

Update! June 2006

The \$10,000 auction is now over and I would estimate this very eBook that you are reading right now has generated over \$50,000 in sales and I am now going to share all the secrets behind the whole event.

I am also about to reveal a crucial mistake in my eBay listing that cost me over \$25,000 in sales, make sure you download my **FREE** report so you don't make the same mistake I did.

[CLICK HERE](#) to download the secrets of the \$10,000 auction completely free.

As the \$10,000 auction has now ended I am now granting master resale rights to this eBook, therefore please ignore any references in the eBook stating otherwise. You can now resell this eBook as long as you do not modify it in any way. The minimum suggested selling price is \$10.00

The \$10.000 Auction and how to repeat my success.

Yes, I am attempting to sell 1000 copies of this eBook and that will make me \$10,000 from sales of this eBook alone, but along with other marketing methods I expect to make twice as much. Maybe as much as \$50,000. All will be revealed as you begin to read. My work on this eBook is done, it probably took me about 48 hours to complete. Now I just sit back and watch the money roll in and you could be doing the same, I urge you to read every word. So go and make a coffee, relax and enjoy. You may find it easier if you print this eBook. You can then read it anywhere you want. Also please make sure you read 'The 90 Day Powerseller Challenge' that is included with this package. This will make you a better eBook seller in general.

Why eBooks & information products?

The ability to create eBooks places you in an incredibly powerful position. EBook selling allows you to make your own unique product; it makes your business

different from any of the thousands of sellers on eBay competing for the same customers and selling the same products at the same prices.

"The eBay eBook market is dead, flooded, useless and a waste of time" I am a little tired of reading those comments. However, the fact that you are reading this eBook right now proves eBooks on eBay are still big sellers. After all, you just paid for this eBook didn't you?

This alone proves that there is still big money to be made on eBay selling eBooks. And I will show you exactly how to create a possible best seller.

Your information products **will only be available from you** and because of this they are easier to market. Uniqueness aside, eBooks are also the easiest products to deliver to your customer, there are no shipping costs or returns due to damaged or lost deliveries. If, for example, you decided to sell traditional products such as books or CD's every order would incur packaging and handling costs that could eat into your profit margins. It's also likely that you would need to hold stock of these items thus incurring more costs for storage and maintenance. eBooks are made of electronic data, simply upload your eBook to your web space and allow customers to download it – your delivery costs are virtually zero.

Even better, apart from a couple of minor costs at the outset, your business can be run without cost on a shoestring budget.

And probably the best thing of all is the fact everything can be automated. If everything went smoothly you will have received this eBook as soon as you hit the pay button. I am hoping your happy with your purchase and will leave me positive feedback. Once you do the same will be done for you automatically. All this could have happened while I was in bed asleep. I could sell all 1,000 eBooks without doing a thing.

EBooks can also generate masses of visitors to your web site and create thousands of leads. If you need to find prospective customers a free eBook can be the perfect solution. Simply ask your web site visitors for their contact details in exchange for a free information product (eBook) – use this free eBook to give them a taster version or sample of your related product(s). Include details of where they can find your main products and use simple follow up tools like auto responders to turn these leads into sales. (More on these methods later) If you ensure your free eBook contains enough quality information and it offers plenty of encouragement for the reader to follow the links back to your site for more information **they will come**.

Allow your free eBooks to be copied and redistributed freely and they will spread like a virus across the Internet, each one of them a homing beacon leading the way back to your web site. **This type of traffic generation is called viral marketing and it is one of the most cost effective ways of doing business on the Internet.**

Give something away for free and watch the money follow straight in behind it – it may seem strange but it works, every time.

Another excellent way to generate web/eBay store visitors is to simply sell one of your eBooks cheaply with master resale rights. Give it a few Months and your eBook will be all over eBay. Yes it will be getting sold for only a few cents but who cares, every time your eBook is sold it will provide a link back to your website/eBay store and you get the chance of a sale for doing absolutely nothing.

Take a look at the image below, that's how many people are selling the eBook I have included free with this eBook. And there will be more as I only tried one search term. Now my eBook 'The 90 day powerseller challenge' promotes my members area at www.planetsms.co.uk

I get many members through this eBook. So an excellent idea to generate sales is to provide a 'taster' in the form of a cheap eBook with resale rights and then promote the 'full version' at a higher price within your cheap eBook. Also, most of the sellers below do not have the brandable version. You do so if you do decide to sell it you will make money from it.

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|---|-------------------------|--|----------------------------|-----------------------------------|---------|--------------------|
| 520 items found for powerseller 90 Add to Favourite Searches | | | | | | |
| Location: Worldwide Show all | | | | | | |
| List View Picture Gallery | | Sort by: Time: ending soonest | | Customise Display | | |
| | Compare | Item Title | Bids | Price | Postage | PayPal Time Left ▲ |
| <input type="checkbox"/> | | Become A POWERSELLER in 90 DAYS. E-book RESELL RIGHTS! | Buy It Now | £0.99 -- | | 17m |
| <input type="checkbox"/> | | You Too Can Become A Powerseller In 90 Days | Buy It Now | £0.99 -- | | 28m |
| <input type="checkbox"/> | | How you can become an eBay powerseller in 90 days | - | £0.99 Free | | 43m |
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| <input type="checkbox"/> | | How you can become an eBay powerseller in 90 days | - | £0.99 Free | | 45m |
| <input type="checkbox"/> | | 90 DAY POWERSELLER CHALLENGE - E BOOK E-BOOK | Buy It Now | £0.99 Free | | 47m |
| <input type="checkbox"/> | | Become a POWERSELLER IN 90-DAYS ebook reveals SECRETS | Buy It Now | £0.49 £0.95 -- | | 47m |

I hope I have now whetted your appetite about the benefits of selling eBooks and how with a little effort they can make you a lot of money. Read on and find out the easy way that you can develop your new products and create the perfect eBay business.

