

#1 Recommendation:

An Untapped Strategy To Make **\$100+/Day** Into Your Pocket With **Just A Few Minutes** Of Works And **100% Free Traffic...**

[=> Check Here](#)

SUPERIOR PROFITS MAKER



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Introduction

My name is G. Pall and I am a full time internet marketer.
I quit my corporate job in 2016.

I know how hard it can be to get started making an income online. What worked best for me at the beginning was to work a strategy that was very

simple until I knew that strategy so well that I could then grow it and apply it in other ways.

That's what this book is about. I'm going to walk you through a very simple strategy that is going to show you how to build an eBay business model that can provide a passive income for lifetime.

eBay is one of the biggest and baddest online marketplaces out there with over 150 million users bidding, selling and buying each day. It's like a cave of wonders where you can set anything on sale: from clothes and books to vintage baseball gloves and film cameras. But you are probably wondering, is selling on eBay worth the hassle? Yes. Successful eBay entrepreneurs started small and generated a steady income flow to replace their full-time jobs. If you don't plan to quit your job, selling items at eBay can generate additional income steam and help you declutter your home.

Want to know the best part? You don't need to have upfront inventory or invest money before you start earning! Just your laptop and Internet connection!

You just need to learn every part of the strategy and set up step by step according to this method.

If you do correctly and have patience for the results, then there is no option to fail. Just keep deep attention in the training area.

Ready to give a try for selling on eBay?

Let's get started!

1st Step:

Choose your marketplace

Choose whether you'd like to go global and use international ebay.com with payments made in USD, or a localized version e.g. ebay.co.uk with payments made in UK pounds. Don't forget that you'll have to cover shipping fees as well, so it might be easier to start selling locally at first.

Set up your business account

Another step to start selling on eBay is to brainstorm a catchy, easy-to-remember business name. Then include your address details, email and contact phone number. Afterward, add your Paypal account to receive payments.

Get verified

Complete eBay ID verification process (less than 5 min) to pass through numerous restrictions imposed on new sellers.

Set up your store page

The competition is tough and you will need to stand out of the crowd if you want your goods to be found and purchased. eBay allows you to sell something as an individual seller or create a personalized store front. Opt for the latter if you have numerous goods to dispatch and plan to get a lot of business done at once.

Here is an example of a store page:



Optimize product titles

In 80 words you'll have to explain what exactly are you selling. Include 1-3 relevant keywords to each product title to make it rank higher in search results. Try to think like a person who is searching for your item would think— says, Mitzi Swisher of Vintage Goodness. For example: You are trying to sell an old Minolta film camera.

- Bad title: Working Minolta camera for sale
- Winning title: Minolta XG-1 35MM SLR Film Camera with 45MM Lens.

Name and model of the camera + keyword 1 (film camera) + keyword 2 (45mm lens).

Writing in capitalized letters also helps to attract users attention. You can

play with keywords and change them later on in the title for better performance. For instance, if you are selling jewelry you can add season keywords e.g. Valentine Day Charms or Diamond Christmas Love Lock etc. Does your item have an unusual feature e.g. rare color? Make sure you mention that in the title too! It will help successfully sell on eBay.

Optimize product descriptions

The best practice is to include at least 200 words description for each item on sale with the most important keywords listed at the beginning and in the end.

Fill out every field of your listing, and make sure your text description gives a LOT of information about the item. Again, imagine you are the buyer planning to spend \$200 for a vintage plate set. You would like to know each and every tiny detail about the product before giving away the money.

Style the text with headlines and bold fonts to attract more attention and make sure you list all product specifications e.g. size, material, colors etc.

Choose the right category listing

For an extra fee you can choose to list your product in more than one category.



SELL YOUR ITEM

1. TELL US WHAT YOU'RE SELLING

2. CREATE YOUR LISTING

3. REVIEW YOUR LISTING

Tell us what you're selling : Select a category

Title [?]

Levis Jeans Denim Shaded

Find categories

Select a category

Search categories

Browse categories

Buyers will see your listing in the category that you select.

Clothing, Shoes & Accessories

- Women's Clothing > Jeans
- Kids' Clothing, Shoes & Accs > Girls' Clothing (Sizes 4 & Up) > Jeans
- Men's Clothing > Jeans
- Kids' Clothing, Shoes & Accs > Boys' Clothing (Sizes 4 & Up) > Jeans
- Unisex Clothing, Shoes & Accs > Unisex Adult Clothing > Jeans, Pants & Shorts
- Vintage > Men's Vintage Clothing > 1977-89 (Punk, New Wave, 80s) > Pants
- Women's Handbags & Bags > Handbags & Purses

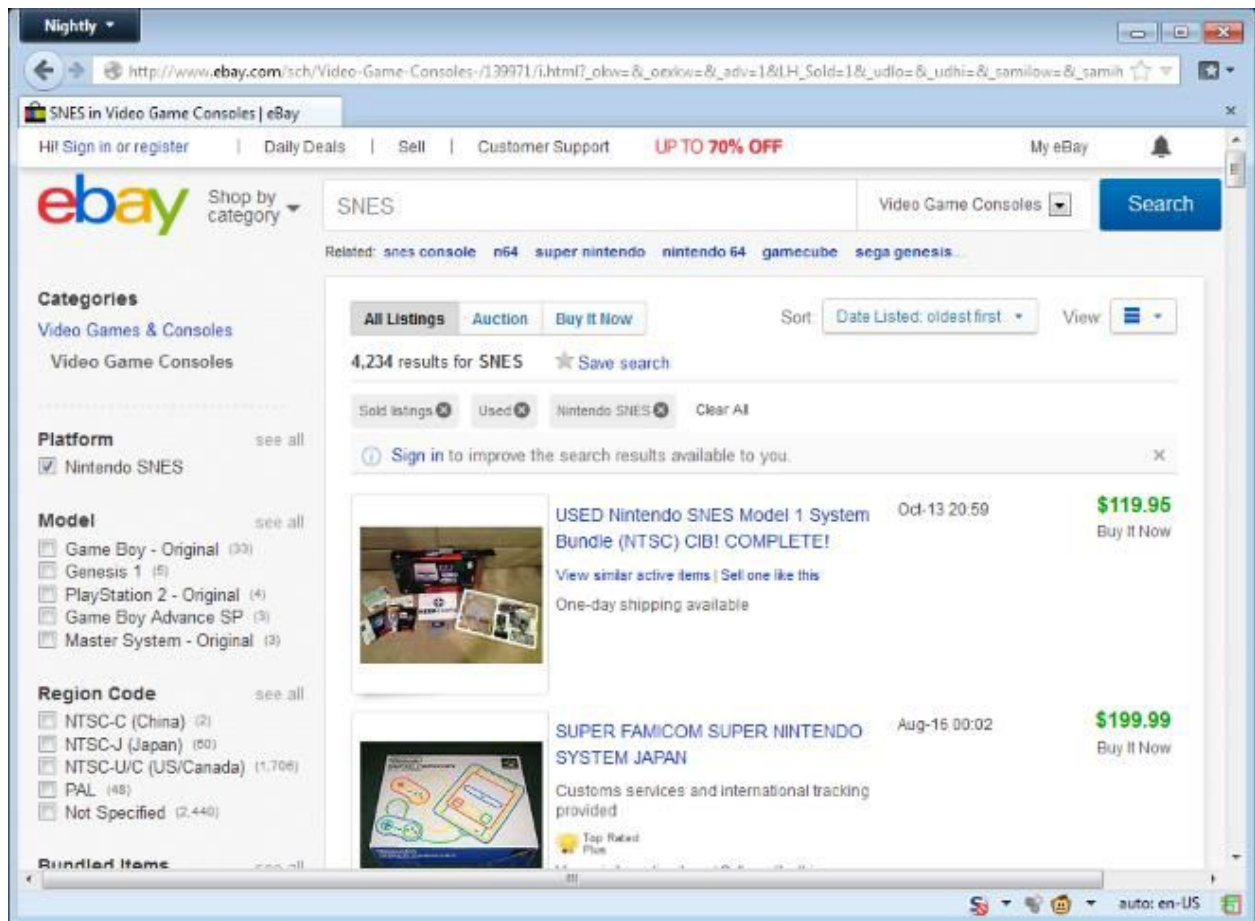
Add crisp photos

Image can make or break a sale. A blurry, dark photo won't help you win any sales. eBay allows to upload up to 12 pictures for free. Include at least 2-4 where your product's visible from different angles. Edit your photos with free editors like [Canva](#) or [PicMonkey](#) to make them irresistibly attractive. [Lifehacker](#) offers more tips how you can shoot better photos for things you sell online.

Run a quick price research

Type your product keyword to eBay's search and choose Completed Listings only. Sort the results by "Price + Shipping: Highest First." And

analyze the prices for sold items (marked green) and unsold (red ones). Selling a branded product? Check out the prices on top 5 ecommerce sites selling the same product. You can also grab more information about the item from there to put it into your description and make it look more professional.



Calculate the total price

Don't forget to include eBay seller's fees and shipping costs to the total price. Alternatively, you can offer free shipping to selected regions only and add extra shipping fees for sellers based outside your area.

Choose your price model

Here are the two main ways how you can sell something on eBay:

- Fixed Price Model: set your price and wait till the buyer makes the purchase. First to come – first to get.
- Product Auction: determine the minimal starting price for your product, set the action time, and invite buyers to bid. The last bidder offering the highest price gets the product.

Auctions, if tackled correctly, can potentially bring you more income than selling an item for a flat rate. In a moment you will get to know the exact hacks about selling items via auction.

Fixed price model works best when you are selling the same multiple items or would like to dispatch the product the soonest possible.

Clearly outline your terms and conditions, shipping policy, warranty and guaranty.

EBay success is based on user reviews. To avoid misunderstandings and negative feedbacks at the first place, clearly list all your policies. You can use existing templates and make sure you break Terms and Conditions into sections and include bullet points to highlight the most essential information for readers.

