eBay Info Profits

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<u>Introduction</u>

Information products are great! There is no shipping, no packaging, no dealing with suppliers and basically no hassles that are normally associated with selling products on eBay!

Now, there are allot of people selling information products on the internet. However, there are nowhere near as much people selling info products on eBay as there are selling info products on their own websites.

And eBay is the Mecca of online shopping. If you can't find the product or category you are after on eBay, it's probably because it doesn't exist.

EBay literally has millions of people with cash in hand coming into its online store everyday looking to buy what ever takes their fancy, and this in my opinion makes eBay the best when it comes to advertising online!

And yet, so little people actually think of eBay as a viable way to make money with their information products. The few who do understand its power are making theirs fortunes online.

Let me give you a few examples. Connect to the Internet if you have not already and

have a look at these eBay sellers and make
sure to look at their feedback and see what
they have sold!

http://cgi3.ebay.com/ws/eBayISAPI.dll?ViewUserPage&userid=cash file

http://cgi6.ebay.com/ws/eBayISAPI.dll?ViewSellersOtherItems&userid=buying-selling-real-estate&include=0&since=-1&sort=3&rows=25

http://cgi6.ebay.com/ws/eBayISAPI.dll?ViewSellersOtherItems&userid=adminservicegroup&include=0&since=-1&sort=3&rows=25

These are only a few examples of people
doing quite well selling information
products on eBay! Of course, these people
are selling E-books, but that's not to say
you have to, and I can tell you now, there
are more profitable products you can create
that are a lot easier!

Creating Your Own Info Products

Before I get started on how to create your own info products and the kinds of products you should create. There is something you must know:

You do NOT have to create your own info products to successfully sell info products on eBay!

However, creating your own info products is not very hard and since you are about to start selling info products, you might as well know how to create them and what kind of info products will sell...

There are literally hundreds of ways to make money with information products on eBay, but here are in my opinion the most profitable and easy to do.

E-books
CD's
Reports
Audio Tapes
Mp3's
Digital Videos
DVD's And VHS
Membership Sites

In all honesty, people who buy information products on eBay seem to want to pay less than what you would if you were selling them

elsewhere, on certain products. Let me explain with examples.

E-books

E-books sell well on eBay, they just don't command a very high price. This also depends on the subject. If the information is specialised and there in no other people selling the product or same sort of product in a specific Ebay category. You could charge anywhere from $9.95 to $29.95 for your E-book. I find $19.95 works well.

Of course this is not a big deal, because even though most e-books will sell for under $50, you will get to keep every single penny (minus eBay fees)!

You literally have cornered the market with a few cents for an Ebay bid. Even if your product doesn't sell, your out no more than a few dollars at most with your advertising.

If you want to create an E-book read the next section on E-book Tools.

CD's

I personally don't like shipping physical products that cost less than $50, and to be honest, I don't think anyone selling a "How To" CD will get over that regularly.

They do however command a lot more money than E-books and other non physical products, but again, I don't really feel like creating the CD and shipping it.

This of course isn't always the case. A brand new product in a certain category would probably do very well, but it has to be great information. Let me give you an example project idea:

Real estate is a big category on eBay and the people looking to buy real estate are going to be spending a large amount of money on their perfect property, so I doubt these people would squabble over $60 or $70 if it's going to save them thousands or stop them from making a big mistake.

Here is the real estate eBay category link:

http://pages.ebay.com/realestate/index.html?ssPageName=MOPS5:HRE01

So what ideas could you put into a CD? Here are two ideas I would do myself.

1) Create a CD full of scanned printouts from free real estate magazines.

This sounds a little odd, but let me explain.

People who live in Canada and want to buy real estate in Florida find it very hard to

get information on real estate that they want. Why, because real estate agents in Canada only stock real estate information on Canadian properties.

So if you were to create a CD full of scanned real estate listings from where ever live, and sold them in a CD, you would find you had a very target niche market.

It works particularly well if you happen to live in places like Florida, New York, Australia, France, and so on.

