



Guide to

# Make Money with Ebay



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## **How to Use this eBook**

In certain areas of this eBook I've included links to further resources and information you may find useful. When you see a [blue underlined link](#) you can click on it and it will take you to the corresponding web page. Please note, if the page has changed since publication of this book the may not work.

You will need to be connected to the internet in order to click on the links and view the related web pages.

To read the book you can simply scroll down by using your mouse and/or arrow keys. You can also go to specific sections on this book by clicking on the section in the table of contents.

If you need to find a specific section of the book quickly just click on "Ctrl F" and enter the search term in the find box. This will search for these terms and phrases in the book.

For easier reading, comfort and making notes, you can print out this book and read it as you would any other written material. This is great for taking and making notes as you read.

## **What You Can Expect From This eBook**

This fabulously Free eBook will help you start your own eBay business from home – and give you a taste of the resources available to you at Mom’s Talk Biz.

You will learn everything you need from setting up your first auction to knowing when you need to build an eBay store. You’ll learn how to set up an auction, how to know what items are hot, what makes a listing stand out, and also what mistakes and scams to avoid when setting up your auctions.

You’ll also find information about time management, setting goals and staying organized while working from home; and learn all whether or not you need to register your business and information about paying taxes.

I’ve also included a list of valuable resources to help you on your way. In a nutshell, everything you need to start a profitable eBay business from home, you’ll find in this book.

I thank you for purchasing this book and hope you enjoy it.

All the Best,  
Kelly McCausey

P.S. I invite you to listen to me every week on Work at Home Moms Talk Radio:  
<http://www.wahmtalkradio.com>

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## 1 Getting Started on eBay

On any given day, there are millions of items on eBay available through auction-style and fixed-price trading. There is no time like the present to jump on the eBay bandwagon. Below is an overview for the beginning seller.

It's not nuclear science – anyone can learn easily how to start selling on eBay. Essentials needed are few, including a computer, internet access, a digital camera and some space to put your stuff. That's really all you'll need to get started. You'll also need shipping and packing supplies; I will talk more about that later but know that Priority mail boxes and envelopes are free through USPS.

Next you'll need to learn how to list auctions. Rather than using this space to tell you all the mechanics, just go here: <http://pages.ebay.com/sell/tools/list/>. Don't be overwhelmed; just take it one step at a time. Listing is quite simple through the use of templates. You literally merely fill in the blanks. There are some tips and tricks you can learn along the way about listing but for starters, just follow the logistics of how to put a listing onto eBay.

To get your feet wet, look around your own house for items to sell. You should eventually find a niche to sell as you get more experienced, but for now you simply want to gain experience and build your feedback. You'd be amazed at what people buy.

Online payments such as PayPal (I'll talk a little more about that later on) are very convenient. You may also want to accept money orders or personal checks. The more options you leave your buyers, the more likelihood you'll get more bids; although most buyers prefer the ease of online payments.

A large amount of people ship the items using USPS. You can print postage online and mail the items from your home.

There are of course other vendors – UPS, FedEx, DHL you can chose to use. The size and weight of the items may help you make a decision.



## 2 Buying and Selling for Profit

Many people come to eBay to look for a bargain. If you are selling items from around the house, something is better than nothing, therefore profit margin isn't as important. However if you are purchasing items with the specific intention to resell, your income expense ratio will be very important.

All sellers want to make money; else they would offer the item to Freecycle or a thrift store. But the truth is not every item sells. Those who have no regard for cost of goods sold and don't factor in fees and time actually lose money by selling on eBay.

At the very minimum, you want to break even. Try to minimize those occurrences too, as it is a waste of your precious time. To ensure you do not go into the red, take the price you paid for an item and consider all other associated costs, i.e. listing fees, final value fees, and PayPal fees. To better illustrate, below is an actual example.

You purchase a pre-owned men's sport coat and list it with an opening bid of \$9.99. The item sells, but only with one bid of \$.9.99.

-Cost of men's sport coat from second hand store, including tax: \$6.35

-Listing fees, including multiple photos, and the gallery option: \$1.05

-Final value fee: \$.52

-PayPal fee on your premier account to receive money: \$.60

It cost you \$8.52 and it sold for \$9.99 which means you made \$1.47 profit. But wait what about the time and gas it took you to go to the thrift store? What about

factoring in the cost of your internet service, ink and just simply for what your time is worth?

The above example is very real and happens every day. Some sellers think that because they make a purchase for about six bucks and sold it for ten, they made a profit. A good rule of thumb is: do not buy anything to resell unless you are reasonably confident you can make at least a \$10 or more profit.

You can only know what will sell by doing your research ahead of time. One suggestion is to pick a category and know the top four brands that sell for big bucks. Then only purchase those select few. Or call a friend while you are at the store and have her look up the item on eBay to see selling prices.

Buying smart is the only way you will make a profit. It is that simple. Don't think it will make a profit; but rather know it will.



### **3 How Do You Know What's Hot and What's Not?**

While eBay is a very user friendly vessel to sell your goods, not everything sells. To avoid wasting your time and money, take some time to research what's hot and what's not.

There are a number of options available to find information on hot items. If you would like to pay for a service that is loaded with market research analyses, consider using eBay's Market Research [http://pages.ebay.com/marketplace\\_research/index.html](http://pages.ebay.com/marketplace_research/index.html). You can pay for a one-time usage or subscribe by the month.

If you just want to get a feel what may sell, click on the BUY button at the top left of any eBay screen. The link will reveal a plethora of categories of items. Find some categories that interest you - example dolls or cameras.

From there you will be able to select a search criterion; choose Price – High to Low. The results will show the higher priced items first. You can also refine your search to show only completed auctions, which gives you a more accurate picture of what actually sold.

Finally if you merely want to see if the widget you have sitting in your basement is hot, type in the name of whatever it is in the search box and see what comes up. You may be surprised to find that it is selling for \$100 or you may find that there are multiple listings for the same widget yet no one will enter an opening bid of \$2.99.

