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**How I Turned \$1.05 Into a Growing Business**

**By Pete Egeler**

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I wanted to share this story, as an inspiration to others, and to show the power of eBay and a little creative thinking.

A few days ago I was talking with a friend of mine that lives, breathes, and eats fishing.

He told me he'd designed a new fishing lure, and was wanting to try and sell "a few," maybe on eBay. But, he said.. he wasn't that sure about how eBay worked, and wondered if I'd help him.

My friend brought me a couple of lures that afternoon, explained to me what made the so "unique", and off I went.

That evening I wrote up some copy, took a couple of pictures, and posted an auction on eBay for the "INSTIGATOR" buzz bait.

Knowing that he wanted at least \$10 per lure, I'd started the auction off at \$9.97, and he was tickled to death the next morning to see 15 hits on the auction, and one bid at \$9.97.

Of course, he'd offered to pay me a small commission over costs if the unit sold.

Then, I got a "bright" idea.

When I got home the second evening, I literally "slapped together" a web page about his lure, and tagged it with a price of \$19.97 each plus shipping.

Then, I went to eBay, logged into my "About Me" page, and re-wrote it so it pointed to this new web site.

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I asked my friend if he'd be willing to make a deal. I'd get him \$15 per lure (instead of \$10 each,) if I could have everything OVER that. He said yes!

So, here we sit one week into the deal. From the web page sales, we'll do about 20 lures this week, and orders are still coming in.

Based on initial response, the fact that fishing season is about to get into high gear, and that the lure is a custom made by hand lure, we expect sales to reach our cut-off point of 35–40 lures a week by the end of the month.

For my efforts, I bring in about \$150–\$200 a week in commissions.

All of this from a single eBay ad that cost me \$1.05 to post.

So you see, there IS power in eBay, and money to be had for those that look "outside" the box for opportunities.

You don't have to go dumping tons of money into buying product that you may, or may not sell. This is exactly what I teach my readers in my eBook.. "Dumpster Diving for eBay Profits."

Keep your ears & your eyes open. You just might have a gold mine sitting right across the street.

Pete Egeler is the author of "Dumpster Diving for eBay Profits," and the DDNews newsletter, as well as a number of other publications. Pete also freelances as a Press Release writer and online reasearch assistant. He can be reached via email at:

### **Your Growing Edge**

#### **By Angie Dixon**

You've probably heard the term "leading edge" used to refer to technology or products that are in front of the curve, that are really advanced. You may have even heard the term "bleeding edge" in this context. I want to talk to you about your personal "leading edge," your growing edge.

Your growing edge is that area of your life where there's still a lot of room for improvement but you're pushing ahead and stretching the margins of that area every day. For some this is productivity in business, for others it's personal balance, for still others it's family time and quality of interaction.

How do you find your growing edge and what do you do about it once you've identified it?

First, finding your growing edge. This can be easier than you might expect. It's a simple matter of looking at your life over the last few months or year and seeing what challenges you keep bumping up against. For me, it's eating right. I don't eat breakfast or lunch and I eat too much junk. Over the last year I've struggled with this repeatedly, each time managing to eat "well" for a little longer, but then

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falling back into my old habits. The point is that I am growing in this area. You may have an area like this, too. You're challenged by it, you make some changes, you retreat from these changes, and you make the changes again.

So what do you do with this "growing edge"? Exactly what you've been doing, only more so. If you've been building a new habit and then letting it go in times of stress, which is what most people do, then you need to develop new stress habits. It's easy to do the right thing during calm, peaceful times in your life, as if any of us really have those. It's harder when the real stress starts. So what you need to do is develop a list of things you can do during a stressful time to keep your new habit going. For me, a real problem when I'm stressed is caffeine. I have a problem staying off of it, and when I'm stressed I guzzle it. My ways to avoid caffeine include not having it in the house, keeping plenty of decaf soda cold, and drinking more milk. I love milk, so this is not a hardship. When I get a caffeine craving I have a glass of milk.

The bottom line on this is that action leads to solutions. Make a list of actions you can take to keep your growing edge growing, even when you don't feel like it, and keep taking those actions. Feel free to drop me a line and let me know how you're doing.

Angie Dixon helps small business owners get their acts together. She is a personal development coach specializing in helping people integrate their home and work lives so they feel less stretched and more balanced. Get her FREE EBOOK on balance at

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to discover how coaching can change your life, contact Angie at

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