Index

A	Guides, writing, 236-237 product reviews, 234-235
accounting	real-world advertising, 243-244
accounting software, 22	subscriber lists, 231 linking to your eBay Store, 226
accounting systems,	linking to your eday store, 220
21-22	224-225
importance of, 20-21 professional	optimizing listings for search,
accountants, 23	228-230
record keeping, 21	Trading Assistants
Accounting Assistant, 299	local advertising, 259-260
· ·	online advertising, 260-261
accounts Amazon Pro	AdWords (Google), 237-242
Merchant, 308	costs, 238-239
merchant credit card	creating ads, 239-241
accounts, 175-177	monitoring ad performance, 241-242
PayPal, 171-172	
add-on sales, 227-228	alternative auction sites, 304
advertising	Amazon Marketplace, 305-308
add-on sales, 227-228	Amazon Pro Merchant
brand identity, 221	accounts, 308
establishing, 222-223 reinforcing, 223-224	American Recorder's Photo Studio in a Box, 136
cross-promotions,	ancillary products, selling, 72
226-227	Andale, 36
email mailing lists	Andale Images, 138
creating, 230-231 email newsletters,	antiques, 165-166
231-233	-
Google AdWords,	Auction Hawk, 36
237-242	auction management tools, 34-38
Google Product Search,	Auction Pix Image Hosting, 138
242-243	

AuctionBytes Auction Management Services	Gift option, 130-131	B
AuctionBytes Auction Management Services directory, 38 AuctionIntelligence, 59-60 auctions closed auctions, researching, 53-54 Dutch auctions, 283 listing templates creating with HTML, 152 creating with Listing Designer, 148-149 designing, 147-148 overview, 146-147 third-party auction templates, 149-151 listings auction length, 131-132 boldface, 128 Border option, 128-129 Buy It Now option, 155-157 closing times/days, 121-125 descriptions, 143-144, 154-155 Featured Plus! option, 126 Gallery Featured option, 126 Gallery option, 126 Gallery Plus	Gift option, 130-131 Highlight option, 129 Home Page Featured option, 129-130 keywords, 152-153 organizing, 142 overview, 121 Pro Pack option, 131 Skype, 131 Subtitle option, 127-128 titles, 143 Value Pack option, 131 photos gallery photos, 141-142 inserting into item listings, 139-140 light boxes, 136 number of, 140-141 organizing, 144-145 overview, 132 photo equipment, selecting, 133-135 photo process, 136-137 photo-hosting sites, 138-139 promoting with Shop eBay with Me, 225 terms of service (TOS), 145-146 test auctions, 64-66	Balkowitsch Enterprises, Inc. business management, 248 growth, 247-248 keys for success, 250 launch into online sales, 245-246 overview, 245 sales strategies, 248-250 Balkowitsch, Shane, 245 Balkowitsch, Sharon, 245 bank accounts, 20 Beckett.com, 44-45. See also Business Card Connection best price, negotiating, 89-92 bidders deadbeat bidders, 180-182 scams and fraud changes of address, 182-183 escrow scams, 183 false customer claims, 182 BidPay, 175 BIN (Buy It Now) option, 155-157 Blackthorne Basic, 36 Blackthorne Pro, 36
option, 127	Auctiva, 36	boldfaced listings, 128
	automation, 274	

BookIT Enterprises	bulk purchases, 275	BookIT Enterprises,
auction listings,	Business Card	321-322
319-320	Connection	Boston Drum
business	Beckett.com online	Center, 191
management,	store, 44-45	Business Card
321-322	business	Connection, 43
eBay Store, 318-319	management, 43	business
inventory	growth	management
management,	management, 47	systems, 38-39
320-321	inventory	business plans
keys to success, 322	management,	advantages of, 5-6
launch into online	46-47	applying, 13
sales, 316-317	keys to success, 48-49	updating, 12-13
overview, 316	launch into online	writing for
third-party site	sales, 41-42	established eBay
sales, 318	overview, 41	sellers, 11-12
website sales, 317	sales strategies,	writing for new eBay
books, packaging, 201	43-44	sellers, 6-10
Border option (listings),	business licenses,	Creative Sports and
128-129	obtaining, 19-20	Home Decor, 160
	•	The Dedicated
Boston Drum Center	business loans,	Fool, 289
business	financing eBay	financing
management, 191	business with, 16	choosing financing
eBay Store, 187-188	business management	method, 17
growth	accounting	business loans, 16
management, 192	accounting	credit card
industry-specific	software, 22	loans, 15
issues, 190-191	accounting	home equity
inventory	systems, 21-22	loans, 16
management,	importance	investors, 16
191-192	of, 20-21	loans from
keys to success,	professional	friends/family, 16
192-193	accountants, 23	need for, 14-15
launch into online	record keeping, 21	savings, 15
sales, 186-187	auction	Historic View
sales strategies,	management tools	Postcards, 216-217
189-190	capabilities, 34-35	inventory. See
brand identity, 221	comparison of,	inventory
establishing,	35-38	management
222-223	Balkowitsch	
reinforcing, 223-224	Enterprises,	

