From eBay Zero To eBay Hero

By Mike Enos

Learn How You Can Quickly & Easily Start & Grow Your Own Profitable Home Based eBay Business.

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From eBay Zero To eBay Hero®

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About The Author

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Mike Enos

The training is conducted by world famous eBay trainer Mike Enos. For over four years he has personally helped many TENS OF THOUSANDS of people to start and grow their own profitable eBay / Internet based selling business.

According to the **54+ 5-Star Reviews on Alexa.com:**
PlatinumPowerSeller.com Is The Top Ranked eBay Seller Training Website In The World!
Click Here To See Our Alexa Ranking.

Mike is the **REAL DEAL!** He has shipped over 15,000 eBay packages worth over $800,000 and each and every day on eBay.

He has been interviewed for radio, TV and print media. He has given multiple presentations at eBay's annual convention "eBay LIVE"
(see picture below)

Mike Enos giving first of three eBay LIVE Presentations. The Room was packed out solid. The Fire Marshall was forced to turn away an angry mob of hundreds who were trying to push their way into the presentation room.
(Photo Copyright Washington Post)

Table Of Contents

Before We Begin	5
Why eBay Is The Easiest And Fastest Way To Get Started Selling On The Internet.	6
Advantages Of An eBay Business.	7
How To Get Started:	7
Buy Before You Sell	8
Don't Become A Negative Feedback Magnet!	9
How To Quickly Build Your Feedback Score	10
Goal Time. Some Questions To Think About:	11
How Much Money Do You Need Or Want To Make?	12
Will You Have Employees In Your Business?	12
Wanting To Make Money Is Not A Goal	14
The Three Types Of Goals	15
Figuring Out What An Hour of Your Time is Worth	15
Use This Number To:	15
Some eBay Selling Methods:	17
eBay Selling Method #1: Dropshipping	17
A Personal Dropship Story	19
Excess Competition Is Your Number One Enemy On eBay!	21
These Are The Golden Rules Of Dropshipping:	21
The Dangers Of Dropshipping Backorders	21
Method #2: Wholesale	23
Don't Be A Copycat On eBay!	24
Method #3: Importing	25
Method #4: Refurbished Goods	26
Method #5: Liquidations & Closeout Goods	26
Method #6: Local Area Auctions	27
Method #7: Selling Knowledge Products	28
Knowledge Products Are Awesome	29
Learn How To Sell Information Products On eBay	30
Method #8: Consignment Selling	30
What Not To Sell	30
Onesies	30
Getting Repeat Business	31
How To Get More Bids And Higher Selling Prices	32
Some Helpful Ad Copy Suggestions	33
Selling Broken Glass On eBay	35
Using Classified Ads To Source Product	35
Growing Beyond eBay	38
Continuing Education	39
You Can Make Money Sharing This Ebook	40
Mike's Recommended Resources For Your eBay Business	41
Training Workpage	49

From eBay Zero to eBay Hero

This transcript is derived from the information contained in the audio CD version of the recorded live teleseminar (**Click Here To Claim Your CD**)

Note: *This CD is unique in that it functions both as an audio CD (so you can put it in ANY car/home player), and as a MP3 CD so you listen on your computer and copy to your MP3 player.*

Changes and additions have been made in the transcribed text to better suit and fit the printed format.

Suggestion:
You'll notice that as you read this training, you'll find many hyperlinks that will lead you to various websites, products, and even videos. It is recommended that you print out this entire document to read. Then as you read the printout and come across sites that you want to visit, circle them so you can easily go find them again when you return to your computer.

REMEMBER: You must be connected to the internet for these links to work.

Before We Begin

If you have not already **printed out your workpage**, then please do that now. You should keep the worksheet separate from the rest of the manual. That will allow you to identify, record, and remember the main points as you progress.

We're going to cover a lot of ground, starting from zero. We're going to start from the very beginning, but rapidly will progress up to be sure that we cover a lot of ground. We'll get the beginners, the intermediate, and even touching into the advanced.

For two years I've wanted to do this project. I wanted to put a presentation together to show the big picture of eBay and what you can accomplish. Also, at the same time I wanted to give a lot of point-by-point, precise ways that you can get started with eBay and do very well with it. That's the approach we're going to take with this training.

The reason for the worksheet is try to get you to focus and to remember the main points both now and then after we finish. I'm going to recommend that if you can, close your door or lock your door so nobody's going to bother you. Turn off the radio or TV and focus in on the sheet.

In this training you will see ❶ ❷ ❸ … used in different areas.

This refers to the Workpage that you should print out before continuing.

Let's Get Started!

❶ Why eBay Is The Easiest And Fastest Way To Get Started Selling On The Internet.

First of all, *it's a limited investment.*

How many businesses do you know that you can start without having to lease a building, buy a lot of equipment, pay a franchise fee, bring on a lot of employees, and all the overhead that normally comes with a brick and mortar type store?

With eBay, it's very limited.

In fact, *very little equipment is needed.* That's the second point.

The third point: *very little learning, or studying.*

The fourth point: *There's a short learning curve.*

The fifth point: *There are no worries about getting traffic.* eBay handles that.

That is a big problem that people have. A lot of people will come to me and say:

> *"Mike, I went and made my own Web site or I paid somebody a lot of money to make this beautiful Web site. I got it set up. I found product to sell, but I'm not selling anything. I'm not making any money."*

What's the reason?

They're not getting any traffic. See, that's what eBay does for you. One of the most difficult things anybody on the Internet has for a problem is how to get traffic to the Web site. That's what eBay does for you.

Actually, eBay does it for a quite reasonable cost. If anybody has tried to do a **Google AdWords** campaign or pay per click or regular advertising or any type of newspaper advertising, you know it's very expensive to get attention.

That's what eBay does. They bring the traffic to you. That is why it's one of the easiest ways to get started.

It's not only traffic as in raw traffic, but it's very targeted traffic.

When somebody goes to eBay, typically they are not randomly looking at auctions!

No.. they are looking for something in particular. They know what they're looking for, and if you're the person on eBay selling it, then you have a very good chance that you're going to have a new customer and that you're going to sell your product.

TARGETED TRAFFIC LIKE THAT IS EXTREMELY VALUABLE!

Another eBay advantage (over Google Adwords) is that people use Google for researching, while they use eBay when they want to buy! Traffic of buyers is much better than traffic of researchers!

❷ Advantages Of An eBay Business.

An advantage of an eBay business is that *you can start and stop it on a dime.*

Imagine that you owned a business like a bakery or a hair salon or a barbershop or some kind of restaurant. How many businesses are you able to do that: to start and stop it on a dime?

There are many reasons that you might want to do that. You might simply want to go on vacation. You might be sick that day or your family might be sick. You might have a family emergency that requires your attention.

An eBay business can be turned on and off like a light switch and really not be affected. When you're ready to go back online, just start selling once again. That's a tremendous flexibility that you can have.

Another benefit (and the second point on the workpage) is that you can *grow it at your own pace.*

❸ How To Get Started:

Now myself, I started part-time on eBay while I still worked my regular full-time job. As I made this big, long three-and-a-half hour commute each day, I kept thinking, *"Man, Mike, you could make a lot of money selling full-time on eBay."*

Finally the commute got to the point where I said, *"I just can't do this anymore. I'm going to make my full-time eBay business work."*

That's a wonderful thing. Not many businesses allow you to start slow and build it gradually at your own pace. Normally when you start a business you have to hit the ground running because you have a large investment that you need to recoup very quickly.

That's another advantage of having an eBay business.

Now some people reading this have zero eBay experience. They haven't sold; they haven't bought. We're even going to cover the basics of doing that.

Many reading this are familiar with the basics. They've probably bought a lot; they've sold a lot. That's good experience to have.

The first thing that you want to do in getting started on eBay is ***you want to go sign up for eBay***. There are some good courses right on eBay's Web site on the basics. They have some online videos that will show you the basics of buying and selling.

That's the first thing you want to do is go through and look at those videos so you can learn the basics.

Also what you need to do is ***sign up for Paypal.*** For those who are not familiar with PayPal, it is the number one way of paying for items on eBay. PayPal is a way of

transferring money from person to person via e-mail. It's the quickest way to purchase items or have somebody buy items from you.

In my business where I've sold over 15,000 items at this point, about 85% of my business is through PayPal. About another 10% is through a credit card. Another 5% is checks or money orders. You can see how major PayPal is. PayPal is now owned by eBay so they keep entrenching it deeper and deeper as a payment service. If you're going to do anything with eBay buying or selling, **you must, must, must, must, must have a Paypal account.**

The next thing you might say is, *"Okay, I'm ready to start. I want to start selling."*

Buy Before You Sell!

No. Actually, you don't want to start selling. What you want to do is you want to *start buying.*

Most people just want to jump in and start selling. I'm going to explain to you why you do not want to do that.

The way that you rate whether or not to trust a seller (or buyer) is by the eBay feedback system. (*See box on next page*)

Think of this yourself. Although you are reading this because you want to be an eBay seller, you're probably still an eBay buyer.

So, when you're looking for an item to buy and you see that somebody has a zero feedback, does that give you a comfortable feeling?

Do you want to go and buy that item from this person? Probably not.

Actually, you're probably more likely to NOT buy the item from them. Chances are you will search for someone else having better feedback who is selling the item you want.

In fact, you'll probably even pay more for somebody who has a good feedback rating. Why? Because you feel secure. It's the same for you in the role of eBay seller. If you're going to be selling at a zero, you're not going to be getting as much money for the item that you could if you had a better feedback score.

Some people will think, *"What I'll do to get my feedback up and to get practice is to start selling all the junk that I have around the house."*

Is Paypal Evil?

Some readers might have a negative attitude about Paypal. This might be based on some individual's experiences that you have heard or read online.

It's true that if you go to Google.com and search on Paypal you will find a bunch of Paypal Hate sites. It's also true that Paypal has goofed things up on occasion and still does.

If one of these goof-ups involved you then being upset is understandable.

But think about this. Paypal has over 123,000,000 members. Let's say they process 1,000,000 transactions each day.

Even if they are 99.999% perfect, they'll still mess up ONE THOUSAND times a day.

Remember… No one is perfect!

So don't sweat it. Even if you think Paypal is evil, they are a necessary evil if you want to make money on eBay!

Quite simply, if you don't accept Paypal payments in your eBay business, you are shooting yourself in the foot and will be making it MUCH harder to succeed as an eBay seller.

If you don't have a Paypal account, then click here to set one up.

eBay's Feedback System

eBay was designed with a feedback system that members can use to get a sense of how secure they can feel buying (or selling) with another member.

Everyone who joins eBay has a feedback score. In each transaction, the buyer and seller can give the other person either:

- POSITIVE which gains you one point
- NEUTRAL which doesn't change your score
- NEGATIVE which lowers your score by one point

Every new eBay member starts with a zero feedback score.

(Note: You do not join eBay as a buyer or a seller. When you join you can do both and your feedback score reflects your rating as both a buyer and seller)

Below is a random snapshot of an actual eBay auction

Above you can see that the eBay members name is "etechtronix_direct". Their feedback is 3166 and they are a powerseller. They joined eBay back in July 2002, so that also helps instill confidence.

Although not perfect, the eBay feedback system does keep bad auction experiences to a minimum.

Now, I have nothing against selling your junk around your house, but not at this stage of the game. What you want to do at this stage of the game is you want to start getting your feedback up first.

