

e**bay**[®]

UNLEASHED

A BEGINNERS GUIDE TO MAKING MONEY
ON **EBAY**



eBay Unleashed

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FREAKING IDIOTS GUIDES

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[Also available on Kindle by Nick Vulich](#)

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Thank you for purchasing this book. **eBay Unleashed** is an attempt to bring you easy to implement solutions for selling your products on eBay. While no book can guarantee you success, the author and publisher have made every attempt to bring you the latest information that has been found to work for other eBay sellers. Results can vary.

If you find the contents helpful, please consider taking a few moments to leave a review on Amazon.

Your comments will help other readers decide if this book may be useful to them in their journey to be an eBay seller. They will also help me to catch errors or omissions in this book, and to correct them as quickly as possible. [Click here to review our book.](#)

If you have any comments or questions, feel free to contact me at nick@digitalhistoryproject.com. Any corrections will be addressed in future editions.

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Getting Started

Are you struggling to get started with eBay? Are you wondering if you can really sell items, just by listing them on an online auction site? Would you like someone to hold your hand, and guide you through your first few listings?

This book can help you with all of this and more.

I've been selling on eBay for thirteen years now. And, for five of those years I have made a full time living just by selling magazines and books through my eBay store.

Some years, I've made as much as \$40,000 to \$50,000.

Most years, when I do eBay part time to supplement my regular gig, I still make \$20,000 to \$25,000. For most of us that is enough extra money to make the house payment, utilities, cable, and even have enough left over to drive a brand new car every other year.

As you can see, eBay has been a great thing for me financially. When I'm in between jobs, I can step things up and make a full time living. When I want to slow it down a little, I just pull back on my new listings, and leave my eBay store alone to run on auto-pilot so that all I have to do is mail out my items as they are sold and paid for.

What I want to do in this short guide is show you how you can set up an eBay business of your own.

Whether you want to make a few hundred dollars per month, or build a powerful eBay store that can make you several thousand dollars per month, I will give you all of the information you need to make it happen.

What I am going to do is take you step-by-step through setting up your eBay account, setting up a PayPal account, and placing your first listings on eBay. Then we will talk a little bit about advanced selling strategies, and different methods that can help you increase your earnings.

Unlike other books about selling on eBay that drag on for 300 to 400 pages, I've deliberately kept this book short – under 50 pages.

Let's face it if you're like most people you already have a full time job. You don't have time to read through a whole bunch of filler to find the few gems you need to get started.

Deciding what to Sell

Probably the hardest thing for most people is deciding what they want to sell on eBay.

My suggestion is to start with everyday items you have around the house. If your family is anything like mine, you have plenty of extra stuff stashed away in every nook and cranny. My wife and kids have been planning a yard sale for five years now, and all of that stuff is filling up the garage. The kids have old toys, unused video games, videos, and CD's everywhere.

Chances are many of those items are things other people will want.

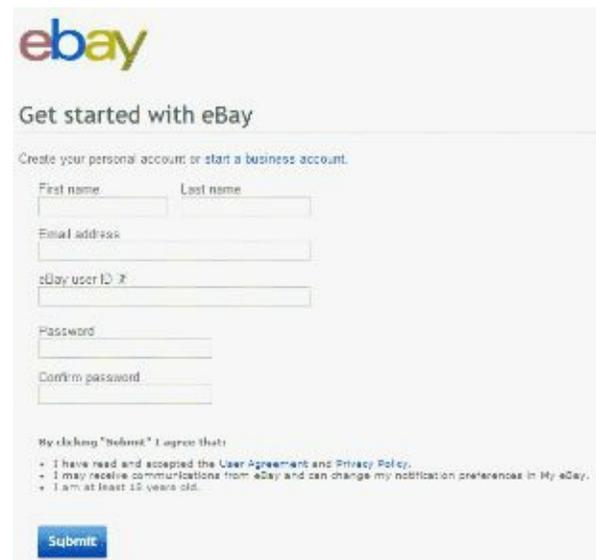
Take a look at a few of them, and then search for them on eBay. It's going to amaze you how much people are willing to pay for some old books or CD's. Just because your kids moved up to the newest greatest video game system doesn't mean someone else out there wouldn't be happy with that old game console, especially if you could package it with five or ten games.

Another advantage of starting out by selling items that you already have around the house is that you can get started without investing a single penny. This way you can test the waters for free, and see for yourself, if selling on eBay is something you would like to pursue.

Setting up your eBay account

Setting up your eBay account is easy to do, fast, and best of all free.

When you go to the main eBay screen, in the upper left hand corner, you will see “Hi! Sign in or Register.” When you click on that it will bring you to the following screen.

A screenshot of the eBay registration page. At the top left is the eBay logo. Below it is the heading "Get started with eBay". Underneath is the instruction "Create your personal account or start a business account." The form contains several input fields: "First name" and "Last name" (two separate boxes), "Email address", "eBay user ID" (with a small icon of a person), "Password", and "Confirm password". Below the fields is a section for terms and conditions, starting with "By clicking 'Submit' I agree that:" followed by three bullet points: "I have read and accepted the User Agreement and Privacy Policy.", "I may receive communications from eBay and can change my notification preferences in My eBay.", and "I am at least 18 years old." At the bottom left of the form is a blue "Submit" button.

Getting started really is as easy as it looks. Enter your first and last name, and email address.

Next you need to supply a user name. This is how people are going to come to know you on eBay. I suggest you give this some careful thought. A good user name should convey some type of information about what you sell.

If you have an idea about the type of products you intend to sell, try to put a spin on it to create a unique user name. If you are selling videos, you could use the name videostogo or sportsvideos. Both of them convey a sense of your business. If you plan on selling movie posters, you could try movieposters or moviemagic. Again, you can get a feel for the type of items you sell by looking at the username.

A word of caution here, eBay currently has over 250 million users so many of the names you think of are going to be taken. Some simple ways of using the name you like are to add hyphens or underscores. For example, you can try using moviemagic as movie-magic or movie_magic. Sometimes it will work, sometimes other users have tried the same trick.

If you're totally stumped, don't sweat it. eBay allows you to change user names every thirty days.

Finally, pick a password, and you are a member of the eBay community.

The next step is to update your information, so you can get set up to start selling. To do this, click Sell in the upper right hand corner of the eBay screen.

That will take you to the Update Your Information screen shown below.



Update your information

In order to proceed, please provide additional details about yourself. This will be saved as the main contact info at any time in My eBay.

Country / Region
United States

Street address

Postal code City, State

Phone number

For added security, answer a question that only you would know. We'll ask this question if you forget your password.

Secret question
Select a question

Answer

Go ahead and update your information, including street address and phone number. Make sure you use the correct information that your post office uses as this address will be used to determine shipping charges when you buy or sell items.

