

SALE*HOO*

HOW TO MAKE MONEY ON EBAY



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Introduction

Millions of people all over the world have tried their luck at selling on eBay, but only a small number truly succeed at making money. Failure usually occurs because someone underestimated the work and commitment involved, or thought that selling on eBay is a just another-get-rich-quick scheme.

Those who succeed understand that an eBay business is just like any other business; it requires a lot of planning, time and effort. They also know that all that would be worth it when the money started rolling in.

But don't panic! After reading through this e-book, you'll be well equipped to make some serious cash. Before I get into it, I want to dispel three common myths about selling on eBay and sourcing new items to sell:

#1: Designer goods are among the most popular items on eBay, and therefore, I should be selling them.

Sorry, but this couldn't be further from the truth. Well, the first part is true — designer goods are popular among eBay buyers, but that doesn't mean that you should be selling them!

The whole truth is, there are so many other sellers out there who are peddling those designer items, that it's pretty much impossible to make any money doing the same. Instead of entering these highly competitive markets, you should try and find your own niche, one that appeals to a smaller but much hungrier market.

#2: eBay is the best place to sell goods online.

eBay is a great place to launch your career as a seller. However, because it is so highly competitive, many sellers move on to other auction sites or platforms and find that their money making-potential skyrockets straight away!

Other sellers try out new platforms that start out with only low levels of buyers. Soon enough however, traffic starts flooding the site, and as a pioneer of that platform, they enjoy a level of sales that they couldn't have achieved on eBay.

Others start their own e-commerce websites and enjoy the freedom of being able to sell whatever they want, whenever they want. They also love the fact that they don't have to pay fees; all the profits are their own!

#3: When I buy from a wholesaler, I'll be able to buy items for half off the retail price.

This is a popular one. Unfortunately, this is not the case. Most of the time, wholesale prices are around 10 to 20 percent less than the retail price. It's a shocking truth, but those are the same margins that retail stores and eBay's top sellers get when they buy wholesale.

Of course, when you buy in huge bulk, you might be able to get even better deals, but until you can fork out \$10,000+ on a single order, those are the prices you should expect to pay.

With that under your belt, it's time to get started. Over the following chapters, you will be covering some essential selling tips, such as how to take great photos for your eBay listings, where to source your items for reselling, how to price your items for maximum bids, and how to get repeat sales, plus much more!

At the end, you will be well equipped to make some serious money on eBay. So let's get started!

What to Sell

You have a blank canvas, so to speak, when deciding what to sell for the first time. You need to discover the best items to sell as well as decide what appeals to you

the most. Here is a quick checklist for you to answer on a piece of paper of where to begin;

- What is my background in?
- What am I passionate about?
- What is profitable?
- What industry is in alignment with my professional goals?
- How much money do I want to make?
- Which items sell enough to make me a good profit?
- Who would be my competition?
- Who do I want to sell to?
- How do I reach a target market?
- How much money can I invest in this venture?
- What are the websites I can partner with?

These are all questions that you would essentially address in a standard business plan (and in fact, drawing one up isn't a bad idea at all). As for answers: You could sell just about anything on eBay. It really boils down to the type of person that you are and whether you can stay motivated to keep up the store during the tough times.

The people who become successful on eBay are usually extremely passionate about the products they choose to sell. They don't choose items that will only make them money. You are going to hamper your customer service if you do that, because you will not know a single thing about your products.

Take a look at your life and your motivations. You are obviously not just trying to sell a few items just to make a few hundred dollars. At least, not if your intention is to be a turn .huge investment of your time and effort to get the ball rolling.

So what items do you sell to make money on eBay? Items that consistently sell would be a good start. You need a high volume of sales in order to reach the PowerSeller status.

But I don't want to just lead you into the darkness that is choosing products because you are passionate about them. You could be passionate about underwater mousetraps, for all I know. And, alas for you, I'm willing to bet no serious seller is offering underwater mousetraps.

