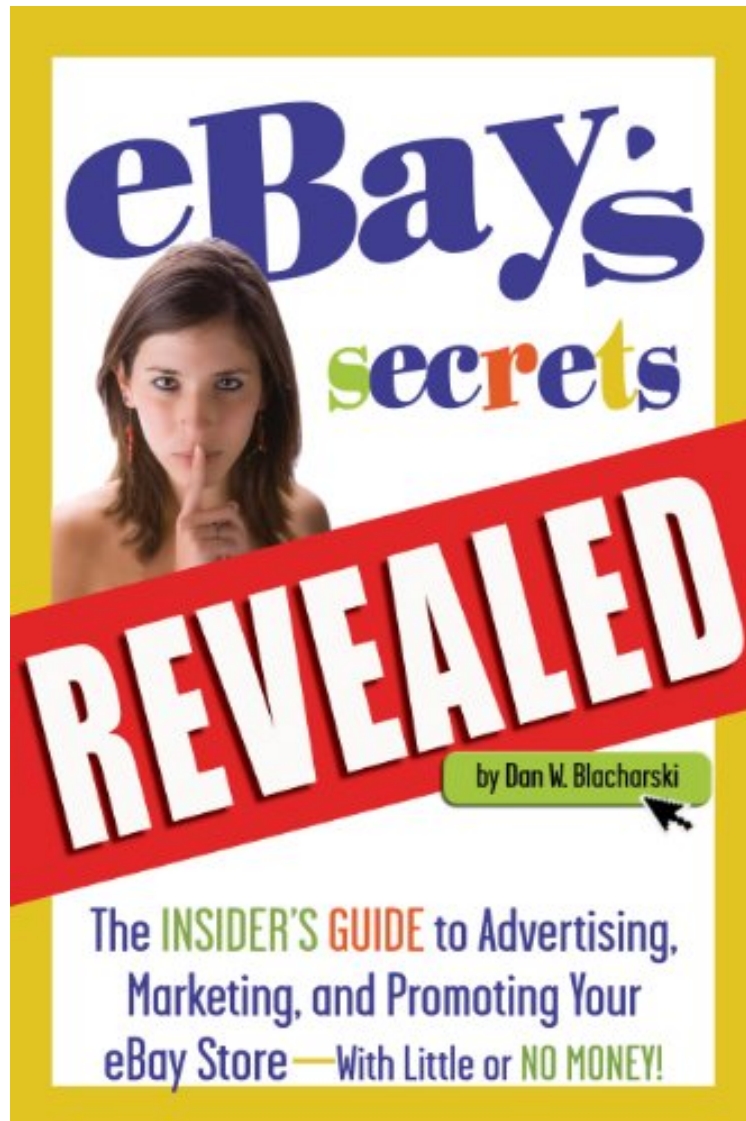


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eBay's Secrets Revealed: The Insider's Guide to Advertising, Marketing, and Promoting Your eBay Store - With Little or No Money

Dan W. Blacharski

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0 of 0 people found the following review helpful. Three StarsBy i donot tell younot helpful0 of 0 people found the following review helpful. Five StarsBy Patty A Blanchardgreat.....3 of 4 people found the following review helpful. Great step-by-step to EBay!By Allison BoyerIt's difficult to imagine finding someone who hasn't heard of eBay. For those who visit the auction site wondering how to get their feet wet in the business of online sales, this book is priceless. eBay's Secrets Revealed lives up to its name. It's a step-by-step guidebook of what someone new to the world of sales needs to do to be successful. The most appealing thing about this book is how it's laid out. This book is fundamental to anyone even considering selling something on eBay. Many people approach eBay with trepidation not even certain about what to sell. eBay Secrets Revealed includes a chapter on how to choose items that will a) get noticed and b) sell quickly. Both are necessary to the success of any eBay seller. One thing that this book presents, that puts it in a class all its own, is the information regarding pricing, payment and fulfillment. This is obviously an integral part of what an eBay seller needs to know, and even someone unfamiliar with how eBay works will be an expert seller by the time they are done reading. Real life examples of successful eBay sellers are strewn throughout the text. It's obvious that the author choose this approach to emphasize how easy it is for a "regular" person to be successful selling everyday items of eBay. With all the money saving tips and insider secrets anyone reading the book will want to set up an eBay store immediately. It is worth noting that the author does stress repeatedly throughout the text that hard work and a professional approach are mandatory. After purchasing this book, someone ready to start a career as seller on eBay will likely refer back to it time and time again. It's easy to find the information you need quickly with the aid of the well-planned out table of contents. If you've ever thought about setting up an online presence on eBay, buy the book; it's a great investment.

This book is for those already operating on eBay who want to know how to make more money using online auctions. You will learn the secrets that have made a new breed of entrepreneurs very wealthy. Uncover closely guarded strategies for selling products like the pros on eBay. You will learn dozens of methods to automate your business including inventory, preventing fraud, payments, accounting, taxes, and fulfillment; learn new ways to find products and get positive feedback. This book contains marketing tricks that will help you to create interest in your product, tips about taking photos, managing e-mail, and shipping. You will also learn pricing strategies, creative methods of writing powerful ad copy that really sells, how to obtain products below wholesale, and ways to make your business work smarter while decreasing your work load. This is your resource guide for knowing just what products are in demand, how to attract lots of bids on every single auction, how to create stunning listings that grab attention, and how to bring back customers again and again. You can eliminate eBay headaches and drive bidders to your auction listings. Get started today and discover secrets for increasing your auction sales, customers, traffic, and much more. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

This book is the yellow brick road to eBay success. I only wish this information had been available when I started selling on eBay. The step-by-step, specific information is solid. Implementing its solutions will allow you to carve out your own eBay niche. --Erin Snyder Dixon; eBay PowerSeller About the Author Dan Blacharski has been a professional writer and online entrepreneur for over 15 years, and is a graduate of the University of California, Santa Cruz. He has written eight books and ghost-written several others; has produced thousands of print and online features, articles, and columns; and has helped many Internet companies jump into the fray. A refugee from Silicon Valley, Dan was there during the dotcom boom, witnessing first-hand the incredible rise and fall of countless empires, and gaining insight into what makes a new-era Internet company succeed or fail. He worked directly with many of these companies, helping them to refine their messaging. Currently, he is also a contributing analyst for Compass Intelligence, a virtual think tank that provides world-class market analytic research. Dan is listed in Marquis Who's Who, and as a long-time industry observer and visionary, has often been at the forefront of new innovations in the area of Internet commerce, chronicling their creation, working with start-ups to make them happen, and getting an inside look into where those innovations will lead us in the future. One of Dan's own entrepreneurial dotcom ventures is We Know The Answers <http://www.weknowtheanswers.com>, an advertiser supported online informational site. He currently lives in South Bend, Indiana with his lovely wife Charoenkwan, where they enjoy spending time renovating their 120-year-old Victorian home; but having never gotten quite used to the frigid Midwest, they spend their winters

in Bangkok."