Do eBooks sell?

Despite what you may be told the answer is and always will be yes.

People have and always will be prepared to pay for information.

One of the strongest human desires is to learn, to be educated and to better ourselves, no matter what the subject is:

To live longer and healthier, to be a better parent, partner or lover, to raise children well, to earn more money, to work fewer hours or to own a nicer home or faster car, maybe play a sport better or even just bake tastier cakes, everyone wants information and nearly all would be prepared to pay for it.

EBooks have become desirable because of their instant nature, I pay my money and boom, three minutes later all the info I need is downloaded onto my PC. No hassle, no waiting, no fuss.

What you are now reading is the quickest proof I can give you that people will pay for information. You bought this eBook - you paid for the information it contains.

You made a good decision! (Although I'm obviously a little biased about this)

This eBook contains all the detail and information you will need, it will show you how to create eBooks, how to package your information products and how to then promote and sell them without any big financial risks.

Follow the advice I give you and you really can change your life.

As an "InfoPublisher" you can earn a substantial income and put in far less hours than the average person working the 9 to 5 treadmill. You can fit in work time when it is convenient and from the comfort of your own home.

Alternatively you can put the knowledge here to work for only a couple of hours each week and you can still make a healthy second income. How hard you work and how much you make is up to you. **But nothing comes for free.**

YOU MUST BE PREPARED TO LEARN AND THEN TO PUT INTO PRACTICE WHAT I'M TELLING YOU.

I cannot express this strongly enough, you would be amazed at just how many people **FAIL** simply because **they do not take action** –

If your thinking that you'd love to get into this business but are daunted by the prospect of writing an eBook -**Don't be.**

Your eBook doesn't have to be of epic proportions, volume does not always equate to value. Give your readers the facts, present them well, educate your readers and enrich their lives. If you can do this in two or three pages you will achieve the same result as if you did it in two or three hundred pages - your customers will still be happy and they will buy from you again.

Your eBook(s) do not have to be original or groundbreaking either, I know a lot of eBay sellers who have over the last few years made thousands of pounds by simply compiling and researching the same material that can be found freely on the internet. If you present your product right you will succeed.

If you don't like to write it needn't be a problem.

A fantastic resource can be found through *private label content*. This is content that you can add to or edit as you please, you can usually even claim to be the author. More will be explained later.

Resale rights or non resale rights! The choice is yours.

If you don't know whether to offer resale rights I will state the benefits of resale rights and non-resale rights.

First we will start by stating the benefits of selling an eBook with resale rights.

These will generate sales of all your products in your eBay store, plus you will earn commission through affiliate links, what's an affiliate link I hear you say. An affiliate link is where you send a visitor to a website, then if the visitor goes on to make a purchase from that website you earn a commission, this can be as much as 75% in some cases. All of my eBooks link to my eBay store. Now you may not realise this but that is an affiliate link. If you then go on to bid or buy an item anywhere on eBay I will earn between 12c – 20c. Not a lot, but if it's an eBook getting viewed a few hundred times a day it mounts up, plus I also get between \$12.00 - \$20.00 per new registration, however if I were selling you a gambling product and I gave you a list of gambling websites and you joined any of these sites I could earn up to \$100 per sale. Or you could be an expert gardener selling an eBook on gardening. In this book you would provide links to gardening websites for people to buy their plants and tools from. Or you could be selling a health eBook linking to health websites. You get the picture. Also, in this eBook you would have links to your eBay store, affiliate links of course. Now as well as generating extra sales you would be earning commission too.

For more info on affiliates visit www.cj.com this is the leading affiliate website and it is worldwide based.

Now lets say for example you are selling an eBook on 'how to play poker' you would

include a link to loads of poker websites. Some will offer as much as \$200 just for joining. In your eBook you would mention these sites that the visitor would go to and get 'free chips', when they sign up you would receive your commission which can be as much as \$100 per site registration.

Now here's where the beauty of resale rights comes in!

You sell this eBook with resale rights, now most people who buy it will also be thinking of reselling it. Imagine after a few Months how many people will be looking at your eBook. Even if only 1% were to sign up for a poker website you would be earning some serious money. And this is for **only one product**. This product will never expire because it will always be getting sold on eBay by other users. It will continue to earn you money for years to come.

After you have sold it about 50 times you don't even need to sell it anymore, because other people will be doing it for you. Of course you can but I would much rather spend the time working on another. These are the benefits of selling an eBook with resale rights.

Also, the point of any eBook you sell with resale rights is to drive people to your eBay store and website and buy your high priced items.

Now what about selling an eBook without resale rights.

These are totally different and these are what can earn the big money, **this is as an eBook without resale rights.**

This product is **unique to me**, that's probably why you paid me what you did, because you could not find this sort of info anywhere else. This product is priced at a reasonable amount because of this. This is what I call my **niche market**, this is what I do best, create and sell eBooks and tell people how I do it. That's why you bought this eBook. Now you need to think of what you do best and what you can write about. Don't think you can't write about anything because you can. To write an eBook is easy, you just need to do some research and sell the info. Here are a few examples. These are just examples off the top of my head.

