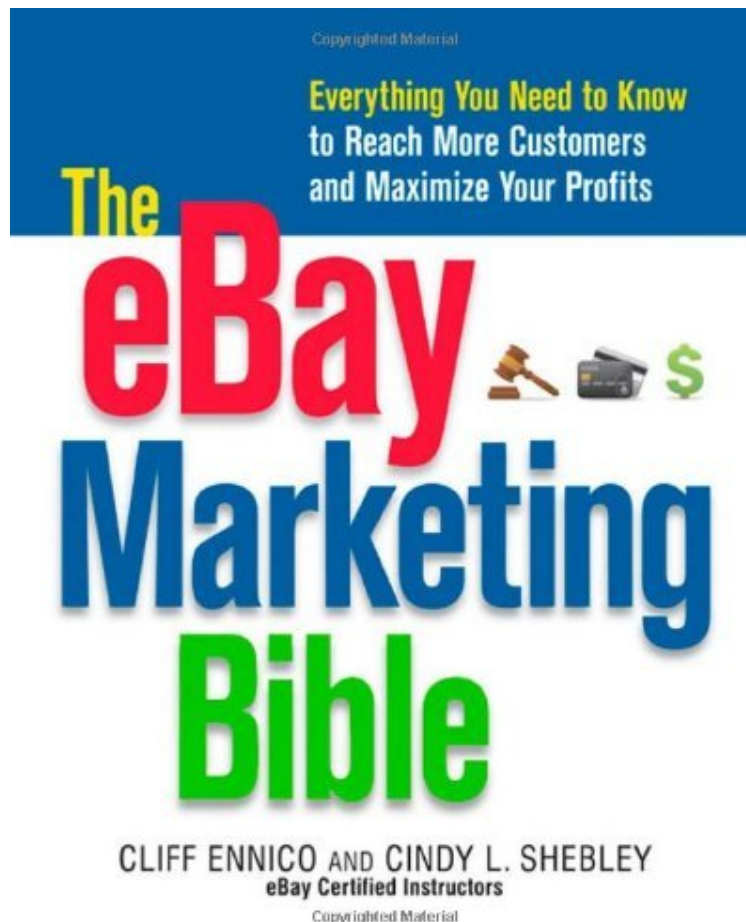


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The eBay Marketing Bible: Everything You Need to Know to Reach More Customers and Maximize Your Profits

Cliff Ennico

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Cliff Ennico : The eBay Marketing Bible: Everything You Need to Know to Reach More Customers and Maximize Your Profits before purchasing it in order to gauge whether or not it would be worth my time, and all praised The eBay Marketing Bible: Everything You Need to Know to Reach More Customers and Maximize Your Profits:

2 of 2 people found the following review helpful. Use When Going Back to BasicsBy DD@PhilaPublished in 2009, (I now realize) The eBay Marketing Bible was out-of-date almost immediately. However, when I purchased this book it was after borrowing it many times from my local library as I began selling on eBay.Now, I pull it off the shelf perhaps twice a year and scan through. Although entire sections are essentially outdated for today's marketing standards, there are still many excellent tips to help keep you on track. Because there is no secret to selling all your items on eBay, it is important that you find your own comfort level and not just mimic advice given by people who now sell books for a

living. Overall, I found the writing a bit tedious and wish the editor(s) were a bit more demanding. The book could be about a half inch smaller. Would I recommend it today? Probably not. But it certainly can't hurt to borrow a copy from your local library to gain insights and learn still valid basic pointers. Keeping in mind that many of these "how to sell on eBay" books are written by people who were there in the beginning days, you can still use some of their helpful tips. If you have contemporary retail experience, my advice is to apply that knowledge and never assume you know everything there is to know about selling to customers. Despite following every expert's advice, taking the most perfect photos, offering interesting items, those of us sellers know that if the buyer wants it, they will find it despite the flaws in your presentation. Go figure. 5 of 5 people found the following review helpful. Highly Recommended! By Joel DePeri Quite possibly the best book on the market for starting an eBay business. I've read over a dozen books on eBay businesses and this wins hands down. Geared towards those who are already established in an eBay business and are looking for ways to increase the bottom line. Many, many innovative ideas. I had originally checked this book out from the library, but I had to buy a copy for my own. It's a keeper! 0 of 0 people found the following review helpful. Five Stars By i donot tell you very good and content is very helpful. But pricing is a bit higher.

