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[Top Secret eBay Tips Revealed!](#)

Forward-

Some Secrets should be kept tight to your heart- and for good reason. Other Secrets are just plain too good; you can't help but divulge them.

As a mater of fact, a *few* Secrets are so profound that it would nearly constitute a crime *not* to "shout it from the rooftops"!

This is one of *those kinds* of Secrets.

Before you discover this incredible Secret *that can rapidly change the quality of your life-* in terms of eBay-generated **abundance-** I need to make one thing **crystal clear:**

What you are about to discover was compiled over [literally!] 1000's of hours in marketing prowess and *dozens* of hours meticulously mining eBay's **gargantuan** wealth of knowledge; and the deft distillation thereof.

In other words, this Special Folio not only stands to make you a substantial amount of cash [if executed with discipline, focus and enthusiasm]; it will also save you massive time, stress and duress having to burrow through all of eBay's information yourself!

Let alone trying to get your brain around it. That said, this Secret will be revealed to you in three parts- your proverbial **A.C.E.** in the Hole...

Enjoy and prosper abundantly!

Sincerely,

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Summary-

It utterly makes the mind reel, when you fully grasp just how many categories and sub-categories you could potentially list items for sale. And this doesn't even factor in the time that flies by when you start actively perusing categories of curious fascination...

However, when you boil it all down, there are only two types of offerings for sale:

- > Tangible [physical "stuff" or real-world, off-line services; such as a lamp, massage service, or automobile mechanic]

- > Non-tangible [any service or goods that can be completely fulfilled via computer; such as e-books, mp3's, Web hosting, etc.]

The primary focus of this Special Folio is the latter of the two types of offerings. However, once you fully assimilate these *Timeless Principles*, your mind will be racing with non-tangible applications, as well. Enjoy!

Part I: Your A.C.E. in the Hole-

Ambiance-

Regardless of what offerings you may consider posting on eBay, ambiance is everything. It is the difference between [possibly] getting your Buy Now, opening or minimum reserve bid, and witnessing a buying/bidding frenzy of hungry "sharks".

The atmosphere, condition and status of your auction descriptions and eBay storefront [sometimes not so] subtly reflect to me- the potential buyer- *volumes* about you, and more specifically- your offerings.

Call it Consumer Psychology 101, for lack of better words. From womb to tomb, Americans are born, bred, and raised on ravenous- *borderline manic*- consumerism; until whence we pass on to the The Next.

So, how does this apply to **you**- in terms of prosperity and abundance, via eBay?

As an eBay seller, you already have the formula for Outstanding Success programmed into you, *from birth*. No joke. You just need an expedient "refresher course" to unleash *that which is already yours*.

To illustrate the importance of ambiance, I will use both a tangible and non-tangible example:

- > Tangible example- For many years, Farmer Gerry has been stashing back what he refers to as "Farm Artifacts", literally found sticking out of the ground. Most of which are ancient [by my reckoning]; dating back 50, 75, even a hundred years or more.

And I must tell you it is a truly mind-boggling collection of Humanity's majestic history of invention; out of necessity or pleasure!!!

Not to digress. A number of years ago, Farmer Gerry's wife needed to complete an art-related project for college.

In a long to short, she took a number of these Farm Artifacts and mounted them on an outside wall, in a highly intriguing manner that created a *true synergy*. The overall wall- as Life-sized art- became *far greater* than the sum of each individual piece.

It literally spoke a story of the days of Old...the Pioneer days. WOW!

Now- let me ask you; which way Farmer Gerry stands to make the most amount of money:

Merely giving each Farm Artifact from the wall a cursory description, and a photo or two; or revealing the full-blown history of the wall as a Work of Art, and highlighting each piece's history, if known?!?

If Farm Artifacts was *your* forte, which would you be most stimulated and motivated by [read "salivating"]???

The point, here, is that any time you are considering selling an item of greater value, it pays **HUGE** dividends to spend a little extra "research" time and create a background/history dossier for your item.

