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[Walutech](#) is currently a gold eBay powerseller who has been successfully selling on eBay, making full time income from his business for many years.

This eBook is a transcript of a recent interview I've had with [Walutech](#) as he explains just about every characteristic of running a successful eBay business.

Hi Walutech! Can you first introduce yourself and give some information regarding your background?

Of course! My real name is Tony and I have sold on eBay for many years. My user ID on eBay is [Walutech](#). I started doing business all the way back in my college years. I left college on my third year before I could finish my graduation to set up and operate my business full time. Through time, I've found that the easiest way to make money online was through eBay. Anybody of any computer skill level can do eBay. It's easy, effective, and most of all, it's much less costly than opening your own ecommerce business.

Great! Can you give the reader some information about your business on eBay?

Sure! You can take a look at my eBay store [→here←](#) I sell informational products (e-Books) on eBay. The informational product topic is huge in the online marketplace giant. My first purchase that I ever made on eBay was actually for an informational product! I realized the enormous potential of this business at that time and went forth to create a full-fledged business over it.

Do you only restrict your business to eBay or are there any other revenues in which you sell products through?

I do have a website at <http://www.showmyebook.com> where I sell my informational products in addition to my eBay store. Even if you don't plan selling products through your website, just let it act as an "about our business" page. Such a page is not hard to set up at all, yet it will significantly increase the credibility of your business.

Do you have any recommendations on how to set up a domain and webspace?

Oh, yes. If you do not have a domain, you must first register a domain, and then sign up for webspace. If you want to go big in business, it is crucial that you must register a domain and [open up a webhosting plan](#) and have a website to sell more of your products to your customers. I recommend that you get a webhosting plan at [land1 Webhosting](#) as in my experience they are one of the most reliable webhosting providers that I've been with and their prices are extremely reasonable.

How did you come up with information products as your niche on eBay?

I can't think of any business that you can do eBay that can pull in so much profits for so little work as this business. Once you've set up everything, the ratio of profits earned to time spent in this business is simply unmatched. There is no rushing to the post office every day to ship out items to your customers, there is no tracking information to

record and deliver to your customers, there is no inventory or stock quantities to be concerned over, there are no product defects to worry about, there are no return merchandise or exchanges to take care of, there is no shipping damages to worry about, there is no eBay or Paypal disputes to handle (disputes can't be opened for digital information products). I have an automation system set up to automate everything from invoicing, customer communications, eBook delivery, and even feedbacks.

Informational product businesses can run completely by themselves and make the money for you. Once everything is set up, you can spend absolutely no time at all while running this business and still make enough income to live a completely decent life. And if you want to put in the time, the profits are endless. I saw the potential ratio of profits earned per time spent in this business, and I knew right at that time that this is my niche on eBay.

How do you come up with item titles for your listings?

I always make sure that my item title grabs the customers' attentions. I use descriptive words that will stand out and get the customers to become curious. Take a look at these two item titles:

Guide on how to trade stocks

or:

Get rich trading stock-all the amazing secrets revealed

Which one of these item titles grabbed your attention more? Of course, the second item title grabbed your attention more because of the descriptive words it uses: Get Rich; Amazing Secrets Revealed. These are the words that pull your customers' attentions. My strong recommendation is to always make sure your item title is catchy enough to grab the customer's attention. Using all capital letters in your item title, which I do, will also get your item to become more noticeable. You can choose to do all caps or use caps on the specific catchy descriptive words, for example:

GET RICH TRADING STOCK-ALL THE AMAZING SECRETS REVEALED

or:

Get RICH trading stock-all the AMAZING SECRETS revealed

Also, another good way to make your item stand out is to make character borders around it. For example, which of these is more likely to grab the customers' attention:

Guide on how to trade stocks

or

There can be quite a few. Mostly, the item title and/or the item description are not catchy enough to generate maximum sales potential. Also, don't be afraid of the eBay listing fees, that's one mistake that a new seller usually makes. When you do big business, you rely on volume to help bring in the most profits. Let's look at me for instance. For example, if I'm selling an eBook that's only priced at \$.99 with \$.99 shipping & handling. I pay \$.25 in listing fee to list it for 7 days. If it doesn't sell, I relist it. If it sells after relist, that \$.25 I spent on listing it the first time is refunded to me. Each item that sells, I'll get about \$1.65 profit after all the fees. If you calculate the math along with the relist refund rule, this means that you can list it for months before it sells and still be able to earn a profit! If you list more, you will sell more. New buyers are usually discouraged by the eBay fees, but really, big volume is the key in big business.

