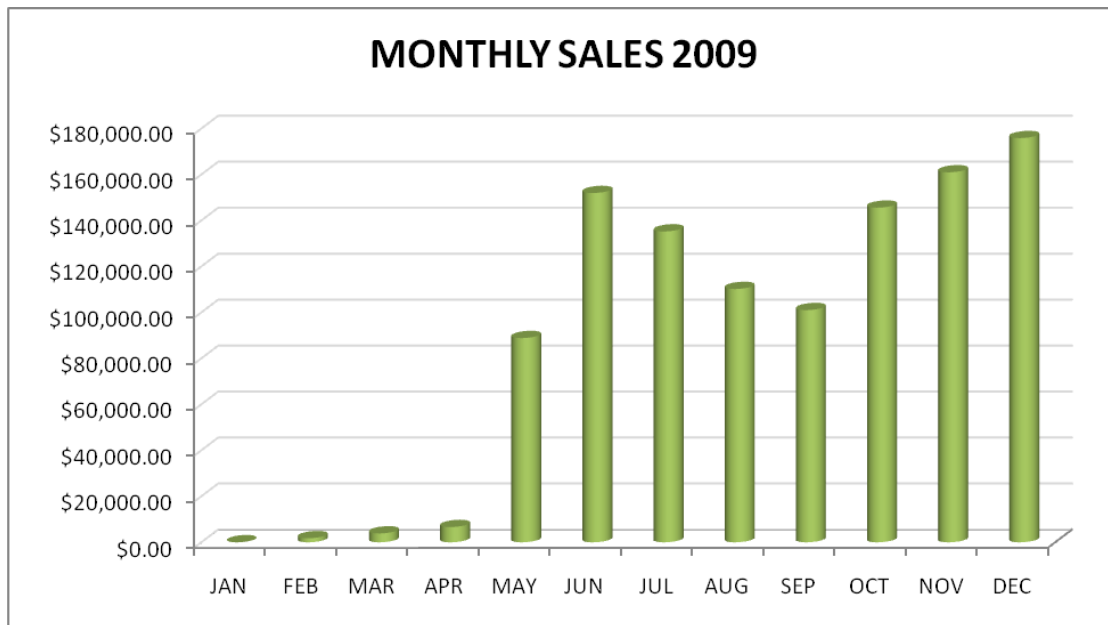


eBay – Inside Out



Step By Step From A Process Expert

I Made \$1,000,000 In Less Than 8 Months

by Anton D Gates PMP, MCPM

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Introduction

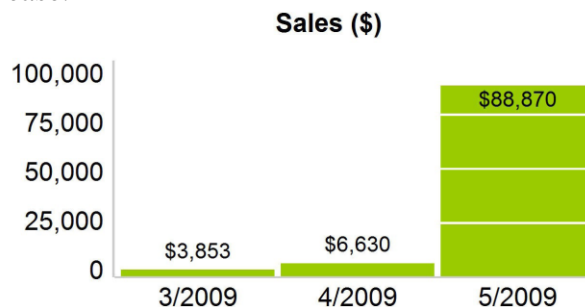
eBay is an interesting marketplace and one that has been the subject of countless books, schemes, controversy and more. There have been eBay sellers who make thousands a day, some who make a few hundred, and some who fail miserably.

Selling at online auction has been the arena of both hucksters and overnight millionaires. One thing an observer notes when watching from the outside is that the hucksters rarely last and what made one person a million dollars doesn't always work for another.

In the long and short of things, the ebb of business on eBay is an ever-changing marketplace. In that constant sea of change, however, are some commonalities and static, unchanging principles. It's most often that the real success stories on eBay are based on a new idea that utilizes those basic principles in a new way.

That, friend, is what this little book is all about.

It sounds sensationalistic and like just another marketing lie, but when I started getting serious about eBay selling in April, 2009, my first month's sales were barely \$6,000. That's just sales, not profit. A month later, after having learned what I'm going to show you here, my sales were \$88,000. Again, sales not profit but it's a huge increase.



That increase wasn't because I found a killer product, learned a powerful new marketing technique, or was "in the right place, at the right time."

The increase was because I noticed something missing on eBay that others apparently hadn't.

You see, I am a Process and Methodologies Consultant working with large corporations to streamline their processes. What I have learned from consulting with Fortune 500 companies is that the solution to a complex problem is nearly always a simple, documented process that allows the work effort to be replicated the same way each time; while at the same time, continually looking for ways to improve the process. In my profession, this is called progressive elaboration and is a concept that my clients must embrace if they expect to achieve the millions in cost reductions I am hired to deliver. I applied this thinking to my eBay business.

When I applied what I found, in fact, eBay themselves hadn't noticed these things and I got shut down and questioned by both eBay and their child company PayPal because of the huge increase I had in sales and revenue. It didn't take them long to clear me and realize that I was on to something.

Today, I have Account Managers at eBay and PayPal who are assigned to me specifically. I have met with executives and senior managers at eBay, PayPal, Sam's Club, Costco, and more. All of them want to know one thing: why am I suddenly doing so well? What I've told them is what I'm showing you in this book.

Were I standing in front of you right now, I could explain this whole process in about fifteen minutes. What takes longer is the change in thinking that has to happen on the part of most people. It's not some whimsical "feel good" about "positive attitudes" or anything like that. It's merely a difference in how you view online auctions and online sales in general.

Unlike my counterparts in many get-rich-quick books, I do not plan to wow you with big numbers, fancy double-speak, huge promises of success, or any hokey information. This book was not written to make me rich. It was written to show people how to rescue eBay. Let me explain.

Rescuing eBay

Those who have followed eBay for a long time know that it may have reached its heyday already. The executives at eBay certainly realize that they are losing market share. The reason? There are a lot of them, since eBay is a fluid place that is complicated and that complexity means there aren't often easy solutions.

Of course, the eBay execs aren't going to tell the general public about their woes. Those of us who use eBay as a means for our living have noticed what the bigger reasons for the slow decline of eBay are. They center around three core problems inherent in the very basis of eBay's model:

1. Most sellers on eBay can't compete with big companies who are encroaching on the low-cost markets. Companies like Wal-Mart.com, Target.com, and others.

The majority of sellers at online auction also cannot compete with the other major thing those big online outlets can offer: guarantees and return policies. Most sellers, if they have a policy at all, are basically unknown to the buyer and thus not worthy of trust.

Finally, the competition level amongst smaller sellers is so heavy that whole industries of overstocks, wholesale middlemen, and more have sprung up to cater to the online auction revolution. The problem? All of them have markups that are part of the reason for problem #1.

These core problems are inherent in the very structure of eBay and it's competitor's models. So does this mean that eBay as we know it will disappear?

Not necessarily. What I aim to do in this book is to show you how to get around these major hurdles without breaking any rules and without doing anything shady. The answer to this problem was so simple that when I saw it, I was amazed no one had figured this out before. Or at least, that no one had put it to the test on the scale that I have and found the solution to be as powerful as it is simple.

Before we continue into this book, let's cover a few things so you'll know what to expect.

What You'll Get From Me

First, I am a straight-forward guy. You will not hear a lot of hype out of me. I will tell you things and show you the screen shots, the math, etc. and exactly where to go to duplicate what I'm showing you. My fundamental philosophy is that the truth is more powerful than any sales pitch. You'll see that here.

