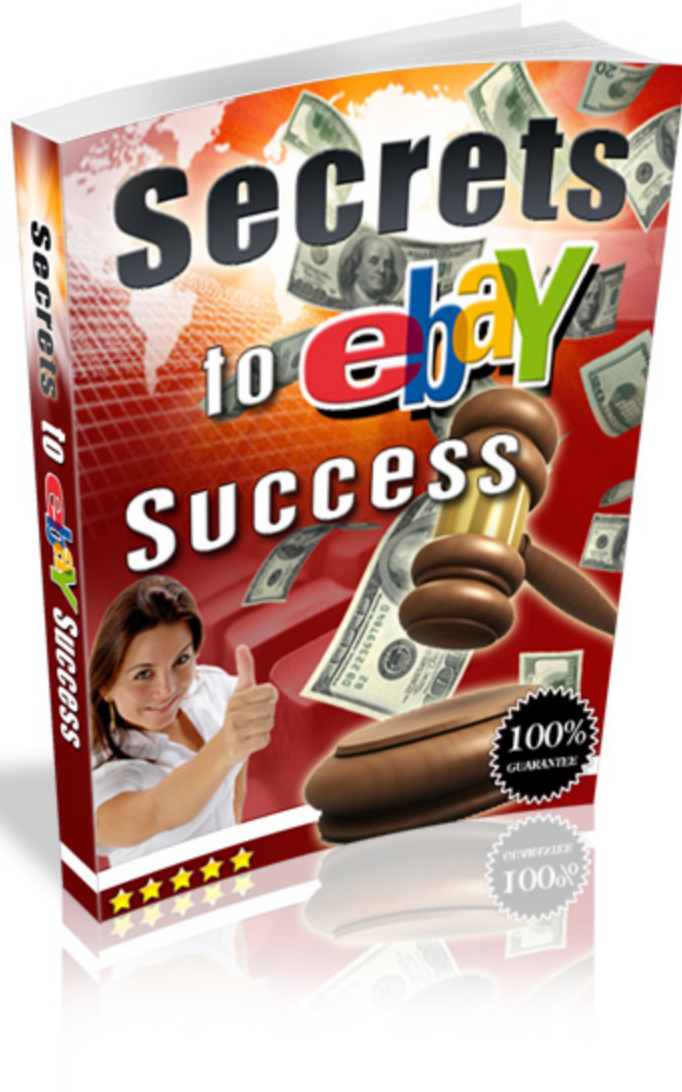


Secrets to eBay Success

By Vickie Sayce

[Auction Payday. Kids Play.](http://AuctionPayday.KidsPlay.)



AuctionPaydayKidsPlay.com

You now have Master Resale rights to this eBook. You may brand, sell and distribute as you like. You may give it away for free or package as you see fit. You do not have PLR rights. You may not modify the contents or claim yourself as author.

Disclaimer:

Every effort has been made to make this document as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this book contains information on Internet marketing and eBay only up to the publishing date.

Therefore, this document should be used as a guide only – not as a definitive source of Internet marketing and eBay information.

The purpose of this document is to educate, and not to provide or imply such provision of any legal, accounting, or any other form of business advice.

The author and publisher do not warrant that the information contained in this book is fully complete and shall not be responsible for any errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this document.

Content

Why Sell on eBay?	4
Five Reasons Why eBay is a Seller's Best Friend	5
Why Open a Store?	6
Secrets to Attracting Bidders to Your eBay Auctions	7
Photos are Everything – Let Your Photos Tell the Story	8
Start By Cleaning House	9
eBay: Perfect for Finding Priceless Collectibles and Antiques	10
Selling Tips to Help Maximise Your Profits on eBay	12
Sell Your Used Designer Items on eBay	13
A Great Sales Page: Capture Bidders on eBay	13
Develop Repeat Customers on eBay	14
eBay: Your Ultimate Stay-at-Home Business	15
Customer Service is King in Any Business	17
Increase Your Sales With "Second Chance Offers"	18
Black Friday Shopping on eBay	20
Positive Feedback IS Your eBay Business	21
Summing it Up	22
Resources	23

Why Sell On EBay?