Maybe you have just got married. How about an eBook on how to plan the perfect wedding. Maybe you have a hobby collecting antiques. People would pay to know how to go about buying and selling antiques for profit... Get the picture. The list is endless.

However, by far the best sellers are usually about the following:-

- 1, Getting things for free**
- 2, Gambling**
- 3, Making Money**
- 4, Saving money**
- 5, Improving your health**
- 6, Working from Home**
- 7, eBay**
- 8, How to guides**
- 9, Learning a new skill**
- 10, Improve appearance**
- 11, To be entertained**
- 12, Have a better lifestyle**

Now you don't need to be an expert in any of these fields to write an eBook on any of the above subjects. You just need to do some research and compile all the info to create your own product. Plus you can still have affiliate links in these products. However, this is not where you will make most of your money. You will make money from these products because you will be selling them for at least \$10 or more.

If you look at the business and information categories on eBay you will see loads of people telling you how you can make money from gambling and starting your own business. Most of the successful sellers will be selling their own product at a high price. The reason it sells at a high price is because only they are selling it. It is their own unique product not available anywhere else.

This is where you create your own unique product, just like this eBook is my own unique product, no one else is selling it. Your product is only available from you. Just like this product is only available from me. This is why people will pay big money for your product. **You must tell people they cannot get it anywhere else.**

So how do you Write your own UNIQUE INFO PRODUCT, and sell it?

YOU CAN USE EXISTING EBOOKS AND THE INTERNET FOR YOUR RESEARCH. YOU WILL NOT BE COPYING THEM BECAUSE THAT IS ILLEGAL.

Research anything you like on the subject from the Internet, or buy an eBook, get the main facts from it and add your own thoughts and ideas. If you read the eBook and do your own research then write an eBook of your own on the same subject then there's no infringement of copyright.

You can legitimately sell it as your own work, **because it is your own work.**

This is the secret of producing and writing your own valuable eBook and selling it on your own EBAY AUCTION. As soon as you adapt and improve all this excellent information, it will instantly become YOURS. You will now own the copyright including SOLE rights over the eBook.

You, being the copyright owner, are fully entitled under eBay rules to sell... sell... sell.

Therefore your unique eBooks will also sell for a much higher price. They will easily sell for over \$10 a time. Your product will be in huge demand because no one will be able to get it anywhere else. There are countless eBooks out there for research, many of them FREE. You can create money out of NOTHING.

Set yourself up for life. You could sell at \$5 each and people will run over each other to get a new unseen before eBook for \$5 on eBay. You will be the only person selling this so they will have to pay whatever price you ask. If you only charge \$5 however and sell three a day this will bring in \$100 a week. For a unique eBook on eBay this is not a problem if it's done correctly.

So to recap – Use eBooks with resale rights to promote more expensive eBooks without resale rights.

What Type Of eBook Will People Buy?

The answer is simple -**almost any type**.

OK so where do you start?

1.Find your subject.

With over 300,000,000 people online there's a massive potential market for all but the most specialised type of eBooks. The best advice I can give you about the subject of your eBook is to write about what you know or about what interests you, something that you would like to discover more about yourself. Personal passion about a subject shines through in your writing and makes for a more enjoyable read, entertain and educate your reader, deliver what they want and you will have made a customer for life.

EBay also provides an excellent resource for searching your chosen subject. Take a look at the featured auctions in the information and business categories and look for info products related to your chosen topic.

Go to a listing your interested in and watch the item till it ends. If the seller has loads of buyers you just know that it is a good seller. If the eBook is reasonably priced buy it and use for your research. You now have your subject. Now it's time to research further.

Handy Hint: Do not make the common mistake of believing that your eBook should be about making money or internet marketing – **In fact**, it's much easier to generate a higher income by targeting your eBook at a more generalised audience or a non marketing niche, as opposed to the small proportion who are Internet entrepreneurs.

There are thousands of people interested in thousands of topics the secret is:
Discover a need, target the market and feed it.

A word of warning: Try to avoid fashionable subjects or subjects related to current news stories. You may find that what was searched for 10,000 times last month only manages a couple of hundred a month later and by the time your eBook is ready to go live you may find you have few or no customers.

Here are some excellent resources to enable you to find out what topics are hot now:

<http://www.google.com/press/zeitgeist.html>

<http://50.lycos.com/>

<http://buzz.yahoo.com/>

<http://ecommerce.internet.com/research>

Another method of establishing 'What Sells' is to visit the big guys and find out what they're selling. Check out the bestseller charts at

Amazon.co.uk

Amazon.com

Bol.com

Barnes and Noble

Once you have chosen a subject(s) you can proceed to the next stage of your research. To do this you will need to check out the overall levels of interest in your selected subject.

A great resource to discover how popular a subject is, is the search term suggestion tool available at **Overture** (*formerly GOTO.*)

<http://inventory.overture.com/d/searchinventory/suggestion>

Simply enter some keywords relating to your chosen eBook subject and it will show you how many times in the previous month those terms have been searched for.

Remember to try various search terms and alternate wording.

If your chosen subject hasn't generated many searches you may not be able to sell many copies of your eBooks. In my experience sticking with subjects that have generated at least a five to ten thousand searches is a safer bet, this way if you work on a small percentage of the total searches it will give you an idea of how many books you could potentially sell.