Next, select a secret question to help secure your account, and click continue.

The next screen you see is going to give you lots of great information about selling on eBay. Take a moment to bookmark it so you can return for more information as needed.

Setting up your PayPal Account

PayPal is the fastest and easiest way to get paid on eBay.

Setting up a PayPal account is an essential part of becoming an eBay seller. The good news is getting started with PayPal is fast and free.

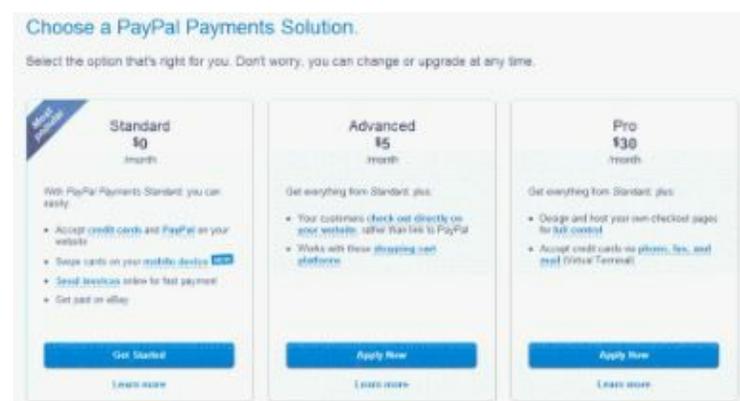
To sign up you need to visit <https://www.paypal.com>. This will take you to the following screen:



It is automatically set for the United States and English as the language. Click on the dropdown boxes to change the settings if you need to.

Next you are asked to select whether you want a personal or business account. Select the **business account**. You will need to upgrade to it anyway as you continue to sell more items.

The next screen asks you to pick a payment solution.



For now, choose the standard plan with no monthly charges. The other plans are targeted at more advanced sellers who have online stores or shopping carts.

Click **Get Started** in the Standard box.

The next screen offers you the opportunity to Create New Account or Log in. Click on **Create New Account**.

Another screen pops up asking you to choose your country and language. Click on the dropdown boxes if you need to make any corrections, and select **Create New Account**.

That will bring up a new box for you to start entering your personal information.

where it asks Do You Sell on eBay.

After this you will be directed to the final page requesting your personal information. Go ahead and fill it out. Select continue, and you will be taken to a screen that says you are all signed up with PayPal.

Congratulations! You are now able to sell on eBay, and collect your payments with PayPal.

The good news is: The boring stuff is over. Now we can get down to the business of selling.

Before you start selling

I honestly believe that you have to be an eBay buyer first, before you can become a good eBay seller.

If you've never bid on an auction, and returned to the site repeatedly to check on your progress for the days and minutes leading up to its close, you have no idea what your customers are feeling. If you've never waited anxiously for the item you won to arrive, you aren't going to really understand why quick shipping is so important.

The fact is: If you haven't been an eBay buyer, you're going to have trouble relating to your potential buyers.

If you've never purchased anything on eBay before my advice is to wait a few weeks before you even think about starting to sell.

You need to start buying first.

It doesn't have to be anything expensive. You can buy a few books, some videos, a case for your phone, whatever you choose. Just start buying some stuff.

Here's the way I want you to do it.

Pick a few items with Buy-it-Now (where you can click and it's yours). Bid on a few auctions, where you actually have to watch, and see if you are winning. As soon as you win the bid, go into the auction and pay with PayPal. Get a feel for working with the invoices buyers send to you.

When your items arrive, don't just tear them open. Take a few minutes to examine each package. Did the seller pack your item in a box or an envelope? Did they ship it first class, priority, or media mail? What about the label? Did they write it out by hand, and use stamps, or did they print a professional label with the postage printed on it?

Next I want you to carefully open each package, and note how your items are packed inside. Did the seller use bubble wrap? Did they wrap your item in newspaper? Or was your item just tossed half-assed into the box?

Finally, did they include an invoice? A thank-you note? Or any request for you to contact them should you be unhappy with your purchase?

Really think about it for a minute with each package that you receive. How did the sellers packaging make you feel? If they included a note, did that make it a more pleasurable buying experience?

Your first listing

It's time to create your first listing. To get started click the **Sell** button in the upper right hand corner. That will bring up the **Tell us what you sell** screen.



Enter a short description of your item, a UPC, ISBN, or VIN. Once you have been selling for a while you may want to visit the box just below this where it says **Sell with a template**. (A template makes selling easier because it is prepopulated with all of the information that you normally use in a listing. When you sell with a template it allows you to work quicker and smarter. All you need to do is add the item specific details and pictures, because everything else is there for you.)

For our example, type books into the box and you will be taken to the **Find a matching category** button.



This gives you the opportunity to choose a sub-category for your book. You can check on one of the categories that you see listed to choose the correct subsection within books. The **Browse categories** button allows you to search for a new category if books are not what you wanted. The **Recently used categories** button will show all of the categories you have previously used.

Go ahead and select Antiquarian and select continue at the bottom.

After this you will be taken to the Create your listing page. This is where you will create the rest of your

listing.

Most of this form is pretty self-explanatory. At the top it shows you the category that you are selling in, and then you have the opportunity to select a store category. This doesn't apply when you are just getting started and don't have an eBay store so you can just skip by it for now. The same goes for inventory. Skip by it for now.

The title box allows you 88 characters to describe your item. Choose your words carefully.

A great title is loaded with relevant search terms related to what you are selling. For example, if you are selling an iPod some of the keywords that you would want to include are: iPod, 8GB, 16GB, 32 GB, new in box, refurbished, reconditioned by Apple, warranty, black, white.

You want to make sure that you get every possible search term that you can fit into the 88 characters that you are allowed. It doesn't have to be a complete sentence. It doesn't have to make sense. It just has to have a great combination of keywords.

Here are several great titles running right now:

- > Apple iPod touch 4th generation white (8 GB) New Screen Replaced refurbished
- > Refurbished Apple iPod Touch 4th Generation White 8GB with Accessories
- > Apple iPod Touch 4th Generation Black 64GB Mint with charger/case bundle

That's the way you want to do it. Pack every keyword you can in there.

Next you are offered the opportunity to add a subtitle. In most cases you're going to want to skip this. It costs \$1.50 per listing period, way too much money for the value that you are going to get out of it.

What a subtitle does is allow you to add more information about your listing that people can see before they click into it. The downside is, the information in a subtitle is not searchable, so it does not help potential buyers find your items. If you're selling something expensive or unique, the subtitle can sometimes help clinch the sale. You do need to be careful because if your item doesn't sell on the first try, every time you relist it you're going to be charged another \$1.50.