It is one thing to see current auctions, however since much of the bidding doesn't occur until the final few minutes, it is better to look at closed auctions. Then you'll see if your Tommy Bahama shirt is really worth anything. Or you'll see that your old baseball cards had 23 listings and not one of them sold.

The bottom line is research. If you want to find out what's hot and what's not, do your homework first. It will pay off in the end.



## 4 Setting up Your First Auction

The first thing you'll need to do is set up an Ebay Account. You can go to <http://www.Ebay.com> and click on Register at the top of your screen. This is a free service. Once you have registered, you can begin to sell at any time.

**Note:** When registering as a member of eBay, you will be asked to supply a credit card. This is for the payment of seller fees, which will be explained later. In addition, you will want to become ID verified. This occurs during registration and is important to your status as a seller. Most buyers will shy away from sellers who are not ID verified.

The next step is to register with Pay Pal. While there are many ways in which buyers can pay for items, you want to be assured that you do in fact, receive payment. So it's a good idea to sign up with PayPal. Since they are incorporated with eBay, it is the easiest and fastest way to secure payment. Also, most buyers would prefer to pay through PayPal than use any other form of payment. To register with PayPal for free, visit:

<http://www.PayPal.com>

Once you sell an item, two things occur: first, you are notified by email that your item has been sold. In this email, there will be a yellow button with which you will be able to send an invoice to the buyer. This button will automatically take you to the PayPal site wherein you sign in, leave a message to the buyer if you wish, and send the invoice.

Once the invoice is paid, you will receive an email from PayPal stating the item has been paid. Then, and only then, do you ship out the item.

**Tip:** It's a good idea to set up a separate account where all your money from your sales can be transferred. Simply open a new savings account at your bank and supply PayPal with the information. After a sale is made on eBay, the money paid will go into your PayPal account.

When and if you decide to transfer the money into your savings account, PayPal allows you to do so for free. The money will appear in your savings account within 3-5 business days. Having a separate account is just a safety measure which allows you to maintain and keep track of sales and expenses when using eBay.

Keep in mind, however, that PayPal does charge a small transaction fee for each sale. For more information on eBay fees and how they are administered, go to: <http://pages.ebay.com/help/sell/fees.html>

#### 4.1 Now its time to set up an auction and sell on eBay!

Let's begin with an item you have on hand and wish to sell. The first thing you need to do is to check out this item on eBay to determine if it is up for bid and, if so, what price it is currently selling for. This can help you learn how much you should sell it for.

The next step is to place your item up for auction. You will need a digital camera. Take the best picture possible of the item. Depending on the item, you may need to take several pictures showing all sides. Next, sign on to eBay and click on Sell. You will be taken through a series of steps. It is quite easy. When you come to the part of the auction wherein you have to describe the item, here are some tips:

- Include keywords in your title description people search for. Look at how others list similar items to get ideas. Here are some more of the popular keywords: <http://buy.ebay.com/>
- Use a catchy description! Remember, other people may be selling the very same item. Check to see how others are promoting theirs.
- Use different colors and fonts! This will grab the attention of the buyer.
- Depending upon the item and how many are being auctioned off, start your bidding low.
- If it is a large item, have a heavy duty scale on hand so that you can at least determine its weight and possible cost to mail.
- As a beginner, do not sell out of the country. Gradually work up to that end of the scale.

- Always offer the item for 7 days.
- Do not use the Buy Now option, as this could cause the buyer to hesitate by looking elsewhere for the same items he can actually bid on.
- Ensure that your description includes every aspect of the item you are selling. Here is an example: Suppose you are selling a handbag. What are the dimensions; color; new or old; how old; scratches or distinguishing marks; etc. Remember, even though you may have a picture of it, buyers want to know every detail.
- Include insurance in your auction; you can obtain insurance rates from [www.usps.com](http://www.usps.com); as well as shipping rates.
- Upload your pictures on eBay. This is quite easy to do. Click on “add pictures” and you will be directed to your camera software which stores the digital pictures you have taken. Just click on a picture and it will immediately appear on eBay’s site; if you have more than one picture to upload, repeat the process. eBay also allows you to enhance the picture with their photo tools.
- Finally, you will be taken to a page where you can preview your auction. Read everything! Make sure you have fully described the item; set the price; number of days; uploaded the pictures; included insurance and other necessary information. Click on finish and Voila! Your item is up for bid.
- Note that you will be given the fee total for each item you are selling. Keep track of this either on Excel or a Spreadsheet so that you can determine later on how much you’ve made from the sale.

- After the item is sold, you need to go into your eBay account wherein you will find the fee(s) owed to eBay. Wait until all of your items are sold. In this way, the fees can be taken out of the monies made from the sales, and you will not have to spend any additional money.

#### **4.2 How to attract customers to buy your items**

eBay makes a point of advising you to sell low. In fact, when relisting an item, they will actually advise you on the same auction screen tips on how to increase the possibility of each sale. Here is an example:

Let's say you have a Babe Ruth baseball card, which is considered to be a collectible. In order to determine how much to sell it for, you certainly want to check how much similar cards have been selling for. Another way is to go online to [www.beckett.com](http://www.beckett.com) wherein you can check the price of the card.

Now that you know the selling price, you need to attract customers by coming up with catchy headlines. This is the "title" of your action section. You may want to use the title: "BABE RUTH AUTO AUTOGRAPH – RARE" or perhaps you are selling a Louis Vuitton Bag. Thus your title would read: "LOUIS VUITTON ORIGINAL TOTE – NWT." NWT stands for New With Tag.

There are numerous ways in which to catch a buyer's eye. You have to be creative and innovative in your title, and extremely descriptive. Certainly you know the worth of the bag; but don't start the auction off too high.