Here's a handy cheat-sheet to help your formatting your texts in HTML.

Develop a listing schedule

If you are running an auction, consider the best time for starting and ending it for each particular product. For instance, jewelry and handmade items sell best before Valentines Day and holidays. In time, you'll notice the days and times when your products do best and start keeping a listing schedule. Your regular buyers will learn when you post them, and you will start getting better results selling items on eBay.



Double-check everything and press publish button.

Re-read your descriptions once again to avoid any typos or spelling mistakes (editing when the auction already started would be more difficult). Make sure everything looks good and there's no odd formatting. Share your product on your social media once it's published as you never know if one of your friends is looking to buy the exact thing you sell.

All the information above are my strategy to set up a winning eBay selling machine.

For more details for the beginners, [Check here](#)

2nd Step:

Start marketing your products

eBay has a huge amount of traffic and a huge amount of listings added

daily. Here's the deal: you can attract thousands of eyeballs to your listing with the next simple hacks most sellers ignore.



Add an About Me page to your store

Include information about yourself, links to your website and social media for extra credibility.

Ideas for winning About Me page on eBay

- Mention your hobbies and interests. If you are selling vintage items, explain why you love them and how you use. Potential buyers could emotionally relate to your passion.
- Include feedback from your previous customers to encourage the new ones.
- Soft sell your products. Mention why they stand up from the crowd.
- Mention if you run eBay business full-time or have another career as well. Let the world know more about you!

Feed the frenzy

David Early, a veteran eBay seller suggests: “You can feed a bidding frenzy on your item by using a low opening bid price and no Reserve, which should attract more bidders at the outset. The more people bidding on your listing, the more likely that two or more of them will get drawn into a personal bidding war. At that point, winning the item becomes almost as important as the product they want to buy, and these bidders might eventually pay more than they intended to pay.”



Develop a specialty

The most profitable eBay sellers usually specialize in a certain group of products. For instance, Jody Rogers and Asad Bangash discovered that ethnic products, Indian henna, bangles and traditional Indian shoes in particular, were not widely sold on eBay. They've tapped into the spare niche and now earn around \$20,000 per month. The duo had a huge

interest in ethic products from the start and were particularly passionate about the subject, learning everything about it and gradually becoming experts in the niche.

In a nutshell: To Create a Massively Popular eBay Business You Need To:

1. Find the products you are particularly passionate about.
2. Research the spare niche you can easily tap into
3. Demonstrate your strong expertise to the buyers.

Monitor your competition

If your item's not selling particularly great, don't be afraid to put it away till your competitor sells out. Follow top sellers in your niche, monitor their sales and strategies they use to sell things on eBay. If you both have similar items listed, attract buyers with unique feature e.g. **free shipping**.

Advertise other listings in your product description

Visibility is the top factor in any listing's success. The more bidders you attract – the more income you can potentially generate. Add a quick reminder into your product description that your customers can save money on shipping costs when purchasing multiple items at a time.

The information would be better visible compared to "View seller's other items" link. Your bidders can quickly flip between your related auctions, and you can generate more bids in the result.

Nail expectation management

To avoid negative feedback and long, unnecessary drags with an unhappy buyer learn to master their expectation in the first place. The key to

successful selling on eBay is to balance between making your product look good and setting reasonable expectations.

Here's a quick checklist to help you craft proper product descriptions:

- How new is your product? Instead of writing "like new" opt for "mint condition". No matter how good the product is, the buyer who just paid \$500 would still expect more than you could possibly deliver.
- How used is it? List all the flaws despite how insignificant they may seem. Blunt honesty will win trust from your buyer.
- Is it broken? Selling broken things can be profitable on eBay, however clearly outline what's exactly wrong with the item.
- Are you a smoker? When selling clothes, dolls, camping gear and other stuff that can trap odor, clearly mention if it was held in a non-smoking environment. Or make sure you clean it well.
- Did you measure your items? That's a no-brainer for clothes and large objects, yet if you are selling certain items without being 100% sure about the model e.g. vintage locomotive, include measure into your description, so that the buyer could identify whether it is the model he's been searching for.
- Did you mention what's included? Always provide information about additional items included like original box, manuals, accessories, price tags etc. to sell on eBay.
- Did you outline payment methods you accept? Don't forget to mention it's PayPal only or USD only to avoid extra fees and confusions.

Master the shipping process

Yay! You've just sold your first item on Ebay! Wait no longer, it's time to pack it and ship it to the new happy owner. Remember, you should dispatch your item as early as possible esp if you are shipping abroad.

Have regular shipping days on and off

Clearly state those days in your listing, so the buyers knew when they can expect their parcel.

Use in-built postage service from PayPal

You can purchase postage and print labels from both UPS and the USPS directly from your PayPal account. It's a huge time-saver.

Be reasonable with shipping costs

Baiting buyers with low price and huge shipping fees will only make them choose other listings with more balanced pricing.

Include a Shipping Cost Calculator in Your Listing

When listing a product, you can just choose the "calculated shipping" option. Just specify your Zip Code, the weight and dimensions of your item, and one or more shipping methods you prefer to use, and eBay will let the bidders determine shipping costs on their own. You can even add an extra shipping surcharge to cover your packaging costs.

Schedule courier pickups through the USPS website

It's free. All you have to do is pay the postage, and your regular mail carrier will come to get your packages. That's essential when you order items for re-selling.

Last Step

Run your business!

Congrats, you've made it till the end of the copy. You are determined and ready to launch your eBay store. Make sure your buyers are happy and encourage them to leave positive feedback.

Special Part

What you need

- [Watchcount](#)
- [Aliexpress Account](#)

How it works

Let's say for example that I want to sell a keyboard on eBay; but I want to know which type of keyword are selling the best - I will simply visit Watchcount when we there; We will write 'Keyboard' on search.

ebay compatible application

SM WatchCount.com

eBay.co.uk UK (change country below)

What's Most Popular on eBay, as Voted by eBay Users

Search Join Widgets/WP (Retired) Retired About eBay.co.uk [UK] Change

Categories

- Computers, Tablets, Ne
- Crafts
- Dolls, Bears
- DVDs, Films, TV
- Events Tickets
- Garden, Patio
- Health, Beauty
- Holidays, Travel
- Home, Furniture, DIY
- Jewellery, Watches
- Mobile Phones, Commu
- Music
- Musical Instruments
- Pet Supplies
- Pottery, Porcelain, Glas
- Property
- Sound and Vision

Most Watched eBay Items (UK)

How It Works: Discover which eBay items have attracted the most interest – and see how many watchers – by entering your search terms below.

Keywords: and/or (no category selected)

(Go to Most Watched 2.0) Show Me!

US **UK** AU CA IE DE FR ES IT NL BENL BEFR AT CH MY IN SG PH

Also: paste in eBay listing # (or URL) above, for item lookup info and pricing. You can search/browse eBay completed listings & recently sold items.

Huh?

WatchCount.com shows you the most popular eBay items in real-time, as voted by eBay users. eBay continuously tracks votes (when users click "Add to Watch List") and we report the results. We reveal live Watch Counts (how many watchers), providing rankings and unique search capabilities you won't find on eBay UK itself. Or, search eBay for: most bids, sold items, best-offer pricing,

What's Hot on eBay?

Most Watched eBay Items (CA)

How It Works: Discover which eBay items have attracted the most interest – and see how many watchers – by entering your search terms below.

Keywords: and/or (no category selected)

(Go to Most Watched 2.0) Show Me! ←

Great! Now I have just found out that this type of keyboard is one of the top 3 keyboards that being sold on the platform. It's time to research on Amazon for the same type of keyboard


Watch Count: 2,363 watchers ←

Cool Multimedia 3 colors LED Illuminated Backlight USB Wired Gaming Keyboard PC

Bid/Price (USD): \$ 13.89 Free Shipping

Time Left: 27d 5h 59m 33s [ilu] [see similar...]

Let's click on the title and check how many sales this specific seller made.



Cool Multimedia 3 colors LED Illuminated Backlight USB Wired Gaming Keyboard PC

Condition: **New**

Sale ends in: **21h 16m 51s**

Quantity: **Limited quantity available**
5,497 sold / See feedback

Was: US-\$18.94

You save: \$5.05 (26% off)

Price: **US \$13.89**

[Buy It Now](#)

[Add to cart](#)

[Add to watch list](#)

3-year protection plan from SquareTrade - \$1.99

5,497 sold Free shipping and returns More than 92% sold

As we can see the seller is made more than 5K Sales which means. Now we want to find a lookalike item or the same item on Aliexpress we will simply copy the seller Title and insert on Aliexpress search engine.

- Keyboard costs: 9.24\$
- eBay & Paypal Fees: 15%
- Costs after Fees: 10.62\$

I find a similar product on Aliexpress; Now all I have is just copy the listing information and take the Seller keywords - If we will have just 1% a month from his keyboard listing revenue we can make some bank. \$



3 colour Air Mouse 2.4hz Russian English 3 color backlit i8 Mini Wireless Keyboard with Touchpad Remote Control Android TV Box

★★★★★ 4.8 (21 votes) | 42 orders

Price: ~~US \$11.55 / piece~~

Discount Price: **US \$9.24 / piece** -20% 2 days left

Color: 

Shipping: **US \$0.74 to United States via Seller's Shipping Method**

Estimated Delivery Time: 20-38 days 

Quantity: piece (999 pieces available)

Total Price: **US \$9.98**

So, it will cost us \$10.62 In total to send this keyboard to our client. The Current seller who sold 5K pieces selling it for \$13.89. We will sell the keyboard for \$13.75 ; Each sale will bring \$3.13 of pure profit to our skinny pocket.

\$3.13 Are small profit - and you should aim for 10X than this. The Idea of this Tutorial is to explain to you how to research for profitable items. If you will invest enough time In products research - you will VERY much bigger margins than the one that I show in here.

