



Welcome ...

First things first ... thank you very much for purchasing this eBook. :-)

My name is Louis Allport and I had the good fortune to interview [Jim Cockrum](#) in great depth recently about his exact, step-by-step, eBay marketing techniques that earn him thousands upon thousands of dollars in profits every single month ... mostly on auto-pilot, and from just a handful of auctions!

Perhaps that sounds impossible -- but Jim will show you exactly how you can start using his tactics yourself. And the amazing thing is several of these techniques I haven't seen talked about anywhere else! You'll have an immediate advantage over 99% of your eBay competition...

Enjoy the interview!

Louis Allport

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.: Secret eBay Marketing :.

- Part 1 -

Hi Jim -- could you tell me about your background please?

Sure. I've only been in internet marketing for a little over a year now. About a year and a half.

Previously to that I'm a sales rep -- actually sell Microsoft software for a living so I've been in sales for 7 or 8 years now ... but I was very interested in earning a full time income from the internet and I've been experimenting with that and playing around with that for probably three years and I got really serious about a year and a half ago ... decided I was going to make some things happen.

My first business on eBay was selling tickets. Event tickets. Concert tickets to popular bands like U2 or Creed or Madonna ... whoever the hot artist was at the time. I started learning how to get my hands on the best concert tickets and then selling them on eBay -- which is completely legal if you follow the rules.

eBay has rules and there's laws in each state in the United States, and there's different laws in different countries, but once you know the rules you can make some money doing it ... and I was doing quite well just selling tickets on eBay. That's where I started.

And then out of that came my first book and that's where things really picked up. My first book taught others how to get the good tickets too. And that was my first eBook.

What's the domain name for that book?

The web site for that first book, and it's a very amateur web site but it still makes me good money ... if anything it's great proof that you don't have to get real fancy to make good money on the internet. The web address is 321tix.com. Tix being an abbreviation for the word tickets.

So on that site I provide people a little proof that I know what I'm talking about, and that ticket guide still sells today. And that was one of my primary items that I sold and still do so on occasion.

Can I just ask out of interest -- obviously not giving away all your sources but I'm curious how you found out about that? Where did you go for special deals on tickets? It sounds quite unique.

Well, there are about 40 tips in that book and they range everywhere from how to use your computer to it's maximum capability on TicketMaster.com -- for example the speed of your connection and how to manipulate the different windows that you have open at any given time.

Very technical things like that all the way down to some phone tips and some tips when you're calling Ticket Master how to make sure that you get to a live operator at the right time and what things to say to delay them if you get through a little early. It's really a game. It's a game ... and it's all about increasing your odds.

Interesting. Did you find that out just through trial and error?

Yes - trial and error. It took me about 6 to 8 months to kind of teach myself and learn the ropes.

It must have been something you were really interested in to play around with it that much?

Yes -- I did talk to a few experts I found -- people that knew what they were doing. And after a while I had a good foundation of knowledge in my head ... I put it on paper, turned it into an ebook, and it started selling very well and that became the premise of my now much more popular book [The Silent Sales Machine Hiding On eBay](#). It's quite a system that I put together and I've got a lot of people that are really enjoying success using it.

Out of curiosity concerning 321Tix.com -- you say you'd been playing around with selling over the internet for a while ... how did you actually start promoting that site?

I started out without much information -- without much useful information. I've just kind of experimented, and a lot of things I tried didn't work very well. I had some success with pay-per-click search engines and initially that was my only success. Like GoTo.com now called [Overture.com](#). I still use that today with a good deal of success.

But by far the most successful way that generated traffic to my sites is via eBay ... and I don't want to mislead anyone: eBay has a lot of rules, they don't just want to be a sign post for other web sites, they don't like being treated that way, but they do leave the door open, and they do allow you to grow your business off eBay.

I've noticed that actually -- I've done some selling on eBay and I've noticed the rules getting more and more stringent and it's often quite difficult to keep up with them all. They used to be a lot more relaxed about it. For example -- you could link directly to your site from your auction, but not anymore.

It was getting very abused, and so eBay did get stricter with the rules about what you could and couldn't do from within an auction, but then they started -- recently they've been doing some things to make it friendlier.

They're getting a lot of push back, and there's a lot of businesses, big name businesses that people around the world will recognize, that are trying to sell on eBay and they want to put some name recognition on there as well.

So those big businesses are really pushing eBay to allow them to do both -- to promote eBay and to promote their own business at the same time and that's where eBay has left the door open for us little guys to get in there and do some things ... and I stay on top of those rules, as the rules change I let everyone in my audience know ... I've got a newsletter list of about 8,500 people right now and it's growing by 100 or so a day, and that's one of the primary purposes of that newsletter: helping people stay on top of eBay and the developments there.

So do you find it quite a job staying up to date with all the rule changes?

Not really -- there's only been a couple of changes in the last year ... only two changes that will even affect things.

I think when you're new to it though, it looks a bit overwhelming the sheer amount of rule pages eBay has ...

Yes -- it can be overwhelming but it only takes a short time to get comfortable buying and selling on eBay. The concept is pretty simple and the rules ... they do fluctuate and change but eBay has competitors out there that are keeping them friendly. Let's put it that way.

There's new auction sites popping up all the time and keeping the pressure on eBay. eBay sellers keep the pressure on them. I think eBay is trending friendlier. As a tool to promote any business they're getting friendlier ... they have to. They can't keep burning bridges with their top sellers. They're trying to attract more sellers, and to do that you have to keep your rules friendly.

eBay are far and away the biggest auction site, but just as you said I've noticed huge companies like Sun ... I think Sun were selling servers on eBay ... so there's some huge companies using it as well.

Right, and I guarantee that Sun has their logo in their auctions, and they have a link to their web site somewhere in those auctions.

It doesn't matter if you're one guy selling out of your garage or if you're a multi-national company trying to sell things on eBay ... the rules are the same for everyone and you need to learn to take advantage of the rules and use them to your advantage.

Actually -- I think people would be interested ... where can they sign up for your newsletter?

By simply sending a blank email to newsletter@silentsalesmachine.com. They'll be signed up automatically ... they'll get an autoresponder reply immediately letting them know that they've been signed up ... and it's free. And it's very [eBay](#) and internet-success focused.

And that comes out once a month or so?

It comes out as often as I have something worth saying. Or a good article to share. And it's not more than 3 or 4 times a month at the most ... so once a week at the most but in August there were two issues for example.

So when did you start selling on eBay exactly?

I was playing around on eBay ... I've been on eBay for three years, but it was just a hobby ... I would sell an occasional item ... I sold an old pair of Nike tennis shoes for \$650 just one time ... you know people buy the most insane things on eBay. You never know what sort of money you have just sitting in your closet 'til you throw it out on eBay and people will just go nuts for it.

So I was doing that kind of thing -- just playing around with it ... but as far as turning eBay into a money-making 24/7 profitable system, I've only been doing that about a year.

Something you mentioned to me the other day -- you said that eBay is one of the best starting blocks on the web ... why do you say that?

For the brand new person ... let's say they've bought a computer two weeks ago and they're now on the internet for the first time and they're thinking "I want to make some money from all of this -- what's the best place you can start on the internet to start to get a feel for financial success -- what works on the web?".

A great place to go, to start to really learn the ropes, to have some fun, to keep it interesting, is eBay.com. And that's just not my opinion, that's a fact. Every day 9,000 sign up for eBay and become either buyers or sellers.

eBay is just massive and it's growing every day. It's a vibrant community and if you want to just start out somewhere and get a feel for e-commerce with no risk -- you don't have to pay a ton of money to check it out, it's not real complicated, it's fairly simple and straight-forward, you can learn all you need to know in a day or so if you're willing to just check it out and play around ... it's a great starting point.

