



Copyright © 2007 Black & Blue Marketing, Inc.
DO NOT COPY OR REPRODUCE ANY CONTENT HEREIN
(You MAY redistribute this special report)

Mr. Black & Mr. Blue proudly bring you...

Auction Selling 101

By scrolling down or reading beyond this point you agree to read, understand, and abide by the terms of use, earnings disclaimers, and other special information contained at the end of this guide.

Dear Future Business Owner,

My name is **Mr. Black** and I wanted to thank you for taking the time to read this brief introduction to eBay selling. In my own personal opinion, there is no easier way to get started at making money online.

Where else can you instantly find millions of potential buyers for a cost that is next to nothing?

Please keep in mind that this special report is merely a 'Crash Course' as the title implies. No one can proclaim to know EVERYTHING there is to know about eBay but myself and **Mr. Blue** sure know a lot about the topic :o).

After reading this special report I suspect you will have many more questions if you are eager to actually start your own business of selling on eBay. Many people read these reports and never take action.

Lack of action is a shame because making money online is easy when you have a proven plan and some guidance.

Should you decide to pursue your dream of an online business after reading this report I encourage you to become a member of our community at **Auction Selling 101**.

We have live webinars, or 'virtual training' in what we call our 'virtual classroom.' If you attend you can actually chat live with myself and Mr. Blue and ask all your questions and we'll personally help you get started. We also have a discussion forum and tons of videos to guide you.

Now enough with the sale pitch and the horn tooting. If you want to learn more about all we have to offer you can check us out for yourself once your done browsing through this special report.

Thanks again for taking the time to read this and I hope you find value in this report. There is some good information here which at the very least should help give you a solid foundation for getting an eBay business all setup.

I hope to see you become our newest member so I can have a personal role in YOUR eBay success.

See You Soon,

Mr. Black

eBay Power Seller

Founder, www.AuctionSelling101.com





ABOUT EBAY: A HISTORICAL LOOK FORWARD

History loves to provide dates and facts and to attempt to break down the past into segments of time that can be easily understood and memorized. Unfortunately for historical writers the real world isn't like that ... long before Washington crossed the Delaware a long series of events and decisions had to come about to 1) Make that possible and 2) Make it necessary and prudent at that point in time. The history of eBay is no different.

For those who are unfamiliar with eBay, it is an online auction site where listing and selling fees are collected from users under the guidance and oversight of straight regulation to provide both protection and ease of use to would-be buyers and sellers alike. A modern example of auctioneering using the latest technologies and capabilities in as simple to utilize a manner as is possible. The name eBay has become synonymous with online auctions and sells, like Xerox is to copies or Kleenex is to facial tissues.

SIGNING UP & GETTING FAMILIAR WITH EBAY

It's never been easier to sign up and begin selling with eBay – but there still are a few steps and like anything worth doing, if you take the time to understand your options prior to jumping in the end result can be much better than if you simply start off. First and foremost you should consider what exactly you will be doing with your account as this will help you decide on appropriate login names and whether or not to risk using it for personal business if it's to be a seller's account etc., a name such as 'dragonlady' for instance might not be appropriate if you will be selling advice to the lovelorn but fits perfectly if dragon and mystical artifacts and memorabilia is your principle goods.

As far as signing up goes you need an email account, a credit card at least and preferably your bank account information to set up payment receipt and funding requests and access to your personal information (which you should be able to recall) in order to fill out the appropriate forms. If you wish to sign up for a seller's account and go through the ID Verify process, which is recommended you also will need a browser capable of 128-bit SSL connections and some credit information such as your driver's license etc. which all sounds simple enough, and it is but each of these steps bears a little consideration and a lot of reading to fully optimize them.



You may want to know why eBay wants all this personal information about you. They gather all this information to protect you. By ensuring you are who you say you are, they can help build confidence in the eBay community by controlling who the registered users are on their site, and making sure they are who they say they are in the event of a dispute.