Item condition description is a new field that I really like. It shows up at the top of your listing, and can help prevent a lot of misunderstandings if you list any faults there.



To fill in the rest of this section, just follow the prompts. If you don't know the answer for one, or are just unsure how to answer, you can leave it blank.

Origin and country of manufacture let you add the region and country of manufacture. This can be important when you are selling your item internationally. Below that there is a spot for you to add item specifics if you have any other details you want to put out there. I have never used this one.

To add pictures just click on the yellow box and choose the pictures you want to upload from your computer. eBay allows you to upload up to twelve pictures for free. Use as many pictures as you need to present your item. It is recommended that your pictures are at least 1600 pixels on the longest or tallest end. You can resize pictures in Paint or a similar program. If you are using a lot of pictures I would suggest a program such as Adobe LightRoom. Using it I can resize several hundred pictures in less than five minutes.

Next you need to add your item description. eBay allows you unlimited space for your description, so be sure to tell everything needed to entice potential buyers.

A good description should include all details related to your item. Describe everything accurately. Be sure to note any flaws, no matter how small (include pictures where possible). Some of the things you should mention are: brand, model number, dimensions, color, special features, and any other factors relevant to your item.

The listing designer allows you to dress up your listing if desired. Don't waste your dime. The visitor counter lets you track the number of people looking at your item. It's a good way of discovering how popular your item is.



After this you are offered the option of listing your item as an online auction or as fixed price. Auction is just like it sounds. Potential buyers can bid on your item, and the highest bidder wins. A Fixed Price listing is just like buying from a local store. You price the item, and the first person willing to pay the price gets the item.

There are a couple of spins on each of these you need to know before you list your item.

With auctions you have the ability to add buy-it-now. What that means is you set two prices – one price that bidding starts from, and the other, the buy-it-now price, which allows potential buyers to purchase your item without bidding.

Fixed Price sales allow you to set a price, and then add something called best offer. What best offer does is allow you to accept offers from your customers. Most customers send their offer using the best offer form. Others like to test the waters and email you first with the price that they have in mind. A lot of the customers who email me first, preface the conversation by saying they have five or six items they are considering, would I accept so much for each of them. At that point we can deal back and forth some and I can adjust the best offer parameters so that it will accept their offers when they put them in. (Quick note here: Always make sure to complete your transactions through eBay. Completing sales off site is against eBay policy, and can get your account suspended).

Duration allows you to select the length of your listings. Seven days is standard for auctions, but you have the option of running it for one, three, five, seven, and ten days. Fixed price listings can run for thirty days, or good till cancelled (which means it automatically relists until the item sells, or you cancel the listing).

Where it tells you to decide how to be paid, select PayPal and add the email address that is linked to your PayPal account. This is where all your invoices will be issued from, and all payment notices will be sent to this address as well.

With shipping, you have two different sections to fill out. One is for shipping in the United States, and the other is for international shipping.

With shipping you have the option of specifying flat rate (everybody pays the same amount) or calculated (shipping is determined by where the customer lives). I always use flat rate shipping. It just works out easier with the type of items I sell. Most of them are less than six ounces and easily fit in stay flay mailers.

You are also allowed to pick different levels of shipping – including media mail, first class, priority mail, flat rate priority mail, and express mail. Be aware that in certain categories, such as books, sellers are required to offer one shipping service for \$4.00 or less. If you decide to offer free shipping, check the free shipping box to the far right.

At the very bottom of the shipping section you need to select a handling time. Keeping your handling time under three days will keep customers happy because they will receive their packages sooner. If you are a member of the Top Rated Seller program or aiming towards it, eBay requires you to offer one day handling time.

I've always offered international shipping. Many weeks a third of my customers are international buyers so without them, I would have much weaker sales. And the truth is selling internationally is no harder than shipping within the United States. If you use any of the shipping tools available in PayPal, eBay, Stamps.com, or Endicia they will take care of the majority of work on the customs forms for you. If you take your mail to the Post Office have them walk you through the customs forms the first few times.

The final section on the first page for listing your item is titled **Other things you'd like buyers to know**.

You have the opportunity to add any buyer restrictions here. An example would be restricting bidders who have two or more non-paying strikes against them. My suggestion would be to be as lenient as possible. Better to give people the benefit of the doubt than drive away potential customers.

If you're charging sales tax (and you should be), this is where you set up the tax rates for your state.

Return Policies are set here as well. eBay does not require you to accept returns, but it is strongly encouraged. If you accept refunds, you can specify a time frame for them – normally either fourteen or thirty days. There is also a box for you to spell out your return policy. Spell out all of the details. Tell customers if you have any special requirements or restrictions regarding returns, how long your return period is, and who pays return shipping. If you need to be contacted prior to the item being returned, tell people here.

Finally there is one last box at the bottom of this box where you can specify additional checkout details.

Examples would be forms of payment accepted. If they are making multiple purchases, you can ask buyers to wait for an adjusted invoice before paying. This way you can combine shipping, and have them pay for all of their purchases at the same time. It will make shipping and tracking a whole lot easier.

And, way down at the very bottom, just before you click continue, eBay shows you your fees for this auction so far.

At the top of the second page eBay makes their pitch for all of their upsells. My best advice would be to pass on all of them. It's an extra cost that isn't going to pay you back in most cases. At the bottom of this page you can review the total fees you owe. Click on **submit** and your item will be listed.

It sounds like a lot of details, but after you do it two or three times you will be a pro.

Some quick words of advice

Now that we've talked about the basics of how to sell I want to share some tips and tricks that might make selling easier for you.

How to use auctions

Auctions used to be the way to sell on eBay. Over the last few years, the market has moved more towards fixed price offerings where people can just click on the item they want, and buy-it-now.

The new rule for auctions is to use them when you have something unique, and you are unsure of the price it may bring. An example here would be a Superman Number 1 Comic in less than prime condition. You know that it's going to sell, and you probably have a good idea of the range it will sell in, but you want to take a shot at the moon.

There are two pricing strategies with auctions:

1) Start at 99 cents and let the market set the price. This will attract the maximum number of bidders, as potential buyers jump in trying to pick up a bargain. If things go right, this is a great way to get the most money from an item, because if you can spur a bidding war between two or more buyers, the sky is the limit. Unfortunately, in today's market, this can be a dangerous strategy. If you can't spark the bidding war that you were hoping for you're going to be in for some major disappointments.

2) Start your item at the price you need to get, and add a buy-it-now where you can still score a higher price if somebody bite's on it. This strategy will save a lot of heartache and grief if the bidders you were hoping for never materialize. One example from my selling, and I will let it go. I had and 1858 county history of Scott County. It was the only one listed anywhere on line, and they normally sold for \$300 to \$400. My cost was \$181, and I started it for \$9.99 with no reserve. I used all of the upgrades, bold listing, highlighted and featured in category, and no reserve price (meaning the item would sell to the highest bidder, no matter how low). My listing upgrades cost nearly \$20. The item sold for \$18.81 (shipping included). Lesson learned: Don't set yourself up to lose money.