No other online auction site beats eBay, when it comes to the number of members. What market would be greater than one hundred million customers? eBay has become the world's largest market place so the items you put up for sale have the capacity to be viewed or maybe purchased by large number of people online.

One other advantage of selling on eBay is that you can virtually sell anything and everything, from the extra stuff in your garage to the most valuable things that you may have. All these can be sold on eBay. To be even more specific, eBay has localized websites in forty-two countries. A large number of online auction companies have utilized the services of eBay. eBay has become a household name and anyone who thinks of buying anything on auction will first think of eBay because of the reputation that eBay has established over the years.

EBay offers a vast variety of auctions, you can sell with a fixed price, an auction, a reserve price; you have lots of options. Also, eBay offers a wider variety of payment options than other sites.

One of the greatest advantages of buying and selling on eBay is the security of the online transactions. Since its launch in September 1995, eBay has been one of the safest marketplaces that you can shop. Safety is one reason why eBay stands out. Another great advantage is the simple process in which you can sell your items on the site. Registering, listing, uploading your photos the entire process is simple and the instructions on the site are very easy to follow. Anyone who can read can easily follow the instructions and sell on eBay, as the site navigation is not complicated at all.

eBay is also cheap as compared to other online auction websites. eBay has that advantage over the others, as it is very transparent and fair. eBay charges a nominal listing fee and a fair final value fee for sales you have made on their website.

If you have considered selling on eBay, I think you should read [Auction Payday Kids Play. Make Money on eBay While Raising the Kids.](#) It is an excellent resource to help you start making money on eBay.

Five Reasons why eBay is a Seller's Best Friend!

Selling on eBay is the right choice for most people selling products online. There are lots of other sites, such as Yahoo, Google, Amazon, and AOL, but eBay is still the popular choice for many. You can easily start making money online by selling on eBay; you don't need space or a shop. It is the perfect home-based business. From the comfort of your own home, you can reach customers all over the world. Your online auctions can be profitable and create lifestyle changing income for you and your family.

eBay is the largest online marketplace. Sellers can use online auctions to make money in 1, 3, 5, 7, or 10-days; you can choose your auction ending time, allowing you to make money to fit your schedule. You can open a store and list stock items at Buy It Now (BIN) prices. As long as you follow the eBay rules, you can reference your own website in your emails and eBay About Me pages and generate traffic to your own website. You can offer similar items on your own site at lower prices, as you don't have to pay the eBay fees. This creates exposure and revenue for your company. The fees to run an eBay store are very reasonable and well worth the price as it does help to generate so much traffic to your business. Only a few sales a month are usually necessary to pay the fees.

The listing process can be automated and the selling tools that eBay provides can have your store running fairly maintenance free. Even as a beginner you can run a profitable business in a very short time.

eBay has 80,000 new users sign up every day and statistics show that they have about 10 million items on sale every day. eBay gets 1.5 page views every month according to their statistics! That is why a home-based business can do better selling through eBay than going it alone. With that many shoppers, you will always find someone looking for what you are selling.

If you make sure you use good keywords in your auction title, thousands of eBay users will be able to look at your listings. Make sure to include all of the words that someone searching for your product might use and you will have many customers instantly. Use titles that grab the shopper's attention and you are on your way to a profitable home business.

Why Open a Store?

If you are only going to sell the occasional item on eBay, then you probably just want to list your items individually on auction, but if you would like to make eBay your stay-at-home money making business then you really need to open a store. My reasoning is as follows.

An eBay store gives you your own web address that you can advertise. You get to say, "Please visit my store at <http://stores.ebay.com/Vickies-Ventures>". If you plan to run a real eBay business, it looks far more professional to have a store. There are not many PowerSellers out there that do not have their own store.

