eBay 101 – Getting Started Finding Your 1st Product

By Neil Waterhouse

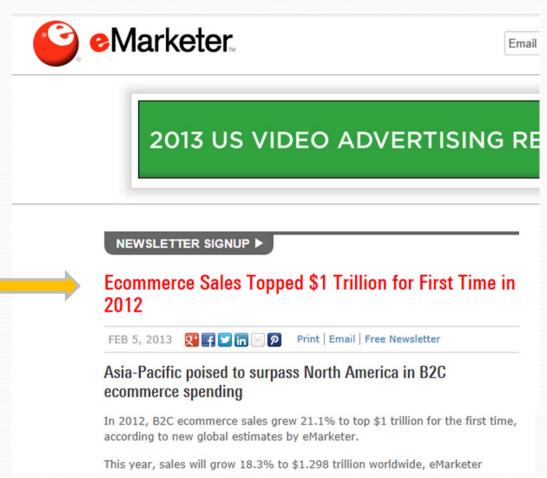
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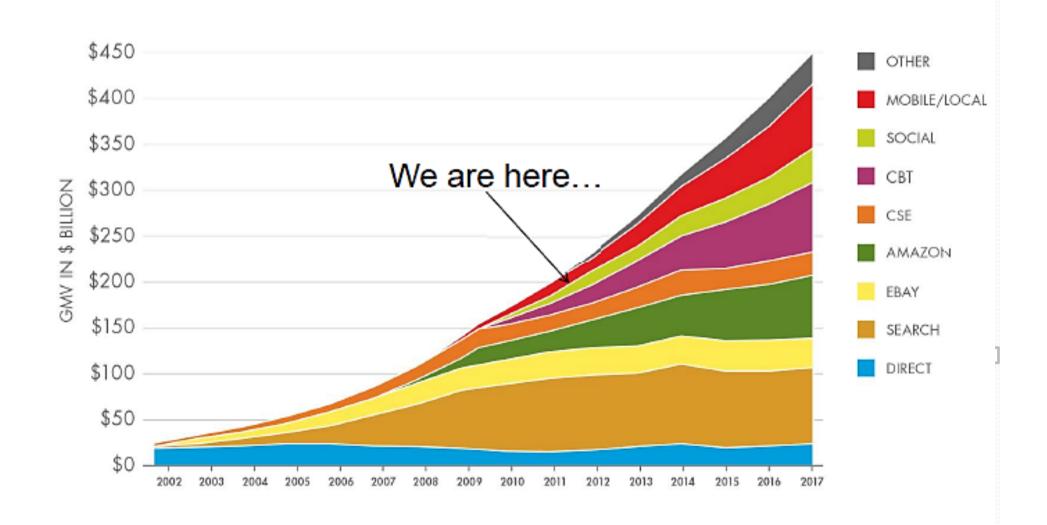
- 30 Second intro
- What are your 2 most burning questions about making money on eBay?

Topics

- Why eBay?
- What is a Million Dollar eBay Business?
- New products versus used products
- How anybody can raise some working capital
- Finding your first product

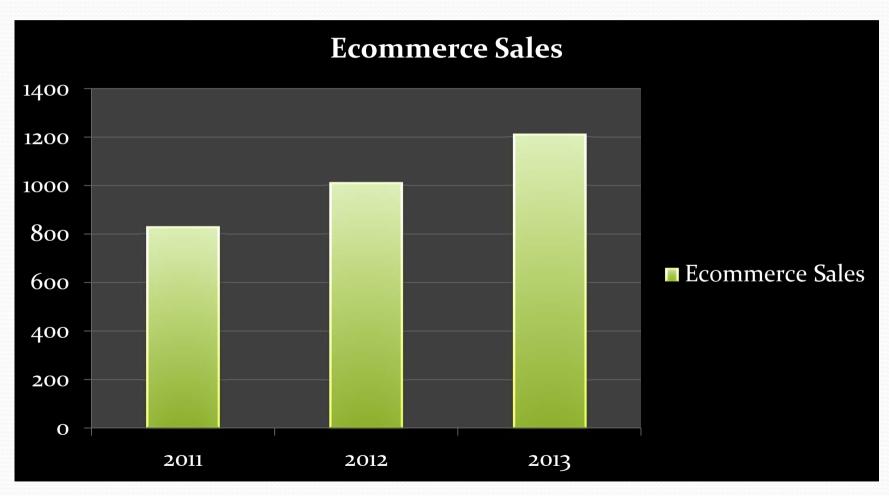
Why Online?





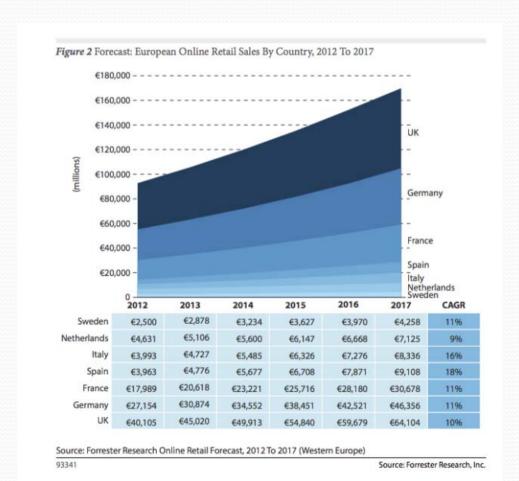
Source: Public reports from eBay, Amazon, Google, Shopping.com

In 2012 Ecommerce grew 21.1% to reach 1 Trillion US Dollars for the first time.