You should also at this stage search for other web sites that relate to your chosen subject. I personally find that the easiest search engine to use is

Google.com

It's really important to find out before you start creating your eBook that the information you plan to sell isn't available for free somewhere else and this is also a good time to check for potential competitors, reciprocal link sites or possible affiliates programs you can join.

Make life easier by creating a spreadsheet and note the URLs of the sites and forums you visit, add helpful notes and comments about any interesting stuff you pick up along the way. This part of your research can be a little time consuming but it will be helpful as your business develops so take some time and immerse yourself in your chosen subject, believe me it will pay dividends later.

Every author when writing a book needs to conduct research and it's no different when your writing an eBook. You have in front of you the best tool available to carry out your research - it's called the Internet and the best thing about it is that it's absolutely free.

What if you can't write well or don't have the time.

Well that needn't be a problem. You can use what is known as *private label* content. This is simply content that has already been written for you, all you need to do is edit the content to suit and add your name.

If private label content interests you check out my website

www.privatelabelplanet.com

2. Write your eBook using a program such as Microsoft word or FrontPage.

When you think you have enough relevant information for your eBook. Usually at least 10 pages but of course the more pages the better the value and of course you can charge all the more. You can add pictures, bold text, links to other websites etc to make it interesting.

Use all the **good information** that's been given to you. You will need to spend a while researching your eBook. The eBook only needs to be between 10 and 20 pages long to sell for between \$5 and \$50.

Try to include links to relevant sites that can add more information to the info included in the eBook. These can be affiliate links that will earn you even more.

Also maybe add a few relevant free eBooks that your customers would be able to resell. It makes the package bigger and more value for money. After all, there is plenty on eBay that can be bought for a few pounds, give a few away to create a 'package' Just as long as they know that they cannot resell yours.

If you have any websites or any other product to sell use a link. You could get more sales from it. **Always** have an affiliate link to your eBay store. **CLICK HERE** for more info on eBay's affiliate program. You are almost finished.

3. Compiling your eBook

You now have to convert your word file to an eBook using either an eBook compiler or converting them to pdf. (Portable document format). The best programme for this is the Adobe Acrobat writer programme as most PC's have Adobe Acrobat Reader already installed on their PC. You can also security password it so no one can edit it or steal it by copying it.

There are some FREE or low cost services that can convert your Word or any word

processor document to pdf format for you.

Such as

www.primopdf.com

www.pdf995.com

www.gohtm.com

You could sell it as a word file but as there is no security. Word to pdf is by far the easiest route to take. You only have to convert your document to pdf format once.

You can also download other types of eBook compilers from the net. Most are free and have good security. Just do a search for 'eBook creators' on the Internet.

4. List your eBook on eBay.

How to create a listing that sells your product and how to get customers to see it.

If your not familiar with web page design or HTML coding don't worry. The learning curve doesn't have to be too steep and I'm going to show you plenty of tips and tricks that'll make life much easier for you.

Designing a listing/sales page:

High quality graphics are essential in your listings; I always use [Planet Divinity](#) as they are top quality and very cheap too. David can create anything from sales graphics to eBook covers.

First up if your familiar with web design and HTML the next few pages may seem a little basic, if your not, then I'm guessing your starting to get a little anxious and probably think that the going may be getting a bit tough. If you fall into the "starting to worry" camp, rest assured, within a few days or so you'll be wondering what you were worried about.

I'll let you into a little secret. Six years ago I knew nothing about eBay or information products and I hardly knew one end of a computer from another.

Today I earn thousands of dollars a year from Internet marketing and the odd online promotion campaign.

But here's a bigger secret - I still don't write in HTML. I've learnt how, I've had to, but I find it easier to use **WYSIWYG** software, it saves time and effort and in my opinion it works just as well as coding your web pages by hand.

Now don't get me wrong, I think you should try and learn at least the basics (and I've included some good places to start at the bottom of this page), and there are

many purists out there who will argue that hand coding is the only way to design. To a point their arguments are valid, however we're here to publish eBooks and to make money, and to do that you don't need to do everything the hard way.

Q: What is WYSIWYG? A: What You See Is What You Get.

There are many different WYSIWYG web editors around, you could even save a Word or PowerPoint document as Html if you wish, but my own personal favourite is called **FrontPage** supplied by Microsoft.

I'll list many of the better programs on the next page. Some are free, some are shareware and some are offered for limited trial periods.

Download a few different ones to try until you find a favourite.

FrontPage 2003: Gives you the power to develop a sophisticated Web site, design the Web site you want, and generate code more efficiently

<http://www.microsoft.com/frontpage/>

Coffee Cup HTML Editor: Really fast and easy to use editor with many great time saving tools already built in.

<http://www.coffeecup.com/html-editor/>

Mozilla is an open-source web browser and toolkit, designed for standards compliance, performance and portability.

<http://www.mozilla.org/>

Amaya is a Web editor, i.e. a tool used to create and update documents directly on the Web. Browsing features are seamlessly integrated with the editing and remote access features in a uniform environment.

<http://www.w3.org/Amaya/>

Trellian WebPAGE allows you to create your own web pages without having to learn complex scripting languages. WebPAGE's WYSIWYG interface makes editing pages as easy as using your favourite word processor.

