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**Ted:** Hi everyone,

This is Ted Chan with AuctionSellingRevealed.com and tonight we're going to be speaking with John Thornhill he is the Ten Thousand Dollar Auction Super Man as I like to call him.

He's a power seller, an internet marketer, he's from the east side of England in the UK. It's quite late for him. I think it's about one o'clock in the morning. We're very fortunate to have him on the line with us tonight.

Hi John, how are you doing?

**John:** Hi Ted, are you okay?

**Ted:** Yeah, I can hear you good.

**John:** Good.

**Ted:** Sounds good. Just to start off I want to find out a little bit more about your background and how you got started in eBay.

**John:** I was actually looking for an accessory for my mobile phone. It started there, I ended up buying relevant software for my mobile phone on eBay. I originally started selling a disc with mobile phone logos and that sort of thing. I did that for about a year or two. But I was constantly mailing discs out. I think it was late 2004 I discovered eBooks and that's when everything changed for me.

**Ted:** You said that you started out sending out discs for mobile phones. What is that? Is that a disc for mobile phones or a CD or something?

**John:** Yeah that was a CD and a DVD. Just something that you can put on your computer. You can put logos and things on your phone, that sort of thing.

**Ted:** Yeah that was kind of related a little bit. It's a software kind of thing.

**John:** I originally bought a disc full of eBooks and thought instead of selling a disc of eBooks for \$10 I'll try to sell eBooks individually for \$2 or \$3 a piece. It actually worked out quite well. Then I learned to automate everything. So basically all I had to do was answer email. I didn't have to send anything out. The good thing about eBay is everything can be automated.

**Ted:** You saw the light after you were shipping things out.

**John:** Yes.

**Ted:** You got tired of that. Cd's or discs are small and some people try to mail out big huge things. Even that was too much trouble since you had to mail out things.

**John:** There's still money to be made selling discs. You can still make money with info discs. For me I prefer eBooks because there isn't anything to mail out.

**Ted:** Yeah I understand, if you mail something out here, just a letter at least here in the United States it costs \$0.39, they keep raising it every time I turn my head around. I remember maybe half a year ago it cost \$0.37 just to mail a letter. With an eBook you don't have to pay shipping costs or mess with any of the physical things.

**John:** The beauty of eBooks is that a customer can visit your auction. They can click buy now, pay with pay pal, ten seconds later they can be downloading your eBook. It's instant. If you use the right tools you can automate your delivery, feedback, everything. So you go to bed at night, wake up the next morning and everything is done for you.

**Ted:** Wow, that's pretty cool. I don't think you can do that with too much other stuff.

Alright, I want to get to the core of it. Right now I want to let you know at Auction Selling Revealed we want to help people get to the nitty gritty details of taking from someone from Zero to a Power Seller in 99 days.

Starting off, what do you think are the fundamentals of selling on eBay?

**John:** Right, I think if you've got basic computer skills. I think anyone with basic computer skills can sell on eBay. If you're new to eBay you can look around your house and find stuff that you no longer use or no longer need. You can put it on eBay and sell it.

A lot of people can learn internet marketing, but start off with eBay. That's how I got started, and I think a lot of people got started with internet marketing through eBay.

**Ted:** So you just said you need basic computer skills. So, like copy and pasting, what are you considering basic computer skills?

**John:** Yeah, if you can copy and paste, if you send and receive email. If you know your way around browsing the internet. You'll be fine. There's enough help there on eBay, they have massive, massive help file and library. I wouldn't think too many people if they could work there way around a computer would struggle.

**Ted:** Yeah that sounds really good. I mean just having those basic skills. If you can pretty much just check your email, and use a web browser is

what you're saying is all you would need for selling on eBay. Is that what you're saying.

**John:** Yes that is what I'm saying.

**Ted:** Kind of going to the basics. You had mentioned eBooks a couple of times. Could you explain what that is for people that are not familiar with what eBooks are?

**John:** Yeah, sure. An eBook is short for an electronic book usually in the form of a pdf document. It's basically a book that you would read on your computer. You can print it off if you want to. The thing is that it is a digital item and can be delivered over the internet instantly. So there's no waiting like if you bought a physical book. You'd have to wait for it to be delivered or go to the shop. With an eBook you can buy it instantly and within minutes you can be reading it.

**Ted:** Okay, so are eBooks usually in a pdf format. Are there other formats or ways of having them?

**John:** You can have them in executable format (.exe files). But some people don't like because there's the risk of viruses attached with the .exe file. The beauty of the pdf file is that you can read a pdf on a mac, whereas an executable you can't. If you're just beginning the best way I would advise is to start with a pdf.

**Ted:** Okay, so that's probably the best and most suggested way for people to start off with is create an eBook with the pdf format.

**John:** Yeah, there's free software that you can actually download on the internet. I've actually got a free program that can do that. If you go to <http://www.planetsmsresources.com> I've put together a list of resources that can help you out. But, you can download a free software program there. You can make a free eBook for absolutely nothing at all.

**Ted:** Yeah, Okay. One thing I want to take a step back for people who don't know what pdf format is could you explain what that is?

**John:** I'm not 100% sure, think that stands for printable document format. Something like that, is that right?

**Ted:** Basically, it's a format that Adobe created so that you can read documents. It's pretty universal, you can use it on a mac, on windows, someone using linux or unix. It's kind of something like 90 or 99% of the people can get access to. You said you had a reader, is that correct?

**John:** I've put links in for a free creator. Anyone can download adobe for free. I think it's at adobe.com. Acrobat reader for free.

Like I said before, there's no cost. If you want to do everything for free there is no cost and you can do it all for free.

**Ted:** Okay, that sounds good. Free is good. That's my favorite price.  
(laughs)

What are resale rights? I know I've heard a lot about resale rights. That's probably something that people would be interested in as far as eBooks and resale rights.

**John:** Yeah sure. The number one reason people are probably interested in resale rights for their eBooks is, say I grant resale rights to you for one of my eBooks. You take 100% of the profits. The main reason that I would let you do that is because inside the eBook I would have affiliate links or links back to my other products. So, basically you would sell the eBook and make money from the sale of the eBook. And I would probably make money from someone else reading the eBook that you've sold.

**Ted:** So, if people who are not familiar with what affiliate links are, how would they be making money with this? If you could explain it for some people who are starting out or don't know.

**John:** I'll try to give you an example. In one of my eBooks I would recommend a hosting company for your website, let's say I'd send you to a certain company and if you signed up with their hosting package, I'd get a commission. You could do this for absolutely anything. You could be selling an eBook on weight loss. You could send them to a weight loss program, or even to Amazon. If the person clicks on your link and makes a purchase you would receive a commission. You are the affiliate.

**Ted:** So, kind of what you're saying is by recommending like what you're saying a hosting company and telling people about it in your eBook. I like this particular hosting company and then you could get a commission for it.

**John:** That's it. Obviously you don't want to turn your eBook into an affiliate farm full of affiliate links. If you do it subtly, if you recommend something. You say I use this, I think this is brilliant a certain product x, check it out and click here. Just little subtle links. I would always post a link in your eBay store. What you are and what you do, links to your websites and your other items that you're selling. There are other people selling your eBook on eBay, they're advertising your products and at the same time you're going to be making money. So everybody wins really.

**Ted:** So it's a win win all around.

**John:** Yeah!

**Ted:** You win by getting some commissions for the affiliates. The people who are selling your eBooks win because they get some money for selling your eBook. You as the author of the eBook who has sold the

resale rights don't get any money from selling the eBook. But the people selling it for you do.

**John:** In most cases no you don't, but what you can do after the eBook has been made is put in a brandable link. It's a little hard to explain. You can change a link in my eBook. Instead of it being my affiliate link, it could be your affiliate link. This gives you an incentive to sell my eBooks. Or I could maybe advertise my membership program through one of my eBooks and you could brand it with one of your affiliate links. You could earn just over \$40 per sale. Obviously then you are thinking I would sell this eBook because it could make me money afterwards. So after you've sold an eBook you can still be making money from selling what I've made (or one of my eBooks). I hope I've made sense.

**Ted:** I think I got a little bit, but I might have gotten a little mixed up. So what you're saying is someone can get your eBook and you have what you're calling rebrandable links so that they can put in their affiliate links and make money by selling your eBook. So, how do you make money as the author in that particular scenario?

**John:** In this particular case it's advertising my membership program, so I would make money from the sales of that. You could have five links in your eBook and have three rebrandable links and keep a couple for yourself. There's a lot of different ways to do it. If you make sure that there's something in it for the seller, there's more chance that they will sell it. After all you want people to sell your eBook. If you make it appealing, give them something in return there's more chance that they will choose to sell your eBook.

**Ted:** So, you want to put in an incentive for the people who are selling your eBook. Then you're going to have some links back to your auctions, maybe your eBay store or even just your website.

**John:** Yeah, it could be as simple as just having something like a line at the top of your eBook that says  
"this eBook is presented to you by"  
It would have the person's name, the website or the eBay store. And something just as simple as that people will think if I sell that I'm going to have people coming back to my eBay store. If you actually go to <http://planetsmsresources.com> if you click on there at the top link planetsmsprofits it will explain a little bit more about what I am talking about.

**Ted:** Ok, that link you said was planetsmsresources?

**John:** Yeah, planetsmsresources.com

**Ted:** So you can take a look at that.

You had mentioned we have resale rights, and I hear people talking about master resale resources. Do you use that at all or what do you think about that?

**John:** Yes, that's basically what I grant. I grant master resale rights. If I grant master resale rights, you can basically sell it for any price you want. I don't really care how much it is sold for. You can give it away or do whatever you want. Because I want you to give my eBook to as many people as you possibly can.