Here's the problem: some people think that they have stuff around the house that they could just sell like an old VCR, old DVDs, old CDs, old comic books, things like this. They say, "I don't care if I get a dollar or two for it because it's going to give me my experience."

What you need to consider - and we're going to focus a lot on this later on - is the value of an hour of your life, the value of your time. So you might sell a VCR for a dollar and then what you do is - it took you maybe an hour to take a picture, to write an ad, maybe a half an hour to find the old box and your packing peanuts, do the label and get it to UPS or the post office. You probably lost money and had to spend valuable time!

This is a fairly poor way of building up your feedback. So don't in the beginning sell junky items. You're probably better off just throwing them away.

Don't Become A Negative Feedback Magnet!

In fact, most people that I know of had their first negative feedback come from selling an item for a buck, something they should have thrown away.

What happens is that they attract the attention of some lunatic who hunts for low priced items. The type of person who wants everything (and more) for as close to free as possible. Unless they 'stick it to you', they're not happy!

Believe me, this type of customer is not very pleasant to deal with. They'll waste your time, rob your sanity, and quite often hit you with a negative feedback. I know several family members and friends almost gave up on eBay because they had to deal with a negative left by a wacko who bought a $1.00 item!

Do yourself a favor. Don't sell low price items when just starting out.

How To Quickly Build Your Feedback Score

Here's the cool way to build your feedback. How you want to do this to *get your feedback score somewhere between 50 to 101.* Those are kind of like magical numbers, we'll say, where people feel comfortable. When a potential buyer sees somebody that has 50 or they see over 100, they think, *"Okay, this person's legit, it looks like I can trust them."*

Now, they're not going to feel the same way compared to 5,000 but you get the point. Think of it from the buyer's viewpoint. If you're looking to buy an item, you see somebody who has a 50 or over 100, you're going to say, *"Oh, okay, that's cool."*

The way to do that is getting your early feedback by buying, not selling.

Here's what you do: you go to eBay and type in the word "e-book." There are a lot of people selling knowledge products or e-books. An e-book is an electronic book. It's digitally delivered so they don't have to mail it to you.

Type in "e-book;" press enter. On the right-hand column, you'll see those who have free shipping. What you want to do is you want to find people who are selling an e-book for like 60, 70, or 80 cents with free shipping. What it allows you to do is to buy a positive feedback for less than a buck.

Of course, if there are items you need to get, go ahead and do that. You might need to buy labels, toner or ink for your printer, DVD blanks, CD blanks, whatever you need. You're probably going to find it cheaper on eBay than Staples or Office Max. Buy that stuff, too. If you want to buy yourself a CD, fine.

For the purpose of building up your feedback really quick, a great trick is to buy your way; buy e-books; buy information products.

If you're interested in a topic, great. If not, that's not the point of it.

> Here's something you want to remember: you want to **make sure you only do one unique transaction per eBay seller**.
>
> For example, if you were to come to me and buy something and I give you your feedback, that's great. If you come and buy something from me a second time, I give another feedback. It won't go towards your score. It will count toward the number of feedbacks, but it won't make your score go up.

Your score will only go up once per unique transaction. Feedback is either positive, negative, or neutral. **So if you are focusing on building your feedback, make sure that you only buy one item from each unique person.**

Another way of helping your customer to trust you is by being a bonded seller through **BuySafe**. I use this service in all of my auctions. What BuySafe does is offer a bonding service for sellers.

Here's how it works…

When looking at an item for sale on eBay, and you see the BuySafe insignia like shown to the left, it tells a potential buyer that they are protected for this transaction.

Even if the seller goes bankrupt, the buyer cannot get ripped off!

The seller pays a very small fee for each bonded auction.

The service doesn't cost the buyer a single penny! It's been proven to dramatically raise the selling price of auction items.

Remember! People will pay MORE for an item if they feel secure!

Let's move onto the next point. This is something I never hear anybody talk about. Anybody that teaches someone to have a business, especially an online business, this is very important stuff: *goal time, setting goals for us.*

❹ Goal Time. Some Questions To Think About:

Before we start an eBay business, we need to draw up a blueprint for what you want to do.

You want to ask yourself some questions:

1. ***"How much time am I willing to dedicate to building my business?"***
2. ***"How much money do I need or want to make?"***
3. ***"What kind of lifestyle do I want?"***
4. ***"How do I feel about having one or more employees?"***

Take a few minutes to reflect and answer those important questions on your workpage.

First of all, how much time each week are you willing to dedicate your business? You have to know what's realistic. If you're single, you have one situation. If you're married, that's another. You have kids, it's another. Your health, etc... All these different things affect how much time you are willing and able to dedicate to your business.

Some say, ***"I want to make $10,000 a month and work just two hours a day."***

That's not going to happen. You need to know how much time you can REALISTICALLY dedicate to your business.

How Much Money Do You Need Or Want To Make?

That can vary all over the place. If you're a retired person, maybe you just want to make $100 extra a month to help pay for the rising fuel costs or pay for prescriptions.

You might be someone who is looking to work short term because you're looking to make enough money to go on vacation.

Somebody else might want to dump their full-time job because it's driving them nuts and make a full-time business out of it.

Only you know which of the above defines you. But, that's something you need to know ahead of time.

You need to answer questions like:

- ***How much money do you need to make or want to make?***
- ***What kind of lifestyle do you want?***
- ***Do you want to work 40 hours a week or do you only want to work two or three days a week?***

I'll tell you when I first started out in my eBay business, I was working 15 hours a day for a long period of time. Getting this thing started from scratch by myself was a lot of work. I knew my goal in the FUTURE wasn't to work that much. Now I work about full-time during the week with about 95% of my time being focused on teaching others. My office manager care of almost my entire systemized eBay business.

That's something you need to know: what kind of lifestyle do you want? Do you like working? Some people really, really enjoy working. I'm one of them. I love my work. I look forward to waking up in the morning and going to work. I love the challenges that come with it. I love the e-mails that I get, the people I get to help. I get to hear back on how they've benefited.

I love working. I'd be bored to death if I wasn't working. But maybe you're not like that. Maybe you'd rather set things up so you don't have to work so much.

Will You Have Employees In Your Business?

Some Common eBay Seller Responsibilities

- Figure out what to sell on eBay.
- Source it, purchase it, and manage inventory of product.
- Research more products to sell.
- Write the auction ads for eBay.
- Answer emails with questions from potential buyers, and other customer service tasks.
- You need to box and ship the items.
- Etc…

The last question: How do you feel about having one or more employees is very, very important.

What I've seen too often in the eBay world of people that are doing very well on eBay, actually - if you're on this line and you're selling good on eBay, then you're probably going to be nodding your head in a minute with this - is it's a lot of work.

It's a lot of work to have an eBay business. You have to wear a lot of hats.

As you can see in the box above, there is a lot involved in selling on eBay. Having an employee(s) can greatly help in handling these tasks.

A lot of people have an aversion to employees. I don't understand why. A lot of people who sell on eBay or have internet based businesses will say, *"No, no. I can do it all myself. I don't want the hassle of workers!* If you feel that way, you need to give some thought about it.

eBay Selling Is A Busy Business

There are a lot of time consuming repetitive manual tasks that are a necessity. It is quite easy to have your day (and night) consumed by all these tasks, especially when you are responsible for all of them.

If you want to grow your business and make a lot of money from eBay selling while having an enjoyable lifestyle you can't do it alone!

Think of getting one employee to delegate the work that you shouldn't be doing.

Your main focus as an eBay seller should be:

1) **Find product to sell;**
2) **Plan the forward growth of the company. This includes branching out to having your own website and getting involved with other internet marketing besides eBay.**

That's really **ALL** you should be doing.

- You shouldn't be boxing/shipping product.
- You shouldn't be taking pictures.
- You shouldn't be writing auction ads.

That should be the focus if you want to build your business.

You should be getting other people to do the other stuff. Give some thought about that. Even right now.

When you meet people, when you hear situations of people that are maybe sick of their job or they got laid off or they got downsized, think about that.

Just Starting Out?

When starting out, you can spend a lot of time (and money) assembling the tools that you need to start your computer based business.

We're constantly evaluating and testing free and paid tools and services. Be sure to check out the resources section at the bottom of this ebook.

Each week we publish Fun Freebie Friday where we highlight such beneficial items. Be sure to subscribe to the newsletter so that you don't miss out on these tools.

Ask yourself: *"Will this person be a good candidate for an employee for me?"*

I've had and continue to have a number of employees. My office manager Jocelyn has been with me for over four years now. She handles my entire eBay operation and much of the PlatinumPowerSeller.com business tasks too.

I would have gone insane a long time ago if I did not have my employees. I also outsource a lot of things, but that's a topic for another day.

❺ Wanting To Make Money Is Not A Goal

This is probably something you're not going to hear anyone else speak about.

It seems to me that the overall main focus for Internet marketing / eBay marketing or any at-home business is solely **making a lot of money**. That's the goal. People think: *"I want to make money. I don't care how. I just want to make a LOT of money with the least amount of effort possible!"*

Listen, *wanting to make a lot of money is not a goal.*

Money Is A Tool To Help You Control Your Destiny So You Can Live The Life You Want And Reach Your Goals.

The world around us will get us to think money is the key to happiness. Stop and think about it…

How many rich, happy celebrities or rich lottery winners do you know?

Quite often, more money just helps them to get into more expensive problems. Money in itself is not happiness. A lot of people do some very painful and hurtful things because of the love of money.

As the Good Book says, *'…they hurt themselves and give themselves many wounds.'*

Can you please take a few seconds and really think about that...

Think of money instead as a tool, a tool that you can use to reach the lifestyle you want.

Now, what's a lifestyle?

Your lifestyle might be:

- That you want to work three days a week or
- That you want to vacation eight weeks out of the year or
- You want to work part-time so you can coach your child's soccer team.
- Maybe you want to do volunteer work that you feel is important or
- You want to help your child out in the school library and volunteer there.

These are all lifestyle choices.

Money is what can help you to *reach the lifestyle that you choose!*

Don't focus on making a certain amount of money, but focus on how to get your life in a certain position, and money will help enable you to do that.

I know this is not something you'll usually hear and that it goes against "majority thinking", but it's a core principle for me and many other successful, respectable, and happy business owners.

So remember: Money is not the key to happiness, but it helps you control your destiny.

❻ The Three Types Of Goals

You need to have a short-range, a mid-range, and long-range goals.

That's a whole discussion in itself: setting goals. We just don't have time for that tonight.

But it's extremely important that you set goals for your future success. I'm going to show you why you need to do that.

❼ Figuring Out What An Hour of Your Time is Worth:

Our next point: *You want to figure out what an hour of your time is worth.*

By knowing what an hour of your time is worth based on your goals, it helps you to quickly decide and make decisions that will help you to either benefit or to hinder your business.

Let's run through an example of this:

Say that you want to make $500 a month. This means you need to make $125 week or $18 per day. How many hours a day do you want to work? You want to work two hours a day? That means that you need to produce -18 divided by two - $9 an hour of income to reach your income goals.

Both below and in the cheat sheet you can fill this out to find your hourly requirements.

1) I want to make (a)_____ a month.
2) This equals (b)_____ per week/(c)_____ per day.
3) I want to work (d)_____ hours a day.
4) This means I must produce at least (c/d)_____ an hour of income to reach that goal.

When you look at it that way and you break down a monthly goal to a weekly to an hourly goal, it really doesn't seem that much to make, does it?

Now you'll know that you need to produce $9 an hour to reach that goal.

Now, if you want to make $1,000 a month, then it's $250 a week, $36 a day, about $18 an hour.