Source Forester

Just 10 years, in 2010 Ecommerce sales overtook traditional retail sales



- Australia's \$36.2 billion
- More than 10 million people in Australia, half the population, bought something online in 2012, spending an average of \$3,547 per person

We love to shop online



Why eBay?

- 13 Billion Dollars Sold Through eBay in 2012
- 20 Billion in 2013
- 1 00, 000 million Active eBay Users Worldwide
- Zero start-up costs
- Flexible hours
- Access to over 100,000 million customers worldwide from your PC
- Work from home.
- Can grow to any size
- Unlimited products
- Easy to automate
- Can be run in your spare time
- No Office fit out costs

- Run from anywhere in the world
- E-commerce is the largest growth market on the planet
- No royalties or franchise fees
- Low operating costs
- No office or store to rent or lease
- You are your own boss
- Huge tax benefits of running a home business
- Sell for capital
- No Website
- No Social Media
- No SEO
- No PPC

Over 7 million unique visitors on eBay.com.au each month.. From your sofa



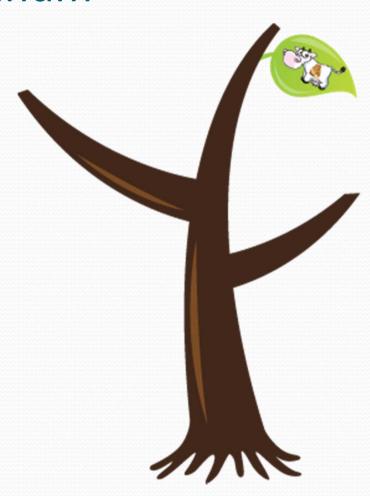




eBay 101 - KPI

- Average sell price \$40 (\$42.18)
- Average sales per 90 days 45
- Average Cost price \$20 (\$17.23)
- Equals \$20 per sale
- \$20 x 45 sales per month = \$900 profit per month per product
- \$3,600 PA

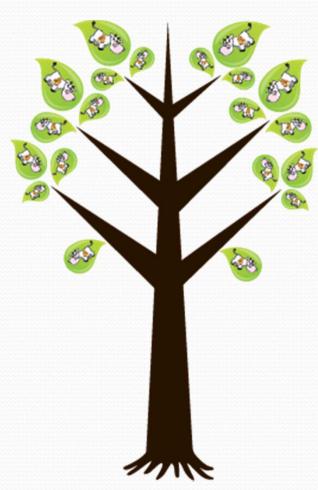
1 Product =\$900 profit per 90 Days \$3,600 Profit Per Annum



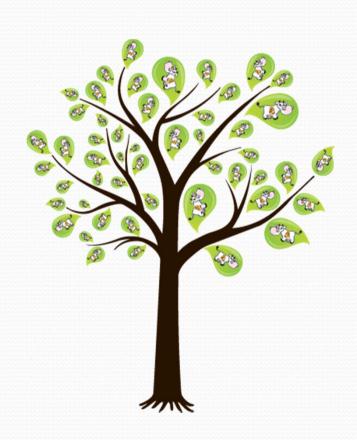
5 Products =\$4,500 profit 90 Days, \$13,500 Profit PA



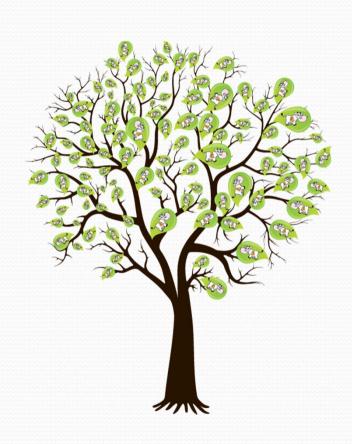
20 Products =\$18,000 profit Per 90 Days, \$54,000 Profit PA