You need to research what is moving well on eBay, and then decide if your values and interests align with those items. Even if nothing strikes your fancy right away, there are plenty of products that you would learn to be passionate about once you learned a bit more about the niche.

You need tools to help find trending products and perpetually popular ones. A free tool for search is the [eBay Popular](#) page. This is an excellent resource for you to go to see what is selling and who is searching for which items.

For more business insight, you need to pretend you have already hit the big leagues and use the techniques and strategies PowerSellers are using. This is going to take some reconnaissance on your part. Find out what big sellers, particularly those in your niche, are doing on eBay to make sure that their businesses are thriving.

After you have identified some potential products to sell eBay and have identified major sellers, I recommend choosing five major online sellers and sign up for every newsletter or subscription service they offer. This is an easy way to see if you are capable of emulating their success and to glean insights into how they operate their businesses.

You don't even have to be interested in selling the same products as these major players because of the competition. But watching these sellers may give you ideas of how you can differentiate yourself in the marketplace or complement existing offerings with something unique and not already widely available.

A lot of eBay sellers tend to do the same thing over and over because it's worked for them. But the tactics that work for a seller in one niche (say, camera equipment)

may not work for a seller in another (such as clothing). It's not always easy to pick a product and see if it sells. You may want to experiment with listings to see if certain items do well with different strategies or types of descriptions. Just remember to give yourself enough time to actually gauge whether one strategy is more effective than another.

Changes in e-commerce happen all the time...usually by accident. Business in an eBay store can explode overnight, not because you're selling the perfect product, because you're selling the right product *at the right time*.

For example, a few years ago, faceplates for cell phones (think back to the old Motorola Razr phones) were a top seller on eBay. Now, however, we don't see so many phones that actually allow for interchangeable faceplates, so this wouldn't be a good niche. A new product on the market, or one that suddenly surges in popularity, can trigger unexpected demand for another items. A new iPhone, for example, trigger a need for phone cases and charging cables.

You're not going to find the perfect product to sell right away, but a good start is to list items that you are knowledgeable about and can therefore provide excellent service for.

Where to Source your Products Online

The easiest way to source your products online is to use a wholesale directory list, which has a list of reputable, pre-vetted suppliers that you can trust. Then, you can contact those wholesalers directly and get their price lists.

A good wholesale directory is [SaleHoo](#). It has over 8,000 wholesalers, dropshippers, manufacturers and liquidators. And, at just \$67 a year, it is much cheaper than the other alternatives online.

Another reason to use a wholesale directory is that many suppliers are very hard to track down on your own. Cheap suppliers do not usually have big marketing budgets; instead, they prefer to have cheaper prices and rely on word of mouth to attract new business. That is why you need a wholesale directory like [SaleHoo](#) to find them online.

Where to Source your Products Offline

You don't just uncover a wholesale company by chance: you have to source them out carefully. Unless you find the supplier on a reliable wholesale directory, there is too much at stake, and too much to lose (money and your reputation for starters) if you simply look up a wholesaler on the internet and tell them that you want to sell their product.

One of the best ways to find a company you want to source from is to get away from the computer and attend trade shows. It's a great way to make contacts, see and demo the products, and learn more about the company's processes.

If you live relatively close to trade shows that focus on your industry or niche, there's no excuse why you can't attend. (Even if you have to travel, it's still a great idea to go). It's usually just one weekend, but you can lay the foundation for relationships that will last years, and really help you build your business.

You want to do business with companies based on trust, and nothing builds trust than meeting someone in person. The companies that you want to source from want to meet responsible and profitable retailers that can help them sell more products, too. Fire up Google and start looking for trade shows that are relatively close by to you so you can attend. Sign up for the organization's newsletter so you can learn more about any featured exhibitions or changes in scheduling.

If you have a specific product you'd like to sell in mind, then you are going to have to do a bit more research to find the appropriate trade shows. Again, use Google. But this time refine your search by adding keywords that are product-specific.