I know I'm extremely interested in buying a property in NY myself, but all I can find on the Internet is properties for rent. And to be honest, I hate looking at real estate on the Internet and searching around for hours looking for decent properties is not that fun.

2) Create a real estate retirement CD. Baby boomers looking for that great piece of real estate to retire are searching the Internet frantically to find real estate in a great area that's not only going to be a great place to retire but also rise in price and be a great investment for their children and grand children.

A CD full of information and pictures and listings of retirement properties would do very well. All you have to do is find out

what people in that age bracket are looking
for and create the CD.

To do this, go to

http://www.aarp.org/boards

And ask what ever questions you have there.
Costa Rica is good this time of year!
Believe me

This is the best idea I've heard in a long
time, and if some one doesn't do it soon, I
might break the "I don't like CD's" rule and
do it myself. The beauty about CD's is that
they are a tangible product people can hold
in their hands, but it only costs a few
dollars to create. That's the upside to
CD's.

Reports

These are my favourite types of products to
sell online. Why? Because they take no more
than a day to create and if you do it on a
very profitable topic, you can sell 1000's
of these reports in a few months.

The downside, You can usually get away with
selling these reports for $9.95 and
sometimes $19.95, and reports also lend
themselves to copy cats.

Creating a report is simple:

A report basically is a small 10 to 20 page document on a certain subject. An example would be, "How to start making money by selling used cars on eBay". The best way to write a report is to put it into a PDF document, and I talk about this in the next section. If you want to know what a report looks like, look no further, you're basically reading one! But offcourse, it can be half as short as this one with a lot less info.

Audio Tapes

Audio tapes are a great way to sell products online. All you need is the dubbing equipment and your set. These types of products can sell for over $50. The best way to sell audio tapes is also to send them the tapes transcribed into text so they can read it as well, and this adds more value to the product.

If you really want to churn out audio tapes in record time and don't want to do the content yourself, why not hire an expert to talk on the tapes for you?

Getting a professional in the field to answer your questions would have to be the simplest ways to create a product. If you were doing a book on direct mail, why not hire a guru for a couple of hours, grill him over the phone or in person, have the

conversation taped, and there you go, instant product.

Most times people will do interviews with you if you give them the rights to sell the audio tape to their mailing lists. If they won't do this, then all you have to do is hire them for an hour or two, pay their usually consulting fee (a few hundred dollars should do it) and you then have no competition at all.

Mp3's

Exactly like audio tapes, but you can download them online. I don't think I need to explain to people what mp3's are. This is an experimental option that I've only used once and it didn't work all that well. That was probably my fault as I chose the wrong subject.   If you are selling any type of technical information, mp3's probably aren't for you as it's easy to miss bits and harder for the listener to keep up. You can of course write a report with the mp3 recording and it might be worth twice the price.

I would sell a set of mp3's on a how to information product with a report for around $19.95 on eBay.

Digital Videos

With the introduction of high speed Internet connection, downloading large files has

become more accessible to more people. The advances in computer technology is also helping the rise of digital video as an important medium on the Internet and on your home PC.

Digital videos are easy to create, and do command a higher price then most downloadable products now.

If you were to combine a few video's, reports, ebooks and mp3's together and put them on a cd, you would find you had a perfect high priced product that would sell very well.

Dvd's And VHS

These products sell extremely well on Ebay, and I mean extremely well. They also sell for a high price. The only problem with DVD's and VHS video's is the equipment you need to create them.

While the equipment is easy to use, it's the cost factor you have to worry about. You will also need to find a place that will duplicate them for you, and most places have a minimum order of 100 or more.   Creating the "How to" video's isn't hard, but this is an option I think would be best if you had a bit of money up your sleeve to play with.

Membership Sites

The perpetual money machine online...

Membership sites are hot, and while it's hard to sell on going memberships on Ebay to your site, due to the fact Ebay doesn't rebill monthly, you can still build a nice base of one off customers that you can then give the option of re billing to.

If you are not sure what a membership site is, look at this example.
http://www.bmyers.com

I'm a member.

Basically a "how to" membership site is a site full of content that is updated regularly and it costs you so much per month (or 3 monthly, 6 monthly or yearly) to join up.