Educate your potential buyer in an invigorating and [if at all possible] entertaining way- you'll be far more apt to fetch Top Dollar for your offerings!

Most especially if it is rare, unique, non-mainstream, or so new/"bleeding edge" that the general public is not aware of it; it's background, benefits, nor it's applications.

- > Non-tangible example- You've toiled long and hard on your first e-book. You've had it proofread by multiple individuals. You've carefully selected [or designed] the cover art. You are ready to share your Pride and Joy with the Global Web Community.

You could- like many folks that I've observed- just toss it up on eBay, as is, with a brief description and eagerly await flocks and hoards of sales.

And since eBay is over a hundred and sixty five million strong- the sheer numbers are in your favor- assuming a high-quality product at a fair price. Sure, you will make sales, and perhaps a lot of them. However, consider this:

Spend some quality time crafting your eBay About Me page and project yourself with enthusiasm- totally successful, if you haven't done so already.

Tell me about yourself, what inspired you to write your book, plans for future releases, favorite hobbies/pastimes, etc. This adds the unmistakable "human element" so desperately far and few in between on the Web these days!

Get some straight-from-the-heart reviews on your book. Like what you find on the back, or just inside of, a paperback. Give me an irresistible, fat list of sales bullets with some sizzling sales copy; maybe even tantalize me with a sneak-preview of a chapter or two...

Character-

Though not the same, your Character is kin to ambiance.

If the extent of your effort is merely to present your offerings in a bland, uninteresting way; then whether or not you actually make the sale depends solely on your price, and the visual information I can glean from the quality of your photos.

If I actually, really want your offering bad enough, I *might* convince myself to send you an e-mail with a question or two.

However, that detracts from both my precious time and overall eBay experience- unless I want your item *THAT* bad; which I most seriously doubt- all things being what they are.

Let's face it- we live very harried lives with a bazillion "taxings" of our extremely limited time and money resources.

If you do not inspire me to keep reading- for my own personal enjoyment- you have a *better than* a 99% chance of loosing my- and countless other's- interest and business.

Why? With just eBay, *alone*, I have millions of consumer choices at my immediate fingertips. And that doesn't even factor in the other 70+

million Web Sites, my bills, children's needs, etc., etc.!!!

However, when you *inject your personality* into your descriptions and storefront, and it's one I find somewhat intriguing; at very least- you'll *inspire me* to read on a little farther.

Maybe put your auction in my fav's, to get back to. Perhaps your Character even persuaded me *to make a modest bid!*

One thing's for absolute certain, though- you will sell far more, far quicker, by putting some real personality into your copy!

This is your unbridled opportunity to project yourself in the most positive light you perceive [above and beyond spouse, parent, co-worker, etc.]. Convince me that I actually dealing with a *real* person; one with real interests, struggles, and hopes- just like me!

What made Paul Harvey such a smash success syndication? Was it the information he shared? Perhaps. But it was his Character that gave otherwise mildly amusing information personality and *life!*

One last thing on Character: It is absolutely realistic that the only way I'll ever know you is by your copy; convince me you're worth knowing- because friends do business with friends, over strangers!

Exposure-

If you've actually participated in selling on eBay, you've come to the realization that there are multiple types of auctions you can utilize [assuming you have a high-enough feedback rating or a Verisign "check mark"].

It is outside the scope of this Special Folio to go into each one. The important thing to understand, is that with these different types of auctions are numerous, not-so-obvious *Timeless Principles* for getting noticed.

One of which I shall bring this Special Folio to a close:

The "suggested serving" strategies [as presented by eBay] are not necessarily the *most* advantageous to your prosperity. Naturally, eBay desires your experience with them to be pleasurable enough so as to be repeatable. That said, they have their own self-serving interests to cultivate first- then yours.

So, use this leverage to your advantage! The timeless Principle you are about to [re] discover will work- not only on eBay, but- equally well- with search engines, classified ad sites, and other on-line auction houses.