TIPS

- Your goal is to get your keyboard listing on eBay on page 1 - before the Actual seller that we got the idea for our keyboard. Our chances to get in there are VERY achievable, why? : We sell it at a better price than the original seller. eBay wants to provide his customers with the best prices that they can get. However: If you are a new seller without feedbacks and sales history: They will make it 3X Harder on you. but you can always sell cheap items for 0.99\$ and build your account from 0. It can be done with minimal work.
- You can use Social Media to drive traffic to your listing, eBay love traffic outside of their marketplace and it can help to push your listing

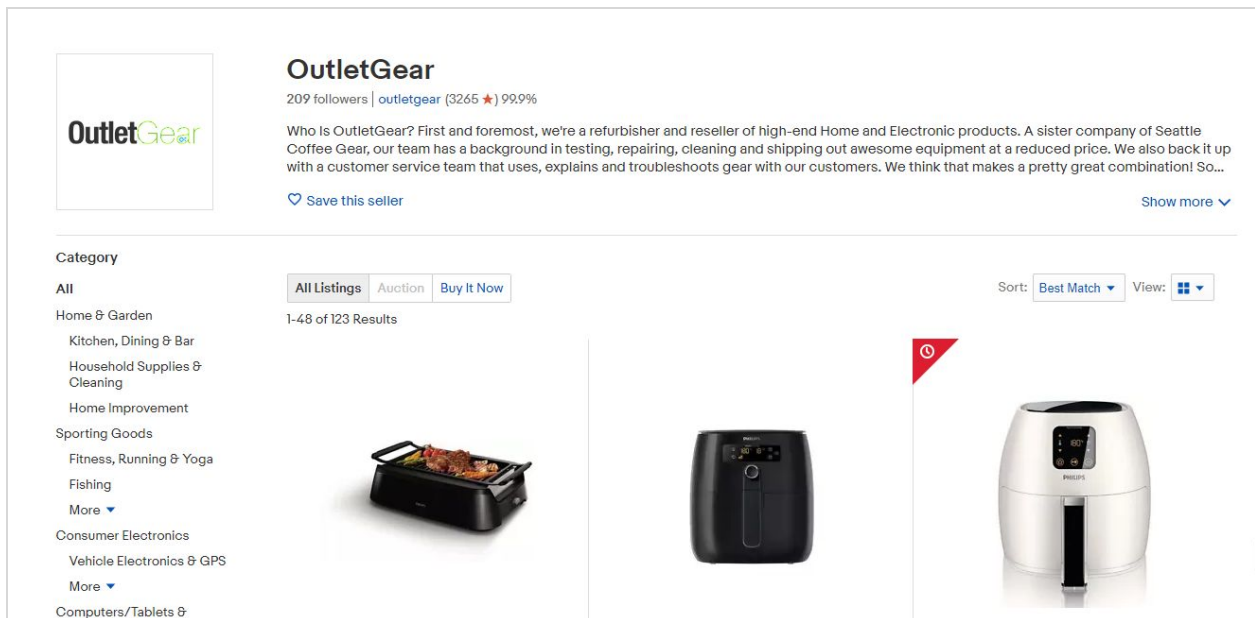
higher in SERPs engine.

[Our Secret 10 Minutes Trick Makes It Super Simple For Anyone To Make \$100-\$300 Every 24 Hours Online]

5 Strategies for Marketing Your eBay Store

There are a lot of options for marketing your eBay Store. Not all are worth the effort. In fact, many will suck up days of work and hundreds of dollars in costs without bringing in one sale.

Pictured below: an eBay Store in the wild.



These five strategies for eBay Store promotion won't waste your time and

money. Some are dead certain to work, some are cheap and easy, and some are excellent in specific situations. You don't need to use all of them—just the ones that work for you.

1. Dominate Search Results & Grouped Listings

The screenshot shows an eBay listing for a Nest Thermostat E White Programmable. At the top, there are four buying options: 'Our pick: brand new \$119.99', 'Brand new \$116.99', 'Make an Offer: under \$113.00*', and 'Auction: brand new \$113.50*'. A red arrow points to the 'Our pick' badge. Below the options is a large image of the thermostat. To the right of the image, the listing details include 'NEW SEALED Nest Thermostat E White Programmable', '15 viewed per hour', 'Condition: New', and 'Time left: 6d 23h Monday, 3:16PM'. The price is listed as 'US \$119.99' with a 'Buy it Now' button and an 'Add to cart' button. Below the price, there is a 'Best Offer' section with a 'Make Offer' button and an 'Add to watch list' link. There are also two optional add-ons: '1-year accident protection plan from SquareTrade - \$10.99' and 'Smart thermostat installation from Porch - \$97.00'. At the bottom, it says 'Free shipping and returns' and 'Ships from United States'. On the right side, there are two boxes: 'Shop with confidence' with 'Top Rated Plus' and 'eBay Money Back Guarantee' badges, and 'Seller information' for 'wiretronicsinc (1766 ★)' with '99.7% Positive feedback'. A red arrow points to the 'Buy it Now' button. At the bottom right, there is a teal banner that says 'Love It. Buy It. Get Rewarded'.

This seller has won “our pick” from eBay. That means they’ve conquered grouped listings for this item and maximized the number of shoppers who will visit their Store.

Start by focusing on the health of your listings and your seller account. Every eBay seller must master the basics of eBay SEO and grouped listings to stand a chance.

- Match each new listing to the eBay catalog whenever possible.
- Master the arts of taking photos and writing product descriptions for

eBay.

- Price competitively, and make good use of pricing psychology and other eBay pricing techniques.
- Become an eBay Top Rated Seller and take advantage of Top Rated Plus.
- Offer [Guaranteed Delivery](#) anytime you can.
- Blow customers' minds with the quality of your customer service.

These are the foundations of making money on eBay. Some may not seem important today, but the shift to product-based shopping will make them increasingly critical throughout 2019 and beyond.

If you use these techniques, you'll expose your Store to more of the people who matter most: the eBay shoppers who already like your products. Only a small percentage will click through from your listings to your Store. But, with a ton of people visiting your listings, that small percentage will add up.

2. Use the Promotions Manager

eBay gives you some awesome tools for marketing your Store, and one of the best is the [Promotions Manager](#). This lets you offer deals visible to anyone browsing the search results. And even better, customers can choose to only view listings with deals.

Categories

All

- Home & Garden
 - Yard, Garden & Outdoor Living
 - Kitchen, Dining & Bar
 - Home Décor
 - Home Improvement
- Collectibles
 - Religion & Spirituality
 - Rocks, Fossils & Minerals
 - Kitchen & Home
 - Cultures & Ethnicities

Show More ▾

Guaranteed Delivery see all

- No Preference
- 1 day shipping
- 2 day shipping
- 3 day shipping
- 4 day shipping

Condition see all

- New (65)

Price


- Under \$20.00
- \$20.00 to \$45.00
- Over \$45.00

All Listings Accepts Offers Auction Buy It Now

Sort Best Match ▾ View ▾

65 results Save this search

Deals & Savings



Copper Stainless Steel Mixing Bowl Set - 4 Pieces German Nested Mixing Bowls

Brand New

★★★★★ 8 product ratings


\$17.99

Buy It Now

Free Shipping

Save up to 12% when you buy more

Top Rated Plus



High Quality Stainless Steel Copper Mixing Bowl - 3 Piece Nesting Bowls Set

Brand New

\$21.49

Buy It Now

Free Shipping







Free Returns

6 new & refurbished from \$21.45

Save up to 12% when you buy more

Top Rated Plus

These deals are also visible to anyone browsing your Store.

<p>Antique Copper Stainless Steel Whistling Tea Kettle Tea Maker Pot 3 Quarts 2.8 L</p> <p>\$20.99</p> <p>Free shipping</p> <p>Save up to 12% when you buy more</p> 	<p>RC Pocket Racer Remote Controlled Micro Race Car Vehicle & Road As Seen On TV</p> <p>\$5.99 to \$25.99</p> <p>Free shipping</p> <p>90 sold</p> 	<p>32 Oz Stainless Steel Vacuum Thermos - Portable Insulated Travel Flask Bottle</p> <p>\$16.99</p> <p>Free shipping</p> <p>1,230 sold</p> 
<p>Wooden 10 in 1 Board Family Board Game Set - Chess Checkers Backgammon...</p> <p>\$29.90</p> <p>Free shipping</p> <p>Save up to 20% when you buy more</p> 	<p>Dog Booster Seat - Dog Car Seat For Small Dogs - Pet Car Seat</p> <p>\$15.99</p> <p>Free shipping</p> <p>Save up to 12% when you buy more</p> 	<p>Aluminum Wallet RFID Blocking Crash Proof Credit Card Holder Case Pocket</p> <p>\$3.95</p> <p>Free shipping</p> <p>644 sold</p> 

Promotions can be great for pulling in some quick views. And if customers

like one deal, they may check out your Store to see what else you're offering. Then they may see your other promos and make several purchases at once.

Won't Deals Hurt My Margins?

Not necessarily! You can also use volume discounts, like those shown above, to encourage larger purchases. Scale the discount with the size of the order. That way, you can keep profits respectable while providing a meaningful bargain.

You can also use tricks like raising your price for a short time before cutting it back to your original price as a "deal." However, the higher sales from offering a real bargain can pay for themselves.

This sales boost won't disappear once you end the deal. A recent history of high sales will improve your eBay search rankings. That way, you'll keep selling more (and getting more Store visitors) even if you return your price to normal later.

3. Include Package Inserts



An easy way to encourage eBay buyers to return to your Store is to include a package insert of some kind, such as a flyer or business card. You can easily use this to promote your Store. eBay [explicitly allows](#) you to include a link to your Store in buyer communications, and you may be able to coax back some return customers this way.