If you're going to make money, you're going to do that. If I can make you money, you're going to want to promote it. That's the way I look at it. When I look at selling other people's eBooks I tend to look for links where I can rebrand them to make a bit of money on the side. As well as making money from the eBay sale. You can make extra money from that. Sometimes I get paid a commission and I honestly can't remember where the money came from. I know I branded a link somewhere or put a link somewhere. Do you know what I mean?

**Ted:** You always want to have something to help out the people that are selling your eBook. Kind of like we were going back to, you want to have some links that point back to yourself or to your website. And maybe you don't make those brandable. When you're saying brandable you can change the affiliate link? Is that what you're talking about.

**John:** Yeah, it's a little bit complicated to explain on the phone, but you can run my eBook and there will be a little software program next to it. And you would run that. It could say something like enter your clickbank id, which is a big affiliate company or it would say enter your affiliate id. You would sign or give an id. You would just enter that in the eBook, click on submit and it would physically change the link in the eBook.

Then when you sold the eBook on, there's a chance. Obviously you could sell it or other people could sell it. You could make money six months or 12 months down the road. And you could be getting an affiliate payment and say where did that come from? What did I do to earn that. You know it is from an eBook that you had sold or given away in the past.

**Ted:** So you've actually experienced that? You've gotten checks coming in and you don't even remember where the money's been coming in from?

**John:** Honestly, I've got a payment here for 70 dollars and I can't even remember what it's for. I know it was for an affiliate program. I thought when did I do that? It could have been from something that I did in my newsletter, but I'm not complaining. (Laughs)

**Ted:** Yeah, I'm sure it's a problem that we all would wish for. Money that's coming in and we can't remember what it's for.

**John:** Yeah!

**Ted:** That definitely sounds like a good problem to have. One thing we are going to is, we're talking about eBooks you can sell them and have

resale rights. It's kind of related to viral marketing. Can you explain a little about viral marketing and what it means to you?

**John:** Well, I suppose we've touched on it. Viral marketing is basically you create a product and want it go viral. You want it to spread like a virus. You would pass your eBook, well at least for me it's eBooks, and you would hope that the people that you've passed it on to will pass on the eBook to other people again. And so on, and so on and so forth. Eventually, in a few months time there could be hundred and hundreds of people selling your eBooks for you. They're doing the work for you. If you mix it with the ability to earn by making things brandable then they're willing to do the work.

Who wouldn't want to sell an eBook and like you said get paid and think where did I get that from?

If you can create money for others, then they're going to help you. If they can help you spread your products that is brilliant.

**Ted:** I think where we're going back to is, is a win-win for everyone. And just help spreading the word out. I don't know if you're familiar with geometric and exponential growth?

**John:** No, sorry.

**Ted:** Well if you have one person they go to two. One person tells two of their friends and those two people tell two of their friends it spreads out. That's kind of one thing I've learned about viral marketing. Especially if you look at gossip, bad news or even good news. Let's say one of your friends just had a baby or something like that and they go and tell everybody, and it's like a relative that's pretty distant. Let's say it's your brother's sister in law's cousin, and they go and try to tell everybody. You're pretty far out of the range. One person tells two people and those two people each tell two other people. And it kind of just spreads.

**John:** That's the same sort of thing that I do with my eBooks. One eBook that I have, if you search on eBay for 'powerseller challenge'. That's my eBook, but the person who finds me maybe did not find me from me selling the eBook. They may find me from someone else selling the eBook. They're still coming to my website, hopefully signing up for my newsletter, buying something from me, joining up for my membership site.

Like you had said if someone has a baby and they tell someone else, tell someone else, tell someone else. For me and eBooks, if someone buys eBooks they might not buy it from me.

**Ted:** That sounds really good just having people buy from either you or someone else. You don't care who they buy it from too much where they're buying it from as long as it has your links. Since you're the one who wrote the eBook, it has your information and your links in there.

- John:** Yeah that's exactly it. Anyone can write an eBook. I don't care what anyone says. Everyone knows something that someone else doesn't know. People are willing to pay for absolutely anything. I couldn't stress that enough. If you think you don't know, you will know. If you don't know you can learn. Or you could use private label material. Are you familiar with private label rights?
- Ted:** Uhh, no. Actually, if you want to you can go and explain a little more about what private label rights are.
- John:** Basically, if you see private label eBooks. What you normally get is you get all the sales copy and you get the source code; not pdf format but the word format. So you can open it up on your computer and you can change it and edit it however you like. Now what I can say is if you're not confident in writing your own eBook you can find some private label material. I've put some links in the resources pages. Find some private label rights, go in there and change snippets here and there. Make it sound like your own, and you can put links here and there. Links back to your offers. You are probably looking at two or three hours of work. And you've got a product ready to go on eBay. You'll have a product that will make money for you for years to come.
- Ted:** So, what you're saying is I could spend two to three hours. If I can't even write anything, I can go and buy private label rights, it's something that someone else has written. I take that and edit it to my style and to my personality or the way I would write. And then I just sell that?
- John:** Yes that's exactly it.
- Ted:** Is that all there is to selling an eBook on eBay.
- John:** Yeah, I'll put my spin on it. Say I like a topic, I'll read through it. I'll just look at some words, change certain phrases. Honestly I'll spend two or three hours, sometimes not even that. I'll go out and put some affiliate links. I'll put it all together, upload it and put it on eBay.
- Ted:** Wow, if you don't even know where to start, or what to write you can use these private label rights. If you're a little more into writing or have a little more passion about something you could go and write an eBook yourself.
- John:** Yeah, I couldn't stress that enough. If you really want to succeed you need to be creating your own eBooks. I can't stress that enough. You can make money selling other people's eBooks, selling brandable links. That's fine. You're better off being the author. You're better off having people link to your sites. If you're the author you're more in control. Like I say, it takes awhile. After a couple of weeks, a couple of months you'll do searches on eBay and see other people selling your books on eBay. There's nothing better than seeing other people selling your eBook. It's a brilliant thing.
- Ted:** How did it feel, for you when you sold your first eBook?



**John:** Well I'll tell you what. My first eBook, I wrote all by me self. It basically explained how to sell eBooks. It taught people how I was doing what I did best, just basically giving people hints and tips on how to sell eBooks on eBay.

I did grant resale rights. I had this idea if I let other people sell this and hopefully I'll make money with affiliate links, through affiliate links, back links to my eBay store and to my website. Within about a month it must have been on eBay over a hundred times.

It's such a good feeling when you have other people. When you see other people selling your eBook on eBay, I can't really describe how good it felt. And now, I mean if you do searches for powerseller challenge, it's still a popular eBook it's over two years old.

**Ted:** Yeah, I think I've seen that a couple of times. I actually wasn't looking for PowerSeller Challenge. It just kind of happened to turn up when I was doing searches for Power Seller or Power Sellers or sellers on eBay.

**John:** The main success with that one is that I let people rebrand it with my affiliate link. If you go to the resources page and you download planetsmsprofits you'll see 90 Day Power Seller Challenge included. If you just look inside you'll see that I've made it as easy as possible. The key is to make it as easy as possible for people to sell your eBook. I've provided all the sales material, I've provided the graphics, eBook covers. It's very important, you've got to try to think, if someone is unsure about what they are doing, you want to show them what to do you want to make it as easy as possible. I even

**John:** provide a little bit of an email. If someone wanted to they could copy and paste the email and let the customer download from my web space. If you make it as easy as you possibly can than there's more chances that people pick up on it and definitely sell it on for you.

**Ted:** Yeah, that definitely sounds really good to having other people help you sell your eBooks. You had said that you had such a great feeling and something that you had created two years ago it's still paying you money. And you're still getting income from it. That's quite incredible. I don't think there's too many things that you can do where you can work a couple of hours and weeks, months, or even years afterwards.

**John:** Well that's the beauty you see. Money is coming in and I honestly don't even know where the money is coming in from. You could sit and make one eBook a week. You could do that. You could physically do that.

If you use free private label material, I'll stick some more links in. I'll put some free links in. There are some free private label sites.

Get hold of some private label materials and if you put your mind to it and do one eBook a week and you sell it. Give it to me and I'll put it in my newsletter as well and let other people download it.

That starts the viral process growing even faster. In my newsletter I have a free eBooks collection section. If you want to give me your eBook, after you create an eBook and if you want to give it to me, I'll put it in me newsletter and other people will download it straight away. I would say you'd probably see it on eBay within hours.

If you can do that once a week, or once a month and just give it a while. Once the viral process has started there's no stopping it. You don't want to stop it and you can't stop it.

**Ted:** Yeah, it's kind of like an analogy of pushing a ball down a mountain. Once you get it off the top, you're pushing really hard to get that book out and it starts speeding up by itself.

**John:** Yeah like a snow ball.

**Ted:** Yeah, like a snow ball. That'd probably be a better analogy.

**John:** The key is to keep making more snowballs.

**Ted:** Yeah, it's like you're making snowballs of cash, and you want to keep making more snowballs of cash. And be at the bottom collecting snowballs of cash or money.

**John:** The key is always to keep producing new products. If you keep producing new products, set yourself a target. One a month is a good target.

Set yourself a target to keep producing new product every week, every month. Just give it a little bit of time. Once it starts and you'll think wow this is great. Keep plugging away, keep plugging away. You'll start to get in payments and think what was that for?

**Ted:** Yeah, definitely! One thing that we had discussed before when I had spoken with you just sitting down was about a database or a list of subscribers. Why do you think it's so important to have a database or list of subscribers?

**John:** There's probably nothing, nothing more important than to build a list of subscribers. And that's why if you look at my download page that I've provided, when you sell an eBook you want to try and capture your customer's email address. Or when someone else sells your eBook you want to try and capture their email address.