<http://webpage.vendercom.com/>

WebDwarf V2 is Virtual Mechanics' free prototype editor for the design of Web content using HTML and SVG (Scalable Vector Graphics). Version 2 hosts a number of advanced features.

<http://www.virtualmechanics.com/products/dwarf/index.html>

You will also find these web sites handy to search for more free software:

The mechanics of site building falls outside the remit of this guide but there are many excellent and free resources to be found on the Internet, you can find some of the best below:

What I am now going to show you is how to create a listing that sells and what you should and shouldn't include in it.

Listing Design:

Your eBay listing must highlight the many features and benefits your product provides and at the same time it must create a sense of urgency to buy today, right now. (We'll deal with both of these subjects later).

Your listing needs to offer a guarantee of satisfaction and it must explain how quickly, easily and securely the product can be purchased.

It needs to build up the potential customers' confidence and it should create a smooth and seamless pathway to the buy button.

After the sale you should try to generate additional income by promoting relevant, affiliated sites and/or products to your customers. Can you remember where you had to go to download this eBook? **My website.**

This site can be linked from your thank you page. The one seen after a customer has purchased your eBook.

For example, if your eBook offers beauty tips or makeover techniques your thank you page could link to other sites that sell cosmetics and beauty products, health and well being sites etc, etc -

This strategy and the promotion of affiliated sites can double or even triple the value of each sale by generating high levels of commission for you. Think about it! Were you tempted to become a member of www.planetsms.co.uk

One thing I have personally learned from this strategy may sound a little cold blooded but it works very well.

Here's why - Your customer has arrived at your listing hungry for information, they have proceeded to purchase your eBook and you now know three important things

about them: They have an eBay account, they are interested in your chosen subject and emotionally they are in a buying mood. **Fantastic - you could not wish for more.**

Sell them something else! Why stop with just one eBook? What about a pro version of your eBook that offers even more features and benefits for just a few dollars extra or maybe a special 'valued customer' offer of an associated eBook at a discounted price. At the very least promote one of your affiliate sites that pays you a % commission on sales.

One of the key factors that will determine your web site's level of sales was mentioned in the paragraph above. Nine words, what were they?

"It needs to build up the potential customers confidence"

This is the **real key** to unlocking your listings sales potential and making you wealthy. You must make every visitor confident enough in you, in the product and in your ability to deliver what you have promised. Here are some excellent ways to inspire confidence:

1.) **Offer a money back guarantee and honour it.** It's better to refund a sale if there's a genuine reason than to upset someone.

Remember in business, and especially on the Internet, where word can spread very quickly, it's better to make friends rather than enemies. If someone doesn't like your product at least let them like your service. You could ask why they are seeking a refund? Why they are dissatisfied? Take this feedback into account and use it to improve your products.

2.) **Don't make exaggerated claims** about your product and avoid clichés, we've all seen the 'make a million bucks overnight' copy, no one believes it and your web site will lose all its credibility. Using statements such as '**It's the best**' and '**Unbelievable but true**' smack of amateurism so avoid using them.

3.) **Gismos.** If something on your page serves no real purpose it will only slow down the page loading time unnecessarily, so forget about those fun animated gifs and embedded midi files tell me what you're selling, why I should buy it and how I can buy it. Do it quickly or I'll get bored and go look elsewhere

4.) **Publish any letters of thanks or references** from previous customers include snippets from favourable reviews of your eBook.

I find the best time to ask for references is just after you have made a sale or a few

days later maximum. At this point your customer should be most satisfied with your services and they may be willing to supply you with a reference, maybe all they have to say is how easy they found it to download your eBook but at least this will help prove to potential customers that your system works and they will get the product when they pay for it.

5.) Make sure that you tell the potential customer about all the main features of your product and provide at least 2 benefits per feature.

If you don't know about features and benefits I'll explain later

6.) Design your sales page properly by using colour effectively. This is important because people will subconsciously relate different emotions to different colours. You really can make your product more appealing by carefully choosing from good colour combinations on your sales site:

BLACK AND WHITE - Very business like and exudes authority (but can be harsh to read if there's a lot of text.)

BLUE - Inspires trust and confidence.

Neutral shades such as **Browns** and **Greens** put people at ease and make them feel more comfortable.

REDS - Can trigger subconscious warning messages and arouse suspicion but can also trigger action.

Don't make the pages hard or even impossible to read by using a **dark coloured font on dark backgrounds** or **bright coloured font on light backgrounds**. It's not easy to read is it? But you'd be surprised how many eBay sellers do it.

Forget using that fancy font you just downloaded because it will not necessarily be installed on everyone else's computers. Putting non standard fonts on your web page doesn't necessarily mean that everyone will see them. Their browsers will revert to a standard font and it can ruin your layout. Stick with the standard fonts that everybody has like **Arial**, **Courier** or **Times New Roman** or better still **Verdana** which has been specially designed by Microsoft to make reading from computer screens easier. Remember to set the font size so it's readable on different monitors.

Don't use huge font. It is harder to read and makes you look like an

amateur.

Page width is important too when designing your sales page, I'm sure you've come across poorly designed listings that are like watching tennis matches to read. Don't make your visitor scroll left to right to read your page by setting the page width to a maximum of 600 pixels.

Remember that as your own experience of creating listings grows you mustn't forget that many people that surf eBay are newcomers. Make it easy for them to view your listing and give them the chance to buy from you.

Effective Design:

1.) What do I expect from my listing?

