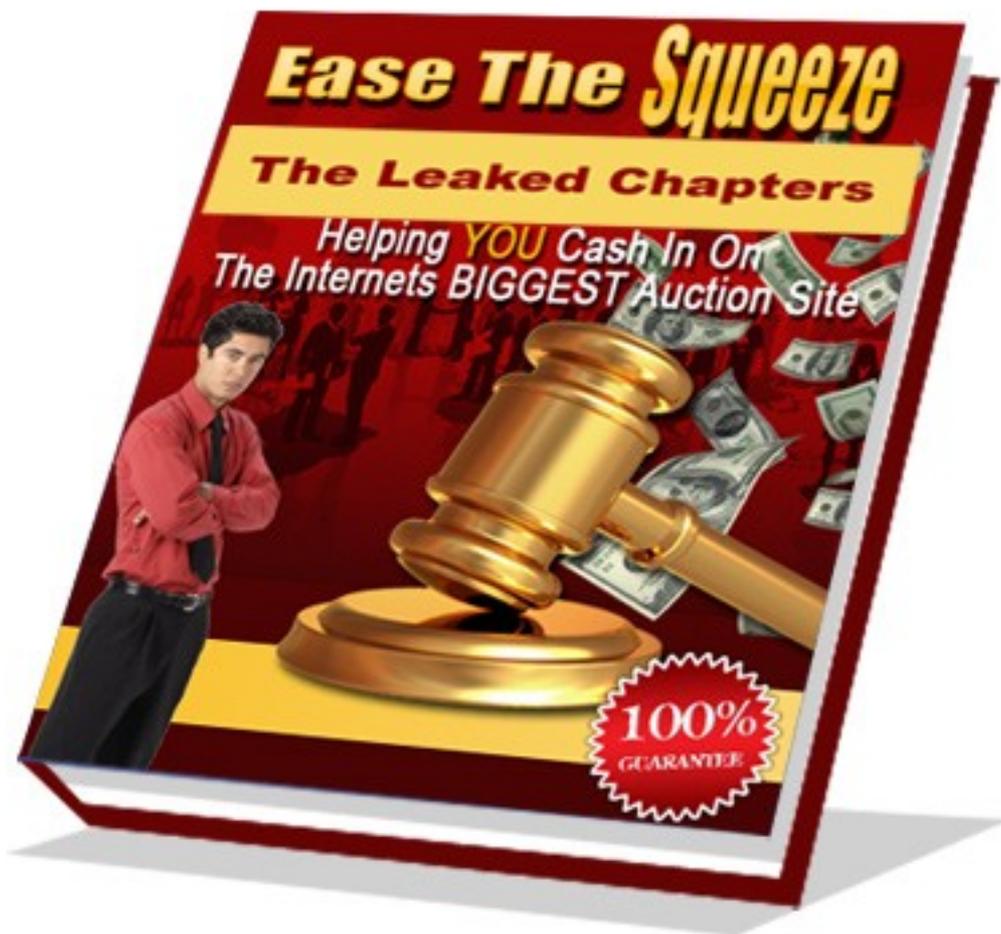


# **“Ease The Squeeze With Auctions”** **The Leaked Chapters**



**Helping YOU Cash In On  
The Internet's BIGGEST Auction Site**

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**Written & Published by: Barry Wells**  
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**Please Note:**

These are the leaked chapters of [Ease The Squeeze With Auctions](#). You can purchase the full version by clicking the above title, which is in **Blue text**.

**Disclaimer:**

Every effort has been made to make this document as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on Internet Marketing and eBay only up to the publishing date. Therefore, this document should be used as a guide only - not as a definitive source of Internet Marketing and eBay information.

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## Chapter 1, Before We Begin

Hi, before we begin I'd like to introduce myself and give a brief outline of what we'll be doing throughout this ebook.