It is cheaper to sell out of a store than it is to sell with a regular auction listing. For example, I sell eBooks in my store for 4.97. The fee to list this book in my store is .03; for the same auction listing, it costs .43. Of course, the final value fee on the store listing is higher, but adding both those two fees together, it is still cheaper to list in a store. You can see the eBay fee table by visiting [here](#).

When you list in a store you also get featured in the search engines, so someone googling your product will see it listed in your store. This will help generate traffic to your listings.

Secrets to Attracting Bidders to Your eBay Auctions

To attract bidders to your auctions, you need to write good sales pages; your title and description will set you apart from other sellers selling similar products. Your sales page should capture the attention of the bidder and persuade them to buy from you. If you want to make your auction successful, focus on your title and description.

The entire bidding process starts with your title. It needs to capture the bidder's attention so that he will click and read your sales page. Use keywords in your title and be as specific as possible. Cover all words used to look for that item. The search engines will be looking for keywords so use as many specific descriptive words as possible. Don't use crazy characters, look, fabulous, etc. Be creative and try to capture the interest of the buyer. Use all 55 characters allowed.

After attracting the bidder's attention with your creative title, pull them in with your description or sales page. Outline all of the features of your product. Use emotional words that encourage action. Provide the history of the item and a story if possible. People love to read a good story. If the

item is an heirloom, try to provide its history; it increases the perceived value of the item.

Tell the seller how they will benefit from owning your item. Make the item valuable and desirable to the bidder. Always offer a money back guarantee. It takes the worry of buying online out of the picture. Always honor any guarantee that you offer! If you are selling items as-is or with no return policy, let the buyer know that you will take care of the item if it doesn't arrive in the exact condition that you described in your sales page. Tell the buyer why they should buy from YOU as opposed to other sellers selling similar products. Always use as many pictures as you can.

Photos are Everything – Let Your Photos Tell the Story

You simply must use pictures in your listings. Just look at other websites; any shopping mall website that you visit will have colorful pictures of products that lure you to purchase the items. If you want to sell on eBay, uploading pictures for your items is the best thing you can do. You have heard "a picture speaks louder than words"; pictures speak louder than the description given. A good and clear picture of your product does half the work of tempting the customer to purchase it.

Imagine you buying a product without even seeing it. To purchase an item only on the basis of its description is tough. We all want to have a look at things we wish to buy. Pictures are the first things to attract your customers. The one thing to do before selling goods on eBay is purchase a good digital camera. It need not be a high technology camera, but a piece that can help you get clear pictures which should look appealing to browsers. Before you list any of your products don't forget to upload great pictures along with it to boost your sales. Be very sure that your pictures are in focus and show any flaws in your product.

You can take three to four good pictures from different angles and upload two or three that can attract customers. With the help of basic software you can edit and make the pictures more attractive. This will work as a marketing tool and help you make great sales. Keep your camera set on the lowest resolution so that your photos upload in the least amount of time possible. Always go for small and decent pictures that can give the customer an idea of what the product looks like. Every time your listings are viewed, the customer should enjoy the photographs too and be tempted to buy the product instantly.

A website or a sale without a good picture can be very dull. Do not expect customers to imagine what the product looks like. If they purchase your item as per the description but in reality do not find it the same; you may get a negative feedback that can hamper your eBay business. Always show any damage to the item in the photo so that the customer will know what to expect.

If you are not good at photography you could always ask an expert to do it, but, you can learn to do it yourself. Always create or use a good solid background for the pictures. The product should look outstanding and the background should be able to compliment the product. Use good quality photos and see your sales increasing tremendously.

Start by Cleaning House

Ever wondered what to do with the 'junk' in your attic, basement or garage? If you are a pack rat and have been hoarding lots of old stuff that you thought you might someday use, but haven't, think of eBay. On eBay you can find all sorts of articles, old and new, for sale. Using the "clean out the garage" principal, you can start a small eBay business converting all this junk into profit! Never mind the shape or age of your stuff. Somewhere among the millions of buyers on eBay, it might be just what someone is looking for.