Inc., 248

legal business entities, 17 choosing, 19 corporations, 18 filing and registering, 19-20 partnerships, 18 sole proprietorships, 18 merchant bank accounts, 20 overview, 5 taxes employment/ withholding tax, 34 income tax, 32-33 sales tax, 32 tracking performance dollar sales, 23 eBay Sales Reports, 29 gross profit, 24-25 inventory turns, 27 market share, 27-28 net profit, 25-26, 30-31 revenue/profit growth, 28-29 sell-through rate, 26-27 unit sales, 24 treating eBay business as real businesses, 39-40 Twin Cities Online Depot, 267-268 Yia Yia's Attic, 118-119	Business PayPal accounts, 172 business plans advantages of, 5-6 applying, 13 updating, 12-13 writing for established eBay sellers, 11-12 writing for new eBay sellers, 6-10 business profiles Balkowitsch Enterprises, Inc. business management, 248 growth, 247-248 keys for success, 250 launch into online sales, 245-246 overview, 245 sales strategies, 248, 250 BookIT Enterprises auction listings, 319-320 business management, 321-322 eBay Store, 318-319 inventory management, 320-321 keys to success, 322 launch into online sales, 316-317 third-party site sales, 317 Boston Drum Center business management, 191 eBay Store, 187-188 growth management, 192	industry-specific issues, 190-191 inventory management, 191-192 keys to success, 192-193 launch into online sales, 186-187 sales strategies, 189-190 Business Card Connection Beckett.com online store, 44-45 business management, 43 growth management, 47 inventory management, 46-47 keys to success, 48-49 launch into online sales, 41-42 overview, 41 sales strategies, 43-44 Creative Sports and Home Decor business management, 160 creating new product categories, 158-159 keys to success, 161-162 overview, 158 sales strategies, 161 The Dedicated Fool business management, 289 challenges, 289-290
---	---	---

inventory management, 288 keys to success, 289 launch into online sales, 285-286 overview, 285 sales strategies, 287-288 Store listings, 286 The Electric Quarter eBay store, 86 growth management, 87 inventory management, 87 key to success, 87-88 launch into online sales, 83-85 overview, 83 sales strategies, 85 Historic View Postcards business	launch into online sales, 262 overview, 262 sales strategies, 263-264 Trading Assistant business, 264-266 Yia Yia's Attic business management, 118-119 inventory management, 118 keys to success, 119-120 launch into online sales, 116-117 overview, 116 sales strategies, 117-118 Business to Business directory, 95 Buy It Now option, 155-157	cashier's checks, CDs, packaging, certificates, resale change, preparir 314-315 ChannelAdvisor, chargebacks (Pay avoiding, 178 definition of, fighting, 179 check payments, 169-170 china, packaging closed auctions, researching, 53 The Closeout Net closing times/day choosing, 122 holidays, 124 importance of 121-122 seasonality, 12
management,	buying co-ops, 278	clothing, packagi
216-217 communication and customer	buying co-ops, 278 buying inventory. See inventory management	code generating sites, 149
service, 217-218 inventory management, 216 keys for success, 218-219 launch into online sales, 214-216 overview, 214 sales strategies, 216 Twin Cities Online Depot business management, 267-268 keys to success, 268	cameras, digital, 133 carriers (shipping), 202 choosing single shipper, 205 comparison of, 203-204 costs, 204 daily pick ups, 208-209 insurance, 211 case studies. <i>See</i> business profiles	code generators, coins, packaging collectibles, pricin 165-166 commission fees Half.com, 301 Trading Assist commissions ting, 252-253 commodity produpricing, 165 comparison shopping, 275

hecks, 170 aging, 201 , resale, 20 eparing for, dvisor, 36 ks (PayPal) g, 178 on of, 177-178 , 179 nents, kaging, 202 tions, ng, 53-54 out News, 99 ies/days g, 122-123 s, 124 nce of, 22 lity, 124-125 ackaging, 201 ating webcators, 149 kaging, 201 s, pricing, n fees n, 301 Assistant issions, set-52-253 y products, 65

consignment contracts,	handling
writing, 253-255	distractions,
consignment fees,	270-271
setting, 252-253	overview, 269
contracts, consignment,	prioritizing
253-255	tasks, 272
200 200	scheduling
conversion rate, 26-27	tasks, 272
corporations, 18	Creative Sports and
costs, cutting, 21,	Home Decor
281-282	business
automation, 274	management, 160
buying co-ops, 278	creating new product
buying directly from	categories, 158-159
manufacturers,	keys to success,
279-280	161-162
overview, 269	overview, 158
purchase now, sell	sales strategies, 161
later	credit card payments
sales and promo-	BidPay, 175
tions, 276-277	merchant credit card
seasonality, 276	accounts, 175-177
supply constraints, 277-278	PayPal
re-evaluating	accounts, 171-172
suppliers, 284	chargebacks,
reducing eBay fees,	177-179
282-283	collecting
reducing expenses,	payments, 173
281-282	disadvantages of,
reducing shipping	174-175 overview, 171
weight, 280-281	•
shipping	transaction fees, 172-173
services, 204	
standardization, 273	credit cards, financing
supply costs, 274-275	eBay business with, 15
time management	cross-promotions,
establishing daily	226-227
routine, 270	Cross-Promotions
focusing on specific	Tool, 227
tasks, 271	custom packaging, 212
	1 5 5,

customer service
Historic View
Postcards, 217-218
Trading Assistants,
258-259
cutting costs. See
costs, cutting