Auction Timing

There's a lot of talk out there about auction timing, specifically the best time to start and end your auctions. My thought is – that's all it is, a bunch of talk. People log onto eBay constantly, from work, from home, or on the go with eBay Mobile.

It's silly to assume that any day or any specific time of the day is better than any other. People are logging in from all over the world to check in on your auction. The only part of this advice I will buy into is that you want to run your auction so it goes through at least one weekend. This will assure you the maximum number of people have the opportunity to view your auction.

Try not to end your auction on a holiday. I've had holidays where I've had really good sales, but most of them have been disappointing. Traffic is normally lower during holidays because people spend more time on the road, and with their families. If you must be on eBay on a holiday, be a buyer, not a seller.

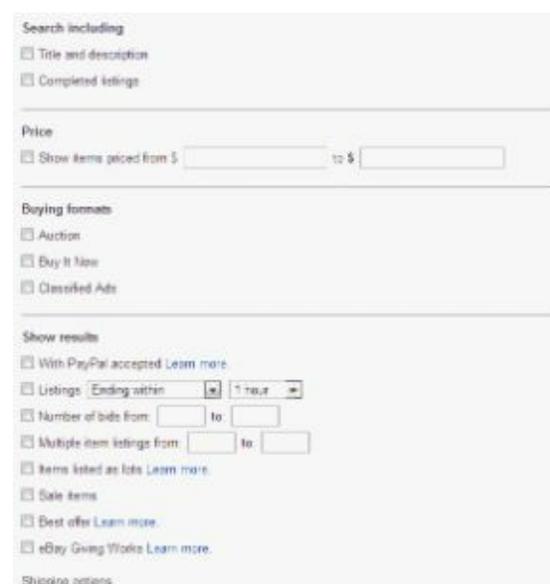
Research everything before you sell

If you're not sure how to price an item, check eBay to see how many are currently up for sale, and how much they have sold for in the last few weeks.

I used to sell sports cards back in the early 90's. Every dealer patiently waited for the new *Beckett's Price Guide* to come out every month to see how much their item was worth so that we could adjust the price before the next sports card show. The good news with eBay is all the information is right there. There is no need to wait for the latest price guide to come out.

If you're in doubt, do an advanced search on eBay. You can do this by visiting the search box, and clicking advanced at the right end of the search box.

This will bring up the advanced search box.



The image shows a screenshot of the eBay advanced search interface. It features several sections with checkboxes and input fields:

- Search including:** Title and description, Completed listings
- Price:** Show items priced from \$ [input] to \$ [input]
- Buying formats:** Auction, Buy It Now, Classified Ads
- Show results:** With PayPal accepted [Learn more](#), Listings Ending within [dropdown] 1 hour [dropdown], Number of bids from [input] to [input], Multiple item listings from [input] to [input], Items listed as lots [Learn more](#), Sale items, Best offer [Learn more](#), eBay Giving Works [Learn more](#)
- Shipping options:** (partially visible)

Scroll down a ways until you come down to the section that says search including. Check by **Completed listing**. This is going to pull up accurate information on how many listings were completed over the last two weeks. This way you don't have to do any guessing. In just a matter of minutes you can see how many listings sold, how many didn't, and the prices they sold for.

Take a look at several of the listings that sold for the highest price. Make some notes on the item condition, the title, the description, and any pictures the seller used.

No use reinventing the wheel. This is information you can use in your listing, so be sure that you note the price ranges and keywords (if any) that were used. All you have to do is put your own spin on it, improve the listing where possible, and put your item up for sale.

Develop your own niche

A lot of people sell everything but the kitchen sink, and wonder why their business just seems to stall out.

The fact is repeat customers are the backbone of every business, online or offline. You need to give customers a reason to come back. The way to do this is to focus on a certain product line or category.

Books are a broad category. Children's books or fantasy / science fiction are sub-categories that customers have a keen interest in. If you develop a reputation for stocking the largest selection of children's books from long out-of-print to the newest releases, customers will keep coming back to check your store out. They will recommend you to friends and help grow your business for you.

Take the time to build your own niche, and become an expert in it.

Buy low, sell high

On eBay you make your money when you buy your inventory, not when you sell it.

It sound's contrary to popular belief, but it's true. If you pay too much for an item, you can't make your money back by raising the price.

No one cares how much money you have in an item. They're going to pay you what its' worth to them. Not a penny more.

Let's take the Pawn Stars as an example. Every week customers come in with old guns, toys, posters, and other mementos that mean more to them than they are worth. Rick or Cory will call in an expert to price the item, and he will tell them it's worth \$500. And, yet, the seller will demand \$1000, because it's worth that much to them. As a result, there's no sale.

Don't let that happen to you!

Don't fall in love with any items. Only buy something if you are sure you can make money when you go to resell it.

Accept Returns

Returns are a normal part of doing business. If you really want to “fire up” your eBay business, add these seven words to every listing **100% Money Back Guarantee – No Questions Asked**. Despite the fact that most people shop on the internet, many of them are still afraid to take a chance on an **unknown seller – YOU**. So why not eliminate that fear upfront, and let people know that you are happy to accept returns.

My return policy for history-bytes is posted right there in every listing –

*Here at history-bytes we understand that buying things sight unseen on the internet can be a little scary at times. For that reason we offer a **100% Money Back Guarantee – No Questions Asked**. If you are unhappy for any reason you may return your item for a full refund, including shipping both ways.*

Any guesses on how many people have taken me up on that offer? Eleven. In thirteen years of selling on eBay, and 29,487 transactions I’ve refunded exactly eleven sales.

My suggestion is: Don’t sweat refunds. Even if a customer writes demanding a refund, it doesn’t mean that’s what they really want. Often time it just means that you need to tell them a little more about what they bought.

Here’s a sample of the email I send to all of my customers who ask about returning an item:

Sorry to hear that you are not happy with your item. Here at history-bytes customer satisfaction is very important to us. I will be happy to take your item back. You can return it to ...

At this point one of two things is going to happen. The customer is going to email you to let you know the item is on its way back, or they’re going to email you with the real reason they want to return it.

I sell old magazine articles removed from bound magazines. Over the years I’ve had at least 100 people tell me that they’re missing a page, or that it wasn’t what they expected. But after I tell them “I will be happy to take the item back,” just about every one of them has told me, it’s ok, they want to keep it. Some of them just want to ask a few more questions about the item, and then they are happy with it.

