

Contents at a Glance

<i>Introduction</i>	1
<i>Part I: Forget the Shops: Getting a Feel for eBay</i>	7
Chapter 1: Why eBay Is a Great Place to Buy and Sell.....	9
Chapter 2: Getting on the Gravy Train: Joining eBay.....	19
Chapter 3: Home Page Sweet Home Page.....	31
Chapter 4: My Own Private eBay.....	47
<i>Part II: Are You Buying What They're Selling?</i>	79
Chapter 5: Seek and Ye Shall Find: Research	81
Chapter 6: Shopping on eBay: The Basics.....	103
Chapter 7: Power-Bidding Strategies	131
Chapter 8: After You Win the Auction.....	143
<i>Part III: Are You Selling What They're Buying?</i>	157
Chapter 9: Selling in Your Dressing Gown for Fun and Profit	159
Chapter 10: Time to Sell: Completing the Cyber Paperwork.....	183
Chapter 11: Hitting the eBay Shops	213
Chapter 12: Closing the Deal and Getting It Delivered	231
Chapter 13: Troubleshooting Your Auction	253
Chapter 14: Using Pictures and Strategies to Increase Your Profits	275
Chapter 15: Making Serious Money Selling on eBay	293
<i>Part IV: Bells and Whistles: Special Features</i>	315
Chapter 16: Privacy: Knowing Me, Knowing You (Ah-ha)	317
Chapter 17: eBay's Safety Centre.....	331
Chapter 18: The eBay Community: Getting Along with Other eBay Members	349
Chapter 19: Fun Stuff and Features	365
<i>Part V: The Part of Tens</i>	377
Chapter 20: Ten (or So) Golden Rules for eBay Buyers and Sellers	379
Chapter 21: Ten (or So) Programs and Services to Ease Your Way on eBay	385
<i>Part VI: Appendixes</i>	395
Appendix A: Answers for the Fanatic: Finding More Stuff to Sell.....	397
Appendix B: Expanding Your eBay Business	403
<i>Index</i>	407

Table of Contents

***Introduction*..... 1**

About This Book.....	2
Foolish Assumptions	2
How This Book Is Organised.....	3
Part I: Forget the Shops: Getting a Feel for eBay.....	3
Part II: Are You Buying What They're Selling?	3
Part III: Are You Selling What They're Buying?	4
Part IV: Bells and Whistles: Special Features.....	4
Part V: The Part of Tens.....	4
Part VI: Appendixes.....	4
Icons Used in This Book.....	5
What Now?	5
Feedback, Please.....	6

***Part 1: Forget the Shops: Getting a Feel for eBay* 7**

Chapter 1: Why eBay Is a Great Place to Buy and Sell 9

What Is eBay, and How Does It Work?	10
All about Auctions.....	11
eBay auctions.....	11
Reserve-price auctions	11
Private (shhh-it's-a-secret) auctions.....	12
Multiple Item (Dutch) auctions	13
Buying It Now at eBay.....	13
eBay Shops	14
eBay Express	14
So You Want to Sell Stuff.....	14
So You Want to Buy Stuff.....	16
Research for Fun and Profit	16
eBay's Role in the Action	16
Features and Fun Stuff.....	17
Getting into the community spirit.....	17
eBay's Safety Centre.....	18
Extra Gadgets You May Want.....	18

Chapter 2: Getting on the Gravy Train: Joining eBay 19

Registering at eBay	19
Registering Is Quick, Free, and Easy.....	20
Filling in the required information	21
Do you solemnly swear to . . . ?	23
It must be true if you have it in writing	24



A Quick Word about Passwords27
A Not-So-Quick Word about Choosing a User ID27
Your Licence to Deal (Almost)29

Chapter 3: Home Page Sweet Home Page31

What Is the Home Page?31
Sign In, Please33
This Bar Never Closes34
Exploring Your Home Page Search Options.....37
 Looking through the home page search box37
 Going where the Search button takes you38
Home Links, the Next Generation40
Manoeuvring through Categories40
Going Global43
Using the Featured Items Link43
Charities44
Promotion du Jour44
Don't Forget the Bottom!.....44