Put some links in your eBook that offers free material, and offers free advice. Once you start getting a database of subscribers then you can start to build a relationship with your subscribers.

You can start to build trust. You give them good information, good quality information. Then the key thing, why everyone builds a list is so that you can start to make offers, products, recommendations of products that you use. That's what it is all about really for me.

**Ted:** That relationship is really important. First of all, you have to build a capture name and email page. Then after that you want to build a relationship?

**John:** Yeah, I've got my own newsletter [www.planetsmsnewsletter.com](http://www.planetsmsnewsletter.com) You can go there and see that there. I've been at that for over a year now. I tell you I don't keep anything secret. I tell everybody what I do. How many eBay sellers reveal their eBay id for starters? Anyone can go and look at what I do, id planetsms for starters at. I think that's why I do so well. I really don't keep any secrets. I really have created a lot of eBay powersellers.

**Ted:** Yeah I'm sure if they listen to your advice and they create a product every week or every month. Kind of like what you had said with the snowball effect. Eventually they'll start selling a lot of eBooks and products. I've had a chance to read through some of the newsletters and you have a lot of great content. There's just so much out there, I haven't had a chance to go through all of it. I mean you've got a lot of great content. And I know you do a great job of building the relationship with your subscribers with people who have either purchased from you or who are interested in eBooks. And you have communicated with them regularly.

**John:** Yeah, it's all about building the relationship. Most marketers know that the money is in the list. That's your most important asset probably online. If you can build a database (list) of subscribers. If you can provide good quality information and then when it comes to making an offer, as long as you're making a good quality offer and not offering any old crap. That's when you make serious amounts of money.

**Ted:** Yeah, I am a subscriber of a good number of people. And if I'm reading their information and I think they provide good content. If they've built up a good relationship with me and they say oh I recommend this, this is really good and it's someone that I trust, like and really have faith in what they're recommending. I'd go ahead and purchase it if it's something that I need or am interested in at that particular time.

**John:** Yeah, sure. That's what it's all about. Usually if I offer a product to my subscribers, it'll be a product that will hopefully make them money. I mean I don't just offer any old crap. If I offer a product it's a product that I use or a product that I think will make my subscribers money.

I want my subscribers to make money. If they make money, I make money. That's the perfect combination. If everybody is making money, everybody wins and everybody is happy.

**Ted:** Yeah, it seems you are a big proponent of the win win situation. It's good for you the customer who buys, good for the person who is selling it, and it's good for you as the person who is creating the eBook. Do you have any suggestions for people who are starting out and they don't know how to create a list or establish that relationship with people who are purchasing from them?

**John:** Wait, the first thing you should do when you sell an eBook, even if it's someone else's eBook, you make a download page. On that page you would offer a bunch of free eBooks, some advice, or something else. And that's where you'll put your subscription box or subscription sign up form. You would also, as well as trying to capture their email address you could offer other items like a high priced item, a membership, or a collection of eBooks or you could put adsense on the page.

So not only are you trying to capture their email information. The first thing you obviously want to do is capture their email, but there is another way that you can use eBay to generate the money.

**Ted:** You said there's another way you can generate the money. Are you going to tell us how to do that?

**John:** There's a download page. If you go to the resources page at [planetsmsresources.com](http://planetsmsresources.com). If you click on the first page link, planetsms profits volume one, I'm giving you a free eBook by the way. You'll see I've got a form, a lead capture form there, the first thing that you see there, hopefully you'll see that and think he's going to reveal some secrets and I want to know more about that. And also, I've got a link to my newsletter and I've got some adsense ads in there. So even though you sold an eBook for one or two dollars the chances of making hundreds of dollars off of a sign up or even selling high ticket items is there.

So when you sell an item, you've got to think you're using eBay, not just make all the money on eBay. You're using eBay to generate eBay signups, you're using eBay to generate an affiliate link, offers to your high priced items. See, a lot of people think I'll make money on eBay, I'll make money on eBay. But not all the money is made on eBay, you use eBay to make further money out of eBay.

**Ted:** So, let me see. I want to get a little bit of further clarification on this. So you're saying you're using eBay to help you with your business and you want to do this outside of eBay.

**John:** Yeah, you're still making money on eBay, but I would say that over 50% of my income is not from eBay. What I'm saying is that you could buy an eBook from me and you could sign up for my newsletter.

Now I've got your email address. I hopefully have made you aware that my stuff is good, my offers are good. In the future, when I make an offer, you could buy something from me ten times over, like ten

times in a year. I could make \$500 or more from you just off selling you a 99 cent eBook.

Every time you go to my download page you'll see I've got other products, silly little things, I've just put some adsense ads there. You might get one or two adsense clicks. Even if it's just a couple of dollars. Some people think, alright I'll make \$2 off selling this eBook. If you're going to try and do it like that, you're going to fail. What you need to do is use eBay to get products out there. Get other people selling your products.

Use eBay as a viral tool. Try to think of eBay as the door way to other things.

**Ted:** So you're not just relying solely on eBay. I know some people say I'm an auction seller and I just do eBay and that's it. But what you're saying is you want to have a little bit more of an open mind. You have eBay, and you also have web pages and other things that you've put together. eBay is just one component or one part of the whole system.

**John:** Yeah definitely, yeah. Nine times out of ten I'll start with eBay. If you create an eBook and you grant resale rights. You'll start by selling it on eBay. This will create the viral process. Like what I'd do with affiliate links. It all starts with eBay. That's what you've got to think. A lot of people just think, oh I'm not making any money on eBay. This is not happening for me. You've got to think not all the money is made on eBay. If you can just cover your fees, if you can start off and just cover your fees and you start making money just slowly and surely. Like I said like the snowball it's all taking effect, in time you just can't stop it. Then you'll think all this started because I sold this eBook on eBay.

**Ted:** Yeah, I mean that definitely sounds really good. You are using eBay as a tool to help start you out. And you just continue to grow. Like we had talked about previously you had spoken about creating that relationship, database and list of subscribers. One question that I had going back to that a little bit. A lot of people that I know, they sell on eBay, and then after they sell and they don't ever do anything. A lot of times, I've bought stuff on eBay and I don't ever hear back from those people who have sold to me. Can you talk a little about that?

**John:** That's going back to, if you can sell a product. If you buy a product from me, the number one thing I want you to do is subscribe to my newsletter. Then I can keep communicating with you and keep offering you stuff, items. Keep offering you my advice. So the number one thing is getting subscribers to my newsletter, you can put a little card in with whatever you sell and offer other services.

If you get a business card with something you buy, you might check it out. You might go to the website and have a look, oh I'll sign up for his newsletter and see what he has to offer.

Just those tiny things like that add up and have a massive effect later on in the future.

**Ted:** Yeah, so it's kind of like the small little things that add up to a big whole thing. You said you had a couple of links to a couple of affiliates, and you also had a link to your newsletter. And below that on the example you were giving us, I think it was off the planetsmsresources.com page has some adsense ads. So, even if people didn't want to sign up for say the newsletter for whatever reason, they may still be interested in the adsense ads and you can still get a little bit of money from that or from people signing up for your newsletter ad.

**John:** Even if you make 50 cents off of an ad sense ad. It all adds up. It's all about those little, little revenues here and these little revenues there. It's all these little piles that add up to one big pile. There's many, many ways. If you look at that page I've got the download for the eBook and you'll see with the eBook I've included three of my other eBooks as bonus items. That's four eBooks you've got from me. You can split them up, you can brand a couple of them and sell them on. So you're going to make money there.

Then, secondly I've got the subscriber box. There you can get my eBay powerseller secrets. You might think, oh I wonder what that is? I'll sign up for that.

Then I've got my learn to create a profitable eBook offer that's another site that I've got.

And finally I've got my newsletter. If you go to my newsletter and you like what you read; hopefully you're going to sign up for that.

I'm going to try and capture your email address three times. And hopefully, I'll get it at least once. If you can capture an email address, it's worth the 99 cents that you just sold your eBook or for two dollars or whatever.

**Ted:** You're not that concerned about how much you are making on the eBook, I mean you can make some money and that's good if you do, even if you don't make much money that's not your primary concern. Is that correct?

**John:** Yeah, if you can sell say, a hundred eBooks a month, if you can make \$10 or \$20 a month or even break even. As long as you're putting these little things in action, these little methods given time, if you're breaking even with your fees; you could be seeing \$100 a month in affiliate commissions, \$100 in adsense, and you could see your list grow by 70 people. And then all the time you see it building and building and building. It comes to a point where your fees don't even become a concern. You know with all these things that come in place your fees are covered by other ways of marketing.