The truth is most people just want to be listened to. Sure some people will be totally unreasonable and demand a refund no matter what. Give it to them, and move on.

It's ok to tell someone to shop elsewhere

Some people are going to email back and forth forever. They're going to pick at your item, and question everything. They want extra pictures, or guarantees that it will work for an application your item isn't made for. When I get a potential customer like this, I normally email them and suggest that this probably isn't the right item for them if they have all of those questions, and politely suggest that they buy elsewhere.

It prevents customer service hassles after the sale, and wards off potential negative feedback.

Add video to your listings

Very few people use video in their item descriptions. Yet **a good video can increase your sales 25% or more**. I recently added video to my items, and I've seen a slight increase in sales so far. I have Professor Puppet explain to people different ways they can use my items. It's humorous, and gets the point across without being pushy. [Click here](#) to see my video.

I've seen video used effectively many times by sellers. Here are a few ideas how you can add video to your listings:

- 1) Show how to use an item
- 2) Show people having fun or solving a problem using your item
- 3) Introduce yourself and your business
- 4) If you sell something that needs to be installed, include a step-by-step video showing how easy it is to do.

If you decide to add video to your listings YouTube offers the easiest method. All you need to do is upload your video to YouTube. Once you have done that, click on **share**, and then choose the **embed option**. Be sure to check off the use **old embed code** box. Then highlight the html code and paste it into your auction where you would like the video to play

Don't use negative language

Don't be a Negative Nelly. Some sellers put all sorts of disclaimers in their listings. They tell you that you're entering into a legal contract when you make a bid, and that you are obligated to follow through and make payment. At the same time, they feel obligated to point out that they don't take returns, it's the buyers responsibility to be sure the item will work for their intended application, and that they're too busy to waste time answering questions.

The point is: Don't make it hard for people to buy from you. Don't give them a reason to buy from someone else.

Cross sell for extra sales

Be sure to tell potential buyers you have similar or complimentary products available for sale. A lot of the articles I offer for sale are part of a series. I always make sure to let people know this is part one of a three part series, and to be sure and check my other listings so they can get the full story. Oftentimes one person will buy the entire series.

You can do the same thing if you are selling digital cameras or cell phones. Let people know that you offer accessories in your other listings. They're going to buy chargers, cases, and extra memory somewhere. Why not help them buy it from you?

Don't be afraid to tell stories

Take a chance now and then. If you have a unique item, tell a story about it. Let people know how you came to get it, about the previous owner, or about all of the cool things you can do with it.

One time I had a set of **The Annals of Congress** from 1832 to 1836. These were some really cool books detailing congressional proceedings, and what made these copies really special was – they were stamped Congressional Library, meaning Senators and Congressman from that day had probably used them. That means Abraham Lincoln, Daniel Webster, even Davy Crockett could have thumbed through them.

You've got to admit, that makes a pretty cool story. Every time I sold a section from one of them I featured the Congressional Library stamp and played up the possible associations. Many of the pages sold for \$50 to \$100 each.

Other sellers craft stories about how great-great grandpa carried this custom tooled Bible during the different campaigns he served in while in the Civil War or World War I, and what a great comfort it was to him, and all the stories he was said to have told afterwards while showing it to everyone he came across.

A good story can build interest in your item. A great story can make your item go viral and spark more and higher bids. You can't craft them for every item, but try it once or twice a month and see what happens.

Listing templates

A great listing template can help you build your brand, and increase sales faster than anything else you do on eBay. A poorly designed template can do just the opposite.

If you decide to go the custom template route, don't be tempted by flash, animation, or sound bites. While they might look nice, they slow down your load time, distract viewers from your message, and irritate them by blaring strange sounds.

A good template design has plenty of white space. It has a well-placed title at the top, and the ability to add multiple pictures. It should have a badge saying "Money Back Guarantee" if you offer one. And, it should contain all of your basic information that you normally have in a listing, so you can just plug in the added details pertinent to each listing.

Other template disasters I've experienced are:

- 1) Dark letters on a dark background (where you can hardly read the words)
- 2) Static backgrounds where your description scrolls up and down as you move through the page. It's distracting and hard to read.
- 3) Animated figures fluttering across the page. They're irritating, and don't add any value to your listing.

Sell light items

Your life will be a lot easier if you sell light items that are easy to ship. Right now eBay is pushing all of their sellers to offer free or reduced shipping. It's a whole lot cheaper to do this with light items. It's even better if no special packing or handling is required. Look for items that you can put in an envelope or box and be done with it.

Automate shipping

Always use eBay and PayPal tools to ship your items. Doing so provides you with professionally printed labels, and assures you that you don't have any addressing snafus (because the customer address is prepopulated when you print the form).

Another advantage of using these tools is that the tracking information is automatically uploaded into each of your items so that you don't have to do it manually. This way customers can go into the auction details section and pull up all of their tracking info, they don't have to bother you by asking for a shipping update.

Two other great shipping tools are Stamps.com and Endicia. Both of them can import your sales information directly from eBay, and post tracking information back into your listings.

I use the upgraded edition of Stamps.com. It has a basic fee of \$15.99 per month, but it means that I never have to go to the post office. I do a lot of international business, and if you use the PayPal or eBay shipping tools, they only allow you to ship international packages by Priority or Express Mail. Using Stamps.com I can ship international items by First Class (which is a whole lot cheaper, especially with the recent Postal rate hikes), and print the Customs Label right there on my Shipping Label.

Let your customers help you sell

Add some of your feedback to your listings. If you've got some awesome feedback comments that relate directly to how customers are using your item, or how it has changed their lives, include that feedback in your listing – either set apart at the top of your listing or somewhere in the body of the description.

People believe it more when someone else tells them. Solicit customer feedback or testimonials and use them to sell your items.

Offer shipping discounts

Help customers spend more money with you.

Let customers know that they can get free or reduced shipping on additional items. It won't work every time, but many customers will take the time to scan your offerings to see what other items they can find. Sometimes I upsell two or three items, other times I've had customers buy forty or fifty items all because they got started trying to save \$2.67 on shipping.

Don't underestimate the power of a discount. \$2.67 might not sound like much to you, but it might be just the added incentive for someone else to find another item or two.

Select the right category

Most eBay buyers use the search feature to find what they are looking for. However, statistics show that about 30% of buyers choose to browse in categories when they are looking for items. If you're not in the right place when they're looking, you're going to lose the sale almost one third of the time.

When I'm looking for a book, I normally enter the title of the book that I'm looking for or the topic. But there are times I search the categories too. If I want a book on the Spanish American War or Civil War I still search on those titles, but then I drill down into the categories afterwards, and narrow my search down to nonfiction or antiquarian. If your book isn't listed there, it's off my radar.

