The Newbies Quick Guide To Selling Digital Items on eBay

By Michael Sherriff
http://auctionaffiliatesecrets.com

The Hidden Goldmine of eBay's Affiliate Program Revealed……
How To Make Money From eBay without Selling

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Forward:

I owe the creation of this report to one of my newsletter subscribers, Linda prince.

Linda emailed me and asked me a few questions that she wanted answering. Rather than answering Linda directly, with her permission, I decided to use the questions to create this report for so that everyone can benefit.

Linda's questions are based around the subject of selling downloadable items on eBay in the easiest way possible. One of the main things that Linda wanted to know was "How to deliver her digital items automatically".

Well, this and all of Linda's other questions have been answered in this report. It was only meant to be a short report but it soon grew as I answered each question.

Please note, you may NOT sell this ebook. You can however, give it away to anyone who you feel would benefit from it but under no circumstances can you charge any money for this ebook. It is FREE to anyone who wants a copy.

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Selling Digital Items on eBay – Where To Start.

eBay already has a very comprehensive help section when it comes to "How to sell" on eBay. I would suggest that you still use eBay's own help section for a comprehensive guide to using and selling on eBay.

Here is the link for eBay's help section
http://pages.ebay.com/help/

This report is designed to assist you with selling digital items on eBay and delivering them automatically to your customers.

Linda Prince asked:

"In order to start an ebay "Career" you need to have the basics from ebay on how to set up your listing which is free on their site, BUT it doesn't go into detail. Once you hit the list now button, then the problems start. As a newbie I think it important to know from the beginning what steps should be taken before you get to the listing stage. (I am only talking for digital downloadable products)"……

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Q1. Important to have JPEG photos ready in a separate folder to load into your account

A: It is very useful to have your images ready in a separate folder for each product, before you even begin to list an item on eBay. It will save you so much time in the future to have this set up. By keeping the images to each product that you sell, in their own folder, you can quickly and easily manage them.

Q2. Preparing your description BEFORE listing. (I first tried on the description page but got really bogged down with a description and it took over an hour of changing the text to get it worded right) then I tried in m/s word, then tried to copy & paste but I found I couldn't edit the info so I had to print it out and then type it in the description page and set it out the way I wanted it to look with bold, font & so forth using one of their templates, Is this the only way to do this? I used their standard format as I don't know HTML

A: It is always best to have your description set out in advance before listing any items. HTML is very easy to use. There are many free What You See Is What You (WYSIWYG) Get HTML editors available to download from the internet.

These look very much like a normal word processing software, such as Microsoft Word. You can simply enter your normal text, use the buttons at the top of the editor to make certain words BOLD or ITALIC, change the size of the text, underline it etc. When you are done, you simply click a button and the HTML code that you need is already there and waiting for you to copy and paste in to eBay's Item Description section.

You must ensure that when you copy the HTML code in eBay's item description section that you are using the "**Enter Your Own HTML**" option of the item description section and not the "Standard" option. There are two tabs at the top of the item description section which you will see.

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Q3. Can you copy & paste the sales letter from a Resale rights product you have? or do you have to re-type it?

A: If you are selling an item, for which you have the Resale Rights to for example, you can simply copy and paste the HTML of the sales page that you have and paste it in to the Item Description Section on eBay but make sure that you have chosen the “Enter Your Own HTML” tab first.

However…… There still remains the problem of displaying the images that are normally in the sales page of the resell rights item that you want to sell.

If you have your own web hosting and know how to upload these images to your web hosting and then link to them in your item description, then this will not be a problem to you.

But what about if you don’t have your own web hosting?

Well, there are free picture hosting services available on the internet which allow you to upload the images that you want to use, to their web hosting. This is simple to do. I like the free service of http://www.pictiger.com/ You don’t even have to create an account with them. You can go to their web site right now and click a button to search for an image on your computer and upload it to their web hosting. As soon as it is uploaded, you will then be taken to the next page on their site where they will already have the HTML code for you to use in your eBay item description.