However, it is worth noting that many sellers use this opportunity to

[promote their own website](#) instead. Whether this violates eBay policy is not entirely clear. We'll let you make your own decision.

Whichever route you take, there's one thing almost every seller agrees on: include a handwritten note! Even if it's just "Thanks" and your signature, this reminder that you're a real person goes a long way toward establishing a relationship. You **need** a relationship if you want people to come back to your Store.

4. Create a Newsletter



Not every buyer will follow your Store. Those who do, though, have given

you permission to send them marketing emails. You'd be crazy not to make use of that!

Use [eBay's email marketing tools](#) to reach out to buyers who have subscribed. You can send out up to one newsletter every week, but it doesn't have to be that frequent.

If you're going to produce a newsletter, make sure it provides value. That doesn't just mean tell them all your deals. Do your best to be entertaining and informative. For example, you can offer tips on using the items you sell, or tell the story of how your product was created.

In other words, nurture the relationship with your customer.

You can and should feature your products and special offers. Just be careful not to drive your followers into unsubscribing with a constant hail of promotions.

5. Go Off-Site



You should do everything you can to win over eBay shoppers. But what about pulling in people from other parts of the web? Many an eBay seller uses the following strategies to promote their Store:

- Share it on social media.
- Buy a domain name and redirect it to their Store.
- Build links to their Store or domain name from other websites.
- Write blog posts that link to their Store.
- Advertise through third parties like Google Ads.
- Try to rank on the search engines.

These can work. Yet, you might not want to use them to market your eBay Store.

Why? First, because the same techniques could drive the same amount of traffic to an ecommerce website of your own. You could then avoid eBay's fees and marketing constraints. That's usually a better use of your off-eBay marketing efforts.

These are also difficult and time-consuming strategies. Unless done well, the results they produce will be tiny for the effort they take.

When Should You Try Marketing Your eBay Store on the Web?



These techniques can be worth the time and effort in the right situation.

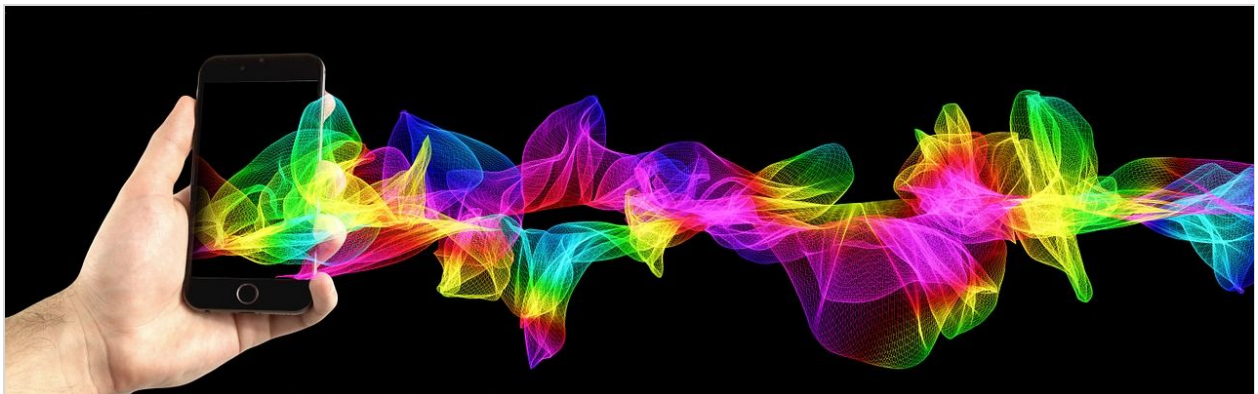
Use them when you need to:

- Build up your eBay feedback score so customers will trust you.
- Boost your eBay rankings or get featured in grouped listings.
- Send bidders to a high-value auction.

Finally, if you have no interest in creating your own website, you can spend all your marketing time on your Store. You might as well give these a try!

Just note that these techniques only work if you are sending **customers** to **buy** from your eBay Store. Sending over random people who just end up clicking the back button may actually hurt you. So, don't use clickbait, tricks or bots—market to real people who are actually interested in what you sell.

Final Note: Design



Make sure your Store is worth visiting! Use the categories, promotion boxes and other design options to create an attractive storefront that

maximizes sales. Otherwise, all the time you spend marketing your eBay Store will be for nothing.

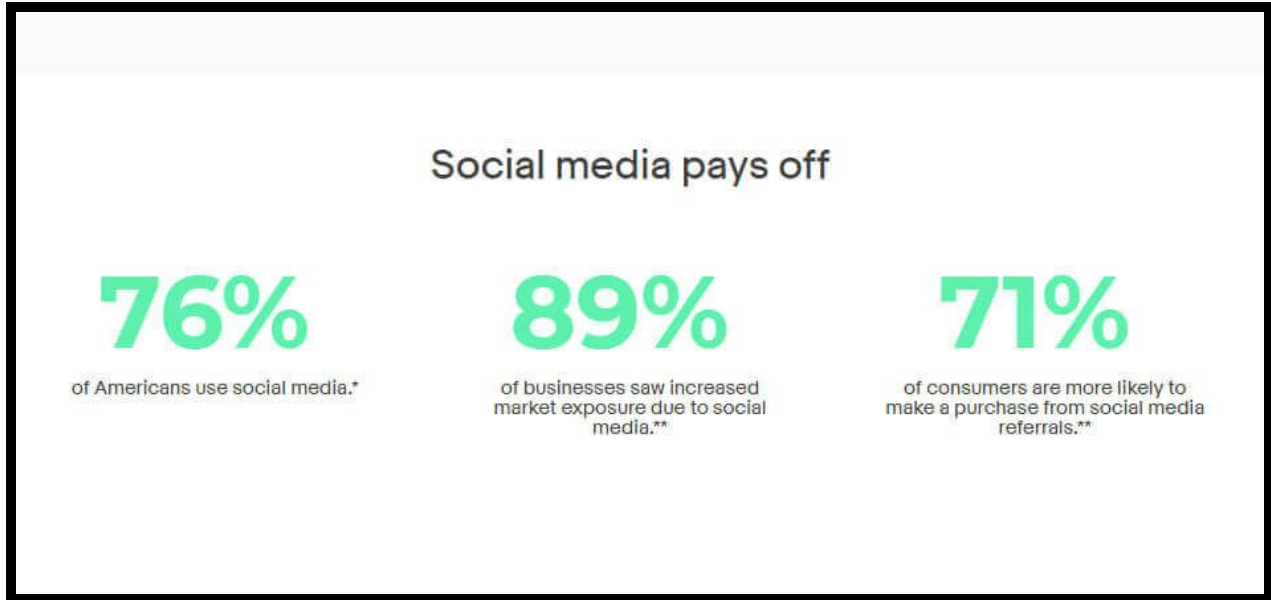
**["Earn Upto \$216 Over And Over On
Autopilot By Copying This Untapped
Secret Affiliate Weapon That You Can
Replicate..."]**

The Free Traffic Module

How to Use Social Media to Sell More on eBay:

I'll start with this fact:

"89% of businesses saw increased market exposure due to social media" – Global social media research summary



Here's what I'm NOT going to talk about:

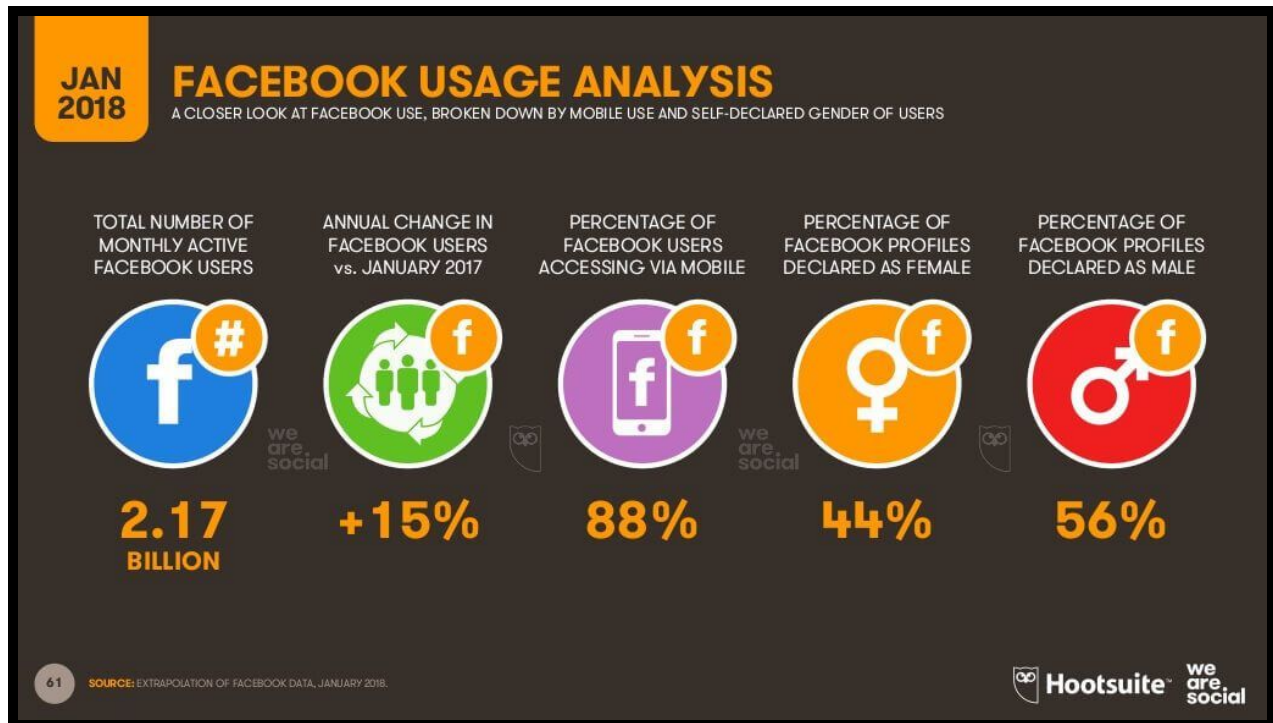
- How social media has grown in the past 10 years
- Why social media is so important to sales

Why am I not going to talk about this? Because we're all aware of this and my goal is to provide you with practical ways to increase eBay sales, if you want to read about the history of social media there's plenty of information out there.

