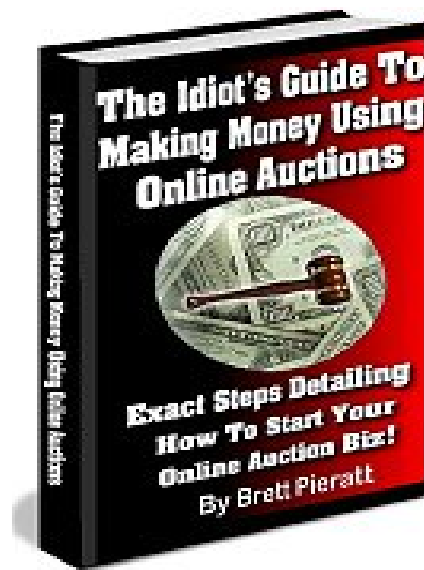


The Idiot's Guide To Making Money Using Online Auctions©

FREE PREVIEW

Last Update (5-2002)



If you are not registered with ebay already or wish to open another account [click here](#).

INTRODUCTION

A quick note: You must be connected to the Internet to open all the useful links in this ebook. You also may want to **print this ebook**, take a break from the computer, get comfortable, and read through everything at least 1 time highlighting any important areas.

I have structured this ebook so you must read everything start to finish and I have formatted it to create some space along the right side of each page for you to make notes.

It's not a novel (51 easy to read pages) and it will give a complete picture of what needs to happen if you want to **run a profitable home based online auction business.**

This is the 9th time I have revised this ebook (5-2002). I try to keep it as updated as possible. With new features being added all the time, ebayTM has maintained itself as the leader in online auctions. But don't forget about the other category specific auction sites that come online everyday.

Ebay'sTM site is very user friendly once you understand the process. I know you are very eager to get started so let's go.

Online auctions are rapidly becoming the easiest way to make extra money or even a **full-time income** from home. You will not become wealthy overnight and this home business does require work, commitment, and desire, but you can easily make an extra \$100-\$1,000 per week on a part time basis depending on what you decide to sell.

Just remember, it takes the same amount of work to sell a \$50 product compared to a \$5 product. Keep that in mind as you build your business and look for products to sell.

Online auctions are fun, exciting, and are proving to be one of the most **cost-effective ways** for the average person and small businesses to buy and sell goods on the Internet.

As a seller, costs to get involved are low and returns are high. Online auctions have become an alternative to purchasing from local and national retailers and distributors at fixed, non-

negotiable prices.

The online auction forum allows the buyers to go directly to the source (wholesalers) to find products they want to buy NOW and save money at the same time. Buyers can snag great deals seconds before auction closes. Sellers are able to take advantage of the large number of people ready to buy. What does this mean to you as a seller? Money in the bank!

People shop the Internet but millions go to ebay with their credit cards ready to BUY!

The reason why online auctions are so successful is because people place a value on specific items they may collect, use as a hobby, and/or purchase as a gift for another person or for whatever reason...people are shopping online ..period!

At auction sites like ebay, sellers set prices extremely low and buyers will ultimately set the price they are willing to spend. In some instances, buyers will pay a higher amount and in other instances they will pay a lower amount.

But the price is determined by the what the market will pay for any given item. As a seller, there are many things you can do to get those higher prices. And as you will soon find out there are other things you can do as a seller to cut your costs and become more efficient.

Economics 101 in action.

Another factor as to why auctions work so well is the feedback forum that allows users to comment on the transaction. These comments are visible to the entire planet. So you don't want to get off to a bad start in this business. As you will soon see, positive feedback is your best friend.

Also, over the years, people are more and more confident shopping online. The computer is almost as common as the TV and it won't be long until everyone is online shopping.

Now with the Internet available to so many, it is easier order online and have an item delivered to the doorstep instead of having to go shop for products in traditional outlets. And you are not limited by the products only available in your local area.

Still another reason auctions are hot is some items are more valuable than others to certain groups of people. This is how ebay started back in the late 1990's. Collectors needed an outlet to share new findings and their collections, and ultimately start a place where buyers and sellers can come together online.

Things blew up almost over night and now on ebay, there are well over 40 million registered users and growing everyday. The Internet and online auctions create a perfect connection to allow you to reach millions of potential buyers for almost nothing and there are no boundaries! Ebay has expanded to 18 countries and there are no signs of stopping there.

As a successful seller online, which you will soon become, you do not have to create a "complete website" to make money. You will only need to show some commitment, organization, and desire to start and grow your business.

Although once you get started, you will see that it is very easy to create a website or storefront online where you can creatively link to your auctions and feed your website online shoppers.

Many of the auction managers today have comprehensive storefront capabilities where you can begin your online business there. (See my Top 3 Picks Below)

At the end of this book, I have created a very complete and extremely helpful list of companies you will be using for your business at the end of this book. These are the best and most reliable online since the time of last update.

WHY ONLINE AUCTIONS?

Why do auctions work so well when you are just starting out? It is simple.

You can **test products at a very minimal cost** and after repeated sales of the same product, you have laid the foundation for a website that should continue to be a success.

It's a great place to get your feet wet with little or no risk on your part.