Thousands of new listings appear on eBay every day and each one of them has a different purpose for its existence. It's important then to address the issue of what you want your listing to do. You want it to sell and make money so use it to sell, don't educate or entertain, don't distract from its purpose - just sell.

2.) What do I want my customers to get from my listing?

Make sure that your listing is informative and helpful and provides enough information to allow the customer to come to a buying decision.

Don't create questions and leave them unanswered because it will lose sales. When you have proven the effectiveness of your product provide an easy way for people to buy it.

3.) When will my listing be complete?

The true answer should be never! To survive and prosper on eBay you must continually refine and adapt your auction layout and the mechanisms behind it, seek to improve your products and the ways you promote them. Learn from the experience of others, from your own imagination and intuition and use your mistakes in a positive way.

Continually seek to improve and develop your business and give it the time and patience it deserves, if you do, you will be successful and you can make more money than you ever thought possible.

Sales Copy & Ad Writing:

Once your happy with the mechanics of sales page building its time to move on to what you should actually say in your listings to get people to by your products. In business there are many ways to sell products but on eBay the cheapest and most effective way to sell is with a good sales letter.

Below we are going to look at the different areas that are important when considering what to say:

Features and Benefits:

A **feature** of your product is something it has, for example, your eBook has an index. That's a feature, it's something it has. The **benefit** is something that the feature does. A customer's buying decision is usually based on the relevance of the benefits your product offers them, they are very rarely decided by the actual features of your product so **you must highlight the benefits.**

For example: If I where to purchase a car, the fact that it had a fuel efficient engine would not be my reason to buy it. My reason would be that the fuel efficient engine (**a feature**) meant that my petrol bills would be less (**the benefit**). My buying decision in this example is made because I will save money on fuel.

You should use the 'SO WHAT' method to establish benefits:

'My eBook has an index'

'SO WHAT'

'it will enable you to quickly find all the sections relevant to you'

'SO WHAT'

'it takes less time gathering the information you require'

Now you can begin to link the benefits using the words and phrases such as - SO, THIS WILL, YOU CAN, THIS MEANS, THIS WILL.

Here's what I mean.

My eBook has a fully detailed index, **this will** enable you to quickly find all the sections that are relevant to you, **this means** it takes less time gathering the information you require.

Now you try: Create a big list of your products main features, select from the list the top ten that you think will appeal to customers the most, then for each feature apply the **'SO WHAT'** rule and list as may benefits as you can.

When you have a list of 10 or more benefits pick 2 or 3 and link them together.

By working this way your sales copy will practically write itself.

When your done go make yourself a coffee and read the paper or go for a walk. Then go back and read it through again, making any changes you think necessary or better still ask a friend to read it for you and ask them to give you an honest opinion.

Does it sound good? Are there any other benefits you've missed? Does it make sense and is it relevant? When your happy it's done.

I would suggest that you actually create two or three alternate lists of features and benefits and trial them on eBay. After a few weeks change them around and see if it affects your sales, does a particular list generate more sales? If so discard the others and create new lists based on the high sellers and again alternate them every few weeks, working this way will help you to better target the needs of your customers and will result in more sales.

WHAT IS YOUR USP?

If your scratching your head your not alone, many so called web marketers couldn't tell you the difference between a USP and an ISP. So what is it?

IT'S VITAL TO THE SUCCESS OF YOUR EBAY BUSINESS.

A **U**nique **S**elling **P**roposition (USP) is a single, unique benefit that makes your business stand out from your competitors and before you go any further, before you write your sales copy and even before you start to add any words to your listing you must establish what it is, it should influence everything you write and it can change the look and feel of your listings design. -**What is your USP?**

Incorporate your USP into your listings headlines, and in the body text, use it to reinforce your sales message, if possible use graphics that relate to your USP, do everything you can do to get the message across.

How to determine your USP?

It should be the one unique strength or advantage you and only you deliver. (It could be any of the following:)

1. **Price** - Are you the cheapest or do you offer the best value package.
2. **Quality** - You offer the best or highest quality products with guarantees to prove it.

3. **Service** - You offer the best after sales service or response times.
4. **Reliability** - You are more reliable than the competition.
5. **Authority** - Do you have qualified knowledge? If so tell people.

These are examples only and they will be quoted by your competitors - so be different, be unique!

Here are some more ideas to consider:

Offer more bonus reports, give free articles, additional eBooks, or other freebies than anyone else.

Guarantee results (within a timeline is even better). Have the widest selection of niche content.

Offer a 100% money back guarantee or give a FREE 30 day trial **Get the idea?** Take some time, create your USP and then use it in all your online marketing efforts including your sales copy, your listing and in your newsletters. Then remember to integrate your USP into absolutely everything you do including your email signatures and any advertising campaigns.

On the next few pages I'm going to reveal to you some of my own closely guarded marketing secrets that will literally explode the sales of your eBooks.

No matter how good your product is, no matter how well designed your listing is and how many visitors you attract to it you must always remember that success only occurs when you sell products and lots of them.

We have already discussed the need to get a potential purchaser to read and relate to your sales letter, how important it is for them to understand the advantages of buying from you related to your USP. So far, so good, but what if your sales copy and product's USP are good but you still fail to create sales in high volumes?

It happens a lot and many would be marketers are so disillusioned when it does they quit. They've worked at the listing design, promoted it till it hurts and tested and retested the sales copy but nothing more spectacular occurs than a dribble of sales. If this ever happens to you then the following section might just turn the trickle into a river.