Here is an example:

Normally, the HTML code of the item that you have resell right to would look something like this…….

```
<IMG SRC="images/sampleimage.jpg" WIDTH="273" HEIGHT="343">
```

If you used the above HTML code in your eBay description, the image would not display.

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So if you upload the “sampleimage.jpg” from your computer to the free image hosting offered by www.pictiger.com, you would then be given the following HTML code to use in your eBay item description:

```
<img
src="http://images5.pictiger.com/thumbs/5c/640df830d44ec6374783e270ce973a5c.th.jpg
" border="0" alt="Image is Free Hosted By Pictiger.com" />
```

You would then simply copy and paste the above HTML code in to your eBay item description to replace the original HTML code.

Although you do not have to register an account to use www.pictiger.com I would highly recommend it. You will be offered more features and also be able to keep track of all the images that you have uploaded.

Q4. Do you have to list how you acquired your product? i.e. you have created the product or that you have resell rights or used a public domain or free download? and how should it be worded.?

A: While it is not absolutely necessary for you to have to add this information to your items description, sometimes it is nice to add it. Some users of eBay scan the site looking for products which “in their view” infringe copyright laws and then report them to eBay who do tend to shoot first and then ask questions later.

You can save yourself a lot of time and headaches by simply adding a couple of lines to the top of your items description page stating that you have purchased the resell rights to the product and no copyrights have been infringed. You can also ask eBay to contact you in the first instance if they have any questions regarding this.

This normally works and stops people reporting you to eBay but please only sell items for which you do have the resell rights to.

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Q5. How do you get PayPal to download (PDF document/e-book/report) automatically. Do you have to have a web site?

A: This is a great question. A lot of people have asked me this in the past and mentioned the setting up of filters in their email program which will pick up the subject line of an incoming email and fire off an automated reply which would then contain the download information for the item.

STOP!!!!!

This is a pain in the rear and is flawed. It is so much hassle to set this up and leaves your items open to abuse that it just isn't worth your time to do it.

There are much better and secure ways to automate your downloads while keeping them safe. Below are two options, both have their plus and minus points so you will need to decide which works best for you.

PayLaodz.com v EW Business Portal

I have used and reviewed both of these services for you below. Derek who wrote the EW Business Portal very kindly allowed be to test drive his software for this review. However, the reviews of both products are clear and unbiased so that you can make your own choice as to which one suits you best.

PayLoadz Review

PayLoadz is a hosted service which allows you to deliver your digital products safely and securely. Because it is a hosted service, you will need to create an account with PayLoadz first, which is free to do.

In its simplest form and terms, you create an account, upload your products using their easy to use "browse for the file on your computer and click a button" process.

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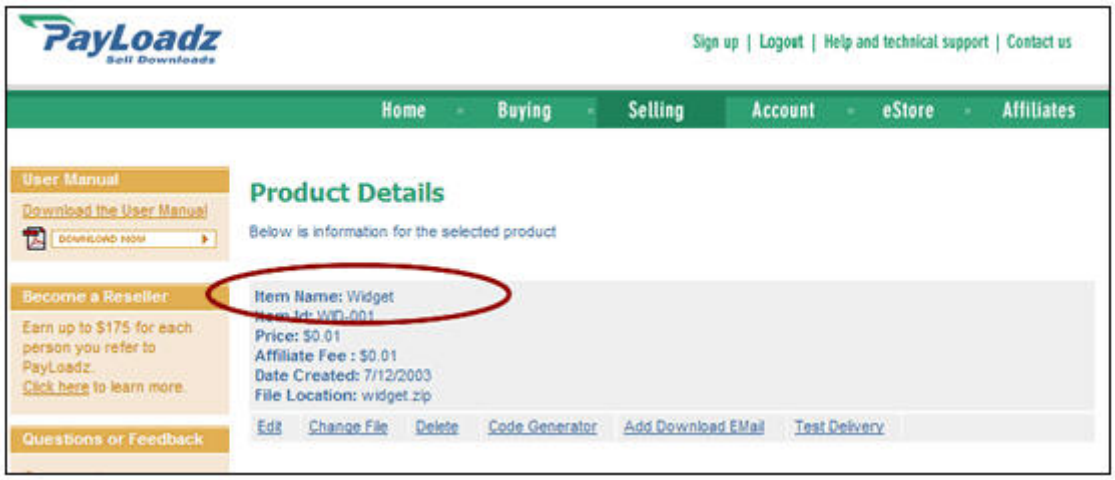
Here are the actual set up instructions as per PayLoadz offers them