#### **4.3 How much should I sell my item(s) for?**

It depends on the item. Once you have checked eBay to determine what your items has sold for in the past, you will have a clearer picture of what you can offering as an opening bid.

With eBay you'll have to operate on a learn as you go basis and try things out to get the hang of which items sell best and the best prices you can achieve for certain items. The best way to do this is by "getting your feet wet" and starting an auction. Start small, perhaps with an item you have around the house and don't need and build up from there.

The more hands on experience you have the better your opportunity of making a good profit from your auctions.

## 5 How to Get Traffic to Your eBay Listings

If you're selling on eBay, the intent is to make a profit. Voila! You're in the eBay business. If you have an eBay business, which is an online resale business, you need to become an Internet Marketer to get traffic to your eBay listings.

If you don't know anything about Internet Marketing, don't worry you don't need to learn everything right away, but just the basics will help you make more of your eBay business.

The main thing to keep in mind is you'll need to get the work out (via the internet) about your listings. One simple way to increase traffic is by always listing a link to your auctions in your signature line of all emails.

Other methods include being an active participant in networks and forums – in which your posts will always have a link to your auctions. Creating blogs and individual websites will help with search engine optimization – which is vital to attract traffic.

The sad news is if you build it, they will not come. You need to drive the traffic there; draw them a map and see that your billboard is visible by many. Take a proactive stance; don't just wait for them to find you.

Many eBay sellers have the mindset that they "just have a couple auctions up." Many fail to believe that they have an eBay business and therefore do not treat their auction sales as a business. Changing that thought pattern will lead to business savvy actions.

While most of your traffic will come from online markets, don't forget about marketing offline. Always carry your eBay business cards and leave them in restaurants and restrooms. Give a card to anyone who comes within three feet of your reach. As you hand out your cards, say, "If you know anyone looking for a bargain, send them my way."

Just as Mom's Taxi drives the kids around town, you too must drive traffic to your eBay business!



## 6 The Importance of Good Feedback

There is nothing more exhilarating than making a sale on eBay! But while making a sale is important, there are other factors to keep in mind. When you register as an eBay member, every sale is counted and feedback is given by the buyer. Whatever name you are using to sell your items, you will begin accumulating a number next to your name.

For example: Let's say your ID is: made4you followed by 25. This indicates you've made 25 transactions on eBay, regardless of whether you bought or sold an item. The key to being a successful seller is to ensure your feedback is 100%.

### 6.1 How do you receive feedback?

When you ship your item to the buyer, he or she is supposed to leave feedback for you. Now while this helps your rating as an eBay seller, it is important to understand that most people don't take the time to leave feedback. In any case, the more feedback you receive, the better qualified you become as seller.

As a seller, it's important you package your items to ship very carefully. This means you will need packaging items such as bubble envelopes of different sizes; boxes; packing tape; scissors; tissue paper; black Sharpie pens; bubble paper; and anything else that will secure the items you ship. Moreover, you can go to [www.usps.com](http://www.usps.com) and for a small fee order priority mail boxes; labels; and whatever you need to ship your items properly.

**Tip:** If you are selling small items which require small bubble envelopes; it's a good idea to buy stamps ahead of time, in all denominations. In addition, pick up a small scale for those items under 5 pounds. This helps greatly in saving time and money when having to mail large quantities of small items.

Want to make the best of your sales experience? Type out a small message such as:

“Dear eBay Winner: Thank you for winning my auction. I’ve already posted positive feedback for you. Please email me and post feedback once you’ve received your winning item.” Sign it with your eBay user name, and place this message with every item you send out.

Remember, just as people post feedback for you; you have to respond in kind. If they were particularly fast in paying for the item; say so. You are allowed 90 characters per feedback post. Posting feedback gives you credence, and shows the buyer you care about them, that you are well organized, and willing to show your appreciation by thanking them publicly. If you are a seller, don’t give feedback until the customer has received the item, is satisfied and left feedback.

It’s also a good idea to make the most out of your auctions and maintain a relationship with your buyers. The goal is to create a list of targeted customers who return to see what your auctions have to offer over and over again.

**Here are some tips for staying in touch with your customers:**

It cost much more to gain new customers than it does to retain existing customers. Increase your profits by keeping in touch with eBay customers. They purchased from you once; give them a reason to do so again.

Automated invoices and notifications are wonderful tools to manage your business. However personal notes also go a long way. Once you receive payment for the item send an email thanking them for their purchase and notifying them when their item will be shipped (ideally the next business day.)

Be sure to include a packing slip and business card inside the package. Your note should again thank them for their business. Ask your customer to notify you if he has any questions, comments or concerns. If he is pleased with his transaction you'd appreciate positive feedback.

I love special offers. Who doesn't love to receive offers for BOGO (buy one get one free), free shipping or bonus items? Ask your buyers if they would like to be included on your mailing list to receive special offers; or simply include a link where they can opt-in. It is important to note that you must receive their permission first; otherwise it is considered Spam – which is not permitted on eBay.

**Some examples of SPAM include:** Unsolicited email offers to potential buyers for items that are the same or similar to items a member is bidding on or has bid on in the past; Email sent to a member from a mailing list without the member's explicit permission; Direct or stand-alone invitations to join a mailing list; Email sent using the "Contact eBay Member" link on the eBay Web site to send unsolicited commercial offers.

In the event your customers do not wish to be contacted again the best thing you can do to keep in touch with them is to keep auctions listed. If you provided them with top notch customer service the first time, they are more likely to bid on your auctions than that of an unknown.

When problems occur, don't automatically assume every buyer is out to scam you. If there was a problem with a trade, it does not have to always go sour. Always apologize for any issues. If they request something you choose not to do (such as offer a full refund) tell them what you are willing to do. Always attempt to find a solution that is agreeable by all parties. You may not be happy offering a

partial refund and the buyer may not be happy she wasn't 100% satisfied, but a salvaged transaction stands a better chance of a repeat purchase than an ugly ending.

