

**Auction Mercenary**  
Making a killing off the mistakes of others!



## **Auction Mercenary**

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eBay Powerseller

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## Table of Contents

- Introduction
- Chapter 1- Niches
- Chapter 2- Locating Items
- Chapter 3- Research
- Chapter 4- Bidding
- Chapter 5- You Won
- Chapter 6- Automation
- Chapter 7- Conclusion
- Recommendations

## **Introduction**

This book is brought to you by eBay seller:

**Dreammakerbooks**

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You are obviously ready to take your eBay buying and selling to the next level and I commend you for that. Now, this system works and can make you money, how much is only determined by the amount of time and energy you invest in it. I can show you this system and you could never look at it again.....or you could use this system right away and start finding some great items at unbeatable prices!

**If you do not have an eBay account you can sign up [here](#).**

You have made an important decision to start generating income from one of the most popular websites online. eBay is the superior place to buy and sell online. With millions of transactions happening every hour there are endless opportunities to cash in.

I want to make a few things clear right off the bat. I am not one to fill up pages with fluff that won't help you put dollars in your pocket. Your time is valuable and I understand that. This book is not based on theory but actual proven practices that I have used and developed over my last couple of years on eBay. That being said it is important to remember that eBay is fluid marketplace that is ever changing. Just because there may not be exactly what you

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**Making a killing off the mistakes of others!**

are looking for today does not mean that there will not be 50 of that item tomorrow.

As you begin to dive into this book keep an open mind. You may come up with something that works better for you. You may already have resources at your disposal and use bits and pieces of this book. Thanks for your time and let's get started.

Take a look at the potential of this system:

If you find 10 items a week that can net you \$50 profit that is an extra

\$500 week

\$2000 a month

\$24,000 a year

Go to 20 items a week and now you are at \$48,000 extra a year!

Trust me both the profits and number of items are conservative here.

In this book a lot of items are mentioned. In order to try and keep everything current we have created a resource page:

[www.dreammakerbooks.com/amresources](http://www.dreammakerbooks.com/amresources)

We will update the resource page frequently.

If you want to just go see how to find misspelled items you can go to <http://www.bidmedic.com> and look on the left hand side. You will see an eBay misspelling tool. Check it out! Now make sure you come back to this for how to implement my system!

## Chapter 1

### Niches

The first step in the process of making money on misspelled items is to determine what type of niche or niches you should operate in. There are thousands of possibilities on eBay. I suggest you pick a couple of areas and research them. If it is something you can make money with become a student and start working it. Pick a few areas to become an expert in and you will profit greatly.

When I first started I thought tools would be a great niche. I was right; there are tons of misspelled tools on eBay. However I knew nothing about tools and my heart was not in it. This is a great niche however it was not for me. I like Oakley sunglasses. This quickly became an area of expertise for me and guess what, there were a lot of opportunities for me to cash in here.

A good way to determine your niche is to find what you are interested in or what you love. If that is not working well go to the eBay categories and see what is selling well.

A great tool for finding hot selling niches is called [Hot Item Finder](#). This scans eBay in real time to tell you what is selling now. I use it to help stay on top of the ever changing market.

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**Making a killing off the mistakes of others!**

You would be amazed at what is available. There are thousands of misspelled items in each and every category. Many of these items go unsold or have very low bid amounts. Some examples of niches could be:

Clothing  
Fashion  
Tools  
Electronics  
Music  
DVDs  
Videos  
Auto parts  
Cars.....yes even these get misspelled sometimes  
Gaming systems

Don't limit your thinking. If you think of it most likely it is available.

A great video about a program to help you find HOT NICHES is available here:

[A great video about Auction Yen!](#)

With Auction Yen you can be assured you have a hot niche. I have not seen a program on the market that will search eBay's "want it now section" other than auction yen. I use it all the time to make a fast couple of bucks!

Be sure to check out the resource page for the latest niches!

[www.dreammakerbooks.com/amresources](http://www.dreammakerbooks.com/amresources)

## **Chapter 2**

### **Locating items**

Ok so you've now determined what kind of niches you are going to work in. You have done some research to see what items are selling well on eBay. The next step is to find the misspelling of these items and see how much potential "product" is available to you.

