



Making Money on eBay For Dummies

Nathan Huppertz, Marsha Collier

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Sell with confidence and share the secrets of the eBay elite

Whether you want to turn clutter into cash, create a steady revenue stream or give up your job and start an eBay business, *Making Money on eBay For Dummies*, Australian Edition, is for you. This handy guide offers tips on everything from registering with eBay, sourcing items to sell and working out your fees, to automating your business and marketing to new and existing buyers.

- Source your items — discover goods close to home or through online wholesalers
- Create a killer listing — perfect your item titles and descriptions, and understand the importance of great images
- Set up an eBay Store — select your payment structure, design your store and market to your customers
- Choose the right shipping and packing options — compare carriers and ensure your packages arrive in one piece
- Deal with auction problems — end an auction early, negotiate feedback withdrawal and apply for a fee credit
- Take advantage of automation tools — manage repetitive parts of your business
- Join the eBay community — understand the role played by the Security Centre and seek advice from experienced users

Open the book and find:

- Tips for choosing a User ID and password
- Advice on using the functions and reports available through your My eBay Pages
- Guidelines for what you can — and can't — sell
- How to block problem bidders
- Strategies to increase traffic to your listings
- Details of products, tools and services to help ease your way

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