

This Report Brought To You By:

Dan Walter

What Sells On eBay?

Visit Us At: <http://www.1800realitycheck.com>





The e-bay Starter's Kit



Legal Notice

While attempts have been made to verify information provided in this publication, neither the author nor the publisher assumes any responsibilities for errors, omissions, or contradictory information contained in this document.

This document is not intended as legal, investment, or accounting advice. The purchaser or reader of this document assumes all responsibility for the use of these materials and information. ButterflyReports.com, Inc. assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

© 2008 **ButterflyReports.com, Inc.**



TABLE OF CONTENTS

1. HISTORY OF EBAY	4
2. EBAY ONLINE AUCTIONS	5
3. 10 ADVANTAGES OF AN EBAY BUSINESS	8
4. STARTING YOUR EBAY BUSINESS	11
TOOLS WHICH HELP INCREASE YOUR EBAY EARNINGS	13
5. DROP SHIPPING – THE WAY TO GO?	14
SUMMARY AND ACTION STEPS	16
TOP PRODUCTS IN THE FIELD	17



1. HISTORY OF EBAY

Ebay: a name that needs no presentation. A company which is one of the symbols of the Internet revolution that has been going on for a decade now. But eBay is so much more than this. A business opportunity, a universal shop, call it as you like. What is sure though is that Ebay is one of the most spectacular Internet success stories that has inspired many people.

At its core, eBay is an online auction website. Ebay.com is managed by the American company eBay Inc. For those of you who don't know what an online auction site is, the concept is simple: it is a place where people buy and sell products online, and their buying/selling price is determined through bidding.

The successful eBay story began on September 3rd 1995. Pierre Omidyar founded the company in San Jose, California. The first item ever sold was a broken laser pointer, which cost the buyer \$14.8. The buyer was a collector of broken laser pointers, a thing which inspired Omidyar and made him realize the potential that his idea had.

The first person to be hired by the company, Chris Agarpao, was soon to be followed by Jeff Skoll, who was actually the first president of the company, back in 1996. Also in 1996 the first license deal was made with Electronic Travel Auction, a travel company.

What most people don't know is that, at first, eBay.com belonged to Omidyar's consulting firm, which was called Echo Bay Technology Group. The founder tried to register the site under the name "Echobay", but it had already been taken. The name was shortened, and that's how the brand that we all know today was born. When the company finally went public, in 1998, Omidyar and Skoll became instant billionaires. The company grew year by year into what we know it to be today, purchasing other important franchises like PayPal and Skype along the way.



2. EBAY ONLINE AUCTIONS

The online auction business model is very simple in concept: the auction participants bid for a product. The auction goes on for a pre-determined period of time, set by the seller. Whoever bids more gets the product. All the processes which are involved in this and all the intermediary phases are helped by the auction software which is developed to make the transaction as safe as possible.

This is exactly the case of eBay, which, although is not the only auction site, it certainly is the most important one. eBay acts as an intermediary, so it doesn't sell products owned by the company, like in the case of Amazon for instance. It just acts as medium in which sellers and buyers can interact and make deals.

When it comes to talking about the strong points of online auctions, there are more than a few. For example:

1. Round the clock bidding

You can place a bid or start an auction whenever you want, 24/7. The auctions have a limited time span, and they usually last from 1 to 10 days, but this factor is decided by the sellers. The potential buyers have all the time in the world to bid and buy whatever they need.

2. Worldwide reach

If you have Internet access, you can practically bid from anywhere in the world. This is one of the features of our last decade, a far smaller world in which contacts can be established with persons who are far away. eBay is no different, so a worldwide reach means more potential buyers. Since eBay does not store the products, the prices are usually lower than what they are in online shops.

3. Strong social interactions

Bidding has a social similarity to gambling, and that's why there even are people who simply bid in order to win an auction, rather than bidding because they need that certain item. They do this in order to win the auction.



4. A large community of bidders

The prices on eBay are usually smaller than anywhere else. Also, it is intuitive and quite easy to use. That's what attracts most people into becoming active bidders.