As in every business this is an important step. You want to make sure that if you are creating a niche that you will have lots of product to choose from. The hotter an item is on eBay the more of that product will be available misspelled. This is a great concept.

There are several ways to find misspelled eBay items. The most effective method I have found is to use keyword generators. The way these work is you type in the correct spelling of the item you are looking for and hit search. The program generates a string of alternate spellings of the items and populates it into eBay. It sounds complicated but really all you do is type in the item you are looking for hit search and then browse eBay for the best deals.

I have used a lot of these types of tools and by far the best misspelled search tool is located at

<http://www.bidmedic.com>

On the left hand side you will see a link to the "eBay misspelling tool." It is easy to use and reliable.

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Here is the direct link

<http://www.bidmedic.com/spelling.php>

Go ahead and play around with different searches.

Don't forget to bookmark this page as you will use it ALOT!

Once you have generated the search and are in eBay you will notice that there are thousands of items misspelled. I would recommend narrowing down your search. Here is how to do it: Right under the search area is a link to advanced search.

for '(akley,okley,oaley,oakey,oak...'

[Buy It Now](#) [Sign in](#) to see your customized search options

akly,oakle,aakley,okaley,c All Categories Search [Advanced Search](#)

53 items found for (akley,okley,oaley,oakey,oakly,oakle,aakley,okaley,oalkey,oakely,oaklye,ooakley,oaakley,oakkley,oaklley,oakleey,oakleyy,ookley,oaaley,oakkey,oaklly,oaklee,oikley,oaklwy,oaklry,oaklet,oakleu,iakley,pakley,oskley,oajley,oalley) [Add to Favorite Searches](#)

List View [Picture Gallery](#) Sort by: Time: ending soonest [Customize Display](#)

	Compare	Item Title	PayPal	Bids	Price*	Shipping to USA(edit)	Time Left
<input type="checkbox"/>		<a href="#">Outta Control Electric Dreams US CD EP Oakey Moroder</a>		-	\$0.99	\$2.50	47m
<input type="checkbox"/>		<a href="#">Text Book of Harmony Analysis by Geo. Oakey</a>		1	\$1.87	Not specified	6h 41m



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Once inside there it will allow you to enter words that you want to omit.

You need to enter the correct spelling of your item right away. This is because many eBayers put both correct and incorrect spellings to try and attract a larger audience. If the item has a correct spelling chances are we will not find a deal. Enter any other words in there that can help narrow your search as well.

The screenshot shows the eBay search page. On the left is a sidebar with navigation links: [ns](#), [Motors](#), [is](#), [Seller](#), [Bidder](#), [Number](#), [Stores](#), [es](#), [ember](#), [tact](#), [in](#), [ading](#), [t](#). The main content area is titled "h: Find Items" and includes a "Learn more ab" link. The search section contains the following elements:

- Enter keyword or item number:** A text box containing "akley okley oaley oakey oakly oakle a".
- In this category:** A dropdown menu set to "All Categories" and a "Search" button.
- Links to [general search tips](#) and [advanced search commands](#).
- Checkboxes for "Search title and description" and "Completed listings only".
- A dropdown menu for "Any of these words".
- Exclude these words:** A text box containing "oakley", which is circled in red. Below it is the text "Exclude words from your search". A red arrow points to this section.
- Items Priced:** Fields for "Min: US \$" and "Max: US \$".
- From Sellers:** A section for filtering results.

## Chapter 3

### Research

Lets spend a few minutes on what I believe is the most important topic of this whole book. Research! You must have sound grasp on what items are selling for so you can determine if the item is worth buying misspelled.

Let's face it we all want to make the biggest profit margins possible. If you are only going to make \$10 on an item is it really a good investment? I don't think so.

I usually like to see at least a \$20 return for anything I buy. \$20 is a minimum for me. It is **SO** important to research before you buy anything. There are several items that you may think will sell well, when in reality there is no value in them at all.

The nice thing about this system is that you do not need to be an expert when it comes to finding misspelled items to resell. This is the "item research" step.