50 Products =\$45,000 profit Per 90 Days, \$135,000 Profit PA



100 Products =\$90,000 profit Per 90 Days, \$270,000 Profit PA



Smart Phones, Smart Devices 2005



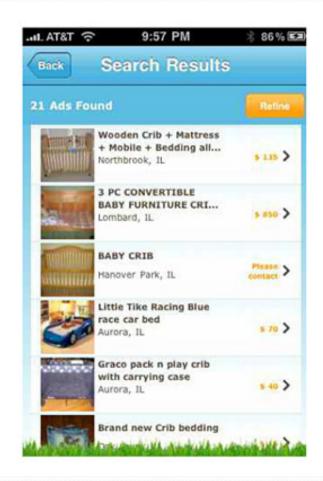
Smart Phones, Smart Devices 2013



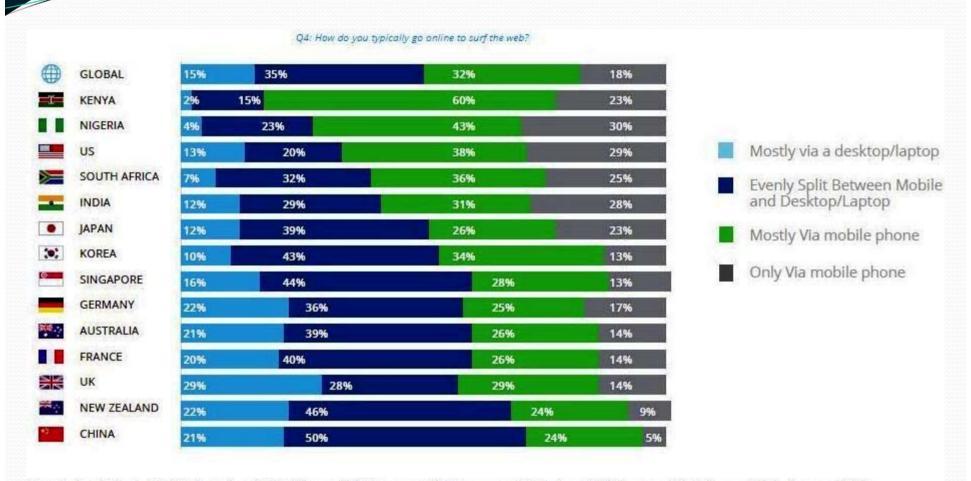
Mobile – Smartphones and Smart devices



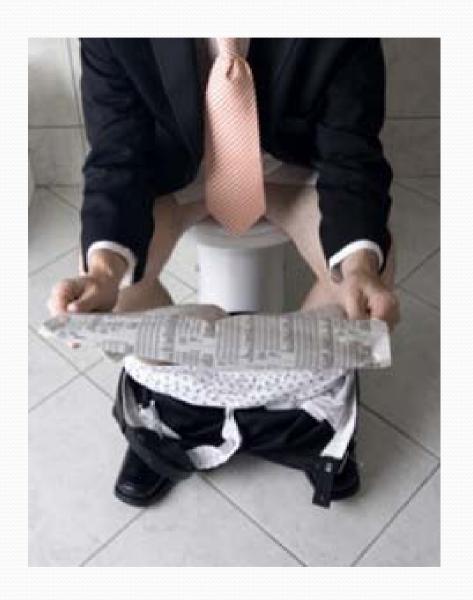
eBay's App

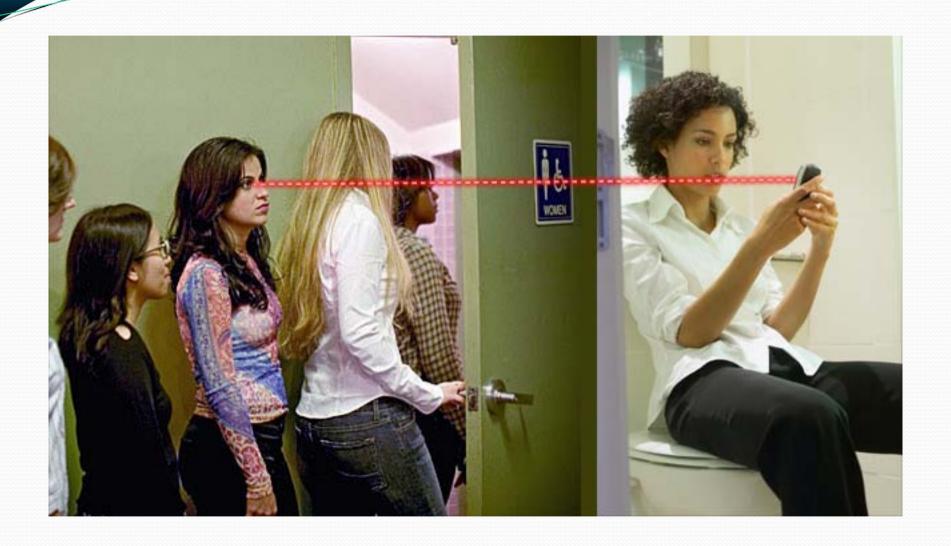




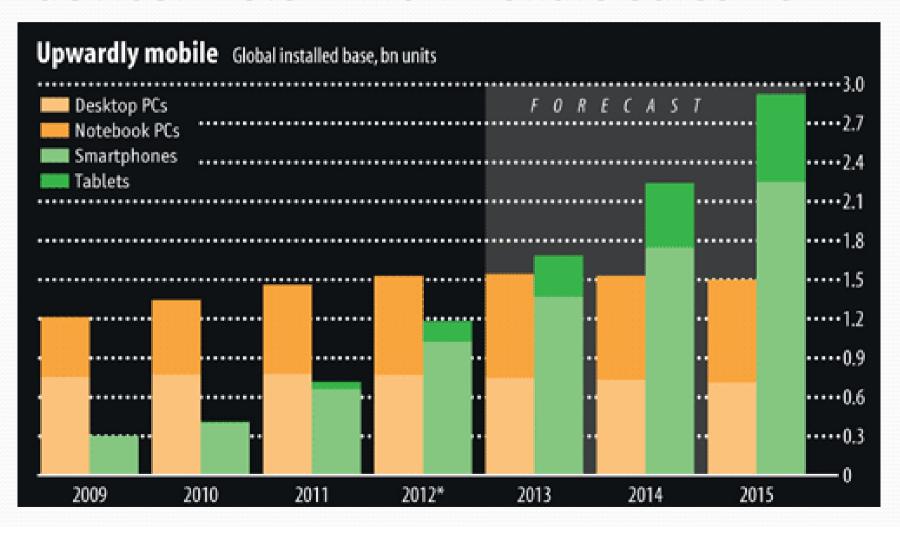


Sample size: Global n=14,632; Australia n=1,008; China n=2,001; France n=626; Germany n=411; India n=2,004; Japan n=1,010; Korea n=1,381; Kenya n=1,027; New Zealand n=763; Nigeria n=1,053; Singapore n=757; South Africa n=682; UK n=925; US n=984





36% of eBay Sales done with a smart device. 13.3 Billion Dollars Sales 2012



Which Products?