If you sell brand-name sunglasses, search for a particular brand and other keywords (such as "Fossil wholesale tradeshow" and the year). This should pull up the tradeshow a particular company is attending — and then you don't have to scroll through endless lists on trade show websites.

When you have the information for the trade show, go ahead and register to attend. Sometimes if you sign up way in advance you will get a free pass, so it pays to be proactive.

Remember how we talked about companies wanting to do business with reliable and profitable retailers? While they're gearing up to demo their products, you need to prepare to meet them. Crunch the numbers for your online selling business, then prepare a quick PowerPoint presentation on your eBay store to pitch to the representatives. If you are brand new and do not have your store running yet (or it is still in its fledgling stages), you can still give them information on your intentions and how you are going to market their brand effectively. This is a great way to win over wholesalers who might otherwise be reluctant to do business with an untested seller.

Types of Suppliers

Not all suppliers are created equal. As you start looking into potential sources of wholesale goods, it helps to be familiar with some of the lingo and how different suppliers operate.

Wholesalers/Manufacturers: These two are not the same. Wholesalers get their items from the manufacturer at a low cost, and then they sell them in bulk to retailers. Manufacturers may, however, offer wholesale pricing directly to retailers. These items are brand new, in their original packaging. They may be branded or unbranded. Wholesale prices are lower than retail costs (though as we've discussed, not enormously so), and this is a great way to get your hands on an assortment of merchandise... if you have the space for it, and the startup capital.

Dropshipping Suppliers: Dropshipping suppliers may be wholesalers or manufacturers. The primary difference between a dropshipping supplier and a wholesaler is that when you buy merchandise from a wholesaler, they deliver it to you directly, and then you must find a place to store it all. Dropshippers handle warehousing and shipping for you. Basically, you would list an item for sale at a higher price than the supplier sells it for. The buyer then purchases the items, and you use the proceeds to place an order with the supplier. The supplier ships the order directly to the customer without you having to do any more work. Dropshipping is easy because it requires no startup capital.

Liquidation/Clearance: Liquidation and clearance suppliers are something of a mixed lot. Liquidation may simply mean all the merchandise must be sold off. Clearance means the items are drastically reduced from retail cost. That said, these sorts of suppliers may also sell customer returns, which could be anything from defective to just the wrong color or a case of buyer's regret. You may also stumble across electronics, which could be brand new, untested, or broken. You may be able to resell these sorts of items, but it

takes some experience to be able to spot good deals, and you may encounter more than a few duds, as well.

Other issues you should be aware of: take care to note where the company is based. You can find U.S. suppliers as well as those based in India, China, Mexico, and other countries around the globe. Finding local suppliers means reduced shipping costs and shipping times. This is especially important for dropshippers, where you never actually handle the merchandise and you are at the mercy of suppliers.

I strongly recommend vetting your suppliers before launching a large-scale business. That means meeting with the suppliers, visiting their facilities if at all possible, and placing a few small scale orders to see how long orders take to arrive, what condition they arrive in, and of course the quality of the item itself.

How to Get Maximum Eyes on Your eBay Listings

The more people who see your listing, the more likely it is to sell, and the more profit you could potentially make. That means you need to market yourself and your products. eBay is a great place to start selling because it offers marketing tools to help you land more buyers. But that doesn't mean you should ONLY market on eBay directly. This is where you are going to need to think outside of the box a bit and get creative. That's what marketing is all about in the first place — being creative.

Successful sellers on eBay understand that they need their offers to stand out from other listings. Most customers can't resist a great deal, and you can use this to your advantage. The obvious way to ensure people see any special offers you have is to list them at the top of the screen in your eBay store. But don't just stop there: Use all of the resources eBay provides to effectively make your products stand out.

E-commerce, wherever you choose to sell, is all about having a list of customers. There's a reason your inbox is always full of digital coupons and emails featuring

new products from your favorite stores: it reminds you about the company and entices you to shop there. You need to be using this tactic for your own online store, too. If you have an eBay store, you can send out email blasts to customers, advertising your newest products or special offers.