My name is Barry Wells of [www.barry-wells.com](http://www.barry-wells.com) and [www.e-books2u.org.uk](http://www.e-books2u.org.uk) and I've been selling on eBay for nearly 4 years.

We all know that there is a Global credit crisis going on at the moment, which means that the Banks are putting the squeeze on their customers, many of which are businesses who in turn are putting the squeeze on their customers and staff. The banks and building societies are putting the squeeze on home owners. Landlords are putting the squeeze on their tenants. It seems that pretty much everybody is being squeezed in one way or another.

The purpose of this ebook is to show you how to use eBay to start your own business on a very low budget and "[Ease The Squeeze With Auctions](#)", that may sound daunting to you now but by the end of this ebook that daunting feeling will have turned into one of excitement.

I'm going to show you how to use eBay to not only start selling, but also how to find out what to sell and how to sell it. I'll show you methods of finding out what did and didn't sell and how to find out what people are looking for.

I would advise you to read the whole ebook, from start to finish, **before taking any action**. Then spend a day or so thinking about the content and the direction you would like to take. Once you've done that then return to this ebook and use it as your guide. We'll be starting off slowly with a rough outline of eBay and its features. As we progress I'll go more in-depth about each section.

The table of contents, above, is all hyper linked so that when you return after the first reading you can go straight to the chapters that you wish to without having to scroll through the whole ebook.

Throughout the ebook you will see areas of **Blue text**, these areas are all hyper links and will take you to relevant places within this document, to a web page or a website. All you need to do is click on them. For the website hyper links to work you will need to be connected to the internet.

Okay, before we begin, I'd like you to turn off the TV, grab yourself a coffee and pull up a chair.

Ready? Then let's get started.

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## Chapter 2, Why An eBay Business?

It is simply because eBay is now a household name, it is the Internet's biggest auction site and your market is world wide, yes **World Wide**. You see millions of people all over the world use the internet for researching information but they only use eBay for buying or selling. Which means that eBay have millions of people looking to spend their money, **World Wide**, and it's quite easy to tap into that market and make good use of their existing traffic.

eBay have enabled thousands of people, just like you and me, to start their own business from the comfort of their own homes. It is the **cheapest, easiest** and most **flexible** way to start your own on-line business, with the smallest of overheads. We all know that to start up in business is very costly but not with eBay. There's no need for additional premises, equipment, transport or staff. You don't need a big advertising campaign for your launch or any of the expenses that go with them.

Starting any new business is risky, especially in today's market with the global credit crisis, but with eBay those risks really are minimal and we can use the recession to our advantage. I'll explain that point later on in this ebook.

As I said above an eBay business is flexible, if you run it correctly. If an emergency comes up or you need time out, you can switch your business off & on in seconds, unlike any off-line business. You see eBay have holiday settings , which enable you to switch your business off & on as you require. It even adds a message at the top of your listings saying that you're away until the date that you set.

While I may be painting eBay to be a bed of roses, I should point out that many eBay businesses fail. That's a fact! Why do they fail? Simply because they haven't done it properly!

For example:

They may have bought a lot of stock before researching their market and their products may not be in as much demand as they thought.

They may have paid too much money for their products and find they can't sell them without making a loss on each item.

They may have made a few sales and upset some of their customers, who have then left negative feedback for them, which in turn puts future buyers off.

Later in this ebook I will show you how to avoid failure in more detail, but for now I'll plant one word with you that makes all the difference between success and failure, that word is **Research!**

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If you know where to look eBay shows you what is & what isn't selling **and** how much the items sold for. You can find out exactly what people are buying, or looking to buy, **before** you even think about what products to sell.

As we make our way through this ebook I'll show you exactly where to look for items that have sold, items people are watching and even where to find a list of items that people are queuing up for. And guess what..... it's all on eBay.