They can range in any topic what so ever.

Tools You Will Need To Succeed

E-book Tools

Creating e-books now days is extremely simple. A few tools, a bit of know how and a few bucks later and you're a published author. So let's begin.

There is a lot of hoo-ha about what format an e-book should be in, either EXE or PDF

and I'm going to tell you now, create your
e-book in PDF format!

Why?

Because PDF is more widely accepted and Mac
users can't use e-books in EXE format

So how can you create a PDF file for free in
e-book form??

Usually you would need to buy the Adobe PDF
generator software from http://www.adobe.com
or http://www.instantpdfgenerator.com which
are all around or over $100.

Dirk Dupon is willing to do it for you,
free, no catches at all at

http://www.ebooks-made-easy.com/create.htm

He explains everything there is about
creating e-books.

A quick side note here. If you want to
create your own e-book covers and graphics,
there is a great tool at:

www.1clickcovers.com

It costs $97, but it is the best e-cover
creating tool available and it is worth 10
times the asking price!

Why is a cover for digital products so important?

Because being able to actually see what you are buying is important, even if it's digital! And can you imagine listing an auction with no pictures!?

Instant CD Creator

Creating CD's today has never been easier and it's more than likely you already have what you need to started. In this section I'm going to show you what type of file you can put on CD, how to create an Auto run menu and how to label your CD with professional stickers. So let's get started.

First off, here is a list of files that you can put in a CD:

PDF files

Exe files like games

Any photo format

E-books

Html files

Audio played straight from the CD

Text documents

If you are wondering what you need to create
professional looking CD's, here's a list:

A CD Burner

Multimedia Builder to create your autorun
menu

Casio CW50 CD/DVD label printer

Of course you will need a computer, but more
than likely you will already have one that's
perfect for this. One thing I would say is
that you should have plenty of RAM, At least
128 and hopefully 256.

Now here comes the hardest part of creating
your CD, the auto run. Basically, an auto
run is what starts the CD when someone loads
it into their computer. An auto run is what
starts the CD and allows you to navigate the
CD and see what you want to look at.

Creating an auto run might be sounding
difficult right now, and it isn't. You do
however need a little html knowledge and a
bit of patience and a piece of software
called Multimedia Builder, which you can get
at http://www.mediachance.com for under $50.
This software does more than just create
auto run CD's, but I will let the website
explain what else it can do.

Everything is explained in the tutorials which come with multimedia builder, so there is no use me writing 100 pages on creating auto run CD's.   Now if you want to stand out from the crowd, and make your CD's look like they just came from a multimillion dollar company, you will need to label your CD's.

There is a great site that talks all about this at
<http://www.bmyers.com/public/571.cfm?sd=30>

Creating a Report

Creating a report is just like creating an e-book, but I will run you through the steps.

1) Create your report in a word document.

The report should be around 25 to 40 pages long in a non excessive font. What I mean by that is, don't do the whole report in 40 size font. I find 12 or 14 works well in Times New Roman font.

2) Find a website template   Do you see the website template I'm using here? It's what the words are written around. All this template is, is a one and blue background table. You can find all sorts of free templates at
http://www.freesitetemplates.com.

Make sure to choose a simple one, and nothing in frames.

3) Go download Html doc   Html doc is what this report is created in. It's a free html to PDF program. That means it turns html documents into easy to read PDF documents. It takes a little getting use to. You can get it at:

http://www.easysw.com/htmldoc

4) Create your website

Use this as an example
http://www.profitableebooks.com

5) Advertise I cover this later on in the report

Creating Audio Tapes

Recording audio tapes isn't that hard, all you need is a bit of equipment and a quiet space in your home or office.

Ok, first off, you will want to use very high quality master tapes to do your recording on. These cost a couple of bucks. If you don't know what you are looking for, ask someone to help you, or search on the Internet before you go out and buy them.

The next step is to either buy a very high quality tape recorder and microphone or get

a mini disk recorder. A mini disc recorder
is the best way to go, but they can cost
more than $200. They do however product the
best quality recording possible, and that is
what you want.