Let's say you type in CAMERA to look for misspelled cameras that have been listed on eBay. The search engine returns 100 misspelled cameras. You may not know a thing about cameras....no worries because you *don't need to know anything!* Say one of the 100 cameras is a Sony Cybershot 2.1 Digital Camera. Simply copy and paste (or write it down if you cannot copy and paste) the camera's title description, go to eBay and click on the "Advanced Search" button in the top right of any eBay page.

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for '(akley,okley,oaley,oakey,oak...'

[Buy It Now](#) [Sign in](#) to see your customized search options

akly,oakle,aokley,oakley,c All Categories  [Advanced Search](#)

53 items found for (akley,okley,oaley,oakey,oakly,oakle,aokley,oakley,oakley, oakely,oaklye,ooakley,oaakley,oakkley,oaklley,oakleey,oakleyy,ookley,oakley,oakkey,oakly,oaklee,oikley,oaklwy,oaklr y,oaklet,oakleu,iakley,pakley,oskley,oajley,oalley) [Add to Favorite Searches](#)

List View | [Picture Gallery](#) Sort by: Time: ending soonest [Customize Display](#)

<input type="checkbox"/>	<input type="checkbox"/>	Compare	Item Title	PayPal	Bids	Price*	Shipping to USA(edit)	Time Left ▲
<input type="checkbox"/>			<a href="#">Outta Control Electric Dreams US CD EP Oakey Moroder</a>		-	\$0.99	\$2.50	47m
<input type="checkbox"/>			<a href="#">Text Book of Harmony Analysis by Geo. Oakey</a>		1	\$1.87	Not specified	6h 41m

Once that page opens up you will paste (or type) the title description into the box that reads **Enter keyword or item number** and then MAKE SURE you check the little box that says **Completed Listings Only**.

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The screenshot shows the eBay search page. A red circle highlights the search input field containing 'Sony Cybershot 2.1 Digital Camera'. Another red circle highlights the 'Completed listings only' checkbox, which is checked, with an arrow pointing to it from the right. The left sidebar contains links for 'Find Items', 'By eBay Motors Categories', 'Items by Seller', 'Items by Bidder', 'By Item Number', 'Stores', 'Members', 'Find a Member', 'Find Contact Information', and 'Find a Trading Assistant'. The main search area includes a category dropdown set to 'All Categories', a checkbox for 'Search title and description', a dropdown for 'Any of these words', an 'Exclude these words' field, an 'Items Priced' section with min/max price fields, and a 'From Sellers' section with radio buttons for 'From any Sellers', 'From specific sellers', and 'From My Favorite Sellers'.

**Search: Find Items**

**Search**

**Items**

- [Find Items](#)
- [By eBay Motors Categories](#)
- [Items by Seller](#)
- [Items by Bidder](#)
- [By Item Number](#)

**Stores**

- [Items in Stores](#)
- [Find Stores](#)

**Members**

- [Find a Member](#)
- [Find Contact Information](#)
- [Find a Trading Assistant](#)

**Enter keyword or item number**

Sony Cybershot 2.1 Digital Camera

[See general search tips](#) and [advanced search commands](#).

☐ Search title and description ☒ Completed listings only

Any of these words

**Exclude these words**

Exclude words from your search

**Items Priced**

Min: US \$  Max: US \$

**From Sellers**

☒ From any Sellers

☐ From specific sellers (enter sellers' user IDs)

Include

Search up to 10 sellers, separate names by a comma or a space.

☐ From My Favorite Sellers

Search sellers from [My Favorite Sellers](#) list

When you hit the search button you will now know the amount of money that camera has brought in for its owners. You can sort the results so that you can put them in order from most to least. This is a great way to get an "average" price that the camera goes for (look for the ones in the middle of the pack). The ones in green are the ones that sold.