- Ted:** So the eBay fees, you might even break even through the overall cost of the book.
- John:** Sometimes you might break even. You might put up 10 eBooks and only sell 3 or 4. You might think I haven't made any money. If you put these things into place, these little things into your eBook. Make sure you sell your own eBooks, put your own links in, your download page has your subscriber offers. In time your fees aren't a concern. One affiliate program could cover your fees. As an example I use my digital dispatch which delivers eBooks. I don't know if you've heard of that.
- Ted:** Yeah, I've heard a little bit about that. But maybe you want to discuss that a little more for people who don't know what it is or who haven't heard about it.
- John:** Yeah, basically it's a delivery software program it will deliver your eBooks for you instantly. So, if you buy an eBook from me on eBay, as soon as you hit pay in paypal, you will receive an email sent by mydigitaldispatch. It will have a message saying thank you for buy my eBook, blah, blah blah. But the beauty of it is that at the end of the email it says powered by MyDigitalDispatch.
- And that is an affiliate link. If someone clicks on that link and buys MyDigitalDispatch, they're obviously impressed and go wow that was fast. If they're interested in selling eBooks and they buy that, it's a one off payment I believe of \$67. Which there's no monthly fees or nothing. You get a commission, or I get a commission of \$23.75. Just doing that alone usually covers my eBay fees every month. That's just off one affiliate program. If you can think, I can get at least 10 sales a month through that. Then my eBay fees are covered. Then you don't have to think I'm losing money here and losing money there. I'm still putting those little things in place here and there. Like you said before a snowball.
- Ted:** Yeah definitely that's really good. Actually you're using what you provide. You're sending the email to them and attached to that, people who are interested, I got this email and oh I wonder how I got this email and how it was delivered to me. You've got people who are interested both in your eBook and you get information sent out to them. You can make money form the eBook, but also the delivery mechanism and probably an assortment of other affiliate programs or other things you can suggest or recommend to people.
- John:** The first time I saw digital dispatch, I clicked on the link and bought it. I made somebody \$23.75. It's just little things, you could be selling an eBook on weight loss. Send people to your download page and try to capture the name and email address. You could put in offer to Amazon to weight loss books. You know that they're interested in weight loss because they're buying an eBook from you. You could put in an offer for a clickbank eBook, a high priced eBook or your own high priced item. You've got adsense ads to show weight loss ads. Just little things like that. You can earn money a little bit here, a little bit there.

**Ted:** Yeah, it's probably something that we don't really think about. Some people might go, oh I'm making \$10 from this one particular affiliate program. If you go and put up 10 or 20 of those they kind of all add up together. So if you had 20 of those that's \$200 a month or week or whatever. For some people an extra two, three hundred dollars for just a little bit of work it is totally worth it.

**John:** Yeah of course it is! If you can cover your fees, and then you could earn your fees from one affiliate program. Just for an example MyDigitalDispatch. If you covered your fees, Let's say listed 200 listings that month. And your fees appeared regardless if you didn't sell one.

Then you can think, hold on, I've earned money from that program, now I can see money come in from another program. I'm starting to see money come in from adsense revenue. I've gotten 70 sign ups to my newsletter as well. And you've got to remember at the same time as well that other people are selling your eBooks as well. It's not just the eBooks that you're selling. Other people are selling eBooks as well.

It's all about just keep creating products and multiplying everything you're doing. And it gets bigger and bigger and bigger.

I could probably stop what I am doing tomorrow and still see money coming in a year's time from some of the links in my eBooks. People are constantly, constantly selling my eBooks.

**Ted:** That's pretty cool if you can step away for a couple of weeks. I know that I had spoken to you a couple weeks ago, and you had just went on vacation recently. If you had been working at a 9 to 5 job you'd have to take a vacation and stop making money. But in your particular case, did you still have money coming in while you were gone?

**John:** Yeah, I mean I ran my auctions as normal. I had a friend help me with support, but apart from my support everything ran on autopilot. That's the beauty as well you see. You're not tied down to go to the post office, you're not tied to getting the envelopes, you're not having to go to the store. It just runs on autopilot. The only thing you have to do is answer emails from customers. I probably spend about an hour a day tops, to answer all my emails and I get quite a lot. If you're starting out you're looking at 5 minutes a day or 10 minutes a day.

The more time you spend a day the more money you're obviously making. Even if you have a regular job and you just want to try, like I said before just get a couple of private label rights eBooks, convert them, put affiliate links in, stick them on eBay. If you go to [www.planetsmsnewsletter.com](http://www.planetsmsnewsletter.com) I can show you how to automate things, what to do, what not to do. Have a go and see what happens. Slowly but surely you'll start to see a few cents here a few cents there. Oh that's a \$10 payment here and that's a \$20 payment there. Slowly but surely, it starts to climb, build up and build up like we talked about before, it starts to snow ball. And as long as you keep producing



eBooks. I mean like I said before one a month, that's 12 eBooks a year. That's easily done.

**Ted:** Yeah, that definitely sounds really good. I want to go get started and write an eBook now just listening to you. One thing I want to go get back to when we get into this copywriting. Some people might not know what that is. Could you explain a little about what is copywriting?

**John:** **To me, copywriting is your sales page. Obviously when people look at** your listing that's what they're looking at, your sales page. I wouldn't say that I'm the world's best copywriter. What I do, do I've got a friend who designs the graphics and I'd like to give him a little plug. His name is David and if you go to [www.planetdivinity.co.uk](http://www.planetdivinity.co.uk) and you can have a look at his work. He's absolutely fantastic. The first thing that you need to be looking at is your graphics; you need to have an eBook cover. It's essential. A nice quality cover, just to make the eBook look nice; people do judge an eBook by it's cover. The first thing you look at in an auction is the eBook cover.

It's also nice to have a nice auction template. If you look at David's site he can supply you with a nice auction template, if that's what you want. Apart from that, all I can say is don't lie in your auctions. Don't make false promises. Don't say something and do x, don't say you'll lose 20 pounds in a day if you're selling a weight loss eBook. Tell the truth and state the benefits of buying your product. Have a look on eBay, the good thing about eBay is that you can watch and see how other people operate. You can pick up tips here and there. Everybody is out in the open on eBay. That's one thing that some people don't like. If you just watch what other people do, you can pick tips up and you'll be fine.

**Ted:** I think that one thing that is really good about eBay, as far as from a buyer's perspective you can check out and see who really is a good seller and monitor that. As well as from a seller's stand point you can kind of spy on the competition pretty easily. You don't want to obviously go and copy and plagiarize what they have, but you can go and see how they have things setup and model a little about that.

**John:** Yeah, I would never say copy someone. I would never ever say copy someone. But you can learn from other people. That's different you're not copying. If you look on my eBay account I've probably study 20 eBay sellers. You've got a my favorites section in eBay. They're not my favorites, they're my competition. You can use eBay to keep an eye on your competition as well. I like to watch what other people are doing. But I would never say I've copied anyone. I would never advise that. If you go and copy people you could get into serious trouble. Don't copy other people, but learn from other people.

**Ted:** Yeah, actually that's a really good tip. You can add your competition to your favorites and see what they're doing. And kind of monitor them and when they have an update you don't have to be sitting there monitoring them staring at them all the time. You get email updates whenever they do something, or make changes to things.

**John:** Yeah, I think you get an update once a week for a seller. And you say, Oh, he's doing that this week. Like I said I wouldn't say copy. It's the same kind of thing, if you sign up for a marketer's newsletter. I'm signed up for a load of newsletters. I don't copy anyone. I just watch what other people are doing. You learn how people do things. Sometimes you can learn more by watching someone sell a product than actually buying the product they are selling.

**Ted:** Yeah, that's definitely a very good tip. Just watching what people do. Sometimes I go out and buy something from the competition and see how they handle the whole process and study they're doing. Maybe they're doing something different that you didn't think about, or maybe they're doing something that you didn't think about and didn't know about. Maybe they're doing something that's a little bit better that you can implement in your business.

**John:** Yeah, I've spent a lot of money in the past. I like to see how people do things. Most people do things differently. What makes me different from a lot of eBay people is that I reveal my id. You will see probably 99% of anyone telling you how to make money on eBay don't reveal their id. You can come to your own conclusion as to why they don't reveal their id. I can understand why they want to keep it a secret, like the reason we talked about before people watching you and watching what you do. I think a little bit part of my success is that I like to share. If I learn something I like to share it.

**Ted:** Yeah I think, getting to know you. You are pretty plain to the world, you're pretty transparent overall I think.

**John:** I like to tell it like it is. It's up to you if you want to do what I say or listen to what I say or pick up on what I say. A lot of people will not bother. They won't create their own products. But all I'm saying is all you've got to lose is time. You don't have to spend money. You can do it all for free. And you can even give me your eBook and I'll put it in my newsletter. I'll start the viral process for you. Just give it a chance. All you've got to do is give it a bit of your time. You don't have to spend thousands of dollars in software. You can get started for absolutely zero cost.

**Ted:** So, pretty much if you've got a couple of hours, and you can sit down and write an eBook. If you put in some sweat or if you're using a pen and paper your hand might get tired. If you do that you can get started and get on the way to making some money.

**John:** Yeah feel free to go to my newsletter. It's at [www.planetsmsnewsletter.com](http://www.planetsmsnewsletter.com) If you want to contact me, feel free to contact me. If you've got an eBook that you've granted resale rights to and you want people to start looking at it. Send it to me, and I'll put it in my newsletter; it's as simple as that. I'll help you get started selling eBooks. If you need help I'll help you. It's as simple as that.

**Ted:** Yeah, that definitely sounds like an awesome offer. I'm sure there will be a lot of people taking you up on that offer. One question that I have is, I see that you are selling a lot of stuff on marketing and selling on eBay. Does this work for people who are outside of that kind of niche or area?

**John:** Yeah, you can pick any subject. Let's say fishing. You can write an eBook about fishing. And put it on eBay. There's hundreds of people interested in fishing. And if you put in the right links that point back to your eBay store, or you might sell rods, you might sell fishing reels. You can make money by giving the eBook free to people for making a purchase. You get them to come back to your eBay store or click on an affiliate link where you might recommend a rod or a reel. And you can get a commission. That's just straight off the top of my head. I don't know anything about fishing. But you could probably do that with any subject.

**Ted:** That sounds definitely really good. I'm sure you can find websites that are selling fishing rods or tackle. I'm not that into fishing as well either. I probably can't speak very intelligently about fishing either. But I'm sure that there are a lot of websites and other people online and even offline that you could recommend or put in about fishing in your eBook.