Secondly, you will notice that I don't worry about dollars and cents. I round figures and deal with the overall, not the specific. There's a reason for that. Talking about 35% of \$995.00 being \$348.25 is nit-picky in my mind. It's about \$350. Why be fussy? The point isn't the exact figure, it's the concept the figure represents.

This will make more sense as you begin to understand the simple paradigm shift I'm working with here. My unique background outside of online auctions is the reason I was able to see this difference and put it to use. It's the reason I average over \$100,000 in sales every month on eBay (and growing).

If you're new to selling on eBay or new to the site altogether, you'll need to know some fundamentals. Otherwise, you may want to just skim the first chapter of this book, which is a quick introduction to eBay and PayPal, and get into the system itself instead. I recommend at least looking at the first chapter, however, to be sure we're on the same wavelength with our terminology.

I think that by the time you've finished this book, you'll have a new pair of eyes when you look at eBay and online auctions. Hopefully, this new perspective will show you an easy way that anyone, whether a newcomer or experienced seller, can make a living on eBay.

Let's get started.

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Chapter 1 – A Quick Introduction to eBay, PayPal, and the Author

This section is meant only as a quick introduction with just a few key concepts. There are already excellent introductions and sign up instructions at eBay and PayPal, so there is no need to add another one.

eBay®

Whether you're a newcomer or a long-time buyer at eBay, you may not know what goes on from the seller's side of things. There are three major concepts to understand: how to get a seller account, how to list products for sale, and what the fees involved are.

Setting up and listing products is easy and eBay has covered that well with their Selling & Seller Fees help section (http://pages.ebay.com/help/sell/seller_account.html). Later on in this book, we'll talk about some more advanced selling techniques such as using keywords/phrases in your listing titles and text, where to find more professional listing tools, and more.

For now, just realize that once you've listed your first two or three items, it becomes easy to know where and when to do what when listing items on eBay. Signing up is free and I suggest you do it sooner rather than later. You pay nothing until your first item lists and sells.

Fees are a little more complex an issue. There are two ways that eBay makes most of its money: listing fees and selling fees. They go hand-in-hand, but aren't the same thing.

Listing fees (called "Insertion Fees") are charged based on the starting price, the category the item is listed in, and the options chosen when listing the item (ad-ons like bold, highlighting, etc.). These upgrades are helpful with some items and not all that useful for others. Most of the time, if you're using my methods here, you probably won't use most of the listing upgrades on eBay's site.

The other fees charged come when the auction ends. These are Final Value Fees and they are based on the final sale price (not including shipping) and the category the item was listed in. The Electronics category, for instance, has a FVF based on 7% of the item's sale price.

The fees that eBay charges are changed relatively often, usually once or twice yearly. During the year, however, a lot of seller specials are promoted. These specials give discounts such as free insertion fees, free picture hosting, and so forth. It's economically wise to watch for those and try to do more listings on that day.

The rest of using eBay is management of items listed. We'll get into that more later in the book, as it's a very important part of the overall process I'm showing you here.

PayPal®

Like signing up for eBay, signing up for PayPal

(https://personal.paypal.com/cgi-bin/marketingweb?cmd=_render-content&content_ID=marketing_us/Sign_Up_for_PayPal) is easy as well. PayPal is owned by eBay and the two work hand-in-hand.

To sign up, you'll need a bank account or credit card. If you have a business checking account, I would suggest you use this as your account. Otherwise, any checking, savings, or credit card will work. This is to verify your identity and to give you a way of withdrawing your PayPal money through electronic transfer to the linked account.

If you have a business, another bonus that I suggest you consider is registering yourself as that business on PayPal. This gives you a PayPal Business Merchant account, which allows you to accept credit cards through PayPal, gives you a debit card that gives cash back when you use it, etc. You will also see lower fees with higher transaction volumes.

Like eBay, PayPal charges fees. These start at around 3.5% for most accounts and can be as low as 1.5% if you have a high volume and you use your debit card often.

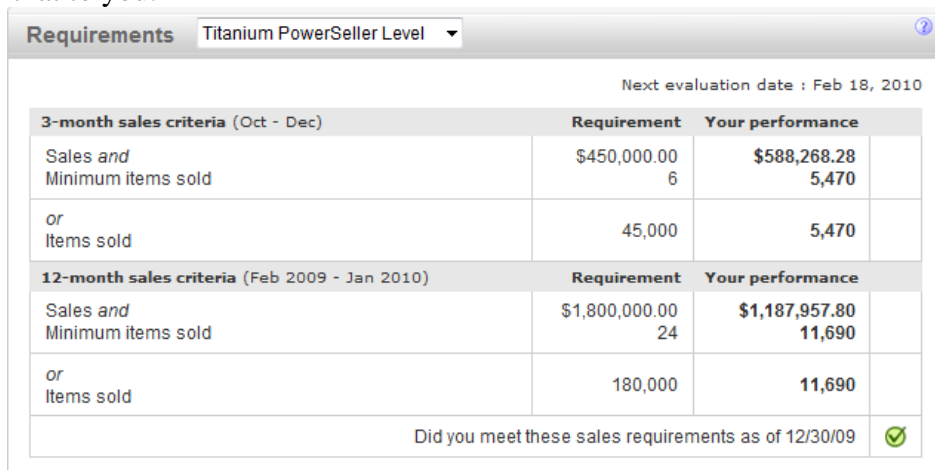
Most eBay shoppers use PayPal to pay for things and the rest of them would prefer to use a credit card, which a PayPal Business account can also accommodate. Very few buyers are interested in sending a check or money order.


A few other advantages of PayPal are automatic alerts to buyers when you ship an item, easy refunds (that include refunds of your PayPal fees) if that need should arise, and fraud protection for international sales for PowerSellers.TM

The Author

Now for a little information on who I am and why I've written this book.

As I mentioned in the introduction, in about one month, I took \$1,000 in total sales volume at eBay and turned it into \$80,000 in sales. My current sales are over \$100,000 and climbing. The screen capture here will prove that to you.



Requirements		Titanium PowerSeller Level	
Next evaluation date : Feb 18, 2010			
3-month sales criteria (Oct - Dec)		Requirement	Your performance
Sales and Minimum items sold	\$450,000.00 6	\$588,268.28 5,470	
or Items sold	45,000	5,470	
12-month sales criteria (Feb 2009 - Jan 2010)		Requirement	Your performance
Sales and Minimum items sold	\$1,800,000.00 24	\$1,187,957.80 11,690	
or Items sold	180,000	11,690	
Did you meet these sales requirements as of 12/30/09 			

Before I became serious about selling on eBay, I was a Process and Methodologies Consultant working with large corporations to streamline their processes from beginning to end. I showed Fortune 500 companies how to streamline their operations to make them more efficient and to show them how to more efficiently use resources and processes to streamline their investments and costs.

When the economic climate took a turn for the worse in late 2008, I was suddenly out of clients. When economics get bad, companies scale back and stop building new facilities or investing heavily in old ones. So people like me don't get hired to show them how to do it more efficiently.

During that time, I put more energy into my little eBay side business. I hadn't been very serious about it before and now thought I would at least make a little money to keep me busy until things improved.

Well, being the kind of person I am, I couldn't just do it like it'd always been done. So I started looking at the process like I would when working with any of my clients. What I realized was that the "business as usual" that most sellers on eBay conduct is extremely inefficient on several fronts. I set out to change that.

