

Successful Online Selling



Get It Right First Time Everytime!

A Special Report By Robert Corrigan

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PRESENTS: A SPECIAL REPORT

HOW TO START SELLING ONLINE AND MAKE A SUCCESS OF IT.

Hi and thank you for downloading this special report on making a success of your online selling. In this report I intend to show you how to sell physical products online and make a success of it. Let me introduce myself, I am Rob Corrigan and I started selling products online using eBay in October 2006 and have attained Powerseller status in several niche markets

Now if you are expecting this to be a rehashed "How to make a fortune selling on eBay" offering this is not it. Making a success of online selling is about diversifying the way you sell products as much as possible. You see eBay is only PART of the strategy that I am about to reveal, but it is only the FIRST part, most sellers fail because they think eBay IS the strategy.

Although I started selling on eBay I have expanded onto Amazon and into my own e-commerce websites. Now although that sounds rather grand and complicated I can assure you that it is far easier than it sounds.

Now if the thought of setting up your own websites scares you as much as it did to me, then I have some excellent news. There are some very simple inexpensive or free solutions to all of these "problems" I soon realised that the only technical skills I needed to do all this was the ability to click a mouse. All the resources you will need to have you up and running in the minimum time possible are readily available online and for free. Please see the resources page at the end of the report or check out the download section of my blog for all the links.

PART 1

Start by selling on eBay

I am not going to tell you in this report how to set up an eBay account or how to list an item, this information is available in abundance on the internet and from eBay itself. Instead I will outline a strategy that starts with eBay, you see most people never make the money that they should do because they become fixated on eBay as the only means of selling. The reason is simple, eBay has a high profile with countless newspaper and magazine articles written about it every year. It has even appeared on television programs it is a global brand that we are all aware of.

An entire industry has grown up selling information products on "How to make money on eBay" these can be eBooks, Videos, DVD's, wholesale lists all of which try to satisfy a need, to make some easy money and to do it as quickly as possible. As I have said this is just the first part of the strategy.

Starting out is easy you can simply sell the items that you now longer want, that will bring in your start up dollars to allow you to invest in your business. The key secret to eBay success is simple.

- Research
- Research
- Research

So what are we researching? We are trying to find niche areas to sell into, ones that have very little competition but will allow you to see some excellent returns on your investment. The mistake most eBayers make is to try and compete in the big vibrant markets that have massive sales volume. It may be that you could strike it lucky but you will be competing with the big Powersellers.

The big Powersellers will get massive discounts on final value fees and they will be able to source their products much cheaper than the beginner due to the huge volume of products they sell. So how do you find yourself a niche market? eBay has 10,000 categories or subcategories (so I am told) so finding one should not be very difficult. Two very important points:

- Make sure it is something that are interested in this is very important to your success as it will keep you motivated.
- Make sure there are no more than 2/3 pages of competition.

Finding A Niche

The steps shown below work in ANY niche area, it is important to understand that it is the method that is important not the product being sold. Let us use Jewellery as a sales area, the screen shot below shows that Jewellery is a hot market but just look at the competition! The search has returned 45,055 items for sale there are obviously lots of pages to trawl though.

The screenshot displays an eBay search results page for the keyword "jewellery". The left sidebar, titled "Refine search", offers various filters including categories (Jewellery & Watches, Costume Jewellery, Fine Jewellery, Jewellery Boxes & Supplies, Vintage & Antique Jewellery, Ethnic & Tribal Jewellery, Watches, Men's Jewellery, Other Jewellery, Loose Gemstones), price ranges, condition (New, Used, Not specified), and seller types (eBay Top-rated sellers, Specify sellers...). The main content area shows "45,055 results found for jewellery". Below this, there's a "Featured Items" section with a list of products. Each item entry includes a thumbnail image, a title, a price, a "Buy It Now" button, and a "Time Left" indicator. The items listed are: "WHOLESALE PLAYBOY JEWELLERY JOBLOT NECKLACES BRACELETS" (18 Bids, £59.00), "NEW JEWELLERY CLEANER - WATCH - DENTURES - ULTRASONIC" (£3.99), "9WH Diamante Crystal Pearl Jewellery Ladies Wrist Watch" (0 Bids, £0.99), "LOT 4 14g-9/16 Nipple Barbell Bars Rings Body Jewellery" (£2.51), "White leatherette necklace jewellery display stand set" (0 Bids, £2.95), and "Fashion Jewellery- Diamante Swan Brooch" (£5.00).

The chances of getting our item seen is very small so we need to specialise further. Let's look at some of the sub categories within the Jewellery section.

- Silver
- Gold
- Goth
- Amber

Let us look at a more specialist area of Fine Jewellery. This reduces the number of items on show and refines the search so that the targeting is more specific to the item that the buyer wishes to purchase. However it is still a large market, it helps to think like a buyer. What search words might a buyer use? Make a list of possible search words and try them in turn.