U

daily pick ups (shipping), 208-209 daily routine establishing, 270 focusing on specific tasks, 271 handling distractions, 270-271 prioritizing tasks, 272 scheduling tasks, 272 database programs, 114 day of auction closing choosing, 122-123 holidays, 124 importance of, 121-122 seasonality, 124-125 deadbeat bidders, 180-182 The Dedicated Fool business management, 289 challenges, 289-290 inventory management, 288 keys to success, 289 launch into online sales, 285-286 overview, 285 sales strategies, 287-288 Store listings, 286

descriptions of auction launch into online F listings, 143-144, sales, 83-85 154-155 overview, 83 e-commerce websites sales strategies, 85 designing auction building from scratch, templates, 147-148 311-312 electronics, overview. 308-309 packaging, 201 DHL. 203 prepackaged email mailing lists differentiating your storefronts, 309-311 creating, 230-231 business, 291-293 email newsletters, eBay Auction Templates digital cameras, 133 creating, 231-233 Starter Kit, 152 directories, wholesaler, Google AdWords, eBay Express, 302-303 96-97 237-242 eBay Sales Reports, 29 Discount Shipping costs, 238-239 eBay Stores Insurance (DSI), 212 creating ads, benefits of, 297 239-241 discounts, BookIT Enterprises, monitoring ad perforrequesting, 275 318-319 mance, 241-242 disputes (PayPal) Boston Drum Center, Google Product avoiding, 178 187-188 Search, 242-243 fighting, 179 The Dedicated Fool Guides, writing, overview, 177-178 profile, 286 236-237 distractions to daily final value fees, 298 product reviews, routine, handling, linking to, 226 writing, 234-235 270-271 listing fees, 297 real-world advertisopening, 296-300 ing, 243-244 dollar sales. subscription levels, tracking, 23 subscriber lists, 231 298-299 drop shipping Email Marketing: eCheck, 173 choosing drop Summary page, shippers, 105-106 230-231 efficiency, specializing finding drop for, 70 employees, hiring, shippers, 106 312-313 EIN (Employer how it works, Identification Employer Identification 102-103 Number), 18 Number (EIN), 18 overview, 102 The Electric Quarter employment tax, 34 pros and cons, eBay store, 86 103-105 ephemera, 116. See also growth Historic View Postcards: DSI (Discount Shipping management, 87 Yia Yia's Attic Insurance), 212 inventory Escrow & Insurance Dutch auctions, 283 management, 87 discussion board, 183 key to success, 87-88 DVDs, packaging, 201 escrow scams, 183

Escrow.com, 183 eSeller Street, 60-61 expanding eBay businesses, 291 alternative auction sites, 304 Amazon Marketplace, 305-308 differentiating your business, 291-293 eBay Express,	preparing for change, 314-315 professionalism, 293-294 expenses. See costs, cutting exporters, 95 F factory-like operations, creating	credit card loans, 15 home equity loans, 16 investors, 16 loans from friends/family, 16 need for, 14-15 savings, 15 finding drop shippers, 106 free packing supplies, 198-199 inventory space,
302-303 eBay Stores, 296-300 benefits of, 297 final value fees, 298	automation, 274 standardization, 273 family, borrowing money from, 16	110-112 liquidators, 99 low-cost packing supplies, 195-196 suppliers, 94-96
listing fees, 297 subscription levels, 298-299 expanding	Featured Plus! option (listings), 129 FedEx, 203 fees	fixed-price sales, 156-157 eBay Express, 302-303 eBay Stores. <i>See</i> Stores Half.com, 300-302
merchandise offerings, 295-296 growth manage- ment, 313-314 Half.com, 300-302 hiring employees,	Amazon Marketplace, 306 eBay insertion fees, 167-168 eBay Store final value fees, 298 eBay Store listing	foreign payments, 183-184 fraudulent bidders changes of address, 182-183 escrow scams, 183 false claims, 182
312-313 increasing listings, 294-295 online marketplaces, 305 online stores	fees, 297 Half.com, 301 handling fees, 210 PayPal transaction fees, 172-173 reducing, 282-283	free packing supplies, finding, 198-199 friends, borrowing money from, 16
(non-eBay) building from scratch, 311-312 overview, 308-309 prepackaged storefronts, 309-311	shipping fees, 209-210 TA fees, 252-253 financing business loans, 16 choosing financing method, 17	Gallery Featured option (listings), 126 Gallery option (listings), 126

gallery photos, creating, 141-142 Gallery Plus option (listings), 127 Get4It, 62 Gift option (listings), 130-131	Half.com, 300-302 hiring employees, 312-313 increasing listings, 294-295 online marketplaces, 305 online stores	high demand items, pricing, 164 high-priced items advantages of, 75-76 determining ideal selling price, 78 profits, 76 repeated item
glassware, packaging, 201 Google AdWords, 237-242 costs, 238-239 creating ads, 239-241	(non-eBay) building from scratch, 311-312 overview, 308-309 prepackaged store- fronts, 309-311 preparing for change,	selling, 81-82 unwanted merchandise, selling markdowns, 78-79 overview, 78 repackaging product
monitoring ad per- formance, 241-242 Google Product Search, 242-243 Google Wholesale	314-315 professionalism, 293-294 growth management, 313-314 Balkowitsch	lots, 80 volume, 77 Highlight option (listings), 129 hiring employees, 312-313
Trade directory, 95 goWholesale, 97	Enterprises, Inc., 247-248	Historic View Postcards business management,
gross profit, 24-25 growing eBay businesses alternative auction sites, 304 Amazon Marketplace, 305-308 differentiating your	Boston Drum Center, 192 Business Card Connection, 47 The Electric Quarter, 87 guarantees, 184-185 Guides, writing, 236-237	communication and customer service, 217-218 inventory management, 216 keys for success, 218-219 launch into online
business, 291-293 eBay Express, 302-303 eBay Stores, 296-300 expanding	Half.com, 300-302 HammerTap Deep	sales, 214-216 overview, 214 sales strategies, 216 holidays, avoiding as
merchandise offerings, 295-296 growth manage- ment, 313-314	Analysis, 62-63 handling fees, 210 hard work, importance of, 323-324	closing dates, 124 home equity loans, financing eBay busi- ness with, 16

