

My secret to making a LOT of money on eBay

Introduction

Ok, firstly congratulations on your purchase! You are already way ahead of the game and you haven't even started! Why? Well firstly you know it's possible to actually make lots of money on eBay very easily. The vast majority of eBayers don't, at least not in the way I am about to share with you. Secondly, you have invested in your idea and bought this guide! As long as you put in the time and effort required and follow this guide, you will soon be making lots of money with minimal effort

Let me set the tone to this guide straightaway. This guide is a no-bullshit, hard and fast fact list about making lots of money on eBay. I have read other money making guides, but I genuinely believed I could write a better and easier one to follow based on my recent experiences. Although some are adequate, some are half filled with general 'how to be a good sales man/motivator' kind of crap, which lets face it, you didn't spend your money on. I am also often appalled with how scrappy some of the other guides are. Often full of spelling and grammar mistakes, one guide I read was obviously three different books 'glued' together and sold as their own work! Some are just laughable. But hey rant over. At least you are safe in the knowledge that you have selected a high quality e-book which will have as few mistakes in it as possible! Anyway, if like me, all your interested in is making lots of money on eBay, then this is the right book for you.

Before we begin, let me just say this. Once you know my little secret to making lots of money on eBay and you have absorbed all of the useful tips embedded in this book, I am afraid the rest is entirely up to you my friend! That is life and that is the way the world works. Only you can make yourself money, nobody else will do it for you. Now, your success is not going to happen overnight either. Like anything in life, some effort is required to begin with. Mistakes will be made, some of them more costly than others, but eventually you will discover what works and what doesn't and once you have your routine in place and you are making lots of money, little effort is really required.

Now the chances are you have probably already sold items on eBay, you may even have actually tried to make money by 'buying and selling'. But as you have no doubt discovered, its' hard work isn't it? Firstly it takes a lot of time to find items that you think will prove profitable and then a lot of time can be spent organising and shipping the items once they are sold, and of course to make much money you have to buy and sell a lot of items which means a lot of hard work!

You could always create your own product, but that takes time. You could always spend a few hundred pounds on reprint rights to any number of hot selling products out there. You might even already have your own product. You will soon discover that it is not a great idea to put all of your eggs in one basket. That is to say, eventually you will need more than one product of your own.

Besides, you may already be backed up to your eyeballs keeping the product you already have updated. So, we have deduced that not only do you need your own product, but you need more than one, right?

The Plan

Okay then, here is my secret... I sell lots of information or in other words factual e-books! Which physically are word documents or PDF's. Think about it for a second. You only have to write an e-book once, but can sell it as many times as people will buy it. When your payment is received all you have to do is send it to them via email! So in effect you are getting almost 100% profit in the long-term, as long as your e-book is successful of course. And you don't even have to traipse to the post office!

I have been running a successful eBay business for some considerable time, I have had a good deal of success selling products, BUT WITHOUT DOUBT my most profitable activity to date is selling Information Products so this is my recommendation for the income claimed in the advert.

So then, information will make you lots of money!

Any product you would download or receive by Floppy, Email or CD is considered to be an info product. Though it takes some study and patience to reap the rewards of selling information effectively, in the long run it will be worth the effort.

You have probably spotted some of these e-books already on eBay. Like "How to beat the fruit machine" or "How I service my car myself!". Whatever you think would appeal to a number of people will sell if advertised correctly!

In the last few months, I have expanded my information base, some of the e-books I have paid a lot of money for, and others I have bought for next to nothing. I hope to be listing more than 20 types of e-book within the next few weeks.

So, let's break all this down to bare facts:

You could easily buy 20 different e-books for under £100. I suggest you do not pay any more than £5 for each one.

Take each e-book, and place the maximum of 10 listings that you are allowed on eBay per day. So, with 20 different e-books, that will be $20 \times 10 = 200$ listings being advertised per day. Out of 200 listings per day, I am working on realistically only selling 30 of the e-books per day, worse case scenario. I would probably sell more than this. So if I have 30 sales per day, my cheapest e-book is £2.99, so that is total sales of £2700 per month. Not bad eh?

The listing, selling and paypal costs will be high, about £900 per month. But that still leaves me with £1,800 profit per month. That is £21,600 per year! Now that is not a figure to be sniffed at when you consider that you will only be spending a few minutes at the keyboard each night! You will still be earning your normal wage by doing your normal day job as well. Unless you decide to leave your job of course! It's a nice couple of options isn't it? You could either double your normal salary (if you earn near the national average) or take the lazy option and quit work, but still earning over 20k a year!

Now these figures are a rough guide and are just to show you roughly what you could make. You could of course aim for much more than this!

It really is possible. What you should do, is take 2 or 3 weeks to look for the information. Look all over the internet, papers, eBay, your own experiences and skills. Then try one out to see how it sells, first see what the competition are selling it at, or maybe it's not on sale elsewhere (even better). When your sales are covering all your cost of listing and commission fees, then release a second one, then a third, etc.

Now here is a controversial bit for you. I have read guides that tell you to sell your e-books for between £5 and £20 on the strength that you will make much more profit. I personally disagree with this. In my own experiences, I am far more likely to sell an e-book if it is priced less than £5. Saying that, you still do not want to sell it too cheaply, because of the listing fees you have to pay. I try to stick around £4/£5 for my e-books.

End of Sample!