You mention item description as one mistake where new sellers usually make. What does it take for an item to be effective?

Item description is one of the most important features of a listing. You need an effective item description in order to generate the maximum potentials of your sales. Effective item descriptions need to be detailed, factual, catchy, descriptive, and most of all, honest. Also remember that a picture is worth a thousand words. You can't have an effective item description without an accompanying picture. I remember one time a seller was trying to sell her favorite chicken recipe on eBay. There was no picture in the listing. Nobody even gave it a try. Then she thought up of an idea, cooked her favorite chicken meal with the recipe, took a camera and shot a picture of herself wildly eating the piece of chicken like someone who'd gone on days without food. She put up the picture on her listings and BOOM....sales just exploded.

Wow, that's quite a story!

Yes. Pictures can really make a difference in your sales. Even if you can't find any pictures which fit into your item description, put up a picture that highlights some of the good benefits of your listing. *Free shipping*, for example, can be put as a picture so buyers can be reassured that the item comes with free shipping. Worst comes, you can even put up a picture with the words: *Remember to check out my other items for sale* and it would still be much better than having no pictures at all.

How are you able to maintain such a high feedback record?

One thing to always consider is maintaining a good feedback record. In the eBooks sales business, I don't get many complaints about my products at all. That has always been my experience. From time to time, however, you may receive complaints about an eBook from a disappointed customer. These cases are very far in between. In such cases, I always do everything I can to make all of these buyers happy. Receiving a negative feedback is something any seller should avoid. It's completely not worth it to trade a negative feedback for a few dollars. Negative feedbacks will slow down your sales and drive your customers away.

Do you have any selling tips you'd like to share with the reader?

Cross-sell to your customers. I can't stress enough how important it is to cross-sell your items to your buyers, or even potential buyers. Cross-selling is a practice of suggesting to your customer the purchase of an additional product that may not necessarily relate to the original product. What's the best way to do it? Put a link to your store in each and every single one of your listings. Don't just say remember to check out my other items I have for sale in my store. Provide them an easy way to do it. If you look at my listings, I always have an animated store sign that says "click here to visit our store." So even though your buyer may not be interested in the eBook that you're offering, there's a good chance that they'll check out your store to see what other eBooks you offer. The more buyers you have looking at the products you offer, the more sales you'll get. The html code to link a buyer to your store is: Click Here where *****/ is the name of your store.

Do you generate a lot of visitors to your store with this sign?

Yes – since the sign is an animated sign, it draws attention from customers. However, the best way to get buyers to actually visit your store when you cross-sell is to say something that will get them curious. Don't just do the old *click here to visit eBay store* line. Write something like: please take a moment to check out one of the most amazing collection of eBooks ever seen on earth by clicking here. Or: Truly the most incredible collection of eBooks you've got to see to believe! Click here. Where click/clicking links the buyers to your store. There are many other ways you can form your advertisement. But remember, if you can get the buyer to be curious, they're more likely to click the link and visit your store.

In what other ways do you generate visitors to your store?

Yes, I do. I cross-sell my items to my customers when responding to emails. I suggest that all sellers do the same. If your email has an autoresponder, set one up that says something along the lines of thanks for your inquiry. We will get back to you as soon as we can to answer all of your concerns. In the meantime, please take a moment to check out this absolute best collection of *****/ ever seen on earth at: ***** (where ***** is a link to your eBay store). This will allow you to get every person who sends you an email a direct exposure to your store. When you answer emails, again include the link to your store in your signatures. This will once again expose that buyer to your store. If the buyer wasn't curious enough to click on it the first time, he/she will probably do so after being exposed to it the second time. The first time you heard of eBay did you care? Probably not right? But when you keep hearing of eBay time and time again, you begin to care. The same concept applies here. Never send out an email without a message at the bottom advertising your store, regardless of how many times in the past the person you're emailing to has seen that message.

Something you claim is that you have a very high number of return buyers. Do you have any secrets on how to get past buyers to return to your store in the future?

