

eBay Advanced Selling Strategies Part 1 of 3

By Neil Waterhouse

Tonight

- Why eBay?
- Combining eBay Advanced Strategies plus...
- Why setup an eBay store?
- Types of listing formats
- Listing Strategies
- Where to download the slides
- Interactive
- Questions

Your Goal – Develop Methodology



Average effort dollar Return Ratio

- Time / Profit Ratio – Used Items
- Dollars / Profit Ratio – New Items
- Know your ratios

Australian Law 87%



-22%

\$7,800





BANK

A 3D rendering of a classical bank building facade. It features a triangular pediment supported by four fluted columns. The word "BANK" is inscribed in a bold, serif font on the pediment. The building is set on a multi-tiered base. The entire scene is presented within a white rectangular frame against a light gray background with a fine grid pattern. Above the frame, there is a decorative blue and white wavy graphic element.

NAB Term Deposits/ Blackboard specials*

Interest paid at maturity / annually

	\$5,000- \$19,999	\$20,000- \$49,999	\$50,000- \$99,999	\$100,000- \$499,999
30 days	2.50% pa	2.50% pa	2.50% pa	2.50% pa
60 days	2.50% pa	2.50% pa	2.50% pa	2.50% pa
90 days*	3.25% pa	3.25% pa	3.25% pa	3.25% pa
4 months	2.50% pa	2.50% pa	2.50% pa	2.50% pa
5 months	2.50% pa	2.50% pa	2.50% pa	2.50% pa
6 months*	3.25% pa	3.25% pa	3.25% pa	3.25% pa
7 months	2.55% pa	2.55% pa	2.55% pa	2.55% pa
8 months	2.55% pa	2.55% pa	2.55% pa	2.55% pa
9 months	2.55% pa	2.55% pa	2.55% pa	2.55% pa
10 months	2.55% pa	2.55% pa	2.55% pa	2.55% pa
11 months	2.55% pa	2.55% pa	2.55% pa	2.55% pa
12 months*	3.40% pa	3.40% pa	3.40% pa	3.40% pa
24 months*	3.85% pa	3.85% pa	3.85% pa	3.85% pa
36 months*	4.00% pa	4.00% pa	4.00% pa	4.00% pa

8.25% PA

Double in value every 10 years



Your Goal



Your Goal

- Systemized methodology which continually produces
- Either used items, new items or both

Why eBay

- 14 Billion market place we can sell products
- We can see how much profit we can make
- Thousands if not millions of products to sell
- Cheap to setup
- Work from home
- Poker Machine – 87% - Use Proof
- You can how much you will make
- Paper Trade
- Proof Proof Proof

Types of eBay listings

- Auction
- Duration
- Best Time to Start / Finish
- Best Price to Start
- Reserve?
- How to buy from Auction
- When to use auction?

BIN (Buy It Now)

- Duration
- When to use
- Churn & Burn

GTC (Good Till Cancelled)

- Same as BIN
- Records sales history
- Don't over list qty

Supply / Demand Curve



A photograph of a black, heavy-duty BBQ cover for a 4-burner gas grill. The cover is branded with 'TheCoverGuys' in large white letters and a blue 'AG' logo in the bottom right corner. A green diagonal banner in the top left corner of the image reads 'FREE POSTAGE'. The cover is shown outdoors against a light-colored wall.

AquaGuard Platinum Gas BBQ Cover 4 Burner Black

Item condition: **Brand New**

Quantity: 5 available / 72 sold

Price: **AU \$64.95** [Buy It Now](#)

[Add to cart](#)

29 watchers [Add to watch list](#)

Experienced Seller	Free Postage	Limited quantity remaining
---------------------------	---------------------	-----------------------------------

Postage: **FREE** Standard Postage | [See details](#)
Item location: Sydney - FAST SHIPPING, Australia
Posts to: Worldwide

Delivery: **Estimated between Thu. 16 Jan. and Thu. 23 Jan.**
Use Express Shipping to get it by 20 Jan.

Payments: **PayPal**, Visa/MasterCard | [See payment information](#)

Shop with confidence. Enjoy [PayPal Buyer Protection](#) on eligible purchases when you pay with PayPal.



