

On Ebay Visit This Planet And Become A PowerSeller



This EBook Is Presented To You By

Ricky Allen

[www.theauctionacademy.com](http://www.theauctionacademy.com)

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**On Ebay Visit This Planet And Become A PowerSeller By John Thornhill (Ebay PowerSeller PlanetSMS) And Ricky Allen**

**Version 2 – More Valuable Information Was Added In 2007.**

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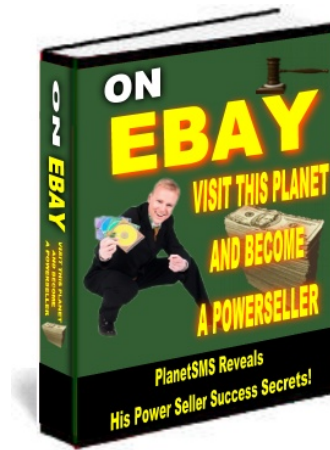
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## Welcome To On Ebay Visit This Planet And Become A PowerSeller.....



I'd like to start by thanking you for downloading this eBook. My name is Ricky Allen and when I interviewed eBay PowerSeller, John Thornhill (Ebay PowerSeller PlanetSMS), in-depth a while ago, little did I know at the time that John would quickly become one of the best and most successful of that exclusive community, the eBay PowerSellers.

But John is much more than an eBay PowerSeller today. His many websites bear true testimony to his great success story.

And that is why I am re-releasing one of the very best of my eBay PowerSeller Interview series, my interview with John Thornhill, Ebay PowerSeller PlanetSMS.

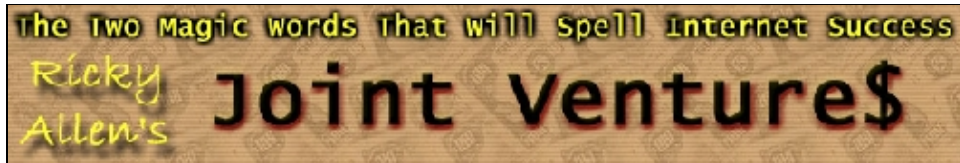
And adding a lot more valuable information to help you follow in John's eBay success footsteps!

John also has many websites and has become an expert at making money on the Internet. The good news for you is that he is going to reveal to you exactly how he does it.

Enjoy the interview and all the other valuable information in this eBook.

*Ricky Allen*

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## **The Interview.....Part One.....**

**Hi John, I'd like to thank you for agreeing to take part in this interview.**

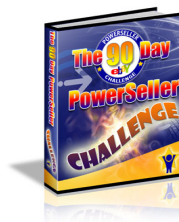
No problem Ricky.

Now before we move on to the Interview properly I need to tell the readers of this eBook something of immense importance to them.

Now I first came across John when I bought a copy of his 90 Day PowerSeller Challenge eBook (electronic book). Now on the Internet I am often referred to as Ricky "The Ebook Generating Machine" Allen as I have written over 30 eBooks myself (Hey, time for an update, the number of eBooks I have written now is close on 50!) . So why would I be buying someone else's eBook and why am I so delighted that I did that.

Well as I have a number of On-line Auction related websites myself , such as [www.theauctionacademy.com/](http://www.theauctionacademy.com/) I am always on the look out for top class information that will assist people who want to buy and sell on Ebay. So I have to tell you that when I bought a copy of John's 90 Day PowerSeller Challenge eBook I really struck Gold as it is by far the best eBook I have seen for telling everyone who buys it exactly how to become an eBay PowerSeller.

**And I started the interview by saying to John, I am going to start by demanding that you tell readers of this eBook exactly where they can grab a copy of the 90 Day PowerSeller Challenge eBook today.**



**Now John has just released a Brand New version of his 90 Day PowerSeller Challenge eBook, so if you haven't got a copy, visit John's Ebay Store and Pick Up Your Copy NOW!**

**<http://stores.ebay.com/PlanetSMS>**

**No wait a minute, John has just agreed to give all owners of this new Version of our Interview eBook a FREE copy of the latest version of his 90 Day PowerSeller Challenge eBook, just connect to the Internet Right Now and click on the link below to get your FREE copy.**

**<http://www.powersellerchallenge.com/updates/>**

**Hey, way to go John. Now I know you will have picked up your copy of the latest version of John's 90 Day PowerSeller Challenge eBook and can't wait to start reading it BUT as valuable as John's 90 Day PowerSeller Challenge eBook will be to help catapult YOU to eBay PowerSeller status, there is more valuable information in this eBook for you so please read every word in this eBook and then settle down and read John's 90 Day PowerSeller Challenge eBook. If you use the valuable information in both eBooks you won't just be catapulted to eBay PowerSeller status you will be on your very own non stop express lift that WILL take you straight to PowerSeller Paradise!**

**Well that's certainly got us off to a flying start and now I'd like to ask you about your background?**

My background is nothing special; I was a factory worker and was sick of the hard shift work and the boring repetitive task my job involved. From the day I bought my first PC I was fascinated by the freedom the Internet brought. Plus the opportunity to make money. I was hooked from day one.

**So how did you get started on eBay?**

It was a bit of an accident, although I had heard of eBay I never had a look. Then one day I was searching for something for my mobile phone and came across a software CD and instantly signed up and bought it. I think I paid around £5.00 for a CD that would have cost around £1.00 to compile and deliver. Straight away that got me thinking of the money that could be made on eBay.

**And what was the first product you sold?**

It was something like the item above, but the difference was I stored the files on my website and simply had the buyers download the files after making payment, it was so easy. All I had to do was send an email and the transaction was complete. No rushing to the post office to deliver the goods.