**Researching your market is the difference between Success and Failure. We'll cover this in it's OWN chapter later on.**

## Chapter 3, Getting started

If you don't have an eBay account already then the first thing you need to do is to open one; just a personal account to start with. You don't need to open a business account yet, that'll come later on. Don't worry too much about what user name to use at the moment, just use a basic one for now. I'll show you how to change your user name later, when you've decided on your niche market and the products that you'll be selling.

To open an eBay account visit your country's eBay site and follow the simple instructions.

<http://www.ebay.com.au> (Australia)

<http://www.ebay.ca> (Canada)

<http://www.ebay.ie> (Ireland)

<http://www.ebay.com/nz> (New Zealand)

<http://www.ebay.co.uk> (UK)

<http://www.ebay.com> (US)

Next you should open a PayPal account. If you are not familiar with PayPal, it is the number one way of paying for items on eBay. PayPal is a way of sending money from one person to another via e-mail, e-cheque or credit card. It's the quickest way to pay for items, whether buying or selling. To start with you may be using your PayPal account to pay for a few items from eBay, and once a month you settle your PayPal account. Once you start selling and being paid via PayPal you can either use that balance to buy more items, pay your eBay fees or transfer your balance to your bank. There is a small charge for receiving payments by PayPal, but it is small and worth the expense.

To open a PayPal account visit <http://www.paypal.com> again you don't need a business account yet, just a personal one. You can upgrade your account to a business one easily, which we will do when we upgrade your eBay account.

If you've never used eBay before, have a little look around and buy a couple of items so as to get a feel for the process of auctions, making payments, receiving your goods and leaving feedback. You don't need to spend a lot of money, it's the same process for cheap items as it is for the more expensive. Maybe buy a book, an album or just a keyring. I've mentioned Feedback twice now so feel I should explain what it is, for those that haven't used eBay before.

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## Chapter 4, What Is Feedback?

Feedback is your eBay reputation and you need it to be positive at all times.

When a purchase is made on eBay, the seller packs the item and sends it off to the buyer. When the buyer receives the item they can leave feedback.

If they are happy with their purchase they'll leave positive feedback and the sellers score will go up by one point.

They may open their purchased item and not be overly impressed, in which case they may leave neutral feedback and the sellers score will stay as it was.

If they're not happy or feel ripped off for any reason they can leave negative feedback and the sellers score will go down by one point.

Every account on eBay has a feedback score, which is the amount of positive feedback left by others; any negative feedback reduces that score. Next to the feedback score is the percentage of positive feedback left by others and any negative feedback will reduce that percentage.

For example:

You have a feedback score of 50 and 100% is shown beside it, if you then get left a negative feedback your score will drop to 49 and your percentage will drop to 98%. Future potential buyers will see that percentage and know that you've been left negative feedback and may move on to someone else for that product.

To be a successful seller on eBay you **must** have a good feedback score and a percentage as close to 100% as is possible. If you have a low feedback score buyers tend to be quite wary and may move on to another seller; if the other seller has the same product and a bigger feedback score, even if it's slightly more expensive. Why? Because their feedback is their reputation.

**Good feedback = Good reputation.**

Sellers on eBay can no longer leave negative feedback for buyers and you need to bear this in mind when listing your items. Always, **always**, be honest when writing item descriptions on the sales page. I'll cover this more in the "listing your items" chapter.

In the next chapter I'll show you how to build your feedback quickly and positively.

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## Chapter 5, Building Your Feedback Quickly

The quickest way to build your feedback is to buy items on eBay. Sellers can no longer leave negative feedback for buyers, so for every individual purchase you make on eBay your feedback will increase by one point.

Once you've read this ebook and have an idea of what market you'll be entering and the types of products you'll be selling you can start buying some items from eBay that you'll be needing for your business.

For example:

Padded envelopes

Bubble wrap

Brown paper

Sticky tape

Labels

Paper

Ink for your printer

You may find some ebooks that'll be beneficial to your business idea, if so buy them, especially if they have resale rights, as you can then resell them as well as learn from them. You can find ebooks on eBay for as little as a £1.00 with free postage.