Chapter 4: My Own Private eBay47

Getting to Your My eBay Page47
Choosing Your My eBay Preferences51
Setting Up Your Account52
 eBay account status53
 Account-related links55
 Requesting a Final Value Fee credit.....56
Getting Your Favourites Area Together57
 Choosing your favourite categories.....57
 Your favourite searches and sellers.....59
All Sorts of Sorting: Keeping Track of Your Auction Items61
Following the Action on Your My eBay Summary Page63
 Seeing the Items I'm Bidding On.....63
 Keeping track of Items I've Won63
 Window-shopping with Items I'm Watching.....63
Tracking Your Sales on Your My eBay Selling Page64
 Items I'm Selling.....64
 Items I've Sold65
 eBay's Selling Manager/Selling Manager Pro66
Keeping Track of Your Transactions66
Getting and Giving Feedback67
 How to get positive feedback.....69
 How to get negative feedback.....70
 The Feedback page70
 Reading your feedback72
 You have the last word – responding to feedback73
 Leaving feedback with finesse74

Part II: Are You Buying What They're Selling? 79

Chapter 5: Seek and Ye Shall Find: Research 81

General Online Tips for Collectors	81
Benefiting from insider tips.....	82
Researching like a pro.....	84
Making the grade	84
Finding More Research Information	86
Searching sites online	87
Finding other sources of information	88
Looking to Find an Item? Rev Up Your eBay Search Engine	88
Using the eBay search engine.....	90
eBay's Advanced Search page	92
Seller search.....	95
Bidder search.....	97
Narrowing down your eBay search.....	97
Finding eBay Members: The Gang's All Here.....	100

Chapter 6: Shopping on eBay: The Basics 103

The Auction Item Page	103
Beating the Devil in the Details	110
Read the item description carefully.....	110
Get the inside word on the seller	111
Factoring in the Extras	114
Payment methods	114
Using an escrow service.....	116
Postage and insurance costs	117
Placing Your Bid	118
Bidding Bit by Bit: Proxy Bidding.....	121
Specialised Auction Categories	123
eBay Motors	123
Making purchases on the spot!.....	124
eBay Shops	124
Want It Now	124
The Agony (?) of Buyer's Remorse	126
Retracting your bid	126
Avoiding deadbeat (non-paying bidder) status.....	128

Chapter 7: Power-Bidding Strategies 131

Get to Know the High Bidder	131
Find Out an Item's Bidding History.....	133
Strategies to Help You Outsmart the Competition	134
Multiple Item (Dutch) auction strategy.....	134
Bidding strategies eBay doesn't talk about	135
Time Is Money: Strategy by the Clock.....	136
Using the lounging-around strategy.....	138
Using the beat-the-clock strategy.....	139

Chapter 8: After You Win the Auction143

eBay Calling: You've Won!	143
Mastering the Paperwork.....	144
Getting Contact Information.....	145
What's Your Number?.....	146
At the Checkout.....	147
Communicating with the Seller	148
Paying Up Promptly and Securely.....	149
Using PayPal, a person-to-person payment service	150
Using escrow	152
Staying in Touch: Dealing with an Elusive Seller.....	153
When the Item Arrives (Uh-Oh What's This?)	154
Don't Forget to Leave Feedback.....	154

Part III: Are You Selling What They're Buying? 157**Chapter 9: Selling in Your Dressing Gown for Fun and Profit159**

Why Should You Sell Stuff on eBay?	159
Cash for Clutter: Finding Stuff to Sell	160
Know When to Sell	162
Know Thy Stuff	163
Sussing out your goods	163
Spy versus spy: Comparison selling	164
Know What You Can (and Can't) Sell.....	166
Prohibited items	167
Infringing items.....	170
Questionable items: Know the law.....	171
Forbidden auctions	173
Reporting a Problem Auction	174
VeRO to the Rescue.....	174
eBay Fees? What eBay Fees?.....	175
Insertion Fees.....	176
Final Value Fees.....	177
Optional fees	178
Keeping tabs on your cash flow	179
Keeping the Tax Collector Happy	180
The truth about eBay and income tax.....	180
This and VAT	181

Chapter 10: Time to Sell: Completing the Cyber Paperwork183

Getting Ready to List Your Item	183
Looking at the Create Your Listing Form	185
Filling in the Required Blanks.....	189
Selecting a category	189
Creating the perfect item title.....	191
Writing your description	195