Search...

All Categories

Search

Categories			
Mochol & Food	Antiques	Art	Baby
Antipasto, Sayoury	Ancient Artifacts	Aboriginal	Baby Carriers
Beer, Older	Architectural, Garden	Art Cards, ACEO	Baby Clothing
Biscults, Cookles	Art Deco (1925 - 1940)	Drawings	Baby Shoes
Cereals Grains Pasta	Art Nouveau	Fabric Art	Bething, Grooming
More -	More -	More -	More -
	10.00		
looks, Magazines	Buciness	Cameras	Cars, Bikes, Boats
Accessories, Gift Books	Bethroom	Digital Cameras	Aircraft
Annuals	Business Cards	Digital Photo Frames	Boets
Antiquarian, Collectable	Websites & Businesses for Sale	Film Cameras	Caravans, Motorhomes
Audio Books	Cash Register & Accessories	Filters	Cars
More ▼	More ▼	More ▼	More ▼
Clothing, Shoes, Accessories	Coins	Collectables	Computers
Adult Unisex	Bullion	Advertising	Apple Desktops
Boy's Accessories	Coins	Animais	Apple Laptops
Boy's Clothing	Notes	Animation Art	Cables & Connectors
Boy's Shoes	Exonumia	Banware	Computer Components & Parts
More -	More -	More -	More -
Craffs	Dolls, Bears	Flectronics	Giff Cards
Art Supplies	Babushka Dolls	Accessories	Gift Cards
Beads	Bear Accessories	Audio	
Candle, Soap Making	Bear Making, Repair	Batteries, Charpers	
Card Making	Beers	Cables	
More ▼	More ▼	More ▼	
lealth & Beauty	Home Appliances	Home Entertainment	Home & Garden
Bath & Body	Accessories, Parts	Digital Set Top Boxes	Bath
Dental Care	Air Conditioners	DVD & Blu-ray Players	Bedding
Dietary Supplements, Nutrition	Cappuccino & Espresso Machines	DVRs, Hard Drive Recorders	Building Materials, DIY
Eye Care	Coffee Grinders	Home Theatre Systems	Cleaning, Housekeeping
More -	More -	More -	More -
nductrial	Jewellery & Watches	Movies	Musio
Building Materials	Body Plercing & Jewellery	3D TV Glasses & Accessories	Cessettes
Conveyors	Children's Jewellery	DVDs & Blu-ray Discs	ODs
Drivell Tools	Diamonds	Film Stock	Digital Music
Electrical	Engagement & Wedding	Lasardiscs	DVD-Audio
More *	Nore v	More ▼	More ▼
Austral Instruments	Phones	Pottery, Glass	Services
Amplifiers	Mobile Phones	Australian Pottery	Automotive

Used Products

Pros

- Can be acquired for free and cheap
- Great way to make some quick cash
- Profits can be used for new items

Cons

- Limited stock
- Requires time to acquire stock
- Need to photograph and write ad copy for every item and then sell it only once
- eBay Search Algorithm

Sources for Used Product

- Council Clean ups
- Garage Sales
- Bundling
- Charity / Thrift Shops
- Deceased Estates
- Divorce
- Senior Centres
- Downsize
- Gumtree
- Police Auctions
- Car boot sales

New Products

Pros

- Unlimited stock
- Photograph once, write ad copy once and sell over and over
- 7/10 items sold on eBay are new
- The longer a listing on eBay, the better for the search algorithm

Cons

- Cost
- Risk of purchasing an item/s and they do not sell

Product Criteria

- High Profit
- High Volume
- Sell Price between \$20 and \$150
- Family friendly

• > 45 Sales Per 90 Days

Product Criteria

- Sells for less than \$150
- Family friendly
- No brand names
- No drop shipping
- Must make > 100% profit
- Sells more than 45 times per 90 Days
- Minimum 3 months proven history

How to find new products

- Manual research or use tools
- Pros / Cons
- Time versus cost





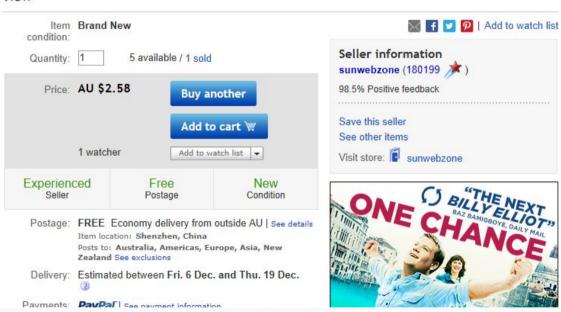
What are the typical attributes of a a high profit product?