tions, 270-271

Home Page Featured overview. 269 drop shipping option (listings), choosing drop prioritizing 129-130 shippers, 105-106 tasks, 272 scheduling finding drop HTML, designing tasks, 272 shippers, 106 listings with, 152 how it works. Infopia, 37 102-103 Ι inkFrog, 37 overview, 102 insertion fees. 167-168 pros and cons, income tax, 32-33 103-105 insurance (shipping) increasing profits options, 211 Historic View automation, 274 Postcards, 216 purchasing buying co-ops, 278 from shipping inventory buying directly from services. 211 management systems manufacturers, purchasing from goals of, 112 279-280 overview, 112 third-parties, overview. 269 211-212 physical inventory purchase now, management, Interfit COR755, 134 sell later 113-114 international sales and sales and virtual inventory payments, 183-184 promotions, management, 276-277 international 114-115 seasonality, 276 suppliers, 95 inventory space, supply constraints, inventory management. 110, 112 277-278 See also product inventory turns, 27, re-evaluating 107-109 categories, choosing suppliers, 284 BookIT Enterprises, leveraging payment reducing eBay fees, 320-321 terms, 92-93 282-283 Boston Drum Center, liquidated merchandise reducing expenses, 191-192 finding liquidators 281-282 **Business Card** online, 99 reducing shipping Connection, 46-47 pros and cons, 98 weight, 280-281 buying co-ops, 278 negotiating best standardization, 273 buying directly price, 89-92 supply costs, cutting, from manufacturers, overview, 89 274-275 279-280 purchase now, sell time management buying inventory on later establishing daily eBay, 100-102 sales and routine, 270 The Dedicated Fool promotions, focusing on specific 276-277 profile, 288 tasks, 271 The Electric seasonality, 276 handling distrac-Quarter, 87 supply constraints,

277-278

suppliers, 93	Gallery option, 126	terms of service (TOS)
choosing, 94	Gallery Plus	145-146
finding, 94-96	option, 127	titles, 143
wholesaler	Gift option, 130-131	Value Pack
directories, 96-97	Highlight option, 129	option, 131
triaging	Home Page Featured	items to sell, choosing
inventory, 109	option, 129-130	type of
Yia Yia's Attic, 118	increasing number	Creative Sports
inventory	of, 294-295	and Home Decor
management systems	keywords, 152-153	example, 158-159
goals of, 112	optimizing for search,	expanding
overview, 112	228-230	merchandise
physical inventory	organizing, 142	offerings, 295-296
management,	overview, 121	high-priced items
113-114	photos	advantages of,
virtual inventory	gallery photos,	75-76
management,	141-142	determining ideal
114-115	inserting into item	selling price, 78
inventory turns, 27,	listings, 139-140	profits, 76
107-109	light boxes, 136	volume, 77
	number of, 140-141	low-priced items,
investors, 16	organizing, 144-145	avoiding, 76-77
item listings	overview, 132	market research
auction length,	photo equipment,	AuctionIntelligence,
131-132	selecting, 133-135	59-60
boldface, 128	photo process,	eBay closed
Border option,	136-137	auctions, 53-54
128-129	photo-hosting sites,	eBay Marketplace
Buy It Now option,	138-139	Research, 54-55
155-157	Pro Pack option, 131	eBay Popular Terms
closing times/days	Skype, 131	page, 56
choosing, 122-123	Subtitle option,	eBay Pulse, 56
holidays, 124	127-128	eSeller Street, 60-61
importance of,	templates	Get4It, 62
121-122	creating with	HammerTap Deep
seasonality,	HTML, 152	Analysis, 62-63
124-125	creating with Listing	Mpire Research,
descriptions,	Designer, 148-149	63-64
143-144, 154-155	designing, 147-148	overview, 51-53
Featured Plus!	overview, 146-147	Terapeak, 64
option, 129	third-party auction	Vendio, 57-59
Gallery Featured	templates,	
option, 126	149-151	

niche markets ancillary products, 72 narrow niches, 71-72 overview, 71 when to change plans, 72 overview, 51 personal value, adding to products, 73 repeated item selling, 81-82 selling what you know, 66-68 SKUs (stock keeping units), offering large number of, 73-75 specialization overview, 68 specializing for efficiency, 70 specializing for knowledge, 68-69 specializing for purchasing power, 69 test auctions, 64-66 unwanted merchandise, selling markdowns, 78-79 overview, 78 repackaging product lots, 80

J-K

jewelry, packaging, 201

Kennedy, Sean, 186.

See also Boston
Drum Center

Ketter, Russ, 285. See also
The Dedicated Fool
keys to success. See tips
for success
keywords, 152, 229

Keywords page, 153
knowledge, specializing
for, 68-69

L

legal business entities, 17 choosing, 19 corporations, 18 filing and registering, 19-20 partnerships, 18 sole proprietorships, 18 Lemonakis, Barbara, 116. See also Yia Yia's Attic length of auctions, 131-132 leveraging payment terms (inventory), 92-93 light boxes, 136 lighting kits (photography), 134

limited liability corporation (LLC), 19 limiting payment options, 169-170 Linhares, Betsy, 214. See also Historic View **Postcards** linking to your eBay Store, 226 to your other listings, 224-225 liquidated merchandise finding liquidators online, 99 overview, 98 pros and cons, 98 Liquidation.com, 99 liquidators, finding online, 99 Listing Designer, 148-149 listing fees, 167-168 listings auction length, 131-132 boldface, 128 Border option, 128-129 Buy It Now option, 155-157 closing times/days choosing, 122-123 holidays, 124 importance of, 121-122 seasonality, 124-125 descriptions, 143-144, 154-155