You will of course then have to get your
tapes duplicated and ready to be sent out.
There is a service called Datek at, funnily
enough

http://www.datek.com

If you want to get your audio tapes
transcribed into text, and you should as it
adds more value to your product, do a search
for "transcription services" or look in your
local phone book for a place that will do it
for you.

You should be able to get each page
transcribed for around $3, which is
extremely cheap. By adding these transcripts
to your audio products, and you can do this
with digital audio products like mp3's, you
are doubling the price you can sell them
for.

For instance, if your offering a few tapes
for $9.95 not transcribed, don't be afraid
to sell them for $19.95 transcribed.

Record Messages On To Mp3 Format

Creating your own audio product is not hard. All you need is a microphone and soundcard that's compatible and a product called Dubit at http://www.techsmith.com, which you can try out for free for 30 days. I've tried other voice recorders, but none come close to the quality Dubit brings to the table.

The only problem with this is that Dubit turns your audio into .WAV format, which tends to be too large to download over the Internet.

However there is a free piece of software that will turn all your wav files to mp3 files instantly and quickly and you can download it at http://www.Mthreedev.com. Make sure you download the wav to mp3 file not the mp3 to wav file.

The only problem with this program is that it asks you when it's setting up if you want to install Gator and Top Text. These programs are now being called scumware and I suggest you do not let them install it.

To find out more about scumware visit, http://www.scumware.com. If you would like to find another piece of software that does the same thing, visit http://www.download.com and type in "Wav To Mp3" as the search text.

Digital Video Creation

Here's the thing about Internet Marketing. People always recommend the highest priced product to just about anything because they are probably earning a percentage of the sale and this has never been truer when it comes to creating videos on your computer.

Most people will tell you to buy Camtasia, and don't get me wrong, this is a great program to do video with, I've used it and loved it, but its nearly $150! To most people just starting out, that's a little expensive, but this is a democratic country we supposedly live in, so here's the URL if you want to have a look at it.
http://www.techsmith.com

Now, if you want to do basically the same thing for no where near the price of Camtasia, try Hypercam at http://www.hyperionics.com/. You can't beat the price at $30 and no, I'm not a reseller of this product and I get no money from mentioning it to you.

Create Membership Sites

It's hard to sell membership sites on eBay for one reason: they don't allow you to signup people on a recurring billing cycle. Basically that means you can only sell them once at a set price and as you know, membership sites usually get billed monthly.

So how can you get around this? EASY! What you do is offer them a trial for a month at say $9.95 and sell that on eBay, then if they want to signup for a monthly subscription after their month is up, they can do so. This will work with just about any membership site. So how can you create your own membership site on a budget? Good question.

The main problem in the past with membership sites is billing and finding a reliable and cheap recurring billing company. Not any more!. http://www.paypal.com now do recurring billing and the buyer doesn't even need any funds in his Paypal account, as it will just charge their credit card, and this goes straight into your Paypal account.

Another problem people have is finding a membership script that works well with their payment processor and has all the features you need to run a successful membership site.

The problem with most scripts is their security features, or lack there of, and I've found one script that I'm really happy with and it's under $100. http://www.membershipclientpro.com

A few more problems people face, especially with Paypal and digital products is fraud, but again, Paypal has come up with a solution.

http://www.eliteweaver.co.uk/antifraud/scrip
t.php?page=Home

I highly suggest you get it if you're
selling anything at all with Paypal.

One more thing that can come in handy when
running a membership site is an
organisational tool. If you've had any
experience with running a membership site,
after awhile you get quite a lot of content
and being able to organize that content for
easy reading for your affiliates is crucial.

Article Manager -
http://www.interactivetools.com

Is a content management software tool
designed to let non-technical users manage a
news-oriented website. Manage articles and
categories, multiple writers and editors.
Upload images, create content with the
WYSIWYG editor, syndicate your content, and
more. It can save a busy webmaster hours of
tedious HTML edits every day.

NOTE: Even though putting your info products
on CD's and DVD's will bring up the closing
price of your auctions. It will also bring
back some of the hassles of selling physical
products i.e. shipping, packaging etc.