The process I created is what this book is documenting. Let's not waste any more time and get to it.

Chapter 2 - The Concept in a Nutshell

In the Introduction for this book, I said that I could explain the whole process in about fifteen minutes. I'm going to do that here, in this chapter. This, of course, is not all there is to it, but it's the basic idea and is enough that you will be able to understand the core plan. Then we'll get into some of the details and I'll explain with more depth the different aspects herein. One note I'd like to make here for sellers who are outside of the United States. Everything you will read here will apply to you 100%. However, you will not open online accounts with the sources mentioned in this book. We will coordinate all your orders with the sources for you free of charge. You will learn how to do this at the end of this book. And yes, those of you in the United States who want to take advantage of this service, it's available to you as well. More on this in the Special Fulfillment section on page 28.

The Concept

At its simplest, the idea here is to source products from Sam's Club and Costco online (SamsClub.com, Costco.com) and sell those products, at markup, on eBay. If this seems too simple to you, I don't blame you. That's what I thought too, but when I looked, I saw that few are really doing this and no one was doing it the way I do it.

The philosophy behind Sam's Club and Costco are basically the same: buy products in large quantities, then sell it at a small markup and make money in bulk. I've taken that core idea and moved it to eBay. That's not all there is to it, of course, but that's the bare bones.


What really makes this amazing are not the profit margins per item, but the total sales volume possible when your markup is relatively low. Here's an example:

Let's say you have some game systems to sale. They retail in a regular store at \$199.99, but they are available to Costco and Sam's Club members for \$159.99. If you can sell five of them at \$199.99, you make about forty dollars each, for a total profit of \$200. The problem is: why would anyone buy five of them from you on eBay for the same price they can buy them in their local department store?

So it's likely you won't sell many. Now consider this:

You have those same game systems and you have sourced them from Costco and Sam's Club for \$159.99. You put a 15% markup on them and sell them on eBay for \$183.99. Now you've sold all five and your profit is \$120. With demand, you can keep selling them at this price and keep making money. Why stop at 5? As long as you don't "eat" the listing fees on too many products, you can keep selling these until Costco and Sam's Club run out of them.

That is how I operate. My markups are fairly low, but instead of selling five, I sell five hundred. Here's a popular listing of mine. I sold over 400 of this item as noted in the lower left corner. This item is sourced from Costco at \$49.99.



MAGIC BULLET DELUXE 25 PIECE BLENDER SET NEW IN BOX

Item condition: --

Quantity: 6 available

Price: ~~US \$64.99~~ **US \$61.74** [Buy It Now](#)

Sale ends in 9 hours

This item is being tracked in [My eBay](#).

Shipping: **FREE shipping** UPS Ground | [See all details](#)
Estimated delivery within 7-10 business days

Returns: 60 day money back, buyer pays return shipping | [Read details](#)

Coverage: Pay with **PayPal** and your full purchase price is covered | [See terms](#)

Seller info
[dgmworldwide](#) (5789 ★)

[Ask a question](#)
[Save this seller](#)
[See other items](#)

Visit store: [DGM WORLDWIDE](#)

Other item info

Item number: 110468769617

Item location: Carrollton, Texas, United States

Ships to: Worldwide

Payments: PayPal, Visa/MasterCard, Amex, Discover, ProPay
[See details](#)

History: 406 sold

[Share](#) [Print](#) [Report item](#)

Other Advantages

There are some other big advantages to selling Sam's Club and Costco products as well. First, they are authorized computer retailers, so they include full Dell, Hewlett Packard, and other manufacturer's warranties with their products. Second, they usually include the shipping on most items, so you don't have to hassle with that. Third, they are happy to ship to most any address. I'll even show you how to make international sales.

There are more reasons than that, but I told you I was just going to give you the nutshell.

Now let's look at some more specifics.

Chapter 3 – The Concept in More Depth: The First Half

Now that we've covered the basic concept, let's look at it in more depth. We'll start with the first half, which covers from finding the product up to the point it's listed for sale.

Every retail sales business has a basic process flow. Selling on eBay is no different, just the technology has changed. The basic process for any retail sale is:

1. Source the product.

Establish a price for the product.

Research the product's viability of selling at that price in your market.



This basic source-viability comparison is the way that all retailers gauge a new product. In our case, we're sourcing the product from Costco.com and SamsClub.com (either or both). We're establishing a price through a markup that meets both our costs and profit goals. Then we'll research the product's viability for sale at that price point to our market (eBay buyers).

One thing to remember about eBay is that “static is bad, dynamic is good.” The market at eBay is extremely dynamic and to keep ahead, you have to be flexible and diligent. The very core of my system here is flexibility through a simplified process.

The source is taken care of, so let's look at the next two steps.

Establishing the Price

When I look at a potential product for sale, I have two criteria. First, I take the purchase price from the source and I mark it up at a set rate depending on the product category (which will determine fees). For starters, it's easiest to just have a blanket markup for all of your products. 30% is a good start and when you're just getting started, this will ensure you a profit on all of your sales. Later, you can adjust markups according to the category as I do.

So a product that sells for \$100 at SamsClub.com would be priced at \$130 on eBay when I sell it. Now I go to eBay and look for that current product for sale by other sellers. Usually, the product is there. Especially in the hot niches like electronics and housewares.

What I'm looking for is the price that these other sellers are asking for the product. If I can sell it with my markup at a price equal to or lower than theirs, the product is viable in that regard. Most of the time, my price is lower than the current listings, which is what I prefer.

Next, I do a quick piece of math. If this product will take me twenty minutes to list on eBay properly and my total profit will be (as an example) 18% of that markup (30% - eBay and PayPal fees), then how many of that product do I have to sell before the product has “evened out?” In other words, if my time is

worth \$100/hour and I take \$25 of that to list this product, how many do I have to sell to get my time back?

This seems like a trivial thing, but it's important to me because time is money. I don't list items that are \$5 and \$10 each at sale price for precisely this reason. Every item you list for sale takes the same amount of time and effort to list, no matter what it is. The cheaper the item's sale price, the more of them you'll have to sell before you break even on that time. If I can sell a product that only requires 3-5 of them to come even on my time versus a product that I have to sell 30 of to do the same, I will choose the first option. Remember: your time to list, track, and ultimately fulfill the order is the same whether the product sells for \$50 or \$5,000.

Once these two criteria are met, I'm ready to consider the last part of viability.

Establishing Viability

For this part, the question is simple: "Can this item be shipped realistically and does the source have enough stock to supply orders this week, this month, etc?"

If there aren't enough items in stock to cover your anticipated sales per week (I always assume every one I list will sell), then it's not worth listing the item. Realize, of course, that you aren't the only buyer from these sources, so if they have five today, they will probably have none tomorrow. It happens occasionally, but nothing is worse than having a buyer win your auction, send you the money, and then having to tell them you don't have any product.

I prefer to see stock levels in the hundreds when looking at SamsClub and Costco. This is usually the case, which is why I do this viability test first and last. If I look at the product initially and see that inventory is low, I skip it and go on to the next one before I even do a price breakdown. Otherwise, once the price breakdown is done, I consider inventory levels to see how long I can expect to sell the product for (a week, three weeks, etc.). This gives an idea of total profit potential for the item over time.