Magic Words:

Unfortunately the average eBay surfer's attention span is about ten seconds, someone who is really interested in what your product does or how it can help them may give you a little longer but not much so it's vital to hook them right away.

Luring them in and drawing them further in as your sales copy progresses will ensure they read it to the buy button.

There are some specific words that when combined within your sales letter will magically draw in the reader. These words should be prominent in your headlines, sub headings and body text because they will propel the reader towards the buy button.

YOU - MONEY - NEW - INCREDIBLE - SEX - SECRETS - DISCOVER
.
- **REVEALED - PRIVATE - BREAKTHROUGH - POWER - SHOCKING**
.
- **GUARANTEED - INSIDE - EASY - FREE.**

There are others but these sixteen seem to generate the best results and you should position these words effectively throughout your sales letter. They will encourage the reader to continue and that is the first step in getting them to buy.

Attention Grabbing:

Now here's a little test: Can you remember the last dozen of the hundred or so advertising messages beamed at you today? Can you remember any at all? Most people can't it's a fact and this illustrates the biggest obstacle you need to overcome to successfully promote your eBooks on line. You must capture your prospect's attention in the first few seconds of your sales page loading or your sales message will be ignored.

Here are 2 proven techniques you can use to quickly capture a prospect's attention.

1. Make a dramatic statement: Your dramatic statement will be most effective when it describes a major benefit for your prospect.

2. Ask a provocative question: I once saw a direct mail letter that began with the question, "If your such a good salesman why aren't you making \$100K a year?" Not many salespeople could resist reading that letter, especially if they weren't making \$100K a year and I have found this to work exceedingly well online.

Can you remember what got you reading my sales letter?

I bet it was the fact that I was making a statement?

You wanted to see if I could indeed make \$10.000 from a single eBay auction. Think big and aim high with your title. This is crucial.

Create A Sense of Urgency:

There's nothing like the Internet, it's a world of opportunities, millions of them, and there are millions of alternative information channels to lose yourself in. Because of this fact it's true to say if you loose a visitor before they become a customer you may never see them again.

Don't let it happen, use every trick in the book to make sure a potential customer stays long enough to buy from you. Create a sense of urgency to force the decision to buy right now. A limited time offer, an imminent price increase, a limited release and so on. Whichever way you decide to go make sure the need to **buy right now** features prominently in your sales copy.

Mistakes To Avoid:

1.) ROLL UP, ROLL UP: Your listing isn't really a mall or a store or even a kiosk. If anything, it's an interactive brochure. If it starts talking, flashing lights or playing music, I get scared and run away.

2.) WE'RE NOT OLD FRIENDS: You seem a little too happy to see me. I'm worried that if I buy something from you, you'll invite me home for supper with your family. That's more commitment than I care to make when I'm buying your eBook.

3.) LESS IS MORE: Tie a heavy weight to your 'Knitting eBook Buyers Forum' and chuck it overboard. Ditto with the headline news feed, the search engine access, and the design award from someone who can't even design an award. Give me the eBook! Oh, and thanks for the free email account offer, but myname @ knitting-eBook-world.com is a little too lengthy for my needs.

4.) WHY SHOULD I CARE: Thank you for letting me know the best monitor resolution for viewing your eBook listing. That'll come in real handy when I'm trying to think of the ninth dumb annoying thing about it.

5.) SPILL THE BEANS: Your customers want your eBook to provide a simple solution to their problem. They also want to see fast results and they want those results to be easy to get. Give them what they want. Promote the characteristics of the book that are simple and easy to understand tell them how quickly they will get results. **These are often more important to customers than price.**

6.) ELIMINATE THE RISK: Prospects often avoid buying from you because they don't want to risk the chance of getting unsatisfactory information. One way you can eliminate that risk is to guarantee their satisfaction. A money back guarantee with few or no conditions is a powerful risk eliminator so use it. Only about 1% of customers will ask for a refund and this also avoids negative feedback.

Sales Copy and Ad writing Final Tip: Any Internet marketer worth their salt will tell you that success is very rarely a first time thing. In fact the majority of today's successful marketers could write a book about the mistakes they've made (In fact some do - and they sell well) so don't get disillusioned too quickly.

Learn from your mistakes, treat the set backs and pitfalls as a learning curve, change your sales page, re-write your sales copy and give persistence a try. When you do, everything will eventually fall into place and your products will sell.

In the next chapter I'm going to show you how to attract visitors to your eBay store and listings without spending a penny in advertising...

Methods Of Promotion:

The search engines are a fantastic way to promote your store but they are by no means the only way. You are limited only by your imagination for ways to generate traffic so here's a quick list of alternate forms of traffic building:

Promote your eBay store by email: Every email you send out can be used to promote your eBay store, include a catchy tag line or signature and a link to your store with every email you send out. (Don't forget to include your USP within the tag line)

Promote yourself and your eBay store in forums and on discussion boards: You shouldn't blatantly spam forums or message boards but if someone is looking for information from your chosen field or area of expertise offer some advice and then offer a link to your store and again include a catchy tag line and signature with a link to your store.

Give away a sample eBook: Everyone loves a freebie, give away a free eBook that offers some useful information aimed at your target market. Use the free book to promote your store or your other eBooks. If you ensure the content of your free eBook is useful and relevant it will bring in paying customers for your other products.

