

Is **ebay** The
Right
Home
Business
For Me?



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IS EBAY THE RIGHT HOME BUSINESS FOR ME?

Have you ever laid awake at night (when you need to be sleeping!) staring at the ceiling, wondering how in the world you're going to pay your bills?

Have you ever gone to work one bright morning, with dread in your heart and your stomach in turmoil, because you absolutely hate your job?

Have you ever grieved in your heart because your child is in the spelling bee today ... and you won't be there ... again?

If you have, let's meet at Starbuck's for coffee and a chat. Because I've been there. I know what that feels like. It's awful.



The Absolute Rock-Bottom Truth About "How To Make Money On eBay"

The truth is that eBay is a **BUSINESS!** It's a business, just like any other, and it has certain "rules". If you master these, you can succeed. If you don't, success is unlikely.

Most of the sellers on eBay don't have a business – they have a hobby. If your goal is to have some fun and make a few hundred dollars a month, then go for it. That is truly easy.

But, if you want a real business, one that will support you and your family and allow you to quit your job, then we're talking a different ballgame.

Because we've all seen the headlines:

**"E-Z Money on Ebay"
"Make Millions on Ebay"
"Make Thousands Per Week Working
Only 30 Minutes a Day"**

Is there any truth to this, or is it all hype?

And if it's true, can YOU do it?

In The Plus Column ...

#1. eBay Is THE Easiest Way I Know To Make Money



There is a great deal to learn if you expect to have a successful eBay business. It's simple to make a few hundred dollars a month and spend many hours doing so. And that's totally OK.

However that is not a business.

Looking at eBay from the perspective of of the buyer however there are only two things that you see:

- a. What you are selling
- b. What you say about it

Once you master those command of the basics. going on behind the isn't brain surgery!



two skills you will have Naturally, there is more scenes - but it surely

(And I ought to know because I have tried them on all. . . real estate, mail order, multi level marketing, commodity trading and all the the rest.)

#2: It Is Definitely The Easiest Way To Make Money On The Internet

The internet is the most exciting home business opportunity in the world today. We all know the stories about 'dot.com' opportunities, and wonder if we should be involved.

Newbies will often come to me and say they want an internet business, and then ask if they should begin with eBay or their own website.

eBay is the hands down winner, and here's why ...

There are three pieces of a successful online business.

A PRODUCT

No matter what business you are in, you must have a product. The product may be **physical**, it might be **digital** or it might be a **service**. But you gotta have something for which people will pay you.

This is true with an ordinary website and it is true on eBay and it is true in every business that exists. No profits::no business.

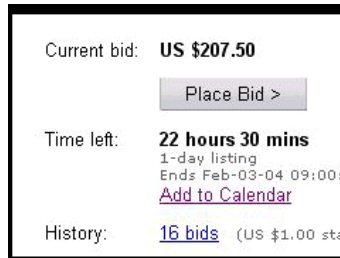
GOOD COPY

There is absolutely no way around the need for good copy. If you look at a popular website that makes lots of money, you will immediately see that the site owners have gone into a great deal of expense, time, and trouble to create compelling sales copy.

For example, some of the best copy writers in the world (meaning the most expensive), such as Dan Kennedy, Michael Fortin, Gary Halbert, and Brian Keith Voiles, earn as much as **\$15,000** for one sales letter.

By contrast, you can often successfully sell items on eBay with simply a two or three sentence description.

Here is an example of a piece of jewelry with 16 bids (and a day to go, with most bids coming at the end of the auction) with only a **two sentence** description:



TRAFFIC, TRAFFIC AND MORE TRAFFIC!

The last indispensable ingredient in online sales is **lots of warm and willing buyers**. It doesn't matter how great your merchandise is, or that you are the Shakespeare of modern marketing ... if nobody sees your offer.

Most newcomers to the the net (and lots of veterans) do not have a clue about how to get traffic to their website. With eBay in your corner you don't have to know anything about advertising, search engines, or the like.

eBay spends humongous amounts of money bringing in **millions of visitors** to their site. In fact, whenever you look at the top most searched words on the net, eBay is always among the top 10, and usually the top five.