List for seven days

eBay offers you the option to list your auction items for one, three, five, seven, or ten days. Seven days is the time period that eBay starts with in each listing, and it is the optimal time frame for most items.

You can use a shorter time frame – one or three days, if you are trying to move something with a short life span such as concert or sports tickets. You may also use this option if you have a lot of inventory on an item that is selling briskly. Several years ago my wife scored a ton of Bedazzlers at a local fabric store. They were selling as quickly as I could list them, so I offered different time durations as I listed them. I had auctions running for three days, five days, and seven days, along with fixed priced listings, and they were all selling like crazy. It helped move our inventory faster.

The ten day listing is great for when you have a really special item. With the ten day listing you can run it over two weekends, and build maximum interest in it. There is an extra twenty cent fee for the ten day listing, but it is well worth it when used properly.

Skip the listing upgrades

Every time you list an item, eBay is going to try to upsell you all of their fancy upgrades – bold, subtitle, value pack. Using any of these features is going to suck up your hard earned profits. Listen to these charges: subtitle \$1.50 – UK site visibility .50 – Bold \$4.00.

The only time you should even consider any of these is if you're selling something really special, or very expensive. Then you might want to add the subtitle feature. Buyers can't search it, but the extra information you add there might get them to click in to visit your pictures and description.

Don't use a reserve price

People want to know they have a chance to win your item. A starting price of 99 cents with a reserve makes people think your item is over-priced. If you're afraid to start at a low price, start your item at the lowest price that you are willing to accept. You will have better luck.

Only accept PayPal

Ninety-nine percent of your buyers are going to pay with PayPal. Don't worry about the other one percent. You're always going to get people who want to wire you money, or pay with Western Union. And, there are few holdouts that are still afraid to share credit card info on line, so they insist on sending checks or money orders. Go ahead and let them pay that way (just be aware, eBay policy won't let you say you accept checks or money orders in your listing).

Don't be forced into offering free shipping

eBay is on this rant right now where they want every seller to offer free shipping.

Don't let yourself be forced into offering free shipping without considering how it will impact your profitability. Postal rates just went up (as of January 27, 2013). Make sure that you know the new rates. If you are shipping packages internationally the price of a five ounce package to most of Europe skyrocketed from \$4.87 to \$12.00 or \$13.00.

Take a careful look at your costs and what your competition is doing before you make any decisions on offering free shipping. If most of the other sellers offering similar items are offering free shipping you may have to offer it too, just to be competitive. But, don't do anything until you consider how it impacts your bottom line. Remember, you're in this to make money, not to please eBay.

Customer service is everything

To be truly successful on eBay you need to be able to play well with the others.

Potential buyers are going to email you at all hours of the day and night with all sorts of crazy questions. Many of them ask questions they would already know the answer to if they bothered to read your listing. But, as a responsible member of the eBay community, you can't tell them that. You need to play nice and respond something like this, "Thank-you for inquiring about my auction. It is a great widget in super condition. To answer your question..."

See how I did that. The key to offering great customer service is to start every email off by saying "thank-you." It gives customers a warm fuzzy feeling about you. After that just restate their question, and then answer it. Be sure to mention several times that it is a great widget, and that they would really enjoy it.

Address complaints the same way. Start off with "thank-you," and then you can address their concern.

Always ship with a tracking number

Things happen. Items get lost in the mail. Customers receive your item and misplace it, or forget all about receiving it. Some may even lie, and tell you it never arrived. Tracking numbers keep everyone honest, and offer positive proof that your item was mailed and delivered. Without a tracking number, eBay and PayPal will always side with the buyer if an unpaid items case is opened.

As you begin selling more items and become a Top Rated Seller, one of the requirements is to upload tracking information on over ninety percent of your sales. If you do it from the start you won't have to make any adjustments later.

Don't waste space in your title

I'm constantly amazed by the number of people who waste the valuable real estate in their title. eBay gives you 88 characters to get your message out. You can't afford to waste even one of them. Yet every day I see things like this "LQQK," or somebody wasting those valuable characters using adjectives like super, awesome, great, and fantastic.

The purpose of your title is to drive people to your auction. You need to load it with keywords that are going to help people find your item. Don't waste a single character. Be sure to include model number, brand, condition, dates, anything that your buyer is going to look for.

And, one last thought – Your title doesn't even have to make any sense. It just has to include the correct keywords.

Include best offer

Include best offer in all of your fixed price listings. Yes, you're going to receive some lowball offers, but overall, you're going to find yourself accepting more offers than you turn down. If your only concern is not wanting to be inundated with lowball offers, use the automated tools, and you will only see the offers that meet your preset criteria.

From my experience one third to one half of your items are going to sell at full price. The rest are going to sell using best offer.

Use Buy-it-Now in your auctions

Many people are willing to pay extra to get the item they want -**NOW**. A lot of people don't want the frustration of having to bid, and wait to see if they win. By adding buy-it-now to all of your auctions, you can solve this problem for them, and make it easier for them to do business with you.

From my experience, about one in ten auctions will close with a buy it now. eBay requires you to have at least a ten percent difference between your starting price and your buy it now price. My thought is you should shoot for much much more. I start most of my auctions at \$9.99, and set my buy-it-now price at \$25.99.

Test the waters and see what works best for you.

Keep testing new things

No one ever made any money or grew their business without trying new things. You need to test new items. Try new selling methods.

My thought is you need to constantly be stretching your business model. Over the years I've sold thousands of videos, hundreds of pieces of clothing purchased from garage sales and thrift stores, and lots of closeout items purchased from Wal-Mart, Target, Big Lots, Best Buy, and other local merchants.

My favorite place to buy stuff though is on eBay. People give away so many things every day, because they don't know what they have, or they don't have the vision to add value to the items they have. Other people just won't spend the time to build value into the items they sell by writing a full description and adding good pictures. I'll bet I could make at least a thousand dollars a month, probably a whole lot more, just buying poorly listed items and repackaging them.

My eBay story

(This is the bio I included in my first book *Freaking Idiot's Guide to Selling on eBay, How anyone can make \$100 or more everyday selling on eBay*. I thought it might be helpful for everyone to read over and see how I got started. Maybe it will give you some ideas.)

My own story is typical of many eBay sellers.

I got my first taste of on line auctions in 1999. I had been following eBay and Yahoo Auctions for some time, and one day, I decided to take the plunge. I bought a couple baseball cards.

And then I bought some more, and some more. It was like an addiction.

Anyway, one thing led to another, and pretty soon I had this crazy idea that maybe I could sell some baseball cards, too. At this time I was buying "lots" of 1954 and 1955 Topps baseball cards thinking I could piece together a set. Many of the cards were lower grade, with creases and bruised corners, but they were a start.