To start your eBay business, you will first need to make an inventory of all the things in your garage, your bedroom, kitchen and attic. The garage could be filled with many articles including books, old electronics goods, trophies and so on. Make a list of all these items and keep for reference. If you have big items, which might be cumbersome to sell at eBay, consider selling them as "local pickup only". For items which can be shipped, take photos of them and list them on eBay for sale! Don't ignore anything; even a knife that is found useless in the kitchen can earn you an extra dollar.

But, you should keep in mind that you are entering into a serious business that can bring you good money and not just pocket change. You should treat your business as a business and not a hobby. Come up with a good business plan. You should start by making a list of all the items that you want to sell on eBay and then decide a base price for them.

Once you sell all of the things around your house, there are multiple ways to find other items to sell. You could sell items for other people and charge a commission. You can buy items at a Flea market that can be sold at eBay. But, you should be careful what you pay for such items, as you do need to make a profit when you sell them.

Selling on eBay does cost money in seller's fees. Know what your expenses are so that you can decide if the item is worth the investment in fees. Stick to items that have a good profit margin.

EBay: Perfect for Finding Priceless Collectibles and Antiques

EBay was started back in 1996 with an aim to join people selling items they did not need with people who were interested in buying these items. If you found something you liked on eBay, all you needed to do was place your bid

for it and if your bid was highest and the seller found it suitable, he would sell the product to you. Thus over the years, eBay evolved into the world's biggest flea market.

Flea markets can be the best place to find priceless collectibles and antiques. eBay is no different. Many buyers have bought priceless antiques and collectibles on eBay dirt-cheap and then later sold these items at exorbitant profits. It is 'one man's junk is another man's treasure' here on eBay.

eBay made e-business so simple that anyone can be a buyer or seller. Anyone using the Internet is more or less familiar with buying on eBay and many know how to sell products on eBay. The fact that anyone anywhere can sell anything on eBay has given eBay its uniqueness. If you are looking for antiques or that particular board game you saw in the neighborhood toyshop when you were small, then it is most likely that you will find it on eBay.

Just as you like to buy collectibles and antiques, there are many who visit eBay for the same reason. Here are a few tips to help you make a business out of creating a Treasure trove for finding priceless collectibles and antiques on eBay.

Get your supply started- a good business survives on rock solid supply. So, you need to first ensure that you have a steady supply of items to sell. You can run ads, handout cards, put up signs, or visit auctions, yard sales, antique malls, dealers and collectors.

Find out the history of each item- antiques and collectibles sell for more when they come with a story or have a history behind them. Find out as much as you can about the item from the place you buy it from and be sure to include that in the listing.

Don't over hype- in your excitement to sale the item, do not over exaggerate features of your product, or make false claims or deliberately leave out any obvious functionality flaws that may come with second-hand goods.

Start the bidding low- to generate interest for your items, start the bidding as low as possible, enough to cover the cost of the item. If you start the bidding high, bidders may decide not to bid on your item.

Selling Tips to Help Maximize Your Profits on EBay

It is very vital that anyone who intends to sell profitably on eBay be aware of some crucial facts; one of the most crucial of which is to always keep in mind is that eBay times are in the Pacific Time zone, which means in whatever part of the world you live in, you must plan your auctions based on that. The auction will close as per the Pacific Time zone, regardless of your schedule or time zone. And the timing alone is not enough. Think of your target audience and when they might be shopping online. For example, if you plan to auction something to the average school going teenagers, keep in mind that most likely you need to end your auction on the weekend or at night. Start your listing with its end time in mind.

Many buyers will be happy with a product and want to purchase, but the cost of shipping itself should not make them hesitate to buy. It is very wise to check out the latest offers that packaging companies may have, as you may even save money in this process by offering to send the item you're auctioning free of any postage fee. A happy buyer is more than likely to buy from you again. So, stay away from putting outrageous shipping prices on your items.