Me personally, I would much rather sell
purely downloadable products that are

automatically sent to my customers by email
that ship CD's and DVD's just so I can make
a few extra dollars!

What to Do if You Don't Want to Create Your Own Info Products

As you already know, the majority of stuff sold on EBay is not created by the people it is sold by. Most people can't create their own MP3 players, DVD Players or Rolex watches so they obviously sell things that have been created by others.

The same principle can apply to selling info products on EBay...Just because you are selling info products, it does not mean you have to create them yourself!

And that is one of the best things about selling info products on eBay: you can simply buy resell rights to someone else's info product and you can start your very own profitable business.

That is exactly what some of the most successful info product sellers on eBay do.

This is because these guys carry more than one info product. And think about it, what is easier: creating your own info products or simply buying the rights to sell an already existing one?

Buying rights to other peoples info products will not only save you a huge amount of time and effort, it will also bring in allot more customers because you can carry a lot more information products.

So, where exactly can you buy info product resell rights?

There are many great places, but one of the best resources out there is the warrior forum!

The warrior forum is a place where internet marketers and people that make a living on the internet in general come to talk about what they do.

The forum has a section called the warrior special offer forum. This forum contains all kinds of great offers and you will be able to find resell rights to peoples info products for as low as $5!

To check it out, simply click on this link: http://www.warriorforum.com/forum

NOTE: Before you buy any kind of resell rights, make sure the seller is ok with you selling their product(s) on EBay.

To tell you the truth, as easy as creating your very own info products can be. I would much rather pay someone a few bucks and get resell rights to other people's info products.

Finding A Profitable eBay Category

Here is a list of generic categories that are used by people who want to sell info products on eBay

Books/Other

Business & Industrial/Businesses For Sale/Other

Business & Industrial/Businesses For Sale/Websites

Computers & Office Products/Software/PC/Other

Computers & Office Products/TechnologyBooks

Computers & Office Products/Services/Informational

Everything Else/Services/Information Services

Everything Else/Ebay User Tools

Let's say your selling a report on "How to save 30% on your next plasma screen tv purchase", I would be listing it in the following categories.

Books/Other

Everything Else/Services/Information

Services Electronics & Computers/Home
Electronics

Electronics & Computers/Home
Electronics/Home Theater Systems

Electronics & Computers/Home
Electronics/Televisions

It really is as simple as finding where
people buy the products your selling. If
you're selling a book about saving expenses
on baby clothes and furnishing, advertise in
the categories that sell these products,
plus a few generic categories I listed
above.

Creating Your First Product

Let's create your first product, and it's
going to be a report that you sell for $9.95
and the category is going to be travel.

Why choose travel when there has been such a
drop in the tourism industry? Because people
love reading about travel, no matter if they
do it or not.

There has actually been a boom in travel
book and information sales on the Internet.
This is kind of sad, but it's true. People
are reading about things they want to do
rather then actually doing them. I'm
choosing travel myself because I love the

subject and it's something I know I can write about.

With that said, what's the report going to be on? (The eBay travel link is here by the way http://pages.ebay.com/travel/index.html?ssPageName=MOPS5:HTR01)

Good question. Let's have a look at some of the categories there are on travel eBay.

Let's see.... The first category I come across is "airline". I'll open that up and see what people are bidding on.

It seems pretty quiet to me, which is a good and bad thing. Too many people selling in one category makes it very competitive, but no one bidding makes it a useless waste of time for us.

For obvious reasons the airline industry probably isn't the best option for us, but if you like the category, a good idea for a short report for $9.95 would be "How to get half price airfares during any season".

Let's see what other categories there are. Cruises! Now that's a good one. People love going on cruises. I can't really see a lot of bidding in the category, but that's ok!

Here are a few reports that I believe would do well.

1) The complete guide to singles cruises 2) How to cruise anywhere in the world safely 3) Luxury cruises for half price 4) The ultimate dream job: Work on a cruise ship!