BEFORE REGISTERING

Before we jump in lets first go over the basic steps and discuss each one so you'll know what you are in for:

- Review eBay topics and 'how to' information (as we're doing here)
- Gather your contact, personal information and credit card / bank routing numbers include you business *and* personal addresses and a drivers license
- Sign up for an eBay account during which you will:
 - Enter your contact and personal information including your date of birth, name, address, and phone number
 - Provide an active email account that will be used during the process to complete the registration
 - Be requested to review and agree to the eBay [User Agreement](#) and [Privacy Policy](#)
 - Select an available User ID, password and secret question
 - Check and respond the email account you just provided to verify its' existence

[CLICK HERE TO REGISTER YOUR FREE EBAY ACCOUNT](#)

USING MULTIPLE ACCOUNTS

Often users find it useful to have two accounts, either to separate their business and personal sales and purchases or to keep track of different types of items. It is possible to have two different eBay accounts but both must have unique User ID's and email addresses and each will have a separate profile. If you later decide to do so it is possible to merge the two accounts into one but this can only be done once, and whichever account you choose to 'keep' will have the data from the secondary account merged into it. This new account now called the "Primary" cannot be merged again in the future and the following should be considered prior to taking this step:

- Your account will show you as a 'member since' the date of your older account
- The feedback score will reflect both accounts and may not appear in chronological order
- Any reviews and guides you have written in both accounts will only reflect the information from the primary account
- You must owe no sellers fees and be able to prove you are the owner of both accounts and the secondary account must remain inactive for at least sixty days (60) prior to the merging.



You also need to be certain to cancel any eBay selling tools subscriptions on the secondary account, and if you use an eBay store be certain to have your stores' inventory associated with the new merged account.

- You'll need to cancel any subscriptions on the secondary account, such as subscriptions to eBay's selling tools.
- If you have an eBay Store, make sure you associate your Stores inventory with your new merged account.

[CLICK HERE TO REGISTER ON EBAY](#)

LEARNING MORE AND GETTING HELP

You are now ready to dive into the world of eBay selling, but there are many tips and techniques that you should learn first. If you're already a member of Auction Selling 101 be sure to use our member's only discussion forums for any questions you might have.

WHAT TO SELL

Supply and demand has been around since time began – but most people who get involved in selling on eBay are not business majors and don't know how to do cost analysis or create a business model – they just want to sell things for a profit. For most of us it boils down to having an avenue to either gain some extra income or to get rid of things from our garage that are too valuable to just throw out. But if you are going to make any real money or try to make a living at selling items on eBay then you owe it to yourself to learn a few basics about economics and to study the market you wish to enter to make certain that you will be a success. You don't have to be a genius, you don't have to have a masters or a bachelors – all you *really* have to do is apply some common sense and learn a few simple rules.

CHOOSING PRODUCTS

IDENTIFYING A NEED

The first rule of success is to identify a need, the second is to fill that need in a cost effective way. For instance everyone wants world peace – but killing all humans to achieve it while obviously a solution is not one anyone would buy! If you find the perfect widget but the price point means that you can only make money at high volumes or high prices you'll have to investigate whether the need for that widget will be great enough to justify your efforts in fulfilling it. Obviously we'd all enjoy selling items and working in and with fields that we enjoy – but if the best you can ever be is an 'also ran' at selling computers wouldn't it make more sense to sell just certain components you can get cheaper than someone else? Finding a need that you can fulfil better than anyone else is the real key to successful sales, be it on eBay or anywhere.

There is a concept called the 'comparative cost of goods' that goes something like this – if you can grow and sell 1.5 barrels of wheat or 2 barrels of corn at the same cost and effort then the comparative cost of the corn is 1.5 barrels of wheat. If wheat is selling for 50% more than the price of corn then your resources are better spent growing wheat – unless the market for wheat is 'weak' and likely to change soon and the market for corn is steady.

These are all concepts covered in most college economics classes, made confusing and hard to follow by charts and expansive words that really aren't necessary to apply the basic concept which is simply to *sell what is selling* so long as you can make a profit doing so! Like the old joke about the guy who kept buying a stock as it went up and when he went to sell found out that he was the only buyer and was driving the market himself you don't want to get into a high volume market just because there is lots of movement.

It's DEMAND, the need and willingness to pay that is important. Remember the beanie baby craze – even when demand is great right *now* if there isn't a projected ongoing demand it may just be a trend, and you don't want to enter a fad market right as it is closing!

