The Real Secret To Quick and Easy eBay® Profits!

A Special Report Brought To You By:

Get Your Hands On Your "Risk Free" Copy of…

"The Auction Profit Machine™ – The "No Risk" System for Quick and Easy eBay® Profits!"

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Introduction

You're reading this report right now because you recognize the amazing money making opportunity found on eBay. Maybe you've already sold some items there, or maybe you've already achieved some success and want to expand your business. Even if you're brand new to eBay, you know the potential, and you want the quickest and easiest way to huge profits using their system.

We're here to tell you that there's an easier way to eBay riches that 99% of sellers out there have overlooked. Most people are offering physical goods at cheap prices, and squeaking by with minimal profits.

This is understandable because eBay is seen mostly as a bargain commodities market. It's natural for new sellers to want to jump in to the action by finding bargains on some physical items and then throwing up their own auctions to see what they can get.

One of the most overlooked opportunities on eBay is the fact that shoppers are also looking for *information.* Many are price shopping, or seeing what products are available. There is no doubt that people browsing eBay are *buyers*. They're looking to purchase something, but they're also seeking information about their desired items. Why not sell it to them?

Of course, we're talking about information products here. They're the highest profit and most hassle free items you can sell on eBay. In the rest of this report, we'll give you some more details about creating your own information products business on eBay and some tips and tricks to help ensure your success.

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The #1 Mistake Most Sellers Make

First, let's talk about the number one mistake that most sellers make when starting their eBay business. Keep in mind, that we're talking about those sellers who are trying to build an eBay business, not the ones who are just listing a few items to make some extra cash.

Most sellers seek out new items that they like or feel will have some appeal for buyers. Then they list the items on eBay in the hope that someone will come along and buy. This is probably one of the biggest reasons for lack of success on eBay. The problem is that this approach is backwards.

Your success is almost guaranteed if you reverse the order of this process. Instead, you should:

1. Find out what a particular group of people is interested in
2. Sell it to them

In that order.

This rule applies whether you're selling information products or physical items. Fortunately, there are many tools and resources to help you uncover what people already want to buy. eBay itself has many research links to help you figure out what customers want and are already buying.

In **The Auction Profit Machine™**, we give you a step-by-step system for finding a market and determining your chances of success before you even begin. We give examples and point you to the best research sources and tools (most of them free to use). Our system will remove much of the risk of choosing the wrong products to sell and give you the greatest chance of success in your business.

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Information Products Are Not Just "eBooks"

The most common misconception that people have about information products is that they're just eBooks. Many are turned off to the notion of creating an information products business because they feel they're "not a very good writer" or "don't want to put in all the time and effort to create eBooks".

Information products actually cover a wide variety of mediums and formats. They can be audio recordings, videos, books, or software. They can be delivered by digital download or produced on CD's, DVD's, or printed manuals. If you don't like to write, you can record yourself speaking about a topic and have it transcribed for you into an eBook.

What if you don't consider yourself and "expert" in your topic of interest? Find someone who is. Interview them over the phone or in person. Deliver your product as an audio download in mp3 format or on CD. There are services that allow you to interview someone over the phone. They'll record it for you and deliver it in mp3 format.

Actually, you can choose to outsource the entire product creation task if you wish. You just come up with the ideas and an outline. Have you're product created using the resources that we recommend in our course, and you're free to focus on the marketing.

As you can see, there are many avenues for getting your products created with limited work on your part. In addition, there are many other sources of products for you to sell. Here is a list of the five main info product creation and/or acquisition methods:

- Create the products yourself
- Hire Ghostwriters or Freelancers to create your products
- Obtain information that is in the Public Domain
- Obtain resale rights to other people's products
- Promote other people's products as an affiliate

The Auction Profit Machine™ course provides an in depth discussion of the pros and cons for each method and gives numerous resources and tools to get you started no matter which method you choose.