And the reason I say that it's a good starting block is because you can get out there and sell a few things within 5 or 6 hours of checking out eBay.com for the very first time ... and you can have an item up for sale on the web, have a worldwide audience seeing your product, and have people from all countries around the world bidding on your item wanting to buy it.

It's just an exciting prospect. It's a way to jump in fast. And that's why I say it's a great starting point because of the simplicity, the low upfront commitment that you have to make as far as money goes.

It's 30 cents an auction isn't it?

30, 35 cents for a basic auction and you're on the internet. You now have a web site. Your auction is a web site.

And traffic as well.

And you have traffic, right. And you have people contacting you with questions that are potential future customers. You're set. You're rolling. And you've spent very little money. And very little time.

A very interesting story I heard along those lines is about someone who had never sold on eBay, and they'd just moved house, and in the basement of the new house they found very old badges for firemen's helmets.

And he didn't really know anything about them so he literally just described them for his auction, took photos, and put them up on eBay ... and each one was selling for hundreds of dollars!

Yes, it's insane. I have customers of mine that full-time all they do for a living is go to estate sales, yard sales, junk sales of any kind ... pick up unique, unusual, interesting items that they think will sell well on eBay without actually knowing a whole lot about it in some cases ... and sell it on eBay. And see what happens. They do that for a living.

Now what I've encouraged them to do is to turn that into more of a business and attach information products to it. Teach others how to do the business ... get a mailing list where you teach other people what to look for ... and start to grow -- turn that passion and that interest into a business. And eBay is the best tool in your toolkit to make that happen.

You mention linking info-products and your own mailing list to your eBay auctions ... how would you do that?

Well, let's start with how you don't do it. You don't turn [eBay](#) into a sign post ... and what I mean by that is: Don't list an auction with the sole purpose of trying to build your mailing list or get traffic to your web site.

You can't just put right in your auction listing "Please Join My Mailing List -- Click Here" or "Please Visit My Web Site -- Click Here". eBay doesn't like that. They frown on that. They won't let you do that ... so it's not that simple.

But what you can do is offer some other features that eBay offers ... and anyone that contacts you as a result of your auction, you can certainly give them more information ... whatever email response you send to that person be sure to invite them to join your mailing list and tell them why they should ... and offer them a free report of some kind ... and hopefully it's all related back to the product that you're selling so you know that you've got people who are potentially pretty interested in whatever you're offering.

So once someone's contacted you they're inviting you to give them more information. Answer their question first and then ask them to join your free mailing list, offer them a special report of some kind that might be of interest to them, tell them where your web site is ... you can put anything you want in an email.

Something I've done that eBay does allow is I have a link to my web site on my About Me page. However, my auctions never get huge amounts of traffic, so I was curious ... you mention you have a lot of back-end sales and make a good living from traffic redirected through eBay. How do you get the numbers to such a good quantity?

Sure. Let's go back to my tickets ... remember I started on eBay selling tickets for events? One of the nice things about event tickets is they tend to get a lot of hits on eBay. So it is a numbers game. You need to sell items that get a lot of hits or you need to sell a lot of items that get a few hits. It's much easier to find a handful of items that get a lot of hits. It's a lot less work.

But what I was doing in my auctions was simply inviting people that wanted more information about the ticket business or my ticket business on eBay, to click and check out my [About Me](#) page. And when they did that they were offered the opportunity to visit my web site. And there's things you can and can't say, and you've got to follow eBay's policies. But I got a lot of traffic from that.

At it's peak I was making between \$80 - \$100 a day selling ticket guides, just from the traffic being generated from eBay auctions.

And that sells itself doesn't it since everything's set up ... the web site and the order taking and everything?

Yes -- it was all automated. I'd wake up in the morning and have two or three orders ... they'd already been fulfilled and the customer was happy. It was on auto-pilot ... all I was doing was putting tickets up for sale.

And that was purely from traffic from people who visit your About Me page in your ticket auctions?

Yes, that's correct. I also did some pay-per-click search engine traffic but that was nowhere near as effective as the eBay traffic. The people who were coming to me from eBay were highly qualified leads that didn't cost me near as much as pay-per-click leads that I was paying for. And they were more likely to buy too.

I was using pay-per-click ... I think I was paying 25 cents to get a decent ranking on [Overture.com](#) and the traffic just wasn't that responsive. There were people searching for "Ticket Master" for a lot of other reasons than wanting to buy a ticket guide ... but people who came from my About Me page, they were very interested, they were highly qualified, they wanted to be on a mailing list, they wanted to learn the tricks of the trade, so it was great traffic ... it was very qualified high-quality traffic that wanted my products.

So is that all you did to redirect people from your auction to your About Me page -- just a single link? Just offering them to visit?

Yes. That's correct.

So very straightforward -- no tricks -- very upfront. Simply "Find Out More About Me, Click Here"?

Yes -- and I did do some other things as well. None of it's any more profound than that. There are other things that you can do and as I discover new tricks and techniques I publish them in my newsletter, and I let people know about it.

And I've even held contests in the past where I get all 8,500 of my subscribers thinking creatively the same way I think. Coming up with ideas. There are a lot of really good ideas that have come through the newsletter as a result. And that's exciting for me when I've got other people thinking that way and bringing me ideas. It's a lot of fun.

So for somebody starting out, you would say all it takes is simply a link saying "Visit My About Me Page" and just trying to get as much traffic to the auctions as possible?

Yes. That's a great start. That's a great place to start to convince yourself that this really does work.

So then what would you have on your About Me page? I've visited quite a few out of interest, and in comparison I would say mine's quite impersonal because it really just prompts people to visit my site ... whereas I've seen others where they have family photos and other such things. I'm just curious what you actually do with yours?

Well, it really varies. What I have on mine ... I've left it alone for quite some time now so it ties in very well with [my book](#). I actually send them right to my eBay [About Me](#) page from within the book. So I've left it alone so all the examples in the book make sense as I teach people about it.

But I think there's a few key elements. There's things that you want to do: you want to make people an irresistible offer of some kind. Offer them something for free. Give them an incentive to click to your web site.

You only have their attention for a very brief moment and you want the customer to feel compelled to click over to your web site ... so a free special report, or a really good reason to join your newsletter, a free ebook maybe that might be of interest to them ... and it's the same techniques you use on the web in general to draw people's interest.

The more professional and the more interesting the offer, the more likely you are to get clicks. So your About Me page is a mini-web site and it needs to be treated as such.

And in your case is it always related to the auctions you run?

Not necessarily. If you're getting enough hits to an auction you can promote whatever you'd like from your About Me page and a certain percentage of people will be interested.

Keep in mind the big challenge on the internet is getting traffic. Everyone's trying to get traffic. Get qualified traffic, or just get any traffic. You go to eBay, you put something up for sale, you've got traffic. Now what are you going to do with it?

Make sure you're capturing as much of it as you can. Your About me page is an important piece of that and needs to be professional, it needs to have some good information on there to make people interested in what you have to offer.

So does your About Me page at the minute focus exclusively on getting people to your [Silent Sales Machine](#) web site?

It focuses on getting people to my ticket web site, since that's how I started ... to my ticket guide. And that still sells pretty well. I do a split-screen, and I've also started to promote my book as well from there. So people can take a look at either.

So you cater to two audiences then?

Yes. And you can split your page up and make it look like two pages.

You don't want to get it too busy or too crowded. I try to discourage people from putting pictures of their dog or their kids or their boat on the About Me page. That's a waste of space ... you're not going to make any money from that.