How you advertise your item will help your sale. If you are taking photos of the item, make sure the picture sells. Don't use poor quality light. Make sure you display your item not with too many other items in the background to make the original item unseen. Most buyers also search for an item seeing the keyword, so this makes it very important that you carefully choose precise words that will stand out to show the type of item you wish to sell. Looking at the words most people use to buy will help you a lot.

Sell Your Used Designer Items on EBay

Everyone loves designer clothes, jewelry, etc., but not everyone can afford to buy designer items new. There are many buyers shopping eBay hoping to find gently used designer items at a fraction of the cost. If you have designer items that you no longer wear or want, eBay is the perfect way for you to sale them.

A Great Sales Page: Capture Bidders on EBay

If you too are looking to be a seller on eBay, you will have a lot of competition. You can make your job much easier by writing a great sales page.

A sales page is basically your introduction as well as an invitation to buyers. You have to make sure that your sales page or item description catches the buyers' attention for all the right reasons. The following are tips you can use to write your own sales page to lure bidders on eBay.

- **Do your research** - browse eBay and search for your item. This will help you to check out the completion and the competitor's price. You will be able to gauge the interest of bidders in the product by checking out the number of bids for the product. If a product is not getting any bids, try to understand the reason and make sure that your item description addresses that concern. The content of your sales page with the help of research will help you in your pricing and sales.
- **Choose your category** - getting your product listed in the right category is the key to inviting the right bidders. It is necessary to streamline the keywords, so that you only get relevant traffic. You can optimize categories by doing research on them beforehand.
- **Highlight features and benefits-** just like newspapers use headlines to attract readers, you should highlight the main features of your product that you think will attract customers. You can even use bold and highlighted words for an additional fee.
- **Be truthful in your description-** in your quest to create the best sales page, do not over exaggerate features of your product or make false claims or deliberately leave out any obvious functionality flaws that may come with second-hand goods.
- **Check your grammar-** you must be very careful about your grammar and spellings. You want to appear professional and typos will make you appear an amateur.

If you would like to increase the effectiveness of your sales pages, you should read [Magic Auction Words](#) and [SalesLetter ABC](#) by Randy Smith.

Develop Repeat Customers on EBay

There are many ways to get repeat buyers on eBay. The first thing that you should do in order to get repeat business on eBay is to start building your brand image. One age old trick of the trade would be to deal mostly in consumable goods like packaging tape, printer cartons, etc. One of the easiest ways to create a brand image is to make a company logo for yourself

using Vista Print or any other similar software. Use the logo on your eBay emails, in your store, and on the products you sell. Be sure to include the name of your business and your eBay ID. If the buyer has your company business card, when he wants to buy the product in future, there is a good chance he will remember you and your good service. Building a business of good products and great customer service will help you generate repeat customers and brand you as a leader on eBay. What more could you ask for?

Another thing that you can do to get repeat business on eBay would be starting your mailing list. Always ask your buyers to sign up for your newsletter to keep up to date on featured products and sales. This is quite a clever move on your part, since you can actually keep in touch with potential buyers and past customers. And once they sign up for your mailing lists, you can market to them and even offer special discounts for being a loyal newsletter subscriber. A 5%-10% discount is a great way to develop customer loyalty.

Another tip would be to entice the bidders to purchase multiple items. This actually is an age-old trick used in many trade practices and eBay is no different. You can start off by offering discounted delivery rates to those who are ordering more than one item. Advertise "buy two and the shipping is free" and you instantly double your profit. Using USPS, you can ship using flat rate packaging saving you money on the shipping while benefiting from increasing your sales and profit margin.

Once you start putting the ideas into practice, you won't find it that difficult to get repeat business on eBay. You will find yourself surrounded by dedicated customers, which is really nice when you consider the competition that sellers have to face on eBay and the web.