- \$1,000 to \$15,000+ profit 90 days
- Minimum 15 sales per month
- Shoebox size or larger
- No brand names

The listing below has been updated by the seller, but you can see the item you purchased.



SOBZ VGA/SVGA Male to Male 5FT 1.4M VGA/SVGA HDB15 HOT N98B Extension Cable New







80/20 Rule

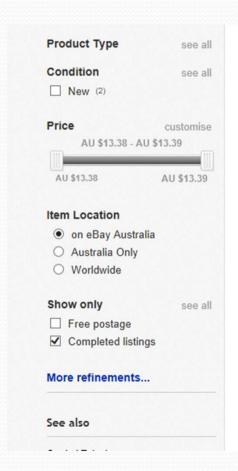
Which items ALREADY make > 100% profit and sell > 15 times per month



No Guessing

- Most eBay Sellers Guess The Market
- Don't Guess, Only Use Data
- Prove
- Prove
- Prove

Completed Listings





Cable Plug Extension for ADSL Filter Fax White OZ



Free postage

- wuj n non

AU \$13.38

FBuylt Now or Best Offer

Free postage

Sponsored Results

NEW

http://popular.ebay.com/



Search...

All Categories



Search

Advanced

Home > Popular Items

Popular Items

Top Products

Vintage Engagement Rings

Tanzanite Ring

Skeleton Keys

Dollywood

Perfume Bottle

Ashley Stewart

Ernie Banks Baseball Cardst

Braun Oral B

Wedding Cake ToppersB

Spider-Man

Lenox

See More Popular

Health & Beauty

Estee Lauder | Dolce and Gabbana | Beauty Salon Equipment | Dkny

Coins

Gold Bullion Bars | Mint Coin Errors | Us Proof Sets | Pcgs Registry

Motors - Passenger Vehicles

Lincoln Continental 1979 | Caprice 1966 | Plymouth Sport Fury 1965 | Volvo V40

Musical Instruments

Pro Audio Mixer | Peavey | Banjo | Ibanez

Tickets

Wrestling Tickets | Giants Tickets | Kentucky Derby Tickets | Jets Tickets

Business & Industrial A-C

Cpanel Reseller Account | Business Card Scanner | Brix Wine | Coroplast Stake

Video Games

Game Boy Micro | Guild Wars | Marvel Nemesis Imperfects PSP | Nes

Motors - Parts & Accessories

Bf Goodrich Tires | Lift Kit | ATV Shocks | Snap Helmut Lang | Eddie Murphy | Grave Marker | On Tools

Business & Industrial

Kegerator | Plasma Cutting Table | Nasal Speculum | Te20 Tea20

Toys & Hobbies

| Tikes Patrol Police Car | USA Trains | Power Ranger Toys

Miscellaneous K-M

Katarina Witt | Marx | Mobile | Mitsubishi

Clothing, Shoes & Accessories

Air Jordan Shoes 2010 | Liz Claiborne | Tommy J Crew Wedding

Cell Phones

Motorola V176 Battery | Motorola Cliq Cases | Nokia 6255i | Samsung E840

Miscellaneous F-J

DVDs & Movies

Cheap Dvd Movies | Tv Dvd Releases | Family Guy Games | Beverly Hills 90210 DVD

Business & Industrial K-Z

Mighty Morphin Power Rangers Action Figures Plasma Cutting Table | Nasal Speculum | Te20 Tea20 | Stepper Motor Driver

Antique Chairs | Mid Century Modern Sofa | Rug Doctor | Bronze Star

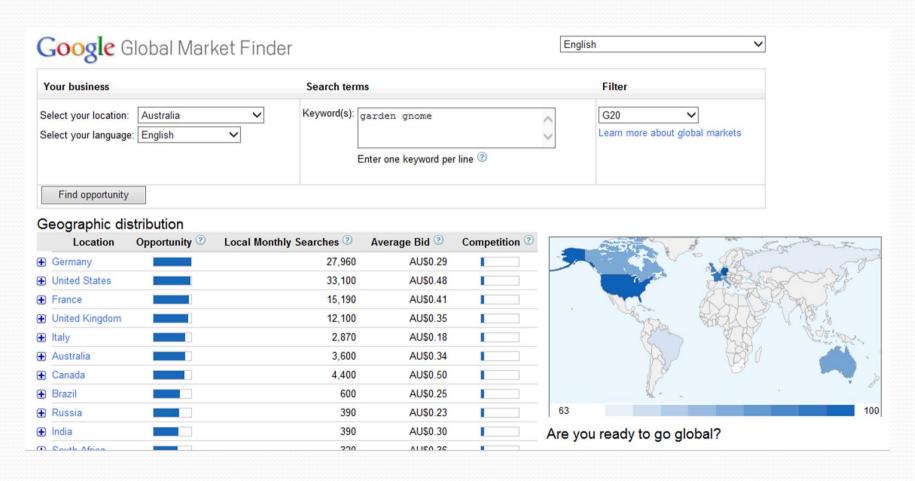
Jewelry & Watches

Champagne Diamonds Loose | Mens Watch Box | Tag Heuer Formula 1 | Ruby Rings White