Competition is keen on eBay. Give your customers a reason to return.



## 7 Listing Basics: What Not to Do

When putting together your listing it is important to avoid some costly mistakes. I don't mean costly as far as financial investment but rather the cost of unknown bidders because your listing "made them go away".

There is one simple rule: Take photos as if there were no accompanying text. Write the text as though there were no accompanying photos. In short, that means you must provide precise, clear, details.

Your Title line can make or break the sale. While millions of buyers pass through eBay every day, you need to get them to find your listing amongst the sea of others and then be interested enough to open it.

Make use of all the space provided in the title bar. Think of all the possible search words someone may use to find your item. Hint: they will not search on "cute" "wow" or "look" those are nothing but wasted words.

Instead think of all the relevant adjectives such as color, size, and brand and of course the noun – what it is. Some acronyms you can also use in the title – NIB, new in box; NIP, new in package; NWT, new with tags or NWOT, new without tags.

However, do not try to mislead people. Don't say it's new if it is not. Don't use keyword spamming, which means if you have an off brand doll but want to drive traffic to it by listing it "like American Girl" – anyone who searches on American Girl will stumble upon your auction. Tricks like that will tick the buyers off and more importantly will get your auction pulled, canceled, pulled down, kaput!

When writing the description be sure to include as much detail as possible, including payment, shipping and return information. Also answer any questions before they are asked. If selling clothing, provide actual measurements, not merely Size Large.

A final word on photos – in the eBay world, a photo is truly worth a thousand words. If you don't have a decent camera, get one. Blurry, dark photos will not help you at all. It will cause people to leave your auction without placing a bid.

Make sure you have proper lighting; crop out any noise in the background (such as feet or clutter on a table) and provide enough photos to allow the bidders to have a similar experience as though they were actually touching and feeling the object.

Remember you are essentially asking buyers to send you their hard earned money in exchange for an item they have not held or seen. It is your responsibility to provide as much information in the listing as possible.

## 8 How to Set Up Your “About Me” Page

Anyone who sells on eBay should have an About Me page. Whether you don't know what one is, simply don't have one, or do have one, follow the tips below to ensure that it is working for you.

It is important to understand why you should have one. An About Me page lets the eBay community know who you are; it helps build your credibility as an honest seller. It also helps you show off your extraordinary treasures. Perhaps you specialize in baseball cards or jewelry, you can highlight it there.

This page can also display your items up for bid. After all, the goal is for people to see what you're selling. If you are a martial artist and you are selling equipment for martial artists, saying so on an About Me page will enforce that you are an expert in the goods you are selling.

You don't have to know HTML to create a page; you can use the template provided. If you do know it, you can use it, but it is not required. Look at some other About Me pages to get an idea what you may want to include.

To create a page you simply enter page content, add pictures if you want, select a page layout and then preview it. Once you've chosen a layout that you like, click the submit button to save your page. It is literally that simple.

When you're finished, eBay will email you the web site address (URL) to share with your friends.

Additionally other users will see the icon (the word "me") next to your User ID. They can click on the icon to view your page and learn more about who you are.

There is an additional benefit if you own a website. On your About Me page, you may link to your own Web site or individual Internet store where you are offering to trade, sell or purchase your goods or services. Incoming and outgoing links certainly help promote you business by search engine optimization.

Edit or create your own About Me page here

<http://cgi3.ebay.com/ws/eBayISAPI.dll?AboutMeLogin>. What are you waiting for?

## 9 How much can an eBay business make?

There is no definitive answer to this question. It depends upon what you intend to sell. While you can set up an eBay store, you need to have enough inventory to make it worth your while.

You will have to research what items are “hot” in order to determine what will sell best for you. It also takes a little practice to get the hang of it and the only way to get that practice is by setting up your first auction. It may take you a few auctions to develop an eye for what sells really well and what’s most profitable, but there is definitely an opportunity to make money.

Also for as little as \$15.95 a month, you can start an eBay store, and have access to over 200 million eBay shoppers daily. Ebay’s Merchant eCommerce Solutions Center provides you with all of the tools and resources you need to begin your own eBay business.

### Here’s a note from an experienced eBay seller:

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The first item I sold on eBay was a stroller I had bought at a yard sale for \$15. I used it for a few months - but, it wasn't meeting my needs so I decided to try selling it on eBay.

I made over \$100...

I was hooked! I decided that eBay would be a great way to make money and jumped right in with both feet. I started volume selling. I responded to an ad on craigslist to sell for a powerseller and split the profits. I learned a lot but I also got burned out. Every week, she would bring bags and bags of clothing for me to list

and it was taking up all my time. It finally occurred to me that I could use my bargain hunting skills to find my own inventory, spend half the time listing and make the same amount of money.

I have spent the last four years researching and soaking in everything I could about how to sell successfully on eBay and it just gets me more excited about the opportunities out there.

I am a stay at home mom who decided to leave my high-tech marketing position when my first child was born seven years ago. I honestly believe that eBay is an incredible resource for moms to supplement their income. The start-up costs are relatively low and they already have inventory from the items their own children have outgrown. In fact I don't feel guilty anymore when I shop at higher end clothing stores for my kids... I know that I will get a nice return when I go to sell these used items on eBay.

There is a huge market for used children's items on eBay and selling the clothing and toys your children have outgrown is a great way to get your feet wet.

*Jenni Hunt*

[www.HuntedTreasure.com](http://www.HuntedTreasure.com)

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Jenni, is a Mom Masterminds member and has made huge progress with her eBay business. She now makes good money and can stay home with her kids... all through her success with eBay. And like Jenni there are many, many other people achieving success buying and selling through eBay.

## 9.1 Sample of what selling on eBay involves

As indicated earlier in this e-book, selling involves choosing the item(s) you wish to sell; taking digital photos of the items; describing your item in detail; uploading the pictures; set the terms and conditions; choose your opening price; and on the seventh day you will hopefully have sold your item for more than you thought possible.