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	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>	0	<del>\$389.99</del> \$29.99	Jun-02 22:45
	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>		<del>Buy It Now \$448.05</del> Not specified	Jun-02 22:40
	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>	1	<del>\$199.99</del> \$24.99	Jun-02 22:40
	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>	9	<del>\$88.99</del> Calculate	Jun-02 22:34
	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>		<del>Buy It Now \$119.99</del> \$19.99	Jun-02 22:27
	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>	0	<del>\$9.99</del> Not specified	Jun-02 22:21
	<a href="#">View similar active items</a> <a href="#">Sell one like this</a>	0	<del>\$239.99</del> \$24.99	Jun-02 22:20

That is how I know if I am willing to pay "X" amount of money for a misspelled item or not. And doing it this way is great because you actually don't have to know squat about the item!

Another tool I use for research is [Mpire](#). This is free site with tons of useful information. I like the research section. You can type in what you are looking for and it not only gives you an average selling price but also gives you suggestions on how to list your products by date, price, title, and category. I find this tool invaluable to my research.

You can also use Google to try and get an idea of the selling price of an item. Simple do a web search on it.

Lastly don't forget about [Hot Item Finder](#). Again I find this tool invaluable in my research.

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This tip is very important and available now through my "trial and error". Avoid searching too many name brand words such as "Craftsman" instead search for "Circular" (for circular saw). The reason this is so important is because if Bob, a Carpenter got on eBay because he needed a Circular Saw, he is going to put the words Circular and Saw in. He most likely won't put the word "Craftsman" in the search box.

Some brand names are good to search though if they are very popular brand names such as Hilfiger or Gucci, Abercrombie, etc.....So just remember this and be aware while doing your searches. Also, one word searches return better results.

I must caution you about a couple of things. There are some sellers on eBay that intentionally misspell there items and then start it off with a high opening bid. They hope that someone is not doing their research and that they will sneak a sale in. Also some people may have a low bid and then have outrageous shipping....just use some common sense and research items before you go placing your bids.

## Chapter 4

### Bidding

So you have found your niche, found misspelled items in you niche and have researched it. You are now ready to start bidding. This is where you really feel some excitement. You know that a particular item will sell for \$100 (because you did your research...of course). The item is there for the taking and you already envision yourself cashing in right? Slow down! Read this first.

If there is a bid on the item do not rush to throw a bid in. Trust me, I learned the hard way. Just watch the item for a few days and at the end, post your bid. To be quite honest there will be some people besides you that stumble onto the auction. I have found it to be more successful when I wait and bid at the end. However if the bidding starts at say \$.99 and nobody has bid I will usually throw a starting bid of \$1.01 out there. The reason I will do this is because if the seller notices that he has misspelled the item he can go and change it or cancel the auction and re-do it. Does that make sense?

I tend to always "watch" the items until the end of the auction. To "watch" the items: just click on "Watch this item" in the upper right hand corner of the auction.




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**Oakly Thump 26mb Sunglasses**  
World Vial Charger Incuded

Item number: 8288969251

You are signed in [Watch this item](#) in My eBay | [Email to a friend](#) | [Sell one like this](#)

  
[View larger picture](#)


Starting bid: **GBP 100.00** [Place Bid >](#)  
(Approximately US \$186.86)

**Buy It Now** price: **GBP 210.00** [Buy It Now >](#)  
(Approximately US \$392.41)

End time: **10 hours 9 mins** (Jun-03-06 09:13:48 PDT)  
Ships to: Worldwide  
Item location: Newport, United Kingdom  
History: **0 bids** [← WOW](#)

You can also: [Watch this item](#) [Email to a friend](#) | [Sell one like this](#)

**Meet the seller**  
Seller: [gameboygiz](#) (8)  
Feedback: **100% Positive**  
Member: since Apr-30-04 in United Kingdom  
[Read feedback comments](#)  
[Ask seller a question](#)  
[Add to Favorite Sellers](#)  
[View seller's other items](#)

**Buy safely**  
**1. Check the seller's reputation**  
Score: 8 | 100% Positive  
[Read feedback comments](#)  
**2. Learn how you are protected**  
 Shop without sharing your financial details [Learn more](#)

Now when you go to "My eBay" at anytime, you will see all of the items you are watching (maybe 10 maybe 100) and there is an option eBay gives you to write notes under each item being watched. Just click "add note" This is awesome! Why? Because after researching what the item (spelled correctly) goes for on eBay (for researching see chapter #3) you can write a little note like "This item averages \$110 on eBay" or "One of these just sold for \$55".