Most items I list do not last more than a month or so, though there are exceptions. Many items, particularly from Costco, can be sourced almost indefinitely because of the way Costco runs their inventory. I'll explain that more later, but it's important to know that most of the time, you probably won't sell an item for more than two months before either running low on inventory at your source or having others move in on the price point.

That latter issue is the most common reason for my switching from one product to the next. As your competition sees your price (and sales), they'll eventually figure out how to move in on it. Then you'll begin selling fewer and fewer of that item as the price competition heats up. At this point, rather than lowering my margins to compete, I usually drop the product, having already moved on to two or three others anyway.

An Example

To show you how this whole process works, I think that an example will be the easiest way to really illustrate it. Let's look at two sample products and how they break down in my source-viability concept.

Our first product is a notebook computer, which is sourced from both Costco.com and SamsClub.com. This is a great double-whammy because it gives me the opportunity to not only keep up with sales, but I can potentially double my sales volume because of the large inventory.

The screenshot shows the Costco website interface. At the top, there are navigation links for 'LOCATIONS', 'ORDER BY ITEM', 'SHOPPING LIST', 'ORDER STATUS', 'MY ACCOUNT', and 'CUSTOMER'. Below this is a search bar with 'Search' and 'GO' buttons. The main content area features the 'Alienware M17X Notebook Bundle 2.4GHz, 500C' for '\$1,999.99 after \$200 OFF'. The product description includes 'AlienFX™ Illuminated Keyboard', 'P8700 2.53GHz', 'Windows® 7 Home Premium', 'Bluetooth®', '300Mbps Dual-band a/g/n', and '8-in-1 Media Card Reader'. A '4GB MEMORY' badge is visible on the laptop image. To the right, there's a 'Delivery: \$1,999.00 Shipping Included' option and a color selector set to 'Space Black'. A category list on the left includes 'Auto Electronics', 'Batteries', 'Cameras & Camcorders', etc.

Researching on eBay, I can see that there are some of these for sale at around the \$2,900 mark. With computers, of course, you have to be sure that you're comparing the exact same model and options when you research. That's easy using eBay's advanced search tools in the computers & networking category.

I can see that they have bids on the lower-priced items, including reserve auctions. So I know they'll sell. What I plan to do with these, because I have access to so many, is list a lot of them very quickly to hopefully maximize my sales. I'll start off with twenty in the first week, staggering the listings to appear over time with each having a Buy It Now price of \$2,849 (shipping, insurance, and extended warranty included).

The screenshot shows an eBay listing for a 'DELL ALIENWARE M17X 2.53 GHZ 4/6... P'. The listing is marked 'On sale!' and 'Buy It Now' for '\$2,849.99'. A '5% Off' badge is visible, and the original price is '\$2,888.88'. The time left is '8h 21m'. There is a 'See all items' link at the bottom right.

Listing them in Buy It Now, at a slightly lower price to encourage bidding, I begin waiting for sales.

Now let's try it with a larger, housewares item. The process is the same. First, I source it at SamsClub.com:



These are \$403 with shipping and come as a kit that the buyer has to put together. Reviews say the assembly is fairly easy, so this shouldn't be a problem. Looking on eBay, I see only a couple of similar items, but nothing that exactly matches. The similar items are selling well, so this will probably do well too. I'm \$40 below the nearest price point on eBay with my markup.

So I list it, making sure to specify it's a kit and not an assembled playhouse:



CEDAR COTTAGE PLAYHOUSE PLAY HOUSE
NEW IN BOX P
Buy It Now \$436.99
5% Off ~~\$459.95~~
Time left: 16d 1h 17m

My original listing price on this was \$489.95, which has dropped to \$459.95 in this listing as I'm at the tail end of this one (as of this writing – by the time you read this, this product probably won't be in my eBay store any longer). Items like this are selected for discount in my store to liquidate the remaining listings (so they aren't a bust). I'll get into this more in another chapter.

I should also mention that both items show a 5% discount because of a store-wide sale as part of an eBay promotion during the Holidays (Thanksgiving and Christmas) in the U.S.

The First Half

What I've outlined in this chapter is the first half of the whole process. This half covers from sourcing, to validating, and then listing items for sale at a price point that makes a specific profit. As I stated, the items usually have a sales lifespan of about a month before they begin to drop off. Once I fail to sell two or three items in a two week period, I drop the item and move on.

On this end, once the item is listed for sale, most of your work is done. The rest is fulfillment and inventory/product updating. That is the second half, which we'll cover next.

Chapter 4: The Concept in More Depth: The Second Half

In the last chapter, we covered product viability and getting your item listed. Now that your items are listed, you're going to begin selling those items to buyers. Later, we'll go over more information on how to get more eBay users to see your item and how to turn more of them into buyers. For now, let's cover item listing maintenance and product fulfillment.

Item Listing Maintenance

Once an item is listed for sale, you have a few maintenance chores you'll need to do. These are synopsized into a checklist in the Daily Routine appendix at the end of this book. They mostly involve checking your competition's price points, adjusting item information (if required), and checking inventory levels at your suppliers.

Look at each of your live auctions and store items every day. Check how well they're doing versus the competition in price by searching for the item to see others' listings. There are very few non-unique items that don't have someone besides you selling them on eBay, so you aren't likely to be the only seller of a particular item.

If other sellers are now selling your item at a lower price, consider changing your prices to become lower than theirs, compare the new price with your profit margins and goals, and make the change if you can. If you do make the change (eBay allows you to change item information/prices up to the last day of the item's listing or until your item receives a bid if you are selling in an auction-style listing), note this and think about whether the new price point is okay for you, or if it's time to just drop the item once the listings end.

Most of the time, if you're adjusting your price down, you are likely on the last listing for that item. In that case, remove the item from your re-list items queue.

As you look at each item to consider its competition, check also at your source to be sure that inventory is still good. Inventory is easily checked by going to the source (Costco.com or SamsClub.com) and putting 100 of the item in your shopping cart. If less than that are available, the number in your cart will change to how many are currently available. You can either be glad that 100 are available, or adjust upwards to see how many are actually there.

LOCATIONS ORDER BY ITEM # SHOPPING LIST ORDER STATUS MY ACCOUNT CUSTOMER SERVICE CHECK OUT CART (8)


COSTCO
.com

BUSINESS DELIVERY | PHARMACY | SERVICES | PHOTO | TRAVEL | REBATES | MEMBERSHIP | IN THE WAREHOUSE

What's New Appliances Auto Baby Beauty Bed & Bath Books/CDs/DVDs Computers Decor Electronics Floral Food Furniture
Funeral Gifts & Tickets Hardware Health Housewares Instruments Jewelry Office Products Outdoor Pet Sports Toys & Games View All

LOGOUT Search in All GO [CLICK HERE TO LEARN ABOUT NEW & FEATURED ITEMS, SPECIAL EVENTS, AND MORE AT YOUR LOCAL COSTCO WAREHOUSE!](#)

Shopping Cart

 The Galileo C-1650 16 x 50mm Astro Binocular - Item #371652 has only 89 available.
The item quantities were updated, and your totals have changed to reflect the adjustment.

You now can ship several items to more than one address.
Just select the "ship to multiple addresses" button on the "shipping" page of checkout.