http://www.watchcount.com/

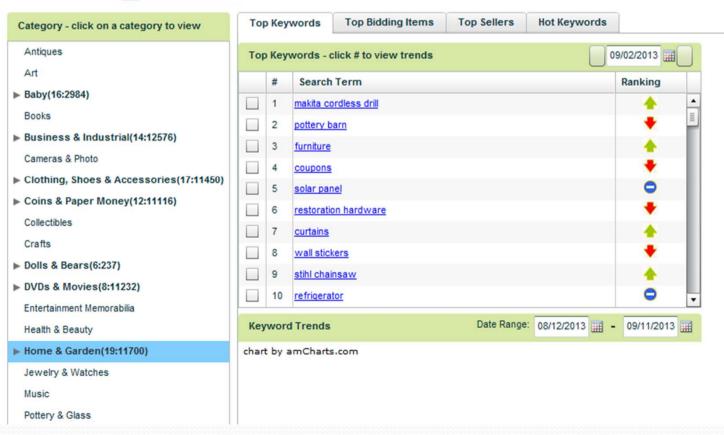


http://translate.google.com/global marketfinder/index.html



http://labs.ebay.com/Catman/





Marketplace Analyzer



Marketplace Analyzer

By MarketplaceAnalyzer.com Release Date: Nov 26, 2012

Categories: Research & reporting, Sourcing

Get an exclusive insight into the most in-demand items right now. See a quick analysis of some of the successful live listings selling them at this very moment as selected by eBay. This service will help you and the other savvy sellers using it get great product and listing ideas setting you off on a rewarding business path.

Get it free



View more screens

Average Rating:

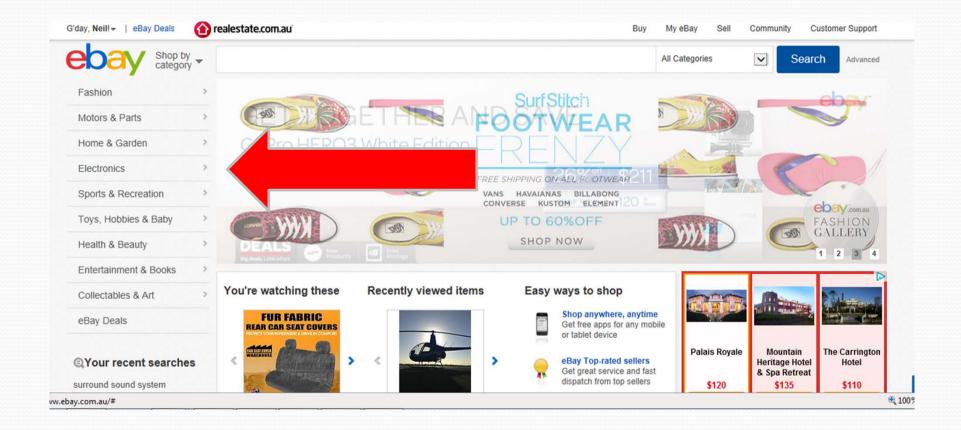


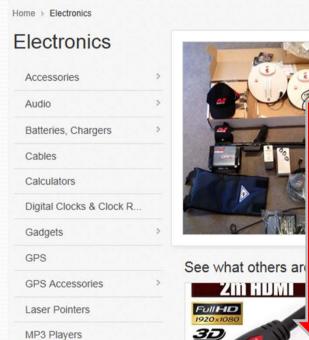
Rating Distribution:

- 5 star 2 12
- 3 star 3
- 2 star 📂 2
- 1 star **3** 2

Manual Free Research

- Choose a Niche or find a seller which has feedback > 1000
- Example Electronics





MP3 Player Accessories

category



What's hot

Sold for AU \$5,600.00!

minelab gpx 5000

Ended 25 May 2013 | 5 bids

Share: K f V P

ZM HUMI

atching

Full HD 1920x1080





Tyoi AUSTRALIA

HDMI.