### **Please Note:**

Feedback scores only count once from each seller. So if you bought 10 items from the same person, all at once or one at a time, your feedback score will only go up by 1 point. But if you bought 10 items from 10 different sellers your score will go up by 10. One point for each unique transaction and they'll all be positive as sellers can not leave buyers negative feedback.

Also, when you're buying items on eBay learn from the seller.

For example:

How well did the seller communicate?

Did they acknowledge your payment?

Did they notify you when they had posted the item?

How well was your item packaged?

How quickly did the item arrive?

Was there a sales sheet included with the item?

Did they include any promotional material, brochures or flyers?

Did they over charge you for postage?

If you were impressed by their method then use the same method in your business. If, on the other hand, you were less than impressed then you know what **not to do**.

## Chapter 6, Items You Can NOT Sell

Before we start researching your market I feel I should point out that eBay do have restrictions on what you can and can not sell.

To find a list of prohibited items visit your country's eBay site, go to their help pages (link in top right corner) and type in "**Prohibited items**". This will tell you what items to avoid and those that are questionable.

<http://www.ebay.com.au> (Australia)

<http://www.ebay.ca> (Canada)

<http://www.ebay.ie> (Ireland)

<http://www.ebay.com/nz> (New Zealand)

<http://www.ebay.co.uk> (UK)

<http://www.ebay.com> (US)

**Never list a prohibited item, as eBay have staff checking listings and any prohibited items found are removed. If the seller continues trying to list them eBay may suspend or cancel the offending account.**

## Chapter 7, Researching Your Market

As I said before **Research is the key to success.**

Before I tell you where to do your research I would like to bring your attention to 2 topics.

### **1, What you enjoy:**

Do you have any hobbies or interests? If you base your business around your hobby/interest you will already have a good knowledge of the items you'll be selling and you will get enjoyment from your work. Your business is far more likely to succeed if you have a good knowledge of the products that you sell, as you can describe them in detail on your sales page and explain the features, functions and benefits of each item. When any potential customers ask questions about the product you will be able to answer quickly and in detail.

For example:

Do you enjoy fishing? If so, you have a huge market of rods, reels, lines, hooks, weights, floats, nets, footwear, clothing, stools, tents etc.

Do you enjoy art work? If so, again there's a huge market for oil paints, water paints, brushes, pastels, palettes, sketch books, canvases, easels etc.

You'll know from your own experiences the good makes and the ones to avoid. Maybe you know of some cheaper brands that are just as good as the more expensive ones. You'll have a rough idea of the prices that they sell for as you've bought such items for yourself.

### **2, What people want:**

eBay have a few ways of showing you what people want; which I'll show you over the next few pages. If you can source the products that they are looking for and sell them at a reasonable price, and make a good profit then you've cracked it.

You may find that people are looking for items that you have a good knowledge of, in which case you're half way there. All you would then need to do is find a source to supply you with that product. I'll show you how to find products to sell in a later chapter, but for now the most important thing is to find your niche market.

There are a few ways to find out **exactly** what people are looking for.

If you already have an idea of the niche market you would like to go in to, then search the internet for groups or forums. Start with [www.google.com](http://www.google.com) as it's one of the biggest search engines on the internet. On the top left of the Google home page you'll see **more**, click on it and a drop down menu appears, from

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which you can select groups. Then enter some keywords relevant to your niche and research the results.

To find forums on your niche enter forum and the name of your chosen niche into the google search box. I've just entered fishing forums and had **541,000** results, so I know that fishing is a huge niche market.

Now we'll look at ways of finding out what people are looking for on eBay.

Once you've had your first read of this ebook and come back to start taking action keep a pen and paper beside you, especially for your researching, and make notes as you go.

### **Feel the Pulse:**

eBay has it's own research tools, one of them is the **eBay Pulse** which shows you what people are currently searching for. It starts with the top ten most searched for items.