[CONTINUE SHOPPING](#) [UPDATE](#) [CONTINUE CHECKOUT](#)

Shopping Cart					
Qty	Description	Ship Method	Price	Item Total	Remove Select All
89	Galileo C-1650 16 x 50mm Astro Binocular Item # 371652	<input checked="" type="radio"/> Standard MORE INFO <input type="radio"/> Express	\$39.99	\$3,559.11	<input type="checkbox"/>
Subtotal				\$3,559.11	

This daily checking keeps you on your toes with the item's availability so that you can minimize the number of unshipped sales (and refunds) you'll have to give. It's important that you keep up on this as the quickest way to begin failing on eBay is to have a lot of refunds and "no inventory" problems.

Finally, you'll also want to look at what sold since you checked last and take care of those orders quickly.

Product Fulfillment

This term is used in the wholesale and retail industries to talk about the process of getting an item into the customer's hands once the purchase has been made. It also covers such issues as returns, customer care, and so forth.

For the eBay seller, it's mainly about everything that happens once you've received an order (made a sale) on an auction listing. As a rule, the faster you can receive an order, process it, and get it shipped and into the customer's hands, the better your feedback will be. The better your feedback, the higher your sales volume will become.

The fastest way I've found so far to track orders is to use eBay's "Awaiting Shipment" page. In the beginning, when you are just starting out, you can rely on PayPal and eBay's email alerts to let you know when an order has come through.

As a side note, if you plan to make a serious business about your eBay selling, set up an email account specifically for eBay business so that your normal inbox isn't flooded with emails about auctions.



All Categories [Advanced Search](#)
[Categories](#) [Motors](#) [Stores](#) [Daily Deal](#) [eBay Security & Resolution Center](#)

Home > My eBay > [Selling Manager Pro](#) > Sold

My eBay dgmworldwide (5665 ★) [Power Seller](#)

[Activity](#) [Messages\(21\)](#) [Account](#) [Applications](#) **NEW**

Sold Items| Paid & waiting to ship (21 items) [Print](#) [Help](#) [Customize Display](#)
 Keep track of sold items by customizing and sending sales records to your buyers.

Store Category: All | Status: Awaiting Shipment (21) | Period: Today only | | [Hide Search Options](#) | [Clear Search](#)

21 listings found
 Show only: Status: Awaiting Shipment

<input type="checkbox"/>	Record #	User ID	Custom Label	Format	Qty	Sale Price	Total Sale Price	Sale Date	Paid Date	Listed On	Sold On	Action
<input type="checkbox"/>	11255	vipeshau (121 ★)			1	\$139.64	\$246.68	Jan-14	Jan-14	eBay	eBay	Print Shipping Label <input type="button" value="2"/> <input type="button" value="Print"/> <input type="button" value="Feedback"/>
(380190473489) JON AUDIO DUAL WELL USB CASSETTE TAPE TO MP3 CONVERTER [Add]												
<input type="checkbox"/>	11256	liondee (15 ★)			1	\$61.74	\$61.74	Jan-14	Jan-14	eBay	eBay	Print Shipping Label <input type="button" value="2"/> <input type="button" value="Print"/> <input type="button" value="Feedback"/>
(110468769617) MAGIC BULLET DELUXE 25 PIECE BLENDER SET NEW IN BOX [Add]												

The advantage of the Awaiting Shipment page on eBay is that it shows the items purchased, has a link to them, and indicates whether the item has been paid for or not. This allows you to target listings that have received payments, verify that the payment was received (some may be electronic checks, which require clearance first), and then get the item shipped to the customer.

From this page, you can also mark items as shipped and enter shipping information so the buyer will receive it and be able to track their item.

Shipping Items

Once you've sold an item on eBay and you've verified that it's been paid for, you should move quickly to get the item ordered from the appropriate source and shipped to your customer.

On the Awaiting Shipment tab on eBay, click the Total Price column and details such as the buyer's shipping address and contact information will be shown. Cut-and-paste that into the item order page on Costco.com or SamsClub.com.

Once you've placed the order, copy the order number for the item and put it into the "Notes to yourself" box at the bottom of the item page for the order on eBay. Note with an S or C whether it was a Sam's Club or Costco sourced item. Save that information, you may need it later.

Hint: If you have a lot of items awaiting shipping, you can find the match easier like this: on the Awaiting Shipping page, search for the item with a couple of keywords (model #, item name) then click the Item Title button and wait for the results to appear.

Miscellaneous Notes (will not be shown to buyer)

Your cost per item: \$ Actual Shipping Cost: \$ 0.00

Notes to yourself
 C60880899 JAN 11

584 characters left.

Now also place that order number in the Custom Label field for the item and use the S or C again to note the source.

Record #	User ID	Custom Label	Format	Qty	Sale Price	Total Price	Sale Date	Paid Date	Listed On	Sold On	Action
11139	waldner10 (1931 ★)			1	\$61.74	\$61.74	Jan-11	Jan-11	eBay	eBay	Print Shipping Label
<small>(130356880314) Huggies Diapers w LeakLock protection Size 2 288ct</small> C60880899											

International Orders: Note that for international orders, the process is the same except you'll use your own address for the shipping. Include a note like "INTL" to note it's an international order with the order number. See below for more details.

Record #	User ID	Custom Label	Format	Qty	Sale Price	Total Price	Sale Date	Paid Date	Listed On	Sold On	Action
7007	jmloverain (19 ★)			1	\$74.09	\$129.58	Nov-03	Nov-03	eBay	eBay	Sell Similar
<small>(130323547889) OMRON FULL BODY SENSOR BODY COMPOSITION MONITOR SCALE</small> C55619092 INTL											

It will take from 1 to 10 days for you to receive notification of shipping, including tracking numbers and other information, from Costco or SamsClub. At this point, you should send shipping notification to your customer.

Personal/Custom Shipping Notification

Once the item has been processed by the source, you'll receive shipping notification. This will include the item's order number, a tracking number, and other information.

Returning to your Awaiting Shipping page on eBay, you can match the order number from Costco.com or SamsClub.com with the appropriate listing. Look down the Custom field column until you find a match.

Record #	User ID	Custom Label	Format	Qty	Sale Price	Total Price	Sale Date	Paid Date	Listed On	Sold On	Action
11036	psych921 (54 ★)			1	\$61.74	\$61.74	Jan-09	Jan-09	eBay	eBay	Leave Feedback
<small>(110468769617) MAGIC BULLET DELUXE 25 PIECE BLENDER SET NEW IN BOX</small> C60795364											
11039	nicenkind (472 ★)			1	\$11.16	\$11.16	Jan-09	Jan-09	eBay	eBay	Leave Feedback
<small>(130337803365) CLASP ENVELOPES 10" X 13" 100 COUNT NEW</small> C60797827											
11037	1935hornet (1208 ★)			1	\$3.79	\$3.79	Jan-09	Jan-09	eBay	eBay	Sell Similar
<small>(110477416791) 3M COMMAND ADHESIVE POSTER STRIPS 12 PACK WHITE</small> S017959616											
11043	ammieh73 (270 ★)			1	\$6.54	\$6.54	Jan-09	Jan-09	eBay	eBay	Leave Feedback
<small>(380146479165) 4 ROLLS SCOTCH 3M PACKING SHIPPING TAPE FREE SHIPPING</small> S017959725											
11044	knothole17 (161 ★)			1	\$9.74	\$9.74	Jan-09	Jan-09	eBay	eBay	Leave Feedback
<small>(130323185107) 6 ROLLS SCOTCH 3M PACKING SHIPPING TAPE FREE SHIPPING</small> S017959768											

Once you've found the matching order, click the Total Price link for it. In the sales record, go to the bottom of the page where it says "PayPal Transaction Details." Click on that link and it will load a PayPal page with the details for that item's purchase. You may have to log into PayPal the first update in a group of updates or if there is a lag of three or more minutes between updates. Doing it through eBay, however, is a quicker way to find the item and notify PayPal of the shipping than going to PayPal directly.