The next category that caught my eye was Timeshares. This category has hundreds of bids and is really booming! Timeshares are extremely popular now that everyone is staying closer to home and exploring what's been right under their nose for a long time.

The final category and the one I'm going to talk about are Bed and Breakfasts. People are still travelling, but they are doing it at home so to speak. So why not create a few reports specifically on Bed and Breakfasts?

This leads me to my next point?

How do I know what people want to buy and where do I find the content for the report?

I have a whole process for both, and I'll explain that now.

The best way I know to find what people want to buy and how they want to buy it is to ask them. It's that simple. In the lead up to this report, I went to

http://groups.google.com/ and typed in "bed and breakfasts" with out the comma's and I posted a question about what people are

looking for when they go to bed and breakfasts and where would they be interested in visiting.

The answers were short, but all I needed. One person wanted a romantic getaway with his new wife, another couple wanted luxury, so my idea for a report would be "The top 52 bed and breakfasts in the US for any budget".

(Another way I find product ideas is by searching google for the search term I'm after and looking at other products people are selling on the same topic.)

In this report I would write about the top 52 bed and breakfasts in the US and how to get them for a cheaper price, when to go, what's to do at these places and what to expect.

I would also add a section on having a romantic getaway, how to propose, and the top activities women love to do on a B and B trip. The target market would be guy's who are not sure where to go and what to expect on a B and B trip, and how they can go about booking one that their partner will love.

So how do you find all the content for this?

That's the easy part, most of it is already written for you.

There are literally ten's of thousands of B and B's in the US, all you have to do is find the top 52.

So what you need now is a list of B and B's by state, and that's as easy as typing "Bed and Breakfasts" into google.com.

I found one already! http://www.BBonline.com and the direct site at http://www.bbonline.com/listing.html – listings state by state.

They even have featured B and B's in every state! All you would have to do is write them down, do your own research on the Internet about the area, what type of B and B it is and what's to do at each one activity wise. Also, special events that are on might be of interest.

For example, if you were writing a chapter about a Seattle bed and breakfast, you could note that certain times of the year, there are major festivities on. Anything that brings value to the reader so when they get to their destination, they know everything they need to know to have a great time.

Try and pick a B and B that has a website with plenty of this information already in it and your job is half done.

I've already written about how to create a report, so it comes down to selling it now!

How to sell your report on EBay!

What you need to do is create your sales letter, find a place to host your book and accept payments for your book. I'm also going to show you where you can find other places to get your product noticed.

But since this report is about Ebay, we will start with that, and just to get you juiced up, imagine this.

You have 5 reports all selling on Ebay for $9.95, and every month you sell 70 of each, which would be 350 copies. That's nearly $4000 per month! And that is completely realistic.

Selling on EBay isn't difficult at all. The main part to any EBay listing is it's position and heading. If you can write an effective heading that catches the readers eye, half the battle is over already.

Here is an article on that very topic:

Some EBay Tips for Info Sellers

By Stephan Miller

Organizing

I only use two tools to help me run my auctions, Turbo Lister and Shooting Star.

Turbo Lister works great for a place to store and organize your auction ads. And the best thing is that is free.

I downloaded Shooting Star for free and tried it for thirty days and then decided I was going to write my own software to manage auctions. Bad choice. The money and emails started pouring in and I couldn't keep up with it. The program was a big one to tackle.

The designers at Shooting Star know what they are doing. I coughed up the $50 and it has paid for itself by saving me time. Updates are always free and they are adding features all the time. I highly recommend at least trying it for the first thirty days, especially if you are new to eBay.

Where to list

Do your research. Look for products similar to yours and see how and why they get the bids. Is it their Title? Is it the graphics they used? Did they feature? Does their ad copy just leap off the page at you?

I recommend doing searches that you think that customers looking to buy your product will do and then finding out in what categories the top selling items in those

searches are listed. You will learn a lot by doing this or you can download Hotbid below to do the work for you.

Some great info categories:

Books/Other

Business & Industrial/Businesses For Sale/Other

Business & Industrial/Businesses For Sale/Websites

Computers & Office Products/Software/PC/Other

Computers & Office Products/TechnologyBooks

Computers & Office Products/Services/Informational

Everything Else/Services/Information Services

Everything Else/Ebay User Tools (especially for this ebook)

Do your research

These links should help you zero in on your competitors and beat them at their own game.

