SPECIAL REPORT:

Top 10 Secrets To Selling Successfully on eBay

About the Author:

Jason James is a 10 year Internet marketing veteran and an eBay Power Seller of 4 years. His website "The Auction Resource Network" reveals his inside secrets, tips, and sources that help him pocket over $10,000 per month on eBay. His proven step-by-step system shows even users with little or no business experience how they too can make huge profits selling products on eBay.

Claim your FREE 14 Day "Learn How to Sell on eBay" e-Course Here:
http://www.auctionresourcenetwork.com

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Recommended Money Making Opportunity:

The resource listed in this section has been helpful in building hundreds of successful online auction businesses. Perhaps it can be as helpful to you. For complete details on this offer visit:

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"Who Else Wants To Learn A Simple, Step-By-Step 'System' For Making Quick and Easy Money Selling On eBay?"

Other leading auction sellers are Steaming Mad! Renowned eBay Power Seller Jason James is finally revealing all his top product suppliers, all his insider secrets, all his hot selling tips, and much more to help you make BIG MONEY selling products on eBay!

For More information Visit:
http://www.auctionresourcenetwork.com

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As a successful Power Seller on eBay I often get turned to for advice. Since I registered on eBay in 2000, I've ran thousands of profitable auctions which I follow these guidelines. Most importantly always try to be fair with other users who deal with you and never be intimidated by any competition. eBay is big enough for us all, and currently there is 1 seller registered to 78 buyers.

1) Low starting Price

Before you list your auction, ask yourself what's the lowest amount you'd be prepared to accept for your item. A low starting price will attract more bids and at a quicker pace - usually within the first day of the listings. Research shows that a .99c starting price will get you bidders within a few hours. Many vehicles and high value items are sold with a low starting price especially by established Power Sellers - because unless it's an extremely poor week the item will normally end up with hundreds of bids and at a cost that's acceptable to the seller.

Additionally users are more likely to view auctions which already have a successful bid as it generates interest in your item. It's like if you see a market stall with hundreds of people standing around it - your curiosity would tell you to stop and see what's generating interest. Use curiosity to your advantage.

2) Do Your Homework

If you want to make the most money you can on eBay, then you need to know what sells. But how can you find that out? Performing a market analysis is one of the most important ways to maximize your net revenue once you have listed enough auctions to collate plenty of raw data.

In my opinion, some of the best eBay statistics tools out there are made by Hot Item Finder. This software is a great way to conduct eBay research. You can extract and analyze licensed eBay data and statistics to virtually ensure your auction success by seeing what has sold, for how much, how many bids it got, etc. **More details on Hot Item Finder can be found here: http://www.hotitemfinder.com/auctionresourcenetwork**

3) Images

An Image is worth a thousand words. Take photos of your item to clearly show the condition of it, and any damage or unusual aspects of it. eBay allows you to include one photo free of charge and if you use your own image hosting

service you can easily include as many photos as necessary to show your item in a detailed manner. Many Power Sellers use up to 20 photos for one single item. Ask yourself how many are necessary for your item. and also consider using the gallery option so the image will appear within the search listings.

4) Cross-Promotion

You've worked hard to get users to view your listing, so while their viewing it also include a link to any other items you've available. This is allowed in addition to the already provided link to "View other sellers items". You can use commercial services (such as Anadale) to include images and descriptions of your other items.

5) About Me Page

Sell yourself on your About Me Page. This is your chance to establish some credibility for yourself. The biggest reason people will not buy from you online is because you have failed to establish any credibility for yourself. So include details about you and your business. Where are you situated?, how long have you been registered on eBay?, What do you specialize in? If your a high volume seller you may also want to include a photo of yourself. Have a look at other About Me pages to see what works and what doesn't.

6) Return Policy

Nothing gives buyers greater confidence than knowing that they can return the product if it's not for them. So consider drafting yourself a returns policy. Will you accept returns? What if the item arrives faulty? How long is the policy valid for?

It may seem like a big risk to offer such a policy knowing that you'll have to incur a cost relisting and reshipping items but only a very small amount of users will return the items.

7) Feedback

Leave feedback for the winning bidder as soon as the item is paid for. Some sellers like to protect themselves by only returning feedback when it is left for you. I consider this unprofessional and your bidders will most likely think the same too. Don't be scared of getting a negative or neutral comment on your feedback record. The majority of users will consider all of you feedback before bidding, not just looking at one or two comments.

Additionally if you deserve any feedback left for you such as if you were late shipping, accept it was you fault. Don't be too worried about admitting it with an apology in response to your feedback. You may also want to compensate your winning bidder with reduced postage or a bonus item to show it was a genuine error on your part.

If you know the there is going to be a delay in completing any transaction, email the bidder and inform them. Apologize with a comment such as "This is a rare incident that's completely out of my control. I hope by looking at my feedback record you will see this is an completely isolated incident". Always try to keep on good terms with all your buyers.

8) Instant attention

Give immediate attention to your bidders and prospective bidders. Don't leave a delay of days before responding to any emails or phone calls. And following a successful transaction you may want to email your bidder to tell them when the items been shipped and when it will be expected to arrive.

I know many sellers, some of them Power Sellers who takes days to respond to a simple email. If you don't have time to respond immediately consider delegating the responsibility to someone else who can respond on your behalf. Never give any bidder reason to doubt whether your a genuine seller or not.

9) eBay Store

Opening an eBay Store is a necessary step for anyone medium sized seller. Not only do you benefit from cheaper and longer listings within your shop, but you can also cross-promote your products easily, send out newsletters and establish a trusted brand for your listings easier. Also you'll gain more coverage (and hopefully bids) for your listings by appearing in the eBay store directory. **Get more details on eBay Stores here: http://ebay-stores.auctionresourcenetwork.net**

10) Shipping

Don't be tempted to over price your shipping costs and try to make a small profit on this. Firstly you can be found out to easily, and it's one of the most unforgiving things for a seller to do. More importantly over pricing your shipping costs is against eBay policy.

If your offering digital goods such as an eBook or special report, you may consider a small handling fee to cover your time and administration costs.If

you do make sure it's fair and clearly highlighted within the item listing. The last thing a bidder wants to do is find out there are unexpected costs associated with a purchase they've made.

Good luck with all your eBay selling activity!!

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