SELL WHAT YOU ALREADY HAVE

To start with a good idea is to sell off some items from around your home that you are no longer using. This not only will help you iron out how eBay selling works, do some trial runs on descriptions and taking pictures etc. but will begin to get your user rating active. Most of us have unused gifts, extra remotes, tools that we no longer use because we upgraded and old clothing / books laying around waiting for a good day to have a garage sale. With eBay EVERY day is a good day, so break those items out and get started!

One man's junk really is another man's treasure – research your items on eBay and see if other listings like yours are up there already. If so see what kind of interest each has (how many bids, starting price etc.) and use that information to decide whether to list your item and what the projected price point will be. Just because you were told that Star Wars memorabilia was 'worth' hundreds of dollars doesn't make it so if there are twenty selling for \$10 or less at the same time you post yours.

In the [Auction Selling 101 Virtual Classroom](#) you can find out more about:

- Selling stuff you can make at home or on the computer
- Selling OTHER people's stuff
- Drop Shipping
- Finding a Drop Shipper
- Importing
- As well as other successful selling tips

Including Videos on nearly every subject to walk you through, step-by-step.

LISTING 101

Successful sales require successful advertising. In the 'real' world of sales this means spending a lot of money marketing both your company (ala Target's red spot ads) and the product(s) you sell to generate excitement and keep your customers aware of your presence. On eBay most of that has been done *for* you – but how you present the specific item you have for sale, how you describe it, and what images you choose to include can make your item either stand out or be hastily avoided when presented with all the rest. Understanding this and knowing how to successfully create a listing that will enhance your products salability and create bids is what really makes for successes in eBay sales – and we're going to let you in on those secrets!



THE MECHANICS

The basic listing of an item for sale on eBay is really pretty simple, but like so many things having an overview of the process and going through it a few times allows you to be prepared for more advanced aspects and tips. So before we go into any real detail on how to create outstanding listings that fully utilize all that eBay has to offer, let's first go over the specific processes that are required to post a listing on eBay at all – just to make certain you know how to go about getting your item in the right category, listing it in more than one location and setting the various options necessary to make it available for sale.

Recently eBay has changed their selling form to allow all the work to be done on ONE page as well, which is an improvement. A summary of the new layout and form can be found [HERE](#) but the overall process is still much the same.

Just as when using regular auction services a certain amount of pre-sale work is required to identify and prepare the item(s) for sale. Obviously if the item you have for sale is used you should inspect and clean it thoroughly, and make note of any issues before settling in to put it up for sale. Then you are ready to begin ...

Obviously to be able to list an item on eBay you first need to have a seller's account which we've already covered in another chapter. If you do not yet have a seller's account [CLICK HERE](#) and you can set one up for free! You also need to know some details about the item that you have for sale, an idea of the price you will be expecting, some shipping ideas and a handful of other attributes depending on what exactly it is you have for sale. Figuring out what all you need to have on hand is all part of step one.

The most useful thing you can do at this step is to generate a checklist that you will use to enable you to prepare all the various elements and data you need to properly list the product. For some sellers this is a step they feel best done in their heads or 'on the fly' but you'll find that many of the more successful sellers create a physical checklist similar to the following at least once for every product that they sell:

- **Item Description:**

As many of the known details (age, manufacturer, retail value, links to reviews etc.) about the product it's common name and if available product ID number or model number.

- **Item Costs:**

Including projecting listing fees and sales fees to help you set a

realistic sales price and / or handling fee. (We have a neat little eBay/PayPal calculator in the [Auction Selling 101](#) member's area to help you with this step...)

- **Boxed size and weight:**

This is really necessary to determine shipping costs, but also can be of interest to some buyers so know exactly what the shipping weight and size as well as the item size and weight is before listing it whenever possible!

- **Shipping Locations and Costs:**

The costs of shipping, whether you will / can ship internationally and what packaging etc. may cost.

- **Images:**

At least two images of the product (a minimum of one of which is of the actual unit itself for sale) should be available in digital form for uploading. Moderate-sized JPG's at least 4" wide are best.