Yes! Always add a link to your listing ads that allows the buyer to save you as one of their favorite sellers. The link to save a seller as a favorite seller is:
http://my.ebay.com/ws/eBayISAPI.dll?AcceptSavedSeller&mode=0&preference=0&sellerid=*****

Where ***** is the seller's ID. For example, to save me (Walutech) as your favorite seller, the link would be:

<http://my.ebay.com/ws/eBayISAPI.dll?AcceptSavedSeller&mode=0&preference=0&sellerid=Walutech>

Provide an easy way for the buyer to do it, such as [Click Here](#) to add me as your favorite seller! -- Where [Click Here](#) links to your add as favorite seller url. Buyers may not be interested in your products today, but when a buyer saves you as a favorite seller, the chances of them coming back and buying something from you another day is significantly high. Past buyers are also more likely to visit you again if they have saved you as a favorite seller.

Do you have any marketing tips you'd like to share with the reader?

Your eBay user ID can serve as a wonderful way to advertise your website. Even though eBay does not allow the use of a website to be a username, you can bypass this rule by adding the * to the front and back of your ID. For example, even though eBay does not allow the username www.showmyebook.com it will allow the username *www.showmyebook.com* - This is an absolutely fantastic way of advertising your website through your eBay username.

Also, when you ship out a product, always include a printed note which lists your website, as well as any piece of advertisement. For example, whenever I ship out my items I always include a note: Please always remember to check my website at: <http://www.showmyebook.com> to find the absolute best eBooks deals on Earth! This allows each and every single customer who receives your package to get a direct exposure to your website. It doesn't cost much at all to print out a large number of these ads. Yet the sales you can make from this are potentially huge.

If an interested reader would like to get into business on eBay and do something similar to what you do, what advice can you give?

I'll give more than just advice, that's for sure. I have always been someone who loves to help out others. I live through all my life as a person who always believes in helping others achieve success. If any buyer wants to get involved in the information product sales business, I'm fully willing to transfer my entire business over to this person. As a matter of fact, if you [→click here←](#) you'll be directed to my page where you can purchase my entire eBook business and do everything that I do, starting as early as tonight!

You will get every single e-Book that I currently sell in my eBay store. [Click here](#) to check out my eBay store and take a look at the number of e-Books I have in stock. You will also receive a **lifetime update of e-Books** to keep your business growing forever

Here's how my business operates:

1. Buyer makes a purchase on one of my e-Books on eBay.
2. My system automatically sends an email to the buyer thanking him/her for the purchase, gives the total cost of the e-Book, provides full payment instructions, as well as answers to a list of frequently-asked-questions.
3. Buyer, satisfied with the transaction so far, sends payment through Paypal.
4. As soon as buyer sends payment through Paypal, the e-Book he/she purchased is instantly sent to their email address. If the buyer didn't pay enough, my system also automatically sends an email to the buyer telling him/her that the e-Book is not delivered because the buyer didn't pay the correct amount. If the buyer pays with Paypal e-check, my system also automatically sends an email to the buyer saying that the e-Book will automatically be sent as soon as payment is cleared. Once payment clears, the e-Book is automatically delivered to the buyer.
5. Buyer receives the e-Book, reads it, and satisfied with the transaction. He/she proceeds to leave me positive feedback.
6. As soon as he/she leaves good feedback for me, my system automatically leaves feedback for the buyer within minutes.

So how much work did I really had to do? Nothing! I turn off my computer and go to bed every night, and wake up each morning to see a bunch of e-Books sold, payments for them received, e-Books automatically delivered, feedbacks have been received and left. Buyers are more likely to buy from you if they know that their item will be instantly delivered upon their payment. I will show you my full, complete secret instructions on how to exactly set up a system like this that will get you making money on eBay for absolutely no effort!

Additionally, I will supply you with my full inventory of over 20 thousand eBooks, a full lifetime update of new eBooks that I ever get my hands on in the future, the best-kept trade secrets that are nowhere covered in this eBook, professionally-designed websites, lifetime support, lifetime marketing & advertisement campaigns, a nothing-to-lose 90-day money back guarantee, plus so much more it can practically take an entire book just to write up.

Again, if anybody is interested in starting a business on eBay, I'm the person who will help you do it. [→click here←](#) for more information.

Thanks a lot Tony for your time in this interview! Do you have any last words to say to your readers?

I wish everyone the best of luck in their eBay careers. I hope that my tips in this interview have been able to help others to become a better eBay seller.