Sale Status & Notes		
Status Summary (Sale Date: Jan-08-10)		
Checkout: Jan-08-10	Payment Date: Jan-08-10	Shipment Date: Jan-13-10
Last email sent: Jan-08-10 (2)	Feedback sent: No	Feedback received: No
Payment Information		
<input checked="" type="checkbox"/> Payment received on 01 / 08 / 2010	Paid with PayPal	PayPal Transaction Details
Shipping Information		
<input checked="" type="checkbox"/> Shipped on 01 / 13 / 2010	Shipping via Standard Flat Rate Shipping Service	
Tracking # 1z9a99v10354774458 UPS Edit Tracking Number		



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Enter Tracking Information and Order Status

Please enter the Tracking Number and select the Shipping Company name below. If you shipped with a carrier other than the ones listed below, select "Other" and enter the Shipping Company name in the provided text box.

Please select an Order Status below.

Note: The information you enter below will be provided to your buyer via email exactly as you enter it, and it will also be displayed on their Transaction Details page. Please be sure to review the information you enter before submission.

Order Status:	<input type="text" value="Shipped"/>
Tracking Number:	<input type="text" value="1z9a99v10354774458"/>
Shipping Company:	<input type="text" value="UPS"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

Once on the item's payment information page on PayPal, go to the bottom and click the "Add Tracking Info" tab link. Enter the order status as "shipped" and cut-and-paste the tracking number into the appropriate field. Select the proper shipping company, then press the save button.

Doing PayPal first makes it easier to find the item for updating in eBay as well. If you give the information and mark the item in eBay as shipped, you'll have a much harder time matching the item in PayPal to update it there as well. Some sellers skip the eBay process altogether and just update PayPal. This might be OK for them, but it's sloppy customer service. Some buyers may not get the item and your PowerSeller fraud guarantee is not given if you never marked the item as shipped.

When you click to go back to eBay from PayPal, it should take you back to the item's order page in your eBay Awaiting Shipment tab. Add the tracking information into the appropriate spots there, save the information, and you're finished.

Sale Status & Notes		
Status Summary (Sale Date: Jan-08-10)		
Checkout: Jan-08-10	Payment Date: Jan-08-10	Shipment Date: Jan-13-10
Last email sent: Jan-08-10 (2)	Feedback sent: No	Feedback received: No
Payment Information		
<input checked="" type="checkbox"/> Payment received on	Paid with	
01 / 08 / 2010	PayPal	
	PayPal Transaction Details	
Shipping Information		
<input checked="" type="checkbox"/> Shipped on	Shipping via	
01 / 13 / 2010	Standard Flat Rate Shipping Service	
Tracking # 1z9a99v10354774458		
UPS		
Edit Tracking Number		

An email will be sent from both eBay and PayPal to the buyer informing them of the tracking information updates and giving them links to track the item themselves. This also notes, in eBay, the date of shipping, which you may need later.

For nearly all of your eBay sales, this is your final step. Once in a while, though, someone will have a problem. Their item might arrive broken, it might get lost, there could be an insurance claim, etc. For this, we'll cover Customer Service in the next chapter. First, let's look at some of the specifics for international orders.

International Orders

The process, as noted above, for international orders is slightly different. These items will come to you and you will, in turn, ship them directly to the customer. Note also that the shipping information for tracking, below, will not be forwarded to international buyers until you've shipped the item yourself.

So, once the order is made, shipping to you, you wait. When the tracking information arrives, you won't do as above to send it to the customer, but you'll instead place the tracking number in the "Note to yourself" field in the "Miscellaneous Notes" section of the order record. Then wait for the item to arrive at your address.

Miscellaneous Notes (will not be shown to buyer)	
Your cost per item	Actual Shipping Cost
\$ 77.58	\$ 37.53
Notes to yourself	
C55619092 INTL NOV 5 1ZV342V50349694264	
560 characters left.	
Email Buyer	Print Label or Invoice
Leave Feedback	Save Cancel

Once it arrives, you should match the item to the order by either opening the box to get the packing slip with the order number on it or by using the shipping company's tracking label to back-track the item. Getting the packing slips is easier. When you open the box, don't remove the contents, but quickly survey them as best you can for damage or other problems. Retrieve the packing slip, and proceed.

Using the information on the packing slip (specifically the order number), use the procedure outlined above to find the order on eBay. Create a new shipping label using whatever your international shipping method will be and the address given by the buyer as their shipping address.

For U.S. Postal Service or UPS shipping, you can create the label and pay for it right in PayPal. For FedEx or other methods, you'll need to either go to their websites directly or take the box to a shipping

center and ship it. If you're doing a lot of international shipping with one carrier, inquire about getting an account and/or software so you can do it at home and schedule pickups instead.

Unless you sell a lot of large items, you're likely to be using USPS for most of your international shipping. If you select another shipping company to use for international items, make sure that they offer tracking and delivery confirmation. If there is an additional cost, it can be passed on to the buyer by adding a handling charge for international orders. This charge reflects as part of the shipping charges to the buyer.

Nearly a third of my orders are international orders and I ship almost all of them through USPS by printing the shipping label from PayPal. For smaller items, I do have an account with Stamps.com that I normally use for items under 16oz that can be shipped in a 6x9 envelope or smaller. This is because PayPal doesn't offer shipping rates for envelopes and it's almost 200% cheaper to ship these smaller items via Stamps.com instead. They've set me up with an account and I use their software to ship easily. The software processes the shipping, prints a label I can put on the envelope and even schedule a free pickup from USPS.

It may be worth exploring FedEx as a shipping option. An account with them will be required, but they have great web resources for shipping.

Once you've shipped the item, you can enter the shipping information into PayPal and then eBay as above, using the new shipping label's tracking code.

Chapter 5 – Customer Service

On over 90% of your orders, once you've entered the shipping information and the buyer has been notified, you're not likely to hear about the order again. Once in a while, though, you'll have a testy customer, a mis-shipped item, or someone who wants to return or exchange an item. This is part of the normal selling process.

You should address these concerns as quickly as possible and to the customer's satisfaction. Don't let yourself be taken advantage of, obviously, but do everything you can to make that buyer happy.

Your Tracking System for Customer Service Contingencies

You will want to develop and use a tracking system outside of eBay as quickly as you can once you've started selling in earnest. Whether it's a custom database, a web-based application, or something else you'll be glad you put something together when your orders are in the hundreds per week.

In the beginning, you can get by with just the tools on eBay, but eventually you'll need something better. I suggest a good database program, of which there are many (often free) online. Whatever you use, you'll need to not only be able to quickly access specific customer data, but you'll want to be able to make notes so you can keep track of who's been taken care of, what the status of the service claim is, etc.

Returns and Exchanges

These are the most common reason you'll be contacted by a buyer after the sale and item fulfillment. Returns are usually for one of three reasons:

- Damage or defect,
Customer no longer wants it,
It wasn't the item they thought it was.