Home > Buy > Jewellery & Watches > Fine Jewellery > Search results for "jewellery"

Find jewellery Fine Jewellery

☐ Include title and description

Related Searches: [browse this category](#)

Refine search

Categories

Fine Jewellery

- Bracelets (1,245)
- Pendants/ Locketts (2,286)
- Rings (1,798)
- Necklaces/ Chains (895)
- Earrings (2,667)
- Bangles (262)
- Sets (403)
- Charms/ Charm
- Bracelets (1,040)
- Other Fine Jewellery (136)
- Brooches/ Pins (137)
- Chokers (3)
- Hair/ Head Jewellery (44)
- Anklets/ Ankle Chains (24)

Price

£

Condition

☐ New







☐ Used

☐ Not specified

All items Auctions only Buy It Now only

10,922 results found for jewellery [Save this search]

View as: List Sort by: Best Match

			Price	Postage to L36 GHR	Time Left
	Wonderful Jewellery Shell Necklaces From China	0 Bids	£0.26	→ £9.99	2m
	10MM WHITE PEARL STUDS 925 SILVER NEEK57 JEWELLERY	Buy It Now	£0.99	→ £1.89	26d 18h 41m
	Fancy Jewellery 925 Sterling Silver Pandora Bracelets From China	1 Bid	£0.10	→ £4.00	6m
	8MM WHITE PEARL STUDS 925 SILVER NEEK57 JEWELLERY	Buy It Now	£0.99	→ £1.89	1d 1h 20m
	Silver Xmas gift fashion agate jewellery ring E25 From China	0 Bids	£0.01	→ £4.29	11m
	925 silver Xmas gift hand bag&shoes jewellery Bracelet	0 Bids	£0.01	→ £4.69	11m

We could decide to list our item in the more specialised areas, there will be much less competition, try to list where there are no more than 2/3 pages of listings and start off initially with the auction format as the listing will finish in chronological order, this ensures that your item will be seen. Here are some examples of niche areas that you can trade in where the competition is much less fierce. It is possible that you could have an entire sub category almost to yourself (at least for a little while).

Other traders will be looking at the niche areas as well and as soon as they see successful sales in a category they will try to muscle into the market. That is why you must always be looking to extend your product range and find other categories or sub categories to trade in.

Home > Buy > Jewellery & Watches > Costume Jewellery > Search results for "goth jewellery"

Find

☐ Include title and description

Related Searches: [browse this category](#)

Refine search

Categories

- Costume Jewellery
- Necklaces/ Chains (26)
- Pendants/ Locketts (47)
- Chokers (14)
- Earrings (63)
- Bracelets (24)
- Brooches/ Pins (4)
- Charms/ Charm Bracelets (1)
- Bangles (2)
- Rings (10)
- Other Costume Jewellery (4)
- Body Jewellery (10)

Price

£

Condition

☐ New

☐ Used

☐ Not specified

[Choose more...](#)

Seller

☐ eBay Top-rated sellers

[Specify sellers...](#)

Preferences

Buying formats

☐ Auction

☐ Buy It Now

[Choose more...](#)

Show only

☐ Completed listings





☐ Free P&P

[Choose more...](#)

All items Auctions only Buy It Now only

205 results found for goth jewellery [Save this search]

View as: List [Customise view] Sort by: Best Match

			Price	Postage to L36 6HR	Time Left
	Gothic Costume Jewellery Ring - New	0 Bids	£0.99	+£2.50	1d 5h 19m
		Buy It Now	£7.50		
	FUNKY GOTHIC SKULL/HANDCUFF LABRET~BODY JEWELLERY~	Top-rated seller	£2.49	+£1.00	6d 1h 57m
		Buy It Now			
	Alchemy Gothic Jewellery Spike Cuff Stud Earrings Pair	Top-rated seller	£12.49	+£1.50	29d 1h 11m
		Buy It Now			
	BLACK TULIP NECKLACE EARRINGS GOTHIC WEDDING JEWELLERY	1 Bid	£1.00	+£4.50	2d 0h 29m
	From United States				

Or

Home > Buy > Jewellery & Watches > Other Jewellery > Search results for "silver jewellery"

Find

☐ Include title and description

Related Searches: [browse this category](#)

Refine search

Price

£

Condition

☐ New

☐ Used

☐ Not specified

[Choose more...](#)

Seller

☐ eBay Top-rated sellers

[Specify sellers...](#)

Preferences

Buying formats

☐ Auction

☐ Buy It Now

[Choose more...](#)

Show only

☐ Completed listings







☐ Free P&P

[Choose more...](#)

All items Auctions only Buy It Now only

27 results found for silver jewellery [Save this search]

