

## What it Takes to become one of the eBay PowerSellers

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Ebay.com considered as the online auction giant continues to ride high on the Internet scene. It's membership has currently reached to more than 100 million members. Among this membership, approximately 4% of the people has a designation that's distinguished by the amount of volume they produce. They range from \$1000 to over \$150,000 in gross sales each month. These are the eBay Powersellers.

Want to know what strategies and techniques these eBay Powersellers employ in order for them to come up with high sales volume?

**Take a deep breath and start learning!**

**Ebay Powersellers are serious** - they are dead-serious about their business. In every Powerseller operation, you'll find organized systems and "assembly-line" techniques. Even if a Powerseller have not invested thousands of dollars to operate, he treats his business as if it has.

**Ebay Powersellers are focused** - they focus intensely on listing, packing and shipping with a schedule for each task on different days of the week.

**Ebay Powersellers are organized** - being able to make it to the Powerseller level means that they are deeply organized. They develop processes to ensure that the listing, packing and shipping of items sold are delivered promptly.

**Ebay Powersellers delegate** - as their business continue to grow, powersellers hire assistant to do tasks that don't require his attention anymore. By delegating the repetitive tasks he can focus more on product acquisition and marketing.

**Ebay Powersellers use Dutch auctions** - from selling one-of-a-kind knick-knacks found at yard sales the powerseller now sell a volume of the same item through Dutch auctions. He uses these kinds of auctions in order to save time. Even the packing and shipping of products are achieved a lot faster.

**Ebay Powersellers do efficient work** - Being aware that time is money, a Powerseller is extremely efficient. Doing Dutch auction is evidence of his efficiency. A powerseller know that time-efficiency is a powerful way to leverage your time and profits.

**Ebay Powersellers "Bulk List" their auctions** - they make use of bulk listing software or auction management service in order to dramatically organize their time. This also helps them in smoothly running their eBay operation.

**Ebay Powersellers use clearly focused photos** - they know that using clear photos or scans of the items they are selling is a key to successful selling. An eBay Powerseller honestly show all flaws an item may have through these clear photos. Most of them even do their own picture-taking of items for sale

which turns them somewhat into semi-pro photographers!

Many powersellers have a makeshift studio with optimum lighting and background available all the time for quick shots when they need to e-mail an additional photo to a bidder.

He have a Digital Camera handy for photographing 3-dimensional and large items. He also have

scanner for copying paper and other flat items.

eBay Powersellers use headlines with key words and no fluff - they know that the use of descriptive words in the headline is essential. They also realize the importance of projecting keywords in order that the search engine picks up on his listing. eBay Powersellers also know how to write thorough and detailed item descriptions.

**Ebay Powersellers know that they need to have their own websites.** They also choose the easiest way for a bidder to pay - by offering a variety of payment options.

**Ebay Powersellers also know when to offer discounts on multiple items** - Powersellers realize the value of a good customers and from time-to-time create discount schemes to let his customers know that they are special.

**Ebay Powersellers do not mind making money!** - eBay Powersellers have a healthy attitude towards making money and has no issues against it. They recognize that having an eBay business is one of the easiest and most lucrative ways to make a part-time income. As opposed to traditional ways of earning, earning income through the eBay business is powerful and realistic.

**Ebay Powersellers enjoy their work-at-home lifestyle** - they relish and appreciate the freedom of doing home based business.

**Ebay Powersellers are willing to invest in their business** - in order to continue improving in the eBay business, eBay Powersellers do not hesitate to invest on high quality gadgets and equipments. They know that these high-tech gadgets and equipments will help bring them more profits for their business.

**Ebay Powersellers stay up-to-date on auction trends and changes** - they buy books on online auctions, participate in eBay message boards and forums and stay tuned for eBay announcements. This way, they will never be caught off guard regarding new changes and policy that might affect their business. As connected to this, eBay Powersellers are always looking for better ways to do things because they know that they need to improve on their business constantly.

Knowing the following may surely give you the tip-off you need to be the next eBay powerseller. Are you ready to be one of the eBay Powersellers?