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How To Put Your eBay® Business On Autopilot

Another huge advantage of selling info products is ease of delivery. A recent development at eBay is their Digital Delivery system. If you provide your product in downloadable format, you can use this system to automatically send the download link to your customer upon completion of the sale. Imagine having money pumped into your bank account on autopilot while you're sleeping or even on vacation.

Our course completely covers all the aspects of using the Digital Delivery system. We even provide a video tutorial where you can look over our shoulder and watch as we set up an info product listing using Digital Delivery.

You must be careful when using this delivery method however. There are legal aspects to selling downloadable items. We'll discuss these issues in detail, and give you the knowledge you need to stay out of trouble.

One limitation of this system is that it's not currently available in every category that you may wish to sell from. We've discovered a way around this limitation. **This is exclusive information that you won't find anywhere else**. We actually show you how to implement our workaround in the video.

The combination of information products and Digital Delivery offers the perfect "lifestyle" business. Use our guidelines to set up an autopilot business that allows you more time to expand your enterprise or do the things you really enjoy in life.

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How To Double The Selling Price Of Your Products

While offering your products through Digital Download provides the most simple and convenient method of running your business, there is one downside to digital products. That is a low perceived value.

This occurs because so many eBooks are seen by eBayers as get rich quick scams. This perception has resulted from the fact that many of them actually are. On eBay, your product may be listed among a few to thousands of other similar ones depending on your category. It's harder to differentiate and build the perceived value. Also, a quick search will reveal hundreds of eBooks selling for 99 cents or less- some listings even pitch 50 eBooks for 99 cents! This phenomenon has created the belief among eBayers that eBooks are a dime a dozen.

A quick fix for this is to offer your digital product in physical form on CD, DVD, or as a printed manual. While this creates a little more work for you, the simple act of putting your product on a CD can generate a selling price that is several times higher than a downloadable eBook.

However, if you have a unique and exclusive product in an area of high demand, you can still generate some good profits with downloadable products. Whether you decide to go with downloadable or physical info products, our course has resources, tools, and step-by-step instructions for developing and delivering your items.

Just as we discussed previously, recording your product on physical media and shipping it to your customers can also be outsourced. As always, we'll give you sources for this in our book.

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Where To Find An Unlimited Supply Of Unique Items To Sell

By now, you can guess the answer to this one. Aside from ease of delivery, information products offer you an unlimited supply of one-of-a-kind items to sell for almost pure profit.

If you've sold any physical goods on eBay®, you realize that competition is fierce. As more competitors start offering the same items as you, prices start to fall and your profit margins become razor thin.

Say you've found a good item that is working well for you. Your supply will be limited to how many you can find or purchase if you're using the garage sale / flea market / thrift store method of sourcing your products. If you've found a good wholesaler or drop shipper, it won't be long before others find them either. It's just a matter of time before your supply runs out or your item becomes unprofitable.

By selling your own info product, you have exclusive access to an unlimited supply of a unique and in-demand item. No one else can offer what you can. Others may try to "knock off" your idea, but they can't legally produce the exact same product. If you've done a good job in your marketing, you'll have a consistent profit producer that will never run out and that no one can take away from you.

When you requested this special report you were automatically subscribed to our "Successfully Selling Information Products on eBay®" email newsletter.

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Why Should You Stay Subscribed To Our Free "Successfully Selling Information Products on eBay®" Email Newsletter Course?

Simple!

Our Free "Successfully Selling Information Products on eBay®" email newsletter course contains a step-by-step plan for:

- finding markets
- creating and/or sourcing your products
- setting up the most powerful auction listings
- providing excellent customer service
- ensuring efficient product delivery

If you stay subscribed to our free newsletter we are going to send you a ton of great "successfully selling information products on eBay®" tips **including step-by-step videos** that allow you to actually "peek" over our shoulders as we reveal to you **secret tools and techniques** all designed to help you make more money on eBay®!

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