Featured Plus! option, 129 Gallery Featured option, 126 Gallery option, 126 Gallery Plus option, 127 Gift option, 130-131 Highlight option, 129 Home Page Featured option, 129-130 increasing number of, 294-295 keywords, 152-153 optimizing for search, 228-230 organizing, 142 overview, 121 photos gallery photos, 141-142 inserting into item listings, 139-140 light boxes, 136 number of, 140-141 organizing, 144-145 overview, 132 photo equipment, selecting, 133-135 photo process, 136-137 photo-hosting sites, 138-139	templates creating with HTML, 152 creating with Listing Designer, 148-149 designing, 147-148 overview, 146-147 third-party auction templates, 149-151 terms of service (TOS), 145-146 titles, 143 Value Pack option, 131 LLC (limited liability corporation), 19 loans business loans, 16 credit card loans, 15 from friends/ family, 16 home equity loans, 16 local advertising, 259-260 local businesses, soliciting (TAs), 261 logos, 223 low-cost inventory space, 110, 112 low-cost packing sup- plies, finding, 195-196 low-priced items, avoiding, 76-77	mailing lists creating, 230-231 email newsletters, creating, 231-233 subscriber lists, 231 Manage My Store page, 227 management accounting accounting software, 22 accounting systems, 21-22 importance of, 20-21 professional accountants, 23 record keeping, 21 auction management tools capabilities, 34-35 comparison of, 35-38 Balkowitsch Enterprises, Inc., 248 BookIT Enterprises, 321-322 Boston Drum Center, 191 Business Card Connection, 43 business manage- ment systems, 38-39 business plans
136-137 photo-hosting sites,	low-priced items,	business manage- ment systems, 38-39

income tax, 32-33 sales tax, 32

writing for established eBay sellers, 11-12 writing for new eBay sellers, 6-10 Creative Sports and Home Decor, 160 The Dedicated Fool, 289 financing choosing financing method, 17 business loans, 16 credit card loans, 15 home equity loans, 16 investors, 16 loans from friends/family, 16 need for, 14-15 savings, 15 Historic View Postcards, 216-217 inventory. See inventory	tracking performance dollar sales, 23 eBay Sales Reports, 29 gross profit, 24-25 inventory turns, 27 market share, 27-28 net profit, 25-26, 30-31 revenue/profit growth, 28-29 sell-through rate, 26-27 unit sales, 24 treating eBay business as real businesses, 39-40 Twin Cities Online Depot, 267-268 Yia Yia's Attic, 118-119 Manning, Patty, 158. See also Creative Sports and Home Decor manufacturers, buying	pricing based on, 166-167 Terapeak, 64 Vendio, 57-59 market share, 27-28 marketing add-on sales, 227-228 brand identity, 221 establishing, 222-223 reinforcing, 223-224 cross-promotions, 226-227 email mailing lists creating, 230-231 email newsletters, creating, 231-233 subscriber lists, 231 Google AdWords, 237-242 costs, 238-239 creating ads, 239-241 monitoring ad performance,
inventory management legal business entities, 17 choosing, 19 corporations, 18 filing and registering, 19-20 partnerships, 18 sole proprietorships, 18 merchant bank accounts, 20 overview, 5 taxes employment/ withholding tax, 34	from, 279-280 market research AuctionIntelligence, 59-60 eBay closed auctions, 53-54 eBay Marketplace Research, 54-55 eBay Popular Terms page, 56 eBay Pulse, 56 eSeller Street, 60-61 Get4It, 62 HammerTap Deep Analysis, 62-63 Mpire Research, 63-64 overview, 51-53	Google Product Search, 242-243 Guides, writing, 236-237 linking to your eBay Store, 226 linking to your other listings, 224-225 optimizing listings for search, 228-230 overview, 221 product reviews, writing, 234-235 real-world advertising, 243-244

Marketing Tools: Summary page, 232 Marketplace Research, 54-55 marketplaces, 305-308 Marketworks, 37 marking down merchandise, 78-79 maximizing inventory turns, 107-109 merchandise, choosing types of **Creative Sports** and Home Decor example, 158-159 expanding merchandise offerings, 295-296 high-priced items advantages of, 75-76 determining ideal selling price, 78 profits, 76 volume, 77 low-priced items, avoiding, 76-77 market research AuctionIntelligence, 59-60 eBav closed auctions, 53-54 eBay Marketplace Research, 54-55 eBay Popular Terms page, 56 eBay Pulse, 56 eSeller Street, 60-61 Get4It, 62 HammerTap Deep Analysis, 62-63

Mpire Research, 63-64 overview, 51-53 Terapeak, 64 Vendio. 57-59 niche markets ancillary products, 72 narrow niches. 71-72 overview, 71 when to change plans, 72 overview. 51 personal value, adding to products, 73 repeated item selling, 81-82 selling what you know, 66-68 SKUs (stock keeping units), offering large number of, 73-75 specialization overview, 68 specializing for efficiency, 70 specializing for knowledge, 68-69 specializing for purchasing power, 69 test auctions, 64-66 unwanted merchandise, selling markdowns, 78-79 overview. 78 repackaging product lots. 80 merchant bank accounts, 20

merchant credit card accounts, 175-177 MiBlueBook.com, 64 money orders, 170 money-back quarantees, 184-185 monitoring Google AdWords ad performance, 241-242 Morrison, Michael, 152 Mpire Research, 63-64 Mudd, Sam, 214. See also Historic View Postcards MultiOrder Shipping Tool, 207

