy it now" in order for the instant digital delivery option to be available.

Also, you must have a business account with Paypal to do this.

Make sure you have a business account before you go any further. You must check the box that shows what e-mail address the payment goes to which is the e-mail account you have in Paypal only. You must also check the box that says immediate payment.

You will then see Digital item Delivery and sales tax and right under that will say Web address of digital item.



The web address will be the link to where a buyer can download your ebook from the internet, remember the example I gave you from "box net" i.e.:

<http://www.box.net/public/ximrdepkb>

Underneath that is the delivery instructions.

This is what your buyer will see once they have paid with Paypal. It tells them what to do.

I simply state here in that box to: Click on the link and download the ebook to your computer and save it there.

You have now completed the automation of your ebook. You will click continue. Check over your ebook listing and if it is correct, then click submit listing. It is just that simple.

Now, that you have listed your first ebook, you can relax and sit back and wait for it to be purchased.

I want to say that sometimes people do miss seeing the ebook link when they pay with Paypal and it is very important that you email them and make sure they got it okay.

Just communication is very important so that they don't think you failed to send the ebook.

I have Selling Manager Pro with Ebay and I have an E-mail that is sent out automatically once they pay that lets them know that the ebook was available immediately when they paid.

I also state that if they missed it, to contact me right away and I will email the link to them.

Whether you use the automated e-mail by Ebay at the end of the sale, or whether you e-mail them yourself, doesn't matter. Just make sure they get some kind of e-mail from you.

This shows them that you care about them and that you are a trusted and reliable seller so hopefully they come back to buy many more ebooks from you.

If you want to see what happens when a buyer purchases a digitally delivered item on eBay visit my eBay shop, many ebooks and software start at only 1c, and you will be able to see the exact process of how a buyer receives their item when they buy an eBay instant digital delivery item.

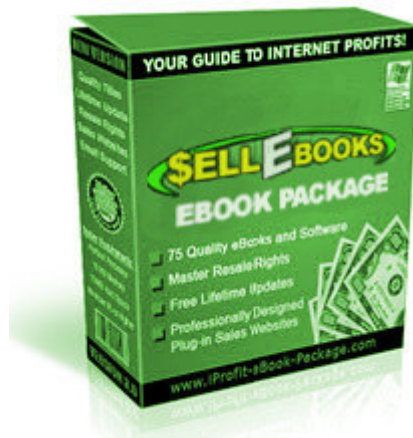
<http://stores.ebay.co.uk/Marys-Creative-Ebooks>

Take Care and Happy eBaying,

*Mary Russell x*

PS. Don't forget to take a look at my recommended resources page below for some great resell rights ebooks offers!

## *My Recommended Resources*



Sell Ebooks Package is the biggest collection of quality Ebooks and software available on the internet. All the products included in the package are bestselling titles that currently sell thousands of copies every day.

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They reveal the same secrets and techniques that they use to make six figure incomes every year.

But that's not all.

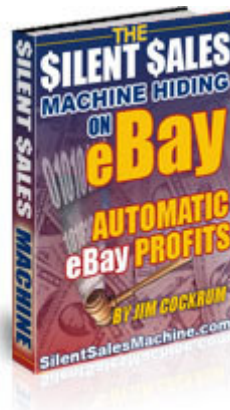
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In just a few minutes you could be selling the Sell Ebooks Package and the individual products contained in it, and keeping 100% of the profits! If you are interested click this link:

<http://www.maryscreativeebooks.com/sellebooks>



So many people are trying to build a web-site and then trying desperately to get traffic to their web-site. Why not simply go to where the traffic is? Go to eBay! You don't even need a web-site! (If you have a web-site get ready for a serious TRAFFIC BOOST).

What's the secret? It has to do with the fact that about 80,000 people sign up for eBay.com every day! And over 700,000 people make a living on eBay! Take a look at this...

- Chapter 1 - How to earn money
- Chapter 2 - New to eBay? YOU HAVE TO READ THIS
- Chapter 3 - Collecting payments online
- Chapter 4 - One of my Silent Sales Machines
- Chapter 5 - Details that make my Silent Sales Machine work
- Chapter 6 - Might you need your own product?
- Chapter 7 - Improving your machine
- Chapter 8 - Resources for your Silent Sales Machine
- Chapter 9 - Start your machine without writing anything
- Chapter 10 - Huge mailing lists using eBay leads
- Chapter 11 - How to make money with this book
- Chapter 12 - Creating money from thin air on eBay
- Chapter 13 - Creating money with other people's stuff
- Chapter 14 - Free and really cheap stuff that sells well on eBay
- Chapter 15: Tips for sellers that you won't find on eBay

Bonus articles:

- Article 1: Become a POWER affiliate - huge hands free profits
- Article 2: Tapping into the power of Joint Ventures.
- Article 3: Profiting from eBay in creative ways
- Article 4: The two simple steps to MASSIVE success

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- A step-by-step explanation of how one author sold \$15,561.49 worth of ebooks in less than a week. (page 108)
- The absolute "bullet-proof" best ebook to write and sell online -*FAST*. (page 27)
- The "right" way to publish your ebook so virtually everyone connected to the Internet can buy it and read it. (page 48)
- How one author used Download.com to expose his book to 3,198 extra potential readers in 3 months... with no advertising costs! (page 157)
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