<http://pulse.ebay.com.au> (Australia)

<http://pulse.ebay.ca> (Canada)

<http://pulse.ebay.ie> (Ireland)

<http://pulse.ebay.com/nz> (New Zealand)

<http://pulse.ebay.co.uk> (UK)

<http://pulse.ebay.com> (US)

On the first page it shows you the most popular searches, the largest shops and the most watched items. At the bottom (just beneath the most watched items) you'll find "**see more eBay pulse categories**", click on that link and you'll be taken to a category list. On the left it shows the main categories and on the right it shows the sub-categories. When you find one of interest click the link and see what results are there for the most searched and watched items.

Please bear in mind that rather than trying to please everybody, you are much better off trying to find a niche market that you can specialise in and sell the potential customers exactly what they want.

### **What do people want?:**

Another tool on eBay is **Want it now**. This is an area where people who can't find what they're looking for, or can't be bothered to look, list items that they want to buy. What you are looking for in this area are repeated listings, meaning many people are looking for the same items. If you can source the

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items, at the right price, you'll make many sales.

<http://pages.ebay.com.au/wantitnow> (Australia)

<http://pages.ebay.ca/wantitnow> (Canada)

<http://pages.ebay.ie/wantitnow> (Ireland)

<http://pages.ebay.co.uk/wantitnow> (UK)

<http://pages.ebay.com/wantitnow> (US)

Searching the "Want It Now" section of eBay can be very time consuming and somewhat tiring, as there are literally thousands of listings there. As I said above; You are looking for **repeated listings**, meaning the items are in demand. If you have a knowledge of spread sheets then you could copy and paste the info' from eBay into a spread sheet and sort the information into alphabetical order, so as to spot the repeated listings.

If, on the other hand, you don't know about spread sheets then don't worry as there is software that will do it for you. With the click of a button this software will produce a list of those repeated listings and show you exactly what items are in demand. It will also show if there is any competition and, if so, how much.

With this software you can search 4 different eBay sites;

- eBay.com,
- eBay.com.au,
- eBay.ca
- eBay.co.uk.

You can get full details at [www.AuctionYen.com](http://www.AuctionYen.com)

If you would like to see a video of the software in operation then click on [www.AuctionYen/Video](http://www.AuctionYen/Video)

Spend as much time as you need researching your niche market, it is key to your success.

## Chapter 8, Does That Item Sell?

When you have an idea of what it is you're going to be selling there is another system in place to check that the items are actually selling. **Before you buy any stock to resell**, do a little research into similar sales of the items you are thinking of selling.

On eBay there's an advanced search function, which allows you to search not only for current listings, but more importantly, it allows you to search the completed listings as well. "Why search the completed listings?" you may ask. The answer is simple; it will show you whether the item sold or not, and if so, for what price.

All you need to do is click on the **advanced search** link, which is right next to the main search button. Next you'll come to a page where you enter the details of the item you're researching. Enter some keywords for the item in the first section. Then in the second section (**Search including**), you have two check boxes. Click on the box for **completed listings** and then click the search button. You'll then see the search results, which tells you if the items had any bids on them and, if so, how many. It also displays a little Sold box, under the amount of bids, if the item sold. It will also display the end price.

If the search result displays hundreds of items that sold for different prices, then simply go back to the advanced search page and just below the completed listings check box there's a section for Price. Enter some prices to narrow down your search. If you think your item is worth £20, £50 or £100, then enter those details and click search again. This will let you know if the item is selling for your desired price, **or even more**.

You may find a huge list of items similar to those that you are thinking of selling that haven't sold. If this is the case, click on a few of them and check how many people have looked at the items. Towards the end of the listing, just below the picture, there's a good chance that it will show a counter. This counter is the amount of times the item has been viewed. If the items are not selling and not getting views then I would suggest going back and trying to find a different line of products.