There are two types of featured auctions – those which are featured in category cost

$19.95 and show up at the top of the item's category main page. This ensures that anyone who visits that category will probably see your auction. The normal browser will scroll down a few screens and then leave.

I recommend featuring your item in its category if it has an average sales percentage of 50% or greater. So start out by listing your auction with no features and if you sell half of your products, feature it in that category.

But remember what i said about niche items. The smaller the niche the more likely that customers will hunt you down, so featuring in this case may not be to your benefit.

Ebay does not allow you to go further than featuring in a category with informational items, so we will not cover that.

Writing Titles and Ads

Photo

First off, use a photo that will attract readers. Browse through the auction in the category that you are going to list to see what works. I have seen it all: the shock photos that just get people to click the link but have nothing to do with the product, photos that emphasize "hot", "limited time offer","buy now", etc., photos of cash, or just plain photos of the

product. Each have there place. Experiment to find out what works for you. I suggest adding your photo to the gallery. It's cheap and helps a lot.

Titles

The title is what will get your potential customers to click. Make sure to use words that not only describe your item, but also words that your type of customer will use for your search. These two categories of words are not always the same, especially when you are selling information. A lot of your customers will not be looking for your information, although when they find it they will not be able to resist buying it.

For example lets say that you are selling an information product that shows people sources to buy electronics at closeout prices. Would you put electronics in the title? Maybe. Would the customers that you are trying to attract use electronics in their search? Probably not.

Since you can list the auction in an electronics category without getting booted (Info products can only be listed in certain categories. You can get away with listing them in software categories if they are in the form of any executable program,like an ebook), how do you go about getting hits.

You do so with a title like "Get Laptops and Other Electronics for next to nothing." Another hint: the title above will grab customers searching for "laptops" but not ones searching for laptop. Therefore a better title would be "Get a Laptop or DVD Player for Next to Nothing."

If you have room left you can use power words that either describe the rarity of your offering such as "limited time", "leaving ebay"(how many of these have you seen), and the like. Or words such as "Latest", "Free (shipping)", "Guaranteed".

You can get a free info pack on ad writing and ebay marketing by clicking the link at the bottom of the page and giving me feedback.

Description

With your description, you want to paint a picture for people browsing your listing. You want them to go quickly from being skeptical to emailing you and asking you if they can buy before the auction is over. Believe me, it is a great feeling when your ad can do that. You know it hit the right spot.

Start out by getting into your buyers mind. What would make you buy this product? To gain financial freedom. What kind of picture can you paint with this? A new car, house.

Not having to get up at 7:00 every morning. How can you add to this? Ease of use. A premade product that will sell itself and that they will hardly have to touch.

Once you have the buyer dreaming, you present your solution. Their dream can be reality. Your product comes with free resale rights and premade ads and only costs $17. You do not have to manufacture it. You can copy it over and over again. The whole marketing process is also set up in advance. Who can resist?

Just remember to create this state in the reader's mind by having them identify with your words. Instead of writing, "I will teach you how to..." write "You can easily learn how to...". Think of the mood you want them to be in in order to buy and set that mood.   I am only touching the surface here. Ad writing is an art and can be fun. Give me feedback below and I will send you the ebook I personally use to help me come up with my ads.

Graphics

I suggest you go to one of the free template sites to download a template for your ad instead of coming up with a scheme of your own. Believe me, its quicker and the results are 500% better.

When to list

This depends on who you are marketing your information to.

For housewives, list your auctions so they end in the morning For opportunity seekers try late at night.

For big purchases try in the evening when the whole family is there to decide.

As far as which day to list, this is something you have to find out for your self. For the longest time, I thought Sunday evening was the best time to have your auction end. But I have also noticed great results for auctions that end on Wednesday. The best bet is to try both days and test your results.