**Tip:** There is always a chance your item may not sell the first time around. Not to worry! You can relist the item after it closes; and if the item sells, eBay refunds you the cost of relisting it. Not a bad deal! Generally speaking, if the item does not sell after the third relist; wait a few weeks before you put it up for auction again.

## **10 Training/education involved in becoming a seller on eBay.**

While there is no formal education needed to sell on eBay, you definitely want to take advantage of eBay's University tutorial. You will learn everything you need to know to become a seller. In addition, eBay offers an expansive list of information addressing every question you may have. Take the time to read the entire site, including all of its tools and resources to become an eBay seller.

### **10.1 Expenses to start an eBay business**

Other than the \$15.95 to set up an eBay store, there are no specific costs to become a member on eBay. The minimum costs outlined in this e-book encompass fees associated with selling.

It is a good idea, however, to begin selling items from your home; flea market; and thrift store so that you become fully acquainted with the ins and outs of selling on eBay.

After you have established yourself with 100% feedback, and have accumulated many sales over a period of time, you can then ascertain whether or not you wish to expand selling into an eBay business or store. For more information on how to set up an eBay store, go to: <http://pages.ebay.com/storefronts/start.html>

## **11 Equipment needed to start an eBay business.**

In order to start an eBay business, you will need the following equipment:

- Digital Camera
- High Speed Computer
- Printer
- Postal scales up to 50 lbs.

For more information your eBay business, go to:

<http://pages.ebay.com/storefronts/start.html>

For additional eCommerce solutions, go to:

<http://pages.ebay.com/storefronts/busresources.html>

### **11.1 Opening a savings account**

As stated earlier, opening a savings account is all you need. In this way, you can keep up to date information on how much it cost to set up the auction; what the item sold for; minus the eBay and PayPal fees.

### **11.2 Information about other forms of payment**

Most all eBay buyers prefer to pay via Pay Pal. There are a few cases in which you may have buyers who will not have PayPal accounts. They can pay you, instead, with a money order or certified check. When you present your item for auction, you have the capability to check off what type of payment you prefer.

In addition, it also should be noted that you may have buyers purchasing multiple items from you. In this case, and because each item on the block will have its

own shipping cost, you will need to change the invoice you send to the buyer. Or, you can also add to your description that multiple purchases will afford the buyer a discount on shipping.

**Tip:** It doesn't happen often, but you may come across a non-payer. Do not stress over this. eBay affords you the opportunity to report the non-payment to them. This method also allows them to contact the buyer with a time frame in which payment must be sent or they will receive a negative rating on that particular sale.

eBay will supply you with a date by which the buyer must pay. If payment is not received, you are then free to relist the item. Remember, no one wants a negative rating. You will have three opportunities to email the buyer; call the buyer; and then as a last resort, report the non-payment to eBay.

**Tip:** If you are selling an expensive item; make a note in your description that "this auction will only be open to buyers who have 10 or more transactions." This will alleviate any future problems of non-payment.

## 12 Drop Shipping and eBay

### Setting up your own home business using drop shipping.

#### What is drop shipping?

This is a method by which you connect with a wholesaler with whom you will acquire merchandise to sell from your eBay store. Depending upon what items you choose from their product line, you purchase them at a wholesale price and once sold, they are sent to the buyer directly from the company.

This relieves you of having to ship out items, and carry a large inventory in your home. There is a fee for shipping and handling. Depending on said fee, you would have to bump up your shipping cost when advertising your auction item.

**Word of Caution:** If you decide to open an eBay business using this drop shipping method, you need to be aware of several important factors.

- Drop shipping is not for everyone. With the multitude of scam operations, you can never be sure the company you are dealing with is legitimate.
- By using a drop shipping service, though convenient, you are laying out money without any guarantee the items will be shipped on time, or at all.
- A drop shipping company may offer items that are, quite frankly, junk.
- Some drop shipping companies require your eBay account information. Always be wary of giving out your account information.

- Remember your feedback rating! If the drop shipper runs out of your item or sends it late, you are the one you will receive bad feedback. This will ruin your rating, and buyers will avoid you.
- You may find online drop shippers who state they are affiliated with eBay. The only way to determine if this is true is by contacting eBay.

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**Note from an Experienced eBay Seller:**

I have been an eBay seller for over 10 years. I can tell you from personal experience that you can make money selling on eBay – without a middleman. Perhaps later on you may wish to develop a business using drop shipping. However, you will need to check on each company to ensure they are legitimate by checking them with the Better Business Bureau (BBB); that you can reach them by phone or email; that their inventory is large and always available; their shipping methods, fees, and other services are appropriate; and most of all they ship on time and have a clean record with their customer base.

I have made quite a bit of money selling on eBay without having to use drop shipping. I determine what I want to sell; the price; and the quality of the item. Having to depend on a third party to fulfill your auction sales is inviting problems. Moreover, I do not have to pass on additional expenses to the buyer in order to cover the cost of drop shipping. My rating is 100% and I plan to keep it that way.

Lillian Varrassi

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This is not to say you can't profit from drop shipping. There are people who make a good living drop shipping items. It's important to do your research and ensure you find reputable suppliers. Drop shipping also means a lot less work for you!

## 12.1 How To Know When it's time to use an eBay Store

Most eBay sellers don't start out using an eBay store. The majority get their feet wet by running auctions. However, eventually a number of sellers determine that setting up a Store is in their best interest. How do you know when it's time to use an eBay store?

One of the first questions to ask is how serious are you about selling? If you want to dabble in eBay to make a little extra cash, then it's not recommended you set up a store. Conversely, if you're serious about a long term relationship making profits from reselling goods on eBay, it may be time to consider opening a store.