View as: List [Customise view] Sort by: Best Match

			Price and Postage to L36 6HR	Time Left
	WHOLESALE OVER 800 JEWELLERY MAKING KIT SILVER FREE P&P	Top-rated seller	0 Bids	£4.99
			Buy It Now	Free
	NEW Art Amethyst Silver Watch & Jewellery Gift Set	Top-rated seller	£19.99	19d 5h 5m
			Buy It Now	Free
	NEW Green Art Emerald Silver Watch & Jewellery Gift Set	Top-rated seller	£19.99	1d 7h 29m
			Buy It Now	Free
	NEW Green Art Emerald Silver Watch & Jewellery Gift Set	Top-rated seller	£19.99	6d 7h 30m
			Buy It Now	Free
	Pink Pendant + Silver Chain, Costume Jewellery -NEW!		0 Bids	£0.99
			Buy It Now	+£1.99
	NEW Pink Silver Rose Quartz Watch & Jewellery Gift Set	Top-rated seller	£19.99	6d 7h 45m
			Buy It Now	Free
	Truth Jewellery Sterling Silver Charm Balls 443739		£10.00	26d 2h 19m
			Buy It Now	

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Ok so you may say that none of this is new, I have read similar stuff before. But its all about taking action and actually doing something. Don't be put off by false starts, the methos is sound, it works but it needs to be applied with diligence. In this example search for a niche I chose something I know very little about (jewellery) and have been able to find some niche areas I can trade in, imagine what you could find if you were to concentrate on areas that interested you? Well that's exactly how I set up my own eBay businesses. The next step is the crucial step to building your business and yet there are less than one in a thousand eBayers who use all these tactics.

PART 2

Set up a website

When I first started the thought of setting up a website brought me out in a cold sweat, if the thought of setting up a website fills you with dread as it once did me, don't let it! The most common reasons given for not setting up a website are:

- Cost
- Lack of technical knowledge

When I convinced myself (very quickly) that I couldn't produce my own website I made enquiries of several web designers. The cheapest quote was over \$800 and the most expensive \$3,000. Naturally I decide not to pursue the website idea and this project went on the back burner for over a year. When I came back to the idea of a website I had a bit more confidence and I had researched the possibilities in rather more detail.

In that year I had discovered that many of the web hosting companies have their own e-commerce solutions. These are simple template driven websites that can be set up for a few dollars a month. You simply add the price, the product description which you already have from your eBay listings (you may need to edit it to fit the template) and a picture of the products.

All payments can be handled by PayPal, world pay or equivalent payment system. The entire payment system is automated, you will receive an e-mail when an item sells, you can set your stock levels to inform you when you need to restock an item. You can add or delete products and add multiple options as you refine your product range.

123Reg.com and 1&1.com are just two of the companies that I have used for my e-commerce websites, these are easy to use and configure, there are many other companies that offer similar packages so it is worth spending sometime on your research to get a package that is most closely suited to your needs.

The next method will require a bit more work but the finished website will be absolutely unique to yourself and your products. The method is to build single page websites, these can sell a single product or a limited range of products. You can use this method to sell your best selling products. These are simply a template tailored to selling your products, below is an example of one of the templates I have had designed.



Here's how it works there are plenty of graphic designers who can produce a template customised to your exact specification. You can find these designers very easily on eLance or people per hour or Planet Divinity who produce all my graphics and website templates.

As an idea of price, a template similar to the one shown which includes a header, footer, tile and customised buy it now button costs approx \$89 or less. You will need a web hosting package to host your sites (approx \$100 a year). Domain names for your websites cost only a few dollars a year and you can shop around for the best deals.

I recommend D9 for your hosting, you can purchase a variety of hosting packages tailored to your needs and your budget, its support is second to none. You can purchase your domain names through them or use any one of the online hosting companies to do this and transfer the domain to D9

To edit the website you will need a HTML editor, DON'T PANIC!! These are no more difficult to use than a word processor. There are lots of free HTML programs available,

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check out the resource page or my blog for the links to download these.

Use the product descriptions you wrote for eBay to provide the content, you can simply copy and paste these into the editor.

You will need another piece of software to upload your site to the hosting package call FTP software (File Transfer Protocol) check out the resource page or my blog for the links HTML editors and FTP software, also the downloads page. These are often simple drag and drop and are far less complicated than they sound.

How To Drive Traffic To Your Websites

There are some very simple basic things that will allow you to send traffic to your website. Lets start with your eBay sales.