It's a nice touch, it's friendly, but you're not going to make any money. If that's all you want to do ... have a nice, friendly, pleasant web page that you can refer people to so people can learn about your dog and your birds, an About Me page is great for that. But you won't make any money doing that.

So do you have a mailing list for your [321Tix.com](#) site as well?

You know, I don't. But I didn't want to do a disservice to those people. I do have a resource page for people that have bought my book and I do add tips to it on a regular basis but I've never started a mailing list for that particular book.

If we could run through an example for somebody reading who's starting anew ... so they set up an auction which let's say gets a reasonable amount of traffic, they set up their About Me page and it links through to their web site ... you would say in the first instance they must capture the email address?

I've learned over the past year that that is a very important element to what we're doing here. Because if you lose their email address, you'll never see that person again. So you want to get the email address first and foremost. Do whatever you can to get that. The most important thing you can do with your traffic is to build your email list.

Secondly, present them your products. But products will come and go ... the item that's great and hot today and that's selling like crazy ... perhaps six months, eight months from now could be worthless ... and you've still got the name of that customer that was interested in you at some point and you can stay in contact with them and you can educate them on what's working now. What the latest and greatest is in your field.

If they showed an interest at one point there's a good chance they'll continue to stay on your mailing list and you can continue to educate them, and tell them what you're doing with your business. So getting that name is the most important thing for sure. That's the best focus you can have on your About Me page.

Whether or not you even have a web site ... I have some people that don't have a web site. They simply invite people to join their mailing list from their About Me page. They say "If you want more information send an email to ..." and that person is now on the mailing list.

So do you always offer something like a free report?

I suggest people offer a free report, or an ebook that they've got resell rights to or giveaway rights to. Something that might be of interest to their audience.

It could be just about anything ... use your imagination. The more creativity that you put into it, the better your results will be. But something that will be of interest ... and just about anything will be of interest to some people. But it's all about finding that perfect combination.

On your web site I notice for capturing email addresses you have a popup. Have you done tests with and without a popup? Have you found popups help increase your sign up rate?

Popups are very annoying ... I don't like them ... they drive me nuts on other people's sites, but the results are fantastic. I've seen a 50% - 60% increase in newsletter signups as a result of having a popup. So I'll continue to use them.

I never get complaints from people. Well, I've had maybe two complaints in the past 8 months, from people saying "I hated the popup -- I'm never going to go visit your site again". That's okay, I can handle one or two people in 8 months sending me an angry email when I'm adding an extra 30 or 40 people a day to my mailing list.

And that's purely from eBay traffic?

Well, my affiliate program is spreading to the point where I'm getting a lot of traffic from that. It's a snowball effect.

Start small. Don't be afraid to start small. Don't be ashamed of a mailing list of only 50 or 60 people. With the right product promoted in front of those 50 or 60 people things can take off really quick.

I do agree with you about the popups. It is the dilemma. They do work, but they're annoying as well. So it's always this compromise.

Yes, exactly. But as annoying as they are I think people understand that they're effective and for that reason they put up with it. Especially internet marketers ... we've all learned to kind of put up with it. But we all know it's annoying.

My site is a very decision orientated site. People are forced to make one decision when they visit my [Silent Sales Machine](#) site. Maybe two decisions. Do they want to join my mailing list? Yes or No. Do they want to buy my book? Yes or No. And that's all there is.

There's no other distractions. There's no other links. The great majority of people visit my site one-time, and then never come back. And that's fine. I'm not looking for heavy repeat traffic. I don't need it. I just need people to see my product one-time, decide if they want it or not, and if they leave that's fine. Ideally they join my mailing list and they'll get some great information from me from time to time, and they'll get reminders about my book too.

So they may come back one other time and buy the book ... so most people will visit my web site two times maximum. That's fine. That's completely fine. I'm not trying to run a content based web site that I have to update daily and keep fresh and put fresh new images and pictures and graphics all the time. People come once or twice -- to them it's new.

Your book's very affordable ... I admit that I'm quite a conservative purchaser online ... I've had my big spending moments but now I try to choose very carefully. And your product when I visited the site really stuck in my mind and within an hour or so I'd already picked up a copy.

And it has a lot of interest online -- why do you think that might be? Why has it done so well ... what is it that people really like about your product?

I think I know. I'm not sure I know ... but I think I know. I think the reason why it's so interesting and has caught on so quickly is the simplicity, the freshness of it ... it's a new idea.

There are literally no other 'gurus' out there ... there's no other eBay experts or eBay teachers that take the approach that I do to eBay. Most people that teach you about eBay will teach you how to sell the junk in your closet and make some money. But my book takes over where they leave off.

My book says "Now that your junk has gone -- and you've made a few hundred dollars, what are you going to do now? Are you going to abandon eBay now because you don't have anything to sell? Or are you going to create a system that can live on? That can grow your offline or online business using eBay as a tool?"

And that's just a neat concept for people because everyone's asking "What should I sell on eBay? How can I make money from eBay?". And I have a great answer to that question. And there's a lot of people asking that question. And they're getting a lot of bad answers.

So tickets is obviously something you're interested in, and as you say it gets a lot of traffic ... have you noticed other types of auctions that get a lot of attention?

I hesitate to create competition for my customers that have found a successful niche ... let me say that before I answer your question. Because I would be doing a disservice to some of my most successful students if I were to tell you "Go buy 100 of this item and sell it on eBay -- you'll be amazed" because I've just created 50 or 100 new competitors for my loyal customer, and I won't do that. I can give you some categories...

Maybe I can rephrase it in a way that would actually work more long-term -- do you have any suggestions for spotting a popular trend?

I do have a tool that will be on the [resource](#) page very soon that helps people determine exactly what is popular on eBay ... what's selling well ... what's getting a lot of bids ... and you can a lot of times tell just by browsing on eBay -- you'll find some auctions that have a lot of bids and they'll be a hit counter on that auction ... and you'll see a thousand people have seen this auction ... and that's just amazing traffic, and chances are the person that's selling that item doesn't even know what they're sitting on.

They don't even realize that they've got a gold mine right there. They've just lost 999 customers and they have one winner of that auction. One person won the item but they lost 999 potential future customers of that item or for similar items. There's no contact being made there.

And that's just sad, and I have people who have turned it into a business ... just contacting people like that on eBay that are already successful, already selling, and helping them set up a system to capture those leads. Becoming partners with them and showing them how to do it ... consulting with them or becoming their partner ... developing a web site for the back end.

It's another business opportunity.

Yes -- a huge opportunity there for someone that finds an interest in that by just contacting Power Sellers that don't get it. And showing them the goldmine they're sitting on and helping them tap into it.

You mentioned there are some categories people can keep in mind for big sellers ... would you mind mentioning those?

Collectables. Collectables are generally very hot. They have very passionate audiences. A lot of the big bidding occurs there. When I say collectables I mean anything that people might collect: antiques, stamps, or old items of any sort, or unique items of any kind.

That's kind of where eBay has it's foundation. That's where it started. Those are the people that grew eBay ... and that continues to be where the most vibrant activity is. And I encourage people all the time to find a hobby or interest that has an associated collectable item with it and become an expert at that collectable.

A great example would be baseball cards or sports cards of some kind. Learn all you can learn about it, become interested in it, and become an online guru of that topic.

And you can start on eBay with just a handful of auctions and within a short time you can be considered a guru of that industry because of the traffic and the web site you have on the back-end ... and the number of sales you're making ... and the newsletter that you have.

