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How To Cut Your eBay Fees By More Than 90%

By Mike Nalbone

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Now, are you ready for the REAL TRUTH about selling on eBay?

It's simple; don't list too many items for sale using their auction format. Instead, set up one of their stores. The cost starts at just \$9.99 per month.

Why is this a good idea?

Let's do the math:

If you list an item for sale using the auction format, the cost is anywhere from \$.35 on up to several dollars PER AUCTION. What's worse is that the auctions are only good for 3, 5, 7, or 10 days.

BETTER WAY: Sell the item in your eBay store. The listing price is just 2 or 3 cents per item...and get this...They're good for a FULL 30 days! For example, I recently sold a \$500 item that I listed in my eBay store. The listing cost me a whopping 3 cents! The same item, if I'd sold it using the auction format, would have cost me several dollars!

Using eBay's Auction format to list 500 items at a minimum of \$.35 each = \$175.00 (and these are only good for 7 days each so you'd have to list them 4 times each per month) $175 \times 4 = \$700.00$

List the same 500 items in your eBay store @ just \$.03 each = \$15 + the \$9.99 monthly store fee = \$24.99 and they are listed for a full 30 days each!

You save \$675.01 per month! HOLY SMOKES!

I'm sure you can clearly see the benefit here. Of course you will want to sell a few CHEAP items using the auction format to try to generate interest & drive customers to your eBay store where they will buy MORE from you. Make sure every auction listing contains a link to your eBay store & TELL THE CUSTOMER TO VISIT YOUR STORE. Sell 10 or so of your 3 or 4 or 5 dollar items as auctions...just

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enough to get some traffic to your store.

Now, what is it that the REALLY successful PowerSellers do?

They maximize the "back-end" sale.

What this means to you is that once a customer has bought from you, the hard part is over. Now having done business with you, they TRUST you to deliver the goods. You MUST & I REPEAT, MUST try to get that customer to buy again & again.

Never, ever, send a package to a customer without including a sales flyer, catalog or some other special offer in the package to try to entice them to make another purchase. Email them a special offer

every week or so.

You NEED repeat customers. Going after the lone, one-time sale is a losing battle. You will not be successful unless you get them to buy again & again & do this with every person you deal with.

Send a thank-you note via postal mail or eMail to every customer & use that opportunity to SELL THEM SOMETHING ELSE.

Another tip:

Sell CONSUMABLE items. You know, stuff that people need to order fairly often. Like socks, t-shirts, work gloves, food items, towels & linens, printer ink cartridges, sell shipping materials to other eBay sellers. You will get REPEAT orders from these customers for months and even years to come.

Mike Nalbene is editor and publisher of The Thynker Home Business Tips newsletter which reveals proven tips, tools and opportunities for growing a successful homebased online business. Sign up free at <http://www.Thynke.com>

The Ebay Buyer's FAQ.

By Kirsten Hawkins

So you have a question? Has something gone very wrong and you don't know what to do? Well, fair enough. Here are the questions that I hear all the time from buyers.

Does eBay have a Customer Service Department I Can Phone?

eBay are notoriously hard to contact, should you ever need to - it sometimes seems like they expect the site to run itself. You can email them, as long as you don't have your heart set on a coherent response: go to

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. You might have better luck in

a `live help' webchat here:

.

Only eBay Power Sellers (sellers with a very high feedback rating) get to phone customer service. If you really want to try your luck, type `ebay [your country] phone number' into a search engine and you'll probably find something. Unfortunately, the chances are you'll have gone to all that trouble for the privilege of leaving an answerphone message.

It might seem cruel, but imagine the number of people who would call eBay every day with the silliest questions if they gave out their phone number everywhere. Its Wild West nature is, in a way, part of its charm.

eBay Sent Me an Email Saying They're Going to Close My Account. What Should I Do?

This email asks for your password, right? It's a scam, an attempt to frighten you, make you give up your details and then steal your account. eBay will never ask for your password or any other account details by email. eBay say that you should only ever enter your password on pages that whose addresses start with

. They even offer a special `Account Guard' as part of their

toolbar, which lets you check that you're not giving your password to a dodgy fake site. You can read more here:

.

It Seems Too Good to be True. How Does eBay Make Money?

For you, the buyer, eBay is free. Sellers, though, pay all sorts of fees: a listing fee for each item they list, a final value fee (a percentage of what the item sold for). They can they pay optional fees for extra services, including Buy it Now, extra pictures, reserve prices, highlighting the auction, putting it in bold, listing it first in search results or even putting it on the front page. You can see a full list of fees at

.

It's obviously worth it to the sellers, though, or they wouldn't carry on using eBay. The system is quite efficient, and basically forces both eBay and the sellers to keep their profit margins as low as possible - otherwise prices will simply go too high and the buyers will stop buying.

How Safe is eBay?

Well, as it happens, that's the subject of our next email! All of eBay's safety services for buyers and sellers are in one place, called `SafeHarbor'. SafeHarbor handles fraud prevention and investigation,

helps with dispute resolution and keeps rule-breakers in check. Read all about it next time, and be safe.

Kirsten Hawkins is an Ebay and internet auction enthusiast from Nashville, TN. Visit

for more great tips on how to make the most from Ebay and other

online auctions.



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