Why is this an important number?

❽ Use This Number To…

Once you know what an hour of your time is worth, it's very easy to determine first of all, what you should and should not invest in, what you should and should not sell on eBay, what you can afford to do and what you cannot afford to do yourself.

> *Use this number to figure out if doing something is a good investment or a bad investment.*

Here's the interesting part.

Let me explain the example to make sure you're following me on this thought.

Suppose that you're still using dial-up Internet and you're paying $15 a month for it. Cable modem is available in your area - high-speed cable - and it's about 50 times faster, but it costs $50 a month. That means you'd have to invest $35 a month to move up from dial-up to cable.

If your time is worth $18 an hour, how many hours must high-speed Internet save you each month to pay for itself? Less than two hours, right? Two times 18 is about $36. That's how you can look and say, "Is it worth it? Will this investment save me enough time?"

Oh, most definitely!

If anybody's using dial-up or if you've used dial-up and gone to cable, DSL, or other high-speed access and had to go back to dial-up, maybe on the road or in a hotel or something - you know what a wonderful gift it is to be able to be 50 times faster.

That's how you can look at anything and see whether it's a good investment for you. But you need to know what an hour of your time is worth. If an hour of your time is worth $18 and you can hire somebody for $9 or $10 to do a job, then you really can't afford to do that job, right? It's too expensive to do it yourself. You need to outsource it or find somebody else.

It's important to remember this number for many different decisions that you make.

One of the cool things about eBay is that you can start up part-time and you can grow it at your own pace.

We're now going to cover some eBay selling methods. The cool thing about eBay is you can start part-time and grow at your own pace. But please, do not quit your job.

Some people think, *"I'll burn the bridges behind me, and then there's no way I can fail."*

Yes, you can still fail. The last thing you want to do is say, *"I have a mortgage payment in two weeks, so I HAVE to make this work!"*

Please, Do Not Put Yourself Under Such Financial Pressure!

If you're under a financial gun like that, you're going to make some really bad decisions.

You'll probably end up having a heart attack or your family will have a heart attack.

So, don't do that. Keep your day job as you build your business. Your family and blood pressure will thank you!

Some eBay Selling Methods:

❾ eBay Selling Method #1: Dropshipping

What do we sell? First thing everybody wants to do is ***dropship***.

Every day I get lots and lots of people asking me, "*Mike, can you tell me what I can dropship? Where do you get MP3 players or DVD players or DVDs or vitamins or whatever. I want to dropship different items."*

You can understand why people get so excited about dropshipping. For those who don't know what dropshipping is, it's a form of selling where you never actually touch the product. You have a supplier who warehouses and ships product directly to your customer.

I'll give an example. Suppose I'm going to sell lawnmowers on eBay. I find a company that dropships lawnmowers…

They say, *"Mike, you can buy these lawnmowers for $100 each."* I go and advertise them on eBay with a Buy-It-Now price of $150 each. Somebody buys it from my auction. They send me $150. I put $50 in my pocket. I send $100 to my supplier.

Sweet!

I email the customer's name and address to my supplier (and pay him $100), and he sends the lawnmower out to them via UPS. My supplier is happy, my customer is happy, I'm happy. It's a happy world!

Dropshipping Is The 'Utopia' Of Selling On eBay. Why?

- It requires no investment in inventory.
- It requires no warehouse space.
- It requires almost no labor.
- All you're doing is e-mailing an address to somebody.
- You don't touch the product.
- You don't get dirty.
- It's not much work.
- It is a wonderful way to make money on eBay.

Chances are, every single person here has spent a lot of hours looking into it. A lot of people say, *"No, it's impossible to make money dropshipping."*

Yet thousands of people are making money on eBay every day using Dropshipping.

So who's right? Well, let's find out the truth about it.

Here's the typical scenario that we go through. You join a dropship supplier list.

You join this and you say, "I'm going to go to this big dropshipper because I know they're reliable," which you want a reliable dropshipper, of course.

You go there and you say, *"What's a popular item on eBay? Oh, it looks like laptop computers are selling really well. Let me look at laptop computers or MP3 players or some popular item."* You're all psyched because you get the supplier and he has 100 different ones. You look one up and you're all excited and you go on eBay.

You say, *"This thing's awesome. It has a retail price of $200, and my cost is only $86 for it. I'm going to make a fortune on this! Woo Hoo!"*

You go to eBay and look up the item and see its history and recently it's selling for $85. You're thinking: *"What? What in the world? It must just be this one item."* You do a second item and a third item; maybe you even keep going beyond that.

All these items are selling for the same price that you paid for them or maybe even less on eBay.

You get disgusted and you say, *"Ah, it's impossible. It's impossible. There's no way of making money. What a rip-off this guy was, or this information."*

Have you experienced that? I think most everybody who has done product sourcing can relate to that.

Now let me come straight out and say that dropshipping does work, if you do it right.

First, you need to make sure you don't buy a useless "scam dropshipping list". You need to a legitimate list.

Be sure to check out these FREE videos

The top company in the world for this is **Worldwide Brands**.

They maintain a MONSTROUS database of REAL wholesalers and manufacturers. They'll show you exactly where to find whatever product you are looking for.

They update their wholesale / dropshipper list DAILY!

Worldwide Brands has a leading tool called **OneSource**. Not only does it help you find suppliers for Dropshipping, light bulk, large volume, imported directly, and liquidation, but they also have market research built right into the tool.

I'll explain. Say you are thinking about selling dehumidifiers on eBay. Not only will OneSource help you find suppliers, but it will also allow you do market research to see how much competition there is on eBay, Google, Yahoo, etc..

You can even claim **a Free Preview of OneSource by clicking this special link**.

I personally know the founders Chris Malta and Rob Cowie and they are great to work with! They produce great tools and they have an awesome company!

A Personal Dropship Story

I've dropshipped several different items on eBay. For example, one item is a dehumidifier. I've dropshipped over 1,100 of these on eBay. That's over $125,000 in dehumidifiers.

At first glance, this doesn't seem like a money-making product. You think, *"Who in the world is going to buy a dehumidifier? How many people want a dehumidifier?"*

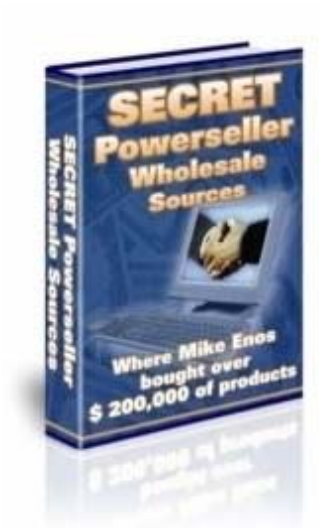
It's definitely not a hot item. Not only that, it's a very heavy item. They weigh 50 pounds each. Who would buy them? Well, I've sold over 1,100 of them on eBay.

Now the funny part is, the supplier that I get them from is not even a dropshipper**.**

I'll explain…

The company that I get them from is actually a repair center where they repair and remanufacture dehumidifiers and other appliances. What happens is when somebody buys a dehumidifier and it breaks down or needs repairs or there's an engineering change, they all go back to the factory.

They remanufacture them and then they can't sell them as new, but they can sell as remanufactured which is really sort of good as new. Let me give you a little history of what happened. A while ago, there was an auction - **an online auction** for these dehumidifiers. I ended up buying 144 of these, twelve dozen.



Liquidated & Closeout Goods.

I've made a ton of money by selling liquidated & closeout goods. When you only pay 5 – 15 cents on the dollar, it's hard NOT to make money!

Click Here To Learn My Most Profitable SECRET Liquidation / Closeout source

You can find out the rest by reading my popular ebook **SECRET Powerseller Wholesale Sources**.

I paid $42 apiece delivered for these dehumidifiers. If you've ever priced dehumidifiers, then you know that they can be pretty expensive. You can go to Home Depot or Sears, one of the few places you'll find them, and they can be $200-$300. So I was really happy. I was psyched. Then the next day at this site, another auction lot of 144 came up.

I was thinking: *"Oh, no. If these things sell for less than what I paid, I'm cooked."*

About an hour before the auction closed, they were only bid up to $17. I'm sweating, pacing, and saying *"Oh, no, I can't let them go for that cheap. But I can't risk getting stuck with them."*

So, I get in a bidding war with this guy and we're bidding back and forth, back and forth. My brother Jim calls on the other phone because he knew what was going on. He yells at me: *"Mike, you're nuts. What are you doing?? Don't bid on it. Don't bid on it."*

My reply is:*"Jim, I've got to get the price up, man. I'm going to be cooked. I won't sell my stuff."*

To make a short story long, I ended up buying 144 more dehumidifiers that day. I actually had 288 of them. I had to get a U-Haul truck. I had to pack them all in my house & garage. I had them in the bathroom. They were in my bedroom; they were on the stairs, on the top of the staircase, any space I could find for dehumidifiers. Fortunately, my wife was very kind and understanding about this.

But the thing is, they sold like crazy. I was shipping three or four a day. I paid $42. I was getting about $125 apiece plus shipping and handling. I was making a killing with them. Pretty soon, they were moving along, but I was thinking, *"I don't know if I want to have to do this again, having to bring them in and they're heavy, 50 pounds each."*

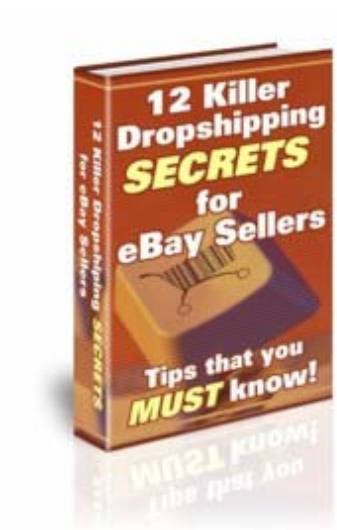
I thought, *"It's too bad that the guy wouldn't dropship them for me."*

I stopped and thought about it. *"If this guy's willing to sell these things for $40 apiece, he must want to get rid of these things really bad. Why not pick up the phone, give him a call and explain it?"*

That's what I did. I simply called the guy up, explained what I wanted to do and he said, *"Yeah, I'll do that for you. I'll just charge you $5 apiece."*

I said, *"That's fair enough."* Considering that it cost about $7 or $8 apiece to ship them from him to me, $5 apiece was a bargain. The cool thing about it was that I didn't have to touch them.

What I did do, though - what I'm going to tell you is a little trick.



If you've read my book "***12 Killer Drop Ship Secrets for eBay Sellers***," this is a just one trick that I show you how to do.

Almost nobody does this!

I ended up buying a pallet worth at a time from him, which was 24 on a pallet. It was about $1,200 I was paying each time per pallet. The cool thing was I had free warehouse space. He kept my stuff on a separate pallet in a different part of his warehouse so I never had to worry about the backorders.

I also had a unique dropshipper that nobody else knew about. He wasn't listed in any of the guides; he wasn't popular. I wasn't competing with other sellers on eBay!. Sweet! That's how you win this game!

Excess Competition Is Your Number One Enemy On eBay!

Remember that. You don't want to compete. You don't want to be the tenth man in a nine-man show.

A lot of people think the opposite. They want to do what everybody else is doing. That is what's going to kill you on eBay. You have to do things differently, okay?

I set up this unique dropshipper. Because I had a pallet worth, I would keep track. I knew I wasn't going to have the backorders and that was a wonderful thing.