Step 1: Get Item Name from your Payloadz Account
In order for our system to know which one of your products to deliver, you need to use information from our web site in your auction.

You must copy the exact Item Name as you have it entered in our system and use that as your auction title. this will allow our system to track which item you sold in the auction. You can obtain the Item Name from the product details page. In the example below, you would enter "Widget" as the auction title (without the quotes).



Step 2: Log into eBay
Log into your ebay account or register for an eBay account if you do not already have one.

Step 3: Navigate to create listing

- Click on the My eBay link
- Click on the Selling tab
- Scroll down to the Selling-Related Links
- Click on "Sell Your Item" link under the "Managing your auctions" section.

Step 4: Choose Fixed-Price Auction and Auction Category

Choosing the Auction Type
On the first page choose the "Sell at a Fixed Price" option and click "Continue". You can choose the normal Online Auction if you like, just be sure that you have Price Checking disabled in your PayLoadz profile.

Note: To use BUY IT NOW, eBay users need to have an ID VERIFIED account or feedback of 10 or higher on that account. International Note: ID Verify is available to US residents only, not International.

Auction Category
Choose the appropriate category for your item on the next page and click "Continue".

Step 5: Enter listing title and description information
Enter the Item Name you copied from the PayLoadz web site into the Item Title field. this will ensure that our system tracks the auction properly after payment has been made.

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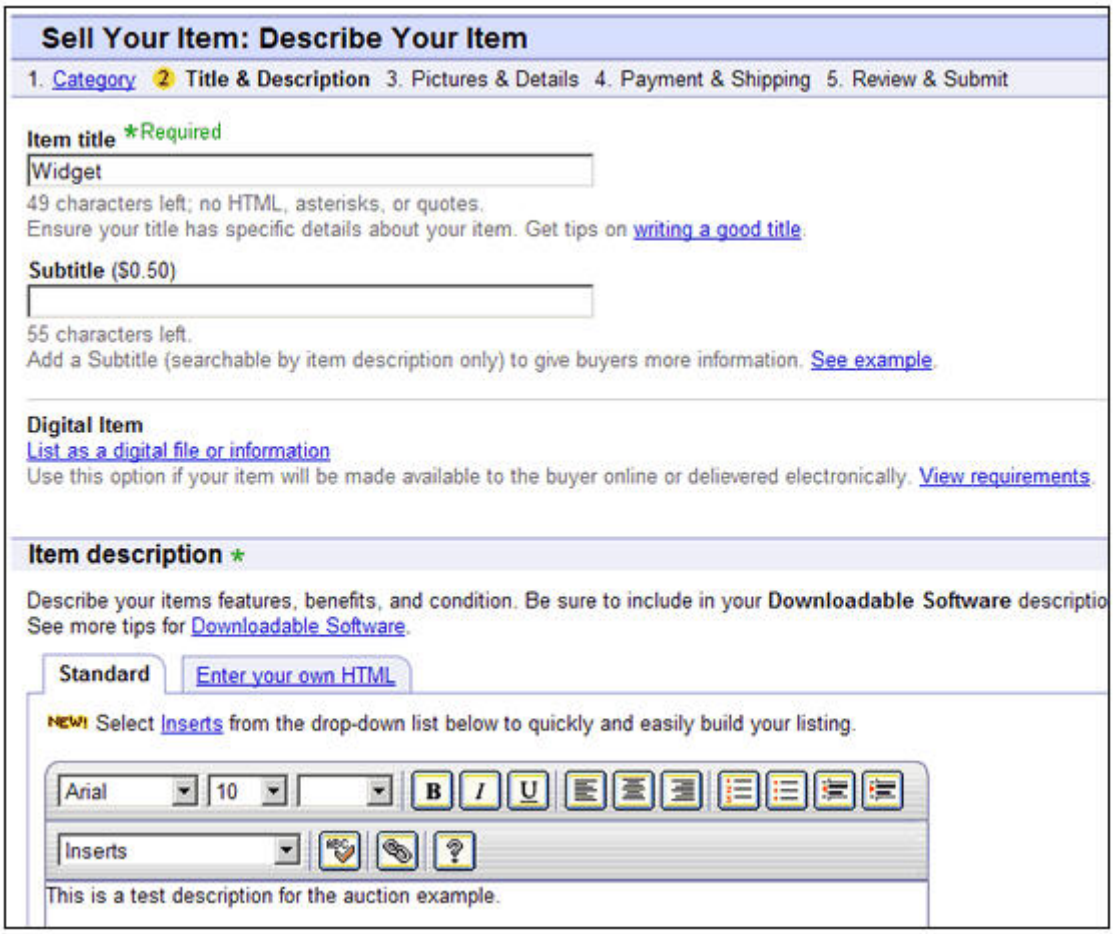
Enter an Item description in the text field. You can enter anything you like, but it should include a rights notice that says you are the authorized copyright owner of the item. Below is an example of this notice:

Rights Notice
For copyright holders, you may want to post a notice inside of your product description regarding ownership of copyright. This helps tell eBay that you own the product and have rights to sell it. Below is an example description:

RIGHTS: "eBay Username" is the eBay profile name for <Your Company Name>. <Your Company Name> is the rights holder for this download product. Therefore, the download file is an authorized version for sale and distribution.

Below is an example of the eBay page this information is entered:



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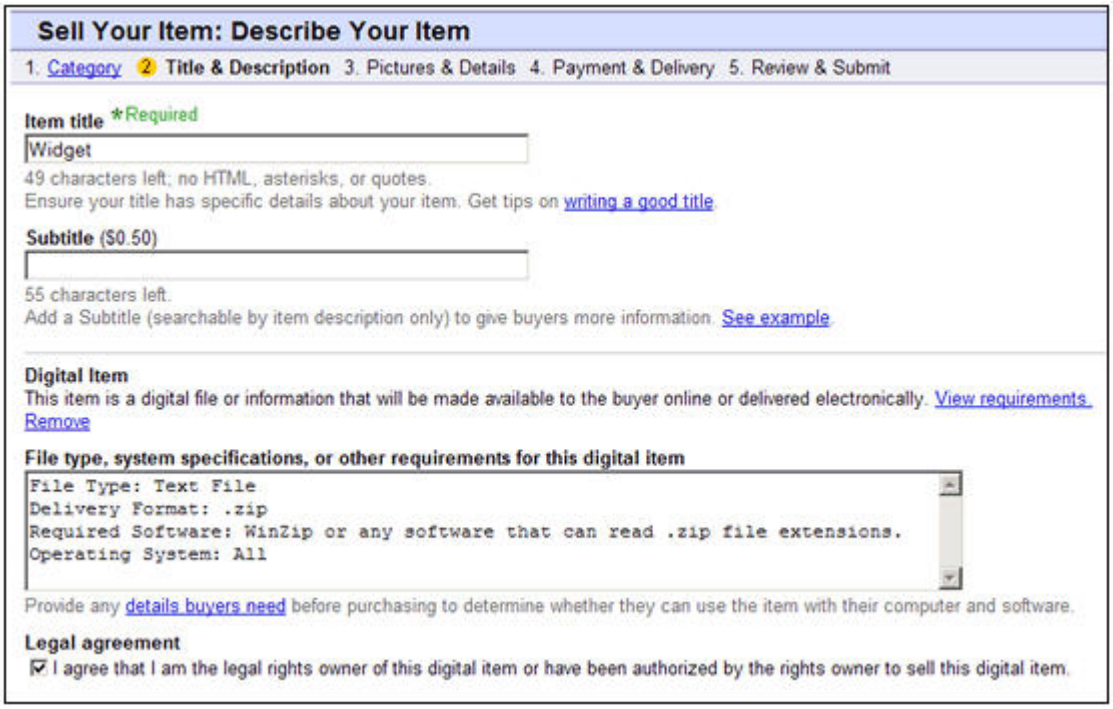
Step 6: Specify your auction as a digital item auction
eBay tracks digital good downloads differently than normal auctions. To have your item tracked as a digital good, click on the "List as a digital file or information" link found on the same page you entered the title and description. The following fields will appear. Fill them out as completely as possible, then click continue.