Your audience can grow very quickly because people who are interested in baseball cards know other people that are interested in baseball cards and if you start giving good information on a regular basis, pretty soon you've got a large mailing list and you can cross-market to them.

What else might your list need? They might need binders to store their cards in, or decorative shelves to display their cards ... sell those items to the people on your list ... keep a percentage of the profits.

Sell someone else's product and keep half -- it's a joint venture. There's all kinds of directions you could go. But it all starts on eBay with a few simple auctions.

And really spending time going through the categories, looking at different auctions, and checking out the hit counter and also their feedback quantity as well?

Yes. I'm glad you bought up feedback. That's actually a great mini-topic for us to go into for just a moment. Without feedback you don't have credibility. But that's only the bad news. The good news is once you have some feedback you've got tremendous credibility and you need to take advantage of it.

One of the biggest downfalls on the internet right now is it's hard to tell who knows what they're talking about and who doesn't. Who are the real experts? Who should I be listening to? "Who can I trust?" is a big question with people on the internet. "How do I know I can trust this guy?"

eBay gives you a great way to establish yourself as a trustable, honest, fair person that should be listened to. And that's their feedback system. Every time you have an auction that ends both the buyer and seller have the opportunity to give each other feedback.

And so when people who are just starting out on eBay ask me "How can I build my feedback?" I tell them "Go buy a few things -- get some positive feedback. Buy a few real inexpensive items ... get some feedback rolling ... sell a few items ... get your feedback built up to 30, 40, 50"

30, 40, 50 feedbacks looks really good. Especially with someone brand new to eBay. And you have a lot of credibility then and you can capitalize on that in many ways.

Plus of course at 50 you can do Dutch auctions.

Yes -- when your feedback reaches 50 you can sell more than 10 of any single item. You can buy a lot -- 100 items at a deep discount and sell them all at once to 100 different buyers.

And at 10 feedback you can do Buy It Now.

Yes. That's correct. You can take advantage of the Buy It Now feature. And they don't want people who are new to eBay messing up auctions. There's some restrictions when you start out and have zero feedback. You don't have much credibility yet ... you need to spend some time and teach people that you know what you're talking about.

But my strongest eBay account has feedback of 400. I'm not one of these guys that has 21,000 feedback. Those people are sitting on huge goldmines ... those people with feedback ratings of 21,000 or more. But I'm making more money than they are. And I'm spending a lot less time selling things on eBay. But eBay is still my foundation.

So you have more than one eBay account?

Yes -- I have multiple accounts. And there's actually several good reasons for that...

First you need to have a separate account for selling. Separated from buying. When you first start out just have one account. But once you establish yourself and you're trying to build a business around your eBay account you don't want to be buying a lot of things with that account.

The reason being is because that's an opportunity for someone to leave you negative feedback that you don't necessarily want having access to your account. One negative feedback looks bad -- you want to avoid that, so if you do get into a dispute with somebody as a result of having bought something keep it separate from your business. Keep it separate from your eBay business.

And hopefully people can understand the reasoning there. It's just a smart move to keep it all separate. A lot of times you'll get on eBay and you'll buy something and it will come, and it's not quite what you expected or you're a little disappointed and you'll try to get your money back and send the item back and if there's any problems at all that can look ugly on your records, so keep it separate.

Another good reason is you can participate in the eBay chat rooms anonymously. There are some very mean people that can lurk on those chat rooms and they could try to sabotage your auction or run up false bids on your auctions ... or not like what you have to say and try to do something mean to you on your account. So have an account that you use for the chat rooms ... when you have questions to ask.

And some of the other reasons: you can promote more than one business that way ... you can have completely separate businesses ... maybe two or three businesses with different web sites, with different products, different front-end products that you're promoting.

Another reason -- you might be able to sell that account in the future if you've built it up and got the feedback level high enough. Right now eBay won't allow you to sell your account, that's actually against the rules, but it's such an asset that at some point if eBay does ever change the rules some of the people with the high feedback rating accounts, they could make some great money on those.

That's a very interesting point. In a way it's like selling a business.

Exactly. It's like selling a business with a solid reputation and history. Businesses change ownership all the time -- it happens all the time in the real world. Why not on eBay?

And my theory is eventually eBay will allow that to happen as long as they get a percent of the sale. So I think we'll see that change in the future. But right now you can't do it. But why not have four or five of those assets with some real good feedback ratings built up, and when eBay changes the rules if they ever do you've got some things to sell that can make you some good money.

Sometimes I find it a bit hit and miss actually getting feedback after auctions. I was wondering if you have any pointers for actually boosting the chances of getting feedback to help your rating go up quicker so your business can grow quicker?

What I recommend is that you contact the customer as soon as the auction ends and let them know that as soon as they're happy please leave you feedback. And then a few days later you contact them again ... you can automate this and there's tools ... I like [Auction Watch](#) and there's other tools that help you with the whole feedback tracking systems.

You want to contact them more than one time. And also when you ship them the item be sure to put a reminder in there: "Please leave me feedback" and don't be afraid to go back through your records and look at people who haven't left you feedback and drop them an email with a simple link saying "Please click here and leave me feedback -- I'm trying to build my eBay business" and people will do that ... you just have to make it easy for them. And if you do that they'll leave you feedback.

Do you generally give them feedback first and then say "Would you return the favor?"

I don't actually recommend that. It may sound a little strange but I like to wait for them to leave feedback first if I'm the seller. Simply because I don't like being burned by feedback. And typically people buying on eBay are less experienced than people selling on eBay and you want to be able to remind them that "Hey, as soon as you leave me positive feedback I'll do the same for you" and that's a bit of an incentive for them.

Now when you're dealing with a seasoned eBay pro who's got several hundred feedbacks it really doesn't matter who leaves feedback first -- if the transaction ended successfully and both people are happy you can go ahead. But when I'm dealing with someone who only has three or four feedback as a customer or maybe no feedback, I want to be very careful that they understand the impact that feedback can have so I hang a little reward out there for them: "Leave me positive feedback and I'll do the same for you".

So they don't accidentally think that because my shipment arrived a day later than they thought it should they can now leave me negative feedback. That's not what feedback is for. It's for people who are truly very disappointed with a transaction and they're trying to point out a dishonest person to other eBay sellers.

You need to be very upset before you leave someone negative feedback on eBay. You need to work it out first because it's such a black mark on somebody when you do that. I've never left anyone negative feedback on eBay. I've always found another way to work it out. And I've never had anyone leave me negative feedback.

And you need to be very protective of that. Just because you get one negative mark doesn't mean the world has ended, but that's also a good reason to have multiple eBay accounts.

If you start to have some problems with one, and you feel like your negative feedback's holding you back, you've got some other accounts already rolling that you can switch your business over to while the one with negative feedback recovers.

And if you do get negative feedback respond professionally. One of the worst things you can do ... and you've seen this before ... someone will leave negative feedback, and the next thing you know the seller's responding by saying "You jackass, you should have paid attention".

Now is that going to win you more business? I don't think so. Who wants to risk being called names if they mess up. Just be very professional and polite no matter how mean the other person wants to get ... that will carry you much further and will actually probably win you some business if you can put some humor in there.

And let people know that the situation's been resolved, be light-hearted about it, be generous, be humorous, and the negative comment can even turn into a positive for you. That's almost an art -- your first instinct is to blaze right back at that person but the last thing you need is enemies on eBay and that guy's now trying to nail you back for what you did to him and you don't have time for that. You don't make any money when you're playing those games.