- **Warranty and Defects:**

If there are problems or caveats, whether it has any warranty etc. needs to be clearly detailed to avoid upset buyers who may make assumptions if you do not state one way or another.

Once you have all of this information that you can gather you are ready to get online.

In the [Auction Selling 101 Virtual Classroom](#) you can find out more about

- Isolating the correct Categories
- Gathering Images and Lists
- Entering the data
- Listing Durations, Fees and Expenses

- Advanced Listing Strategies
- Correcting Mistakes and More!

Including Videos on nearly every subject to walk you through, step-by-step.

Some of the tips we cover are:

IMAGE TIPS

The pictures you display of your item are the 2nd most important element in a successful eBay listing. Obviously you need at least one, but statistics have shown that having at least two and taking advantage of the advanced listing feature to have a gallery image is a sure way to enhance the likelihood of buyers reading your ad.

Quality images are important, and some important tips for getting an image that will work well include making certain that you:

- Properly light the item and place it against a background that enhances the image
- Make certain no reflections or background clutter shows up in the image
- Use a medium resolution such as 1024x768 that will provide quality but not be too large for quick downloads
- Frame the object properly and are close enough to show appropriate detail and to fill the entire frame
- Use your OWN images unless you have permission to use others, and be clear if the image shown is of your actual product or from a manufacturers site

- Edit the image as needed before posting it, some tools are available on eBay itself for basic editing and most digital cameras have some software that is provided by default.

POSTAGE TIPS:

It is a good idea to package and label your items before placing the ad, this not only allows you to know for certain the box dimensions and costs for shipping materials before you place the listing, but you can weigh it and obtain the appropriate costs from [UPS](#) or [USPS](#) as necessary.

When you do a lot of shipping it is a good idea to physically sign up with [Fedex](#) or [UPS](#) for an account, and negotiated rates. Not only do they supply free shipping boxes and labels in most cases, but you can get substantial discounts and even local pickup in many cases!

SETTING BUYER REQUIREMENTS

If you sell on eBay long enough sooner or later you will fall victim to bad buyers and those dreaded "Buy It Now" spammers who open new accounts and gleefully run up your costs willy-nilly without ever planning to actually buy anything. Fortunately eBay provides you some tools to help manage this, the most valuable of which is to set *buyer requirements* that block user accounts most likely to be a problem for you.



The Buyer Requirements feature allows you to block buyers that don't meet your criteria, currently the included options are users that:

- Aren't registered in your country
- Have a negative feedback score
- Have received Unpaid Item strikes
- Are currently winning or have bought '1-100' of your items in the last 10 days
- Do not have a PayPal account

To take advantage of this feature in your listings you choose the "My Account" column in "My eBay," then click on the "Preferences" button. From there click the "Edit" link in the Seller Preferences section.

Make the changes you wish to have in effect, then click "Submit" to save those requirements to your profile – they will then be applied to all listings.

NOTE: Requiring a user have a PayPal account doesn't mean they have to pay with that account, but it does normally provide additional security as PayPal account holders typically are much less likely to not pay.

You can view blocked bidders in case you wish to make an exception list by viewing the "Buyer Requirements Activity Log." If you wish to set up an exemption only for specific members this is where you would find the "Exemption List Page" where you can enter the User ID of any member whom you feel it is safe to allow to bid despite the current restrictions.

BIDDER MANAGEMENT

In addition to blocking bids by the "Buyer Requirements" eBay also provides you ways to protect yourself and limit your sales to specific users, examples of some of these advanced listing capabilities include tools to allow you to:

- Block bidders and buyers unless pre-approved
- Cancel bids from bidders you wish to disallow

Note: Typically cancelling bids should be a last resort, principally because a cancelled bid cannot be reinstated. Valid reasons to cancel a bid would include:

- When a bidder contacts you requesting to back out
- You cannot validate the identity of the bidder

LISTING UPGRADES

A few of the available upgrades that you may wish to utilize including:

- **Gallery Image**
your main photo shows on the preview page
- **Home Page Featured**
Highest level of visibility
- **Featured Plus**
Item appears with other featured plus items first on the category and search pages
- **Gallery Featured**
Places your item in the special section above the general picture

gallery

- **Highlight**
colored bands
- **Border**
surrounds your listing with a border
- **Subtitle**
additional title room for more descriptions
- **Listing in Two Categories**
list in other related categories without having to create two separate listings

The features and ways to enhance your listing that eBay offers are astounding, and in most cases one or more really should be used to optimize the visibility and interest your listing gets. From simple bolding and highlighting to springing for eBay home page featured auctions the level of public interest you need to apply is available to you with a few simple clicks. Just make certain the return for any investments you make in using the advanced features justifies the costs, and be sure to take full advantage of the features that you *do* pay for!