Share: 🔀 😝 💟 😰















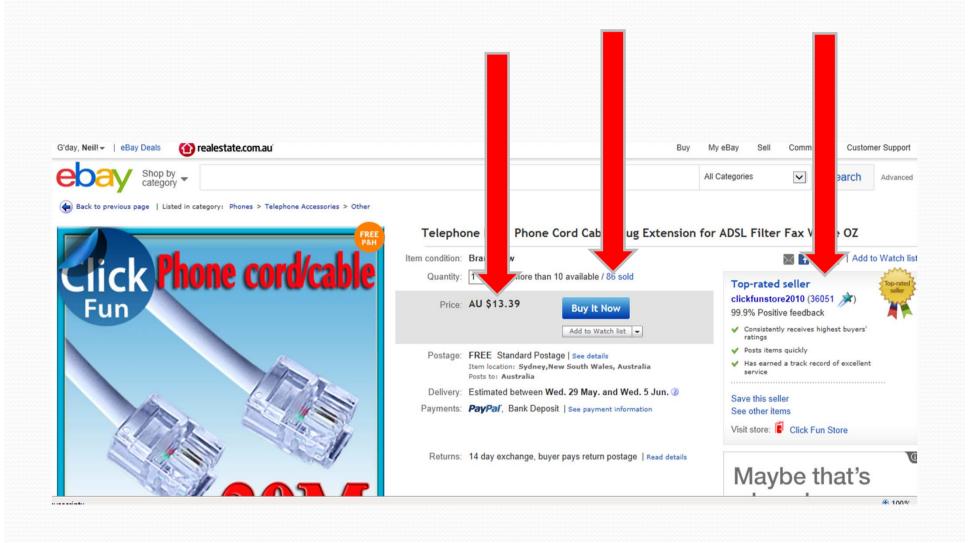


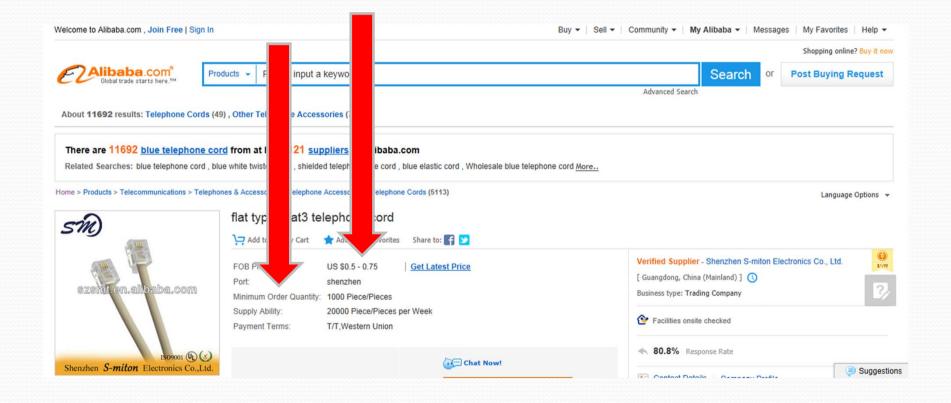


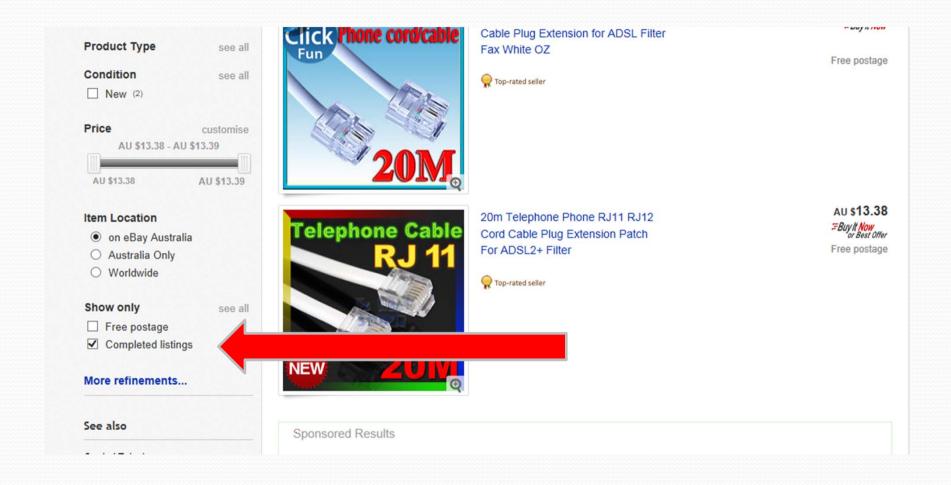


What could you claim this year?









www.tera-peak.com



Hot products...





System update 18 April 2013

In response to customer demand, another server has been installed for Australia and has increased the number of ebay hot products found in Australia. UK eBay product prices are now being shown in UK Pounds. Is there any other information we can give you which would help you make more money with eBay? Please click here to tell us



Search:

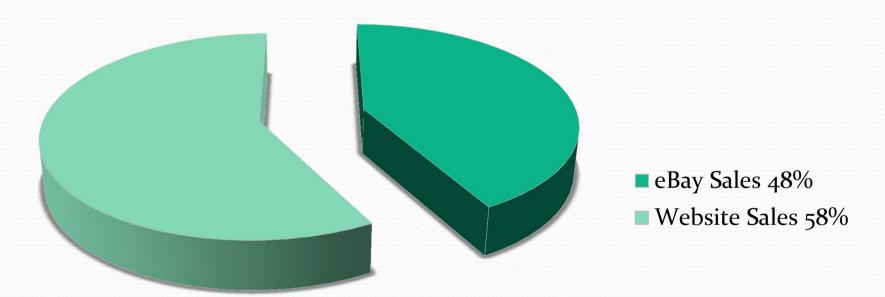
Item ID ♦	Country \$	eBay Average Sell Price ♦	Price - Supplier ♦	Profit Per Sale ♦	Items Sold Last 30 Days ♦	Profit Per Month	Status A
CJ_6433_CA	CA	\$214.7	\$90.59	\$124.12	20	\$ 2512	More information
CJ_6137_CA	CA	\$174.62	\$82.97	\$91.65	21	\$ 1948	More information
CJ_1829_CA	CA	\$56.61	\$25.77	\$30.84	52	\$ 1623	More information
CJ_881_CA	CA	\$51.73	\$26.36	\$25.37	33	\$ 847	More information
CJ_1221_CA	CA	\$52.2	\$6.15	\$46.05	9	\$ 420	More information