**John:** Yeah, sure everybody's got a hobby or interest. No matter what your interest, you can go on the internet do a little bit of research and create a product. Just sit and type. Just open word or whatever program that you use and just type a little about what you know. You'll be surprised, you'll just start building it and building it. Before you know it you'll have ten thousand words that you wrote. If you have a hobby someone else has got to share that hobby with you. It's guaranteed. No matter what it is. Like I said just give it a try. If you don't want to do it you can get a private label product. It's all about coming from you. If it's 100% from you that's writing it. It's gonna be better if you write it.

For me it doesn't matter what the topic will be, there's still a potential to make money. If it doesn't work out, you've lost a few hours of your time. You haven't invested a fortune and at least you gave it a go. If you gave it a go and it didn't work you just move on to the next eBook.

I've created a few failures as well. None of the eBooks that I sell make maximum amount of money. A dollar a week or whatever. It doesn't matter. You say right and move on. And keep repeating it. You will make winners as well as losers.

**Ted:** Yeah I mean I think that's one good thing to keep in mind. You just kept going. You write an eBook, it might be home run that you hit out of the park or a slam dunk or something like that. You don't necessarily need a slam dunk or a home run every time. You just need to keep moving forward. Each time you do it you probably get a little bit better.

**John:** Yeah sure. Would you invest two hours of your time to make a dollar a week? I mean even a badly written eBook or a flop would probably make you at least a dollar a week somewhere along the line. Would you say that's worth it? I would say so.

**Ted:** How long could that dollar a week last?

**John:** That could last for two years, three years, who knows. I don't know how long that would last. I know for me I've got eBooks that are two years old that are still making me money.

Even if it was a dollar or two a week, that two hours of work will make you a hundred dollars in two years. If you're multiplying that every week, I'm just giving you an example off the top of my head. A dollar is a very, very low estimate. If you can keep adding to that, \$1 becomes \$2 the next week, then \$3 the next week, then \$4 the next week. It's only a matter of time before you'll see not \$1, but \$10, then \$100. It's all about keep building. If you write an eBook and it flops so what, just move on and do another one.

**Ted:** Yeah that's definitely very good advice. Just keep working and keep moving forward. As you shared with us, it's not too difficult as long as you're willing to put in the time and energy in there and keep making progress and moving forward. And actually getting into action. That's another key point.

**John:** Yeah, we've all heard that.

**Ted:** You're not going to have anything come out without action.

**John:** Yeah, I suppose everyone has heard it before. I've gone to the warrior forum and people have gone there for advice and asking what I've got to do. Nine times out of ten it's stick at it or take action. Getting started is usually the hardest thing. Once you get started, you'll see it's not that hard. A lot of people think I can't write an eBook, I can't do this. You'll not know until you give it a try. If you need any advice, or help just email me. I'll help.

**Ted:** Yeah, that is a really awesome offer. I'm sure there will be a lot of people asking and taking you up on that offer. We really appreciate that. One thing that I want to go back to, you talk about a lot of different niches and subjects out there. So why do you think market research and testing are so important?

**John:** To tell you the truth, testing is not something that I do a lot of. My testing of a product is if it sells it's a winner, if it doesn't then I've lost a few hours of my time. I know I should, I'm not one of these people that test, test, test. What I might do is I might look at my auction and see how many hits I'm getting. That's probably the only thing that I test, if I'm not getting as many hits as I like I'll change the title. I'm not a big tester like that, I know I should be but I'm not.

- Ted:** Maybe that's something that we can all go into. So do you much market research then?
- John:** No, not really. I'm a visitor of forums; I visit a lot of forums. And you can usually spot some there. If you see someone there, you can usually see what types of questions and people's needs are. My real niche really is eBay and eBooks. So, most of my products are related to eBay. I don't really do much research. If I learn something new I'll share it, usually in my newsletter or I'll write a new eBook. I mean I'm still learning. I learn everyday. I learn from other people as well. I don't know everything and wouldn't claim to know everything. If I learn something, I'll generally pass it on in a few days in the form of an eBook or through my newsletter.
- Ted:** Yeah, I think that definitely, something that is really good is that you continue to learn every day. And you're open. I can't remember where it comes from, but the saying is when someone thinks they know everything that's the beginning of their downfall. It's because they become arrogant, and they think they don't need to learn anything else. They've learned it all. There's always more to learn and things change as well. That's one very important to keep in mind the world is constantly growing, changing and evolving. Something that might be working today might not work tomorrow. For example eBay just recently updated some store fees. I have been reading about it. People are up in arms about it, they're saying oh eBay is charging me so much to list items in my store.
- John:** I remember that was last month, but it didn't really affect me too much because most of my store products are low priced. Didn't they put the prices up to 10% of the final value? I could be wrong. Obviously if you're selling an eBook for \$2 or \$3 it's not hitting you hard. When you talk about things changing, people are always looking for information. That's all an eBook is, it's a source of information. In ten years time I dear say that eBooks will be more popular. The first thing that you do when you go on the internet is you look for information. If you go to google you're looking for information. EBooks provide that in a nice little package.
- Ted:** Yeah, I that's one thing that google is adamant about. They want good content and good information for people who are using their services. EBooks actually do a good job of that, to provide the information and show solutions to people's problems.
- John:** That's exactly it. Most popular eBooks will show solutions to a problem or a way to make money. They're usually for me those are the most popular topics. It's information that you're providing information to someone. If you do it right. Like I said everyone has a specialized knowledge on something. Everyone has something that someone else is willing to pay for to learn.
- Ted:** Yeah, if I have a certain problem I'm going to try to figure out or find a solution. I'll go to google to find information. Or I might buy an eBook to solve that particular problem. Say I have a whole bunch of weeds in

my backyard. Which actually I do have some and I'm trying to get rid of them. So I might go and look for an eBook from someone who has experience on how to do that. They might have some better ways of doing that than me just going and trying to figure that out on my own spending 6 or 10 hours trying to get rid of weeds. Someone might have developed a method that they've done and has worked for them to get rid of weeds.

**John:** That's exactly it. That's exactly it. Everybody knows something that someone else wants to know. And if you want to know the way around your garden, Someone else can show you how to do it without having your weeds come back. That's got to be worth \$5. I'll pay that. When you buy that eBook they might say, alright you'll need this sort of weed killer. You've can go here to buy it and you then provide an affiliate link. Then they go there to buy it. You've made an affiliate commission. These little things like this. All these things add up. Then you might say to yourself I want to know how to look after my garden, I'll sign up for his newsletter. Just little things, if he's got your email address he's got you for life. He could be making you an offer a year or two down the road all because you bought an eBook from him off eBay.

**Ted:** Yeah, one thing I kind of just realized in just talking about that. A lot of times the information in those eBooks is saving your time. And time is the important thing for our life. So if you're getting information that saves you time you're actually buying back your life or buying back time for your life; so you can go do your other things that maybe you enjoy more. Or achieve more. Solve your problem a little bit quicker than if you had to go and do it yourself because you're getting someone else's experience and perspective on things.

**John:** Yeah, if you maybe spend an hour looking for information on the internet that you could get instantly through buying an eBook. Like you said. Someone's personal touch is sometimes better than going to a store and finding a well publicized book. They might have the little tricks and not everyone will know. If there's a choice of going on google for three or four hours or paying \$3, \$4, or \$5, a lot of people will just say I'll just pay the money and I'll have the information instantly.

**Ted:** Yeah, I know I've spent hours looking online for something. And sometimes I can't even find the information and end up buying the eBook anyways. I was like, oh man if I had just done this in the first place; I could have saved those two or three hours, gotten the information, figured what I needed and moved on. And that could have just saved two to three hours of my time in my life.

**John:** A little tip here, if you're looking for something take a look at eBay for whatever you want to find out. There'll probably be an eBook on the very topic that you're looking for. It might go for a couple of dollars and instant. Instead of like you said looking through google or various search engines or the various sites or forums. You'll be surprised eBay is so massive there's so many topics.

- Ted:** Yeah I think there's millions and millions of users. And I just read recently that they just went over their 200<sup>th</sup> million person this year. I don't remember the exact date. That's quite a number of people that are buying and selling things on eBay.
- John:** Yeah, oh yeah. Definitely. There's room for everyone. There's that many people. A lot of people see it as there's too many eBooks selling on eBay. For me there aren't enough people selling eBooks on eBay. I want more people selling eBooks, I want people to sell my eBooks. Let's go back to brandable eBooks. If there were ten times more people selling eBooks. I'd be making ten times more. So to me there's always room. If you're creating eBooks, the people who struggle are the people who pick up an eBook and try to sell it and that's it. If you do that you'll probably fail. If you try to think of the bigger picture, and think of putting affiliate links in eBooks, trying to get in capture name and addresses, think of your download pages. Just go to your office, sit down and think. I don't have to make all of my money on eBay. One month you might break even with your fees, the next you might make a bit more. Try and not to think I didn't make all my money this month. I'm not going to sell eBooks anymore. You've got to look at the bigger picture. You've got to create your own eBooks. I've always stressed that from day one. People who create their own eBooks will eventually succeed.
- Ted:** Yeah just have to keep at it. Keep working at it and write eBooks. One thing I wanted to go back to. I know a lot of people say I want to try this out and have it as a hobby. What is the distinction for you as an eBay business and an eBay hobby?
- John:** A hobby, I would say that 99% of business sellers would start off as hobbies. You can turn your hobby into a business. That's how it started for me. I started it as a hobby and eventually I was doing so well I gave up my job and went full time. A lot of people can start as a hobby and who knows how far you can go. If you can create an eBook or write an eBook a month just as a hobby. You can sit for two hours a week. Anyone can spare two hours per week. If you can sit and make it a hobby at first, especially if you enjoy doing it, and then turn it slowly but surely turn it into a business. There's nothing better to get paid for your hobby as a business. I hope that answers your question.
- Ted:** So getting paid to do what you love. I want to get this distinction. Some people say, "Oh I want to get rich on eBay." But they think of it as a hobby, but they don't necessarily put in the hours or the work that they need to; so that's kind of what I meant. So I don't know if you had a little more distinction for you when you were going from an eBay as a hobby, and how is it different for you now as you are treating it as a business.
- John:** I put more time into other things. I'm not just on eBay. I mean I spend 90% of my time on eBay, I try to learn about other things. I try to make some income from adsense. I don't make a fortune from adsense. Or I turn where I'm not just focused solely on eBay. But I

don't have a job to go to so I can look at other things. I can start making money online. For me everything still always starts with eBay. If you want to start as a hobby, for me if you're working a job at the moment, start as a hobby and see how things go. All you've got to loose is some time. That's the beauty of eBooks. You might have a few dollars in savings, but all you've got to lose is time.