N

National Association of Manufacturers, 96 negotiating best price (inventory), 89-92 net profit, 25-26, 30-31 newsletters (email), creatina, 231-233 niche markets ancillary products, 72 narrow niches, 71-72 overview. 71 when to change plans, 72

Oliver, Dick, 152 one-off sales, avoiding, 81-82 online advertising, 260-261

online marketplaces, 305-308 online stores (non-eBay) building from scratch, 311-312 overview, 308-309 prepackaged storefronts, 309-311 opening eBay Stores, 296-300 optimizing listings for search, 228-230 organizing listings, 142 Buy It Now option, 155-157 descriptions, 143-144, 154-155 photos, 144-145 terms of service	supplies free packing supplies, 198-199 low-cost packing supplies, 195-196 suppliers, 196-197 supply checklist, 196 tips and guidelines, 200-202 Paddock, Toby, 83-84. See also The Electric Quarter partnerships, 18 payment terms, 92-93 payments accepting multiple payment options, 168-169 BidPay, 175	transaction fees, 172-173 scams and fraud changes of address, 182-183 escrow scams, 183 false customer claims, 182 PayPal accounts, 171-172 chargebacks avoiding, 178 definition of, 177-178 fighting, 179 collecting payments, 173 disadvantages of, 174-175 overview, 171
(TOS), 145-146 titles, 143	deadbeat bidders, 180-182 international sales	transaction fees, 172-173
P packing custom packaging, 212 packing and	and payments, 183-184 limiting payment options, 169-170 merchant credit card accounts, 175-177 money-back guarantees, 184-185	performance, tracking, 23 dollar sales, 23 eBay Sales Reports, 29 gross profit, 24-25 inventory turns, 27 market share, 27-28 net profit, 25-26,
shipping schedules, 205-206 packing assembly lines, 206 personal touches and extras, 212-213 prepaid postage labels, 207-208 sealing packages, 202 shipping containers, choosing, 199-200	PayPal accounts, 171-172 activating in auction listings, 173 chargebacks, 177-179 collecting payments, 173 disadvantages of, 174-175 overview, 171	30-31 revenue/profit growth, 28-29 sell-through rate, 26-27 unit sales, 24 personal check payments, 169-170 Personal PayPal accounts, 171 personal value, adding to products, 73

photo process, 136-137	postage label, printing,	high-priced items
photo-hosting sites,	207-208	advantages of,
138-139	postcards,	75-76
Photobucket, 138	packaging, 202	determining ideal
photos	pottery, packaging, 201	selling price, 78 profits, 76
gallery photos,	Premier PayPal	volume, 77
141-142	accounts, 171	low-priced items,
inserting into item listings, 139-140	prepackaged storefronts, 309-311	avoiding, 76-77 market research
light boxes, 136 number of, 140-141	prepaid postage labels, 207-208	AuctionIntelligence, 59-60
organizing, 144-145 overview, 132 photo equipment,	preparing for change, 314-315	eBay closed auctions, 53-54
selecting, 133-135	PriceMiner, 64	eBay Marketplace Research, 54-55
photo process,	prices, comparing, 275	eBay Popular Terms
136-137 photo-hosting sites, 138-139	pricing strategies collectibles and antiques, 165-166	page, 56 eBay Pulse, 56 eSeller Street, 60-61
physical inventory management, 113-114	commodity products, 165	Get4It, 62 HammerTap Deep
pickup service (TAs), 255-256	eBay listing/insertion fees and, 167-168	Analysis, 62-63 Mpire Research,
PictureTrail, 139	high demand	63-64 overview, 51-53
plans, business advantages of, 5-6 applying, 13 updating, 12-13 writing for established eBay sellers, 11-12 writing for new eBay sellers, 6-10	items, 164 market research, 166-167 overview, 163-164	Terapeak, 64 Vendio, 57-59 niche markets
	printing prepaid postage labels, 207-208	ancillary products, 72 narrow niches,
	prioritizing tasks, 272 Pro Pack option (listings), 131	71-72 overview, 71 when to change
PODS (portable on demand storage), 110-111	product categories, choosing Creative Sports	plans, 72 overview, 51 personal value,
Popular Terms page, 56	and Home Decor	adding to
portable on demand storage (PODS), 110-111	example, 158-159 expanding merchandise	products, 73 repeated item selling 81-82

offerings, 295-296

selling what you	launch into online	growth
know, 66-68	sales, 245-246	management, 47
SKUs (stock keeping	overview, 245	inventory manage-
units), offering	sales strategies,	ment, 46-47
large number of,	248, 250	keys to success,
73-75	BookIT Enterprises	48-49
specialization	auction listings,	launch into online
overview, 68	319-320	sales, 41-42
specializing for	business	overview, 41
efficiency, 70	management,	sales strategies,
specializing for	321-322	43-44
knowledge, 68-69	eBay Store, 318-319	Creative Sports and
specializing for	inventory	Home Decor
purchasing	management,	business
power, 69	320-321	management, 160
test auctions, 64-66	keys to success, 322	creating new
unwanted	launch into online	product categories,
merchandise, selling	sales, 316-317	158-159
markdowns, 78-79	third-party site	keys to success,
overview, 78	sales, 318	161-162
repackaging	website sales, 317	overview, 158
product lots, 80	Boston Drum Center	sales strategies, 161
product reviews, writ-	business	The Dedicated Fool
ing, 234-235	management, 191	business
Product Search	eBay Store, 187-188	management, 289
(Google), 242-243	growth	challenges, 289-290
	management, 192	inventory
professional	industry-specific	management, 288
accountants, 23	issues, 190-191	keys to success, 289
professional business	inventory	launch into online
presence, creating,	management,	sales, 285-286
251-252	191-192	overview, 285
professionalism,	keys to success,	sales strategies,
293-294	192-193	287-288
profiles	launch into online	Store listings, 286
Balkowitsch	sales, 186-187	The Electric Quarter
Enterprises, Inc.	sales strategies,	eBay store, 86
business	189-190	growth
management, 248	Business Card	management, 87
growth, 247-248	Connection	inventory
keys for	Beckett.com online	management, 87
success, 250	store, 44-45	key to success,
<i>3uccc33, 200</i>	business	87-88
	management, 43	

