

# Introduction

Want to be your own boss? Want to make a decent living selling online? Want to build your own successful eBay business?

Others have done it. Others have turned simple eBay selling into a profitable business. Others have figured out how to run a profitable business on eBay.

What do these sellers know that you don't? You'd be surprised; there are a lot of tricks involved in building a successful eBay business.

One hundred and one of those tricks are presented in this book, *Tricks of the eBay Business Masters*. One hundred and one tricks that show you how to sell profitably and successfully on eBay. One hundred and one tricks that show you how to grow your business into one that provides a full- or part-time income for you and your family.

What kinds of tricks am I talking about? Well, you'll have to read the book to find out, but in general these are tricks that help you plan for growth, locate and purchase inventory to sell, create effective auction listings, pack and ship efficiently, and manage your business and business growth.

Want to know what products to sell? That trick is in the book. Want to find out the best service to use for shipping your products? That trick's here, also. Want to learn how to increase your profit on every item you sell? That's here, too.

Where do these tricks come from? I've garnered these tricks from years of personal selling on eBay, and from observing hundreds of successful eBay sellers over those years. The tricks come from those who've learned how to do it themselves—the eBay business masters who run their own successful eBay businesses.

You can use the tricks in this book as a step-by-step guide to planning and building your eBay business—or, if you're already selling, you can use these tricks to help you sell more and more profitably. Whether you're a big or a small seller, you'll find more than a few tricks in this book that will help you become more successful.

## How This Book Is Organized

*Tricks of the eBay Business Masters* contains 101 tricks for building a more successful eBay business. These tricks are organized into 11 chapters, each focused on a particular aspect of eBay selling:

1. Tricks for Managing Your eBay Business
2. Tricks for Deciding What to Sell
3. Tricks for Purchasing and Managing Your Inventory
4. Tricks for Creating More Effective Listings
5. Tricks for Setting Prices and Handling Payments
6. Tricks for Packing and Shipping
7. Tricks for Promoting Your eBay Business
8. Tricks for Running a Successful Trading Assistant Business
9. Tricks for Cutting Costs—And Increasing Profits
10. Tricks for Expanding Your eBay Business
11. The Ultimate Trick for eBay Business Success

At the end of each chapter you'll find a profile of a particular eBay business. These eBay business masters share their advice and expertise about selling on eBay; they're examples of how it works in the real world. Read and learn from them.

## Conventions Used in This Book

I hope that this book is easy enough to figure out on its own, without requiring its own instruction manual. As you read through the pages, however, it helps to know precisely how I've presented specific types of information.

As you read through this book you'll note several special elements, presented in what we in the publishing business call *margin notes*. There are different types of margin notes for different types of information, as you see here.

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**note**

This is a note that presents some interesting but not necessarily essential information about a topic discussed in the surrounding text.

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**tip**

This is a tip that might prove useful for whatever you're in the process of doing.

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**caution**

This is a caution about something that could prove harmful to your business—so take care!

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## There's More on the Web

Now that you know how to use this book, it's time to get to the heart of the matter. But when you're ready to take a break from setting up your new wireless network, you might also want to check out my personal website, located at [www.molehillgroup.com](http://www.molehillgroup.com). Here you'll find more information about all the other books I've written and am in the process of writing. I'll also post any updates or corrections to this book, in the inevitable event that an error or two creeps into this text. (Hey, nobody's perfect!)

In addition, know that I love to hear from readers of my books. If you want to contact me, feel free to email me at [businessstricks@molehillgroup.com](mailto:businessstricks@molehillgroup.com). I can't promise that I'll answer every message, but I do promise that I'll read each one!

But enough with the preliminaries. Turn the page and start planning your eBay business!