Opening and maintaining an eBay store is not for the faint at heart. It takes a good deal of devotion and commitment to develop a professional store. You should be willing to invest financial or human resources to create a professional looking storefront. The standard eBay template is fine for the beginner, however if you are going to realize brand recognition, you will need your own identity.

The good news is that a majority of eBay Store sellers state that opening an eBay Store increased their sales. Consider an outlet, strip or shopping mall; an eBay Store is eBay's online shopping mall. Buyers have the opportunity to shop in individual stores just as you do on any retail brick and mortar or website.

Have you ever walked into a garage sale or even a retail establishment to find very little products for sale? Odds are you didn't stay long and likely walked out without making a purchase. If you're going to open an eBay store, you need to have goods to keep the "shelves" stocked.

Many eBay sellers use wholesale suppliers to keep their store stocked with inventory. Additionally some direct sales consultant agreements allow for eBay sales. Basically you need to have a consistent supplier in order to create a successful store.

If you find yourself saying that you enjoy listing auctions on eBay but that you'd really like to step it up a notch, then it's time to consider opening a store. Store ownership requires ongoing, consistent attention. Visit <http://pages.ebay.com/storefronts/seller-landing.html> for more information.

### 13 Taxes and Deductions

As an eBay seller in the US you are required to report all income over \$600.00, and pay taxes on that income. Once you expand and build your eBay business there may be certain deductions and costs you can claim back on your taxes.

For information on how to pay your taxes and a list of possible deductions, you should contact your government tax agency.

- Internal Revenue Service: <http://www.irs.gov> (US residents)
- Tax help and information Canada – <http://www.cra-arc.gc.ca>
- Tax help and information UK - <http://www.hmrc.gov.uk/>
- Small Business Administration: <http://www.sba.gov>

You can also speak to a qualified account who will give you additional information on deductions and taxes.

## 14 SCAMS to Look Out For

It's unfortunate but there are a few scams associated with eBay. Here are a few tips to help you avoid these scams.

**Tip:** There will be times you will receive an email from eBay asking for confirmation of an item you may have sold. Be careful. There are hackers out there who will email you for the sole purpose of obtaining your eBay account information. DO NOT respond to these emails. Instead, forward the email to: [spoofof@ebay.com](mailto:spoofof@ebay.com) They will advise you as to the authenticity of the email. If the email seems odd to you, it probably is a bogus one.

So too, you may receive an email from Paypal indicating that there has been some unsubstantiated activity in your account. This is another way in which hackers will try to retrieve account information. DO NOT respond to these emails either.

Forward the email to: [spoofof@paypal.com](mailto:spoofof@paypal.com) Remember, you can always check your account status by logging on to either eBay or PayPal to ascertain whether or not your account has been accessed.

You are fully protected by both eBay and Paypal. They forward your emails to their fraud investigation department. So too, log on to eBay frequently to check incoming messages. They offer a great deal of information in this area.

## 15 eBay Fraud: How to Avoid It as a Seller

One of the biggest worries both buyers and sellers have about eBay is getting scammed. No one wants to be out money or product because of a dishonest trade. While the concern is valid, there are steps you take as a seller to avoid eBay fraud.

It is vitally important as a seller that you disclose everything. If there is a tiny rip, tear or stain do not hope no one will notice it. Divulge it in your listing. Buyers can be very picky; and rightfully so, they expect to receive the item as described.

As long as you have your i's dotted and your t's crossed it will be very difficult for buyers to prevail in any bogus claim against you. Some claim that items were never received. Eliminate this by always using Delivery Confirmation and/or insurance.

Others will claim that the item was some how defective or not as described. If you have thoroughly inspected and tested the item before it leaves your possession then you can be certain it left in good condition. Ask the seller to return it to you or to send you a photograph.

There are buyers out there who just want to get something for nothing. They will threaten to leave negative feedback if you don't issue a refund or give them a portion of their payment back. If they refuse to prove damage by not returning the item or taking a photo then under no circumstances return any money.

Many will not bother packaging it back up and returning it. Make sure your return policy is spelled out on your listing or About Me page. If you offer three day unconditional money back, then after you receive the item back, stand by your word. Don't allow anyone to come back weeks later to complain.

Also consider only accepting electronic payments or money orders and certified checks. Personal checks are more likely to have non sufficient funds. If you do accept personal checks, do not send the item until the check has cleared the bank.

Granted most buyers and sellers on eBay are upright and just. But if you carefully review the buyer's feedback you'll have a better chance of a successful trade. You have the absolute right to cancel a bid and block bidders if their feedback reveals past problems.

Most importantly, don't give the buyer any reason whatsoever to complain. If you run an honest eBay business it'll be harder for the turkeys to get you down.

## 16 Time Management and Organization: Staying Organized

In order to effectively become a seller on eBay, there are some organizational techniques which can help you in this endeavor.

- Ensure you have the proper equipment such as: high speed computer, printer, digital camera (which comes with the software), and postal scales.
- Mailing supplies are important. Items must be mailed within two business days of the end of the auction. Having all of the supplies you need will guarantee quick mailing and avoid delays.
- Go online the day your auction closes. In this way, you can send an invoice immediately to the buyer.
- Check your emails daily in case a buyer has any questions. Acknowledging and answering questions shows you are on top of things. However, to avoid excessive emails, be as descriptive as possible in detailing your item.
- Once payment is received, immediately send feedback for the buyer. Feedback is just as important to them as it is to you.
- Email your buyer to let them know the item has been sent, and how it is sent. This is a courtesy buyers appreciate.

Another thing to keep in mind as your business grows is that you may have to stock quite a bit of shipping and packing supplies as well as items you may be selling. It may be a good idea to have a separate area in your house where you can keep all your eBay materials.

Packing and shipping items can get a little bit overwhelming once your business starts to grow. Ensure you have enough supplies to package and ship your items. Remember, PayPal not only offers invoicing services, but has a neat little

button you can click on to actually ship your item. When you click on ship; you will be taken to another page in which you can obtain a USPS mailing sticker which can directly be placed on your item. The cost will be deducted from your PayPal earnings. This is a great feature to have in case you run out of postage.