DELIVERY AND COMMUNICATION

The one thing that your business simply cannot succeed without is customers. That is why somewhat incorrect statements such as “the customer is always right” came into being, and why sometimes as a business owner it may be necessary to lose a little in order to gain or retain an image to the public that your is a good company to do business with. On eBay this is largely seen in ratings and customer feedback reports, and we will go into that more later, but to start with let’s take a more generalized approach to managing and understanding customers and why quick responsive communication is so vital to a business’s success.

CUSTOMER TYPES

There are many different methods and education programs designed to help humans recognize and quantify each others personalities – some good, some silly and some just plain bad. One excellent series that was written from a customer service point of view is training about recognizing different customer types by Fred Pryor called “How to please your hard to please customers.” If you can check this out of the local library I highly recommend doing so, and believe you will find it useful in all aspects of your life and not just within your business ventures.

In this training, much as in similar types different human personality profiles are identified and given names and examples of how each might respond to differing situations. The main element of Pryor’s training are that each different type requires a subtly different approach to handling them, and each provides keys to their personality type in the manner in which they communicate, keywords that they use and in the tone of both their written and spoken communications.

An example is the so-called quiet avenger personality who will appear calm and happy when dealing with you but then go out of their way to cause you and your business problems in retaliation for any slight. Knowing how to

recognize this quiet sullenness as what it is and heading off the subsequent problems at the pass is a great skill to achieve and courses like Pryor's are a wonderful resource to help you gain this skill. Regardless of what training you settle on seeking out and learning more about human personality types and how they respond is key to running a successful business for the same reason that being a successful and well-liked human being requires skilled communication: people only know what you show to them, not what you *intend*.

If you choose to (and I recommend that you do) some resources that will help you to increase your knowledge and skills about human interaction can be found at the following sites:

- [Fred Pryor Customer Service](#)
- [ProEdge Services](#)
- [The Service Quality Institute](#)
- [Ken Blanchard's "Raving Fans" book](#)
- [Fred Reichheld's "The ultimate question" book](#)
- [Fred Reichheld's "The Loyalty Effect" book](#)

SHIPPING

Shipping is a very specialized area actually. Charge too much and you can scare away potential bidders or land in hot water with eBay. Charge too little and you lose money! Don't say how much you charge and you'll spend all week answering emails. Charge actual shipping and you may lose out on your time and packing materials costs. There is truly a lot to consider.

Fixed Price

As a general rule of thumb, we recommend using a fixed price for shipping that is listed in the ad description, like **Shipping: \$5.00 to the Continental United States.**

It's only our suggestion, but it comes with years and years of experience. People like to know what they're being charged. Many won't email to ask, they'll simply move on. Many don't want to even enter their zip code to have it calculated. Some would rather pay \$7.00 for something to be shipped, than go with an ad that says actual shipping if they have to figure it out, or wait...even if it may be less than that!

It used to be when you printed postage it would say how much it was right on the label. So if you charged \$7.00 for shipping and it only cost \$4.35, your customer would know and while that may be reasonable considering your time and expenses involved in shipping the item, people still complain about that \$2.65. But now you can actually print your postage with the amount hidden so they don't really know exactly what you paid, and rarely will you get a complaint unless you're just charging excessive shipping.



Is it wrong for you to make a few dollars on the process of shipping and handling? We don't think so at all. Don't abuse your customers though. When a small margin is made on the shipping line, it can prove profitable without even being recognized by the buyer.