**Ted:** I'm sure that's something that everyone of us has is some time. If we're looking to make some extra money or even make enough money to quit our job, like our 9 to 5 job or whatever, then a couple hours a week I'm sure we'd be able to find that. Or even a couple of hours over two or three weeks to put together an eBook is something that we'd all be able to do if it's something that you really want to do.

**John:** It's all about how much you want it. If you want to learn and how to make money you will. For me I've always had a fascination with trying to make money. You just learn. Trying to learn as much as you can. For me, the best thing I can say to you is try to create one eBook and see what happens. Then take it from there, if you see a few cents coming in it's working. Repeat what you're just doing with another topic or another subject and then a few cents might turn into a few dollars. Hopefully, you're enjoying what you're doing as well. That's what can starting off as a hobby and can turn into a full time online business.

**Ted:** I can see that. As we had talked about previously was that snow ball effect. That was just putting a little bit in. You start off with a small amount of snow and pack it in and then roll a little bit and do a little more. Keep putting it out there and you start getting a little bit bigger and bigger snow ball.

**John:** The one thing I say is rinse and repeat. I've heard that from other people as well. If you see something that just worked for you, repeat what you've just done. And you double your money, and the next time. It's all about keep producing new products. Keep building new products. That's probably the keyword. Keep building your business or keep building your hobby and turn it into a business.

**John:** I'm always trying to get create something new. Whether it be a quick report or an eBook. I'm always looking at what can I do to build my business?

**Ted:** I think that's a very important question that you said. What am I doing to build my business? To me that's a very powerful question. It distinguishes someone, if they just had eBay as a hobby the probably would not ask that question. Versus someone like you, someone who's been doing it for awhile, you look at things [differently]. Everyday and ask yourself, "What am I doing to build my business?" Just moving yourself forward.

**John:** Yeah, you're always trying to do one little tiny little thing. It could be even changing the title of an auction and putting in an affiliate link in here or there. Just little tiny changes here or there. It's about building.



Tomorrow I might write an article, for the article directories. Just little tiny things that can bring in either affiliate commissions, a newsletter signup or extra visitor to me website. If I can get an extra 10 visitors to my website tomorrow for a couple of minutes of work I'll do it. It's about little things that you've got to think about. What can I do to build or grow my business? Or grow my hobby that will one day turn into a business.

**Ted:** I think that's very good advice. A lot of people don't even think about it or it doesn't occur to them. You had touched upon the My Digital Dispatch. I wanted to ask you about the advantages of using tools in your eBay business.

**John:** There's MyDigitalDispatch for eBook delivery. For eBay there's Turbo Lister that's a free download from eBay. If you just type Turbo Lister into eBay help you should be able to find it. That basically enables you to list hundreds of items in eBay for free. You just create your listings, save it into Turbo Lister and it'll store it on your PC. I could list a hundred items in 5 minutes. Obviously that will be a bit of money as well, that's an excellent tool. I also use Seller Manager Pro, that's a subscription based tool from eBay. I think it's around \$20 per month, but you get your first month free. But what it does is automate a lot of the aspects of your business. It will automate to automatically leave feedback when you receive a feedback comment from someone. It can also send out reminders if someone fails to pay you. You can set it for the number of days; I think mine is set for five days. If you buy an eBook and don't pay for five days it'll send you a reminder email. It also sends feedback reminders. There's a lot of tools. Have a look and see. You'll be able to see what's selling and what's not selling. I would well recommend Seller Manager Pro, probably not in the early days. If you start to list a lot of items, Turbo Lister and Seller Manager Pro and MyDigitalDispatch are the three main tools that I use.

**Ted:** I want to highlight you said they are tools that help you automate your business. That's one thing to keep in mind. With computers and information technology and all the things we have in place now. You can actually automate a lot of the things you do. You said you had to list one hundred items on eBay. I don't know how long do you think that would take you manually?

**John:** It would take you hours and hours. I've talked you through the process. You could buy an eBook off me on eBay. Click on "Buy It Now". Go to pay nine times out of ten pay with paypal. Click on pay, digital dispatch will kick in. Send an email out with the download link, with the mydd affiliate link, like I taught about before. Straight away you have a chance to earn money. Then you can leave a feedback. And if you do, tell them I'll automatically leave a feedback for you. So you leave me positive feedback and in return I'll leave you positive feedback. If you don't leave feedback it will remind you after a few weeks to leave feedback. And the same as if you didn't pay. It would remind you, blah blah you haven't paid for this item can you please pay. Nine times out of ten, someone will buy the eBook, hit buy it now, hit pay, get the eBook delivered, and think that's brilliant I like

that, leave me positive feedback, and they'll get positive feedback. And all that is done fully, on autopilot.

**Ted:** Yeah, so you don't have to remember to follow up with them on payment, follow up with them for feedback this kind of just builds into there for them.

**John:** It's all done for me. I'll just sit back. Like I said before, all I've got to do is, do my support. I'll get people asking me. How do I download me eBook? You get the odd bits of basic questions, I haven't received me eBook. How do I do this? Or how do I do that? Apart from that everything else is fully automated. I spend more time probably helping people with their eBooks or selling advice, than I would actually running my eBay business.

**Ted:** So you spend more time doing the support than running your eBay business. Wow that's pretty incredible.

**John:** I like to help people. If I can make someone money, the chances are that they'll make me money. That's the truth, I'm not going to try and lie and say I'm going to help with whatever you want to do. If I make you a lot of money, you're going to trust me. Somewhere along the line, I'll hopefully make money from you. I'll strike up a friendship with you. Maybe even a joint venture or other things like that. If I make you money, you're going to say oh, well I like this guy. And in return, hopefully one day help me, that's what it's all about for me.

**Ted:** Yeah, I think this is really good. If you can say I'll help you, you help me back. It's something that is pretty natural for someone doing a favor, and the other person returning that favor. I don't know if you're familiar with the term The Law of Reciprocity?

**John:** No, I'm sorry.

**Ted:** It's kind of the idea of, I help you, you help me. Or I scratch your back you scratch my back, kind of thing.

**John:** alright, yeah.

**Ted:** So if you help someone out. At some future point they'll want to repay you back. I don't know if it's something from the human subconscious or whatever. Let's say you go out to eat with some friends and they pay for dinner. You want to treat them back so you're kind of even.

**John:** Yeah, if I give someone a piece of advice and they use that advice and they make \$20 or \$30. Then they'll use an affiliate link and they say wow that just worked! I've done that because John told us. He advised us. If that makes you money, you're going to say that's brilliant. I don't mind, you don't have to repay me. I personally Like helping people. Somewhere along the line, like you said the subconscious thing, oh he's got a new eBook and he want's people to sell and brand. Oh yeah I'll do that for him because it's going to make me money anyways. Not just make me money, it's going to make the person

selling the eBook money, it strengthens the friendship, strengthens the relationship. I mean a lot of people will say if you get to know people; get to know people with a massive list and you help them. You can do a joint venture. It's brilliant you know.

For me, if I can help someone make money or just do something that works. Hopefully one day that will help me back. That's the best way that I can say it.

**Ted:** That sounds really good to help people back. I know that you have that kind of mindset. You're looking for a win-win situation for all the people. I wanted to ask you why it's important to manage your feedback. I think we had touched upon that a little bit when you were discussing the automated tools that you had. Could you bring us little deeper into that?

**John:** Are you talking about looking after your feedback? Keeping it positive, things like that? Yeah?

**Ted:** Yeah.

**John:** On, eBay, for me personally, there's nothing more important than keeping your feedback positive. If you're going to buy something from me, the chances are you're going to look at my feedback. I've got to stress this, there's nothing more important than looking after your feedback. You must, must always be polite. You'll get an angry customer or something like that. Don't retaliate. Just keep things nice and polite. I get an irate email from someone who doesn't like the product that they've bought. There's nothing you can do. The thing you've got to try and do is keep things pleasant. Because you don't want negative feedback; I mean everybody gets negative feedback they don't deserve, but you've got to try to keep it as positive as possible. Be transaction friendly, help people out as much as possible. I always offer a refund. If someone asks me for a refund, I'm not asking why. Here's your money back. I'd rather refund someone than get a negative feedback. I can't stress this enough. You must look after your feedback. If you start getting bad feedback or a lot of negative comments you will suffer.

**Ted:** Yeah, I think that's really important, you said you've got to monitor that. Be open, and following up with people and make sure that you have good relationships with them and have positive feedback with them. I think the way eBay has set it up, is a good way of how you would want to run your business as well. You want to have good feedback from your customers as well. Not necessarily speaking about eBay feedback, but good customer satisfaction, and you want the people who buy from you to be satisfied and happy.

**John:** Yeah, of course. EBay runs off of feedback. If you've got a lot of good feedback you're going to do okay. I like to think, I've got a couple of negatives. I've got 11,000 positive comments. That's 99.8% to me that's fine you know. You've just got to think, don't upset anyone. It's hard to explain. And, if I've got someone who is angry, I just try to be

polite. Find out what the problem is and if push comes to shove, I say listen if I can't help you I'll just refund you. I rather refund someone a couple of dollars or whatever instead of getting a negative comment.