EBay: Your Ultimate Stay at Home Business

More and more people are discovering how profitable it is to sell on eBay. For the staunch believers of eBay business and those people wanting to make money from home, this is the best opportunity there is and the ultimate money making enterprise.

There are many ways to set your auction apart from others and get it noticed. You could include auction music and other features; be sure though that your music is tasteful and not annoying or people will just click away. You should also make sure that your graphics load easily or people will move on before seeing what you are offering. You don't need fancy gimmicks to start your eBay business; you just need an item to sell and a computer.

There are great automation tools available that will make eBay business easy for you. There are tools for example, that can help you monitor bidding online, so that you can bid at the last moment. Other tools help you find out which products are hot and which are not. There are many helpful tools featured in the help center of eBay. Just read the tutorials and apply them to your business.

Do a little research on the products that you are considering selling. Remember there are products that will sell and others that will gather dust in the warehouse. You should know what the customers are buying on the net and try to provide those items. Avoid assumptions; do your homework. You may think a digital camera will sell quickly only to realize that no one is interested in that item anymore. Check out what people buy before you list and you won't find yourself with items that will never sell.

I think that eBay is the perfect home business. It is ideal for Mom's (or Dad's) wanting to make money from home while raising their kids. If you have considered this yourself, do yourself a favour and read [Auction Payday](#)

[Kids Play](#). It is an extremely useful guide to setting up your eBay home business.

Customer Service is King in Any Business

Selling on eBay is not just about making a quick sale. It is like any other business and in order to succeed online you must have the same excellent customer service you would expect from a store on Main Street. eBay has very specific rules that you, as a seller must follow. The first thing you should do when you decide to sell is to read all of the rules so that you will know what you can and can't do. The feedback system on eBay allows buyers to quickly find out if your customer service is what it should be. Your feedback is your reputation on eBay and maintaining an almost perfect feedback rating is key to your success online.

In order to receive good feedback, good customer service is a must. You should always present the items that you are selling exactly as they are. A product needs no undue adoration if it doesn't deserve it. A good photo of the product showing it to its best advantage, yet also showing any flaws that it might have gives the buyer the full picture and establishes you as an honest dealer. The description should depict the true condition of the product. It is great to write an appealing description listing all of the products features, but always be honest and direct when describing the item. If the product is damaged, the damage should be well documented. Don't use ambiguous terms like 'negligible'. You should describe the extent of the damage, so that the customer knows exactly what he is getting. If the customer receives an item that has damage that he was not expecting; he is disappointed and you are sure to get bad feedback or the customer will demand a refund.

When it comes to pricing your item, you should be realistic. With shipping, I have found it best to always charge exactly what the actual shipping costs.

Overcharging on shipping is a quick way to lose customers and your reputation as an honest seller. Shipping can be expensive of course, and sometimes it exceeds the cost of the product. But it should not exceed the cost of the known postage or shipping. The worse thing that could happen is when the customers realize that they are being cheated. You can make your margin on the product itself, but don't overcharge for postage, since customers can compare. The best way to handle shipping charges is to use eBay's shipping calculator so that the buyer is sure that he is paying exactly what it costs to ship the item and not a penny more. In the long run, you will make more sales and have many more repeat customers if you don't overcharge on shipping. You will most likely receive good feedback and repeat customers for your honesty and that equals future purchases.

Sometimes people need more information so that they can be sure of what they are buying. If you receive questions from buyers, you should reply on time and with courtesy. The information you give should again be truthful. If you are contacted on phone, be very courteous and make them appreciate you. Lastly, the best way to keep your customers happy is by delivering on time. Those who shop online are very eager to see and use their products and are equally excited to see what they bought. Good packaging and a timely delivery make for happy customers. A big part of eBay customer service is a great product packaged well and delivered on time and this will ultimately boost your sales.