**Concerning using [Auction Watch](#) and similar tools -- how do you manage your auctions?
How do you make the whole process of selling easier?**

You have to remember that my primary focus on eBay is to sell as little as possible, but generate maximum traffic and profits. Although there's a lot of money to be made in selling multiple items, and selling a lot of items all at once ... those people running 2, 3, 400 auctions at any given time ... they're doing very well but the problem I have with that is when do they go on vacation? How do they leave town for three days?

If you've got multiple auctions ending every day, it's just a very busy way to operate an online business. Some people love it, and if you want to do that use [Auction Watch](#) -- there's several other tools available and you can look around on eBay and see what other Power Sellers are using.

I've never allowed my business to get that big to where I had to use an auction service just to survive. The most auctions I've ever had going at any given time will probably be 25, 30, and the simple features of Auction Watch have allowed me to stay on top of that very easily. It wasn't a big struggle for me.

.: Secret eBay Marketing .:

- Part 2 -

A lot of people sell info-products on eBay ... I've done it myself ... but often you have to make do with very low dollar amounts: 2 dollars here, 3 dollars there, and unless you're running perhaps 100 or 200 auctions, it really doesn't come to much.

Whereas I've noticed you run auctions selling your [Silent Sales Machine](#) on eBay at full price through Dutch auctions. Could you talk about your reasoning behind that ... how you structure the whole sales process on eBay and how it works for you?

Let me start here with the fact that this was all one big experiment for me originally. I played around with many ideas until I found the one that worked. But here's what I found ... and it may save people some time to hear someone that's had some success discussing the topic of selling eBooks on eBay.

There's a right and a wrong way to do it. There's also some ideas out there which I haven't come up with I'm sure. There's people doing it better than me possibly, but I know what doesn't work ... and I will never sell one and two dollar books on eBay one at a time. It's just too much of a hassle to deal with all the delivery, and helping people download ... and if you have even one email with one question from the person that's bought it you've just lost your dollar.

And some people use that as a lead generating system and there may be something to that, but even there you have to be careful not to violate eBay policies.

I don't like the one and two dollar eBooks, because it makes you look cheap. It makes it look like what you have to say isn't of much value. I would much rather play around in the upper end -- 17, 18, 19, 20 dollars for a book selling one title at a time instead of an entire package and I think the way to have success is to make that one title your own book ... because if it's something anyone else can sell and they can make up any price they want, the customer will find it for a penny somewhere else if you're selling it for \$18!

It has to be your own book. One thing I did in my [Silent Sales Machine](#) book is I emphasized the fact that no one else can sell this book. You won't find it anywhere else on eBay. This is my book. I'm the author. And that's how I started having success.

I don't know that there's a magic formula to sell someone else's book ... resell rights on eBay ... I think that's a risky path because it's all over the place and people know to shop around. There are some things you can do to keep people from shopping and to make them find your product only ... but I think the best way if you want to have success is make it your own product. There are some other options, but sell your own product on eBay ... that's where I had a lot of success. I sold a lot of copies of that book on eBay.

About one and two dollar sales ... when I was playing around on eBay I obviously got some of those as well, and a lot of people chose to pay via [PayPal](#) ... and then with the 50 cents minimum and then a percentage PayPal takes, that's a lot of your profit gone already ... so if you're selling a product for two dollars and [PayPal](#) takes 50 cents you've already made 25% less.

Yes, the numbers get small real fast. It's not worth your time to sell the low price products on eBay. It just isn't. I want to make profit on any auction that I do ... if you're doing it just to generate leads you can generate leads with a \$20 product just as easily as you can with a \$2 product, but the leads you generate are people willing to spend \$20, instead of the people willing to spend a dollar. Now what kind of customers do you want?

So how did you start marketing your ebook on eBay?

Well the way I started ... I had the good fortune of some common sense, and this is a great story, you'll like this:

The first ten copies of the book I sold on eBay ... the book wasn't even finished yet, I just created the ad and I put it on eBay thinking "If people start bidding I'll finish the book and sell it". And now I've sold thousands of copies of that exact book. So I'm very glad that the people did bid, otherwise I probably wouldn't have even got into this business.

But I sold ten copies of this book [Silent Sales Machine](#) in 4 days. People had bid on it, and one of the bidders as fortune would have it was [Marlon Sanders](#). I didn't know who he was, had no idea who he was, and he had an eBay feedback rating of like 3. He'd been on eBay for a couple of weeks just toying around, came across my book, bid on it ... again I had no idea who the guy was.

But the deal I struck with everyone who bid: once the auction was over I sent them an email and said "I have a confession ... the book is only 80% done ... I'll have it done within a few days ... I'll send you a copy no charge, it's free to you ... all I ask is give me a review, let me know what you think".

So you see what I did there was I didn't even have a complete product to sell yet ... I was just testing the waters to see if anyone would be interested in the concepts.

Nobody was upset that there wasn't a product at the end because it's free, they hadn't lost any money, they were going to get a free product in the next couple of weeks ... and it worked beautifully and what I got was feedback from ten customers, one of which happened to be a guru of internet marketing who gave me some fantastic ideas and feedback.

And so I didn't even have a finished product when I started marketing it. And as I say I was testing the waters. And anyone can do the same thing.

I've actually found it quite incredible who you bump into on eBay. I started out just testing my own product cheaply on eBay and it was quite amazing who you make sales too.

Yes, you can build up a lot of relationships very quickly if you're the original author. That gives you so much more credibility to people even if you don't necessarily feel like you're an expert in your topic ... the fact that you wrote the book yourself makes you an expert to 90% of the people out there. It's a great way to establish yourself.

So you've got your reviews and testimonials ... do you use them in the sales letter now?

At [SilentSalesMachine.com](#) I've got a very large page of feedback and testimonials that people can read and any time I get positive feedback I'll post it there so other people can see. And I even copied some eBay comments ... there's eBay feedback comments on my testimonials page as well.

Why do you think people buy the same product at the same price from eBay rather than from your web site?

Good question. I don't mention the web site in the auction. That way I don't violate any eBay policies.

I make a very consistent effort to stay aware of eBay policies and not violate them, because that's the life blood of my business and I want to keep them happy. Now I've used eBay as a spring board ... as a great starting point ... but I don't use eBay as much as I used to any more.

It's a great starting point for someone wanting to get into this industry, but once you start seeing a lot of sales there's no need to pay the eBay fees, you can use your own web site. And that's kind of where I've drifted with that product.

How is your eBay sales letter for the same product different to your web site sales letter? Have you changed it a bit for eBay?

Yes -- on eBay it's very important that you have good feedback. And within your sales letter no matter what you're selling, emphasize your feedback. Stress it. Put a clickable link in there that shows people exactly what your past customers have had to say.

And the sales ratios on eBay are much better than the sales ratios on my web site as a result ... and I'll give you an example:

One in fourteen people that visit my eBay auction for that book, place a bid. That's a great sales ratio. Whereas on my web site about one in 27 visitors or one in 22 depending on where the traffic is coming from end up buying the book.

It's the same price, but what I'm doing on eBay is I'm gaining credibility that they can see, that they know is real solid proof. When people visit my web site they don't know if the testimonials are made up or legitimate, there's no way for them to know. When they visit an eBay auction they know those testimonials are legitimate. I can't make those up. That's one of the beautiful things about eBay is the credibility of the testimonials ... of the feedback system that they have.

If you don't mind sharing this -- what's your eBay ID for selling the [Silent Sales Machine](#)?

It's kind of ugly to spell out ... but it's basically www.321tix.com and you need two asterixes on either side of that. The reason you need the two asterix before and after the web address is because eBay doesn't allow web addresses as your ID, but if you put asterix before and behind, there's some free publicity for you.