Whenever I got a better card it went in my set. The other cards ended up in a cast off pile. As time went by I found myself with quite a few of these castoffs. And, they ended up being my first foray into auction selling.

My auctions were pretty unsophisticated at that time. Basically, I would scan a picture of the card, front and back, add a little description, and post it on eBay. Most of them I priced between \$1.00 and \$5.00 based on how mangled they were.

But the thing is - people bought them. Sometimes I even had bidding wars erupt, where they would jump from \$1.00 to \$10.00 and even \$20.00 occasionally. Pretty cool stuff.

This went on for probably six months, and I was doing ok. I wasn't really making any money, because even though I was selling several hundred dollars-worth of cards a month, I was buying just as much or more. But it felt really good, because people were sending me money. Every day I received cash and checks in the mail, and dutifully I would package those baseball cards up, stuff them in an envelope, and mail them off to their new owners.

It was definitely fun. And to make it more interesting, back in those days, many people sent you cash, so many times, I had ten and twenty dollar bills falling out of all those envelopes.

Then one day I had one of those epiphany moments. I was perusing through the auction listings and caught sight of a guy selling an old magazine article (not a whole magazine, just one article taken from a magazine). It made me stop. And think. What kind of a nutcase would buy, or sell, a magazine article?

I read his description. I looked at his pictures. He was asking \$10.00.

I needed to know a little more. So I looked at the other items he was selling, and he had about fifteen or twenty of these magazine articles for sale. Some of them had bids. A couple of them were over \$20.00.

I looked at his sold history. And, over the past six months he had sold nearly one hundred magazine articles. Not bad for a few pieces of paper torn out of a musty old book.

I went back to selling my baseball cards. But over the next few weeks my thoughts kept wandering back to that guy selling magazine articles. I liked history. I liked books. It seemed like something I could do.

My first step into this new venture was to purchase a copy of Harper's Magazine from 1865. It had a good mix of articles. Some articles were on the Civil War and others on historical places and events.

My investment was a whopping \$15.00. And, like just about all of the items I sell, I bought it on eBay.

When my issue of Harper's arrived I paged through it. Before I took it apart, I made a list of which articles I was going to sell, how I was going to describe them, and how much I was going to ask for them.

Anyway, to make a long story short, I sold most of those articles pretty quickly. My \$15.00 investment quickly turned into \$250.00. And like my venture with baseball cards, I found myself buying more and more, and still more books to break apart and sell.

Today I have over 6,000 items listed on eBay, and just over 10,000 on Amazon.

Over the past thirteen years I have completed nearly 30,000 sales as history-bytes on eBay alone. I'm just ending my first year of selling on Amazon, and have racked up close to 200 sales there. It's proving to be a tough nut to crack compared to eBay, but I will make it happen.

After being laid off in 2004, I jumped into eBay full time. I went from making \$500 a month to \$5000 a month.

Before doing this, I read everything written about eBay that I could get my hands on. I had someone design a custom template and eBay store interface for me. I plugged my picture into every auction listing hoping to build trust into my listings. I offered a "100% Money Back Guarantee – No Questions Asked."

I went from having 500 listings in my eBay store to maintaining almost 10,000 items listed for sale at any given time. I was listing 400 items each and every week, and I was mailing out nearly 150 packages every week.

It was more work than having a job. I don't think there was a single week that I clocked under 70 hours. It was a seven day work week.

And this is pretty much true of every full time eBay seller I have ever talked with or read about. It's a 24 / 7 job.

You get hooked on it.

Many of my best sales came about by accident. Others happened because of deliberate planning, and a whole lot of luck.

In growing my business I took a lot of chances.

I stretched the barrier every chance I could on pricing. Many of the sellers in my category were selling

the same items I was selling for a whole lot less. I was asking \$25.00 or \$30.00, they were asking \$5.00 or \$10.00 for the same thing. I decided long ago to go for the gusto. My items have always sold better at a higher price.

I found myself trying a lot of new things.

One of my great successes was selling newspapers. I bought every bound volume I could of the Niles Weekly Register. It was one of the first real National newspapers in America. Over time I was able to assemble almost a complete run from 1811 to 1833.

From 1812 to 1815 they contained great accounts of battles and leaders in the War of 1812. I read through every paper, and listed them on eBay one by one. I included excerpts of battlefield accounts in all of my listings. Two of them on the burning of the White House went for about \$100 each. Another, from 1811, contained a printing of the Declaration of Independence, side-by-side with Jefferson's notes for it. That one garnered \$250.

I even tried bundling with a few of them. Two of our presidents, Thomas Jefferson and John Adams, died on July 4, 1826. Four papers were dedicated to their lives, an account of their deaths, and news of their funerals. These papers sparked some of the hottest bidding any of my auctions ever received. The final price they sold for was over \$500.

Another time I was bidding on an 1840's copy of George Catlin's **Letters and Notes**. I lost the bid. It sold for over \$500. But another seller emailed me she had a copy she was willing to part with for \$200. I jumped on it, and sold the individual pictures for over \$3500. It was a nice score, and brought me lots of new customers.

I stumbled across eight bound volumes of the **Annals of Congress** from the 1830's for \$10 each. They were filled with news of the battle at the Alamo and Mexican troop movements in Texas. The Mormon exodus from Illinois and Missouri was discussed over and over again, along with many other popular topics of the day. Once again, I was able to sell individual pages about the Alamo and the Mormon's for \$100 or more – each.

If I could tell sellers anything about eBay, it would be to develop a specialty that no one else is serving, and work it for all its worth.

Many of my customers have been with me since the first days I started selling on eBay. They know I'm always out there searching for new and unique things. And they appreciate that, and keep coming back to see what new articles I've discovered.

Over the years I've sold items to: the White House Historical Society, the Royal Museum in Jamaica, castles and historical societies all over the United States, Europe, Japan, China, Russia, Australia, and more. Hundreds of authors and publishers count on me for information when they are writing books, and illustrating magazine articles and books.

Museums buy illustrations and articles every day to augment their displays.

Probably the most off the wall sale I ever made was an article I found in a 1950's movie star magazine.

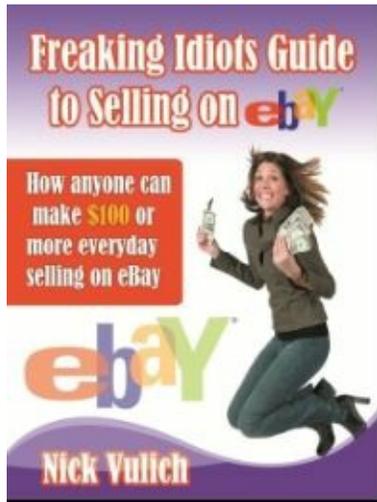
There was a letter a from a pregnant movie star to her unborn daughter. Fifty years later her daughter saw that article in one of my listings, and purchased a letter from her mom that she had never seen, or even knew existed.