Excessive Shipping

Of course the old 'excessive shipping' is a tactic you'll see used on eBay regularly. And although it's against eBay's [Excessive Shipping Policy](#), and

although eBay says it's policing it, the practice of overcharging for shipping is rampant on the site. Why? It's really fairly simple. MONEY!

Let's say you have a \$25 item. That is, an item you want to get \$25 for. So you can sell it for \$25 and charge \$5 shipping. You'll pay a few dollars in listing and closing value fees for that product. Or, you could list that same item for .01 cent and charge \$29.99 for shipping.

It's still \$30 total right? The customer pays the same. But you've circumvented the eBay fees associated with the actual 'value' of this item. You'll only pay .45 cents or so for this ad. But again, it's against the rules and can get your account suspended. Yet it still goes on. This 'technique' also may get your item listed closer to the top of the page or higher up in the listings as many people sort by the price of an item - 1 cent vs. \$25, and the shipping cost isn't considered in this view.

Ok, so let's stay away from excessive shipping. What about shipping discounts?

Shipping Discounts

Offering a discount on combined purchases can be a benefit to both you and your customer. eBay offers a lot of information in their [Shipping Discounts](#) page.

Let's say you have a customer and they're buying a shirt from you, and the shipping charged is \$5.00 (where you actually pay \$3.85 shipping), and the customer wants to buy a second shirt, you can 'combine' shipping for them. This gives them an incentive to buy more than 1 of an item if you have them available, and it also gives them a break on the cost. So, in this example you could offer to combine shipping, only charging \$2.00 for each additional shirt. So the buyer buys 3 total. That's \$5.00 for the first, \$2.00 for the second and \$2.00 for the third. \$9.00 total shipping will be charged. You

could ship all 3 for \$5 - \$6 still making a small profit, yet encouraging a larger purchase.

Shipping Calculator

The 'fixed price' method of shipping works great for a lot of items, but not for everything. I recently sold a Starbucks Barista Espresso Machine. It weighed about 25 lbs. If I shipped it to the west coast it would cost the buyer around \$15, but to the east coast as much as \$35. I was afraid the \$35 shipping may scare some people off, and I didn't really expect to make an extra \$20 on a potential west coast shopper. So I used [eBay's shipping calculator](#) that is available free of charge. It goes right in the listing and allows you to put in a custom weight (I put in 29 lbs to give myself a few dollars for the box and packing peanuts). Then I put in the ad "actual shipping" cost. This is actually 'fairly' true, though I may make a bit on it. My potential buyer puts their zip code into the ad, and based upon the shipping methods (UPS, USPS and others) I selected, it will give the buyer a quote on shipping.

Printing Postage

It used to be such a hassle waiting in line with all your packages, waiting while the shipping attendant calculated each postage price and stuck the labels on your packages. Now it couldn't be easier. You can do it all from the comfort and convenience of your home. You can even have them pick up the packages free of charge if you so choose, you never even have to leave the house. In the [Auction Selling 101 Virtual Classroom](#) we have a video showing you exactly how to cut down on time and expenses when it comes to shipping sold items.

Free Shipping

Of course you don't have to charge for shipping, and it certainly grabs the attention of buyers when you offer **FREE SHIPPING**. By doing so you can also get your listing to appear when a search is done using the Free Shipping filter. If you work the cost of shipping into your item you can make this available to your buyers and not really lose any money, and often the price of your item will be driven higher by offering free shipping making it a profitable choice.

International Shipping

The Shipping Calculator is the best way to go if you're going to offer International Shipping on your items. It displays the shipping cost in the buyers local currency, greatly reducing the number of questions you get via email about your shipping costs. By requiring the use of pre-filled shipping labels through PayPal for International addresses you can save time filling out customs forms and reduce problems. There are some restrictions and other things to consider before offering your items Internationally, and you can learn more about those items at eBay's [International Shipping](#) page.

A major aspect of 'communication' in any online business is how fast you ship, the method you use to ship and track, and whether or not you let the customer in on your strategies. Ideally you will have a day (or two) a week on which you regularly ship and make exceptions to ship faster as needed – identifying these "ship days" in your online auctions or stores is a great way to *start* to keep the customer informed, but you also should consider using services that have package tracking and following up every time an item is shipped with a notice that the package has shipped and what the tracking number and expected delivery times are.