For example, today (winter, 2004) eBay is the #1 most searched keyword on the net, out of 324,110,843 searches in the last 60 days. And this doesn't include all the millions who have no need to search for eBay since they already know where to find it.

Not all only are there a great numbers of searchers, but they are **targeted visitors**. Most of the time when people turn to search engines such as google, they are looking for information. But when a visitor comes to eBay, they know it is

a sales sites, not an information sites. Therefore they are much more likely to buy than the normal site visitor.

EBay is not selling products. eBay is selling large numbers of targeted buyers. That is its one and only product, and it is available to you and me!

#3: I Am In Charge Of My Own Business! (And My Own Destiny)

Back when I was earning my living with real estate, I was courting a local woman who had great contacts with Japanese investors. We lunched, we chatted on the phone many times and I spent a great deal of time and energy forming an alliance with this powerful woman.



Time to do our first deal . . . When our deal reached the underwriter's desk, **disaster** struck! The underwriter was a little 19 year old girl-whose daddy just happened to be the president of the lending institution.

She was angry with someone I was working with so she deliberately stalled the file on her desk for over two weeks.

The result was that the lady I had been dealing with was totally and thoroughly outraged at . . . ME! All of the weeks of work I had done with this lady went right down the sewer.

At that moment, I decided to end my real estate business and find a business that gave **ME** the power!

That is exactly what eBay offers us. We make the rules, we make the decisions, and it is totally up to us whether we succeed or fail.

Have you ever struggle with multi level marketing? I have. And let me tell you the part that's not mentioned. Yes, I built a large "downline" (people recruited by me, and further down the food chain than I was) --- BUT my downline collapsed about as fast as I built it!

Why? Because **their participation continued only as long as**

they were making money! And most people don't have a clue about how to do that!

The ones who remained were those who bought products. That was nice, but it provided only a very small sum of monthly money. And most of those eventually drifted away, too. When you stop to think about it, most of the MLM companies sell nutritional supplements. Have you ever gotten all fired up about improving your health ... and then slowly drifted away? I have. Perhaps you have done this, too.

There must be a way to make network marketing profitable, but I never found it.

#4. No Income Ceilings!

Your earnings are limited only by your **knowledge**, the amount of **time** that you have and your willingness to **learn** and to **work**. No salary caps, no begging the boss for a raise.

Does this mean that this is a get-rich-quick deal?

No way!

It takes dedication, determination, and knowledge. But it can be done – I have lots of students who were total newbies who went on to create powerful and dynamic businesses.

#5. You Create Your Own Job Security

When I first became an entrepreneur, well meaning friends and relatives advised me to keep my “secure” job.

A few years later, though, we have all become aware of how insecure many jobs are. Large companies with household names are folding and firing all of their employees (how can Delta Airlines be bankrupt?) The truth is that if we are going to have financial security in our lives, it is up to us. The “good old days” of going to work for a company, staying there for 30-40 years and retiring with a secure pension are over for most people.

#6. You Can Live Anywhere!

One of the great advantages of eBay and other online businesses is that we can live anywhere.

Furthermore, we can work our own hours. Sometimes I have cycles of insomnia. I might be awake at 2:00 a.m. and need a nap at 1:00 p.m. With an eBay business – no problem.

When I used to teach school that would be a major problem indeed. Somehow the principal would have been just a bit annoyed if I went to sleep in my classroom!



#7. There Are Wonderful TOOLS That Save Us Enormous Amounts of Time (And Money)

Suppose you find a good source of “carb blockers”, which are popular diet products right now. You wonder if there is a market for them on eBay.

You have two choices:

- 1. Guess – not the world's best decision-making process**
- 2. Do your homework and check demand FIRST**

But, HOW do you check demand? You can spend hours and hours pouring over auctions, making lists of prices, bids, etc. - or you can use a tool that will do all this work for you while you are busy with other things.