Listing the number of items for sale	198
Setting a minimum bid – how low can you go?.....	199
Buy It Now	200
Best Offer	201
Setting your auction time	202
Your secret safety net – reserve price	203
I want to be alone: The private auction.....	204
Put me in the Gallery	205
Filling in the item location.....	205
A picture is worth a thousand words	205
Listing Designer	205
Listing the payment methods you accept.....	206
Selecting a Post-to option.....	207
eBay Options: Sprucing Up Your Auction	207
Checking Your Work and Starting the Auction.....	208
Mid-Course Corrections: Amending Current Auctions.....	210
Making changes before bidding begins	210
Making changes after bidding begins	211

Chapter 11: Hitting the eBay Shops 213

Unlimited Shopping from the Shops Page	214
eBay Shops search	215
Browsing shop categories	216
Selling from Your Own Virtual Shop Window	218
Paying the landlord	218
Opening your eBay shop	220
What Is eBay Express?.....	221
Buying the Express way	222
Watching sellers.....	223
Benefiting from buying on eBay Express.....	224
Profiting from eBay Express as a Seller.....	225
Getting started as an eBay Express seller	226
Listing your stock.....	228
Top tips for Express power selling.....	228
Do you need your own Web site?	229

Chapter 12: Closing the Deal and Getting It Delivered 231

Bookkeeping and Staying Organised	231
Talking to Buyers: The ABC of Good Communication.....	233
Saying thank you	234
Staying in touch	236
Delivering the Goods	236
Shopping for a shipper	239
Oui, ja, yes! Shipping abroad.....	243
Getting the right (packing) stuff.....	245
Buying Postage Online.....	250

Chapter 13: Troubleshooting Your Auction 253

Dealing with a Buyer Who Doesn't Respond	253
Dropping hints	254
Being a secret agent	256
Dropping louder hints.....	258
Some Other Auction Problems.....	259
The buyer backs out of the transaction	259
Payment problems	260
The item is the wrong one or gets damaged en route	261
Seller's remorse	263
Auction Going Badly? Cut Your Losses	263
Try cancelling bids first.....	264
Blocking bidders.....	265
If all else fails, end your auction early	265
Extending your auction (not)	267
Reporting an Unpaid Item	268
Déjà vu – re-listing your item	271

Chapter 14: Using Pictures and Strategies to Increase Your Profits 275

Using Images in Your Auctions.....	275
Choosing a digital camera	276
Choosing a scanner	277
Making Your Picture a Thing of Beauty.....	278
Get it on camera	278
Use traditional photos? Yes, you scan.....	280
Software that adds the artist's touch.....	280
Making Your Images Web Friendly	282
The Image Is Perfect – Now What?.....	284
Using an ISP to store your images.....	284
Using image-hosting Web sites to store images	285
Using eBay's Picture Services	286
eBay's Gallery	286
Using video in your auctions	287
Putting on the Hits	288
Cracking Classifieds	289
Finding your buyers	290
Placing the ad	290

Chapter 15: Making Serious Money Selling on eBay 293

Supply and Demand: Studying the Market.....	294
Identifying your niche.....	294
Tracking the marketplace.....	296
Attracting More Buyers	299
Stocking up your niche.....	299
Thinking seasonally	300

Understanding your customers.....	301
Sharing your expertise.....	301
Appealing to Buyers' Emotions	302
Maximising the power of your USP	303
Writing copy that sells.....	303
Selling through Customer Service	304
Advertising Your Presence.....	305
Blogging Your Business	306
Why blog?	307
Setting up your blog.....	308
Skype – Hype or Your eBay Business's Best Friend?	309
Communicate, communicate, communicate	309
Getting to grips with Skype	310
Setting up Skype	312
Standing Out from the Crowd.....	313