With PayPal shipping as well as UPS electronic (email) notification, these events can be automated but whether you rely on your service or do it manually proper notification and tracking of delivery is vital to your customers' opinion of you and your company.

SUGGESTED SHIPPERS

The Post Office is a great resource, and it is cost-effective fairly reliable and close. So why not use them exclusively for your shipping needs? Because while delivering letters and small packages is what they do they do not necessarily do it the best, the fastest or even (hold on for the shocker) .. the cheapest.

Depending on your goods and when and how much protection you need the post office, as great as it is may not be best *for you*. To help you decide let's go over a few of your available options and just see which makes sense.

SHIPPING OPTIONS

Shipping from 'residential' vs. business locations is more expensive. Mostly due to the fact that large trucks and delivery to loading docks etc. simply cannot be accomplished to a residence, as well as the fact that larger trucks are sometimes restricted from entering residential neighborhoods due to weights and transfer to smaller deliver vehicles are required, at substantial labor costs. This is why FedEx and UPS trucks are smaller 'van' type vehicles – it allows them to go anywhere, albeit at a smaller load level than a full vehicle.



CHOOSING A SHIPPING COMPANY

Which shipping service is right for you depends in large part of the types and size / weight of goods you will be shipping. The two basic types of shippers are Freight and Door to Door shippers:

Freight

Freight carriers ship either LTL (Less than truckload) boxes or pallets that typically range from 600 to 1,000 pounds but can handle up to 10,000

pounds OR full truck-loads.

Door to door

This is the carriers more common to many eBay sellers and buyers and is manned by the United States postal service (one of the largest and cheapest if shipping internationally) but include such big names as:

[DHL / Airborne Express](#)

[FedEx](#)

[UPS](#)

These particular shippers are so common in fact that many websites such as <http://www.lawrenceburg.com/packages/index.cfm> will track packages on all of them at once.

Whichever company you choose opening a business account and negotiating reduced rates is a good idea and can help save you packaging costs as well since account members normally receive free boxes and packaging materials.

FEEDBACK

Word of mouth and a business's reputation are the single most important long-term assets a company has, and one of the unique features that have contributed to eBay's success in the marketplace is that they provided a means for this recognition to be tracked in their online auction format. Unlike many other sites where it was difficult if not impossible to see how long a seller had been in business and how many transactions they had made, to whom and with what degree of satisfaction all of this is as simple as looking at the seller's User ID and rating at the top right of any given listing on eBay.

Communications is the key to sellers trusting and returning to a specific seller, and there are a few best practices that we will discuss regarding that in a moment, but the method used to track and display a successful seller and rate them is what the feedback system eBay has in place is all about, so let's discuss that first.

RATING SCORES ON EBAY

The system on eBay took a while to work out, but has proven to be very effective – especially in conjunction with the features and verification methods used on PayPal account members. In effect what you have on eBay is a history-driven user rating for how well that person has done on their transactions in the past and how long they've been a member. If they try to escape their previous poor ratings by starting a new account under a different User ID then the 'member since' date shows them to be a new member, and any claims by them of problems or other reasons for not using their previous account can be viewed with the skepticism such claims would deserve.



The only real problem with the system is that long-term members in good standing are often targeted by scammers who attempt to take over their accounts with "Phishing" emails and other methods and impersonate them. This normally is pretty obvious if you check the sellers or buyers previous history or if they try to talk you into going outside channels for any reason though, and is not very common with the security measures that eBay has in place to prevent this sort of behavior.

HANDLING POOR FEEDBACK

Sometimes you will get neutral or negative feedback when it was not deserved or out of spite, or perhaps the buyer confused you with another seller – at any rate these cases do happen from time to time and under normal conditions these comments *do* become a permanent part of your member profile. However you are allowed to add a comment of your own explaining the situation, at in cases where you feel strongly eBay does have policies in place that may allow you in conjunction with the person posting the comment to retract it or take additional actions ... for example:

1. You can always 'reply' to feedback received to put a permanent comment beside the buyers comment. Remember that this will be viewed by potential other customers and needs to be kind and open, not an indictment of the buyer in question or hateful as that will backfire!
2. You can 'follow up' with one additional comment to feedback that you have already left to add clarification if needed.
3. If both parties agree you can mutually withdraw the feedback and it will no longer count in your score (either good or bad) this process is called the mutual feedback withdrawal process.
4. You can dispute the statements by using the SquareTrade process, a paid dispute resolution provider that works via the web and provides professional mediators to resolve disputes and problems between members.
5. In very specific cases where spite, improper language or obvious slander is involved eBay can be petitioned to remove the feedback. Cases where a court order exists demanding removal are the only cases where eBay will definitely do so, but there are options available

to file for removal of comments if you consider it warranted.