Note: You are required to enter the following items when listing a digital good:
http://pages.ebay.com/choosingformats/digitalitems/faqs/

Note: The option to list your item as a digital good is limited to certain countries. However, our system will still deliver the file properly if you follow the other steps in the process carefully. You do not actually need to specify the item as a digital good, but it makes the process a little more seamless.



Step 7: Enter item details
In the item details page, enter an amount for quantity to ensure you do not sell out of your digital item (ex. 100) and a price for your item. Note: Be sure to set this amount to the amount listed at PayLoadz if using the Price Checking feature in your PayLoadz account.

Click "Continue" when finished.

Step 8: Set payment and file delivery options
Setting payment option to require immediate payment via PayPal
In order to provide immediate and instant delivery for your auction, you need to require immediate payment to be made through PayPal when the customer clicks on the "Buy It Now" link. To enable this feature, you need to enter your PayPal email address as entered in your PayLoadz profile in the form field next to "PayPal - payment will go to". Then, you will need to turn on "Require immediate payment through PayPal for Buy It Now" by checking the box to the left. Once clicked the page will update automatically to look like the second image below.

IMPORTANT: The Payment Email you enter in your eBay auction MUST be the same as your PRIMARY PayPal Email Address, and the same as the email listed in your PayLoadz profile.

Specify the file delivery option

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You need to specify a location where the customer will go to download their item after purchase. You should enter the PayLoadz Order Lookup page which is located at: http://payloadz.com/d1/lookup.asp. After payment, the customer will be sent to that address and using information from their PayPal payment receipt, they can retrieve their order from our system. The eBay page below show example information:

Click "Continue" when all of the information has been entered.

Step 9: Confirm and Submit listing
Review the information entered for your auction and Submit your listing to make it live.

TURBO LISTER
Our system fully supports the use of Turbo Lister a powerful listing tool for eBay auctions. More information can be found here.

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As you can see, you are required to list your item on eBay as a digital item. As of writing this report, this option is only offered on the USA eBay site, so there may be problems if you are using eBay in any other country.

You can of course log in to your non USA eBay account and from the home page, at the bottom of the page, there is a link to go to the USA eBay site. From there you can list your items on the USA eBay site and use the PayLoadz system

Flat Monthly Fee Pricing

Account Level	Transaction Limit**	File Storage*	First Month	Monthly Fee
Basic	$100	10 MB	-	FREE
Premium I	$500	100 MB	$0	$15
Premium II	$1,000	200 MB	$0	$29
Premium III	$2,500	400 MB	$0	$70
Corporate I	$5,000	800 MB	$0	$135
Corporate II	$10,000	1,000 MB	$0	$260
Corporate III	$20,000	2,000 MB	$0	$500
Corporate IV	$50,000	5,000 MB	$0	$1,000
Corporate V	$100,000	10,000 MB	$0	$2,500

* Additional File Storage: $5 for 50 MB (Premium Accounts Only)

** The Monthly Transaction Limit refers to the maximum value of transactions allowed within a running 30 day period before an account upgrade is required. It is not based on calendar months, but rather, the previous 30 days total

Percentage of Sales Pricing

Account Level	Transaction Fee*	File Storage	First Month	Monthly Fee
Premium Merchant	15%	1,000 MB	$0	$0

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EW Business Portal Review:

I've been waiting for a program like EW Business Portal to come along for years. I have to admit, every single downloadable item I have sold on eBay has been delivered manually. Every time someone purchased something from me I manually sent them the download link for the file.