**Now as I said earlier I first came across you on eBay when I bought an information product from you, an eBook. Are eBooks one of your best sellers on eBay?**

Ebooks (info products) are all I deal in. Unlike other high profile eBook sellers I sell nothing else. The beauty of info products is you can automate everything, and



I mean everything. I can go to bed and wake up the next morning and find I have sold a bundle of eBooks and they have all been delivered, feedback has been left and I have done the same in return, all while I have been asleep.

**Now John for the benefit of readers I'll include here your definition of what an eBook is.**

The term eBook stands for electronic book. It is basically a book that can be read on your PC or palm device. Most eBooks are in PDF format. For books of this type you will need adobe acrobat reader. You will probably already have this on your PC. If not you can download it free from [www.adobe.com](http://www.adobe.com) Most other eBooks are exe (executable) files. These need no software to run on your PC. They can also be in the form of a word file or HTML file.

**So do you think anyone can sell eBooks on eBay?**

Sure, although a lot of sellers try and fail it can be done, getting set up can be hard and frustrating and you can encounter problems but as with any other venture you learn from experience. It helps to learn as much as possible before you begin though or you will probably fail. There are so many simple but crucial mistakes that most people make, it's not just a case of buying an eBook with resale rights and listing it on eBay. There are a lot of things to consider. I would suggest anyone wanting to start takes a look at my eBook, 'The 90 day PowerSeller Challenge'

**Well I certainly agree with you there John and your eBook, 'The 90 day PowerSeller Challenge' certainly spells out exactly what people need to do to become PowerSellers and succeed on Ebay and Version 2, just released combined with the eBook you are reading today adds all the icing you need for your PowerSeller Success Cake!**

**Now what do you think the big advantage of selling eBooks is?**

It is definitely the fact that everything can be automated and you can create products for nothing and offer them for sale. Plus you are not holding any physical stock. How many businesses can say their stock costs nothing to hold.

**Approximately how many auctions do you run per month?**

I would say I run about 1,000 auctions per Month, all automated. All I have to do is answer my emails once a day.

**Do you think it is necessary to run this many to make a decent profit?**

No, I know of a few sellers that only run about 5 featured auctions selling nothing but their own products and they make well over £1000 per Month. I run so many as I also sell eBooks with resale rights plus I want the exposure for my 'complete package'. At the moment I sell about 70 different products but I plan to sell a lot

more in the near future..

**So if someone wants to take a look at what auctions you are currently running what is the URL?**

[http://search.ebay.co.uk/\\_W0QQfgtpZ1QQfrppZ25QQsassZplanetsms](http://search.ebay.co.uk/_W0QQfgtpZ1QQfrppZ25QQsassZplanetsms)

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## The Interview.....Part Two.....

**You also have your own eBay store. What do you see as the advantages of having this?**

The main advantage is you get your own web address (URL) to promote, it will also be found by the search engines. And having a store makes you look more professional. If you look at the big sellers on eBay you will see over 99% will have an eBay store. The key is to make sure you promote it in all your listings and emails.

**And if someone wanted to take a look at your eBay store, what is the URL?**

<http://stores.ebay.co.uk/PlanetSMS>

**Do you have an About Me page?**

Yes.

**Do you find the About Me page useful?**

Yes, apart from a way to promote yourself and your services and let customers know a little about who they are dealing with an about me page is the only place you are allowed to promote your website. If you own any websites make sure you add yours to your about me page. It is an excellent way to generate free traffic.

**What is the URL of that page so people can find out more about you?**

<http://cgi3.ebay.co.uk/ws/eBayISAPI.dll?ViewUserPage&userid=planetsms>

**About how long was it before you could say you were making a good profit on eBay?**

I actually started making good money quite quickly. I am no expert or 'guru' but I did read lots of eBooks all about eBay as I was starting up, most were not too good but I read a lot and took the best from everything I learned and put it into practice. Like I said before if you really want to succeed read up as much as you can before you begin. I like to learn all the time and it's not unusual for me to spend £50+ for a single eBook. If I can take one piece of information from it that will improve my business it's money well spent.

**Well our first slight disagreement there John. Maybe it was the case in the early days that you were not an eBay expert but today I certainly consider that you are one.**

**Did you have to work hard to make a success of your eBay business?**

At first yes and I suppose I still do, I have to put in about 2–4 hours a day to keep things running smoothly. While this sounds like nothing I have to do this every single day. I also spend a lot of time researching, compiling and writing new titles. (Just like I am doing now) I also spend a lot of time browsing eBay. I like to know what my competitors are doing

**About how many hours a week do you spend on your eBay business?**

In total I would say I spend about 20 – 25 hours a week running my business.

**What advice would you give to someone who wanted to start an eBay business?**

Learn as much as you can before you begin, take a look at other eBay sellers selling the same products you plan to sell and see how they do things. Try to sell products you know something about and become an 'expert' in your field. Build you business slowly and take your time. And remember.... Learn.

**And what sort of products would you advise them to sell?**

Like I said above try and sell something that you're initially interested in or if you can't do that learn about your chosen subject first. If you appear to be an expert the sales will flow. Plus you will get lots of questions and need to be able to answer them. If you are just getting started do a house clear out and sell all your unwanted goods. This will teach you how eBay works and gain you vital selling experience. It will also gain you some vital feedback points to get you started.

**Do you think that anyone can make money on eBay then?**

Definitely, this is the beauty of eBay. Anyone, and I mean anyone can set up their own business. There has never been a better opportunity than eBay provides you with to set up your own business. 1000s of people quit their jobs each week and make eBay their main source of income.

**Well I am sure every reader of this eBook will be pleased to know that.**

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## The Interview.....Part Three.....