Demand high, supply low

- Manual
- Automatic - www.scarcitymanager.com

Why setup an eBay store

- Does anybody visit eBay stores?
- 1. Cheaper – Crunch spreadsheet
- No store – Up to 40 free Auction or BIN listings + (FVF)
- Basic store – 19.95 Up to 80 free Fixed Price listings + FVF
- Featured store – 49.95 Up to 200 free Fixed Price listings + FVF
- Anchor store – 49.95 Unlimited Fixed Price listings + FVF
- <http://pages.ebay.com.au/help/sell/fees.html>
- 2. GTC

GTC – Sales History



A photograph of a black, heavy-duty BBQ cover for a 4-burner gas grill. The cover is branded with 'TheCoverGuys' in large white letters and a blue 'AG' logo in the bottom right corner. A green diagonal banner in the top left corner of the image reads 'FREE POSTAGE'. The cover is shown outdoors, partially covering a grill.

AquaGuard Platinum Gas BBQ Cover 4 Burner Black

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Title – 80 Characters



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Title – 80 Characters

- Only use words people search
- Don't use *****, Sale, Cheap etc.
- Don't joinwords
- Don't guess
- We all speak different
- Use a tool
- Google Keyword Planner
- www.tera-peak.com
- Google Trends

Google Trends

- <http://www.google.com.au/trends/>
- More Hot Searches
- Explore
- Add Term

Google



Trends

Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾



- Hot Searches
- Top Charts
- Explore**

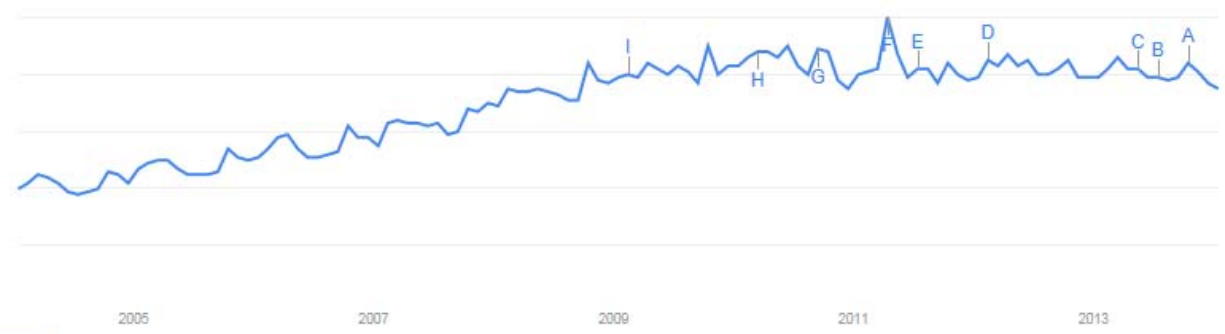
dress
Search term

+Add term

Share ▾

- Compare
- Search terms**
- Locations
- Time ranges

Interest over time ? News headlines Forecast ?



skype

RCWINDHOBBY(RC Hobby and Toys)

Embed



Guyana	63	<div style="width: 63%;"></div>
Dominica	63	<div style="width: 63%;"></div>
Grenada	61	<div style="width: 61%;"></div>

View change over time ?

Embed

Embed

Related searches ?

Topics	Trends	
	Top	Rising
Dress-up - Game	70	<div style="width: 70%;"></div>
Clothing - Industry	60	<div style="width: 60%;"></div>
Wedding - Quotation Subject	20	<div style="width: 20%;"></div>
Fashion - Industry	10	<div style="width: 10%;"></div>
Barbie - Collection category	10	<div style="width: 10%;"></div>

Embed

Queries	Trends	
	Top	Rising
dress up	100	<div style="width: 100%;"></div>
games	65	<div style="width: 65%;"></div>
dress up games	60	<div style="width: 60%;"></div>
wedding dress	30	<div style="width: 30%;"></div>
dress to	25	<div style="width: 25%;"></div>
dresses	25	<div style="width: 25%;"></div>
fancy dress	20	<div style="width: 20%;"></div>

Embed



Title

- 80 Characters
- Relevant Keywords
- No irrelevant keywords
- Don't guess!
- Order irrelevant
- Poem

Pictures

- Use 12 Pictures - Free
- 1600 x 1600
- Fill the frame
- White background or best to remove the background
- <http://neilwaterhouse.com/guides/>
- Name the pictures i.e. red-dress.jpg
- Alt Tags
- Captions
- Only watermark