And you sometimes find, what happens is the comment that you get from that person left is absolutely fantastic. In where you might have been in a situation where you could have gotten a negative and because you've been polite and helped and didn't retaliate. Since you didn't retaliate you'll find in fact that your comments are actually better.

**Ted:** That's actually a good tip that I haven't heard was if someone tries to threaten you, be polite, keep it civil and try to put in feedback for them that keeps things going. Hopefully, people can see that the way you treat your customers is apparent to either past purchasers or people who are looking to buy from in the future.

**John:** Nine times out of ten, or 99 out of 100. Most of my negative comments have been from someone who is new to eBay. They might not have understood the delivery process. Nine times out of ten it's about I haven't received the eBook or it hasn't been delivered. Sometimes it'll be because it was caught by the spam filter or it's gone to the wrong email address. They paid with paypal and have a different paypal address that they paid with than their eBay email address. It's so frustrating when someone will not contact you to try to resolve it and leave a negative feedback. There's not really a lot you can do. If you can keep your feedback at 99.5, .6, .7, .8, .9%. If you're doing that, most people will see that wasn't deserved. And like I say if your feedback is 99 +% or high you'll have no problems. Just remember never ever retaliate. It's hard to do sometimes. Sometimes you might get a really rude customer, or someone threatening feedback and you want to go mad. Just go for a walk for twenty minutes and come back. Believe me, if you can stop the negatives it's worth it. Once you've got a negative, you can do a mutual remove which you can. It's still on your record. You've got to do everything you can, just trying to think 'protecting my feedback'. If you can do that you'll go far.

**Ted:** Yeah, I think that's really good. It's kind of like your reputation is visible to everyone. You want to keep that as good and as clean as you can.

**John:** Your feedback is your reputation. That's probably why I do so well now. I have a very high feedback score. When I started I had to start at 0 just like everybody else. In the early days I really had to watch out and be very, very careful. If I got 10 negative feedbacks today it probably wouldn't hurt, but this is why you've got to have to be very careful in the early days. You want to get at least 500 feedback or 1000 with one or two negatives you're probably fine. The key is to always think, I don't want to risk a negative feedback. You get into a situation where you think oh no. But if you do things and be polite, nine times out of ten politeness shines through. That will be okay.

**Ted:** That's very good advice. A couple of questions as we near the end of the call, there are a couple of questions that I like to run through with our guests who I have on the line with me. What is the single biggest mistake that you think is made by eBay sellers?

**John:** EBook sellers? Or eBay sellers?

**Ted:** What is the single biggest mistake that you think is made by eBay sellers?

**John:** Not looking after your feedback. You've got to be honest. Another thing about feedback is relying on your listings. You've got to be honest. Going away from eBooks. If you're selling mobile phones and say it's in brand new condition when really it's not. That's an easy mistake that people make, you've got to be honest. Be honest and polite. A lot of people, if you get off to a bad start and get a few negatives before you get many positives. A lot of sellers don't respect the feedback when they get started. They realize later in their eBay career you could say, I wish I would have done things different when I had started. I wish I hadn't gotten those five or ten negative comments when I had started. I'm struggling now to sell stuff.

You've got to look after your feedback. I can't stress how important that is.

**Ted:** I think that's highlighting back to what we've been talking about the last couple of minutes. Kind of to transition, what would you say is your insider secrets to selling on eBay. I know you've been selling a lot on eBooks and that's where you're primarily focused now. What would you say are some of your insider's secrets now that you've learned while doing this.

**John:** I would say my insider's secrets is that I don't have any secrets. Honestly, I tell everything that I know.

**Ted:** Just being transparent and readily available for people to see. eBay has it setup so that people can check your feedback, and you're pretty much you're out there and people can see the effort that you make and how you treat your customers. How you support your customers. Just looking at the feedback that you have, it's like 98% or 99%.

**John:** yeah, 99%.

**Ted:** Yeah, out of 10,000 close to 11,000 some sales. That's incredible. I can't imagine if you met that many people and they'd think positively of you. A very small percentage of the people have anything negative to say. I think that's incredible.

**John:** Thanks for that. Some of the negatives I wouldn't say I deserve, but that's another story, anyways. Honestly, I think if you can learn something and help people with what you've learned. Why not share it, if you discover a way to make money, no matter what online. If you find out a way to make \$50 a week online, you could probably make

\$5,000 by telling people how to make money \$50 a week. Does that make sense? You can make a lot more money.

**Ted:** No, can you go back over that again? I kind of got lost a bit. Can you go back and go over that in a bit more detail.

**John:** If you discover a way to make money online, if you can share that method, you can make 100 times or 1000 times that or more by sharing what you know. Does that make sense?

**Ted:** So what you're saying is, if I can figure out to one time and do it well. Then I can share how I did it with other people, and people are willing to pay for that.

**John:** Yes, that's it, that's exactly it. If you discover something, it doesn't have to be a big secret, just a method. If you discover a method, that's your eBook right there. You can go on and sell it. You can make a lot more money selling the information than you were using the method.

**Ted:** I think we can see that in diets. You can see that with the Atkins diet and the South Beach diet. I don't know if you're familiar with that. So that just means that people have developed their own special diet and sold that. They've made a lot of money just telling other people how to do that diet.

**John:** If you find a method where you can make money, make people's life easier, or save people time. They are the three key subjects. If you can write eBooks on those sort of topics that's usually where you'll find you'll have the most success. Try to keep that in mind. If you can create a time saver, a money maker, what was the third one?

**Ted:** Make life easier.

**John:** Yeah, make life easier, just went there. If you can create a product that does one of those three things you can make money if you do it right.

**Ted:** Yeah, wow just those couple of points that you just made. They were worth the whole call. At least for. We talked about a lot of other good stuff. I wrote that down, but I want to go back and listen to that again. We're getting near the end of the call and I have two more questions. Let's say you have 99 days, what would you need to have accomplished at 30, 60, and 90 days to be on track to become a power seller in 99 days?

**John:** Yeah right. That's easy in the U.K. but it's more difficult in the U.S. In the U.K. all you need to do is sell a hundred items a month to become a powerseller. So, you can sell a hundred items a month for a dollar, or a hundred items for a pound, or fifty cents, or a pence and you will become a powerseller in the U.K. In the U.S. it's harder because you need to have a minimum of \$1,000 a month. I have a package where I guarantee I make you a powerseller in 90 days or I offer your money

back but I only offer that guarantee in the U.K. because of that rule. I'm not saying you can't make powerseller in 90 days in the U.S. but you need to be making a thousand dollars a month. That can be done with eBooks. If you create the right products you can easily make a thousand dollars per month solely through eBay that's not counting all the other methods that we've talked about. But I'd only guarantee it to people in the U.K. I've made many, many people powersellers.

- Ted:** I mean if you learn to do what it takes to sell 100 items, it's just a matter of multiplying that and maybe increasing the prices for your eBooks. Just having those basics will get you to what you need. You might not get there in 99 days, but having the basics, you will get there.
- John:** Yes, you will get there.
- Ted:** Just having the basics to become a powerseller.
- John:** Yeah, if you can learn the basics. You hit it right on there. If you're selling 100 items a month, it's only a matter of time that you will be earning \$1,000 a month anyways. You will, you will. It might take a few extra months or something like that. U.S. users have got it harder. It's not fair. It's easy for us U.K. members. I'm not saying it can't be done far from it. It's still achievable
- Ted:** One of the other questions that I like to ask is. What are the two or three biggest things that you wish you would have known when you were starting out with eBay?
- John:** I wish I knew eBooks. It took me two years to discover eBooks. Apart from that I'd say I didn't start building my list, my subscriber list. I've only been building my list for 14 months. I could have been doing that two or three years earlier. If you're not building a list, I would advise you to start tomorrow. If you're wanting to get serious about earning a living online, then start now! Start building it today, because in 12 months time you've just wasted 12 months worth of subscribers. It took me a long time to realize the value of having a list. The money is in the list.
- Ted:** Do you have one more for us?
- John:** Oh you want three? I can only think of two. I didn't discover eBooks. It took us awhile. I didn't build my list. That's it sorry.
- Ted:** That's really good. The subscriber list portion of the list that we discussed was very powerful. You're thinking back now with what you know and you said you hadn't started using subscriber's list. Can you think of how much money you had left or let go by, by not having a subscribers list.
- John:** I think when I started building a subscriber's list my feedback was around 5,000. That goes to show you how many potential subscriber's that I've lost. So, I don't even want to think about that.

**Ted:** That's about 5,000 some people. Wow!

**John:** Yeah, see I'm still learning myself. I don't know everything. I'm still learning. I've only learned to build a list last year. So there you go.

**Ted:** It looks like we get near the end of the call. Do you maybe have some time to take some questions?

**John:** Yeah, sure.

**Ted:** I'm going to open up the lines. You can say your name, and where you're calling in from and I'll try to mute out the line and have only you speak. Hold on a second. Hi, does anyone have any questions?

**John:** Everyone is quiet.

**Ted:** I've just un-muted the lines, so you can speak up now. Some of you might have mute buttons on your phones as well. I have a mute button on my phone that I use. You can speak up if you have a question. It looks like we don't have any questions now. We have a quiet or shy group then.

**John:** We must have answered all the questions. I'll probably have a load of emails tomorrow. (Laughs)

**Ted:** We must have answered everyone's questions. I want to take a moment and ask you what you have been up to lately.