If the items are being viewed but are not selling, this shows that there is an interest in the items, but the seller may be charging too much for postage, have a poor picture of the item, or a poor sales page.

The 8 chapters above have been leaked from [Ease The Squeeze With Auctions](#) and are intended to help you research eBay, so as to find items that are in demand and to help you choose a product line (niche) to sell on eBay.

I thought that I would also include an additional Leaked Chapter, so as to help you list your items correctly on eBay, for your best possible results. It may be worth you printing this chapter as there are some directions to follow.

I have added some white space so as to save you having to print out unnecessary pages.

## Chapter 15, Listing Your Items

We all know that the competition for sales on eBay is very high, so whenever you make a listing, you should always try to think like a buyer. You can only make sales from your sales page and you need to get your potential customers to open them. How?

### **The 3 Most Important Parts Of Your Listing:**

**The 1<sup>st</sup>** most important thing is the title; you have 55 characters, including gaps between words, to say what the item is. In the title you should use as many keywords as possible as all initial searches are based on them. As an example, I've found these two listings on eBay:

#### **250+slow cooker recipes**

#### **250 Delicious Low Fat Slow Cooker Recipes Cook Book CD**

It's the very same product in both listings but I'll be highly surprised if the top one sells, or even gets looked at. As it only has 2 keywords, slow cooker & recipes, the chances of it being found are much less than the one on the bottom. The bottom one is much more likely to be successful as it has many more keywords. Just think of the search results for that title; Low Fat, Slow Cooker, Cooker, Recipes, Cook, Book and CD are all good keywords that'll get the item found for so many different searches.

I often see titles with L@@K in them, who types L@@K into a search box? That is just a waste of valuable spaces. If you struggle to find good keywords you can search for similar items on eBay, again use the completed listings section and use keywords that have been successful.

If you are struggling to find good keywords then take a look at this package by Randy Smith: [Magic Auction Words](#) Randy has researched why it is that some auctions are successful and yet other auctions of the exact same product have failed to sell. As a result of his research he has created Magic Auction Words. I recommend that you have a look at his product.

One mistake I see a lot is the use of ALL CAPITAL LETTERS IN THE TITLE, it makes it harder to read and is looked upon as shouting, especially in emails. You can however use capital letters to make the major KEYWORDS stand out.

**The 2<sup>nd</sup>** most important thing is a good picture of the item. You should buy yourself a digital camera, it doesn't need to be anything special, just a pocket camera that is point, zoom and press. Go to the shops and find a model that suits your purpose and pocket. Then search eBay to see if you can find that

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model cheaper, or if you are thinking of using a drop shipping service maybe buy one from them and check customer services at the same time.

A good clear picture of your product will grab your potential customers attention and lead them to open **your** sales page. If the item has any flaws then be sure to capture them in your photo, and take as many photo's as needed to show off **ALL** of the flaws.

The larger the photo the longer it will take to load. Bear this in mind as many people still use a dial up connection for the internet; which means if you take your photos using 10 mega pixels it will take a long time for your sales pages to load and some people may move on. I recommend that you set your camera to take photos using just one mega pixel. If you think the photos are still too large then visit [www.picresize.com](http://www.picresize.com) and you can adjust them there **free of charge**.

If you take a photo of the item and it shows a reflection of the flash then try turning the flash off, or changing your angle. If the photo is blurred then take another. You can always edit the photo's on your computer to alter the brightness.

Always place the product on a plain light coloured background when taking a photo of it. Lay it on a towel or sheet so that the item stands out and crop the picture so as to see the item only and not what's on your shelf behind it.

You should always select to use a gallery picture as well. It's a fact that items using a Gallery picture sell at least 75% more than those without one. Ask yourself this question, "would you buy an item without seeing it?".