Ok, it's still easier than shipping a physical product but it was still way off the ideal solution. I eventually ended up having email templates set up in a folder with the download link in it so all I needed to do was copy and paste the it in to the email and send it to the customer. But is was still a long way from good business practice. After all, did my customers really want to sit around waiting for me to log in to my email account, see their payment and then wait for me to send them an email with the download link? No, of course not. They wanted the item NOW!!!

And to be honest, I wanted them to have it NOW too ;-)

Well I have to admit it, I am now changing all of my downloadable items that I sell on eBay so that they use an automated delivery system. Kiss goodbye to the manually sending out of emails. I can now have this done instantly. As soon as one of my customers pays for their item using PayPal, an email is sent to them before they have even had a chance to log back out of their PayPal account!!!!

Ok, so how is this possible?

By using the EW Business Portal software.

While the name of the software may not shout at you exactly what it does, it certainly solves the problem of automated delivery for digital items that you sell, both from a web site and from eBay.

What you will need, to be able to use EW Business Portal, is your own web site as the software needs to be installed on a web site. If you have a web site then this is no problem. With a comprehensive installation guide included with the script, I was able to upload and get the software working, first time, in under 10 minutes.

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You will need to create a database on your web site, which is easily done through your web site control panel. Then it is simply a case of uploading the script to your site. The rest of the setting up is done through your admin control panel and is very straight forward. I did it without using the user guide.

From your admin control panel, you can easily upload the products you are selling, enter the details required and job done. Now, here is the best part……

With the product uploaded in to the EW Business Portal, you can choose to sell the item from your own web site or through eBay. The EW Business Portal generates a short line of code for you that you need to insert in to your eBay item description. It is that code that allows EW Business Portal to detect when the item is sold and paid for using PayPal, so that it can automatically send an email to your customer with their download link in it.

EW Business Portal will also generate the PayPal payment information so that you can sell items from your web site too while offering you the same automatic and instant order delivery.

One of the great features of EW Business Portal is that is does not reveal the actual download URLs to any of your products which eliminates theft of your products by people passing round the URL's of your download pages and products. And the links that are sent out to your paying customers also expire after a certain period that you can set.

So is EW Business Portal for you?

Well, this depends on a few factors….

You will need your own web site or web hosting and a domain name. You will also need to be able to create a database on your web hosting too. This is not hard to do.

If you feel that installing the script is beyond you, then worry not because Derek has told me that his company can install it for you for just $9.99.

So, is EW Business Portal better than PayLoadz?

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Good question. Both offer the same service but PayLoadz has an ongoing cost with monthly fee's and transaction fees while EW Business Portal doesn't. The cost of EW Business Portal is a one off cost with nothing else to pay.

EW Business Portal requires you to have a web site and a create a data base while PayLoadz does not

Here are the price comparisons:

Firstly, PayLoadz has two pricing options. Their "**flat fee**" and "**percentage of Sales".**

Only you know how much you will be selling each month but lets say you sell $500 of items per month.

With PayLoadz **Flat Fee pricing** option, it would cost you $15 to use their service. This also takes in to account that all of the items that you uploaded to your PayLoadz account does not exceed 100MB in total size.

If you used the **Percentage of sales** option, it would cost you $75 but you are allowed 1000MB of storage space.

If you used the EW Business Portal, you would have incurred no fees except for your normal monthly web hosting costs which are probably as low as $10 a month.

So based on these figures over a 12 month period, using PayLoadz would have cost you $180 and EW Business Portal would have cost you $120 in web hosting fees and the original $44.95.