**For me one of the most important things about an Internet business is being able to automate as much of the process as possible. Do you do this with your eBay business?**

As I mentioned earlier I have everything automated, as soon as a payment is received the eBook gets delivered, feedback is also taken care of along with payment and feedback reminders. All I really have to do is answer any emails I receive.

**What tools do you use to assist you with your eBay business and what would you recommend other eBayers use?**

Although you can use Outlook Express to auto deliver your eBooks I also use My Digital Dispatch. ([www.mydigitaldispatch.com](http://www.mydigitaldispatch.com))

I also use eBay turbo lister [http://pages.ebay.co.uk/turbo\\_lister/index.html](http://pages.ebay.co.uk/turbo_lister/index.html) to take care of listing multiple items and selling manager pro [http://pages.ebay.co.uk/help/sell/ia/selling\\_manager\\_and\\_selling\\_manager\\_pro.html](http://pages.ebay.co.uk/help/sell/ia/selling_manager_and_selling_manager_pro.html) to automate feedback, payments and reminders. These tools are vital if you list a lot of items.

**Now you are an eBay PowerSeller. What do you think are the main advantages of being one?**

Being a powerseller gets you respect in the eBay community. The first thing you will notice is the increase in sales, plus if you are selling any advice like I do you are much more likely to make the sale if you're a PowerSeller yourself. I mean would you believe what I say in my 90-day PowerSeller challenge eBook if I was not a PowerSeller? Of course not! You also get extra support, tools and advice from eBay.

**How long did it take you to become a PowerSeller?**

I did not become a powerseller till I started selling eBooks. From the time I started selling eBooks it took me about 90 days. And the 90-day PowerSeller challenge eBook was born. If I can do it so can anyone else.

**John, I think I have already given my best tip for becoming an eBay PowerSeller and that was to visit your website today and grab a copy of your**

**90 Day PowerSeller Challenge eBook FREE for all readers of this eBook from**

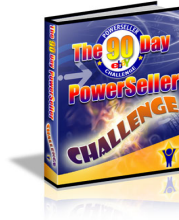
**<http://www.powersellerchallenge.com/updates/>**

**And If people read your 90 Day PowerSeller Challenge eBook and follow your instructions they will become PowerSellers?**

Absolutely, I guarantee if you follow the instructions in that eBook you will become a PowerSeller. You will also learn a lot more about eBay in general.

**Do you have any additional advice for them?**

Yes, go and get a copy of the eBook! Honestly, I have not had a bad review about that eBook and it only costs £2.99 (\$5.00 approx)



**And of course, John is giving all readers of this eBook their own copy of his 90 Day PowerSeller Challenge eBook FREE which you can DOWNLOAD NOW FROM:**

**<http://www.powersellerchallenge.com/updates/>**

**Well I have to agree with you John, that is absolutely the best advice we both can give to anyone who wants to become a PowerSeller.**

**Now I know you make a fair amount of money from ebay, after all you are a PowerSeller. I won't embarrass you by asking exactly how much you make. Instead I'd like to ask if you have any future plans to increase the amount of money you make on eBay?**

Sure, I plan to write lot more eBooks, the more I write the more exposure I get, the more exposure I get the more sales I make. I also have a lot more planned outside of eBay. Although eBay is my main source of income I do make money from quite a few other sources.

**You have excellent feedback from a large number of people who have bought from you on eBay. How important do you think feedback is if you are going to sell on eBay?**

Feedback is the most important selling tool you have. Don't neglect it. Remember that your feedback is there for all to see and this reflects the type of seller you are. I take great pride in my excellent feedback. If I could give some simple advice on how to keep a good rating it would be: –

☒ Always be polite to your customers, even if they are being rude to you. I know it can be hard but you do feel better. And you will usually get an apology and excellent feedback left.

☒ Always respond to emails within 24 hours. If you can set up an autoresponder explaining your customers email has been received. A customer hates waiting for an answer to a question.

☒ If you have to post goods do it everyday, don't 'leave it till tomorrow'. Remember you are running a business and your service is reflected in your feedback.

☒ Be honest with your listing description, if something has a flaw mention it. If you don't you will receive a neg for sure.

☒ Remember to communicate with your customers, if a problem arises let them know. Communication is the key to excellent feedback.

**What is the best way to operate with feedback? Should you wait for your buyer to give feedback first or do you advise giving feedback about them first?**

When I buy on eBay I always leave feedback first but when I sell I never leave feedback first, some people will disagree with this but eBay only leaves feedback reminders for BUYERS not sellers. If you leave feedback first to your customers you will regret it, believe me.

**Take A look at John's Feedback Here**

<http://feedback.ebay.co.uk/ws/eBayISAPI.dll?ViewFeedback&userid=planetsms>

**Have you found any advantage with either the day on which an auction ends or the length of the auction?**

I always run my auctions for 10 days, this gives you maximum exposure. I also tend to end most of my auctions in the evening, as this is when most people go on eBay.

**Do you include pictures with your ads and have you any tips to make sure an ad sells?**

Yes, they say a picture says a thousand words and it's right with eBay. Especially if it's a physical product you're selling. Try to include at least one quality image. Also try to use a HTML editor to get your auction looking nice and use the many selling



tools eBay provides. If a listing looks nice you will receive more bids. That is guaranteed. If you're not familiar with HTML go and buy an eBook about using HTML on eBay. You will pick one up for under £1.00

**Now there is one final question about eBay that I think would greatly assist anyone who wants to sell on eBay. It's to do with starting prices and reserve prices. What is your view of this, do you think that it is better to put a reserve price on an item or would you recommend just setting a minimum price? If you recommend just setting a minimum price what do you think the level should be set at in relation to what you hope to get for the product?**

I have never used a reserve price and have never bid on an item with a reserve price. If I see someone selling something with a reserve I simple move along to the next item. For me eBay is about finding a bargain and if someone has stuck a reserve price on the item I'm not going to get the bargain there.