**Tip:** After you have put an item up for bid, package it and have it ready for shipment. Put a sticky note on it delineating what it is. In this way, if you have several items which need to be shipped out, you can identify the proper package. This will save a great deal of time. All you need to do is address the package, add the postage, and off it goes.

### **16.1 Bookkeeping/Recordkeeping**

For keeping track of your earnings you can use Microsoft Works or Excel to keep track of your sales and fees. Remember that eBay and Pay Pal deduct a percentage of your sales, so you may wish to list the date; item sold; amount it sold for; fees; followed by net earnings of that item. Ensure to keep earnings and expenses separate.

You may also want to purchase a few inexpensive binders and keep track of all your auctions and earnings as well as the buyer's details. This will help you in your recordkeeping and tracking your earnings.

It's also a good idea to make notes on how fast an item sold at a certain date and for how much it sold and any other notes, this information may be useful in helping you track a pattern of what items sell well at certain times of the year.

As with any business, it's important to stay organized and keep track of all transactions from the beginning. As your business grows you'll find it much easier if you set an organization system from the start.

## 17 Balancing it All – Business Time Management Tips

### 17.1 Making a Schedule:

Especially at the beginning, you may find it useful to make a schedule for your eBay work. You may not want to start with several auctions at once at the beginning, instead concentrating on one auction at a time is a good idea until you gauge exactly how long the set up process for each auction will take.

Remember you'll have to find the items, price them, take pictures, write the descriptions and then package it all and mail it out. Be realistic in the time investment involved in each auction and the profit you're making. This will help you balance your time and efforts.

It may take a little time but after a while you'll find your rhythm and know what works best for you. Some eBay sellers find it easy to take their children along when shopping for items to auction. Garage and yard sales are also easy places to take children along to. You will need some uninterrupted time when writing your product descriptions and putting the auction together.

You may find it easy to do this in the early morning, late nights or during nap times. It really depends on your position and responsibilities, but uninterrupted time to work is important.

If you have children at home, here are a few tips to help you balance childcare and business:

#### Quick Tips:

- Try part-time daycare
- Take turns with a trusted neighbor in watching the kids

- Set work hours when your children are sleeping, but ensure that you are still left with time for sleep and for yourself

### **Business Time Management Tips:**

- Set goals and timelines, but be reasonable. Start with one auction at a time then build up to multiple auctions.
- Try to set work hours for your business. When you have a home business it's very tempting to go on the computer and check email or surf the net. Try to limit these types of activities by having set hours for set tasks.
- If you need to visit networking forums give yourself 15 minutes once all your daily work is finished. Each time you sit down to work make sure you have a clear purpose of what you're doing and what you wish to accomplish in that time.
- Also, get help from friends and family members. You don't need to do this all on your own. Tell your friends and family about your new business and accept their help or even ask for it. Try to gather as much support as you can.
- When you sit down to work don't lose focus. Do what you set out to do. If, along the way, you come across a great idea, make a note of it and move on. To organize your ideas, you might want to keep a notebook of ideas for your business. Put this new idea on your to-do list. Don't start working on it right away. When you finish your original task, consult your list. Then, if you still think the idea is a good one, start working on it.

- Go outside once in a while. Fresh air is good for you and helps clear your mind. Don't fall into the trap of staying in and working all day. Try to get some fresh air everyday. Open the door and breathe it in. Go for a walk. Do something. Then come back when you're focused.
- Automate your business where possible. If there's a tool that can save you time, use it.

Above all remember that you're building a long-term business and try to take it one day at a time. Balancing family life and business is never easy but you can help create balance by taking care of yourself and making sure you're eating healthy and getting enough sleep.

By taking care of yourself and feeling better overall you'll be more energized to work on your business and take care of your family with a better outlook.

## 18 Time Management Tips for around the House

1. **Delegate household tasks:** Make a chore list and schedule and have everyone in your family contribute.
2. **Meal Preparation:** Freeze meals, order groceries online (it may sound expensive... but it sure prevents impulse buys in addition to saving time). If you have a crock pot sitting in the back of your cupboard, dust it off and use it. There are many easy crock pot recipes online. Throw a few ingredients in your crock pot in the morning and by the end of the day you'll have a nutritious meal your family can enjoy. Scrambling for what to make for dinner at 5 p.m. is no fun.
3. **Hire Housekeeping Help:** If your children aren't old enough or can't help with the housekeeping, consider hiring someone. Consider how much time you can save by hiring someone and evaluate how much more money you could earn just by having those extra hours to work.
4. **Make Your Bill Payments Easy:** Pay your bills online or have them come out of your account automatically.
5. **Keep a Family Calendar:** Keep a calendar with every family member's schedule. Make sure everyone consults the calendar on a regular basis.

## 19 Setting and Achieving Your Business Goals

Follow these ten tips and you'll find yourself with an organized and focused marketing plan for your business:

1. Brainstorm – As you read through this eBook start writing a list of things you'd like to accomplish with your eBay business. You'll find the ideas will start cluttering your brain. You may even end up with too many goals that you could realistically accomplish. Prioritize and decide which are most important before you begin setting your plan into action.

2. Write all your business goals down in one central place and record any changes you make to your goals - This way you can track your progress and will become even better at setting goals for yourself in the future.

3. Make sure your goals are challenging, yet attainable - In other words, don't make your goals all too easy, but then again, don't list a bunch that you will never achieve. If you make them too easy, you will feel like you haven't accomplished much and if you make them too difficult, you'll feel defeated.

4. Set a realistic timeframe for your goals – Remember, you can't do everything at once. If you have short and simple goals, like sticking to a daily typing schedule, set short timeframes. For your more involved goals, like building your first website, analyze the steps needed to complete them and be realistic about how much time you will need to accomplish your goals.