5. A large community of sellers

If there are many bidders, there must be many sellers also. The potential of selling your merchandise is worthy of taking into account.

All these advantages have drawn the attention of clever entrepreneurs who have started to realize the potential that eBay had. There's really no mystery in the fact that there are persons who make a solid income from selling on eBay, using different techniques which have been perfected in time. Can anyone build an eBay business? Of course. Now let's go through some recommended reading.

First of all, there is the Queen of all ebooks about Ebay which is called "[Silent Sales Machine](#)". A reported of 100.000 copies of this ebook were sold, making it one of the material of reference when it comes to auctioning on eBay. It is considered to be the most creative ebook about eBay ever written.

What does this ebook teach you? Well, everything from A to Z about eBay and how to profit from the giant 14 billion dollar industry that this company is. The book tries to answer the following questions:

"What sells best on eBay and what can I sell?"

"Could I be successful on eBay?"

"Are people really earning tens of thousands monthly?"

"How can I make REAL money in my spare time?"

The truth is that it does answer all those questions. However, it's much better if you see it for yourself:

If it's a piece of software that you are after, then "[Auction Inspector](#)" is probably your best option. This highly anticipated software tries to solve the following issues:



1. Finding hidden trends in the Want It Now marketplace. Auction Inspector scours categories for terms repeated often;
2. Getting in before everyone else! Auction Inspector will tell you which niche markets are saturated with sellers already, and which ones are ripe for the picking!
3. Quickly finding demand for certain products using the keyword search: Searching Want It Now manually could take hours, but Auction Inspector does it in minutes!
4. Searching eBay US, Ca, UK or Au.
5. Finding out which markets have low demand before you get burned.

In the eBay utility software world, [this tool](#) is among the best.



3. 10 ADVANTAGES OF AN EBAY BUSINESS

1. You have access to a great community of potential buyers

You will practically be able to use eBay's resounding name into your advantage. This is a thing that even some expensive advertising campaigns can't accomplish. I mean, having already targeted customers who see what you have to offer is no small feat. If you sell stamps, you don't want people who actually want to buy tennis rockets. And this is exactly what eBay does for you: it selects your customers and it makes your offer available to them.

2. No startup costs

Ok, think about any other business that has ZERO startup costs. Can you name one? Of course you can't. If you want to start a standard offline business, you will have to pay for an office, equipment, employees, etc. You know that it will sum up to be a few thousand dollars or more. You can register on eBay for free. This invariably leads us to the next major advantage, which is

3. NO financial risks

I don't know if you have ever run a business before, but having no financial risks is a very big deal indeed. Of course, you need to risk if you want a business to grow, but why not get rich without having to risk along the way? The maximum amount you will ever have to risk when building a business on eBay is \$3.30, which is the maximum fee that the company charges for certain items.

4. Quick startup

Yes, you can begin making business in no time at all. As a matter of fact, even when you finish reading this report you can go to eBay.com (or the eBay of your own country, if you are not from the USA) and fill out the registration form. Then, you will be ready to begin selling.

5. Expensive equipment is not needed

You don't have to worry about buying complicated pieces of equipment or machinery. All you need in order to start the business is an Internet connection. You won't have to pay for expensive advertising campaigns which might or might not work. All you need to pay for is your Internet



connection, and wait for the potential buyers to start looking at your products.

6. Round the clock store

There is no closing time. Even while you are sleeping, people are able to see what you have to offer and make bids. When it's your sleeping time, it could be buying time for other parts of the world. You practically have access to an impressive number of potential customers, 24/7.

7. Worldwide access

You are not forced to sell to a small number of people confined in your town area. People from almost any corner of the world are able to see your shop, and eventually buy. So why waste this impressive opportunity?

8. You can run your business from anywhere in the world

Now how does that sound? You don't have to be at your home every day. You could even be on a vacation, as long as you have electricity, Internet access and a laptop. Even more, if your business is successful, you could be on a permanent vacation, going from place to place and running your auctions from your laptop.