To attract new customers (in addition to enticing past buyers), you're going to have to get a bit more creative. You need to directly reach the people who are looking for what you have on offer, or join forces with other websites that have similar audiences.

To reach consumers directly, you need to harness the power of keywords and search engine optimization (SEO). SEO is really a variety of techniques to convince the search engines (Google, Yahoo!, and Bing) that your site (or in this case, listing) has the most relevant answer to someone's search. By applying the right keyword strategies for these organic searches, as well as paid search (the "sponsored" results you see at the top and side of the page), you are going to attract more people to your products.

If you're tech-savvy, this may seem like common sense, but you would be amazed at the difference in success for eBay sellers who mastered SEO and paid search compared with those who are reaching blindly in the dark.

So we've covered how to reach consumers directly. But you have another resource at your disposal, too: create partnerships with websites in your niche that have established traffic to attract even more visitors.

To pull this off, you need to do a bit of research. We've already made it clear that you can't just place an offer in your store and expect everyone to flock to it. Now, you need to figure out who your target market is. These are your "ideal buyers," the people most likely to buy your product. If you've chosen a focused niche, you should be able to put together a simple profile.

- If you sell designer fashions (and I hope you're not — we've talked about this already!), your target market would be chic and fashionable people, most likely women, between the ages of 25 and 40.

- If you sell kids' toys, your target demographic is actually parents, aunts, uncles, and grandparents.
- If you sell home furnishings, your target market is homeowners. Depending on the type of furnishings you sell, you may be able to further narrow down the options.

Find a website that focuses on your niche (in these examples, a fashion blog, a parenting blog, or an interior design blog would be ideal). Some of these sites may be willing to split profits with you if they send out an offer that leads someone to buy from you. It seems complicated, but this is really just affiliate marketing.

Here's an example: Let's pretend that you have an eBay store where you offer 50 percent off name-brand jeans. Summer is coming and you want to offer a discount because season changes are prime shopping, particularly for fashion.

Take keywords that people who are interested in name-brand jeans would use to search in Google, and do a search to see what sites pop up. Then, it's time to find the contact information for the first 10-15 websites that appear in the organic search rankings that would best match the products you sell.

Before anything, make sure these sites get an adequate amount of traffic and have an avid following. Prepare a simple proposal outlining how they could benefit from a partnership with your eBay store. Offer whatever percentage of profits —not sales — you can afford (50 percent would be quite generous, but be mindful of your margins). Be sure to include images of your products, other details about them, and of course the numbers for your store.

If you don't hear back from these websites after three or four days, send a follow-up email to ask if they have considered your offer. Not every site is going to go for it, but you never know. You might land a deal with a website that has an email list of 20,000 subscribers. Out of all the internet marketing tactics for getting exposure, partnering with another site is one of the most effective.

How to Write a Top-Notch eBay Description

Many sellers out there will tell you to “motivate” or “entice” your customers by writing a compelling description. I am on board with that, but I need to clarify a few things for you first. People need to know the facts about your items as much as they need to be told a story.

Try this four-fold approach to creating product descriptions:

- The Introduction
- The Body of Facts
- The Benefits
- The Close

People like to buy from other people, instead of nameless, faceless corporations. If you are portraying yourself too much like a big business, you might not come off as personal enough to get through to your audience.

You need to focus on creating an informative title, first. It should explain exactly what you are selling, and avoid fluff and filler words like "wow!"

Your introduction should restate what the item is but in more detail. Cover the main selling points, as well as any relevant details about condition. Try to answer all the major questions your buyers would have in this part.

Next, cover the features or specifications. This could include measurements for clothing, or hard drive size for an electronic device, or compatible devices for a camera lens. Be extensive here, and use a bulleted list so your readers can break it down easily.