I am going to share best practices to attract customers from:

- 1. Facebook**
- 2. Pinterest**
- 3. Instagram**

Facebook Traffic Strategy



As you can see in the above infographic and as i'm sure you know, Facebook is ginormous and touches almost a third of earth's population and the number of users is steadily rising. But like I said before, this article is not about convincing you how great Facebook is but about how you can use this as a tool to increase your revenue stream.

First off, remember that Facebook is a social media platform meant for social interactions and I know that seems obvious but it is not! Many people who sell on eBay turn to their personal account and post endlessly about their eBay

sales and products.

This is mistake number one as your friends or even acquaintances may well unfriend you and diminish both your social and business contacts. Instead try to tread lightly for example only posting your holiday or Sunday specials.

Beyond this here are some other ways you can promote your eBay listings or store on Facebook:

Facebook widget

Each eBay listing has one of thee on the right hand side and this is a great way to get friends and family in on your newest product. But again, proceed with caution, only use this for unique items or something with a good story as you don't want people getting fed up with you. An example would be maybe a rare collectible or a cult fan DVD set if you know all your friends love 007.

The screenshot shows an eBay listing for a DVD box set. The main image is a large, gold-colored box set for 'Bond 50: Celebrating Five Decades of Bond 007'. The listing details include:

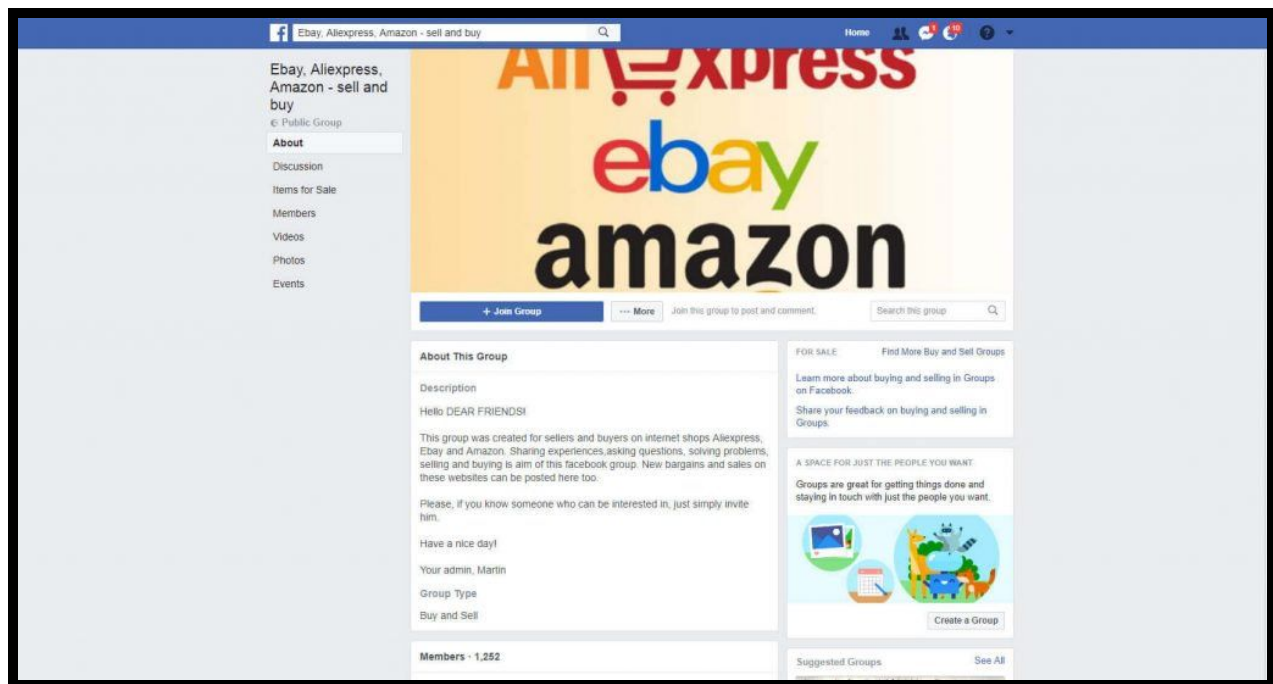
- Title:** Bond 50: Celebrating Five Decades of Bond 007 (DVD, 2012, 23-Disc Box Set)
- Condition:** Brand New
- Quantity:** 1 (5 available / 71 sold)
- Price:** US \$38.99 (Approximately IL\$ 134.71)
- Buttons:** Buy It Now, Add to cart, Add to watch list, Add to collection
- Seller Information:** traderer_0 (567) with 98.8% Positive feedback. Includes 'Save this Seller', 'Contact seller', and 'Visit store: bca3318'.
- Shipping:** \$2.99 (approx. IL\$ 10.33) Standard Shipping from China/Hong Kong/Taiwan to worldwide. Item location: 北京, China.
- Delivery:** Estimated between Wed, Apr. 4 and Fri, Apr. 20.
- Payments:** PayPal, VISA, MasterCard, American Express.
- Returns:** 30 day returns. Buyer pays for return shipping.
- Guarantee:** eBay MONEY BACK GUARANTEE.

A red rectangular box highlights the social sharing options in the top right corner of the listing, which include icons for Facebook, Twitter, and a general 'Add to watch list' button.

Buying and selling groups

Many of these groups exist mainly for people who are selling large items locally and want a local buyer to avoid crazy shipping fees. But many times these groups allow you to share an eBay listing.

Do keep in mind that some groups have banned this so read the rules beforehand and again do not overdo it (maybe post one a week) otherwise you might get kicked out of the group and that is never fun.



Facebook business page

This is probably the best option if you are a serious seller on eBay and not just getting rid of things around the house. I really like business pages because:

- You control the content in its entirety
- Once you have people following you all your posts will show up in their

feed

- You can place targeted ads say women in their mid forties (more on this in a sec)

In order to get started:

1. Choose your business type – local/brand/product
2. Fill in the details of your company and write a concise but convincing paragraph about what your products are about and why people should purchase from you
3. Upload a high quality profile picture and banner – I recommend the profile picture be your logo and the banner either be a picture of a product or a promotion
4. Define a clear goal Do I want people to ‘like’ my page, ‘follow’ me or get them as quickly as possible to my eBay listing or store ?
5. Promote your store to friends, family, contacts and past customers (note that you can obtain their emails from PayPal’s records).



Paid promotion via Facebook

Now the best thing about Facebook pages which I mentioned before but can't stress enough is the ability to place paid targeted ads. For example let's say you are selling hand knitted cat sweaters. Keeping with the above demographic, a single 40 year old woman might be your ideal target market. Facebook knows people's age and marital status and many times whether or not they have pets. Either way this is a powerful tool which can help you reach thousands of potential customers.

A word of caution: while anyone can create paid ads on Facebook, it takes an experienced and knowledgeable person to do it successfully. Don't rush into spending money on Facebook ads if you've never done it before.

One way to go about it is find a Facebook ads freelancer (try Upwork platform as a source for freelancers), but define your goals very clearly to avoid throwing money away.

For example:if you earn \$20 per sale then your target CPA (cost per acquisition) on Facebook should be lower than \$20, otherwise it's a waste of time and money.

Pinterest Traffic Strategy

Many of us use pinterest. And why not, the pictures are gorgeous and inspiring and today it's all about visuals. And many times when people see something on Pinterest they really want to purchase it, usually they can't but a smart few are capitalizing on this trend.

Using Pinterest successfully as a viable and lucrative way to promote your eBay listings goes beyond 'pinning' all your items.

Here are some tips on how to do this:

From "Account Suspension" to "eBay awards", we're sharing everything from our journey to \$100k in monthly sales.

We're learning a lot and so will you.

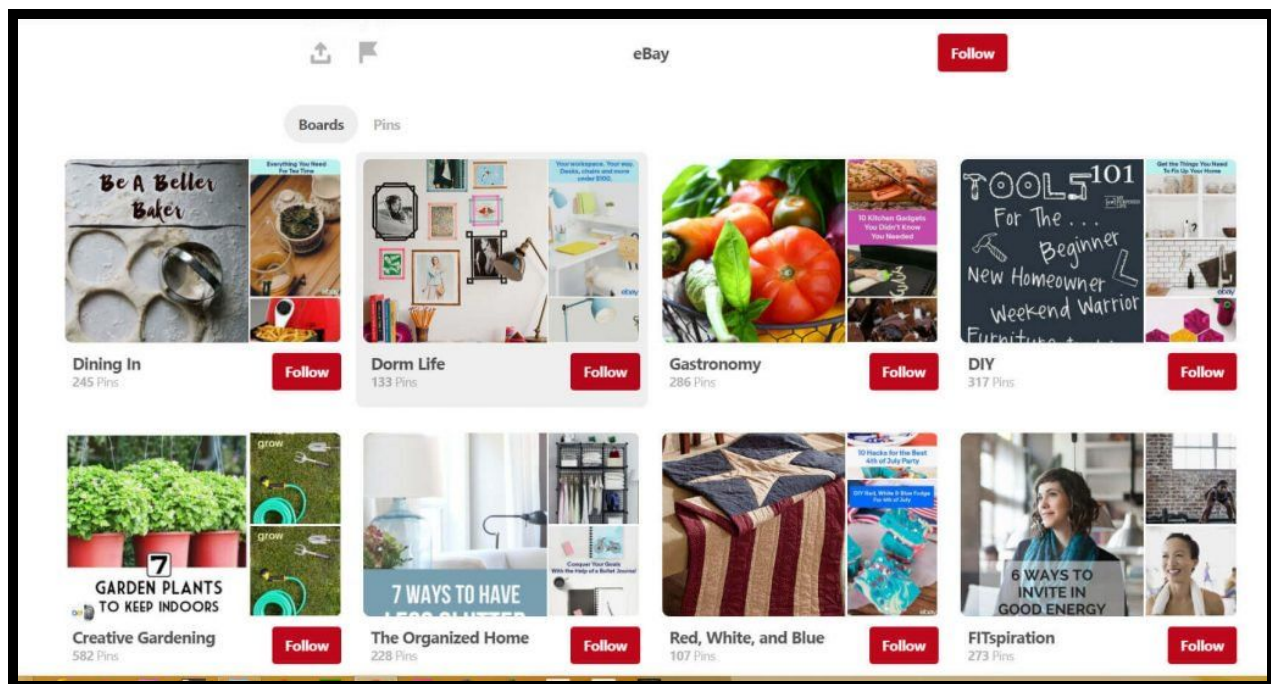
And don't worry, we hate spam too! You can unsubscribe at anytime.