These Are The Golden Rules Of Dropshipping:

> **Question: True or False:**
> You should choose from the most popular dropship companies.
> **Answer:** False!
>
> **Question: True or False:**
> You should sell the products that are very popular and are found everywhere.
> **Answer:** False!
>
> **Question: True or False:**
> You want to copy others and sell what everyone else is selling.
> **Answer:** False!
>
> **Question: True or False:**
> You should sell products that are hard to find in a retail store.
> **Answer:** True!

Here's the scoop about sourcing product for resale whether it's dropshipped or not.

You want to do something that's very hard to find in a retail store or that people have no idea is available in a retail store. That's a little tricky, but sometimes there are items that you might come across that people have no idea that Wal-Mart or Target or Circuit City or Best Buy have.

If it's something that you can sell for cheaper, then it works out really well. That's what happened with the dehumidifiers. They're hard to find. I think Sears is the only place. You could probably get them from Home Depot or maybe at a Lowe's in your area. They were refurbished so nobody could compete with the price for me. I was just selling these one after another.

The Dangers Of Dropshipping Backorders

But…*backorders are one of the biggest dangers of dropshipping.* If you've ever experienced this, you know what I mean.

This happened to me way back early in my eBay selling career, I had a pretty hot-moving product from a dropshipper. It was actually a kind of rolling suitcase that women who do stamping or scrapbooking would use to carry all their supplies around.

My wife enjoys stamping as a hobby and she said, *"This is a hot item. It's hard to find."* So, I started selling it and was doing really good with it. Then what happened was one day, I learned the dangers of backorders. I sold one and my office manager went to place the order. The reply she got was, *"Sorry, but those are backordered. We expect them in two to three weeks."*

When A Supplier Says…

Here's a simple lesson that I have learned.

When a supplier tells you that they are out of stock of an item and more are expected to arrive in 2-3 weeks, that is a polite way of really saying:
"I have NO IDEA if and when we'll be getting more of these."

So plan accordingly!

I'm thinking, *"Oh, no.. I'm in BIG trouble."* I've learned since then: if anybody ever tells you that something's expected in two or three weeks, that means they have no idea if, when, or how they're ever going to get them in.
So, don't hold your breath for two or three weeks. That's the lemonade that I made from this lemon of a situation.

But then I figured, *"This is no biggie. I'll just tell the eBay buyer and just say, 'Sorry. It's such a hot item and so popular, we're out of stock and we expect more in two to three weeks.'"*

I was sooo…. naive. I figured, *"No problem. We'll take care of it."* That's what I did and I e-mailed her. I get a reply back from her and I thought her e-mail was going to melt my computer.

It was like a flaming hot e-mail!

She was like**, *"Say what? I immediately paid for that item and I want immediate shipping. If you don't, I'll report you to eBay and PayPal and the FBI and the CIA and NBC and the IRS."***

She was really, really mad. You know what? When I stopped and put my buyer's shoes on, I realized that she was right.

She did pay immediately. I think she even used Buy-It-Now and she immediately sent the money. Who knows…. Maybe she had a get-together that she needed the item right away.

What happened next was that the office went into full code RED alert and my office manager and I spent the rest of the day trying to find somewhere in the country where we could find this hot item in stock.

We had to go all the way cross country to a distributor. I lost money on it, but at least I got the problem solved and the fire out. The most important things are that I got rid of those flames of wrath and I didn't get my eBay account shut down!

Amazingly, the buyer ended up giving me a positive feedback for the transaction I was patting myself on the back that I survived that and got a positive feedback. Sweet!

What happened after that experience, and if you've been through that yourself, it was like falling off a horse. I was really scared to get back in there. In fact, I said, *"It's not worth it. I'm not going to put myself through this again. This was crazy."*

Actually, I stopped dropshipping those products because I didn't want to have to deal with backorders and having the, *"Two to three more weeks we'll have more stuff in."*

One day, I'm in the shower thinking. I don't know about you, but that's where I do my best thinking. *"Okay, there's got to be a better way of doing this."* That's when I thought about it and it hit me like a light bulb going off, a great way to take care of the problem.

Since I've done this, I've never had a single backorder over 10,000 items later.

The Dirty Dropshipping SECRET

Backorders are one of the danger areas of dropshipping that no one likes to talk about!

No matter how "professional" a dropship company is, product DOES go out of stock. This is especially true for "hot" items.

After I got nailed by a backorder I almost quit Dropshipping altogether.

That was until a light bulb went off in my head and I came up with a fantastic solution.

I've taken that method and 11 other methods and put them in "***12 Killer Dropship Secrets for eBay Sellers***." It's something that you must read if you want to make dropshipping profits.

Dropshipping is a great way of making money on eBay. Just remember those key points: know your supplier, what type of item to sell, and how to avoid backorders. And you can make it work.

⑩ Method #2: Wholesale

The number two popular method of selling is ***wholesale suppliers***. Much of the same rules for dropshippers also go for wholesalers. You don't want to sell what everyone else is selling. You also want to make sure your supplier is not also directly selling to eBay buyers. If you're competing with your supplier, you're cooked. Hang it up. You're doomed. So, don't do it.

The tricky way is to ask them if they do that. If you think somebody is them, then you find out you can't trust them, go to somebody else.

Circuit City On eBay

Did you know that Circuit City is one of the top sellers on eBay? They liquidate a lot of their retail store left overs, scratch & dent, returns, etc…

They even sell wholesale lots of product from their eBay store.

Click here to visit their eBay Store.

You also want to buy and stock the minimum amount of items as possible. Anybody reading this who has been selling on eBay for a while, I'm sure you've got some dogs in your basement that you can't get rid of. That's just part of the business.

The moral of the story? Buy product in the minimum quantities possible. Keep tabs on inventory and reorder as needed.

I'm going to be straight with you. In the past few years the eBay competition has continued to increase. It's getting harder for the little guy to find a new wholesale product to sell.

There are some deep-pocketed sellers on eBay who simply have more purchasing power than the little guy. It's the big fish that are swallowing up the little fish.

But, don't fret; don't worry. I'm going to share with you some million-dollar ideas on how you can deal with this.

Personally, I have not had much success with big national wholesalers. I have had, though, success in dealing with smaller, lesser-known wholesalers.

Why?

Don't Be A Copycat On eBay!

Many different reasons. First of all, *don't do what everybody else is doing* because you'll be competing and everybody is dropping the price. You don't want to do that. Stay away from the big suppliers, the mainline product.

I'll give you an example of why I like small suppliers. First of all, they're personable and helpful. I found a **small importer** in the southern part of the country.

He directly brings in products from China. One thing he sells is shipping scales. He had one model of a shipping scale that I could buy for $50 that compared favorably to a $360 model.

As far as I know, he was the only person in America that was bringing this in from China. It was an excellent product, excellent quality; it was stainless steel and it was just fantastic.

For almost a year, I would ship three to four a day.

Finding Misspelled Items On eBay

Did you know that it is common for some eBay sellers to misspell keywords in their auction title and description?

For example "daimond" or "dimond" instead of "diamond".

The result is that you can often buy these items at crazy low prices.

Click here to visit my Blog where I have a video explaining how to scoop up these deals, and the FREE tools for doing it.

Normally I sold them for $115 and I made over $50 profit on each one. I sold close to 800 of these before my supplier ran out and wasn't able to import any more. Man, I really miss that product! It was so sweet to sell. ☹

Another advantage was that I was dealing directly with the owner of the company. He would call me and tell me, *"Mike, another shipment is arriving in three days. I have another XX. Do you want to buy them?"* I would say, *"Yes, send them to me."*

The key point? Too much competition on eBay will kill you.

There are simply too many people trying to sell the same stuff to a limited number of people. No one is making a profit. Don't do that to yourself. Stay away from that method of selling.

You want low competition items and you want to get them as close from the manufacturer as possible.

You can check out my free **Wholesale Search Engine**, located on the PlatinumPowerSeller website.

⓫ Method #3: Importing

Let's move onto our next method of product sourcing: ***Importing.***

One of the best options is importing. The pros of importing is having unlimited things you can bring in. You can find a lot of unique products so you can kill the whole competition thing. The negative thing is that it's expensive. To bring in products from China, just to ship a 40-foot container is between $4,000 and $5,000. And you have to fill the container with something that you're bringing in - products.

It can be pretty hefty to do that. There are organizations that will help reduce the shipping, but it can be difficult. It can also take weeks for stuff to arrive. There's a language barrier. Sometimes your money is tied up for a while. Importing is not for the faint-hearted.

But, some really good sites if you want to see what things actually cost, write down these two sites: **GlobalSources.com**; the second one is **Alibaba.com**. These are where all the Chinese companies advertise their products.

You will be amazed by how many products you recognize from mainstream manufacturers. You can buy from the same place that they buy from.

The prices are amazing. But, again, it's not something for the faint-hearted.

Additionally, **Chinavasion** offers products that can be imported with no minimum order. You can even order a sample of their products to check it out before investing in multiple items.

Many have asked me who my personal importer is that made me so much money.

For a long time (for purely selfish reasons) I kept my supplier "Mr 'B'" a secret, telling almost NO ONE!

Recently though I recorded a one on one interview with him.

In this interview, he explains the nitty-gritty of importing for profits. Mr "B" has over a dozen years experience and has made me a ton of money.

In the interview you will learn his secrets, and even hear how you can have the opportunity to personally work with him.

It is part of my world famous training course **The Ultimate eBay FAST-Start Success Formula.**

Importing can be an expensive and time consuming process. Mr "B" can help you reduce both the cost and effort to source high profit product from overseas.

⓬ Method #4: Refurbished Goods

Method number four is *refurbished goods.* I love refurbished goods. I've had most of my successes selling refurbished goods. Why? Low competition and limited availability. Like those dehumidifiers. I think there was one other person on eBay that had found the supplier and was selling them.

Here's the trick: if you want to find a refurbished good, go to a manufacturer's Web site; type in "refurbished" in it. For example, go to **HPShopping.com** and type "refurbished" and you'll see all the refurbished items that Hewlett Packard sells.

Quite often, you can find calculators or laptops or other items that are refurbished at fantastic deals. That's one way of finding it, or you can use Google to find them, too. Just go to Google and type in "refurbished widget" and chances are you'll find a page that will be a page in a Web site where you can get the items from.

⓭ Method #5: Liquidations & Closeout Goods

I love refurbished goods because there's so much advantage to it. But, it's not as good as our next selling method, number five is ***liquidated goods***. This is by far, by far, by far the best way. I've made so much money off liquidated goods. One company that I've had great success with is **Liquidation.com.**

Liquidated goods are either surplus or leftovers, items that normally are auctioned off. For example, I bought 330 spools of Cat 5 network cable. At this time, Cat 5 cables were $80 a box. That's for if you're doing networking in buildings and houses. Going back about four years ago, I paid $14 a box for it.

Then, I sold them for $65 a box on eBay. What's the markup there? Like 400% I made on it. I had people actually coming to my house and buying 12, 15 boxes at a time even off of eBay, which I recommend. If you can sell direct, you can save a lot of fees.

The thing is when you pay 10-15 cents on a dollar on anything, you can make a killing. You'll never find those margins on new products. You'll also have no competition, because if it's a limited lot like that cable was, nobody could compete with me. I owned that section of the market.

It's just amazing what you can do with liquidated goods. The market is fantastic. Here's the Mike-ism for you. A Mike-ism is just my own experience. People say, "What can I sell on eBay? What can I sell on eBay?"