Is there a space between any of that?

No space.

Visiting your [eBay](#) pages might be useful for people to see how you sell from eBay, as opposed to how you sell from your web site.

Yes. As I said though I'm starting to pull away from selling on eBay. My theory on that is if you're just starting out: sell on eBay. Sell as much as you can on eBay. But you need to transition to your own web site ... and the reason is I've got enough publicity now and enough people aware of who I am ... and one of the strange phenomenon's you'll start to see is people like hurting people on top. They like leaving negative feedback, or if they know you're getting a lot of publicity they like just doing something to throw you off.

And on eBay it's very easy for someone just to leave just one negative comment and all of a sudden I've lost credibility. So what I did was quit while I was ahead. I have about 400 feedback, no negatives, I went ahead and quit while I was ahead. I felt it would be too easy for a competitor to buy my product or somebody who is upset with me for some reason or another to buy and leave a negative feedback.

I've got way too many people looking at that [eBay](#) account ... I've got so many people visiting that link to see how I've done it the last thing I want is someone going there and messing up the whole thing and putting negative feedback in there ... so I quit while I was ahead. I could continue to sell ten or fifteen copies a week of my book from that account, but I'm focusing my marketing efforts on my web site now.

So you've done exactly what you've written ... you've leveraged the massive traffic on eBay to build up a newsletter list, and get traffic to your web site.

I've used it as a spring-board, that's exactly right. And I have other eBay accounts that I don't make public.

I buy and sell regularly on eBay with other accounts and that's one of the things that I emphasize: is have multiple eBay accounts ... you need to have more than one. I certainly do ... and I sell regularly and buy regularly.

But that one particular account ... it got so much attention going to it, I probably have two or three hundred people take a look at it any given day, I don't want any negative feedback on it.

How do you deliver your product when you sell via eBay ... do you manually send out the emails with a download link?

I use [ClickBank](#), and most people are probably familiar with [ClickBank](#). On my web site I use ClickBank. And also for my eBay auctions ... I fire out an email to everyone who won my auctions with a ClickBank link in it and most people took advantage of it.

And I actually had some affiliates then that were able to get paid by referring people to my auction. Which may sound a little odd, and it took a little work for me to figure all that out ... I had people able to refer traffic to my auctions using their affiliate link and then get paid for the sales I made.

Now not everyone took advantage of [ClickBank](#) ... some people used [PayPal](#), and unfortunately I never did get PayPal set up to pay my affiliates but that is possible to do, I know people are doing it. You can sell using ClickBank and PayPal and make sure your affiliates are getting paid using both.

Would there be a different way of marketing a physical info-product on eBay as opposed to an eBook?

I can't say that I can think of any major differences really. I think more people will bid on a physical book, than they will on an eBook ... there's still this hesitation about ebooks.

Lack of perceived value maybe?

Exactly. They think "Well, all I'm getting is an email -- why do I want to pay for that?". But I sold a lot of them. I sold a lot of books at \$17.95 a piece.

And you run those as Dutch auctions?

That's correct.

And how items do you have in those auctions - is it 50 a go?

I would usually put an odd number in there like 39. Some people will think "He only has 39 left, I better bid". I never used round numbers. If you go to the store they never use round numbers. So I never do either.

It's always \$14.95 or \$39 ... whatever. So I always use numbers that are off just a little bit. There's something about the psychology of numbers. I never use 50 or 100 or 1,000. I see some people put 1,000 copies and I go "You're not helping yourself there."

Put a smaller number that's just bigger than the number of people you think will bid. I found most of my auctions ended with 20 or 25 bidders most times. I didn't want people to start raising the price, so I put 39 to be well ahead of the number of bids I expected to get.

What ways can you suggest of getting traffic to an info-product auction?

This is a great tip ... it's just come into my head in the last few days again. I've remembered that I used to do this a lot and I never really shared it with other people.

On eBay there's a big advantage to understanding the rules. You can refer people from one auction to another auction of yours, even if it's under a different ID ... so long as you're the owner of both auctions.

For example ... let's say I have a pair of tickets for an NBA basketball game ... some big game. And they're really hot tickets, and I know those tickets are going to get a thousand lookers because these are great tickets.

There's going to be a thousand people looking at that auction. Well at the bottom of that auction I can say "Please visit my other auction where I sell a book about ... " whatever. Or you could say "Please visit my other auction where I have a sports card up for bid" ... you can send traffic over and you can use that as a strategy for your ebooks.

You can even use that as a strategy for ebooks that are all over eBay. Because what happens is you've got a captive audience. You've got someone who's gone right from one of your auctions straight over to another auction and they weren't searching eBay ... it's a two-step marketing program ... and we've all heard of two-step marketing before.

You've got them locked into your offer now, they're not shopping around for other people with that same offer, you've held their hand and taken them from point A to point B and they're not shopping around other people ... they're just looking at your product.

So my first book was that ticket guide we talked about before. I would sell tickets ... I would get a lot of hits and I would hand-hold that person over to that ticket guide. And even though there's other people selling ticket guides on eBay, my shopper didn't know that, nor did they care. They'd just seen my auction.

So where would you put the link in your auction? At the bottom or at the top?...

It doesn't really matter -- a predominant place. If it's your main profit source list it right at the top. If you're just wanting it to be like an add-on and it's not your emphasis in the auction, put it down at the bottom, but you'll get plenty of click-over traffic if you control those hits.

It's all about managing the hits. Very few people look at eBay that way. Most people think of eBay as trying to get maximum bids for one item at a time. I look at it as a swarm of traffic that I'm trying to control and get to the point that I want them to get to without violating eBay policies.

Do you ever add a link "Click here to see all my auctions" or do you tend to redirect people to one particular other auction?

I like to redirect them to one auction. I think it's much more effective. Especially for people that are selling many items at a time.

Which statement sounds more powerful? "Please visit my other auctions". Who cares? So what? You're selling other stuff.

"Click here to find out how to get the best tickets to the next NBA game". People are going to click that link a lot more often than "Please visit my other auctions".

I don't know what you're selling. Are you selling dog toys? ... I don't care what else you're selling.

But if you tell them exactly what you're selling and say "Click Here" ... don't even tell them it's another auction, you don't have to, they'll click it and go right over to your other auction.

That's a good point -- because it gives them a direct benefit.

Exactly. Sell the benefits.

Where can you get a reference for the level of traffic eBay gets?

I use TrafficRanking.com to stay on top of those kinds of statistics, and eBay is consistently on the top. They'll be in the top 20 of any given category every month.

TrafficRanking.com -- that's a free site is it?

Yes it's free. It's a great tool. By the way if you want to check out the credibility of anyone you're dealing with if they claim to know what they're talking about especially if they claim to know how to get traffic, check 'em out on TrafficRanking.com and see where they're ranked.

And I challenge people all the time to check me out. I tell them I'm in the 3,500 most visited sites on the web. And people go "How can you prove that?". TrafficRanking.com.

It still astounds me -- I can't believe the success I've had but I owe it to my affiliates. I owe it to the creativity of the affiliates that bought my product, thought to themselves "I can sell this", and they started selling it. And they keep half of every sale. And they're much more creative than I am and they bring me a lot of traffic. And I appreciate every visitor they bring me. But I'm paying them for it too. In book sales.

Of course they wouldn't send you traffic if your product wasn't selling.

That's right. If it wasn't selling or it wasn't quality it won't work.

Would you say any type of information would sell on eBay if there's an interest for it?

Yes. That's a good question ... because I think you have to start with topics that are of interest to a great number of people. Don't try to write a book on some obscure topic ... and I've had people come to me with some of the most obscure topics that they're interested in and they want to know how to find their niche market. That's the wrong approach.