**John:** Well I have put my members package up on clickbank. I didn't have it up last week. I think you've got the link there. You can go to the link there at [auctionsellingrevealed.com/john](http://auctionsellingrevealed.com/john)

**Ted:** Yeah that's right. [AuctionSellingRevealed.com/john](http://AuctionSellingRevealed.com/john) and they can go there. I know I'm kind of putting you on the spot, but can you offer something a little special for a certain number of people who join tonight or maybe let's say the next 48 hours. I'm going to be putting this up for the replay line for people who might not be able to have stayed on the line the whole time. I know this call went a little bit longer. Would you be able to put something a little bit special. I could do something with you as well if you wanted to.

**John:** Do you mean something like a discount, yeah? Is that what you're talking about?

**Ted:** Even people who are listening tonight, or people who will be on the recall, maybe we can do another teleseminar to answer people's questions who have bought tonight. I know I'm putting you on the spot. I hadn't asked you before hand.

**John:** Yeah, I can do another call. Yeah, if you've got a group of people who specifically want to ask questions.



**Ted:** Yeah, we can schedule something out for people who buy. It's not going to be posted on the link when people buy. We can monitor who buys through the links. Yeah, that's awesome! I totally wasn't expecting that. I just wanted to throw that out there and see what we could do. And, I appreciate that. I'm sure all the members of [auctionsellingrevealed.com](http://auctionsellingrevealed.com) really appreciate that too. I'm just thankful for that. Do you want to go into a little more depth of what you have setup there?

**John:** Yeah, basically I'll have it there. If you're in the U.K., but not in U.S. I guarantee I'll make you a power seller in 90 days. If you read the page, I also provide you all the tools that you need. I have a huge collection of eBooks. All the tools you need, all the advice. You can email at anytime. I provide you with your own eBook website that you can send visitors to like we've been talking about and the most important thing. You get access to my member's forum area. That is probably worth more than me membership alone. I learn from my members. We all learn, we all grow together. We constantly come up with new ideas, this might sound bad but we should continuously learn. We all help each other create new products. If you're sitting on the fence, the forum is worth the price of admission alone. If you have a look and don't like what you see. I'll refund you. If you don't like what you see, I'll always refund you.

**Ted:** Yeah, I think the forum and having the group of people who are like minded is powerful. Yeah, I know that is how we had met was through another forum. And we kind of connected and being able to speak with other like minded people. You think you'd be competing with each other, but I mean if you go out on your day to day basis you won't be able to find the same people who have the mindset who are building the business, and working on your eBay business. Most of the time you can't talk to your uncle, family members they won't know what the heck you're talking about. I'm doing a listing, and trying to become a power seller. They don't know what you're talking about. It's like a totally another language for them. You're like a total alien for them.

**John:** The way I'll try to explain this is, if you create an eBook and you want to grant resale rights. There's a forum full of people who will help you create a good product, there's a group of people who will say I'll sell that for you. So straight away, it's helping you get your eBook viral. That's what I've stressed from day one. If you can get your eBook to go viral, it'll make you money. So you want as many people promoting it as possible. If you go on the forum and say I'm creating this eBook, can you help me with a topic. People can help you with covers, graphics, product creation. They'll give you feedback you'll be better off changing this, or changing that. In the end you could end up with a product that sometimes, is that good that you could sell for a lot more. That does not grant resale rights. That's not always the way to go. Nine times out of ten you do want to grant resale rights, but you've got a group of people who help your book go viral. And help you make money from your eBook.

**Ted:** Yeah, that's totally awesome to have a group of people that want to help you and you can help them. That community is really hard to find. Before there was the internet I don't know how people did this. You'd have to go to a seminar or to a meeting where you'd meet a bunch of people. It's oftentimes tough to fly somewhere and you'd only be there for a couple of days. Just having a place where you can bounce ideas off of people. Maybe you're thinking I'm thinking about writing this eBook, about this that and the other. Someone might say, oh I tried that and I had a hard time. And they might give you suggestions to improve it or don't go try to do that. I tried that and spend months and months and I didn't make any money on that. Being able to share and contribute.

**John:** That's hitting it right on the head. Yeah, you can share. Someone might say what kinds of tools do you recommend? What kind of eBook software is good? You're not competing, people who are involved are all creating their own products. We're not all competing because of that. If you can create your own product, if you're prepared to create your own products, this could be truly successful. If you've got a group of people that are willing to help you and make that book go viral. Then we're all sharing and creating our own products. It's not just eBooks. We talk about adsense and many, many other things as well. It's not just eBay, and eBooks. There's tons of things related to money making, articles. It's primarily eBooks. I learn things from other members of my forum. That's worth it's weight in gold.

**Ted:** Yeah, I think being able to share and learn with other people. One thing that I've discovered being in forums and communities. I can only learn so much as one person and only have so much time in a day. But if I can go and share with other people and just find out what they're learning about and what they're reading about, I'll get a little bit of a different exposure and a little bit of a different perspective. They can help me out in things that I might not otherwise be exposed to. Just sharing the information is very, very powerful. It's hard to get in many other places. Many times without being in a community, I'd be oblivious to many different things. Without establishing that relationship and sharing with other people.

**John:** Yeah, we're all a friendly bunch. It's a closed forum as well, for members only. Not just anyone can come in from the outside, it's all secured. You're secure and knowing that there's a community of people who are like minded, wanting to create eBooks, and make money on eBay from eBooks. You can share information and if you don't know something you can just ask. If I don't know something, I'll just ask and nine times out of ten someone else will know. That's worth the entry price alone. I can't stress that enough.

**Ted:** Yeah, that sounds great. That link again was

**John:** [www.auctionSellingRevealed.com/john](http://www.auctionSellingRevealed.com/john)

**Ted:** The last question that I like to ask before we go, what would you say is, over the course of the time that we've spent together, what would

be the biggest take away for people; where it's actionable for people either tonight or tomorrow; that they can use and help them move them forward. Something that you feel is the biggest thing for most people have learned, or that you have found is important for you that people can apply starting tonight or tomorrow.

**John:** I would say try and create one eBook. If you can create one eBook, you'll find you can create two, if you can create two you can create three. If you need advice, just email me or if you look up my newsletter at [www.planetsmsnewsletter.com](http://www.planetsmsnewsletter.com) I've got many things there. I've got a 5 part course on how to write an eBook. I'm gonna put some more links in the resources page as well; and some more private resources as well.

Just think about what you know. What are your hobbies? What do you know? You will find that you know something that other people will want to know. If you think you don't know, either go on the internet and search a topic or find some private label materials and just write an eBook. Then just see what happens. If you find once you write one, it becomes easier, you can write two, you can write three. I'm no expert at writing, I didn't do very well in English, but I'm writing eBooks. My punctuation is not the best, but I still write an eBook. As long as you can still get the message across with what you're trying to say. Like I've been saying before I've got people in the forum, forum members that will actually help you. They help me with punctuation and spelling. Come have a look at this to make sure everything looks alright. Nine times out of ten my spelling and punctuation isn't the best but I get the message across. And if you think you can't do it, I'm telling you, you can. Just have a think about what you do know. And if you need any help just email me, I'll do me best to help you. But just try and write one eBook. That's all I can say is just write one eBook. I guarantee you can do it.

**Ted:** Wow, that's awesome! We've been kind of going back to that a couple of times tonight, but just go out there and take action. You'll see the results. If you see a little bit, you just keep taking action and moving forward. If you're only making \$0.50 or a \$1.00 or something like that, you've done it once and actually made money. A lot of times, and I've done this as well, people just study and read and read and not take any action. And you can't make any money until you do something. Or else people can't buy what you don't put out there.

**John:** If you don't take action nothing will happen. The good thing is you can take action for free. If you want to create an eBook for free you can do it. The tools on my resource page, I'll put up some more resources after I've had a good nights sleep. I'll fill this page up. I'll try to fill this page up with as much free stuff as I can. And I'll try to provide you with all the tools you need to create an eBook. If you can, try to write your own, but if you can't I'll provide you with the private label materials. That's the best that I can offer.

**Ted:** Wow, that's totally awesome. Thank you so much for being with us. I know it's quite late for you or early in the morning. It's around 1 or 2 am.

**John:** 3 am for me. I want to thank you personally Ted because this is my first time doing something like this. And I was very, very nervous at the start, but you've done a brilliant job there and getting information out of me.

**Ted:** I wouldn't have ever known that this was your first teleseminar, if you hadn't said that. It's just going and taking action. Moving forward.

**John:** When you contacted me two or three months ago, I was dreading it, but now I've done it I'll be doing many more. I took action and I've done it. Now, we'll see what happens. Like what I've said, go and take action. Just do it. You won't know if you don't do it.

**Ted:** A lot of times we fear the things that we don't know, but once we take the action, we overcome that fear. Oh, what I was fearing wasn't that bad. You don't have to get it right the first time you do it, you just keep improving it and getting better and better.

**John:** That's exactly it. You can do it like I said before. You're using some of your time, you're not investing a fortune. It's not like you're investing in a thousand dollar course or a thousand dollars on software. You can do it for free. You can start seeing results for something that costs you nothing. You can't get much better than that can you?

**Ted:** I'd like to thank you very much for being on the line John, and thank you everyone for listening. This is AuctionSellingRevealed.com and we're just so fortunate. What John has been talking about tonight, this is only a touch of it. I'm sure he has so much more, we only have a limited amount of time that we can sit down and talk with him. Like we had been discussing previously that community of people that's just totally awesome. To have people to bounce ideas off of, and take action keep you motivated and keep you moving forward. So I just like to thank John and thank all of you for listening and bearing with us for the last couple of hours.

**John:** Brilliant, that's brilliant; Ted.

**Ted:** Well, I'll let you get some rest now. I'll talk to you soon.

**John:** Bye.

**Ted:** Good night everyone.