Increase Your Sales with "Second Chance Offers"

Second chance offer is one of the best features that eBay offers its sellers. It is the best tool to double your money. Many sellers have benefited and earned big amounts with the help of "second chance offers." Second chance offers have helped many eBay businesses to boost their sales and make the most from the special feature allotted by eBay.

Second chance offers lets you offer a non-winning bidder the chance to purchase a product at the highest bidding price. This feature can be used when your product has been sold at a good price in the auction and you have one more similar product in stock. You need to send this offer to non-winning bidders immediately after the auction is over. This feature is beneficial to both the seller and the buyer. A non-winning bidder gets a chance to own the product and the seller gets to earn a handsome amount.

In second chance offers, the seller saves more money, as he or she does not have to spend money on another listing. Once the listing period is over, you automatically get a second chance offer as long as you had more than one bidder. As a seller you get the opportunity to choose the item in two situations. Once when you have multiple items, where you may have 5 duplicate items and 10 highest bidders, you can ask these bidders to send second chance offer. Another situation where second chance can be used is when the first winning bidder fails to make his payment on time or changes his or her mind and rejects the product. In this situation you can use second chance offer to resale the product.

Do not give too long for bidders to think about a second chance offer. Buyers may often change their mind and decide not to purchase your product. To avoid this kind of a situation, it is better to give very little time for buyers to think and act. Do not keep your offer for more than a day's time. This will prompt the buyer to take immediate action and you will get the best price. If you give too many days for the second chance offer you may lose the attention of the potential buyer.

Second chance offer is a good seller's tool that eBay makes available to you, so do not miss this opportunity to use this feature to earn more and succeed in your eBay business. Try to use this offer on every auction to sell multiple products at great prices. This offer gives you a chance to increase your sales within less time. So go ahead and make the most from this feature and boost your business. Remember with this offer, timeliness is key; do not give the customer time to rethink his decision.

Black Friday Shopping On EBay

Black Friday is the day after Thanksgiving and the biggest sales day of the year. It kicks off the frenzied holiday shopping season. It is a great opportunity for the eBay buyers and sellers. Doing business on eBay is a business like any other. You should not let this Black Friday shopping day pass by without making the best of it. This is a great day for sellers to make lots of sales and money. It is also a great day for sellers to buy enough stock to last you for a long time in the coming year. If you let Black Friday pass you without making use of it, you may regret. But, since it is a day with many other buyers and sellers doing their routines, you need to get ready and prepare for the day. There is a lot of competition to make sales that day so before the Christmas mood carries you away you need to plan how you will spend the day. Most likely you will need money, transportation and of course advertisements.

You should decide before hand how much you will spend on that day if you are shopping for stock to resell on eBay. On Black Friday, you will find many good items on sale, but stick to your plan and your budget and keep your profit margins in mind when deciding whether or not to purchase. The prices of most products come down since the sellers want to attract as many customers as possible to their shops. If you have enough money to invest in your business inventory, you can buy what you want and keep enough stock to sell on eBay as the year progresses.

Plan ahead so that you are prepared to transport items that you buy. If you sell large items, be ready to move them. You should research the products that you are interested in before hand and stick to your plan; don't get carried away with the craziness of the day. If you are shopping to stock your business, remember your profit point and stick to it no matter how good the deal looks. Do take time to compare various items and their

quality to be sure you are getting the best deal that you can for your business and your customer. If you are buying with the end in mind, you and your customers will benefit from the shopping day and everyone will profit.

With careful research, you can find which stores have the best advertised deals. Make a list of all these shops and the products you can get from them. Rank the shops as per the products you feel would benefit your business and your customers. Being prepared for Black Friday and put you in a great position for selling through the holiday season and into the New Year. Don't let the crowd and excitement rob you of a good buying plan. Visit each shop, one at a time and at the end of the day; buy according to your plan.