You need to start with a topic that you know is popular and then become an expert at that topic. And then it's very easy to find those people, especially on eBay.

There's only a handful of topics really -- it's money, relationships, and those two make up 90% of it. 'How to make money' or 'How to make more money' or 'How to manage your money' ... there's a million topics you can have out of money. And relationships. Those make good titles as well.

A growing topic too ... I've noticed this on eBay seems to be self-improvement.

Self improvement, and self-development. Yes -- I've seen those as well. I've never been a big fan of that genre of books ... I have my gurus that I've bought but as an ebook they just don't hold much credibility for me ... I haven't bought many of those ... but I do notice them popping up a lot on eBay.

In many ways that's related to 'make money'.

Oh sure ... or relationships. If people are looking to improve themselves they're looking to have a better relationship, have more money, have a better career, which makes them more money... so for me money is a great topic.

But I've seen some people try to turn their hobby into an eBook. Say some obscure hobby "Bug collecting" or something -- you're not going to sell thousands of copies of that. That may be fun to do, and that's great and you may have a mailing list of people interested in your book, but you're not going to make it big time, you're not going to make hundreds of thousands a year on that book. It's just not popular enough of a topic.

Something very interesting I heard, and the more I think about it the more it appears to be true to me, is that when it comes to information products ... either digital or physical products ... people tend to collect. So there's not really the same level of competition as with different types of products, since if you're interested in something you tend to buy a lot of books about it.

Yes. Info-junkies I call them.

For example -- my marketing book collection is not huge but it's going to keep growing, I will keep buying more books, manuals and tapes.

Right. There's an interesting phenomenon ... when I first wrote this [Silent Sales Machine](#) book I encountered some other books which were similar ... I think mine was better but they were similar, they had some similar ideas in them. And my first thought was "Those are my competitors".

Well as I've come to find out now that's the furthest from the truth. Those are my best sources of leads. And we've cross-marketed our products ... and I've sold a bunch of theirs, and they've sold a bunch of mine, and we've both made more money and our customers are happy because of the phenomenon you've just mentioned -- the info-junkie phenomenon ... where you're interested in a topic and you're going to buy books related to that topic even if there's some cross over of the same information inside of them ... the fact that there's one or two new nuggets of info in each one, you'll buy it.

If it's from a different author, if it's a new title, if it's got some new information in it ... you'll buy it. And that's a great phenomenon to keep in mind. Don't look at your competitors as enemies, look at them as sources of fantastic leads, fantastic warm leads ... that are ready to buy your information.

I'm slightly concerned this is a huge subject ... I was going to ask you how you structure your ads for eBay?

How about a brief philosophy of selling on eBay? Rather than giving you specifics ... my philosophy of selling on eBay. There's a few "Do Nots". Don't use huge fonts. Don't use more than two or three colors. Don't include a picture that takes more than 5 seconds to load.

Here's some Do's ... Do think benefits. Do use HTML code to make it look nice. To make it look professional. And it's worth your time to learn a little HTML to do that.

It's very easy isn't it?... For example I just do the formatting in Dreamweaver ... or you can use FrontPage or anything similar ... and then just copy and paste the code into the eBay box.

Exactly. I love FrontPage for eBay auctions and that's what I use. And Dreamweaver like you said is another great product -- buy a simple HTML tool and just copy-paste. What You See Is What You Get right over into eBay and it looks fantastic.

It looks so much better than just typing up the text. You're not going to sell anything that way -- you're not going to sell anywhere near as much as you could otherwise I should say.

And be honest with people. That's one of the great sales techniques -- is tell them exactly what to expect, exactly what they're going to get, be 100% open and honest with them and most people are 100% open and honest right back to you and leave you good feedback, and you're building your business.

It's very easy to smell a scam -- especially on eBay, it's kind of ridiculous at times ... you see people promising the world and they've got one or two feedbacks and one of them is a negative -- they're not going to do anything on eBay, people aren't stupid. You can't pretend that they are and build a business. You've got to treat them as adults, that are intelligent. You're not going to grow a business

if you can't do that.

I read something online, and not surprisingly this guy was scammed on eBay. He bought something from someone who was hiding his feedback rating. As you say being open and honest -- if someone's got something to hide, then it should make you think twice.

Yes. I've never understood why people would hide their feedback rating on eBay. It totally defeats the purpose of eBay. From my vantage point eBay is all about the feedback rating system. There's so much credibility to be earned there. It takes time, it takes energy, and it's an honest look into someone's business.

So would you structure an eBay ad for an info-product, the same way you would do it on a web site, just with a few tweaks for eBay?

Right, and emphasis on feedback. On eBay emphasize your feedback, and keep it positive. Beg, borrow, and do whatever you've got to do to get people to leave you positive feedback ... don't let them leave you negative, and don't leave them negative.

There's never a good reason -- remember I mentioned have multiple eBay accounts? On the one that you use to sell a product, especially an information product ... but any product ... the one you're using to sell never, ever, ever leave someone negative feedback using that account. Because you're just asking for it. They're going to come right back at ya.

And they're going to leave you negative, and what have you accomplished? Nothing. So use a different account to buy, and that way if someone rips you off you can leave them negative feedback and warn the world. But don't let that negative feedback touch your selling account. It's suicide.

So just to run through it -- as usual have a headline, bullets with lots of benefits, instead of testimonials you would link to your feedback?

I would emphasize my feedback.

Can you actually list your feedback within a page?

Yes you can. I've seen people do that. I never did it myself but you can list actual feedback comments from your other customers on that specific product. Especially if you're selling multiple products, it's good to help the customer find the specific feedback that relates to the product you're selling.

If you're selling 50 different products on eBay, just leaving a link back to your feedback doesn't help the customer see that you have other happy customers buying that specific product.

So you can help them by leaving feedback for that exact product.

Rather than generic feedback about yourself ... pointing towards what people have actually said about that product in mind?

Exactly. And that's totally within eBay's rules to do that, to put feedback right in your auction.

So eBay doesn't mind if you copy and paste text from your feedback listings into your sales letter?

That's completely acceptable.

Okay ... so what would you say is the best way to structure your auction title to bring the most traffic?

I still debate with myself over what the best ways to do this are, because I get different results at different times. The first thing I need to say is you only need to sell eBooks in one category on eBay.

There's only one information product category that's allowed, and you can find it very easily by pulling up any information product on eBay and looking at the category it's in. It's in Information Services.

And oddly enough as I experimented around, the Weird Stuff category on eBay is the hottest category you can put a product in. So if you can sell something in the Weird Stuff category that gets a lot of hits, and direct that traffic over to your eBook that's ideal.

It's hard to get people to look at an eBook product just pulling it up through the eBay search engine. You don't get a lot of traffic that way. I got traffic to my eBooks on eBay several ways.

I would use other auctions to direct traffic over. Believe it or not I used [Overture](#). Then it was known as Goto.com -- and I would buy keywords that related to my products and I would send people right to my eBay auction.

It worked fantastically. I used [Overture](#) key words to send people over, because then the thing I emphasized in my auction was "You can buy this information from somebody you know nothing about, or you can buy under the protection of eBay ... here's my feedback ... here's other people that have bought this book from me ... here's what they had to say ... now here's my information..."

Who are you going to believe? The guy that you don't even know who he is, that has a little web site out there that has these testimonials that could be made up, or that could be legitimate. Nobody really knows. Or are you going to buy from me ... real, live, feedback.