In fact what I do with any physical goods I sell is put a 1p start on the item with no reserve. This usually ends in a higher price as it gets lots of bidders interested early on. Remember that you only need 2 interested parties in any auction for the price to go through the roof. Ebay is a bit of a gamble but take my advice, start the price as low as possible and you will reap the rewards.

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## The Interview.....Part Four.....

**Now I understand that you also have a website. What's the URL for that?**

<http://www.planet-e-books.co.uk/>

**So tell me about your web site?**

My website is just an extension of my eBay store. It is also a place where I sell my complete eBook packages and, enough to get you started on eBay. I also have an eBay newsletter so if you want to learn more and grab some free eBooks take a look.

**Well John I have to say you have an amazing number of quality eBooks on your site. I strongly recommend that all readers of this eBook take a look at <http://www.planet-e-books.co.uk/> to fully appreciate this.**

**Now readers, both John and I have many more websites now, so make sure you catch up on these in the website links chapter in this eBook.**

**You also publish your own ezine (electronic newsletter), what do you include in it?**

I include lots of eBay selling tips, **I also include at least 5 free eBooks with every issue**, and some are brand new to eBay. You can also look back through the archives and catch up.

**And if someone wants to subscribe to your ezine how do they do that?**  
Just visit my website <http://www.planet-e-books.co.uk/>

**Which came first, your eBay business or your web site?**

My website came first, then I discovered eBay and have never looked back.

**Now I always advocate that you should have both your own web site and sell on eBay. That way you have two different opportunities for making money. Is this your view also?**

Yes, I need both to run a successful business, I use eBay to promote my website through the eBooks I sell. I also have a members area on my website that I sell access to on eBay. Without my website my eBay business would struggle.

**About how many hours a week do you spend working on your web site?**

I don't spend a lot of time on my website but I do spend a lot of time working on my members area. I am constantly adding new products. I also have a forum in the member's area and that keeps me busy.

**What tools or resources would you recommend for anyone who wants to run their own web site?**

First of all you need a good host, I use one and one and have never had any problems. Check them out from these links. [Buy your domain from 1&1 – Best domain prices in the UK!](#) Also, if you want your own eBook website why not buy mine, I sell it through my members area @ [www.planet-e-books.co.uk](http://www.planet-e-books.co.uk)

**Well you have your eBay business and your web site. Do you have plans for anything else that will make you money on the Internet at the moment?**

Yes, affiliates. I am doing ok now but my goal is to earn at least £1000 per week from affiliate marketing, but I'm afraid that is another story and another eBook.

**Well thank you very much John, is there anything else you'd like to add? Any final comments?**

Yes, no matter what you plan to sell on eBay remember you are running a business and this is reflected in your feedback. If you don't have the time don't do it as your feedback will suffer and in turn so will your business. Learn as much as you can before you start. And most importantly enjoy it! If you need any help at all I am always available via email. I can be contacted @

[admin@planetsms.co.uk](mailto:admin@planetsms.co.uk)

**Thanks, John. I am sure that all the readers of this ebook will have learned lots of valuable information from your insights into both selling successfully on eBay and from a web site.**

**And next we have for you some more words of wisdom from John, THE KEY TO EBAY EBOOK SUCCESS!**

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**Selling eBooks via eBay can be very lucrative. It's a low overhead business that presents the opportunity to produce multiple sales after investing only in a single eBook with resale rights. The chance to buy an item of virtual inventory only once and then sell it again and again make eBook sales an awesome opportunity for a savvy eBay entrepreneur.**

The great potential in the eBook market has, not surprisingly, led many sellers into the arena. Where there were once only a sparse offering of eBooks, there are now thousands of eBook auctions occurring at all hours of every day. The marketplace has grown increasingly crowded.

At one point, it was possible to generate significant earnings by selling single eBooks or eBook “packages” of virtually any sort. The days of simply bundling up some content of any sort, auctioning it and reaping healthy profits, however, is over. Not only is the marketplace more competitive, shoppers are becoming more educated and particular.

In order to be a truly successful eBook merchant on eBay, one can no longer rely on tired older titles—the consumer base has seen them before over and over again. Instead, eBook sellers need to find new and exciting eBooks to offer at auction. Older material is simply too difficult to sell, regardless of one's skills. Consumers have already been exposed to older titles and, seeking new information, are reluctant to invest on materials they know have been on the market for some time.

Finding the best digital information to sell takes some research and care. First, you need to determine what kind of information is likely to be in high demand. Then, you need to find an innovative new product that can satisfy that interest. New products offer potential buyers something exciting to quench their thirst for new information and can motivate them to make purchases in ways pre-existing eBooks cannot.

Discovering new eBooks requires investigation. Search eBook marketplaces thoroughly, looking for new titles that seem to meet market needs. After finding a potential new product, check thoroughly at eBay to see if others are already selling the . If only a few sellers are offering the , determine whether or not you could sell it better than they are. If there is already a glut of sellers, continue your search.

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There is still a lot of room for success in the eBay eBook marketplace. Although the market has become increasingly competitive over the last few years, entrepreneurs can still produce amazing results when offering new, standout eBooks. Sellers cannot rely upon recycled older material in the growing eBook marketplace, but they can make very healthy profits with fresh material that is new to consumers.

\*\*\*\*\*

**John Thornhill trades on eBay under the username planetsms and is an eBay PowerSeller. John became a PowerSeller by selling eBooks on eBay. For more advice on how to succeed on eBay with information products visit <http://www.planet-e-books.co.uk/>**

\*\*\*\*\*

**And now I am proud to present to you a Leaked Chapter From Auction Profit Streams By John Thornhill.**

On Ebay Visit This Planet And Become A PowerSeller, Copyright 2005/2007, Ricky Allen and John (Ebay PowerSeller PlanetSMS).