Amazing photos

The days of ‘ok’ photos are gone. We are living in a highly competitive world when it comes to dating, restraunting and well, selling on eBay or attracting eyeballs on Pinterest for that matter.

Pinterest owes its success in large part to always providing stunning, awe striking photographs. Most pictures there, in my opinion, have been taken by professionals and brushed up on Photoshop. So you yourself need to hone your photography and photo editing skills or you should be paying a professional – average photos just won’t make the cut!

One “easy” way to achieve a better looking image is by using filters which are available in almost any default camera app in smartphones.



Pin Presence

Whenever sharing photos of your items make sure to add a ‘Pinterest button’

whether on your blog, website or on email promotions – this will increase the amount of traffic you get.

How to do this technically:

If you are using WordPress, Blogger, Tumblr or Wix.com then you should have a built in option. Here is an example if you are using Wix:

- Click 'Add' on the left side of the editor
- Click 'Social'
- Click 'Pinterest Pin It'
- Drag the 'Pin button' wherever you want it to appear
- After someone clicks 'Pin it', they will link back to the page they were on

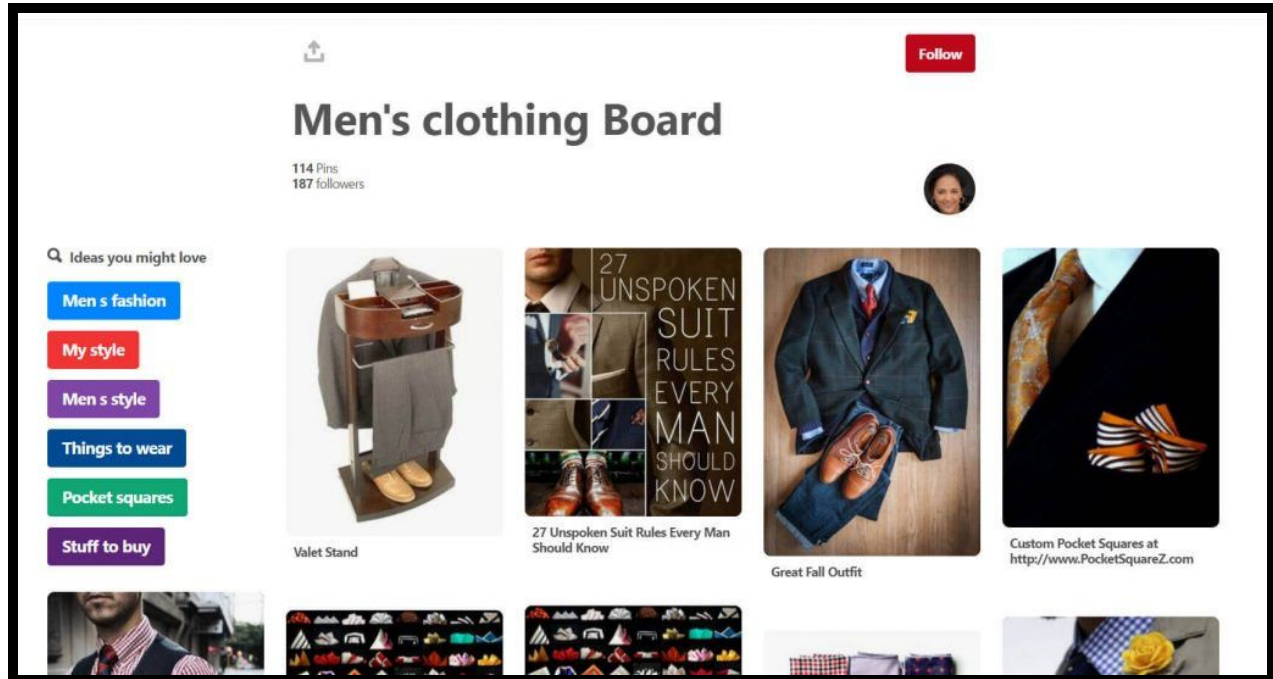
For other scenarios please see Pinterest's 'Business and Websites' section under 'Build a save button for your site.'

Separate boards

As many of you know, you can create different boards for different themes on Pinterest and this is much advisable as people search based on theme and like children, they do not want their vegetables touching their mashed potatoes. I advise you have a board exclusively for sold items for example and make this clear as a potential customer may feel devastated to find out that the product they have been obsessing about on Pinterest is no longer available on eBay.

Also consider themes which are holiday specific such as 'Christmas' or

product specific such as bowties.



Reciprocity and engagement

Narcissism is out, reciprocity is in! Remember this when on Pinterest and all social media for that matter, 'social' being the key word here. You must give to get and in this instance that means start by liking, pinning and sharing other people's photos. Many times they will want to check out who you are and return the favour. It is actually really fun and easy and totally free of charge!

Findability

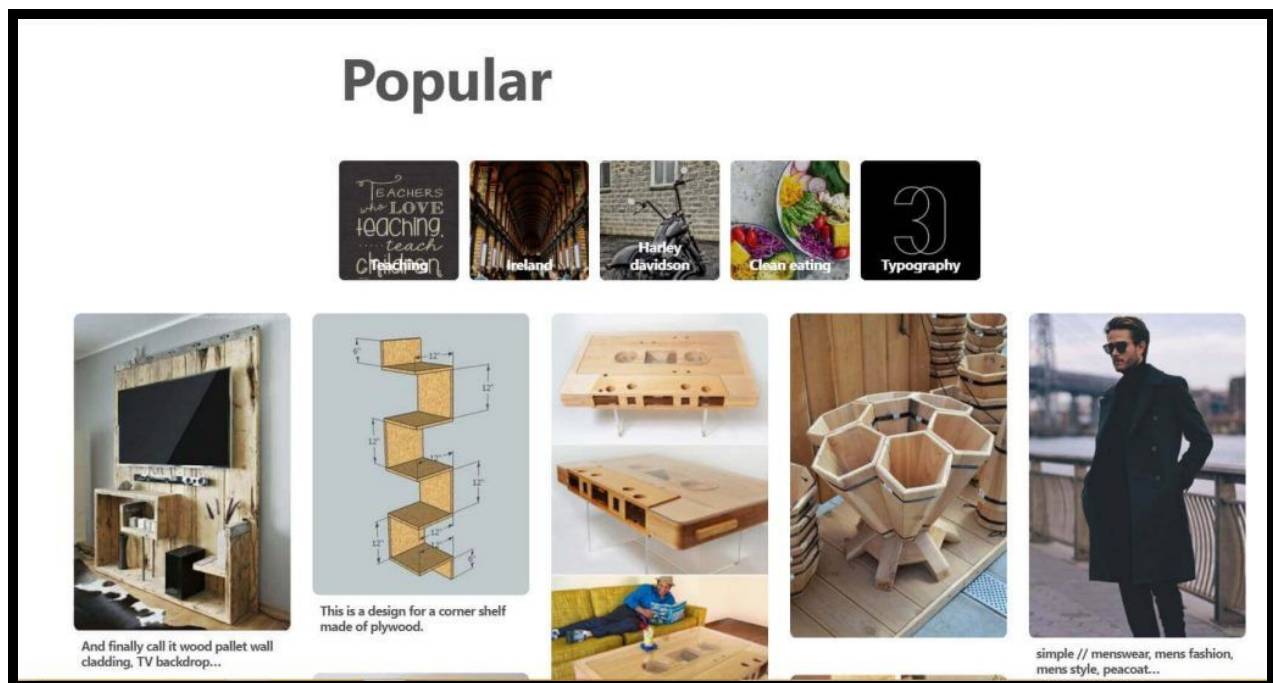
Many people put in hours and hours of work on Pinterest but then potential customers can't find them. Be sure to :