Facts alone don't sell a product, however. People don't just buy products; they buy the benefits. Sure, that telescopic lens has a 75 mm-300 mm zoom, but what your buyers really care about is that they can get up-close shots of wildlife from a distance, or capture great sports shots even from the other end of the court. Be

sure to explain the benefits of whatever item you are selling. This can also be presented as bulleted list.

In the last section, cover all the final details. That includes warranty, shipping and return policies. Invite them to follow you or sign up for your newsletter to seal the deal.

How to Take Great Photos for eBay

Now that you've got all your products chosen and sourced, it's time to pay more attention to the technical issues, including listing and photographing your items. This is where you have to place yourself in the shoes of your customers. Pretend that you want to buy your own items (as we've already covered, you should want to buy what you sell, so this shouldn't be too hard). There is no shortage of eBay sellers who have excellent products and but don't get the sale because their photos were not as good as they should be. This is a simple fix that may take a little bit of practice to truly master, but it will definitely make your listings shine.

Some suppliers may provide you with images you can use in your listings. But even if not, you don't need to be a professional photographer. You just need to know the basics of how to take pictures. Colors and clarity are everything. If you have a product that is white, you don't want to photograph it on a white backdrop. You want the foreground (your product) and the background (the backdrop) to stand out clearly. This is called contrasting. If you have a dark product, use a white background, or if you have a light product, try a black background to help the item shine.

Avoid the dreaded glare from a camera flash by not using a flash instead. Instead, make sure there's lots of diffuse natural or artificial lighting to illuminate the space you're shooting in. Diffuse just means the light is not direct: think about sunlight streaming in through a window rather than an incandescent bulb burning directly overhead. You should also make sure there are no shadows or reflections that

make the product look weird. Place the camera on a tripod for a steady shot. Take the pictures at an angle, instead of dead on, to give the product some depth as well.

I suggest that you use a decent digital camera, one with a good autofocus. If you're handy with a camera, you might already have a DSLR camera with interchangeable lenses. If not, and learning how to use one seems a bit daunting, go for a high-quality point-and-shoot instead. Resolution (the number of megapixels) doesn't matter so much these days — just make sure that you can use the camera, that the autofocus is good. Some smartphones can even take excellent quality pictures in a pinch.

To protect yourself from unsatisfied customers and potential refunds, take clear pictures of any faults or flaws that the item may have. You need to ensure that the item is clearly represented so that your customers do not open a case with eBay, claiming the item wasn't as described.

Remember that you are running a business, not a garage sale. If you absolutely hate the pictures you've taken, hire a photographer (or bribe a friend) to do it for you. An old adage says pictures are worth a thousand words, and that's especially true in online selling. If you fail to master this simple technique, than you are shooting yourself in the foot before you even begin.

How to Price Your Item

We've already alluded to low profit margins you may encounter when sourcing from wholesalers. If you want to keep your head above water and strike that ideal balance between lots of sales and a healthy profit margin, it's good to understand how to effectively price your items.

Let's take a look at the three places you would set a price for an item:

- “Buy It Now” (fixed price)
- Reserve price (auction)
- Starting bid price (auction)

Fixed price is easy because you just need to set the price above the wholesale price. Factor in eBay and PayPal fees so you don't hurt your profit margins. If you plan on offering free shipping, you may want to bump the price up a bit, too.

On eBay, a reserve price is the minimum price than auction needs to reach for the sale to happen. This gives you the flexibility to have auction-style listings while still ensuring you don't lose money. Buyers don't see this number, just that a reserve price exists. If you opt for an auction with the Buy It Now option, you can set your reserve to the same price as your Buy It Now price.

A starting price sets the tone for an auction. Too high and no one will want to start the bidding, and too low and you might make buyers suspicious. A good rule of thumb is to place the starting bid at a 25 percent of what you want. In other words, say that you sell car mufflers and you expect (or want) to get roughly \$200 for each muffler. The starting price on that muffler should be set at \$50.