The reason the notes are so important is because it lets you check back before the auction ends and see if the item has reached top bidding or if it is still within the range to make you some money. Plus this allows you to research it once, come back days later to finish up the auction without having to go research it again.....you know what you are willing to spend on it!

Now for those who want to win more of the misspelled item at the lowest prices I suggest sniping. Sniping is placing a bid during the closing seconds of an auction. This eliminates the "bidding wars" that can happen. I use a great program that allows me to set my "snipe" price and forget about it. During the closing seconds of the auction I am watching this program submits my high bid. By doing this no one else is able to out bid me during the final seconds, unless of coarse their proxy bid was higher then my bid amount.



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This is awesome and helps automate your process of winning those great misspelled items. I use auction sniper for this process. They give you 5 free winning snipes to start and then you pay a very small percentage after that. It is well worth the couple of cents to win those items that you are going to resell. Plus if you refer someone and they sign up you get free snipes. It really is a fantastic deal. Check them out!!



**[AuctionSniper: Your eBay sniping solution.](#)**

## **Chapter 5**

### **You won**

Congratulations! You won your misspelled items. This chapter may seem novice to most of you however I want to be thorough for everyone. First off make sure you pay the person right away. Even though eBay is a binding contract you might have someone realize that they just lost a lot of money by misspelling their item. The sooner you pay the less of a chance you will have this happen.

Once you receive the item I recommend taking it out inspecting it, taking new photographs and the re-listing it (with the correct spelling of course). As soon as it sells pack it up in the same box it was shipped in and send it off to its new owner. Collect your cash and smile. This is a lot like flipping real estate however there is no risk associated here.

Now for those of you who are gamblers here is something I have done a few times. I have found items that I know will sell for a lot of money. Let's say there are 4 days left on an item. I will go in and create a 3 day auction for that item. I use their pictures and their description. I spell it right and start the auction. I cross my fingers and wait.

Like I said this is a rare tactic that should be used sparingly. If all goes well your auction sells for a lot of money. You turn around and purchase the item and have them send it to you. Note... I said to you. You want to inspect it and remove any receipts before you resend it. You then turn around and send it to your winner. This can make you some quick money but be careful if you don't play your cards right you could have some explaining to do.

## Chapter 6

## Automation

I have now given you the secrets to make money on eBay with misspelled items. As you can see the more you work this system the better results you will have. I want to explain some ways to streamline and automate this system as much as possible.

One neat trick is after the keyword generator has generated the search and you have eliminated the correct spelling of the item is to save the search to you favorites. On the right hand side of the search box is a link that says “add this search to favorite searches”.



Once inside you can determine if you want it emailed to you or not. Either way you now have skipped the step of having to redo the keyword for that item. All you do is go to My EBay and click on favorite searches and you will get new updated searches of that item.

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If you combine the power of [Hot Item Finder](#), and [AuctionSniper](#) you will be amazed at how fast you will be able to generate income with this system.

## **Chapter 7**

### **Conclusion**

This book contains all the secrets I use to locate and profit from misspelled eBay items. I commend you for taking the steps towards becoming a success on eBay. Spend the time to work this system and get as automated as you can. The more items you “flip” to more money you will make. This system is simple, the secret is consistency. Like I said in the beginning eBay is an ever changing community. Inside this community are thousands of niches that will enable those who apply this system to profit greatly. I hope that the one to change their life from this system is you! Below are a few specific products that I recommend to further enhance various aspects of your business and life.

Mike LeMoine

eBay Powerseller

[www.dreammakerbooks.com](http://www.dreammakerbooks.com)

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[www.dreammakerbooks.com/amresources](http://www.dreammakerbooks.com/amresources)

**Recommendations**

[Hot Item Finder](#)

[AuctionSniper](#)

[A great video about Auction Yen!](#)

<http://www.bidmedic.com>

Also don't forget to check out my website for more great books on  
how to make money with eBay and the internet!

<http://www.dreammakerbooks.com>

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