launch into online sales, 83-85 overview, 83 sales strategies, 85 Historic View Postcards business management, 216-217 communication and customer service, 217-218 inventory management, 216 keys for success, 218-219 launch into online sales, 214-216 overview, 214 sales strategies, 216 Twin Cities Online Depot business management, 267-268 keys to success, 268 launch into online sales, 262 overview, 262 sales strategies, 263-264 Trading Assistant business management, 118 110	launch into online sales, 116-117 overview, 116 sales strategies, 117-118 profit margin, 25 profits, 21 gross profit, 24-25 high-priced items, 76 increasing automation, 274 buying co-ops, 278 buying directly from manufacturers, 279-280 overview, 269 purchase now, sell later, 276-278 re-evaluating suppliers, 284 reducing eBay fees, 282-283 reducing expenses, 281-282 reducing shipping weight, 280-281 standardization, 273 supply costs, cutting, 274-275 time management, 269-272 net profit, 25-26, 30-31 profit margin, 25 revenue/profit growth, 28-29 promoting auctions.	cross-promotions, 226-227 email mailing lists creating, 230-231 email newsletters, creating, 231-233 subscriber lists, 231 Google AdWords, 237-242 costs, 238-239 creating ads, 239-241 monitoring ad performance, 241-242 Google Product Search, 242-243 Guides, writing, 236-237 linking to your eBay Store, 226 linking to your other listings, 224-225 optimizing listings for search, 228-230 overview, 221 product reviews, writing, 234-235 real-world advertising, 243-244 promotions, buying during, 276-277 ProStores, 310-311 publicity add-on sales, 227-228 brand identity, 221 establishing, 222-223
Yia Yia's Attic business management, 118-119 inventory management, 118 keys to success,	profit margin, 25 revenue/profit growth, 28-29 promoting auctions. See marketing add-on sales, 227-228 brand identity, 221	add-on sales, 227-228 brand identity, 221 establishing,
119-120	establishing, 222-223	

reinforcing, 223-224

email mailing lists refusing items for resale creating, 230-231 (TAs), 256 email newsletters, registering businesses, creating, 231-233 19-20 subscriber lists, 231 reinforcing brand Google AdWords, identity, 223-224 237-242 repackaging product costs, 238-239 lots. 80 creating ads, 239-241 repeated item selling, monitoring ad 81-82 performance, requesting 241-242 discounts, 275 Google Product resale certificates, 20 Search, 242-243 researching market Guides, writing, AuctionIntelligence, 236-237 59-60 linking to your eBay eBay closed auctions, Store, 226 linking to your other eBay Marketplace listings, 224-225 Research, 54-55 optimizing listings eBay Popular Terms for search. 228-230 page, 56 product reviews, eBay Pulse, 56 writing, 234-235 eSeller Street, 60-61 real-world Get4It. 62 advertising, HammerTap Deep 243-244 Analysis, 62-63 Pulse, 56 Mpire Research, 63-64 purchasing power, overview, 51-53 specializing for, 69 Terapeak, 64 Vendio, 57-59 Reseller Marketplace, 101-102 Resolution Center, 179 return policies, 184-185

revenue/profit growth,

28-29

revenues, 21

reversals (PayPal) avoiding, 178 definition of, 177-178 fighting, 179 Reviews & Guides page, 234, 236 reviews, writing, 234-235 Rip-Off Report website, 107

S

sales buying during, 276-277 dollar sales, tracking, 23 eBay Sales Reports, 29 sales strategies add-on sales. 227-228 Balkowitsch Enterprises, Inc., 248, 250 Boston Drum Center, 189-190 **Business Card** Connection profile, 43-44 Creative Sports and Home Decor. 161 Historic View Postcards, 216 The Dedicated Fool profile, 287-288 Twin Cities Online Depot, 263-264 Yia Yia's Attic, 117-118

QuickBooks, 22

real-world advertising, 243-244 record keeping, 21. See also accounting refund policies, 184-185