6. If a buyer fails to respond to an 'Unpaid Item' notification and you (the seller) file an Unpaid Item strike the feedback rating will be withdrawn, even though the comment will remain.

In the Auction Selling 101 Virtual Classroom we have a video showing you the step by step process for getting negative feedbacks mutually withdrawn from your account.

We will also teach you the PowerSeller secret to gaining positive feedbacks lightning fast and for next to nothing so you can list multiple item auctions, fixed price listings, and open an eBay store.



EBAY STORES AND REDUCING FEES

One of the great things about eBay is that it offers almost anyone who can use a mouse *more* than just a venue to present auction items at a fair price. It offers tools, advanced selling features, communities and even free training to help you make the most out of their offerings - one of the greatest of which for a small business owner is the ability to set up an eBay *store*. Not only is the eBay store a wonderfully inexpensive way to get into online sales and have an actual storefront with an Enterprise-level backend support, but

it can save even moderate eBay sellers a substantial amount on their listing fees: in many cases even paying for itself!

WHAT IS AN EBAY STORE?

An eBay store is exactly what it sounds like – an online location for your business where you can list items that you have for sale and can advertise and promote using various tools. There are several different 'subscription' levels which provide you a varying amount of catalog space and emails and at the higher rates even 24 hour customer support. In the past ten years eBay has come to represent over 10% of the entire *world's* ecommerce sales, and as such is a valuable resource as a storefront. What this means is that many of the eBay Power Sellers will actually list items below the cost on their normal web sites just for the advertising and marketing power that having their goods listed on such a huge market can bring.

Introduced in 2001 as a way for sellers to cross sell products the stores at that time were not very popular but with the shift against advertising websites on eBay being enforced more and more utilizing eBay stores became much more popular since you can cost-effectively advertise your product lines and brand name in this manner.

Getting the benefit of an eBay store means sellers have to pay a subscription fee, and still have insertion, final value and option fees although at a reduced cost for items in the store. A recent change that further enhances the store's capabilities was to allow searches to list eBay store entries if less than ten auction listings are found for a search query, and to allow for almost complete customization making it even more attractive to have an eBay store than to run a standalone website.

Earnings Disclaimer, Terms Of Use, and other Special Information:

COPYRIGHT 2007 Black & Blue Marketing, Inc. ALL RIGHTS RESERVED

No part of this material may be reproduced or transmitted in any form whatsoever – including but not limited to electronic, or mechanical, to include photocopying, recording, or by any informational storage or retrieval system without express written, dated, and signed permission from the author(s).

Any and/or every attempt at copying this material either in part(s) or in whole is a chargeable offense and legal action WILL be taken. Punishment to the fullest extent of the law will be sought for anyone who violates our rights.

DISCLAIMER AND LEGAL NOTICE

While every attempt has been made to verify the information in this publication, neither the author(s) nor the publisher any responsibility for any errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for us as a source of legal or accounting advice. The publisher wants to stress that the information contained herein may be subject to varying state and/or local laws and regulations. All users are hereby advised to obtain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Purchaser or Reader of this information assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The author(s) and publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of the materials herein.

Any perceived slights of organizations or specific people are unintentional.

Earnings do vary from person to person, and are very dependent upon the amount of work the Purchaser or Reader puts into their new business. The author(s) and or author's associates make NO guarantees, implied or otherwise, that a profit is guaranteed.

Thanks for reading... good luck in your new business. Be sure to use the forums and live training sessions now available to you anytime you may need assistance! :)

Visit Us Today: www.AuctionSelling101.com