However, if you already pay web hosting fees then these fees aren't an additional expense that you are going to incur if you use EW Business Portal, so really, all it will have cost you extra in those last 12 months if the cost of the software at $44.95.

If you sold more than $500 in one month and you were using PayLoadz then your fees will increase and to be honest, I would very much want to be selling more than $500 of items a month on eBay as I grew my business.

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So, on a cost only basis, EW Business Portal wins.

In conclusion, if you don't have a web site, don't want a web site or feel that you don't want to set up the EW Business Portal script on your site then the PayLoadz option is the one for you but this will cost you more over time than the EW business Portal option.

If you have a web site and want to save money then the EW Business Portal option works out as a better option for you.

If you are wondering if EW Business Portal are paying me money to say any of this then the answer is "NO". When I contacted Derek who owns the EW Business Portal software, I told him that I wanted to review his product for the use in this report. I told him that I would write an unbiased review of the product, good or bad.

I would like to point out that to make this report free to you, I have used affiliate links for both PayLoadz and EW Business Portal. The reviews of both services are completely unbiased which is why I haven't tried to tell you which one I use in an attempt to get you to use it too. To me, it makes no difference if you PayLoadz or EW Business Portal or neither of them. It is entirely your choice.

Q6. Why should you have to use an ebook compiler if you have adobe or a PDF program.

A: If you are selling an ebook which you have created then you have three choices of format to offer your ebook in:

Word Doc

PDF

EXE

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Word Doc:

I can't stress how important it is for you NOT to distribute your ebook in Word Doc format. This is a plain word document which anyone can edit and change and then resell as their own product and believe me, people WILL do this. I know this from personal experience because the first ebook I sold on eBay was in plain Word Doc format. Within days, dozens of people had bought my ebook, changed it and claimed it as their own. I was very naive back then and I wouldn't want this to happen to you.

So that rules out the first option of Word Doc format.

PDF: (Portable Document Format)

If you have your ebook in Word Doc format then you can convert it to PDF format quite easily. Adobe, the company behind the PDF reading software, offer software that will convert your Word Doc in to PDF. The advantage of having your ebook in PDF format is that it can be read on Mac Computers as well as Windows computers which means your ebook is available to more people.

There are free and low cost PDF converters available. Adobe's own PDF creator is the professional choice and it comes with a very professional price tag to match, so you may want to use the lower cost alternatives which offer less options but are more than ample for creating PDF documents.

It must be said that PDF files are usually much smaller in size that other formats which means that your customers can download them faster.

If you want a high quality, easy to use, PDF creator, then I can highly recommend 5 Minute PDF Creator. This is the same program I used to use before I finally saved enough money to buy Adobe PDF creator and to be totally honest, I really wish I had just stayed with the 5 Minute PDF Creator. It does everything that I need it to do without all of the complicated features of Adobe that I have never used anyway.

Save your money and use 5 Minute PDF Creator instead.

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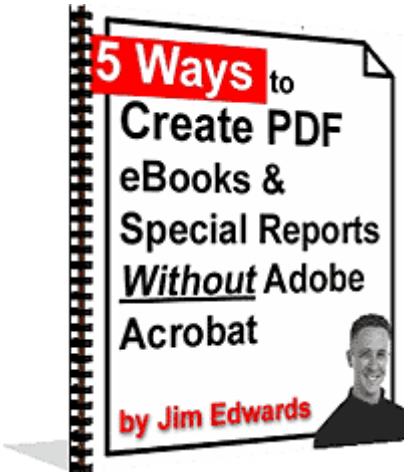

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EXE:

If you come across any ebook creation software then chances are that these ebook creators will output your ebook in the EXE format. EXE means that the file is an executable file and when you double click on it, it will open and execute its function.

Unfortunately, EXE files are commonly used to transfer viruses and other unwelcome nasties on to your PC. 9 times out of 10, your anti-virus program will jump in to action when you download an EXE file just in case it is a virus.