Occasionally, you can find a really great product with large profit margins. But to find these, you need to do some actual research. You need to find in-demand items, and then check out their going rates on eBay. Again, you can use the Advanced Search feature to see sold listings and gain an idea of what your products are going for. You can also use other tools such as [SaleHoo](#)'s Market Research Lab to find out even more about an item's success rate, sales prices, and volume of sales. Access to the lab is included in the price of a yearly membership.

The Best Format and Time to List

eBay started as an auction-only site, but these days it offers sellers a choice of auction-style listings and "Buy It Now" fixed price listings, and hybrid auction listings where you can still use "Buy It Now" until the first bid or until the reserve price is met. Buy It Now is becoming increasingly popular. In fact, Stanford University researchers in 2013 showed that only about 15 percent of all listings were auction-only. If you do fixed price, you can make items available for the usual 1, 3, 5, 7, or 10 days...but more likely you will want to use the 30-day or "Good Till Canceled" options.

If you do opt for the auction format, the best time to list an item really depends on what it is that you are selling and who you are trying to sell to. We've already talked about how you need to understand who your target market is. That should also include an understanding of what their schedules might be like. If your target market is professional males in their mid-thirties, you know that they are going to be (most likely) working throughout Monday through Friday 8 a.m. to 5 p.m. A stay-at-home mom is likely to spend most of her day taking care of kids.

The bulk of bidding takes place on the last day of the auction, often within the final few minutes. If you want to drive traffic to an auction and drive up the price, you need to schedule the listing for a heavy traffic time. I am willing to bet that a person is not going to be up at 2 a.m. to bid against someone else unless they want a very unique item.

If you are selling to an American audience, then you should set listing to end between the hours of 8 p.m. eastern time and 10 p.m. pacific time. That's prime traffic hours. If you want maximum exposure, ending your auction on a Sunday is traditionally the best option.

That said, you should evaluate your sales history to see when people have bought in the past. You can also search eBay for completed listings and sold listings using the Advanced Search feature. This is raw data that will allow you discover the best times to maximize your profits.

How to Package and Ship Items Properly

If you opt to build your eBay business around dropshipping, you will never have to deal with packaging items yourself. You should obviously place an order with your supplier to ensure that they pack items neatly and arrive in good condition, just so you know what your buyers can expect.

However, if you buy and ship inventory yourself, you need to learn how to package your items effectively. That means they need to look professional and actually protect the item in question.

You also need to find ways to help keep your costs low. Offering free shipping but building the cost into the listing price can help. You should also take steps to make sure your packaging is as cost-efficient as possible, even if that means spending a bit more up front. Here are some tips to help with packing and shipping:

- Invest in professional shipping supplies. That means bubble wrap and other protective packaging as necessary.
- Buy in bulk. Buying 50 or even 500 bubble mailers at a time will be cheaper than buying one at a time as orders come in. You also save money on transport (going back and forth to the store) and save time on travel. Your time is definitely valuable, so always factor that into the amount of work you have to do.
- Order free Priority shipping supplies from USPS. You can have these delivered to your home to save more time.
- Save on postage by printing your own shipping labels.
- Shop around and find the best rates for certain types of packages. For example, for small items USPS is often the most cost-effective.
- Heavier items can be less expensive to ship if you use flat-rate options, such as those from USPS or FedEx.
- You can schedule pickups for your items so you do not even have to take them to the post office to be sent out. Remember, your time is valuable.
- Offer combined shipping on eBay to save money by reducing the number of packages you need.

It may not seem like a lot, but if you pay \$1.25 per a bubble mailer and sell 50 items, that's \$62.50. If you bought in bulk and paid \$0.25 per mailer and sold the

same number, you pay \$12.50. That's \$50 in your pocket just from learning how to pack and ship effectively.

Preventing Problem Customers

The biggest way to prevent people from leaving you a bad feedback score is to really focus on customer service. Be warned: You are going to drop the ball occasionally. As long as you learn and adjust your customer service strategy, you can bounce back.