A lot of people take a different approach. They'd say, "Let me see what's a hot product and what it is selling for on eBay. Find a supplier. What's the cost? Can I make a profit?"

To me, that's a lot of work. I do the opposite. I look for something that's a deal and say, "That looks like a deal. I wonder what I'll get on eBay." Then I just go to eBay. I can make the numbers. If you can find anything - I don't care what it is - that you can sell on eBay for 50 or 60% of the street price, the price normally that people would pay for it, and be happy with the profit, then you can sell on eBay.

I don't care what it is. I'll give you an example. I sold about 700 chair mats; you know if you're sitting in your computer chair, you know that funny-shaped mat that you roll on. I sold a ton of those babies on eBay. Liquidated goods. I paid - I think it was - $4 or $5 apiece and I sold them for like $30 apiece on eBay. I sold hundreds and hundreds and hundreds of these items.

What a stupid item to sell, but I made a lot of money doing it. Why? I'm only paying a fraction of it. Liquidated goods. Man, that's where it's at.

⓮ Method #6: Local Area Auctions

Method number six is *local auctions.* In my area, in our Sunday paper, we have lists of local auctions in the area where you can go to. A company's going out of business. You can quite often find a good deal. There are pros and cons about it. If you like doing that kind of thing, that's wonderful. The thing is you never know. It's kind of like a crapshoot. You can score big or come away with nothing.

For example, one time my brother and I were doing this together. We went to a computer auction and there was a certain card called a Brooktrout Fax Card. My brother knew about it. He said, "Mike, those things are valuable. They sell for like $100, $150." Actually $200 new, I think it was. They're hard to find.

We ended up buying 30 of them for $8 each. We sold them for $165 each on average, so my brother and I made $4,000 profit from a morning's worth of work. And we got to hang out together and have some fun.

But then we went to another auction and we almost came away with nothing. So don't expect to hit a home run each time.

I think about the one that we made $4,000 for the morning. Woo Hoo!

So, check your Sunday paper. The really cool thing that you want to do is when you walk in the auction, they always have a sheet that lists all the items. Sometimes you can go online ahead of time and get that. Then you can figure out a target, exactly the items you want to go for when you get there.

What helps is if you have somebody at home that you can call on your cell phone that can do some eBay research for you. My brother and I would go in there. We knew what items we were interested in. We put a little check box next to them. Look them over; make sure they were okay.

Then we'd go out to the car; he'd call his wife; I'd call my wife. In five or ten minutes, we'd figure out, "Okay, we can pay it. This is worth this. This is worth that." Then at the auction, you know exactly what you're willing to spend for something.

Some people can even do that on their own phones nowadays, which is really cool. Keep that in mind.

Take a look at **Mpire Researcher Mobile**. Now you don't even have to call someone at home to do the research for you! That's how you can score with local auctions.

⓯ Method #7: Selling Knowledge Products

Method number seven is *knowledge products.* Of all the products, this is even better than liquidated goods. This is the ultimate product to sell. A knowledge product can be an e-book; it can be an audio file; it can be a video file; it could even be a CD or a DVD, even a list of links for a Web site. If you develop the product yourself, the cool thing is you limit the amount of competition you'll have on eBay.

Remember the key to eBay is “limit your competition.” It is your best way to succeed. Less competition is more profit. For example, go on eBay and search for the words “best digital video.” There's a guy named John; I think he’s from Arkansas. He sells a DVD training set to show you how to set up lighting for use with your digital camera and your digital camcorder.

Check in the history by “completed items.” He sells two or three of these a day for $50 each including shipping and handling. He’s been doing this for at least a couple of years. His cost is probably $3 apiece, maybe $5 with shipping. He’s clearing easily $120, $150 a day, day after day, fully automated. That’s a wonderful, wonderful thing.

Maybe you have some experience that you can use. Maybe this is a hobby that he taught other people and he’s making a killing doing that. Recently eBay set up a procedure for delivering digital products automatically; it’s a new policy going into effect. People can go on at midnight, buy a product, pay immediately, and automatically be sent to the page to download.

You do nothing. You don’t even have to e-mail them something. It’s automatic delivery. Knowledge products are wonderful. For example, think of it this way. You write an e-book. You call it “How to Teach Your French Poodle to Sing.” You sell it on eBay for $10.

You get this lady who loves French poodles. At nighttime, she’s got insomnia. She buys your e-book. She pays for it immediately. She gets the link. She can download it and read it so she’s very happy. You had to do nothing except you wake up with that money in your PayPal account.

Keep that in mind. If you're going to sell knowledge products, make sure it’s a quality product that people are going to be happy with. Otherwise, you'll have the hassle of returns. Don’t do a product like, “How to Get Rich on the Internet” or things like that. Do something you're familiar with and what other people will be willing to pay money for.

For example, do you have a hobby?

Have you figured out a way of saving a ton of money in that hobby? Or do you know how to turn a hobby into a profitable business? Then, write an e-book on it. It’s that simple.

If you can't write, then simply record your thoughts on audio and have someone else write the book for you. You can hire anybody to do anything at **RentACoder**. You can go to **Elance**. They will do any programming, graphics, or writing. They’ll even write a book for you and put your name on it.

ScriptLance is also another website where you can find freelancers can do all sorts of stuff for you. There are many sources of very good, cheap labor that you can use. Some people are actually making money selling $2 e-books on eBay. I don't know. Maybe now that the process is automated, you can make money doing that.

Knowledge Products Are Awesome!

For example, I had a **mentoring session** with one guy named Ron. When we first started our session he stated: *"I want to dropship on eBay."*

So I asked him "*Ok… Why do you want to dropship on eBay?"*

"Well, I live in an apartment in New York City. We don't have much room. I've been here for 30 years. I'm about to retire."

"What area do you live in New York?" He told me he lives in a wooded area now, but grew up right in the city. So I said, *"Wow, that's cool. You must have some really cool places to visit!"*

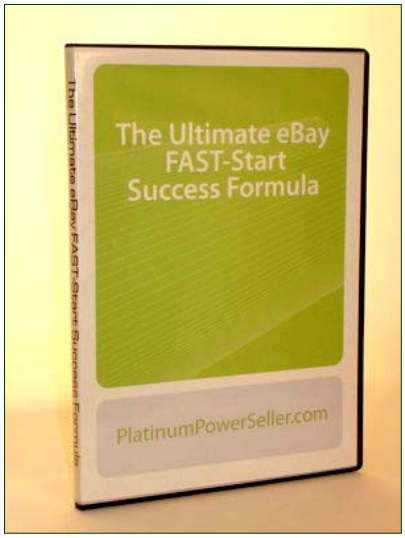
He replied, *"Oh, yeah. I know everything about this. I know how to get Broadway tickets for $30."*

"What do they usually sell for?" He answered: "Ah, between $75 and $100."

I said, *"Ron, that's an e-book. How many people go to New York City for a weekend? How many people would be willing to pay $25 to save $150 for a weekend?"*

Ron said "You're right." He later was nice enough to email me a testimonial. He said:

"That One Hour Phone Call Was Worth THOUSANDS Of Dollars!
I Went From Banging My Head Against The Wall To 5 SOLID IDEAS!"



I included that entire $400 mentoring session as part of my 2 – CD training course **The Ultimate eBay FAST-Start Success Formula**. *(When you click the above link you will see the above quote on that page and listen to a 4 minute 30 second interview with Ron)*

That one phone call changed his situation from frustration to knowing EXACTLY what he was going to do. That was his project to work on, to write an e-book. So, think of knowledge products.

After you have your text written, use **ViralPDF** to turn it into an e-book that you can share with others and that they can spread for you! *(See the reference section for sources on how to create PDF files)*

You can also use companies to design e-book covers for you. If you're not sure what an e-book cover is, just go to eBay, type in "ebook" and look at some of the auction listings. There you will see graphics of what looks like a printed, published book. Of course, e-books are not in the regular book form. An e-book cover is the graphic

representation of the book. Now you could go and post the job of designing an e-book cover of **Rent-A-Coder**, **ScriptLance**, or **eLance**, but the easiest way to do it (and most reliable) is with **AbsoluteCovers**. That's who I use for my covers. Don't go cheap and try to do it yourself. A professionally designed cover will quickly pay for itself and keep generating profits for a long time.

Learn How To Sell Information Products On eBay

Most people think the only way of making money on eBay is by selling and shipping physical product. Selling information products is a BIG business on eBay if you know how to do it right. **Click here to check out my training package** which explains the step-by-step details on how to sell information products on eBay, how to make money using eBay traffic, and how to use their new classified ad format to make money with affiliate programs, selling other people's products, building a list, and much more!

⓰ Method #8: Consignment Selling

Selling method number eight is *consignment selling.* Another way of making money on eBay is consignment selling. That's when you sell other people's products. If you go this route, focus on higher-priced items. I don't like one-of-a-kind items. We're going to discuss that in a little bit.

Make sure it's worth your while. If you go to **AuctionBytes.com** - which is a great Web site for eBay information - on the left hand side there's a link for consignment sellers. You can look and see how much money they charge for selling other people's items. You can also take a look at their contracts and see what kind of paper work you'll need to get started.

That can be an ongoing source. It would be friends and neighbors and older ones, people at work that you might be able to sell their product. That can work out really well. I'm actually working right now on a method, a whole system for doing business consignment selling. That is a huge market because there are so many businesses with products to sell they can't get rid of. But that's a discussion for another night.

What Not To Sell.

We've spent time discussing what to sell. Let's talk about what NOT to sell.

⓱ Onesies.

I think I invented this word "onesies." Those are one-of-a-kind items. You may be tempted to go to your local thrift store and pick up items and sell them on eBay. That's okay in the beginning. You're really excited about this. But in the long run, they're going to kill you.

You cannot scale a business selling one-of-a-kind items unless they're very expensive.

There's a lot of labor involved between the pictures and the ads and the measurements and the answering questions and packaging, especially doing clothing. Don't ever sell

clothing. You get into how much to ship it, how to ship it, where to get the packing. Don't. Don't do onesies unless you're going to make a lot of money for it, okay?

You're going to be tempted to do it. Don't do it. You're just going to hurt yourself.

Check the profit margin of items you are going to sell. I get people who say, *"Mike, tell me a good wholesale source of DVDs."*

I'll ask: *"Why do you want to sell DVDs?"*

"Well, if I sell 200 a day, and I make $2 profit on each one, that's $400 a day. That's pretty serious money!"

My reply is: *"Ack! Don't do it. You can't do this. You can't make money in volume on eBay unless you have a lot of cheap employees and you have a lot of good software that automates it. Please, do not think of making money in volume on eBay. Instead, try to make more money shipping less product."*

Remember!

It takes just as much work to sell a low cost (low profit) item as it does for a more expensive item.

You have to photograph, write an auction ad, answer emails, process payments, package, ship, etc..

Sell more expensive items if possible

Try to sell a lower volume of higher priced (more expensive) items. Why?

It takes the same amount of work to sell and ship a $100 item as a $10 item.

Stick with the expensive items.

Before I had employees, (so I wouldn't lose my sanity), my rule of thumb was I had to make $10 for each box going out the door and I wanted a 40% profit. Whenever I was deciding whether to source a product to resell, when I looked at a deal, if it didn't hit these requirements, I walked away from it because I needed to get my hourly worth.

Once I had employees, I could loosen my restrictions, which made it a lot easier to find product to sell. That's because I wasn't doing the work myself and I paid them a lot less than what my hourly worth wanted to be.

Keep that in mind: what an hour of your time is worth when you're selling product.