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## **The Leaked Chapter From Auction Profit Streams By John Thornhill – eBay member planetsms.....**

To Get The Whole eBook [Click Here](#)

1. Introduction.
2. Your ultimate goal.
3. Many streams make a river.
4. Your most valuable asset.
5. Why eBooks & Information Products.
6. Does Information sell?
7. Why most eBay eBook sellers fail.
8. Resale rights and non resale rights. The pros and cons.
9. Using resale rights and 'reports' to make a killing.
10. What should I write about?
11. Research your chosen topic.
12. The importance of your eBook title.
13. Writing your eBook.
14. Compiling your eBook.
15. Pricing your eBook.
16. The importance of your auction title.
17. Designing a listing/sales page.
18. Promoting your eBook and making the sale.

19. After the sale.

**20. Making the most out of private label content.**

21. Become an expert in your field.

22. Tips, tricks, methods and secrets.

23. More money making ideas.

24. Step by step guide to creating an income stream.

25. Summary.

### **Chapter 20. Making the most out of private label content.**

There are two types of resale products that I am a really big fan of. **Private label and brandable.** First we will talk about brandable eBooks. You cannot change the content other than put your name on it and maybe add a few affiliate links. The eBook software or the author of the eBook will do this and the author is always in control. However this means there is something in it for you as the product gets distributed around eBay and the internet and contains either an affiliate link that will pay you for any sales generated or a link back to your website.

There will also be something in it for the author, probably a link back to a high priced product. Or the author may charge for branding the eBook. If you're selling eBooks on eBay you're better off having something that links back to your network. Then even if you are promoting someone else's product there is something in it for you after the sale has been complete.

Now I will let you into a little secret here. **I don't write most of my eBooks.**

Yes, some I have wrote 100% myself but most are simply bought as private label content.

A private label product is not a finished ready-to-sell item like most eBooks are. Instead it will be the raw source material that you can use to produce a finished item. These will be in a word processor format, like MS Word. You can usually modify the content and even put your name as the author. You can basically do what you like with it.

## **TOP SECRET**

**You need to understand there are many websites providing private label content and many have their own terms and conditions. Be sure to check out these terms before you start.**



Here's what I usually do with private label content, this method earns me \$1000s every Month. First of all you need a private label product.

Visit [www.planetsmsresources.com](http://www.planetsmsresources.com)

Now as an example we are going to imagine the private label product we have acquired is all about 'training your dog'. It really makes no difference what the subject is.

Now I would first read the eBook to get a feel for the subject. Then I would spend an hour or so researching the topic on the internet. Finding out all I can about training dogs.

Once I've done this I make a list of points I want to make in my own version of my eBook, I read through it again and start editing the content so it says what I want it to say, I cut and paste to copy sections into the right place. Now I look at the way my draft reads now and see if it fits my style of writing, my personality and my business.

This puts my 'spin' on it and makes it **100% unique to me**. As long as I have rearranged, edited, removed, added and **made the product unique to me** I can do whatever I want with it.

Now I would go to google and search for relevant affiliate links. I have not looked but I know there will be 100s of dog related products I could promote. I would include these affiliate links in the text of the eBook.

Here is an example.

"The [planetsms](#) training lead supplied by the [planetsms dog training company](#) is probably the best on the market and has been proven to help train your puppy. The best way to use this lead is to blah blah blah"...

The above links would be affiliate links to your related product. You would also provide affiliate links to high priced dog training eBooks that would be sold on [clickbank](#)

At this point I would tweak it, proof read it, (get someone else to do this) and then go ahead and publish it. There are many free word to PDF publishers on the net, try [www.openoffice.org](http://www.openoffice.org)

I also use my own graphics for the sales page. It's best to change the graphics as everyone will be sick of seeing the original graphics. Remember, you are trying to be different. Now here is what I do.

## TOP SECRET

**I grant master resale rights.** I sell it on eBay and make it as easy as possible for anyone that wants to sell it on eBay themselves by providing a sales page, eBook

cover and I even provide the email required to download the eBook. I want as many people as possible viewing my eBook, the reason being it will generate me an affiliate income and it will bring visitors to my eBay store and my website and this is where I sell my higher priced items, my membership, my complete packages and anything else and also get adsense clicks. But the most important thing of all is I get to **capture subscriber email addresses**. Once you have a visitors email address you have a potential customer for life. This is what it's all about; this should be the number one goal of your business. **The money IS in the list**. You need to create as many products as possible to build your list, the more products you create the more money you will make; **it's as simple as that**.

And here is something that can earn you even more? Why not make your own brandable eBooks from private label content? This can be extremely profitable for two reasons.

- 1, You would have at least one link on the eBook main page that would link back to your products or services.
- 2, You could charge people to brand the eBook, thus generating 2 forms of income from one eBook.

This is how you would do it. Again, on the same subject let's imagine the private label product we have acquired is all about 'training your dog'. Now you need to think about the links you will allow to be edited, this would usually be a link to the buyer's website and/or eBay listings. This will encourage the buyer to promote your eBook. Remember, your eBook would still contain **your** affiliate links and a link to your website.

On the eBooks main page you could have the following links

- 1, This eBook is brought to you by [www.buyersdomainname.com](http://www.buyersdomainname.com)
- 2, Visit my about me page. **CLICK HERE**.
- 3, View my [eBay](#) auctions. **CLICK HERE**.
- 4, Get even more FREE eBooks. **CLICK HERE**.

The **CLICK HERE** links and [www.buyersdomainname.com](http://www.buyersdomainname.com) above could be branded. Now as you can see there are 4 clickable links in the eBook. You would let your customers edit links 1, 2 and 3. Link 4 would link to **YOUR** website or offer. **This would never change**.