This can cause you problems when delivering your ebooks to your customers.

In summery, I would recommend converting your Word Doc ebook in to a PDF document.

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Q7. How do you set up 50+ e-books to download separately? Do you have to have a web site or can you use the ebay store? Is it easy to do?

A: Selling a single ebook or selling 1000 of them, it is just as easy to do. To manage the ebooks that you sell on eBay, you would need to use either PayLoadz or EW Business Portal so that the delivery of your ebooks are automated.

You don't need a web site to sell your ebooks. eBay will suffice just fine. The difference between listing your ebooks on eBay as an auction item or listing it as an eBay Store item does make a difference though.

Listing your item as normal on eBay will give your item much better exposure as it will be found when people search eBay. Items that are listed in your eBay Store will not be found in searches made by people searching eBay.

However, listing your item on eBay as normal does incur fees at the standard eBay rates. But listing your item as an eBay Store item, then the fees are greatly reduced. In fact, you can list an item in your eBay Store for just 2 cents!!!! Better still, the duration of that listing can be indefinite. You can choose to list your item for up 30, 60, 90 or 120 days for just 2 cents. If you choose the "Good til cancelled" option, then your item will continuously be relisted every 30 days and for each 30 days that it is listed, you will be charged just 2 cents.

Q8. In order to have a "sell this item now" or a Dutch Auction to list more than 1 copy of a book do you have to have a feedback rating of 10 or 30, and can you get this by purchasing only or is it a mix of selling and buying?

A: To create a Fixed Price listing ("Buy It Now") with a quantity of one, you must have a feedback rating of 10 or more. If you have a PayPal

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account and accept PayPal as a payment method on the listing, your feedback rating only needs to be 5 or more.

To create a Fixed Price listing with a quantity of two or more, you must have a feedback rating of 30 or more and be a registered user for at least 14 days. If you have a PayPal account and accept PayPal as a payment method on the listing, your feedback rating only needs to be 15 or more.

You can easily get the required feedback by buying items that are listed on eBay. BUT, if you are only buying items to gain feedback then make sure you only buy one item from one seller. If the same seller leaves you feedback form more than one sale, then you will only be credited with one feedback officially.

So if you need 5 feedback, then buy 5 items from 5 DIFFERENT sellers. 10 feedback required, means 10 items from 10 DIFFERENT sellers.

As an extra bonus, you can also download The Greatest marketing Secrets report using this link here. A new window will open when you click the link and the PDF report will load on to your screen. When the report has loaded, to save a copy, please click the “save a copy” button at the top left hand corner of your screen. The report comes with full giveaway rights so you can use it as you wish.

The last section of this report is our **Recommended Resources Section** where we have purchased, tested and reviewed the following resources and are happy to recommend them:

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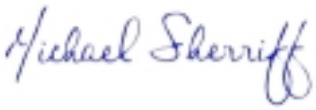
Never Before Revealed! Discover a new technique that can make you $1000 a week!" This system will change the way you do ebay! Not only FIND thousands of misspelled items with a click of a button, but also be notified via email THE SECOND an item is listed! This is almost unbelievable!
Misspelled eBay Search System

Are You Getting The Highest Profits In Your Ebay Auctions? Find out right now by taking this quick free run quiz. This may just open your eyes. **The Auction Revolution eBay System**

Top selling eBay expert and author wants to show you... "How to easily turn your auction traffic (visitors) into a lifetime stream of income." Most people think it's hard to have success with an online business. What's your excuse?
Turn Your Auction Visitors Into Cash

And as a special offer to you. I would like to offer you another ebook that I wrote called "The Definitive Guide To eBay". For a limited time you can grab this 140 page ebook at a very special offer price. As you can imagine, with 140 pages of information, it practically covers just about every question you have about "how to sell on eBay". Here is the link that you need so you can grab a copy right now before the special offer price disappears...
http://auctionaffiliatesecrets.com/tdgte/index.html

Regards,



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