The rule to follow when you create a free eBook is that blatant advertising is wrong and will lose potential sales, (no one wants to download your advertising if it offers them no useful information). Simply refer to your other products and provide links that allow people to find your store. If done well this tactic can generate many additional sales.

Use other media: Write a short email press release about your eBay store and your eBook. List the main features and benefits your product offers and describe the audience it is aimed at. (Include your USP) Include your email address and your URL and offer to provide more information if it is required. Send your press release to the News Editors of any relevant publications including magazines, newspapers and local radio stations. (Find their names from the publication's web site and address it to them personally)

Use Snail Mail: If your product appeals to a broad section of the community why not create a mail shot on your PC, print a few hundred off at home and distribute them around your local area. I've done this myself in the early days and you'd be surprised just how much traffic this can create from a small drop. Remember to use good sales copy and hook the reader into visiting your store. Not only can this create additional traffic but it's good exercise too, especially if you've just spent the last month in front of your PC.

Put your thinking cap on and try them all. **Remember the life blood of your business depends on attracting visitors to your eBay store.**

Four Really Important Tips:

1: EBook Covers -Create an eye-catching eBook cover and you are 50% to generating a sale. Now that's a bold statement but in my opinion it's true.

My friend David does all my graphics and eBook covers. Check out his website [Planet Divinity](#)

Packaging and presentation play a critical role in sales and often an average sales letter can be balanced with a great looking eBook cover.

Think about it have you ever made a buying decision in your local store based on the packaging of a product? I'm sure you have. Packaging design is a multi-million dollar industry for a good reason - **Packaging Sells Products.**

2: The Public Domain -I want to tell you a 100% true story about how a simple man with seemingly no ambition (and was constantly teased for too often 'day dreaming' while in school) created a business empire worth billions (yes, billions) using books that were in the "public domain".

But first, if your not familiar with the term "public domain" allow me to help give you at least a general idea of the legal and business power contained in these two words. At a very basic level, "public domain" means...

...anything that is NOT protected under US copyright law. This includes ALL works published before 1923 AND, under certain conditions, works published up to 1978. A 'work' can be anything: a book, a play, music, photographs, movies, instruction manuals, courses, reports, posters, etc...

Re-publishing and re-packaging public domain information and other creative works can make you a lot of money. The reason is fairly simple: If you find, re-package and sell information that has fallen into the public domain you do not have to pay

royalties or copyright fees on that work.

If you love the idea of publishing information as a business model but you don't want to or can't create your own book or manual...what do you do?

Not every kind of work in the public domain will have a market but here are some examples of books you could be re-publishing that have an excellent market right now:

Books on mind reading, thought transference, etc

Books on marketing, advertising and copywriting

Books on trading stocks and commodities

Books on collecting: figurines, Wedgwood, pottery, etc

Books on hand writing analysis, palmistry and the occult

Books on herb remedies and natural healing

Children's books and stories (especially those with colour illustrations)

and so much more!

Not convinced yet?

I started at the beginning of this tip to tell you about a rather unambitious fellow who built a billion dollar empire using works that had recently fallen into the public domain. He based his entire business on fairy tales that were popular in the early 1800's, The Grimm Fairy Tales.... can you guess who it is?

It was Walt Disney. Yes, he knew that the Grimm Fairy Tales were wonderful stories and he also knew they were recently added to the treasure of 'public domain' works. He changed the names of some of the characters and 'modernized' them a bit, but essentially copied them and made a large fortune selling the stories to a new generation!

3. Resale Rights Products -A great way to almost force your customer to buy from you is to offer a package of products too tempting to resist.

But where can you find enough products to do this? **Resale Rights** is the answer. You buy a book or a software program that comes complete with Master Resale Rights, this means you can sell it or offer it as a bonus to add to your own offer.

So where do you find this type of product? EBay, you can pick up hundreds of eBooks for only a few dollars if you look hard enough.

You'll find hundreds of products that you can resell or bundle up to add value to your products.

4. This is probably the most important tip I can give you and it applies not only to your Internet business but to everything you do in life. This idea isn't my own but when I started to apply it amazing things have happened to my business and my life. . . you have heard it before:

Give And You Shall Receive.

Once you realise the real power behind this simple phrase and start to put it into practice your business and your life will change. In everything you do you give good value, give good service, give your time and make the effort because it really will come back to you. **A hundred times over.**

I was a little sceptical at first but gave it a try - you may be too but just give it a go for a little while and you'll see for yourself.

Well that's it. I hope you enjoyed this eBook, if you have any feedback or comments I'd love to receive them:

Just drop me an email to admin@planetsms.co.uk

You can visit my web site at www.planetsms.co.uk

Also take a look at my eBay newsletter and get more eBay selling tips at <http://www.newsletter.planetsms.co.uk>

Good Luck & Happy Publishing.

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Update! June 2006

The \$10,000 auction is now over and I would estimate this very eBook that you are reading right now has generated over \$50,000 in sales and I am now going to share all the secrets behind the whole event.

I am also about to reveal a crucial mistake in my eBay listing that cost me over \$25,000 in sales, make sure you download my **FREE** report so you don't make the same mistake I did.

[CLICK HERE](#) to download the secrets of the \$10,000 auction completely free.

As the \$10,000 auction has now ended I am now granting master resale rights to this eBook, therefore please ignore any references in the eBook stating otherwise. You can now resell this eBook as long as you do not modify it in any way. The minimum suggested selling price is \$10.00
