

## EBay Business 101 for Newbies

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Are you fairly new to eBay business? Or is just planning to enter the world of eBay business and test its waters? You have nothing to fear. Here are simple startup tips for you, newbie. Entering the eBay business means that you are setting up shop on eBay and become a seller. It is easy and risk-free. All you need to have is a computer, an internet connection and an inventory of items to sell. No startup costs are expected of you. Even if you're at home, you can monitor your eBay business easily enough. You can also do marketing online, right within eBay.

### **Starting out**

As a newbie seller, you have a fairly good chance of succeeding in the eBay business by starting out with items that you know and have experience with. Take it from the experts, when you start with products you are knowledgeable about, you are right on target regarding its value.

However, if the items you are supposed to start with do not fall in the line of your expertise, there's no cause for worry. You only have to research about the items you have to know their value.

There might be several odds and ends in your house that are fairly in good condition but not needed anymore. Or you might know of family and friends who have possessions they want to get rid of. You can also buy discounted products, seasonal and specialized items and crafts then resell them. The eBay business has no limit on what products you could sell, as long as there are buyers interested.

### **Have a photo, make a sale**

Once you have set-up shop in the eBay business, start the ball rolling by letting customers know of your merchandise. Do this by taking pictures of the products you are putting up for sale. The photo alongside your item listing is free. A 35-cent paid photo post of your product is offered by eBay - a scheme called Gallery. It works by having a thumbnail photo of your product along with its listing on the search results.

Be aware that most customers in the eBay business prefer to see the photo of the product for sale. Most often, your listing will get hits largely because of photo attachments. People need to know they are buying something that exists. You may find that once you upload more photos for each of your product listing, the demand for your products increases. Close-up and high-quality photos of your products are likely to bring you great sales outcome.

### **Price is right**

Upon seeing your product, the next thing potential buyers on the eBay business look up is the price. Note that in the eBay business, it is necessary to remind you not price your item too high, or else buyers may lose interest. With a reasonable starting price, you only need to have two bidders to set off a higher price.

The principle in the eBay business, with regards to setting up the starting price, is that the lower you set the price, the more potential buyers bid on it. You can even get them so attached to the item and inspire a need to be the bidder who gets the item.

For how long do you list up your product? As a seller, listing a product in the eBay business involves meeting qualifications to use one-day period listing and paying necessary fees for 10-day listings.

There are several factors to know how long you should list an item in the eBay business:

- Â Longer period listing gives potential buyers more time to see your item and place bids

- Â Listing depending on your selling volume.

- Â Limited period of listing if you are selling products related to certain events

Other things which sellers in the eBay business need to do to generate more profits:

- Â Regularly checking out the hit list for your items to know if you are getting more traffic. More traffic means more buyers.

- Â Have a detailed product description on your listing to minimize numerous buyer inquiries

- Â Proper handling of payment and shipping. Be aware that 3 out of 4 buyers on the eBay business prefer paying with PayPal.

- Â Keep your buyers, happy and satisfied with your products and overall service.

- Â Lastly, keep tabs on other eBay sellers's™ experiences in the eBay business for you to learn and succeed. -30-