Here is an example of just such a tool, which researched 671 auctions with the keywords “carb blockers” in them:

Number of auctions:	671
Number of auctions resulting in a sale:	207 (30.85%)
Number of regular auctions:	632
Regular auctions with sale:	201 (31.80%)
Number of Dutch auctions:	39
Dutch auctions with sale:	6 (15.38%)
Items sold per Dutch auction:	8.17
Number of reserve auctions:	9
Reserve auctions with sale:	0 (0.00%)
Number of no-reserve auctions:	662
No-reserve auctions with sale:	207 (31.27%)
Average number of bids per auction:	3.8
Average high bid:	6.06
Average sale price:	6.08

There is a huge amount of information here, and understanding all these details is not a topic at this time. But, let's assume you decide to proceed, wonder which of these products is the most popular and see this one:

2982481357	LIPONEXOL CARB BLOCKER #1 ATKINS DIET PILL	11.00	13
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You now know a popular brand (13 bids), and have an idea of the price you will receive if you decide to sell it.

And there's much more here to help you as you will see in our next section.

#8. You Have Business Models To Copy

On eBay, it's easy to see what other sellers are doing. Following through on our previous "carb" example, we have decided to sell this brand and wonder what we should say, what we should put in our offer?

We just saw an auction for Liponexol Carb Blocker and here is another from the same seller, so it is obvious that he knows what he is doing since he is consistently selling these pills.

|2982839926

|[LIPONEXOL CARB BLOCKER #1 ATKINS DIET PILL!](#)

| 8.51 | 10

We can use our same tool to check out what this seller is saying about his product. And going to the actual listing, we have a "template" or pattern to follow. Naturally, we won't copy it exactly, but we can figure out what elements appeal to buyers and use them ourselves.

YOU HAVE PROBABLY SEEN THESE EXACT SAME CARB BLOCKERS BEING ADVERTISED NATIONALLY IN THE TOP HEALTH AND FITNESS MAGAZINES FOR \$29.95 TO \$59.95 A BOTTLE!!!



BUT WE ARE BLOWING THEM OUT FOR AN UNBELIEVABLE \$10.95 A BOTTLE!

#9. There Is Very Little Risk On eBay

One of the factors that drove me out of the real estate business was my growing realization of the risks involved. I made mistakes – big mistakes – that were due to nothing more than ignorance, even though I had taken several seminars, studied intensely and sought the guidance of more experienced investors.

Twice I escaped serious legal problems. The first incident cost me \$1700 in attorney's fees, for an overall loss of almost \$4,000. The second time, there was an undisclosed second mortgage on a property that I resold. Fortunately for me, I knew the investor holding the second mortgage and he took pity on me and signed off on a note clearing this mortgage. If he had not, I would have owed him \$16,783.39 AFTER the sale of the home!

For most folks, the biggest investment they will ever own is their home. Sadly, we live in a culture that involves a great deal of legal action - "McDonald's made me fat", for example. Other investors I know have not been as fortunate as I was.

With eBay, your risk is minimal. You can open an account for free and be in business in about 10 minutes. The most you risk, at that point, is your listing fee, which is under \$1.

I'm sure there are foolish people who have run out and invested giant amounts of money in inventory without bothering to learn the game before they play. However, a prudent person can learn with tiny amounts of money, and even get paid while doing so. There is no reason whatsoever to risk more than trivial amounts of money on eBay. By the time you understand the business well enough to spend larger sums of money, then it won't be a risk because you will understand what you're doing.





























In The Minus Column ...

#1. There Is A Lot of Competition

As eBay has grown to incredible popularity, many have flocked to this exciting and dynamic new business model. Naturally, this brings constant **hordes of the new buyers** which is wonderful. But it also brings lots of competitors.

The answer to this problem is to **educate** yourself and **perfect your selling skills**. Those who take the time and trouble to learn the business will not have to worry about competition because the truth is that most people on eBay do not have a clue about what they are doing.

Here is an example: this seller "featured" this CD on eBay's front page section **18 times!** Since each auction costs \$99 (on the front page only!), his listing cost was **\$1782!**

Greatest Oldie Hits 10 CD Set \$14.99    	\$14.99
Greatest Oldie Hits 10 CD Set \$14.99    	\$14.99
Greatest Oldie Hits 10 CD Set \$14.99    	\$14.99
Greatest Oldie Hits 10 CD Set \$14.99    	\$14.99
Greatest Oldie Hits 10 CD Set \$14.99    	\$14.99
Greatest Oldie Hits 10 CD Set \$14.99    	\$14.99
Greatest Oldie Hits 10 CD Set \$14.99    	\$14.99

But he is selling the CD for \$14.99. With 18 available, it is very unlikely (unlikely = nearly impossible) that there will be a bidding war. So, even if he sells all 18 (he didn't!) he would make only **\$269.82**. This is the kind of foolish mistake that sellers make when they rush into auctions without understanding what they are doing.