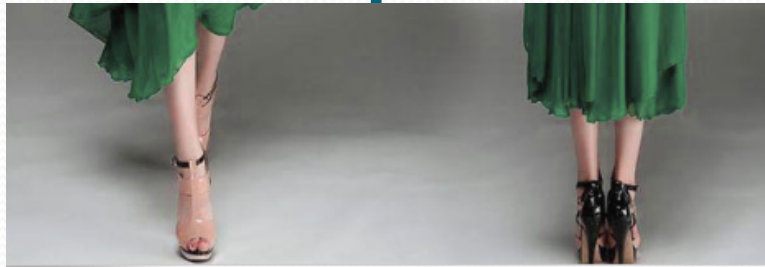
Top Rated Seller



2 Shipping Options


- Free Shipping
- Use 15 postal zones for heavy items
- <http://sellercentre.ebay.com.au/news/rate-tables>
- Express as second option – bonus revenue
- Select 1 day shipping - Cassini
- Select 60 day returns - Cassini

Item Specifics – For Cassini



Click to view larger image and other views



 Have one to sell? [Sell it yourself](#)

Description

Postage and payments

Seller assumes all responsibility for this listing.

Last updated on 14 Jan, 2014 00:28:27 AEDST [View all revisions](#)

Item specifics

Condition: New without tags: A brand-new, unused, and unworn item that is not in original retail packaging or may be missing ... [Read more](#)

Dress Length: Knee-Length

Sleeve Style: Short Sleeve

Brand: Unbranded

Material: Chiffon

Experienced
Seller


Limited quantity
remaining

Over 53%
Sold

Postage: **AU \$1.00** Economy delivery from outside AU | [See details](#)

Item location: shanghai, China

Posts to: Worldwide [See exclusions](#)

Delivery: Estimated between **Tue. 4 Feb. and Mon. 17 Feb.** 

Payments: **PayPal** | [See payment information](#)

Shop with confidence. Enjoy [PayPal Buyer Protection](#) on eligible purchases when you pay with PayPal.

Returns: 14 day money back, buyer pays return postage | [Read detail](#)

Item Product Details / Catalogue

eBay

Seller assumes all responsibility for this listing.

Item specifics

Condition:	New: Never Used: A new, unused item with absolutely no signs of wear. The item may be missing the original packaging, ... Read more	Brand:	Apple
Camera:	8.0 MP	Model:	5
Operating System:	iOS	MPN:	MD300X/A
Colour:	White and Silver	Cellular Band:	GSM/EDGE 850/900/1800/1900 UMTS/HSPA+ /DC-HSDPA 850/900/1900/2100 LTE 850/1800/2100
Capacity:	32GB	Style:	Touch Screen, Smartphone, Bar
Carrier:	Unlocked	UPC:	885909600144

Detailed item info

Description

A slim and stylish design makes the Apple iPhone 5 smartphone lightweight and easy-to-carry around. The Apple iPhone 5 runs on the iOS 6 software which offers phone applications such as Safari, and Siri. Applications run faster and games load quickly as this white and silver Apple iPhone is powered by an A6 chip. An 8 MP iSight camera allows you to take crisper videos. Boredom is never an option with the Apple iPhone 5, as it gives direct access to iTunes, so you can listen to your favorite tracks anytime. And a 4-inch retina display with 326 pixels per inch makes the text easier to read and movies more fun to watch. What's more, this 32 GB smartphone supports Wi-Fi connectivity, so you can browse the Web, stream videos, shop with friends from wherever you are.

Product Identifiers

Brand	Apple
Model	5
Colour	White and Silver
Capacity	32GB
MPN	MD300X/A
UPC	885909530205, 885909599660, 885909600137, 885909600144, 885909637232

Key Features

Family Line	Apple iPhone
Type	Smartphone
Cellular Band	GSM/EDGE 850/900/1800/1900 UMTS/HSPA+ /DC-HSDPA 850/900/1900/2100 LTE 850/1800/2100
Style	Bar, Smartphone, Touch Screen
Screen Size	4 in.
Operating System	iOS
Display Technology	Retina

Best Offer

- What is best offer?
- Google – Impression / Time on Site Ratio = Relevancy
- Cassini – Impression / Sales Ratio
- Cannot add best offer to a listing

Multi Variation Listings



All C

[Back to search results](#) | Listed in category: [Clothing, Shoes & Accessories](#) > [Men's Clothing](#) > [T-Shirts](#)
[Clothing, Shoes & Accessories](#) > [Women's Clothing](#) > [T-Shirts](#)

8 people have bought this item in the past 24 hours. X



Fruit of the Loom Heavy Cotton Long Sleeve T-Shirt - 493

Item condition: **New without tags**

Color:

Size (Men's):

Quantity: More than 10 available / **669 sold**

Price: **US \$3.99**

Buy It Now

Add to cart

275 watchers

[★ Add to collection](#)

Hassle-free
Returns

669
Sold

16
Inquiries



Multi Variation Listings

- Good for Cassini

Monitor Traffic

- eBay Listing Analytics

Search to see your listings' performance

violin tuner All Categories Search

Last 30 days: August 6 - September 4, 2012 ?

