

## Ebay Ebook Success: Effectively using your About Me Pag...

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Created On: 14 Oct 2009 11:30 AM

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In my last article I discussed various promotion strategies for your eBay store one of which was using your eBay About Me Page. Your About Me Page is one of the best ways to promote yourself on eBay. It allows you much more freedom than other eBay pages and there is a link to it beside your eBay User ID so every time you buy an item, place a bid etc, people may click on it. Despite this it is one of the most underutilised pages for the majority of ebook sellers. In this article I will discuss how you should be using your eBay About Me Page to effectively promote your eBay store:

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1) **Describe yourself and your Ebook Business:-** At the top of the page you should describe yourself and your ebook business. Say a little about yourself, how you got into selling on eBay, and what you sell. Also say why people should buy from you instead of the competition. Examples could be that your eBay store is updated every week, your prices are low etc.

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2) **Link to your Feedback:-** To prove that you are a trusted seller you should link to your feedback rating from your About Me page. Just include a simple sentence like "Click Here to view my feedback."

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3) **Provide a Contact Address:-** Buyers viewing your About Me page may want to ask more questions so it is only logical that you provide a contact address. Make it clickable for maximum ease to the customer. For example "You can contact me at any time at: [you@youremailaddress.com](mailto:you@youremailaddress.com)"

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4) **Provide a direct link back to your eBay Store:-** Not all the visitors to your About Me page will have found it through your eBay store. Some may not even be aware that you own an eBay store. The only way to make sure that everyone viewing your About Me page knows that you have an eBay store is to provide a clickable link to it. For example "Click Here to visit my eBay store."

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5) **Other Links:-** If you have a specific auction which you want to promote, or a specific page you want to link to then do it here. For example "You can visit my super duper auction by Clicking Here."

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If you follow the steps in this article then you should be well on your way to maximising the effectiveness of your eBay About Me page. Many customers will use your About Me page to assess whether to buy from you so it's essential that yours is effective. Till next time good luck with your ebook sales and take care!!!