And one thing you can do as well: you can harness those eBay registrations. Because not everyone who goes to the [Overture](#) keyword is going to be registered for [eBay](#) ... you can help them register and get \$5 and then they bid on your stuff. Even if they lose the auction or if they don't end up bidding you've got their \$5 because you helped them register for eBay.

So would you mention eBay specifically in your Overture classified ad?

Well you have to make sure that whatever link the people are being clicked over to pertains to the word that you've bought. [Overture](#) is very strict about that.

They're very strict about making sure that there's integrity in their system so if you buy a word, and for me I bought "eBay Book" for example. You want to make sure that the site they're going to pertains to an eBay book. So if you're going to send them to a little web site first, it's got to have information pertinent to it.

Again you can make it a two-step process. Two-step marketing is fantastic. So you can send them to a little page that invites them to register for eBay, tells them a little bit about your eBay book, then has a link on it to click to your auction where they can see a live auction for your book and buy it from you.

And you've got a few different ways to make money from that person. You've also got an invitation to your newsletter on that mini-page maybe, so ideally the person comes over, they sign up to [eBay](#), they join your mailing list, and they jump over to your auction where you've got a lot of credibility and you've got a great chance of ... remember the sales ratio's of eBay? They're much higher than the sales ratio of a web site.

So you have an [eBay](#) page specifically set up for people coming from [Overture](#)?

Yes I did.

You mentioned some sort of special wording at the start of that auction. You emphasize 'Rather than buying from other people ... you're buying from eBay with the feedback rating and the security of eBay'?

Specifically, I offered live verifiable feedback on my products that they could review and actually contact the people that had bought my product if they'd like. I said "Who else offers you the opportunity to do that before you buy their ebook?".

Basically challenging them to contact my previous customers and oftentimes they did ... and how could you possibly have more credibility than that?

That's a really interesting concept of rather than sending people from [Overture](#) to a website ... rather sending them directly to an [eBay](#) auction.

Right. I suggest you have a little page between eBay and Overture. And on that little page you can do a lot of things that you can't do on eBay: you have an invitation to join your newsletter, you can't do that on eBay ... not within your auction.

You give them the opportunity to buy the book right now, that's fine -- you can skip over the eBay fees ... that won't bother me ... that won't bother the customer to have the book right now ... that's fine. So I've got a [ClickBank](#) link there where they can buy the book now.

I also invite them to go visit my auction. If they want to visit it that's fine. I tell them they can read the feedback there, and then I challenge them with an unprecedented amount of credibility.

People aren't used to that much credibility on the web, they're used to having to make a leap of faith and believe that all those testimonials are real and believe that all those numbers are real. I'm laying it all right there for them. I'm giving them the email addresses of people who have just bought my book in the last few days that they can contact and ask "What do you think?".

So it's quite a short landing page ... or is it actually a sales page?

It's a very short page ... it's very short, it was maybe two screen-fulls scrolling down at the most. I found if I could get people to that page I had an extremely high conversion rate. Everyone who visited that page either joined my list, bought my book, or emailed me for more information ... we just had a tremendous conversion rate. It's a fantastic way to start out promoting a product.

For someone who has either their own info-products, or products with reprint rights and they want to sell them on eBay ... what would you suggest?

My first suggestion would be start small, and don't spend a lot of money. There are too many ways to waste a ton of money trying to promote a product. Don't be pulled into any of those ways.

An [eBay](#) auction costs you 35 cents. Experiment around with selling a few copies on eBay, and figure out a way to distinguish yourself -- that's where the magic starts to happen once you've got a captive audience.

If you're selling the same book that hundreds of other people are selling on eBay, and you hope to sell a bunch of it and get rich, it's not going to happen. They're not going to look you up in the search engines on eBay and find your product. It won't happen that way.

You've got to figure out another way to distinguish yourself. Even if you have a lot of competitors you can do it but you can't do the same thing everyone else is doing and succeed, you've got to have a slightly different approach ... and even the smallest changes that distinguish yourself can make you a lot of money because you've now got a captive audience.

So becoming a unique eBay character in a way?

Exactly.

Something I heard that many people don't do on eBay, but which is recommended -- just offering a guarantee for your product on eBay.

Oh definitely. That should be standard part of anything you sell on the web. I even have on my book [Silent Sales Machine](#) ... I've got a five times your money back guarantee. If you use this system for six months and don't make a certain amount of money I'll give you five times your money back. Just because I'm showing a great deal of confidence and I know it can be done, and I want to encourage people to do it ... and that guarantee gets me a lot of sales too.

So you say differentiate yourself from all the other eBay sellers and that will help you make more sales?

And find creative ways to get traffic to your auctions. I firmly believe that I could take any product -- if you gave me the most common, ordinary product being sold on eBay right now for a dollar ... let's say there's 500 other people selling that same \$1 product ... you could give it to me and I could find creative ways to sell it for \$10 to way more people on eBay using the ideas that we've discussed.

If you distinguish yourself, if you put a professional ad together, if you find traffic from other sources, if you build up your credibility and your feedback ... I'd be the number one seller of that cheap little product and I'd sell that for a lot more money than anyone else on eBay.

Because people just aren't that creative about selling their items -- they expect people to type the title in the eBay search window, find their auction among all the other auctions which are selling the same thing and then bid on theirs hopefully instead of somebody else's. That's the old-school way to market on eBay.

As a quick example, let's say you were given a product which has been around for quite a while -- [Internet Cash Machines](#).

It's a good product, but it's been seen by an awful lot of people now. If you were to take that, how would you choose to position or present it on eBay to really stand out and make more sales ... and make higher priced sales?

Good question. That product has been seen by millions of people, right? But there are also hundreds of thousands of people getting on the web for the first time every day ... a good majority of them are going to end up on eBay because it's one of the most popular sites on the web. So I wouldn't hesitate for a moment to promote a product which is that popular ... if I had the time I'd do it myself. And here's how I'd do it:

I would sell other items on eBay that get a lot of hits. And in the auctions that are getting a lot of hits I would invite people over to check out this really cool book that I've read that changed the way I looked at the internet, called [Internet Cash Machines](#).

They click on that link, they go to my other auction where I'm selling that book for \$14.99, not 50 cents, and a good number of people would buy that book from me right there. From the auction.

They've not shopped around for "Internet Cash Machines" on eBay and if they do they're going to buy it from somebody else for 50 cents ... but a good majority of them aren't going to do that, they're going to see my feedback, they're going to see what I personally think about that book, and they're going to buy it from me for \$14.99 and they're going to be happy they did because they've now got an opportunity to get on my mailing list ... and I'm going to offer them other products in that great niche, etc.

Another way I would market that book is I would go to [Overture.com](#) and I would buy a few key words that direct people to a mini web site that then redirects people to my eBay auctions for that book. And again I've got a captive audience. I've held their hand from step 1 to step 3, I've held their hand all the way through ... and I'm selling a bunch of books that's already been sold millions of times over.

Even with products with reprint rights, people forget that there's always new people coming on the web, and as you say you can pull people from different interests and put the book in front of them.

Everybody's interested in making a little more money. There's very few people that aren't.

So you could sell dog bones ... if it's getting a lot of hits, sell it. Go to the store, buy a bag of dog bones, break even buying the bag of dog bones on [eBay](#) ... you know you buy it for \$5, you sell it for \$4, that's fine. If it's getting 1,000 hits that's a great product.

At the bottom of your dog bones auction offer people to jump over to your other high margin auction. Your [Internet Cash Machines](#) book for example. You're making all your money back and then some by selling 5 or 10 copies of that book from your break-even front-end product. Two-step marketing ... it's magic ... it's a beautiful thing.