Now here's where it gets exciting. You could either offer free branding or sell the branding rights. If you offer free branding rights make sure you at least capture a subscriber email address. However, you're better off charging then you're sure the buyer will want to distribute the eBook as they have invested in it. Now this is what happens... Let's say in 1 Month you have sold 50 eBooks. You now have 50 possible buyers of your branded version; let's say 5 buy branding rights. You now

have 5 people actively selling your eBook as there is something in it for them. However, in all of these eBooks you have the 'free eBooks' link, or whatever link you choose and you still have any regular affiliate links you have added to the eBook as you compiled/wrote it.

Plus out of the 50 original buyers many will be selling the eBook as it is with all your links intact plus your original ad to brand the eBook. In time your eBook will be all over eBay and the internet. Each one linking back to your website like a homing beacon. Give it a few Months and you will see your eBook all over the place, all promoting your services. Once this viral method kicks in you simply can't stop it. Just picture the streams we talked about getting bigger and **bigger?** This could be your eBook.

## TOP SECRET

Ok, so how would we do this? First of all you need some content, you could write your own or use private label content.

Now you need some eBook compiler software. The eBook creator I use for creating brandable eBooks is called Active eBook Compiler. Take a look at this by [clicking here](#). This software is excellent and you can try it out at no cost. The beauty of this software is it has its own branding tool, this means everything can run on auto pilot. Although it can be quite difficult to set up there is a step by step tutorial included with the eBook. Just check out the help files. You could also use a pdf converter such as [www.openoffice.org](http://www.openoffice.org) and simply let your buyers send you the links they want and you could add the links manually. It's really up to you.

Always always **always** include a sales page with your eBook. This makes it easier for the eBook to be resold; the easier it is the more it will be sold. Now create your eBook and make sure you mention the eBook can be branded and link this to your sales page. Be sure to include relevant affiliate links. Now list your eBook on eBay, you need as many people as possible buying your eBook so keep the price low. If you wish you can even let me distribute your eBook through my newsletter, 100% FREE, just contact me and I will include it for you.

Once you have sold a few copies things should start to happen. When it does your off and running, now simply **do it all again**. Go and create another stream. The beauty of private label eBooks is you can set up a product in a matter of hours and create a product that will earn you money for years to come. It really is that simple, so **take action** and **start earning**.

**One of my biggest private label secrets...**

## TOP SECRET

The information I am about to present to you now has made me \$1000s and I am about to reveal exactly how I achieved it. First of all you need to make sure the private label content you are using can be resold and the company you have acquired the eBook from has an affiliate program. In this example I am going to use a company called Push Button Health. What they basically do is let you have 2 private label products in the health niche each month for a monthly fee. Of the 2 products they let you have they let you grant master resale rights to one So What I do is everything I have just explained in this chapter, I edit the content and add my affiliate links and other links to my products/services. Now here's where it gets interesting. At the start of the eBook I add this:

Thank you for your purchase!

**You have master resale rights to this eBook; you may resell it and keep 100% of the profits as long as you do not modify the content.**

If you would like to get more **FREE** eBooks that you can resell [CLICK HERE!](#)

If you would like to see the premium eBooks I have on offer [CLICK HERE!](#)  
Ebook content provided by [pushbuttonhealth](#)

If you want content to create your own eBooks [CLICK HERE!](#)

As well as promoting my eBay store and website notice how I promote Push Button Health? Well I am promoting them through my **affiliate** link. This method alone has earned me \$1000s and I do it with many different companies. If you want to see more check out the resources page.

**Proof it works.** Here are my affiliate earnings from promoting Push Button Health. Once again this is another simple income stream that is **extremely effective**. Remember! **Many streams make a river**.

### **Affiliate Program Summary For October 2006**

#### **Commissions Earned**

**October \$102.00**

**Accumulated \$3060.00**

Once again that is an income stream I could not stop if I wanted to as there are so many people selling my eBooks with the above links in. The beauty of this particular stream is I have a ready made product each month. All I have to do is spend a few hours editing the content and adding my affiliate links. I would also like to mention my affiliate earnings for this particular stream is **growing** each month.

Important! If you decide to try this remember you can only do this with one product out of the 2 released each month. Also remember as private label content is so hot right now there are 100s of similar companies. All you need is the ability to grant master resale rights and the means of promoting through an affiliate program.

Another way you can do this is to buy a collection of private label material that allows unrestricted rights, what this basically means is you can do whatever you want with the content including granting resale rights to others. Then all you have to do is add the link 'Content provided by' and link this back to your sales page containing a collection of private label material. If you do it this way you get to keep 100% of any sales. **End of chapter...**

To Get The Whole eBook [Click Here](#)

**TOP SECRET**

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## **Links To John Thornhill And Ricky Allen's Websites Designed To Help You Succeed On Ebay**

**So for your benefit I have put some of the most valuable website links to Ricky Allen and John Thornhill websites, and all of these are designed to help you succeed on eBay!**

**Connect To The Internet Right NOW and Click On The Following Links To  
Ensure You Succeed On Ebay!**

[Click Here To Visit John Thornhills Auction Profit Streams Website](#)

[Click Here To Visit Ricky Allen's Auction Academy Web Site](#)

[Click Here To Visit John Thornhill's Planet eBooks Web Site](#)

[Click Here To Visit Ricky Allen's Auction Profits Monthly Web Site](#)

[Click Here To Visit John Thornhills Auction Traffic Explosion Website](#)

[Click Here To Visit John Thornhills Auction Profit Streams Website](#)

**And don't forget to pick up YOUR FREE COPY of the latest version of John's 90 Day PowerSeller Challenge eBook, just click on the link below to get your FREE copy. .**

<http://www.powersellerchallenge.com/updates/>

**And as you would expect, there is more valuable information for you in the  
final chapter of this eBook.**

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## **Summing Up On Ebay Visit This Planet And Become A PowerSeller.....**

**I must say it was a great pleasure for me to interview John. He really is a superb example of how you can succeed at both selling on eBay and from your own web site.**

If you follow his example I am sure that you will be equally successful and become an Ebay PowerSeller and I wish you good luck in both your on-line auction and web site ventures.