Make sure you do your research. There are a variety of tools out there to help you.

Some that I recommend are **HammerTap**, **Sellathon**, **Mpire Researcher**, **Hot Item Finder**, and **WhatDoISell**.

Getting Repeat Business

Do you want winners of your auctions to come back to purchase more?

Of course you do! It is MUCH easier (and more profitable) to sell to an existing customer rather than find a new one.

So how do you make sure they find you again? One way is by placing business cards in EVERY package you mail out. They don't have to be the typical name, address, phone, email business cards either. You can include a thank you, along with a reference to your eBay store or eBay user ID.

In fact, you can get these business cards for FREE by going to **VistaPrint**!

After your eBay business is rolling, you will find that you need to make things easier for yourself in the shipping area. I used to have to go down to the local Post Office, wait in line, and lose HOURS of my time each week. No longer.

I use **Endicia** to manage my postage printing from home, and **U-PIC** or **DSI** to insure the packages.

You also save a tremendous amount in insurance costs verses insuring (and waiting in line) via the Post Office. I go over this in more detail in my e-book "**Massive Insurance Profits for eBay Sellers**."

⑲ How To Get More Bids And Higher Selling Prices:

Next, I want to discuss ways to enhance your bids and your auction ads and the values that you're going to get. First of all, you need to get your feedback score up. We discussed how to do that earlier.

Grow your feedback score as quickly as possible. Once you're over 500, it's almost as good as 5,000. I actually took a survey before and there's very little difference. Think of it yourself. If somebody has a 500 or 5,000, it doesn't matter to me.

Also, you want to *include item-specific feedback right in your ad* by using the **FAME** (**F**eedback **A**d **M**aker for **E**bay) product. Many here are familiar with the FAME product, which goes and collects your feedback, quickly allows you to pick out the best ones and makes a beautiful HTML table and you can easily put it in your ads.

If you're selling widgets and somebody goes and looks at your ad and sees 50 people who bought the widget from you and are very happy, guess what? They're going to buy the widget from you instead of your competition because they're going to say, *"This person's a widget expert. Look at all the happy customers. This is who I want to get it from."*

Experience has shown that it will increase our selling price 30-40%. You'll sell more than your competition at a higher price. It's amazing. You definitely have to give it a try. Adding specific feedback makes a huge difference. **You can try FAME for FREE by clicking here**

The third one is ***compress your pictures***. Millions of people still use dial-up internet access. Believe or not. I think it's almost half that are still on dial-up. Instead of waiting for pictures to load, they'll go somewhere else. A way of compressing it is using **JPEGMagic**, a tool that works great. It will make your pictures **load up to 50 times faster**. You can see the before and after at the same time as you vary the compression amount.

The next point is you want to *use* ***audio to add your voice to your auctions*** so people feel more comfortable buying from you. It's a psychological thing. You sound like a real person. **Web Audio Plus** allows you to do that. You can add audio very easily. It used to be in the past, you had to pay $40 a month to do that. Now you can buy a tool once for a very small price and use it as much as you want. Audio makes a big difference. Give it a try.
Also, ***video makes a big difference, too***. Use video if you can, along with high quality pictures. I gave an example on a training cruise I came back from. I was doing a business consignment deal selling guitars. He had two guitars he wanted to sell. He wanted $150. He got $300 for one. He wanted $500 for the other. He got $720. Needless to say.. he was excited and happy.

All I did was take a quick video. I got some free acoustical music to play along with it. Very easy to do, and it cranked out a lot more money. Video is up and coming. Make sure you're familiar with it. **Instant Video Suite** allows you to do that, to easily include video. It used to be difficult to do; now with my tools, it's a lot faster and easier.

Make your auction ads attractive. Do not use all uppercase letters. You'll see those ransom note type ads with giant big letters and they're all uppercase like they're holding somebody for ransom. You say, *"Oh, man, does this person even know how to seal a box? If I buy a product, will they keep my money and run?"*

Some Helpful Ad Copy Suggestions:

- Don't do all big font letters.
- Don't do too much uppercase. It makes your auction ad look like a ransom note.
- Don't do one huge paragraph. Instead use short paragraphs with 4-5 lines maximum. Huge paragraphs hurt people's eyes. If you hurt people's eyes, they're not going to read.
- Use Bullets: Simple things like bullets - bullets are the dots that separate points one by one. It's amazing how just making your ad more eye catching. Using a pretty font, short paragraphs, and bullets can make a big, big difference for you.

Having an eBay store can also be beneficial. The thing is, 99% of eBay store owners are doing it wrong. They could double, even triple their sales if they did it the right way. Want to be one of the 1% doing it right? Check out **Janelle Elms' training videos for eBay stores.** Janelle is who I go to for my eBay store questions.

I have always recommended having a website to compliment your eBay listings. Registering a domain and getting web hosting is easy and inexpensive.

I use **GoDaddy** for my domain registrations and **1and1** for my web hosting.

Other companies for hosting I recommend are **Hostgator** and **DotEasy.** One additional company that offers domain registration, hosting, and software for you to easily design your own site is **CityMax**.

One thing is sure: There are a ton of companies that offer domain registration and web hosting. The most important thing is to find a company that is reliable. If the company is not on top of things and their web servers go down, no one can find your site, meaning no one can buy anything from you. All the companies I've mentioned above I have found to be reliable, easy to contact, and easy to work with.

Once you have your website, you are going to need a shopping cart program for people to place their orders in. I recommend either **1ShoppingCart** or **AShop**. With **1ShoppingCart**, they host the software and you just "fill-in-the-blanks" to get your cart set up. If you would like to have more control over your shopping cart, then use **AShop**.

What is the difference?

- **1ShoppingCart** is a hosted solution that runs on their computers. You pay a monthly fee for the service. It does MUCH more then just shopping cart chores though. It includes a complete multi-tier affiliate system so you can get others to help sell your products, subscriber and newsletter tools, and MUCH MUCH more.
- **AShop** is software that you purchase once and have it installed on your own web server. I've been using this for over 3 years and have been very happy with their software.

Both are very good solutions!

After that, you need a way of keeping track of your visitors and their contact information. Your email list is one of the most valuable things of your business.

You NEED to be collecting the names of your visitors and customers. A great service to do that is through **Aweber**. Additionally, if you want to host everything on your own site, you may do so with **AutoResponsePlus**, although it is for the more technically advanced. I actually use both of these.

You can monetize your website further by placing Google Adsense ads on it. By far, the Adsense experts are **Joel Comm** and **Michael Cheney**. Joel publishes an e-book explaining exactly how to do it. If you learn better by watching videos, Michael is the man for you.

Finally, as a way to make sure your website is listed in the search engines and places near the top of the list, check out **SEO Elite**.

I think we covered the points. I've got to tell you this story. I promised a couple of stories I was going to tell you of people that make money in funny ways on eBay.

What happens is I'm always getting people coming to me saying, *"Mike, what can I do to make money on eBay?"*

Quite often, I'll just find out what interests they have.

Selling Broken Glass On eBay

One example is one of my wife's best friends, Michelle. Michelle sells broken glass on eBay.

I'm going to explain how she does this. She goes to the local thrift store and she buys plates that are very colorful. Some have flower patterns or bright colors.

She brings them back to her house and she cuts them up into little squares. She has little cutters that she uses and she'll spend a couple of hours cutting them up. She'll cut the flowers into special shapes. What she does with them is she sells them to people who do mosaic tile work. You know, if you've gone into a Spanish-style or a Mexican-style restaurant and they have the beautiful mosaic with the little tile squares all cemented together.

There are a number of people doing that, but they don't know where to get the materials from.

Think about it. If you were going to do that, where would you buy that product from?

Hopefully, Michelle.

She will spend 50 cents for a plate. Five dollars worth of product she'll sell for $300 or $350 for a morning's work. It's a very creative way of doing that. She's very creative so that made sense for her to do that. She does really well.

Using Classified Ads To Source Product

Another cool experience is from buddy John. For the longest time John would say *"Mike, I want to sell on eBay. I want to sell on eBay."*

Now John's a good friend but he never seemed to me to be very entrepreneurial. That's not a insult, but some people just don't naturally seem that way. He seemed like he would be too scared of everything. (John if you are reading this, I mean that in the nicest way possible)

For a living, John works in a large hotel fixing and maintaining their furniture. He does all the woodwork - the chairs and tables and doors and such. At home, he has a really nice woodworking shop. One of the machines he has is called a Shopsmith.

Shopsmith is a high-end wood working tool. It's a really cool machine that you can attach different tools as required. You can attach a lathe, a mill, and other different pieces. You simply pull them on and off as needed.

It's a retrofit system. You buy the base to get started and then you buy separate pieces to give it more capability. It's got quite a following throughout the country.

So one day I was at his house and John said, *"Mike, what can I sell?"*

Pointing at some stuff on the floor I asked *"Well, what's this?"*

He said, *“It’s old legs from my Shopsmith.”*

I said: *“Well, let’s try selling these on eBay”*

He replied, *“Alright. I'll try them.”*

He sold them on eBay and got almost $40 for them He couldn’t believe it. He was so excited when he told me: *“Mike, I was going to throw them out. And I got $40 for it. I got a lot of Shopsmith stuff.”*

I said, “*Well, let’s go look up Shopsmith on eBay.”* We did.

John was then going down the listings one-by-one saying: *“I've got this. I've got this. I've got this.”*

He started selling Shopsmith stuff. After a while though he ran out of his own stuff lying around.

He thought: *“I've got to get some more.”* (He was seriously bitten by the eBay bug)

The idea was to take an ad out in the local classifieds that says:

“I Buy Shopsmith Equipment. Give Me A Call.”

He put it in a local ‘Penny Paper’, you know, the free - we call it Yellow Paper - the weekly paper that people get. Normally, the ads are free or very low-cost.

So he would place and ad and he'd get a call or two. The situation normally was somebody’s Dad or somebody’s husband who died had one and it’s just been sitting in the garage or the basement forever and they just want to get rid of it.

John will go and pay $800 for it. He’ll pull the pieces apart and normally, he'll make about $2,500 or $3,000 per unit. I told him, *“John, you need to expand this.”*

He goes, *“Nah. That’s okay.”*

John’s happy to just do this within a 15 minute drive, on a small scale..

He runs the ad once in a while and he gets a machine maybe every couple of months. It puts some extra spending money in his pocket. (Hmmm.. Actually, he just bought a BMW convertible recently come to think of it. I’ve gotta ask him about that)

You can make this idea work for you. If you can find an item like that that you can part out in pieces, you can make a lot of money.

As long as you don’t do it in the Providence, RI area, you are free to copy the idea. That wouldn’t be fair to John to steal his idea. He was kind enough to say it would be okay to mention it to my readers. For those who are geographically in a different region, this one idea would work out EXTREMELY well for you too!

There are many people that know that there are a lot of people making money on eBay, but they're kind of at a stumbling block. They get so far and they can't get past that. A

very popular option that I offer is telephone mentoring. I mentioned I had been mentoring with close friends and that guy from New York. I do mentoring for a lot of people over the phone.

The thing is my time is expensive. It's $400 an hour to do that **mentoring**. Some people can afford to invest in such training, and some people can't. That's fully understandable. But, that's what my time is worth.

Even at that price, I don't like to do it that much. There are other things I'd rather be doing with my time.

Let me explain because I don't want to be misunderstood. I like to set up systems where I can multiply my time. I don't like selling an hour of my time for a fixed amount.

It smells too much like a job. I did that for too long consulting.