Your first step in dealing with a return or exchange is to contact Costco or Sam's Club and get a return shipping lab. This is a simple form they'll send to you via email and comes free of charge. Once you've filled out that form and sent it back, they will send you a return shipping label, usually within 2-5 days. Forward that label to your customer, removing all Costco/Sam's Club emails and references, so that the customer can use it to send the item back.

Give the buyer all the information you can about the return process: how long it should take, what they are expected to do, and so forth. Once the buyer receives the return label, they can print it, put it on the item, and schedule a pickup through UPS to collect the item from them. Once the item is picked up by UPS, your customer should let you know it's in transit for return.

When Costco or Sam's Club receives the item, they will notify you of the return, which you can also track through the shipping label's tracking number. When the return is accepted and verified by the club, you can order a replacement or refund the purchase to your customer. The entire process takes about a week to complete, start to finish.

Damage or Defect

If the item is damaged or defective, you should do everything in your power to replace that item as quickly as you can. Nobody likes ordering something and then receiving it broken. You'll follow the same procedure as above for the return and exchange. If the customer asks for a refund rather than a replacement, refund their money (in full) immediately upon verification of the returned item.

Again, handle these as quickly as possible.

Other Returns/Exchanges

If they request a return for a reason outside of damages or defects, politely ask them to pay the shipping costs for the return. This is a deterrent to “buyer's remorse” and helps to minimize returns for reasons outside of damages or defects. Upon return, refund their money (minus the original shipping, if you charged a shipping fee).

If they've requested an exchange, you can make the exchange with any price difference being refunded or paid to your buyer. Since Costco and Sam's Club do exchanges at no charge, even for shipping, it's a good idea to pass this benefit on to your buyer. This builds customer confidence, breeds return customers, and almost guarantees good feedback. International buyers will be different, of course, as you incur shipping costs if they are not paying them.

Requiring international buyers to pay return shipping costs for exchanges keeps your overhead low, though it is a good idea to pay the shipping costs on the new item. It's very unlikely an international buyer will return for an exchange, however. In 9 months of high-volume international sales, I have yet to have a return merely for exchange from an international buyer.

It's a good idea to periodically review the exchange and return policies of Costco and Sam's Club to be sure you're still covered. Both have a no questions-asked policy on refunds/exchanges within a specific period of time, depending on the item type, so long as it's in good condition on return. Some items are exempted from this policy or have special conditions to be eligible for it. Note these special conditions in your auction details. These are usually limits on the return time frame, such as a 60-day return rather than a 90-day return policy.

Chapter 6 – Basic eBay Marketing

When you put “eBay marketing” into Google you'll find that there are 1,001 experts on this subject, all wanting you to read their (generally badly-written) articles that promote their “tell all” guide for \$29.95. It's amazing to see. Marketing on eBay is not difficult and doesn't require 30 pages of fluffy eBook to explain either. I'm going to do it for you, right here, in just about three pages.

First, realize that there is a difference between marketing products and marketing a business. Marketing products is usually just called “advertising” in the trade while marketing a business is called “branding.” They are two separate and distinct ventures based on the same basic idea.

When you begin selling on eBay, your marketing efforts will be all about advertising those products. That's it. The branding will come on its own if you do just a few simple, core things to facilitate it. Branding begins with an eBay store and is propelled by your professionalism, consistency, and honesty. In other words: you build a store, and then you get good feedback.

Let's talk about marketing (both advertising and branding) on eBay in detail.

Advertising Your Auctions

Don't worry, this doesn't involve buying a lot of expensive billboards or banner space on websites. You can do that if you want to, of course, but I wouldn't recommend it. Most of your marketing efforts to promote your products will center on the product's price and allowing people to easily find it.

Just like the big search engines like Google and Yahoo!, your auction listings on eBay can be searched by keywords. When someone first loads up eBay.com, they will be presented with a prominent search bar at the top-center of the page. For most eBay users, this is where they'll begin.

If you're selling blenders and this prospective buyer is looking for blenders, the match need only be made for a sale to occur. Right? This is where eBay's search comes in. The buyer might have a specific type or size or model they want, so they'll probably search based on that.

Your job is to make sure your listing includes all of the keywords and phrases that person might enter if they're looking for your blender. To do this, you must think like a buyer when you make your listing as a seller.

Here's an example. We'll stick with blenders.

You're listing an Oster blender, model 6870. It's a 12-speed blender with a food processor attachment and comes in two colors (black and white). It holds 5 cups in the glass jar of the mixer and is, of course, one of Oster's highest-quality products.

Now look at that last paragraph and tell me what you, as a buyer, would search for if you were looking for that blender.

Probably “Oster blender 6870 12 speed food processor”. Those are your keywords and phrases.

So your item listing's title should include as many of those as possible. So my title for this item would be something like “Oster blender model 6870 12-speed with food processor NEW”.

That last word keys the buyer so they know that the item is not used, but a new, in the box item just like they'd get if they went to the department store to get one. Your price and shipping will be included in their search results, so there's no point in having those listed anywhere in your title.

The other key phrases you might have for your item should be populating the item description. This can be done in two ways: creatively within the descriptive text or at the end of the item description as a long list of key words and phrases.

Personally, I prefer the second method. It's not as nice looking, but it doesn't garble up the item's description and you won't run the risk of getting into legal trouble when something doesn't quite match and the buyer demands a return or complains with bad feedback.

Other key words and phrases for this Oster blender might be: “5 cup capacity”, “dishwasher safe”, “glass jar”, “all-metal drive system”, “450 watts” and so forth.

That, my friend, is all you need to know about advertising your listing. If you use this simple procedure when you're listing your items for sale, you will drive more traffic to them thanks to that search tool that nearly everyone uses to find stuff on eBay.

Branding Your eBay Business

If you follow the outline I've given in earlier chapters for your business, especially Customer Service and Order Fulfillment, you'll naturally build a great feedback portfolio over time. In the beginning, you may wish to do a few extra things to build that feedback up more, though.

Building Feedback Early On

Since you're already tracking your sales, shipping, etc., you may as well also track who has left feedback. This is pretty simple and you can do it from your My eBay section. Go to the Orders Shipped section and look down the list. Each listing will show you whether the buyer left feedback. You can sort the list according to whether they did or didn't.

Starting with the older listings (ones that have been shipped and received for about a week), click the “request feedback” button to send them a note to request feedback. Most buyers do this anyway, and those who don't will usually do it once reminded. Keep track of who you've asked so you don't pester someone, of course.

Also be sure to leave feedback for your customers. Most sellers do it as soon as they've been paid and the buyer has fulfilled their end of the auction's bargain (paid for the product). Others wait until the buyer has left feedback before leaving their own, usually so they can retaliate (they have names for this that make it sound better, of course) if the feedback isn't good.

Since you can comment on your own feedback, I don't think it's worth the trouble to wait. It's easier to leave feedback as part of the Order Fulfillment process. If a buyer leaves you bad feedback, you can leave a comment under it on your eBay profile explaining the situation.

By both leaving the buyer feedback first and by sending reminders shortly after the item was received, you can easily boost your feedback quickly. Using this, I've gotten the majority of my buyers to leave feedback for me. Today, with all of the other things I have to do, I don't track feedback like I used to. Once you've reached a certain sales point (and feedback rating), you will not worry so much about getting every single rating you can get.