**The 3<sup>rd</sup>** most important thing is the P&P costs. If it costs £1.95 to post an item then charge £1.95. If you're not sure what it'll cost to post the item then have a look at your country's mail service's website or take the item to the post office and ask them the prices for National, European and International postage.

You can offer discounts on postage when more than one item is purchased. This does help generate more sales and is automatically advertised by eBay on every one of your listings.

This is my typical search when I'm looking to buy an item on eBay; I type a couple of relevant keywords into the search box. Many items are then displayed, so I look at the pictures and when one catches my eye, I look across at the cost of postage. If the postage is too dear I move on until another picture catches my eye and I check the postage for that item. When I find a listing with a good picture of the item and a reasonable postage price I'll open the sales page, and only then can the seller make a sale.

To succeed with your listings you need to follow the **AIDA** format:

- **Attention;** The listing title must ensure that the listing comes up on the relevant searches, as I mentioned above, but also with the aid of your gallery picture has to grab the potential buyers **Attention** so they open **your listing**.
- **Interest;** Once they have opened your listing, the layout and the text of your sales page must keep their **attention** and build upon their **Interest** so that they keep reading.
- **Desire;** You have got them this far, now your sales page needs to build on their **Interest** by telling them how **they** could **benefit** from it. Rather than just stating the features or functions of your item explain how those features and functions will benefit them, so that they start to **Desire** your product.
- **Action;** Your sales page must build enough **Desire** to make them take **Action now** and start bidding on **your auction**.

When writing your sales pages keep each paragraph short, with a gap between each one as it makes it easier to read. Just as I have done in this ebook.

You should also use fonts that are easy to read, Arial and Verdana are the easiest. Some use Times New Roman which is okay, but you should never use ones like *Blackadder*, *Brush Script* or *Harlow Solid* as I'm sure you'll agree they are harder to read. I sometimes use *Comic Sans* if I'm listing something aimed at children.

Black text on a white background is also the easiest to read, and I would recommend that the main text of your sales page be in black lower case letters, except for **Headers** and **Sub-Headers** which look good in colour and stand out.

When stating the **FEATURES** or **FUNCTIONS** of the product it's good to make them **bold** and **CAPITAL** as it also makes them stand out, but when you write about the benefits of each feature and function always use lower case black text.

For example:

- **FEATURE 1;** The benefits of this are.... and it saves **you** having to...

### **Always spell check:**

Always spell check your titles, as if your title is spelt incorrectly it will affect the search results for it. This is a simple but **deadly mistake to make**. There are many people that list their items on eBay without checking their spelling. When an item is spelt incorrectly in its title it will not show up in searches unless the person searching has also spelt the keywords incorrectly, and in the same way you have.

There are people on eBay that look for misspelt titles in the hope of grabbing the items cheap and then re-listing them correctly. Many people are making good money in this way. Take a look at the [Misspelled eBay search system](#) and you will see just what **BIG** business it can generate.

Always spell check your sales pages as bad spelling or grammar looks unprofessional. A simple way to spell check is to write your sales page in an html editor programme, like MS Frontpage, or in a word programme. Any spelling mistakes will then be highlighted by a squiggly line under any words that are spelt incorrectly.

If you can, get somebody else to read through your sales page before listing it on eBay. Once listed, you can edit the page as long as nobody has placed a bid on it and it has more than 12 hours remaining. If the item has bids on it or has less than 12 hours remaining you can only add to the description, this additional information is placed below the existing sales page.

Always be honest in your description of the items, especially when listing used or damaged goods. Failure to do so will result in buyer disputes and you may be left negative feedback.

Never list silly terms or conditions on the sales page. Your aim is to build **desire** not to put them off with terms & conditions of sale. There's an old saying, "there's a place for everything and everything goes in its place". After the sales page you will find all the areas you need are available. Returns policy has its own designated area, as does your accepted forms of payment, i.e. PayPal, Cheque and money order.

### **Please Note:**

If you accept all methods of payment then everybody has a chance to buy from you and you're not excluding people that would rather not use PayPal.