In a "previous life" I was a software consultant. I would take on programming jobs and get paid by the hour. Although I was paid VERY well per hour, I did not receive benefits, vacation or sick time, or holiday pay. It always bugged me that if I didn't work for whatever reason, the money machine turned off.

So now I'd rather do the things where I can multiply my time, where I can do some work and it brings me in money day after day after day, unlike selling an hour at the time where there is no residual income.

But, I do love helping people. I LOVE seeing the results and when the light bulb goes off and people say, *"I CAN do that,"* and they're very successful with it.

To me, time equals life. I simply don't like selling my time by the hour.

I recently released a new product that takes you from beginning to sell on eBay through the more advanced methods of skyrocketing your eBay business. It's called "**The Ultimate eBay FAST-Start Success Formula**." It consists of over 6 hours of audio training, plus many bonuses including an interview with my secret importing source.

If you want to take your eBay business to the next level, check it out.

I also recently re-released **FEAST** (**F**ullblown **E**bay **A**uction **S**elling **T**oolkit) product where I've added a tremendous amount to it. The **FEAST** product has been out for a few years, but I've more than doubled, (almost tripled) the size of what it includes for tools, for e-books, and for training.

A lot of the tools I mentioned above come with FEAST.

With FEAST, You'll receive over $2,000 worth of product and training!

In my newsletter, there's only so much I can discuss because there are tens of thousands of readers of the newsletter and if I come out and say, *"Here's a really good supplier with a really good product,"* then I'm going to have a thousand people overnight

buy it. They're going to buy it and there will be so much competition that it's just going to be a mess. Nobody is going to make any money. They're going to say, *"Mike doesn't know what he's talking about."* Then they'll drive by and "egg" my house, send me nasty emails, and do other mean stuff.

So, there are certain things I can't do with the large group, but I can do it with a smaller group. I figured by putting together a small group that would be one way of doing that. Basically I conduct webinars dealing with very specific topics. At the end, the phone line will be open and we can answer back and forth.

If you've been researching and looking and doing a lot of reading and you're very frustrated because reading is very one-directional training, it's really time to begin thinking about something beyond that. Get either the **FEAST** product with the tools to enhance your business or the even more advanced **M4** mentoring training. *(M4 stands for Mike's Master Mind Mentoring)*

It's a small personal group where we build a business together. If you say, "Mike, I'm interested in your M4 training," to **M4info@platinumpowerseller.com**, leave me a phone number and I'll call you back.

I'm not going to e-mail anybody about it. I'm only going to talk with them on the phone, because not everyone qualifies. It's only for people who are ready for serious, life-changing guidance, and are willing to apply themselves to get the results they want.

Growing Beyond eBay

I've always recommended having a website to compliment your eBay business. One company that helps you set everything up from the beginning and teaches you how to have a successful Internet presence is **SiteSell**.

If you want to go to the next level (and I'm sure you eventually WILL) you'll want to check out one of the top-ranked Internet training companies out there – the **Internet Marketing Center**.

In fact, as of the date I write this, **they will let you try out on of their newest training package for just $2.95 plus shipping!**

This includes:

- **Two 8″ x 11″ full-color three ring binders.**
- **9 steps, broken down into 70 lessons** with step-by-step instructions included for every promotion and strategy.
- **Two 415+ page packages for a total of 850 pages**, with tab inserts to keep organized. **Five resource CDs (with 471 pages of additional lessons)** and one audio CD (39 minutes) packaged in a special folder that holds all 6 CDs — with additional lessons, examples, audio interviews, and articles, as well as timesaving software and invaluable resource files.
- **Two DVDs with 155 minutes of video footage** — featuring Derek (the President) speaking "live" on stage in Orange County, California, talking 'in person' about how they grew $25 into over $60,000,000 in online sales.

I Cannot Recommend This Program Enough! Click Here To Claim Yours!

Continuing Education

Hopefully you have enjoyed and found this training very beneficial. If it has opened your eyes to the exciting possibilities of making money on eBay, then it's served its purpose well. It would be great if I could boil down my seven-plus years of eBay experience into a single 50 page ebook, but that's just not possible.

That's why I wanted to talk to you about continuing education. Did you know that there's a very common trait that all successful people share? It's understanding the value of investing in knowledge and education. Successful people do not reinvent the wheel. Instead, they invest in the tools and knowledge to shave off every single second of learning curve possible.

It is amazing how many people don't see how this applies to themselves. They'll work hard to give their children a college education. They'll pay $10,000, $20,000, even $30,000 a year, but they won't invest in their own education. Instead, many will waste months, even years, spending countless hours surfing the Web, trying to dig up some gold nuggets that will give them a successful Internet business.

Most never give a single thought of the cost of this process. For example, let's say that you and your friend, Pat, are listening to this training together. Now, Pat enjoys the training but chooses not to invest in continuing education, while you do. You invest in the FEAST product, which contains the training and the tools and the software you need to start and grow your own eBay business.

Now, let's be realistic. You're a busy person. You have a day job, a family, a kid, maybe a dog and a cat, many other obligations that will seriously limit your time. You're not going to be able to find 40 hours a week to work the business. Instead, you just find a few hours. In those few hours, you're able to generate just $30 a day profit from eBay.

Thirty dollars a day will recoup your investment in less than two weeks for the **FEAST** product. But, get this: $30 a day adds up to over $10,000 in one year. Would you say that investing in training to get a $10,000 return is a good investment? Oh, yeah. No doubt about that.

Now compare that with what Pat did. She's still digging for free information instead of making money. She also could have made thousands and thousands of dollars of profit, but instead during that time made nothing. Many never consider the serious cost of not investing in knowledge. That is what separates successful people from dreamers. Doesn't that make sense?

Whether you're looking for a part-time income or a full-time profit machine, eBay has changed the lives of millions of people. It will be my pleasure to help you to be the next eBay success story. If you're ready, ready to enjoy real results, go visit **PlatinumPowerSeller.com.**

Or you can also call us. The number is toll free 800-788-6057 or you can reach us at: 508-678-9900. So, don't delay in getting started. You know, each day you delay is 24 hours of life that are gone forever.

That's time that you can never regain again.

If you're not happy with your job or your income or your commute or just where your life is heading, then now is your chance to do something about it.

Decide that today is a turning point in the rest of your life.

Take action right now.

You'll be glad you did.

It's been my pleasure to spend this time with you. I'm Mike Enos from **PlatinumPowerSeller.com** and I look forward to hearing of your success.

Mike

Mike Enos
Founder – **www.PlatinumPowerSeller.com**

P.S. Could you please take a few minutes and click here to visit my BLOG and post a comment on how you benefited from this training?

You Can Make Money By Sharing This Ebook!

Did you enjoy all that you learned in this training?

Click here to see how you can make some SERIOUS MONEY by sharing this information.

That's right! You can make money by helping others start and build their own successful eBay business.

Mike's Recommended Resources For Your eBay Business

eBay Resources	
eBay	If you haven't already signed up for eBay, use this link. Some people have multiple eBay IDs. This is a good idea since if for some reason eBay would freeze one account, you could sell using a different one.
PayPal	Paypal is by far the most popular method of paying for auctions on eBay. You MUST accept Paypal to be successful as an eBay seller!
VistaPrint	A great way to promote your eBay business and get repeat customer purchases is to include a business card promoting your company and products. This will make it easy for people to remember you when it's time to reorder or tell their friends. With VistaPrint you can get FREE business cards and a bunch of other great FREE advertising items.
GoDaddy	Everyone should have a website. At least, be sure to grab your own name if still available. (ie MikeEnos.com) I personally use GoDaddy to register all my domains.

Further eBay Training	
FEAST (Fullblown Ebay Auction Seller's Toolkit)	FEAST is the premier eBay seller's toolkit. You get $2000+ worth of ebooks, software and training for an incredibly low investment.
The Ultimate eBay FAST-Start Success Formula	This is the world famous eBay training covering multiple ways of starting and building a successful eBay business and internet presence.
FAME – (Feedback Ad Maker for EBay)	This software allows you to quickly capture all of your feedback left by buyers, pick out the best, and add it to your auctions. This has been proven to help raise the bid amounts received since it makes the potential buyers feel secure that you are the best source of this product. *(This is included in FEAST)*
Getting Started: eBay Selling Secrets	Great training for the new eBay seller. *(This is included in FEAST)*
Secret Wholesale Sources	Learn the suppliers where I spent over $200,000 sourcing product for eBay selling. *(This is included in FEAST)*
Massive Insurance Profits for eBay Sellers	This ebook will teach you how to make money from shipping/handling & package insurance while improving customer service and making your job easier and more efficient. *(This is included in FEAST)*
12 Killer Dropshipping Secrets for eBay Sellers	This #1 selling ebook teaches REAL WORLD methods of making money (and avoiding the dangers that could cause you to have your eBay account suspended!) dropshipping on eBay *(This is included in FEAST)*
eBay Store Success Videos	The amazing Janelle Elms has put together a great video training package that teaches you the A-Z of setting up a successful eBay store.

eBay Product Sourcing	
Worldwide Brands OneSource	Their OneSource helps you find product to resell on eBay and your website. These include dropship suppliers, new light wholesale, bulk wholesale, liquidation, and closeouts. OneSource also contains the tools to do instant market research. They update their supplier list DAILY! HIGHLY RECOMMENDED!
HammerTap	This company has one of the leading tools that allows you to crunch real eBay data to find out which products are in demand and making the most profit on eBay!
Liquidation.com	This is the company that I have made hundreds of thousands of dollars with. My TOP source of eBay product. HIGHLY RECOMMENDED!
FREE Wholesale Search Engine	PlatinumPowerseller has a special Wholesale search engine custom fine tuned for eBay sellers. Use the link on the left to gain unlimited FREE access. *(This is included in FEAST)*
WhatDoISell.com	This is a website that mainly focuses on helping people find product to sell on eBay.
Alibaba	This is a search engine primarily to find manufacturers and suppliers of ANYTHING. The company strongly focuses on China and the rest of Asia.
Global Sources	This is a search engine primarily to find manufacturers and suppliers of ANYTHING. The company strongly focuses on China and the rest of Asia.
ChinaVasion	Very interesting company that allows you to purchase small quantities of product directly from China.
Hot Item Finder	This is a cool software tool that allows you to quickly find the hot products selling on eBay.

Internet Marketing Recommendations	
Internet Marketing Center	They have sold over $60,000,000 of product on the web. They produce some of the best, top notch internet marketing training in the world! HIGHLY RECOMMENDED!
Dave's Cool Little Website	This is a cool tool that allows you INSTANTLY have your own website that produces Adsense revenue, Clickbank revenue, eBay affiliate program revenue, and much more. This tool has made THOUSANDS of dollars of profits for me. Check it out, it's REALLY cool HIGHLY RECOMMENDED!
Prosperity and Profits	If you are an "information hound", then you'll have a tough time beating this membership site. It has a collection of training from the best internet marketers in the world. It includes great software, training, and marketing tools.