9. You can work at home

In contrast with the previous point, you can stay at home for as long as you like. If you have a family, you can always be close to it, because your office is your living room. No one forces you to be somewhere at a certain time. Convenient, right?

10. This business is easy to learn and manage

You don't have to be a rocket scientist in order to learn how eBay auctions work. You can proficiently learn it in a few hours, and when you have some experience, it will simply be a bargain to you. Also, your only employee is your computer, you don't need other hired persons. This makes the business very easy to manage and handle, while bringing you an important cash-flow (depending on the amount of time you dedicate to it).



If you want a deeper understanding of the giant market that eBay is, then you need to check out the “[Auction Revolution](#)”:

The author, Terry Gibbs, is considered an expert in the eBay field, having written this best seller.

eBay Mastery - A Step By Step Guide To Successfully Selling On eBay pours out the knowledge that the author has accumulated during his 14,752 auctions. The most important issues that this package addresses are:

- Researching to find out what your items are worth.
- Writing a title to compel eBay surfers to look at your auction.
- Writing auction listings that will get you higher bids.
- How to use listing upgrades to maximize your items' visibility.
- The three steps all bidders take before bidding.
- How to build and use auction templates effectively.

Then, another product which is very recommendable for the serious eBay marketer is “[eBay Auction Income Streams](#)”:

The information presented in this ebook is meant to make a power seller out of everyone who's reading in, and claims of 2000\$-5000\$ in weekly earnings out of eBay are not very far fetched.

The techniques presented in this ebook are priceless, but I will not go into any detail and spoil your surprise. Everything is doable and right on the money, you just need a little bit of your commitment.



4. STARTING YOUR EBAY BUSINESS

Maybe it will sound strange to some of you, but the first thing to do after you have set up your account is to... buy something. Yes, that's right, because in order to have a first hand feel about how things work you must buy something yourself.

For instance, if you manage to find a supplier, you can begin by buying something from them. This is also good for your business, because if there is something wrong with their products, you must know it. After all, you don't want a handful of angry people complaining about your products or services, do you?

You are bound to find anything and everything you could possibly want. Just enter the site, and see all the categories. If you click on any of them, an impressive number of sub-categories will pop out. It's just impossible for one not to find at least something of interest. However, try your first buy to be something that you need, something of interest. Get a feel of the mechanics and know how an auction works.

The very useful integrated "search" option allows you to perform accurate searches, on many different criteria. For instance, you can search for a specific product, for sellers or bidders, etc.

An important reason for you to buy something is because it will help you become a very powerful seller. If you have any questions about the product, you can always ask the seller. There are also grades which evaluate an item's condition. Beware however, because these grades are often inflated. They are:

- Mint or MIB – this item has never been used, it's still in the box, and it has all the instructions. In other words, is in perfect shape, as good as new;
- Near Mint – this product is almost as good as new, but it doesn't have the original packaging;



- Excellent – it has some very narrow faults, but it's almost perfect;
- Very good – this product has some minor defects;
- Good – still in good shape, although it may look used and it may have some defects;
- Poor – very bad defects, unusable.

When you make your first buy, you will first come across the transaction terms, which you will later use as a seller also. The transaction terms may include the following:

- The seller's refund policy if the item is damaged;
- Time needed for the item to get to you;
- The ways in which you can pay for the product;
- Who pays for transport (usually the buyer).

In order to check the seller's reputation, eBay has a very elaborate and useful feedback system. This is meant to eliminate scams, and whenever you have the possibility of giving feedback, don't hesitate. You have three choices, and they are positive, negative or neutral. When is your turn to receive feedback, you will congratulate yourself for giving feedback in the past.



TOOLS WHICH HELP INCREASE YOUR EBAY EARNINGS

The Easy Niche Store

This script lets you create your own eBay niche store with ease. The PHP script plugs into your own website and displays existing eBay products. A very good idea for savvy webmasters who want to make their websites earn some extra income. The best part is that the products will have relevance to the subject of your site. So if you have a site about bicycles, an eBay bicycle auction will be a logical extension of your site. You get a commission out of each sale, and you will need a Commission Junction account.