Part IV: Bells and Whistles: Special Features315

Chapter 16: Privacy: Knowing Me, Knowing You (Ah-ha)317

How Web Sites Collect Information	317
What Web servers collect	317
What cookies gather	318
Removing cookies and spyware	318
What (and How) eBay Knows about You	319
What you tell eBay	320
What you tell PayPal	320
What your eBay sign-in cookie retains	321
What eBay's Web servers collect	321
eBay's privacy policy	322
eBay and the Data Protection Act	322
What Does eBay Do with Information about Me, Anyway?	323
What Do Other eBay Members Know about Me?.....	324
Spam – Not Just a Tasty Treat	325
Sending spam versus eating it	325
Deleting your junk mail.....	326
E-mail spoofing	327
If You Want to Be Alone	328

Chapter 17: eBay's Safety Centre331

Shopping Safely with Trust & Safety.....	331
Abuses You Should Report to the Investigations Team	333
Selling abuses	333
Bidding abuses	334
Feedback abuses	334

Identity abuses	335
Techie abuses	336
Other abuses	336
Reporting Abuses to the Investigations Team	337
Things eBay Won't Do Anything About	340
Using Mediation Services	341
Resolving a transaction dispute	341
Negative feedback can be removed!	342
Walking the Plank: Suspensions	342
Shopping with Confidence: Insurance	343
Finding Peace of Mind in Escrow	345
Knowing What's Authentic – and What's Not	345
If You Suspect Fraud	347

Chapter 18: The eBay Community: Getting Along with Other eBay Members 349

News and Chat, This and That	350
Oyez, Oyez! eBay's Announcement Board	351
Help! I Need Somebody	352
eBay Chatboards	354
eBay Global Boards	354
eBay Groups	355
It's Your My World	356
Customise My World	358
Blogging the eBay Way	358
Why do you need a blog?	359
Starting and running your blog	360
It's All About Me!	362

Chapter 19: Fun Stuff and Features 365

Doing Your Bit for Charity	365
Making eBay work for your cause	366
Selling for charity	366
Buying your way to salvation	368
Supporting specific charities	369
Calling All Charities	369
Making money through eBay	369
A ready-to-go retail partner	370
Fair Trade – Not Just Coffee and Bananas	370
Getting a Little Extra Help	371
eBay's little helpers	372
eBay's Favourite Searches e-mail service	373
eBay Toolbar	374
Keeping your finger on the eBay Pulse	375

Part V: The Part of Tens377
Chapter 20: Ten (or So) Golden Rules for eBay Buyers and Sellers379

Buyer: Investigate Your Treasure before You Buy	380
Buyer: Check the Seller's Feedback	380
Buyer: Understand Post-Auction Charges and Payment Methods	380
Buyer: Check the Item Price Tag and Bid Wisely	381
Buyer: Be a Good Buyer	381
Buyer: Cover Your Assets	382
Seller: Know Your Stuff	382
Seller: Spit 'n' Polish	382
Seller: Picture-Perfect Facts	383
Seller: Communication, Communication, Communication	383
Seller: Be a Buyer's Dream	383
Seller: Listen to Feedback	384
Buyers and Sellers: Keep a Cool Head.....	384

Chapter 21: Ten (or So) Programs and Services to Ease Your Way on eBay385

Online Services.....	386
AuctionSniper	386
Bidnapper	386
Auction Typos.....	387
Auction Hawk.....	387
AuctionLynxx.....	388
Software for Offline Use.....	388
AuctionSage	388
Cricket Software	389
Virtual Auction Ad Pro.....	389
eBay's Software and Services	390
Bid Assistant	390
eBay's Turbo Lister	391
Selling Manager and Selling Manager Pro	391
eBay PowerSellers Programme.....	392
Trading Assistant Programme	393

Part VI: Appendixes395
Appendix A: Answers for the Fanatic: Finding More Stuff to Sell397

Knowing the Market.....	397
Do You Have a Talent?	398

Catching Trends in the Media	399
In newspapers	399
On television	399
Catch up with youth culture	400
Take the eBay Pulse	400
Read magazines	400
The Hunt for Stuff to Sell on eBay	401
The goods are out there	401
Tips for the modest investor	402
Appendix B: Expanding Your eBay Business	403
Thinking Like a Pro	403
Hoola Tallulah Vintage	403
Secretary By Day, eBay Seller By Night	404
Organisation Is Key	404
Setting up your eBay office	404
Sorting out delivery	405
Getting legal	405
Keeping on top of your records	406
Thinking about going wireless	406
<i>Index</i>	407