5. As you write down your goals, ask why is this my goal? – It helps to have a clear idea of what your goals are and why you've set them. It may be to increase your website traffic, to earn more income or to create brand recognition for your

services. It could be any number of things, but make sure you know what they are.

6. Make your goals measurable - Don't just say you want to get 20 new clients this month. Make a specific plan. Write down how you can find these clients and the steps you need to take. You need to define the details of your goals and be able to see when you've achieved your goals.

7. Identify what "tools" you will use and how will obtain the "tools" to achieve your goals - Perhaps, your goal is to build your own web page for the first time. You need to think about what you will need to do that. Two of the many things you might need are software and a tutorial or the help of knowledgeable friend. You'll need to purchase the software or find the freeware. You'll also need to look around for a tutorial.

8. Don't overload yourself - We all want to get everything done, but don't give yourself too much to do. Remember to find the right balance for your business and family life. It's okay to have a larger number of small, easily attainable goals, but do limit the number of major goals that require a number of resources and significant time to achieve. Remember, as in a previous step, you can always revisit and revise your goals if need be.

9. Divide your goals into short term and long term goals - If you keep this list separate, you can better organize yourself to complete them. Short term goals usually can be completed at anytime with not much time commitment. Your long term goals will require more involvement and you don't likely want to take on too many long term goals at one time.

10. Revisit and revise your goals when necessary - This doesn't mean that if you're a procrastinator, you can just come back and push all your dates back. This exercise is to see if you are on track with your goals. Perhaps, you're a little ahead of schedule and you can add a goal or two.

Maybe, you're falling behind, and that's okay. You need to look at why you're falling behind. Is it because you didn't dedicate the time necessary, you didn't have the tools to accomplish your goals or was it just unrealistic planning? You can learn from all these things and set better goals in the future. If you do extend a deadline, make a new plan on how you will meet that new timeframe.

## 20 Money-Making Time Management Tips

When you first begin your home business journey, you will be doing a lot of experimenting, learning and figuring out what works and what doesn't. Don't get stuck in this rut or you may find your business never becomes profitable.

### **Ask yourself these questions:**

1. What activities bring direct profit to my business? These activities are of utmost importance and should be done every day.
2. What activities bring indirect profit to my business? These activities should come after you've done some work on the most profitable activities.
3. What activities are truly a waste of your time? Take a long, hard look at your work day. What are you doing that really isn't taking you anywhere? Some of these may be hard to let go of, but now's the time to cut them out to make yourself more efficient and most importantly, more profitable.
4. What are the necessary evils of your business? There are many things that you must do that don't necessarily make you money. For Example, bookkeeping and updating your website. If you don't enjoy them, consider hiring someone to help you with these tasks. That way, you can spend more time doing the things you enjoy and excel at...thus, bringing your business to better efficiency and profitability.

**Before adding anything new goals to your list, ask yourself:**

1. Will this make me money?
2. How will it make me money?
3. How much money will it make?
4. How much time will I need to invest to make it happen? Do I have this time or do I need to find the help of someone else to help me?

When you run your own business, staying organized will help you manage your time and stay on top of all your expenses and earnings. You should probably set aside one day a month for bookkeeping and organization. The last day or first of day of the month work well.

If possible try to invest in a few storage and filing solutions for your home office, such as a file cabinet, folders, etc. To start if money is tight you can also use a big binder and use dividers for the different sections.

Make sure you keep track of all your receipts and expenses to help with your bookkeeping. By designating one day a month for these tasks you'll stay on top and not get overwhelmed by having to rush through two or three months' worth of bookkeeping.

If you really don't want to do this, then you can seek outside help. You can also find an accounting and bookkeeping software in our resources section.

## 21 Closing

Once you begin the process of becoming an eBay seller, it will take a little time to grasp all of the ins and outs of selling efficiently. Once you get the hang of it you can certainly make money. Start selling items from your home. Eventually you can branch out to flea markets and thrift shops. Keep a look out for the latest electronic gizmos that come out during the summer months.

If you think they will be a hot item during the Christmas holidays, start buying them now. You can always check eBay to determine what items are on their hot list. Keep up with their news and information. They are always implementing new procedures you can take advantage of as a seller.

Remember, the key to success on eBay rests with your feedback rating, as well as how fast and efficiently you send out packages. Buyers become leery if they have to wait days for their purchased item.

Above all, keep a positive outlook and keep persevering. It may take a little time for your business to pick up and get off the ground, but once it does you'll have extra income and a business you can be proud of.

With a little thought, hard work and perseverance your eBay business will be a success!

Good luck in your new venture,  
Kelly McCausey

[www.MomsTalkBiz.com](http://www.MomsTalkBiz.com)

## Important Business Resources & Freebies Below:

### 22 Resources for your eBay Business

#### Support & Business Education:

- <http://www.mommasterminds.com> - Private mentoring community for work at home moms, \*free 7-day trial\*
- <http://momstalkbiz.com/coaching.htm> - One on One Coaching with Kelly
- <http://www.bloginternship.com> – Learn to use a blog to support any business!
- <http://www.momstalkaffiliates.com> - Earn extra money by promoting this book and a range of other products.
- <http://www.wahmtalkradio.com> – An internet based radio program / podcast for the work at home mom or for those wanting to work from home.
- <http://www.hotseminarseries.com/> - Summer seminar series chock full of incredible business learning.

### More Helpful Mom's Talk Guides

- Copywriting Guide – <http://www.momstalkbiz.com/copywriting-ebook.html> - Learn the one skill that most of your competitors will never bother to learn and will get more people to act on your auctions.
- Press Releases & Publicity - <http://www.pressreleaseprofits.com/press-release-ebook.html> - Get free exposure for your business by developing a relationship with the media.

### Recommendations:

- Hosting: <http://www.momwebs.com>
- Website & Graphic Design: <http://www.freshnets.com>