And remember the really great news is that John has just released a new version of his The 90 Day PowerSeller Challenge eBook.

I'll let John tell you about this great eBook.

Dear future eBay PowerSeller...

Right from the start you need to understand something. If you want to learn something from someone shouldn't it be from someone with a proven track record who 'Walks The Walk'? Not some faceless guru who only 'Talks The Talk'?

Well I have already revealed my eBay ID (planetsms) and if that does not tell you I am genuine nothing will. So please understand this. You can gain PowerSeller status in 90 days. All you need is the right information, tools and "know how"...

In order to become and remain an eBay PowerSeller, you must achieve and maintain certain requirements.

These requirements are what keep 95% of eBay merchants down.

These requirements are what separates the "haves" from the "have-nots"...

You will NOT be part of that 95% if you read my eBook! This will set you apart and help you achieve and maintain the prestigious level of PowerSeller... in as little as 90 days!

Did you know that in order to Achieve and Maintain PowerSeller status, you must meet ALL of these requirements below:

Achieve & Maintain a minimum feedback rating of 100... and a minimum of 98% total positive feedback



Establish a track record of consistent sales achievement Maintain a minimum monthly average total of four (4) sold listings for the past three (3) months

Be an active seller for a minimum of three (3) months

Keep your account current – i.e. no overdue payments

Deliver responses to successful bidders within three (3) business days

Uphold the eBay community values

Have a good standing by complying with eBay listing policies

You see, that is what keeps most eBay sellers from reaching PowerSeller status.

I am going to make it a breeze for you. I am going to do the same for you that I've already done for thousands before you. I am going to have **you become a PowerSeller in 90 QUICK days!**

Once you reach that status, everything changes and it becomes easier to attract hundreds of dollars per day!

Look, here is why 95% give up and Quit: "They don't have the right information or any idea how to do this easily. It seems hard... when in fact **IT IS NOT HARD AT ALL!**"

There will be no frustrations for you.

There will be no excessive workloads!

You will be able to skip right past all of this and head straight to the top 5%!

**How you ask?** One of the fastest ways to become successful is to follow someone else who is already successful. Find someone who is already where you want to be and model them. Do as they do and use the same tools, systems and strategies they do.

Well, this eBook has been created and prepared so that you can do exactly that!

This eBook takes you and leads you right down the path to success.

And, when I say success... I am talking about being an eBay PowerSeller that earns hundreds per day and thousands each and every month consistently! And, on virtual Auto-Pilot!

Leave all the frustrations and pain to the other 95%... who will never achieve this status and will give up before they even begin. Leave all that time, energy and tiresome effort to others. You take the easy, smart and quicker route — which is right here with this eBook!

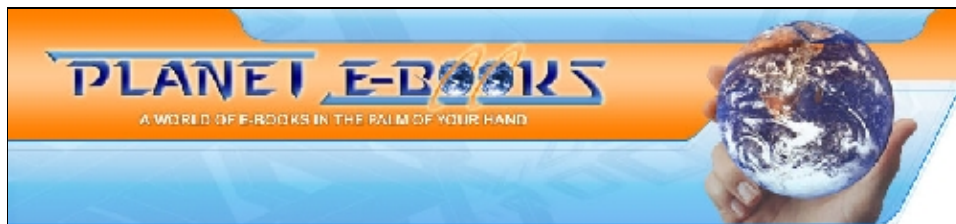
**And remember all owners of the On Ebay Visit This Planet And Become A PowerSeller eBook can claim a FREE COPY of the latest version of John's 90 Day PowerSeller Challenge eBook, just click on the link below to get your FREE copy.**

<http://www.powersellerchallenge.com/updates/>

Now John and I have both moved on rapidly since I carried out our interview together.

We both have many more websites and have both created many more eBooks to help you succeed on the Internet and on eBay.

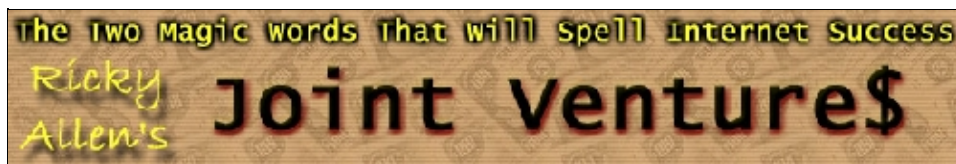
So, connect to the Internet and Click On The Picture Below To Visit John's Planet Ebooks Web Site Today!



And If You Want More Information from Ebay PowerSellers Click On The Picture Below To Visit One Of My Web Sites Today!



And the eBook you are reading was written as a Joint Venture. So make sure you Click on the Picture Below To Learn how Joint Ventures are a way to Internet Success. The two most powerful words on the Internet are not as you might expect "Make Money" but are in fact "Joint Venture". You are about to learn, however, that they do actually mean the same thing.



And remember the simple rules from John Thornhill (Ebay PowerSeller Planetsms ) at the [Planet-e-books Website](#) to get your route to Powerseller status off to a flying start.

**Step 1.** List at least 10 Items for sale on eBay every day.

**Step 2.** Relist any unsold items at least once (You will get your listing fees for the relisted items back if your item sells te second time it is listed).