- When you send your dispatch e-mail for the product, include the name and link of your eBay shop in the body of the dispatch e-mail.
- You can integrate an auto responder such as aweber with PayPal, so that when a buyer makes a purchase they receive a thank you e-mail which also contains the link to your shop or if you have a website, set up a link there, you can also offer them an upsell at the same time (no eBay fees). Get them to register their e-mail address with your website and sell direct to them again no eBay fees.
- Include a simple compliments slip again give your web address or e-mail shop
- Put a return address label on the back of each parcel, this will pay for its self after only 2 returns plus its another opportunity to publicise your website/shop.
- Mail out to your list of e-mail addresses that you have collected from YOUR WEBSITES once a month, for eBay use the eBay e-mail system to do this as eBay take a very dim view of sellers e-mailing to past customers. Make sure they opt into you mailing list.
- Don't forget the value of traditional advertising methods, so many people are hung up about selling on line that they forget that you can send traffic to your website with a traditional small ad. These offer excellent value if placed in free papers or magazines such as exchange and mart. You may wish to advertise in more specialist publications, these however may be more costly.
- Use the "About Me" section to include an external link to your website.

PART 3

Always look for ways to expand your sales, or in other words don't put all your eggs in one basket. eBay are notorious for changing rules and many a business model has floundered because the sellers did not have a plan B. Always think what would happen if eBay banned or restricted the sale of certain items or changed its sales policy in a way that would not allow you to compete on an even playing field?

Think it could not happen? It has, several times only a few years ago eBay banned the sale of digital downloads, all products had to be shipped on CD or DVD. The use of the "best fit" policy has brought about the demise of some of the smaller sellers who were the

life blood of eBay in the early years. They are no longer able to compete with the big sellers who's listing are featured very high in the search results which are based on sales, its like a snow ball effect, if your listing is high you get more sales which means your listing goes higher so you make more sales etc.

If your listing is lower, so you make fewer sales so your listings visibility is reduced resulting in fewer sales etc. If you are not on the first two pages the chance are that you will not get your products seen and the only way to guarantee that is to use the auction format.

eBay are addressing this issue in the latest raft of changes but my advice is to try and make your business as fire proof as you can. Diversify your approach, this underlies the importance of trading in small niche areas. This report has shown how to source products to sell in niche areas. But don't rely on eBay, take the steps to build your own websites as quickly as possible.

Sell using different avenues, depending which country you live in you may have auction sites that you can use to sell your products. Sell on Amazon for instance, you can sell most of your eBay inventory there, the listing set up is much easier to use as Amazon has a product catalogue which allows you to put in the products identification number such as the ISBN number if it is a book, or, the unique product Amazon identifying code. This will load a stock description and picture of the item. You can edit this if you wish to make your item description more individual.

There are no listing charges on Amazon, you only pay when the item sells, all items are fixed price and there is no guess work about postage as this is set by Amazon. You will receive payment though the Amazon payments system directly into your bank account. When an item sells you will receive an e-mail to dispatch the item. One of the criticisms of Amazon is the final value fee this varies from product to product and country to country this can be as high as 17½% of the sale price. Products on Amazon typically sell for higher prices than eBay and as many traders are also using Amazon as well as buyers Amazon market place is becoming very vibrant.

Amazon worldwide attracts 50 million visitors per month, in the first quarter of 2009 in a shrinking market Amazon sales were up 18%. If you want to find out more about selling on eBay, Amazon or use e-commerce my home study course [Plugin Auction Profits](#) gives a complete blueprint to my own business.

I hope that this three point plan has been useful in outlining a strategy to start and build your own business. Please visit my blog and sign up for my free newsletter for up to the minute information.

To your Success.

Robert Corrigan.

Robert Corrigan is the author of the eBay/Amazon home study course [Plugin Auction Profits](#) he has his own blog at <http://robert-corrigan.com> Where you can sign up for a free newsletter. Robert is also part of the team at Power Up Your Potential. <http://www.powerupyourpotential.com/>

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RESOURCES

Domains: I personally use [1&1](#) for my domain registrations.



Hosting: I use [D9](#) hosting for all my websites, the service and support is second to none.



Free HTML Editors:

[Pagebreeze](#)

[VNU](#)

Free: FTP (File Transfare Protocol) Software

[Filezilla](#)

Free Image Processing Software

[Irfan View](#)

[Paint Shop Pro](#)

[Serif](#)

Web Graphics: [Planet Divinity](#)



There are maybe many other jobs that you can outsource to gain time, maybe to avoid the tedium of the task or simply because you do not have the skills or the time to acquire the skills.

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Check out www.elance.com the range of services on offer is massive, elance is a service that allows professionals to advertise their services it works by letting you post a job and people will bid to for the job, it's a bit like eBay in reverse, the bids often reduce in cost. You can check out each bidder's satisfaction rating and see samples of their work.

Elance have many different services so it's worth checking out the website and having a good look at what's on offer. As an alternative there is a UK website called www.studentgems.com that also offer a much wider range of services drop by the website its well worth a look you may see some ideas or services you can use in the future.

Also try this new site www.peopleperhour.com which offers a similar range of services by professionals particularly in e-commerce and IT solutions.