Web Site Tools	
1ShoppingCart	This is the top shopping cart company in the world. This is the company that many of the world's biggest marketers rely on to

	handle all of their shopping cart, affiliate tracking, and newsletter mailings.
ASHOP	This is the shopping cart that I have personally used for the last four years. I like it because it resides on my own web-server.
FreeConferenceCall.com	This is an excellent 100% free service for having your own telephone seminars and conference calls. You get your own private dial-in phone number and access code. Not only that but you can download a free recording of the conference once completed. You can use this service to interview experts and sell the interview. This is the service I use for all of my tele-seminars. HIGHLY RECOMMENDED!
Aweber	This is the leading auto-responder, newsletter management service. Most of the top marketers (including myself) use this to build a newsletter list. HIGHLY RECOMMENDED!
AutoResponsePlus	I use aWeber above and this software to build my newsletter lists. This software installs on your own server and offers some flexibility that you will not find in aWeber. I use both in my business. HIGHLY RECOMMENDED!
AdTrackz	Effective internet marketing requires tracking where traffic is coming from and how effectively it converts to sales. AdTrackz is the tool that I use to track this data and do "Split –Tests" to improve the responsiveness of your web copy.
SiteSell	If you are looking to start a website you can't go wrong with SiteSell. They have helped THOUSANDS of people product money producing websites. They are especially effective at bringing traffic to your new website.
AMemberPro	This is probably the most popular software that is used to create membership sites. It is the software that I personally use. It does the job quite well and at a great price! HIGHLY RECOMMENDED!
Joel Comm's Adsense Secrets	If you want to learn how to make money using Google Adsense on your website then you need to read this book.
Perry Marshall's Definitive Guide to Google AdWords	If you are looking to get involved with PPC (Pay per click) using Google Adwords then you MUST read the #1 training guide.
SEO Elite	This is simply an amazing tool that we use in the office. It is like the Swiss Army knife of SEO (Search Engine Optimization) Visit the site and watch the videos. You'll be BLOWN away with all that SEO Elite can do for you. HIGHLY RECOMMENDED!
HostedSupport	Are you weighed down in support emails? Then you need to look at HostedSupport. They have software that helps to automatically answer your email inquiries. They even have a special FREE version for eBay sellers.

GoDaddy	Everyone should have a website. At least, be sure to grab your own name if still available. (ie MikeEnos.com) I personally use GoDaddy to register all my domains.
SimpleMoneyMachines	Interesting plug-and-play concept of starting a website. You literally just click, click, click to start a profit producing site. No technical skill required. Very Cool!
1 and 1	This is the company that I use for my dedicated web servers. The servers that I have with them have proven to be fast, reliable, and their prices are very reasonable. HIGHLY RECOMMENDED!
Hostgator	If you are not technically inclined and want to set up a blog and website then use HostGator. Their web servers include CPanel which is a VERY easy to use interface. They also include FANTASTICO which is a tool that allows you setup a blog (or other important feature) with a simple click. HIGHLY RECOMMENDED!
CityMax	I met these guys at eBay LIVE and I am AMAZED at what they offer. Below is a section I clipped from their website. **Everything Your business Needs To Be Successful Online** – Fully Loaded Website ($2,500 value). Includes email, ecommerce, shopping cart, newsletters, auto-responders, subscription management, catalogs, order tracking, secure server certificates, search engine registration, visitor submission forms, links page, maps, contact us page, online coupons, message boards, guest books, polls, press releases, quotes page, 1400+ templates, free support and much, much more. Only ~~$26.98~~! **Now Only $19.98/month.** I think CityMax offers the most "bang for the buck" HIGHLY RECOMMENDED!
DotEasy	Another webhost to check out. This is a good choice when you don't have much money for hosting. They start at $25 per YEAR.
FLV-Producer	If you want to make great videos that help sell your products then you need my secret weapon. This software will allow you to take your digital video and easily compress it and put it up on the web or in your eBay auctions. HIGHLY RECOMMENDED!
ViralPDF	This is the tool I used for this ebook. Once you produce an ebook you'll want to use this software to make your ebook brandable. HIGHLY RECOMMENDED!
GoToMyPC	This is a FANTASTIC service that I use to access my home/office PC when I'm away from home. It allows you to use any web browser from anywhere in the world

	to control your PC. You actually see your screen and operate your computer remotely. HIGHLY RECOMMENDED!
Audacity Sound Editor	Great FREE tool for editing audio files and creating MP3.
Goldwave Audio Editor	This is the audio editor that I personally use. I've been very happy with it. It can do a ton of really cool effects and is quite reliable.
Out Sourcing	
AbsoluteCovers.com	Once you create your ebook, you'll want a professional ebook cover to show off your hard work. This is the company that I use to create my covers. They are fast, highly professional, and do FANASTIC WORK! HIGHLY RECOMMENDED!
eLance	This is one of the leading websites for finding freelancers to help you with practically any type of work
Rent-A-Coder	This is the site that I normally use when I have a job that I want to outsource. HIGHLY RECOMMENDED!
Script Lance	Another website for outsourcing work.
eBay Tools	
JPEGMagic	The fantastic software that allows you to quickly and easily modify and compress your digital pictures so they load up to 50X faster! What I love about it is that you can see both the source and compressed pictures side-by-side. *(This is included in FEAST)* HIGHLY RECOMMENDED!
Web Audio Plus	This tools allows you to quickly record audio, convert it the popular MP3 format, and put play buttons into your eBay ads and web pages. I use this on several of my auctions and pages. *(This is included in FEAST)* HIGHLY RECOMMENDED!
Instant Video Streamer	This allows you to add video to your auctions and web pages. *(This is included in FEAST)*
Impact PopUp	Now you can easily add eye catching pop up menus on your web pages. These are proven to get action! *(This is included in FEAST)*
Aweber	This is the leading auto-responder, newsletter management service. Most of the top marketers (including myself) use this to build a newsletter list. HIGHLY RECOMMENDED!
BuySafe	BuySafe protects eBay buyers from fraud. It is a service that helps you sell more product on eBay and get much higher bids.

	I use this on EVERY one of my eBay auctions. HIGHLY RECOMMENDED!
MyStoreCredit.com	This service allows you to give store credits to your eBay customers to encourage them to come back and purchase again! Awesome tool!
Unwired Buyer	This company offers a FREE service that allows you to bid on eBay auctions using your cell phone. The service will actually call you 15 minutes before the auction closes to tell you what the current bid price is and allow you to increase your bid if you choose. Very cool!
Sellathon	Incredible tool that tells you how people find your auction on eBay. Learn what keywords are most used, the time of day when most people visit, how they found your auction ads, how much time they spend on an auction, are they watching it?, and a TON of other data. I use this to track my auctions. It is a FANTASTIC tool, and only costs $4.95 a month! HIGHLY RECOMMENDED!
Endicia	This is the software service that I use to print out my postage from my PC so I don't need to wait in line at the post office. I like it much better than eBay's build in solution, and much better than Stamps.com HIGHLY RECOMMENDED!
U-Pic	U-Pic is a package insurance company that ties in directly with Endicia. This is the company that I use to make a profit selling package insurance, and not have to wait in line at the post office! HIGHLY RECOMMENDED!
DSI Insurance	Another package insurance company that you can use. I met them at eBay LIVE, and have heard good things about them, but haven't used them myself.
Mpire Researcher	FREE, VERY cool tool that allows you to do eBay product research from your cell phone and PC HIGHLY RECOMMENDED!
ChannelAdviser	This is the auction management tool that I use in my business. In using it for over 5 years I have been very happy with them.
Auctiva	This is a 100% FREE auction management tool. I have recommended this to a bunch of my friends and students and they have been quite happy with it. If you are paying eBay for their scheduling and picture hosting

	features, then save yourself a TON of money by using Auctiva.
FLV-Producer	If you want to make great videos that help sell your products then you need my secret weapon. This software will allow you to take your digital video and easily compress it and put it up on the web or in your eBay auctions. HIGHLY RECOMMENDED!
Fantastic FREEBIES	Everything here is FREE
FreeConferenceCall.com	This is an excellent 100% free service for having your own telephone seminars and conference calls. You get your own private dial-in phone number and access code. Not only that but you can download a free recording of the conference once completed. You can use this service to interview experts and sell the interview. This is the service I use for all of my tele-seminars. HIGHLY RECOMMENDED!
Audacity Sound Editor	Great FREE tool for editing audio files and creating MP3.
NVu HTML Editor	Don't have Frontpage? Need an editor for HTML files. Check out this excellent free editor.
Google Desktop	Google Desktop will search your entire hard drive and emails and browser visits. It's great for giving customer service. When someone calls we simply type in their name and can immediately see any emails or receipts that belong to them.
AVG Virus Protection	After losing patience with how McAfee was using up all our computer memory and slowing down our PCs, we switched to this FREE anti-virus software. We love it! HIGHLY RECOMMENDED!

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From eBay Zero To Hero Workpage

Please print this page out before starting the recording

❶ **Why eBay is the EASIEST and FASTEST way to get started making money on the internet:**

- Limited investment.
- Very little _____ needed.
- Very little _____or _____.
- _____learning curve.
- No worries about getting _____. eBay handles that.

❷ **Advantages of an eBay Business:**

- _____/_____on a dime.
- Can grow at _____.

❸ **How To Get Started:**

- Sign up for _____
- Sign up for _____
- Start _____
- Get your feedback score between _____

❹ **Goal Time. Questions to think about:**

- How much _____ am I willing to dedicate to building my business?
- How much _____do you need OR WANT to make?
- What kind of _____do you want?
- How do you feel about having one or more _____?

❺ Wanting to _____ is NOT A GOAL!
Money is a _____to help you control your destiny and live the life and reach the goals that you want.

❻ The three types of goals are _____range, _____ range, and _____ range

❼ **Figuring Out What An Hour of Your Time is Worth:**

I want to make (a) **$500** a month. This equals (b) **$125** per week / (c) **$18** per day.
I want to work (d) **2** hours a day.
This means I must produce at least (c/d) **$9** an hour of income to reach that goal

Figure it out for yourself:

I want to make (a)_____a month. This equals (b)_____ per week / (c)_____ per day.

I want to work (d)_____ hours a day.
This means I must produce at least (c/d) _____ an hour of income to reach that goal!

❽ Use this number to figure out if something is a _____or _____.

Some eBay Selling Methods:

❾ **Method #1: _____:**

Golden Rules Of Dropshipping: (Answer True or False)

a) **T or F :** You should choose the largest or most popular dropship companies.
b) **T or F :** You should sell products that are very popular and found everywhere?
c) **T or F :** You want to copy others and sell what everyone else is selling?

d) **T or F :** You should sell products that are HARD to find in a retail store, or very high priced locally.

_____ are one of the biggest dangers of dropshipping!

❿ **Method #2: _____:**

- Do NOT sell **what everyone else** is selling, or use the same **suppliers**
- Make sure your supplier **does not sell on eBay!**
- Since selling prices can change quick, buy and inventory the **minimal** amount of an item possible.

⓫ **Method #3: _____**

⓬ **Method #4: _____**

⓭ **Method #5: _____**

⓮ **Method #6: _____**

⓯ **Method #7: _____**

⓰ **Method #8: _____**

What NOT To Sell:

⓱ **"_____"** are one-of-a-kind items that should be avoided unless they have a high selling price.

⓲ Do not sell _____items thinking you'll make it up in _____

⓳ **How To Get More Bids And Higher Selling Prices:**

- Grow your _____ Score as quickly as possible. Once you are over 500, it is almost as good as 5000.
- Include item _____ feedback right in your ad.
- Compress your pictures. Millions of people still use dial up internet access. Instead of waiting for your pictures to load, they will go and buy from your _____
- Use _____ to add your voice to your auctions so people feel more comfortable buying from you.
- Use video (along with high quality pictures) to demonstrate or highlight your auction item.
- Make your auction ads attractive.
    - Do NOT use all _____ letters.
    - Use _____to highlight the key points.