Branding With an eBay Store

I highly recommend that you set up a basic eBay Store right from the get-go. You don't have to pay any fees until you begin listing a lot of items in your store, so it's worth having one for your more popular or larger inventory items.



Besides that, though, an eBay Store builds a lot of credibility and gives you another opportunity to brand yourself. Combined with your eBay About Me page, this can be a great combination of marketing tools to promote yourself to buyers, especially those who are wary about buying from you for some reason (such as you're being new, with low feedback).

Taking the time to make a nice-looking, well-developed Store and About page will do a lot to show your professionalism. This means sales, especially early on.

There are plenty of tutorials and help pages on eBay to cover how to build the Store and About Me pages, so I won't go through it step-by-step. Here are a few tips to give you extra guidance, though.

First, if you're literally starting from scratch, choose a seller name that reflects your business. It should sound professional, business-like, and reflect your seriousness about being better than average. Your name shouldn't be too catchy or crazy and you can use capitalization to split words to make it easier to read.

“Joelovesbbq” is not a great business name, whereas “JoesBBQLovers” is much better. Of course, since you're likely going to be selling all and sundry from Costco and/or Sam's Club, you should probably use something more generic. My business name, for instance, is DMG Worldwide, LLC and my eBay username is dgmworldwide. Be careful of words like “Inc” or “Corp,” however, as they are recognized as denoting a registered corporation. If you're not incorporated, this could lead to trouble.

Next, Store and About Me page themselves. Your store is easy to set up and fairly straight-forward. It will mostly be populated with your item listings and the only job you'll need to take seriously is the basic layout (easy, eBay does all the work) and the navigation. Make sure you have plenty of categories so that your items will be easy to find. When you list items in your store, be sure to put them into the categories that best match that item. This makes it easy for visitors to find what they're looking for.

Your About Me page is a little more complex. Mainly, you'll want to put enough information about your company that people will trust you. Two or three paragraphs about your company, emphasizing customer service, etc. will do this. Make sure it's written well.

After that, your About Me page should include your basic (default) shipping, return, refund, and other policies. These should be simple and explainable in two sentences (or less) each. Simple is better and you can change individual policies in individual listings as needed. These are just your fallback policies should you fail to include one in the listing. Make sure to say something like “policies given in listings take precedence over those listed here.”

That is about all you really need to know to be successful marketing on eBay. Some of the gurus will talk about building email lists, getting into Twitter and Facebook and so forth, but that is not really appropriate or useful for the sales strategies I've given you here.

If you're building a brand based on specific products, such as your home made jewelry, then social marketing (Twitter/Facebook/Myspace) is definitely for you. If you're selling general items that change often, as we are here, this kind of marketing gives little return.

If you haven't incorporated your business, consider doing so. In many states, whether you live there or not, you can incorporate for about \$100-\$300 and then pay that yearly to renew. Talk to a lawyer, of course, but there are a lot of advantages to becoming an Inc or LLC.

Special Fulfillment Process

At the beginning of this book I mentioned that international sellers would not need to establish accounts with Sam's Club.com and Costco.com. The main reason for this is that you are required to have a US address. We have established vendor agreements with both Samsclub.com and Costco.com that will allow my company to coordinate shipping to your customers. eBay has a tool that will generate daily reports of customers who have paid and are ready to ship. Every day you will receive the report and forward the report to us for processing. Once processed, we will send you your total for that batch of orders along with the order numbers for each item. Once we receive your payment via PayPal, we would notify our Account Manager at Costco.com or Samsclub.com to ship your items. Don't be overly

concerned about this process. We will work with you to set this up. Just email us at ebay@dalcongrp.com and we will contact you to get it all setup. There are no additional fees or taxes associated with this service. The product prices you see on Costco.com and Samsclub.com is what you will pay for items we fulfill for you. This is a very good tool for some of you seller who are within the United states as well since we will not charge you taxes for the items fulfilled through this process.

Appendix I – Product Viability Checklist

This is a quick checklist for you to use to test a product's viability for sale under my auction system. More details for this are given in Chapter 3 of this book and eventually you'll do this by rote, but in the beginning this checklist will help speed up the process. Remember:



Availability

___ Are there more than 100 of these available on Costco.com and/or SamsClub.com?

Enter “100” in the quantity box and add them to your shopping cart on either or both sites. If it will allow you to purchase 100, there are at least that many available. If it lowers the number, that is how many are available.

Price and Sell Price

\$___ What is your price for the item (purchase price at SC/C)?

\$___ What is that price when your intended markup is added (e.g. $\$100.00 + 30\% = \130.00)?

\$___ What is the lowest price that item is being sold for on eBay (shipping not included)?

\$___ What is the lowest price that item is being sold for on eBay (shipping included)?

___ If the price is lower on eBay (in either case), can you match that price and still make a worthwhile profit?

___ How many items will you be required to sell at that lowest price in order to “break even”?
See Chapter 3, *Establishing the Price* for more information.

Shipping

___ Can the item be easily shipped via USPS, UPS, or another common carrier without special provision?

If your product meets the Availability requirement, then meets the cost requirements, and finally meets shipping requirements, then you have a product that is ready to sell.

Appendix II – Your Daily eBay Sales Routine

This is a basic checklist of items you should do daily to keep your eBay business alive and thriving. These items are outlined in more detail in Chapters 3 and 4 of this book.

Check Your Sales

Check all of your sales since you processed them last.

- Check new sales and process those orders (see Chapter 4, *Product Fulfillment*). Go through them one at a time until they are marked as paid and shipped.

Check pending sales that are awaiting payment from the buyer, electronic check clearance through PayPal, and so forth. Update statuses as necessary.

Update shipping information as received from Costco/Sam's Club so that the buyer knows their item is now en route (see Chapter 4, *Shipping Items*).

Handle all international orders, including shipping packages that require shipping and alerting buyers to their items being on the way (see Chapter 4, *International Orders*).

Handle Customer Care Issues

Returns, complaints, refund requests, etc.

- Check on new customer care requests such as returns or damages. Handle these per Chapter 5, *Returns and Exchanges*.

Check current customer care requests and handle any changes/updates that are needed, such as tracking numbers received or return labels to be forwarded (see Chapter 5, *Returns and Exchanges, Damage or Defect*).

Item Listing Maintenance

Check on current listings to ensure they are still good to go, begin new listings, etc.

- Look at recently-finished auctions and do an inventory check on those items at the supply source. If the product is still viable, check it against other sellers' auctions for price and then re-list the item.

Do an inventory check on your current listings to be sure there is plenty of stock at the supply point.

Remove or discontinue listings that are low on inventory, as needed.

Check items against other sellers on eBay to see whether your price is still viable. Make adjustments as necessary, including “closeout sales” to finish off the last of that product's listings.

Go to Costco.com and begin looking for new products to sell. Use the viability check sheet in Appendix I as a reference.

Go to SamsClub.com and begin looking for new products to sell. Use the viability check sheet in Appendix I as a reference.

Have a goal set to list a given number of items per day and stick to that goal. Start with whatever you feel comfortable with, whether it's 1, 5, or 20.

Do Your Bookkeeping

All businesses require basic bookkeeping be done if the business is to stay afloat. Make it a habit to go through your sales receipts, outbound costs, and other general ledger items to track how you're doing.

Use the tools that eBay and PayPal provide to make this easier. Having a strong and up-to-date understanding of where your business stands is paramount to success.