Waterhouse Research

Item ID	eBay_Hot_Product_18177_CA				
Country	CA				
Category	Crafts				
eBay Average Sell Price	\$121.33				
Price Supplier Local Currency	\$58.57				
Price Supplier in USD \$	\$59.28				
eBay and PayPal Fees	\$6.07				
Cost of Shipping per item	\$0				
Profit Per Sale	\$46.98				
Items Sold Last 30 Days	12				
Profit Per Month	\$563.81				
% ROI	80%				
Sell Through Rate	100%				
eBay photo (URL)					
eBay title	3 AIRBRUSH & COMPRESSOR KIT Dual-Action AIR BRUSH SPRAY SET Tattoo Nail Art 176k				
eBay Seller ID	weberdisplays				
Link to eBay seller	http://www.ebay.ca/itm/3-AIRBRUSH-COMPRESSOR-KIT-Dual-Action-AIR-BRUSH-SPRAY-SET Tattoo-Nail-Art-176K-/121139955157?category=28111				
Supplier Photo	NO IMAGE				
Supplier Title	3 AIRBRUSH Hobby_Makeup_Tattoo.html Dual-Action AIR BRUSH SPRAY				
MOQ	30				
Notes	(the sample they can offer is only 20 pcs.)				
Supplier URL Direct to Item	http://www.alibaba.com/product- gs/483199310/Airbrush_130_for_Hobby_Makeup_Tattoo.html				
Email Of Supplier	sales001@tdairbrush.com				
Monthly Searches	1830000				

Website

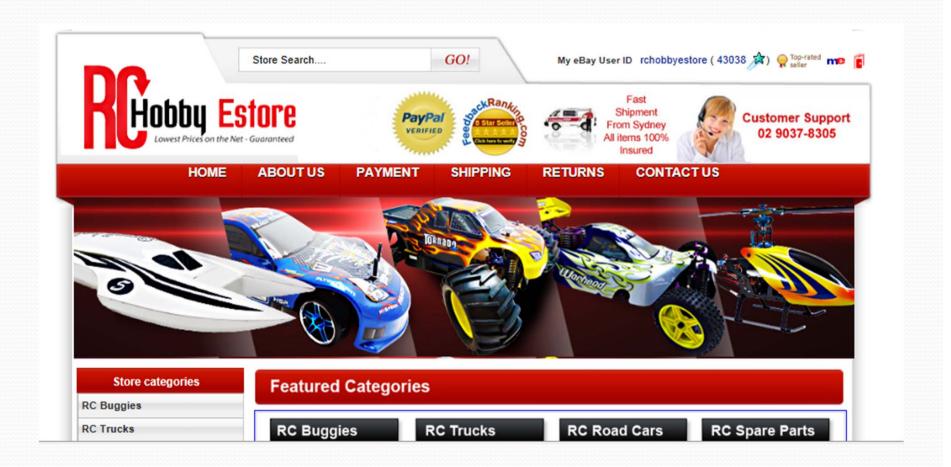




Build an exit strategy at the beginning



- Must work without you
- Must be able to sustain growth by itself
- Keep clear records
- Use an automated accounting system
- 1-4 Times annual profit
- Keep adding more products



Summary of how to build a Million Dollar eBay Business

- Find one hot product which makes a minimum of \$500 profit per 90 days
- Repeat



A Step-by-Step Guide from Zero to a Million Dollar Home eBay Business

"Anyone can do it, even if you don't have money..."

eBay Top Seller and eBay invited Top Seller Speaker Neil Waterhouse shows step-by-step exactly how he built a million dollar eBay home business from scratch.

Mr. Waterhouse walks the talk. He doesn't merely run his million dollar home eBay business, he teaches others how to do exactly the same.

You don't need money or previous experience. If you can use the internet and have access to a cheap digital camera, then you have all you need to become an eBay millionaire.

Whether you're looking to build a small eBay business to give you a little extra income from home, or a mom who just started a family and doesn't want to go back to work, a budding entrepreneur wanting to own a million dollar eBay business, or you've simply had enough working for somebody else and want to enjoy the lifestyle working online offers...

THIS BOOK WILL SHOW YOU HOW TO DO IT!

- How to start with no money
- How to find unlimited high profit products
- Why drop shipping doesn't work
- How to automate so you can live the online lifestyle
- How to maintain consisten high feedback

Learn more at NeilWaterhouse.com!



- How to work out how much profit items are making
- Find out which items make the most money

MIILLION DOLLAR eBAY BUSINESS

FROM

- Discover how much profit you make before listing an item
- START MAKING MONEY IN LESS THAN A WEEK!



eBAY BUSINESS

NEIL WATERHOUSE

Private coaching, Testimonial, Special Offer

- Monthly private coaching call (Normally \$170 per 30 minutes)
- Paperback copy of book "Million Dollar eBay Business From home" (Normally \$19.95)
- Testimonial to be used in next version of "Million Dollar eBay Business From Home". Your eBay ID will not be shown or used in any way.
- Cost \$99 per month with no contract and can be cancelled at any time with zero cancellation fees
- Maximum 10 People Only

Thank You

China Ship Share

- FOB \$60 1CBM
- FOB Local charges \$475
- 1 Invoice from China
- Each supplier Flat \$50 for warehousing, forwarder, admin etc + share of local charges
- Example 1CBM
- \$60 + \$47.5 + \$50 = \$157.5 + GST

Shipping from China Options

- DHL, Fedex Couriers
- EMS China Air Mail
- CIF Cost Insurance Freight
- FOB Free On Board
- LCL Less Container Load
- FCL Full Container Load