- Make sure your Pinterest profile name is identical to your eBay seller ID

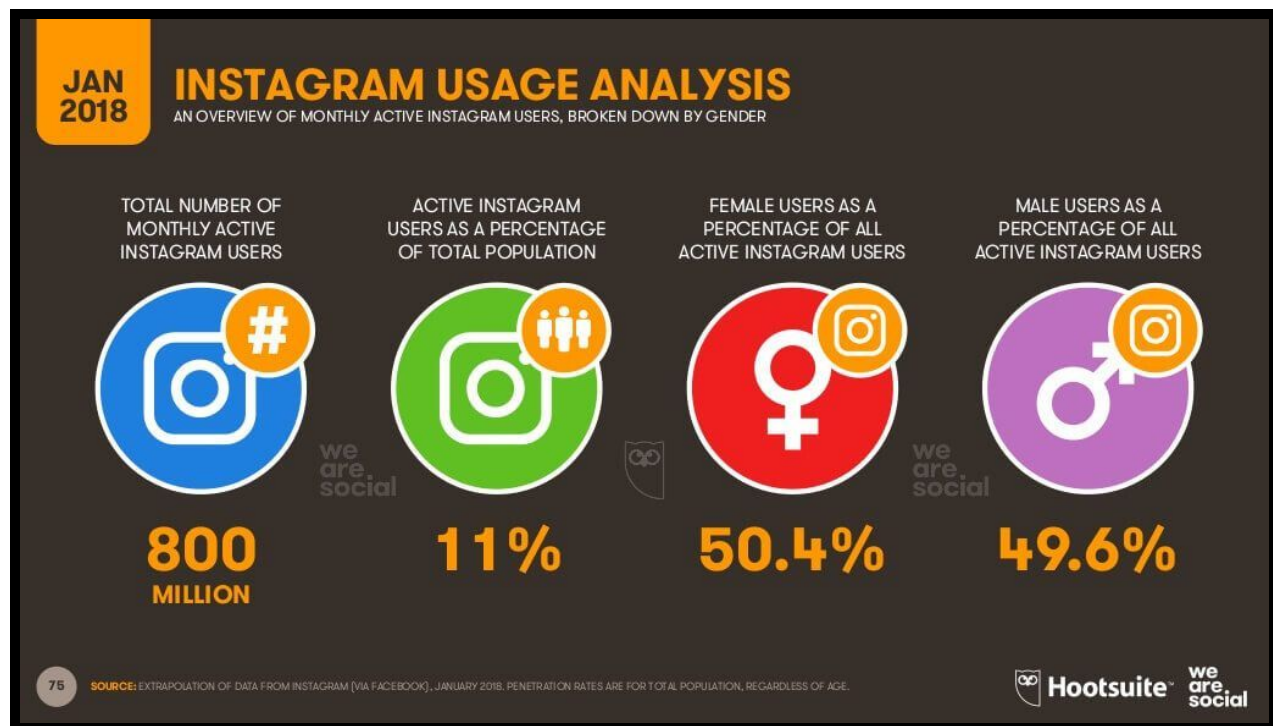
- Include a direct link to your eBay store or listing

Analytics

Pinterest has a section called 'Popular', check this out to see what is trending and what is hot – being informed and seeing what is driving the market at any given moment is key to your success on any platform. Also search for 'eBay' or 'eBay source page' on Pinterest in order to see what shoppers are pinning, buying and selling on eBay vis-a-vis Pinterest.



Instagram Traffic Strategy



Last but not least Instagram is just as prominent and important on this list as Facebook and Pinterest. As with the other platforms, I recommend you approach Instagram with clear cut goals – think:

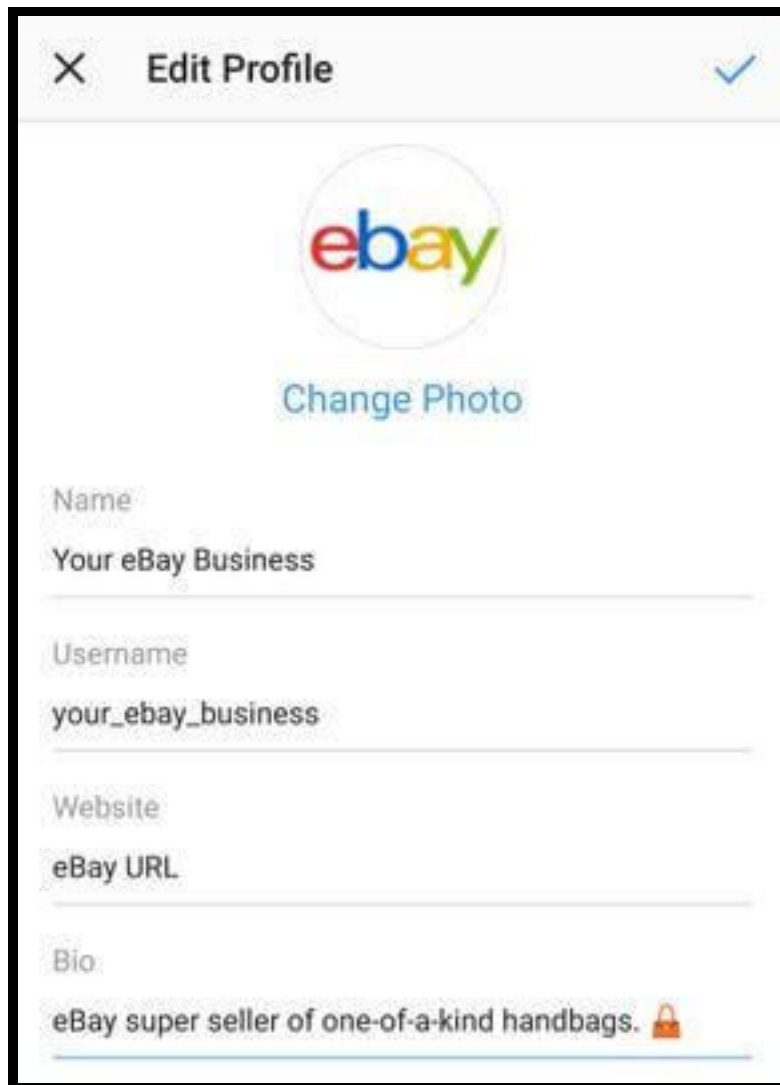
- Do I want to increase client engagement and loyalty ?
- Am I interested in solely increasing sales ?
- Or do I wish to strengthen brand and product awareness ?

One you have set your goals you can begin by:

1. **New account** – Open up a fresh instagram which is solely dedicated to your business, products, needs and theme and again use your eBay

seller ID or a slightly altered version if it is already taken. Keep in mind that all personal posts should be kept separate!

2. **Profile picture** – I recommend adding your logo or an image which you feel is representative of your business's core values.
3. **Add a link** – In the 'website' section add a link to your eBay page, store or listing so that fans can easily buy their favorite products from you.



✕ Edit Profile ✓

ebay

Change Photo

Name
Your eBay Business

Username
your_ebay_business

Website
eBay URL

Bio
eBay super seller of one-of-a-kind handbags. 🛍️

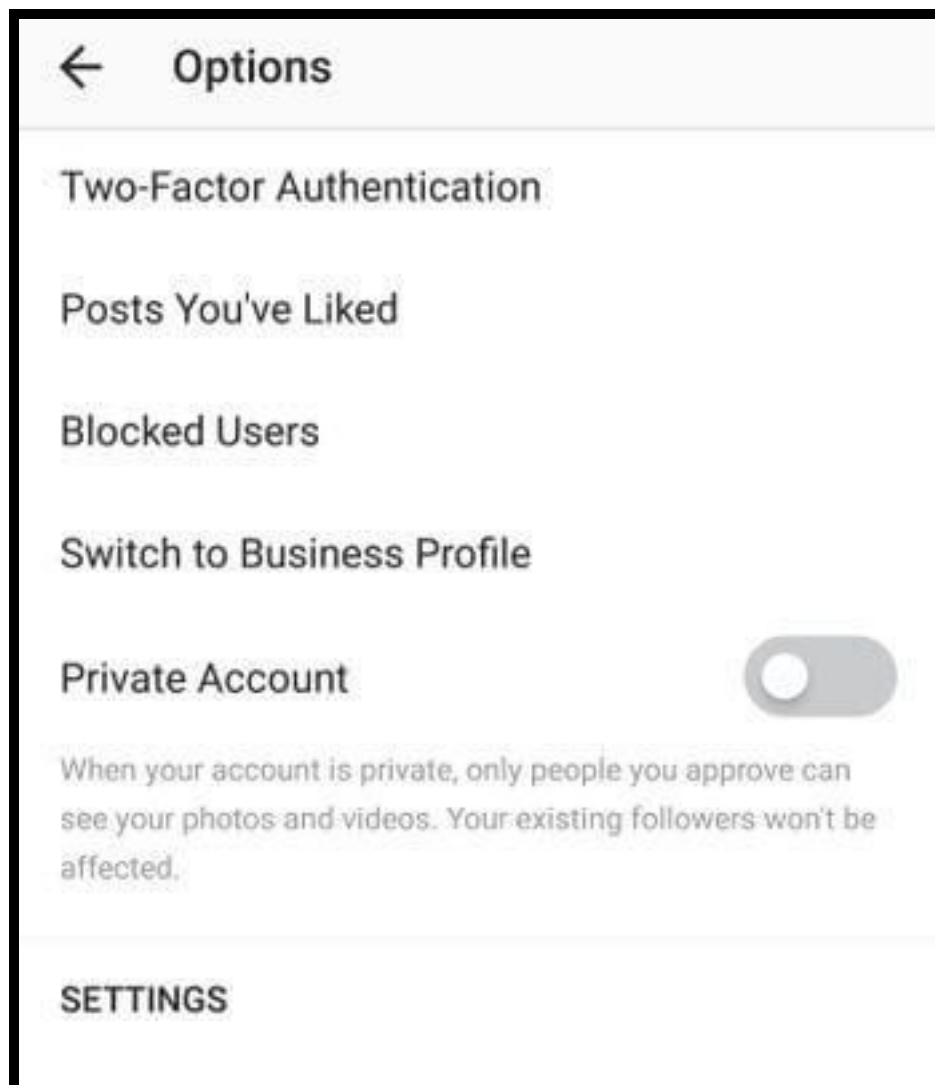
4. **Bio** – Fill out your bio, be precise as you only have 150 words and maybe

spruce it up with a relevant emoji like a shoe for example.