Auctions are not gambling! They are a business and they offer rich rewards to those who take their time and learn what they are doing. For example, I teach my students to begin with low

costs products so that when they make mistakes it will cost them very little. Yes, it's "when" we make mistakes, not "if". No one begins something new and does it perfectly. Life doesn't work that way.

#2. Shipping Can Get Tedious

I have sold as many as 1500 items in one week!



As you might imagine, taking that many boxes to the post office became quite a chore.

The good news is that when you get better at selling on it eBay, there are solutions. For example:

A. At one time I built an online watch store. After mailing several hundred watches each week, I started looking for an easier way to handle the shipping chores. I ran an ad in my local newspaper and found an incredible lady with several small children at home. If she went outside her house to work, her entire salary (and more) would be eaten up with child care costs, so she needed work she could do at home on her own schedule. We were perfect for each other: the watches were shipped directly to her home from my supplier. Every day I emailed her a list of that day's buyers. I paid her \$1 for each watch that she packaged and the mailing costs in the US were between 79 and 93¢. I charged \$2 shipping per watch which more than covered my expenses. Result: at no cost to myself my shipping was handled without my participation.

B. When your volume increases, you can have your packages picked up at your place of business. UPS has made many trips to my home. You get to know the drivers and they become old friends.

C. There are many ways to sell goods that do not require shipping on your part. For example, you might use a **drop shipper**. Or you might sell **digital** products that are down

loaded directly the from the internet . Another possibility is selling such items as multi level marketing products that are shipped directly from your supplier. And there are products that are incredibly simple to mail, such as paper advertisements or documents. These require only an envelope.

D. A fourth possibility is a **fulfillment house**. A fulfillment house will store your merchandise and mail it for you. This is not a beginner strategy, but when you get better at your auction business it is one you may wish to pursue. Our fulfillment house is smokin'!

However, the bottom line is that you will have to do some shipping at the beginning when you are a brand new seller. You will not have the experience or budget to hire this done for you.

#3. If You Don't Work, You Don't Get Paid

The only real drawback of auctions in my opinion is that they do not earn residual income. If your home business is in real estate for example, and you buy a house, if everything goes well it can be a long term investment. That it is not the case on eBay. You must keep at it or the money will stop.

However, if you make excess money on eBay, and it's completely possible that you will, you can invest your profits in other ways.

Although few sellers realize it, **there are ways to create long term income streams on it eBay that will not require constant attention.** However those are advanced strategies and not for beginners. It took me quite some time and experience to figure out how to do this and to my knowledge, I am the only person using the Bay in in this way.

My personal philosophy of wealth is that we all need multiple streams of incomes. Thanks to eBay I have large numbers of these small streams that generate anywhere from \$50 to \$1,000 each month and they operate mostly on autopilot. I check up on them once or twice each month and unless there is a drastic and dramatic change in the numbers, I ignore them. It's beautiful and they add up to a large river of profits flowing my way. In the meantime, this frees me up to create other sources of income.

For more information about The AUCTION GENIUS Course:
<http://auction-genius-course.com>

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The "AUCTION QUEEN"

Sydney Johnston is the originator and teacher of the famous Auction Genius Course©, a 16 hour seminar on the internet that teaches everything necessary to build a powerful and wealthy online auction, and includes software and numerous other aids.

<http://auction-genius-course.com>

She was one of the original sellers on eBay.com back in 1996. and she is the author of *Make Your Net Auction Sell*, published by Dr. Ken Evoy and sitesell, which is the biggest selling online auction book on the net.

She is the Auction Consultant for [WorldWide Brands](#), and a regular Contributing Editor to [Entrepreneur Magazine E-Biz Radio Show](#). She has also been on the eBay radio show.

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