10 reasons why you need listings on auction sites

1. **Online auction shoppers are a part of A “perFECTLY TARGETED MARKET place.”** When shoppers visit these sites, they either search by **keywords** or **browse** the category they like best. They will search page after page in search of a particular item. When customers see what they want at a good price, they buy.
2. **Online auction shoppers SPEND MONEY online.** People will surf the Internet looking for a great deal, but millions come to online auction sites ready to buy. They have their Visa cards out ready to spend money. Services such as [Paypal](#), [Bidpay](#), and [Ebay Payments](#) allow for easy online processing of credit cards for anyone.
3. **Online auction shoppers SAVE MONEY.** Many

sellers realize the power of these marketplaces. Sellers will decrease the price of their items and simply move a higher volume of products. This benefits shoppers and saves them money.

4. Online auction shoppers are repeat customers.

Auction sites work because of how buyers and sellers post feedback regarding the transaction. At the end of the transaction, both buyer and seller have the option to post a message that is visible to everyone on how they think the transaction was handled. If the items were delivered in a timely manner, the customer can post positive feedback. If payment was made in a timely manner, the seller can post a positive comment. Once you have established a pattern of positive feedback, customers build trust with a particular seller and will often buy something else.

5. The structure of THE auction BENEFITS SELLERS.

Just by design, sellers have the edge. You can go one of two ways. Give a very brief description and cleverly direct the customer to visit your website for more info or you can give it to them right in the auction listing. There is also a limited amount of time for potential customers to make a decision on whether to buy or not. Once the auction ends, the high bidder wins. Most online shoppers are impulsive and when they see what they want at a good price, they will buy. Most importantly and back to our main goal which is to get targeted customers back to our website, if we add a simple text link from a particular auction right back to our website, the customer who is ready to buy can make the purchase immediately. Don't forget to include your website URL in all communications with potential customers.

6. EASY TO USE – Online auction sites have greatly improved on layout, navigation, and overall operation.

There are many tools to help you get the most out of your efforts. They have made a number of significant changes to make all aspects of running an auction easy and very user friendly.

7. **EXTREMELY LOW COST** – Unlike most businesses, you don't need buckets of cash to get those targeted customers. Some sites are FREE, but others charge a small listing fee starting as low as 30 cents. List only four 7-day auctions every month and your cost is less than \$2.00. Where else can you get targeted unique visitors for that price? Once you see the power of these sites, you can simply add more listings to other related categories. It is worth the money...trust me.

8. **You can BOOST YOUR TRAFFIC OVERNIGHT.** One simple listing in a category related to the products being sold at your website can explode your traffic from unique visitors. Insert text links in your auction listing and watch your sales from your website skyrocket. Be sure to check linking regulations before adding links.

9. **EXPAND RAPIDLY.** After a few years of figuring out what is the best way to handle this new marketplace and how to manage your listings, a number of tools have been created to assist you in starting, managing, and closing your auctions for a profit. Time is money and the more time you save, the more time you can spend finding new products and marketing at other auction sites. Master one auction site first. It will make this part of your marketing plan much easier after you understand the process.

10. **Re-listing features at auction sites.** Once you have created an auction, these auction sites have a re-list function where you can launch the exact same auction in

the same category with a click of the mouse. If you are just starting your online business and you have a product that sells week after week through auction sites, you have the foundation for a website that you already know will be successful.

The leader of the industry is eBay™ The World's Largest Trading Community. Their charges are minimal for the amount of exposure you get from "specifically targeted groups" looking for "specific targeted items" to buy NOW.

I will show you exactly where to **buy at wholesale prices**, to become a distributor of virtually any product you can think of, create ads that pull bids, construct auctions online that make serious money, and manage everything efficiently at the same time.

I am going to show you **STEP-BY-STEP** how to register with ebay™, put your item up for auction, close the deal for a profit, power search for **HOT** products, and implement 12 Successful Strategies to make money online.

~ **End FREE Preview** ~

Want more for FREE?

It's very easy and it's only for those of you lucky enough to take advantage of this FREE PREVIEW today.

I have recently launched my new website for a new piece of software specifically designed for new and veteran online auction sellers. It is called to [Auction Profit Calculator](#) and it's simply amazing how useful this software is to you.



And it's a **FREE bonus** for only a **limited time** during the launch of the new site, I am offering my complete ebook .

-> **It's not some complex auction manager** that will take you hours and hours to use effectively... it's very simple to use!

-> **Within 10 minutes of opening the software** for the first time, you will be a pro!

-> **You benefit immediately by having computer generated numbers** that tell you exactly how much money you are making or maybe losing!

So get your copy of the [Auction Profit Calculator](#) software and the rest of the *Idiot's Guide To Making Money Using Online Auctions* as a **FREEBIE** today. And...I will also throw another \$74 worth of auction tools on top of that!

Get the Complete Ebook as a FREEBIE...[Click here](#)

I hope you enjoyed this brief introduction to starting and running your auction business. It's fun, easy, exciting, and most importantly profitable.

And finally, should you have any questions, comments, ideas, suggestions, joint venture proposals, or anything you want to say, I would like to hear from you. [Click here to contact my support team](#) and I will also receive a copy as well so be sure to fill out the form completely.

To your success,

Brett Pieratt

This is a FREE Ebook...

Please forward this FREE PREVIEW along to any friends or family members looking to start a home based internet business...with little of no cost to begin today. If you are new to computers, simply be sure this ebook is saved to your computer and then send it as an attachment using the email program you choose. Or find out how to refer them and get paid for your referral! [Click here to find out how to get paid!](#)

© Copyright 2002 All Rights Reserved. Pieratt & Associates

[Contact](#) [Home Page](#) [Earn Cash](#)