Why do you want a certain day for the auction to end? Because the most bids come at the beginning and at the end of the auction. This is because Ebay allows you to order our search by the auctions that end first or end last and browsers get bored easily and will stop with the first few pages.

EBay allows 3,5,7, and 10 day auctions. So you want your auction to run as long as possible to get the most exposure, but you also want it to end on a high volume day. With practice, you will learn to balance the two.

© 2003 Stephan Miller This is a Chapter from my free e-book "Automated eBay Sales" Available for Download at http://www.profit-ware.com

That was an article I thought you might find useful ;)

Now, here are my steps to selling your reports on EBay!

Firstly, you need to register a domain name and get some webhosting so you can allow people to download your report from somewhere.

I register all my domains at http://www.namecheap.com

And I use a webhosting company called:

http://www.successfulhosting.com.

The domain names are around $9 each and webhosting is about $9 a month, so it's very cheap.

So let me outline again the steps in setting up your report business.

1) Register a domain name at http://www.namecheap.com

2) Get some inexpensive webhosting at
http://www.successfulhosting.com

You only need the smallest webhosting
package they offer

3) Accept payments by joining for free at

4) Write your sales letter using the free
tool at http://www.bmyers.com/vendomatic

5) Put your sales letter up in the eBay
category you are selling in and list your
auction

6) Make sure your report is easily
accessible to people who have brought it.
Never send your report to them via email,
this leads to problems. Have it so when they
win the auction, you email them and show
them where they can download it from.

For instance, have a look at
http://www.profitableebooks.com/download1.ht
ml The report should be downloadable from
your site, and it should be in a .zip format
by using the free winzip tool at
http://www.winzip.com

***A little tip for selling information
products in a competitive category***

If you are selling information products on
Ebay in a competitive category and you are
selling a report for $9.95, listing your ad

in a featured spot will cost you $19.95! So you are losing money on every sale if you did this, and I guarantee you that you want a featured listing.

BUT, there is a way around this.

Here is what I did when I was selling a report on Ebay in the Businesses for sale website section. All I did was ad this to my ad...

 (READ THIS: If you want to buy this book now and it doesn't have a buy it now button, please visit my other auctions to get it straight away!)

The feature ad I placed was an auction that I ran for 10 days, giving me plenty of exposure for my product and at the top of the ad, I said if you want to buy the book now, check out my other auctions which have a buy it now button. As you know, listing in a non feature category costs a few cents.

So basically all I did was funnel traffic from my featured listing ad to my other auctions for the same product and it worked extremely well and I made a good profit on each book.

Links You Might Find Useful

<http://www.freesitetemplates.com>
<http://www.netbreakthroughs.com>

<http://www.bmyers.com>
<http://www.ecovergenerator.com>
<http://www.headergenerator.com>
<http://www.bmyers.com/vendomatic>
<http://www.alexa.com>
<http://www.groups.google.com>
<http://groups.google.com/groups?q=google.pu
blic.support.general>
<http://pages.ebay.com/community/chat/index.
html> <http://www.aarp.org/boards>
<http://discuss.pcmag.com/n/main.asp?webtag=
pcmag&nav=start>
<http://www.yourfreeworld.com/script>
<http://www.scriptlance.com>
<http://www.mygoals.com>
<http://www.askmen.com>

What Next!?

All in all, selling info products on eBay is great! It enables you to get rid of the hassles of selling physical products and gives you the power to easily automate your business!

So why not start selling info products on eBay today!?

So you better get started right away! Because you have no excuse, so get out there and start selling info products on eBay!

☑ **Total online business automation system: unlimited autoresponders, your own affiliate program, mailing list manager, product/order/customer manager, link tracking and more…**

http://myprofitweb.com

☑ **If you want me to personally coach you and give you a shortcut to the online business success: home-study personal coaching course that has it all**

http://makelivingonline.com

Confused by all the opportunities online that promise but do not deliver? The products that do not sell?
The sure-fire way is to sell the most demanded commodity online –
Website Traffic!
Every webmaster in the world is your potential customer!

Start Your Own Online Advertising Business Today! No out of pocket expenses, EVER!
Click the below link to learn more now:

http://myprofithits.com