To generate interest for your items start the bidding as low as possible, enough to cover the cost of the item. If you start the bidding high, bidders may decide not to bid on your item.

Some drop shipping companies and most information products will supply you with a ready made sales page and the pictures to go with it.

To edit these sales pages you will need an HTML editing programme like MS Frontpage. These programmes will open an html document and display it in a similar way to how a word document is displayed. Don't worry if you don't have a programme on your computer as you can download Kompozer **free of charge**. Click this link to go to the download page: [Kompozer](#)

If you don't feel very confident about writing your sales pages I would recommend that you check out Randy Smith's [Salesletter ABC](#) as he gives you a step by step guide from start to finish, making it as easy as ABC.

Once you have your titles, pictures and sales pages ready all you need to do is start listing your items for sale.

**Please Note:**

eBay recently announced that sellers may list up to 15 identical listings but only one of them can be in the Fixed price format.

Therefore, if you are listing many of the same items I would suggest that you have one advert as a fixed price listing and a few single item auctions. Then on the auction sales pages add a note at the bottom telling people that the item is available to buy now and add a link to your fixed price item.

It's very simple to create such a link on eBay;

- Open 2 tabs, (pages), and have your Fixed Price item on one and your auction sales page on the other.
- Highlight the item number of your fixed price listing then right click on it & select copy.
- Then go to the auction item's sales page and in the section entitled "**Describe the item you're selling**" you'll see a tool bar across the top.
- Click on **create links** and another window will open.
- Here you have a number of options, but select "**Build a link to an item**".
- Another window opens where you paste in the item number from the fixed price listing and add the text you'd like to display on the sales page; for example **Click HERE for the Buy Now option**.
- Then click **preview** and you'll see how it looks and the html code below.

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- Right click in the html box and **select all**, then **copy** the html code and return to your sales page.
- Find where you would like to place your link and type **HERE** then switch to the html view by clicking on the **html tab** at the top of the section.
- Once you have the html code displayed simply find the spot where you typed **HERE** and highlight it, then right click on it and select paste.
- Switch back to the standard view and check your work.
- If you'd like to change the position of the link from left to right or in the middle, simply place the cursor in front of the text and click the desired position from the tool bar.

Once you have items listed on eBay, I recommend that you check for messages and questions at least daily and, if possible, 2 or 3 times a day. Any potential buyers will only wait so long before moving on to another seller; if they can find the same product. If for some reason you can't get to your computer and are late in replying then start your message with an apology.

In the FULL version of [Ease The Squeeze With Auctions](#) you will find the additional following chapters, some of which also help you source products to sell (from the leaders in their fields):

## **Finding Items To Sell:**

- Items From Your Home**
- Family, Friends & Local Community**
- Wholesale Goods**
- Drop Shipping**
- Dangers of Drop Shipping**
- Liquidation Stock**
- Information Products**
- Thinking Outside The Box**

## **Competition Is Good**

### **eBay Auction Types**

### **Upgrade Your eBay Account To Business**

### **Open An eBay Store/Shop**

### **Listing Your Items** (Now included in this document)

### **Selecting The Right Category**

### **Target Your Market**

### **Guarantees & Returns Policy**

### **After The Auction**

### **Repeat The Process & Generate Repeat Customers**

### **Resources**

### **Worksheets**

### **Check list**

The full version of [\*\*Ease The Squeeze With Auctions\*\*](#) also comes with my 60 day, no questions asked, Money Back Guarantee.

Should you have any questions or concerns you can contact me via my blog [\*\*http://barry-wells.com\*\*](http://barry-wells.com) or by using the contact page on my eBook website [\*\*http://e-books2u.org.uk\*\*](http://e-books2u.org.uk) (Both of which have freebies on offer when you sign up to my newsletters).

I will close by wishing you the very best of luck.

*Barry Wells*