One of the biggest issues is ensuring that the products your customers buy actually arrive on time and as expected. This is particular problematic if you are dropshipping. This is one of the easiest ways to make money on eBay, because you don't need to purchase inventory. However, because you never handle the merchandise yourself, you can run into supply and delivery issues, especially if dealing with an unreliable supplier. A wholesale directory of vetted suppliers can reduce this risk significantly.

But even when you account for the biggest potential problems, like delivery issues or potential defects, you can't always predict situations that might summon up problem customers. Customers might not have read the description fully, or they may have misunderstood something in your listing. They may just not be happy with the quality of the item.

Problem customers can keep business owners up at night because of the claims that they make. These problems are not always your fault, but you still need to provide exceptional customer service. Be prompt and courteous and try to resolve the issue to the buyer's satisfaction. If you cannot work things out with the customer, the case may escalate to eBay, who then takes over the case to help resolve the dispute.

eBay is in the business of making money, and customer sales are what drive their profits. As important as sellers are, eBay also recognizes that the foundation of a good business is a customer-centric focus. The best way you can avoid any mishaps

with your buyers is to present your items to the best of your ability and to ensure their delivery is within the time allotted.

How to Get Repeat Sales

We've already talked about how e-commerce is all about building a list, and the importance of keeping customers coming back to you. If you do have an eBay store, eBay gives you an allotment of emails you can send to your subscribed customers (the exact number varies according which tier you opt for). Email marketing is one of the oldest tactics in the book, and it's stuck around for one reason: it works.

On eBay, go to your account tab and then "Marketing Tools" > "Email Marketing." eBay gives you an assortment of templates you can choose from, including a custom options so you can personalize the email however works best for you. Use this email to advertise your upcoming auctions, new products, or items related to a purchase. You can even set the frequency of your emails and select the best sending times. Tuesdays and Wednesdays will get you the largest readership.

The Biggest Mistakes Sellers Make

There are four general mistakes that new eBay sellers make that can hurt their chances of success:

1. Not including pictures
2. Spending too much money on "extra features"
3. Spelling mistakes
4. Pricing too low on the "Buy it Now" feature

One of the biggest and most crippling sales mistakes is to not include pictures into your listing. Shoppers are visual creatures. Since people are not in a store where they can touch and feel the product they wish to purchase, they need to rely on

seller-supplied images. You need to take quality pictures, (assuming you cannot get permission to use official product images from your supplier, which is another viable source of images).

Don't spend all your money on all the extra features that eBay provides. Yes, it's nice to have some tools that you can use to enhance your product listings, but many times it's not necessary. Basic listings will do just fine while you are starting out. Once you get to the point where you are making good money, you can start testing out the extras that eBay offers, such as rich text formatting. You might be saying that it's only a few cents here and there, but it all adds up in the end.

If you are not good at writing, I suggest you outsource your descriptions to a person with good spelling and grammar, preferably who has experience writing compelling descriptions. You can even do the writing yourself and have someone do the proofreading and editing for you.

Right off the bat, we dispelled the myth of how wholesalers don't actually offer those enormous discounts everyone imagines they do. That means your profit margins are going to be a bit lean. Set your "Buy it Now" price to something that will give you a respectable profit and factor in any fees that come with selling on eBay or using PayPal. If you use an auction-type listing, set a reserve price so you don't lose money on the item. Do some competitive research to find out what other sellers are listing similar items for.

Conclusion

Becoming a successful eBay seller, or even a PowerSeller, isn't rocket science. By following the advice and tips laid out in this e-book, you can take an eBay account that is earning side money and turn it into a real money-making machine. By treating your account as a real, serious business with long-term goals, you can make your eBay selling a full-time job. If you are serious about taking your eBay selling to the next level, it's time to take action: Do some research and decide what sort of niche you'd like to get into. Then sign up for [SaleHoo](#)'s wholesale directory

and get access to more than 8,000 pre-screened suppliers so that you can start earning a reliable income and become financially independent.

Thanks for reading, and good luck!