Build A Niche Store

The basic idea is the same as it is behind the first option. Choose a potentially profitable niche, bring traffic in and reap the rewards! The choice between the two of them is entirely up to you, or you can even try both, because they are well worth the effort you put in them. Affiliate Marketing at its best!



5. DROP SHIPPING – THE WAY TO GO?

Many people have stated that drop shipping is the most interesting and the safest eBay money-making opportunity. Why is that? Well, for those of you who don't know, here's a short definition of drop shipping: it's the delivery of a product from the merchandiser directly to the customer, meant to minimize your inventory and overhead expenses. That sounds nice, doesn't it?

If you don't have enough space for storing products or you simply don't want to get involved in inventory costs all you have to do is find a supplier who will ship directly to your customer.

Now here comes even a better part. Besides the fact that you don't bother storing products, you don't even have to pay for them until you have actually sold them. Most drop shippers will allow you to purchase items for a bit more than the wholesale costs, so you can put any number of items for sale, collect the payments from your customers and then order the products from the suppliers. Then, they ship the products themselves, from their own warehouse, directly to the customer.

Drop shipping is a common practice among eBay sellers, and it's easy to understand way. The convenience of not having to directly handle the products is an important advantage. Many persons have got rich using this method, which has its disadvantages also. For instance, the drop shippers will get away even with a bit higher prices, because of the convenience they are offering you. Then, you can't directly control the quality of the product.

However, the disadvantages are nothing compared to the good parts that drop shipping has to offer. It requires a bit of responsibility and maybe some phone calls to make from time to time. The rewards are worth it though. So, are you ready to jump in?

One of the greatest products that I've come across that deals with the drop shipping business can be found [here](#).



If you need a complete database of drop shippers and wholesalers which can offer you great deals, look no further. It is actually far easier to have a resource at your disposal that will save you the time to look for drop shippers yourself. Even if you decide you want to find them yourself, you will probably not find them all. For people who are serious about their drop shipping business, this is a no brainer.

Then, for people who decide to go all the way and make a job out of drop shipping, there's always [this product](#).

The three most important features of this package are golden:

- The top secret dropship suppliers' list available on the Internet today. They ship directly to your customers door!
- The TOP 7 best kept secret sources for accessing high selling products direct from China! One of these sources on their own is allegedly worth TEN TIMES the price of your Wholesale-Portal membership.
- A free website, with the domain name of your choice.

The number of features is far greater, but I'll leave the pleasure of experimenting them to you.



SUMMARY AND ACTION STEPS

- eBay is the most important auction site on the Internet, a true giant market from which you can profit with relative ease;
- the auction model allows for easier selling of your products, with round the clock bidding;
- the financial costs and the risks of starting an eBay business are down to an absolute minimum;
- drop shipping – one of the most important ways in which you can profit from the phenomenon which eBay is;
- with drop shipping, you don't even have to pay for the product unless you sell it first.



TOP PRODUCTS IN THE FIELD

- “[The Silent Sales Machine](#)”:
It will teach you the basics of eBay, but also much more than that. You will find out what sells and what doesn't on eBay;
- “[Auction Inspector](#)”:
Probably one of the best pieces of software which deals with managing your eBay auctions and products;
- “[eBay Mastery Package](#)”:
This will provide you with a more advanced understanding of the eBay phenomenon;
- “[eBay Auction Income Streams](#)”:
Learn how to become a power seller and start earning 2000-5000\$/month solely from eBay;
- “[Easy Niche Store](#)”:
This is a handy tool which will turn your website into an eBay auction;
- “[Build A Niche Store](#)”:
Same as the previous tool;
- “[Dropshipping Wholesalers](#)”:
An impressive list of drop shippers;
- “[Wholesale Portal](#)”:
Also a list of drop shippers, with some added features also.