Positive Feedback IS Your eBay Business

You cannot survive on eBay with negative feedback. Neutral feedback is also going to hurt your business as it is obvious to buyers that your customer wasn't happy with your service or product, as they didn't leave positive feedback. As you don't actually get to show or let the customers feel and see the product you are selling, it is difficult to prove that the items you are selling are good and genuine. However, a good feedback rating will help you stand out, attract numerous customers and earn you a reputation as an honest seller with great products. If you establish your reputation, the money will follow. You should always be concerned with your customer service and feedback first.

Customers love to buy from sellers who have a good name and have been recommended by genuine people. Everyone wants to get the best buy. Customers tend to avoid shopping from a person with negative feedback. Thus it becomes essential you avoid negative feedback that hampers your eBay business. When does a customer give a bad or negative feedback?

That happens normally if the customer is not satisfied with the product or feels cheated or does not get proper customer service. If you take care of all these things, you will be sure to satisfy your customers.

If you treat every sale you make on eBay as your only sale, giving each buyer the service he expects, he will be a happy customer and most likely buy from you again. He will also leave positive feedback for you which in the long run will build your business. People buying on eBay know to look at your feedback as a measure of your integrity. Having feedback above 98% is crucial to your success.

You can also ask your customers to mail their feedback to you and ask for suggestions on how to make your service or product better. Focus on doing the right thing for your customers and you will surely maintain a high feedback record on eBay. Definitely do not sell fake or damaged goods as this will hurt your reputation as a seller and leave you vulnerable to negative feedback from unhappy customers. Many customers consult their friends or relatives when it comes to buying on eBay. Most everyone these days knows not to buy from sellers with bad feedback. It's just not worth the risk and buyers have too many options. Always give the customer more than he expects and leave him feeling as if you over-delivered. Never let your customer feel let down or cheated.

Once you start gaining good feedback, your sales will automatically rise and you will have a chance to earn and gather more customers. Also to maintain your customer loyalty, you can keep updating customers with your new products and offer them a discount through your store newsletter. Such offers will help you gain a good name and make you shine among many sellers. Maintain a good relationship with your customers and give them the best service that you can and your business on eBay will flourish.

Summing it Up

I hope you have found these secrets and tips to making money on eBay helpful. If you would like more information on starting your own eBay business, please visit [my blog](#) and sign up to receive my newsletter.

Ebay really is the best way to start a begin making money at home. In no time at all you can have a store open and have the sales and money rolling in. If you would like more information and a step by step guide to getting started, check out [Auction Payday Kids Play. Make Money on eBay While Raising the Kids](#). I really did take all of the guess work out of starting your own business in this book. I think you will find it a valuable resource and that it really does make eBay Kids Play!

Resources

There are many books available on buying and selling on eBay. If you want to read the best there is, you should consider

[The 90 Day PowerSeller Challenge](#) by John Thornhill. This Program Has Helped 1000s Of People Gain eBay(R) PowerSeller Status and Achieve Their Online Goals.

[The Silent Sales Machine Hiding on eBay](#). This is the most read eBay success newsletter in the world? "Creative eBay Selling Newsletter" is authored by Jim Cockrum.

[Auction Traffic Formula](#) Learn how to drive FREE Traffic to your eBay store with a real life eBay PowerSeller's Formula.

[Operation eBook](#) Do You Think You Could NEVER Write Your Own Profitable Info-Product in a Million Years? Get Some Emergency Surgery TODAY!

[Sky High Auctions](#) Learn from 15 eBay PowerSellers how they raked in over \$11,726,200 last year alone and how you can explode your business following their every move using our step by step course.

[Salehoo](#): How to get instant and unlimited access to 5,347 pre-screened wholesale suppliers... right now. Stop spinning your wheels and join one of the largest, safest wholesale communities on the internet.

[Auction Payday Kids Play](#). Make Money on eBay While Raising the Kids. Open your own eBay business and start making money from home now. This is an excellent resource for starting your own business.

If you would like to read a review of Auction Payday Kids Play, visit <http://TheExpertReviewer.com> and click on "Everything eBay".