



eBay Income Advanced: How to Take Your eBay Business to the Next Level - for Powersellers and Beyond

John N Peragine Jr

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Our first book on eBay — eBay Income — has been on Amazon.com's bestseller list for over two years. Then, readers started to say, "Yes, we know the basics of eBay, but how do we get ahead of the crowd? How do we propel our eBay business to the next level? How do we make a full-time living using eBay?" Those questions are what this new book is all about.

You will learn about developing a business plan to guide you to success, increasing seller-buyer communication, selling from your own Web site, keyword marketing, alternative shipping methods, taxes, growing sales, other auction marketplaces, locating inventory to sell, building brand recognition, hints on improving ad copy and photography, dealing with competition, fulfillment options, accounting, and how to get positive feedback.

This book contains marketing tricks that will help you create interest in your product and tips about taking photos, managing e-mail, and shipping. This book contains information on: wholesalers, drop shippers, auctions, closeouts, discontinued merchandise, overstocks, salvage items, surplus merchandise, below wholesale products, customer returns, wholesale trade shows, suppliers, liquidators, foreign and domestic manufacturers, and places to look in your area.

In addition, we spent hours interviewing hundreds of today's most successful eBay PowerSellers. This book is a compilation of their secrets and proven successful ideas. Additionally, we give you hundreds of tips and tricks to ensure your eBay listings are optimized for maximum search engine effectiveness, which will drive business to your Web site and increase sales and profits.

In this book, you will find actual case studies from companies who have used our techniques and achieved unprecedented success. If you are interested in learning hundreds of hints, tricks, and secrets on how to take your eBay business to the next level and ultimately earn enormous profits, this book is for you. With over 500,000 sellers making a living on eBay today, there is no reason you cannot use this medium to become financially successful, too. This book will arm you with the knowledge you need to become an eBay PowerSeller.

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