**Step 3.** Keep adding more eBooks to your collection for sale (Add at least one new eBook to sell every week).

**Step 4.** Open an eBay store and add a link to your store in all your your eBay auction listings and in every email you send to the winning bidders at your auctions.

**Step 5.** Run a few auctions (Don't use Buy It Now For This) starting at 1p or 1c. Run one of these auctions every day and make sure each one you run is for a different item. Now even though you won't make much money from these auctions but they will attract buyers to your store and also adds to your number of sales and your feedback.

**Step 6.** When you reach 100 sales you are only two months away, just keep going!

**Step 7.** Remember 100 sales per month is all you need, that's only 3 or 4 sales a day.

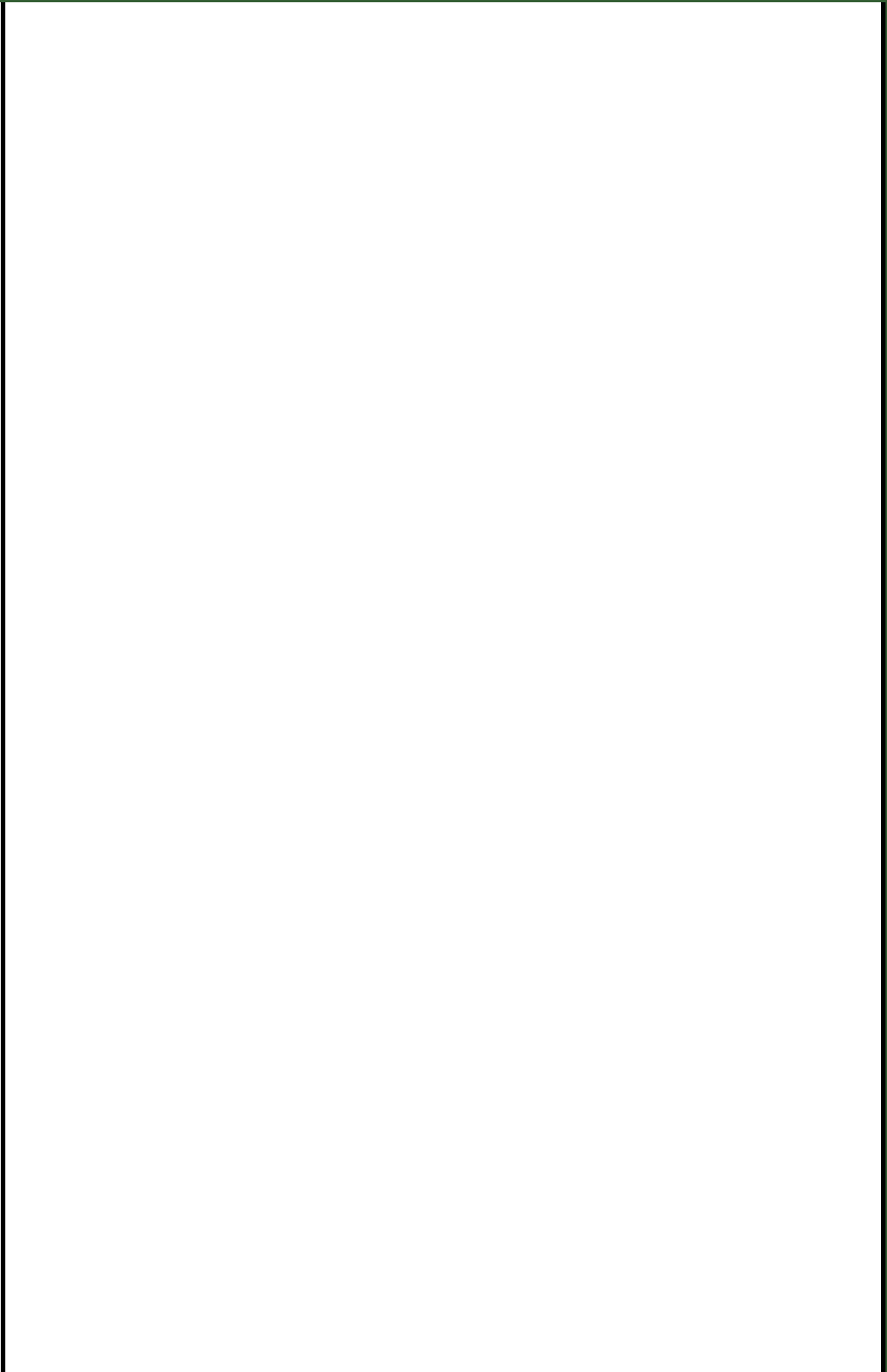
If you do this the only thing that can stop you achieving Powerseller status is your feed back. You need to keep this at above 98% Positive!

**Thanks for that valuable information John.**

**Follow carefully the help given to you in this eBook and John's 90 Day PowerSeller Challenge eBook which will ensure that there will be nothing standing in your way of acheiving PowerSeller status.....Start Selling Ebooks On Ebay Today. It is your turn to become an Ebay Ebook PowerSeller.**

**And YES, YES, YES please also write your own eBooks as well. I promise that, like both John and I, once you start writing your own eBooks you will, just like us, find it difficult to stop!**

*Ricky Allen*



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Oh yes, confession time. in John's Auction Profit Streams eBook he reveals some of the exact same methods I personally use to make money. Well I am known as Ricky "The Ebook Generator" Allen, after all, so this should come as no surprise to you. So if you want to **discover how John makes \$1000s each month by creating simple info products, and how you can copy him and do exactly the same** [you must visit John's Auction Profit Streams website NOW!](#)

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A rectangular button with a green border and a dark green background. The word "Back" is written in a bold, orange, sans-serif font in the center of the button.

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