Selling on eBay has never been hotter. There are now almost 900,000 people using eBay as a part-time or full-time source of income. And while there is big money to be made selling merchandise on the site, it is also becoming more and more challenging for sellers to stand out from the crowd. Written by two e-Bay experts, "Marketing Your E-Bay Business" offers advice to eBay sellers on building a successful marketing plan by identifying their customers, determining what items will sell best for them on eBay, and using 'fear' and 'passion' marketing to reach those customers and induce them to buy. Cliff Ennico and Cindy Shebley will help readers market their eBay products and attract and keep customers.

From the Back Cover There's never any shortage of customers on eBay, but with upwards of one million sellers battling it out for buyer attention, how can you make sure that your eBay business remains front and center? Even assuming you sell quality products at great prices and provide every guarantee under the sun, you're still just keeping pace. The secret to being an eBay world-beater is in marketing your business in ways that create customer confidence, loyalty, word-of-mouth, repeat business, and brand awareness. The eBay Marketing Bible is a plain-English, practical guide for all eBay sellers. Whether you're an experienced online marketer or a complete novice with nothing but a desire to succeed, this book will take your eBay business to the next level. Co-written by eBay business and legal expert Cliff Ennico and eBay marketing expert and PowerSeller Cindy L. Shebley, The eBay Marketing Bible covers every angle of marketing for success on eBay, including how to: Turn your hobby or part-time eBay into a bona fide full-time career; Identify and reach your ideal customer; Ensure that you're selling not only the best-quality products but the right ones; Take advantage of eBay services created to help your business get off the ground and thrive; Build an irresistible online profile, from your about page to your own website and your eBay store (or stores); Use blogs, podcasts, social networking sites, YouTube, e-mail marketing, eBay communities, search engine advertising on Yahoo! and Google, and much more. You'll also learn the basics of Web Analytics, or how to look at the specific impact of each marketing strategy and tool you use to see what's working and what needs work. The eBay Marketing Bible presents hundreds of real-world examples and several case studies illustrating great strategies in action. The authors have assembled an impressive annotated resource guide and created a selection of customizable marketing forms to help you create and deploy your optimal eBay business plan. Between them, the authors have spoken to tens of thousands of eBayers throughout the United States, and their programs and courses have reached tens of thousands more. Their powerful strategies and proven marketing approaches come together in this one-of-a-kind book written to help you succeed beyond your wildest eBay dreams! Cliff Ennico is one of America's leading experts on starting and running your own business. Known for delivering frank, practical advice, he has been called the "Ann Landers of the business world". A lawyer specializing in small business issues as well as a Certified eBay Education Specialist, he is the author of The eBay Business Answer Book and The eBay Seller's Tax and Legal Answer Book. Mr. Ennico lives in Fairfield, Connecticut. Cindy L. Shebley is an eBay Certified Education Specialist and Certified Business Consultant and the author of several books and video tutorials on eBay-centered marketing strategies and techniques. In the late 1990s she began using eBay to liquidate inventory from her "brick and mortar" garden supplies store. Today she is an eBay PowerSeller who sells photography and video equipment and supplies for eBay sellers. Ms. Shebley lives in Seattle, Washington. About the Author Cliff Ennico (Fairfield, CT) is a lawyer specializing in small business issues and is a Certified eBay Education Specialist. He is a frequent contributor to Entrepreneur magazine and the author of The eBay Business Answer Book (978-0-8144-0045-6) and The eBay Seller's Tax and Legal Answer Book (978-0-8144-7425-9). Cindy L. Shebley (Seattle, WA) is an eBay Certified Education Specialist, an eBay PowerSeller and Certified Business Consultant who is a leading expert on applying state-of-the-art marketing techniques to eBay businesses.