5. Switch to a 'business account' – Instagram has rolled out this option which offers quite a few benefits including:

- Promotions
- Analytics about posts and follower habits and interactions

To do this go to: 'settings' > 'switch to business account'



6. Be familiar and use different content types – these include:

- Photos – not just one but you can do up to ten at a time and include collections such as sweaters
- Videos – for product introduction or brand awareness
- Stories – which are deleted after 24 hours and are good for promotions but won't clutter your feed

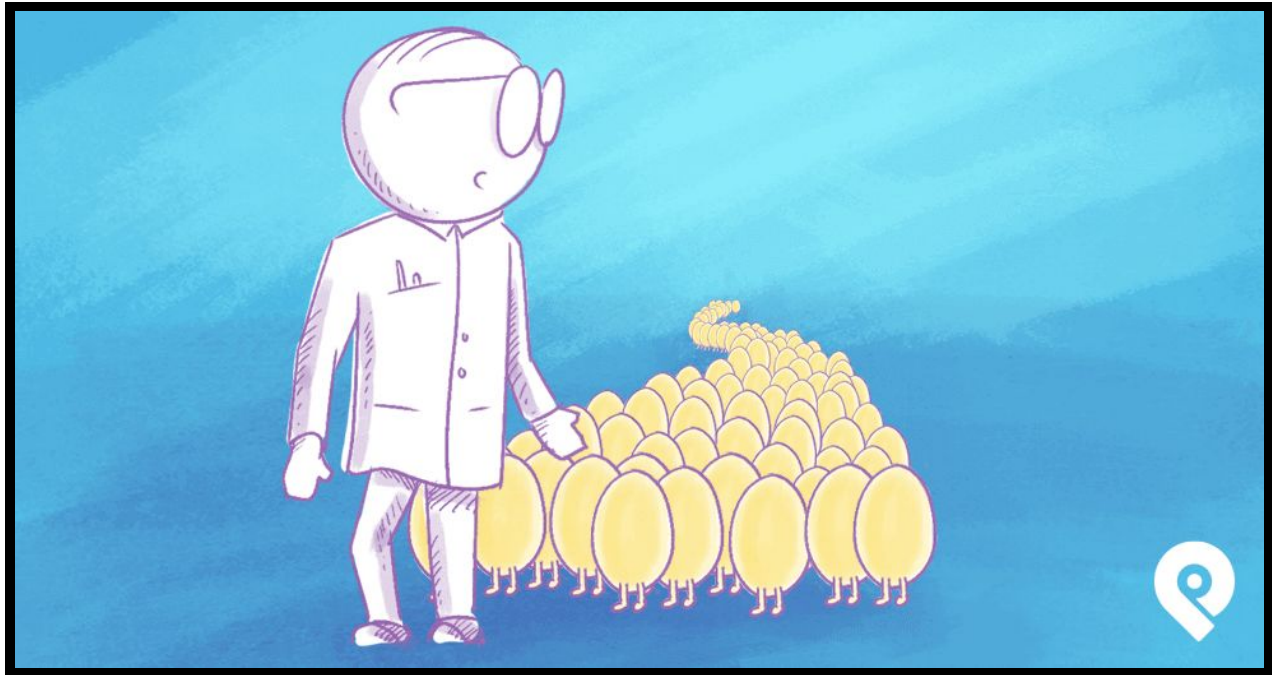
7. Advance content – Keep a folder with all the pictures and headings you want to post and get into a posting rhythm, for example every Saturday and Sunday since its the weekend and people are more likely to have time to engage with your posts.

8. Add content – Put up a few posts with appropriate hashtags before you start following others, otherwise you risk looking like a bot. You have websites, such as ShortStack where you can search for the best hashtags for your field but start simple and work your way up from there. For example #bags #designer #luxury. Play around with this and you will get the hang of it.

Hashtags explained – for those of you who don't know yet hashtags are basically a category or title you are giving your post, the more hashtags you give and the more popular they are, the more people will find and see your post

9. Building a following – I recommend only following people or accounts relevant to your business. These include customers, related business and especially your competition. The saying goes 'keep your friends close but

keep your enemies even closer’ and that is true. If you don’t want to follow them directly, see who they are following or who is following them and ‘borrow’ their ideas. Also remember to like, comment and share these new found friend’s posts as that is how you can create positive engagement.



10. Don’t just sell – If you make every post and picture about selling, people will get sick and tired of you and move on. Consider throwing in some related inspirational quotes, pictures, videos, jokes or memes to spice things up and keep interest going.

11. Brand uniformity – Make sure all images on your page use the same font style, colors, lighting and photographic angle. This helps create brand distinction and harmony on your page.



12. Captions – Keep captions crisp and to the point – what are you selling, how much and where can I buy it should suffice. You can't link directly in the caption but rather through your bio so direct people there.



566

posts

4063

followers

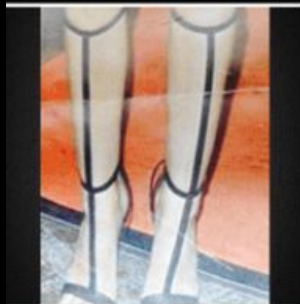
6406

following

✓ FOLLOWING

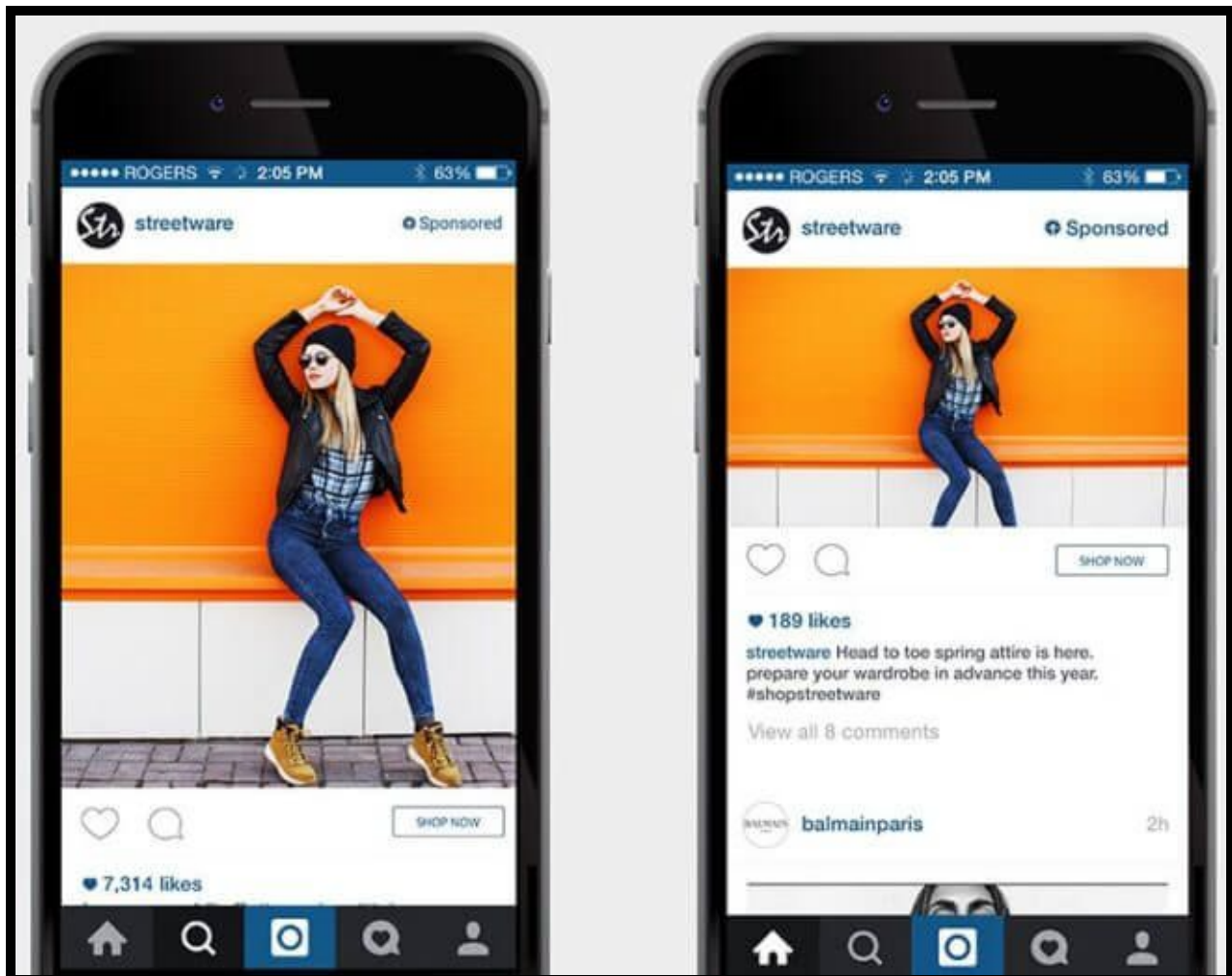
Kavita Arnaiya

Manufacturing self designed bags and heels .Bulk orders accepted.No exchange No refund.Delivery period 25 to 30days.Contact on 09920741997



13. Promotion – Definitely consider using paid Instagram ads which can run as little as a few dollars a day. Also try other forms of promotion like running a contest or featuring a customer who has given you positive feedback. All these can seriously improve engagement.

Remember my advice regarding paid Facebook ads, it applies here as well.



14. Tracking – Keep a detailed record of what works – which images got the most likes? Which hashtags were most popular and which items sold best? Over time this should give you an indication of where to invest more energy

and where to invest less.

Hope for the Best

I hope you enjoy this strategy as much as I do. It's simple yet profitable and easy to follow. If you follow all my instruction step by step, then it's really possible to make a sustainable passive income within a short time. It's also the kind of strategy you can have your family help you with.

You might just sit back and enjoy the income you've earned from growing the eBay selling business! The opportunities are endless depending on how much you personally enjoy your chosen niche.

Wishing you the best of success!

Sincerely,
G. Pall

[Note: How I Turn Tiny 5 Bucks Into \$300 Over and Over by Simply Turning On My Secret Mission in Just 20 Minute...]

[=> Get Here](#)