sell-through rate, 26-27 unit sales, tracking, 24	second mortgages, financing eBay businesses with, 16 sell-through rate, 26-27	handling fees, 210 insurance options, 211 purchasing
Sales Reports Plus tool, 29	Sellathon's ViewTracker, 30	from shipping services, 211
Sales Reports tool, 29 sales tax, 32	Seller Protection Policy, 179	purchasing from third-parties, 211-212
Sams Teach Yourself HTML and CSS in 24 Hours, 7th Edition, 152	Selling Manager, 36, 299 Selling Manager Pro, 36 selling what you know,	packing custom packaging, 212
savings, financing eBay business with, 15	66-68 services	free packing supplies, 198-199
SBA website, 19	Marketplace	low-cost packing supplies, 195-196
scams and fraud changes of address, 182-183 escrow scams, 183 false customer claims, 182	Research, 54-55 Pulse, 56 shipping services, 202 choosing single shipper, 205 comparison of,	packing assembly lines, 206 personal touches and extras, 212-213
Schafer, Jon, 41. See also Business Card Connection	203-204 costs, 204 daily pick ups,	prepaid postage labels, 207-208 sealing packages, 202
Schafer, Lisa, 41. See also Business Card Connection scheduling tasks, 272 sealing packages, 202	208-209 insurance, 211 Sharon's Collectibles. See Balkowitsch Enterprises, Inc. shipping daily pick ups, 208-209 drop shipping choosing drop shippers, 105-106	shipping containers, choosing, 199-200 suppliers, 196-197 supply checklist, 196 tips and guidelines, 200-202 packing and shipping schedules, 205-206 shipping fees, 209-210 shipping services, 202
searching for drop shippers, 106 for liquidators, 99 for suppliers, 94-96		
seasonality of auctions, 124-125, 276 Second Chance Offer feature, 283	finding drop shippers, 106 how it works, 102-103 overview, 102 pros and cons, 103-105	choosing single shipper, 205 comparison of, 203-204 costs, 204 daily pick ups, 208-209
		insurance, 211

shipping weight, reducing, 280-281 transporting items to carrier, 206-207 shipping containers, choosing, 199-200 shooting photos. See photos Shop eBay with Me, 225 Sign Up for Store Newsletter links, 230 SKUs (stock keeping units), offering large number of, 73-75 Skype, 131 slogans, 223 Smith-Victor KT500U Thrifty Basic Kit, 134 sniping, 122 software accounting software, 22 auction management tools capabilities, 34-35 comparison of, 35-38 database programs, 114 sole proprietorships, 18 soliciting local businesses (TAs), 261 Solutions Directory, 38 specialization	specializing for knowledge, 68-69 specializing for purchasing power, 69 SpoonFeeder, 119 stamps, packaging, 202 standardization, 273 stock keeping units (SKUs), offering large number of, 73-75 storefront locations (TAs), 257-258 Stores (eBay) benefits of, 297 BookIT Enterprises, 318-319 Boston Drum Center, 187-188 final value fees, 298 linking to, 226 listing fees, 297 opening, 296-300 subscription levels, 298-299 The Dedicated Fool profile, 286 studio equipment (photography), selecting, 133-135 subscriber lists (mailing lists), 231 subscription levels (eBay Stores), 298-299 Subtitle option (listings),	Boston Drum Center, 192-193 Business Card Connection, 48-49 The Dedicated Fool, 289 Creative Sports and Home Decor, 161-162 Historic View Postcards, 218-219 The Electric Quarter, 87-88 Twin Cities Online Depot, 268 Yia Yia's Attic, 119-120 suppliers, 93 choosing, 94 finding, 94-96 packing supplies, 196-197 re-evaluating, 284 wholesaler directories, 96-97 supply constraints, 277-278 supply costs, cutting, 274-275 Surplus.net, 99
·		
	Enterprises, Inc., 250 BookIT	

Enterprises, 322

market share. 27-28 net profit, 25-26, 30-31 revenue/profit growth, 28-29 sell-through rate, 26-27 unit sales, 24 Trading Assistants (TAs) advertising local advertising, 259-260 online advertising, 260-261 auction tracking, 256-257 competitive fee schedule, establishing, 252-253 consignment contracts, writing, 253-255 customer service. 258-259 local businesses, soliciting, 261 overview, 251 pickup service, 255-256 professional business presence, creating, 251-252 refusing items for resale, 256 storefront locations, 257-258 Twin Cities Online Depot, 264-266

Trading Posts, 258 transaction fees (PayPal), 172-173 triaging inventory, 109 tripods, 133 Truition CMS, 37 Turbo Lister, 35-36 Twin Cities Online Depot business management, 267-268 keys to success, 268 launch into online sales, 262 overview, 262 sales strategies, 263-264 Trading Assistant business, 264-266

IJ

U-PIC (Universal Parcel Insurance Coverage), 211 U.S. Postal Service, 203 unit sales, tracking, 24 Universal Currency Converter, 184 Universal Parcel Insurance Coverage (U-PIC), 211 unwanted merchandise, selling markdowns, 78-79 overview, 78 repackaging product lots. 80

updating business plans, 12-13 UPS, 203 USStoragesearch.com, 111

V

Value Pack option (listings), 131 Vendio, 37, 57-59, 139 videogames. See The Electric Quarter ViewTracker, 30 Vintage Card Prices, 64 virtual inventory management, 114-115 volume of high-priced items, 77

W

WebDropshipper.com, 106
website storefronts
building from scratch,
311-312
overview, 308-309
prepackaged
storefronts, 309-311
What's Hot tool
(Vendio), 57-59
Wholesale Lots
directory, 100
Wholesale Trade
directory, 95
Wholesale, 411, 97

wholesalers, 93 choosing, 94 finding, 94-96 wholesaler directories, 96-97 Windus, Patrick, 262. See also Twin Cities Online Depot withholding tax, 34 writing business plans for established eBay sellers, 11-12 for new eBay sellers, 6-10 consignment contracts, 253-255 Guides, 236-237 listings. See listings product reviews, 234-235

Y-Z

Yahoo Business to
Business directory, 95
Yia Yia's Attic
business
management,
118-119
inventory
management, 118
keys to success,
119-120
launch into online
sales, 116-117
overview, 116
sales strategies,
117-118

Zoovy, 37