Average performance of the top 5 listings for violin tuner [Hide](#)

Compare your listings' performance to the average of the top 5 listings in each format.

Top 5	Impressions	Clicks	Click through	Sold items	Sell through	Watchers	
1,705 search results found for "violin tuner"	Fixed Price	12,170	121	0.99%	39	32.23%	33

All items Auctions only Buy It Now only

2 relevant listings found for violin tuner within the top 1000 search results [Glossary](#) [Download](#)

The current rank shows where most buyers found your active listing. The listing performance data such as impressions, clicks etc., is delayed 1-2 days and currently available from August 6 to September 4, 2012.

Rank	Title	Format	Impressions	Clicks	Click through	Sold items	Sell through	Watchers	Sales	Revise
769	Violin Clip Tuner Cello Viola Clip Tuner FREE BATTERY	Fixed Price	2,030	8	0.39%	2	25.00%	12	\$15.96	Revise

769 Impressions

Item Number: 320620218466
Price: \$7.98
Shipping: \$4.98
Time Left: 4d 5h 36m
[Tips for improving your listing performance](#)

Performance data is displayed from the date of relist or Good 'Til Cancelled (GTC) renewal.

eBay Counters


Listing Designer ?

Add a theme

Select theme: Collectables (10) ▾

Select design: - ▾

- Art
- Collector's Corner
- Days of Old
- History

 Preview

Visitor counter ?

Basic Style ▾ **01234**

Store Traffic Reports

My Summary

eBay Stores Traffic Reporting



Your Key Reports

Traffic to your items

- [Online Auction items](#)
- [Fixed Price items](#)
- [Store Inventory items](#)
- [All items](#)

Traffic to your pages

- [Store Homepage](#)
- [View Seller's Other Items page](#)

Keyword information

- [Top searched keywords within your Store](#)
- [Top keywords that drove traffic to your Store*](#)

(*both from eBay Search and off-eBay search engines)

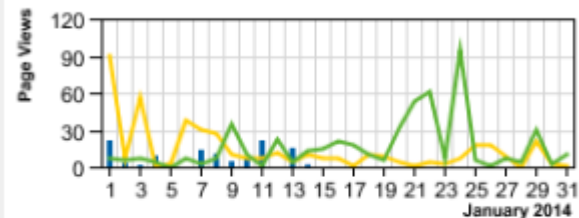
Buyer bidding/buying activity

- [Referring sites that drove bids and sales](#)
- [Referring search keywords that drove bids and sales](#)

There are more traffic and visitor profile reports available. Check out the [Quick Start Guide](#) or select a report from the menu on the

Page Views - Current Month

A page view is counted every time a visitor views your listings, a page within your store, and other pages tracked for you by eBay.

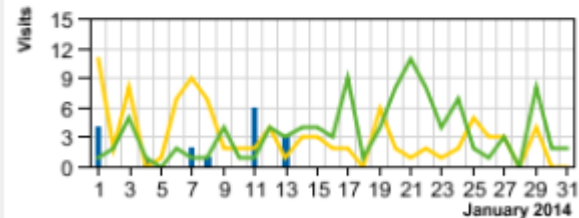


■ Selected Month ■ 4 weeks prior
■ Forecast ■ 52 weeks prior

[View Full Report](#)

Visits - Current Month

A visit is defined as a sequence of consecutive pages viewed by a single visitor for 30 minutes without a break.



■ Selected Month ■ 4 weeks prior
■ Forecast ■ 52 weeks prior

[View Full Report](#)

eBay Sales Reports Plus

- Subscribe
- Monthly Sales
- Categories
- Auction
- BIN



Thank you

- Next: eBay Advanced Strategies Part 2 / 3
- Download slides at
<http://neilwaterhouse.com/advancedixy.pdf>