In the thirteen years that I've been selling on eBay technology has changed. People's wants and needs have changed. I now have my own website, digitalhistoryproject.com. I'm offering many of my more popular magazine articles as Kindle and Nook Books.

If you want to see my eBay store, visit history-bytes.

Who knows where your eBay journey will take you?

Also available on Kindle by Nick Vulich



Are you wondering how you can make a few hundred bucks fast, without hitting the streets? Would you like to know how you can put \$100 in your hands, whenever you're running a little short on funds? Would you like to have your own personal money machine?

This book can help you with all of these things.

What you are about to learn is how to make \$100 everyday selling on eBay.

What I'm going to give you is a proven plan that you can follow over and over again, to make money now – and in the future, whenever you find

yourself strapped for a little cash.

What's the secret to selling your item for the most money possible?

It's easy...

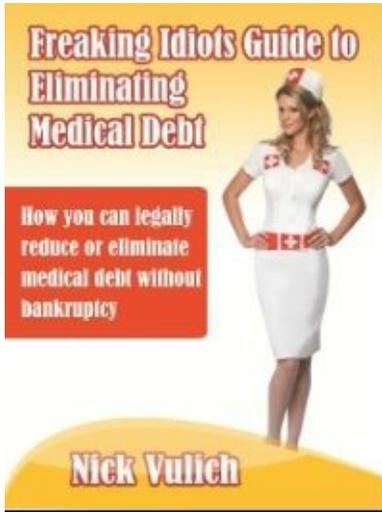
Most sellers have no idea what they have, or how to sell it ...

You need to put yourself in your buyer's shoes. Take a minute to really think about why they want what you're selling. Who is the ideal customer for it? Why would anyone want your item? What can they do with it? What could they do with it?

This book will cover all of the steps you need to know to successfully sell on eBay including -

- * How to register as a seller with eBay
- * Where to find items to sell on eBay
- * How to discover your own private niche where buyers will keep coming back to buy more
- * How to write a great auction title packed with keywords that will draw people to your items
- * How to write a description that will leave them drooling for more
- * How to take great eBay pictures
- * How to set a price that will get your item noticed and sold
- * What great customer service is, and how you can and should offer it every time
- * How to get paid
- * How to pack and ship your item so it arrives safely

Whether you are new to eBay, or have been selling on eBay for some time now, this book can help you make more money - starting today!



A recent report from Harvard University says that 62% of all bankruptcies are a direct result of medical bills. There you are going on with your life, and next thing you know, you're in the hospital. Maybe it's emergency surgery, a heart attack, a car wreck, or even the c – word (cancer). The bills can be devastating. Even a simple out-patient procedure such as gall bladder surgery can run from \$25,000 to \$30,000. A visit to the emergency room can be as much as \$4,000 to \$5,000.

Even with insurance, the out of pocket expenses can be crushing. Most insurance policies today have a 10 to 30 per cent co-pay. In the case of the \$30,000 gall bladder surgery you could be stuck paying \$3,000 to \$9,000 depending upon what your yearly spending limit is set up at.

Blame it on companies trying to save money and offering employees watered down insurance policies, or hospitals and doctors inflating prices, or whatever else you can think of.

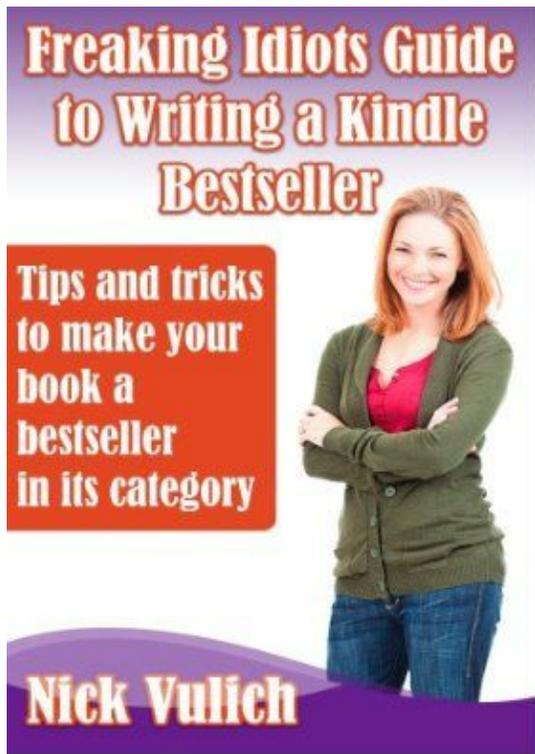
The fact is medical bills are a burden on everyone.

There is a simple and legal way to eliminate most or all of your medical bills without filing bankruptcy.

It's easy to implement, and will work every time if you can show a true financial need.

This easy to read six pages report tells you everything you need to know to save tens of thousands of dollars.

Get started today!

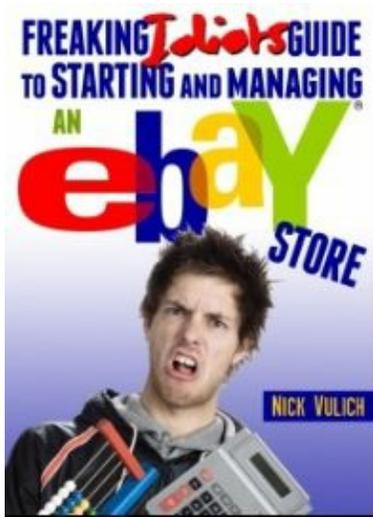


Have you ever thought about writing your own book?

Kindle makes it easy for anyone to publish their own book. The real trick is getting it found and read.

In this book Nick shares some of his favorite tips and tricks to help make your book a bestseller in its category.

Some of the topics discussed will be KDP, Amazon's unique marketing plan for Kindle authors, simple promotion strategies, where to get cool covers and graphics designed for next to free, and strategies for getting your book reviewed.



Coming Soon by Nick Vulich

Take your eBay sales to the next level.

Learn how to open an eBay store, how to set up and optimize your store front, and how to put your best foot forward to eBay buyers.

Learn how to develop a pricing strategy for your store. Start planning sales to grow you store through a planned campaign employing Markdown Manager and Custom e-mails.

Here is a quick look at the Table of Contents.

How to open an eBay store

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- Free / fee

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Good luck and great selling.

If you are happy with the information in this book, [please visit the books page on Amazon](#), and leave a review. Your honest advice will be appreciated by all potential readers. As with anything, the more good reviews, the more people will be interested in looking at the book.

If you have any comments or questions, you can contact me at nick@digitalhistoryproject.com.