



Getting Started with eBay

Now that you've set up your workspace, scheduled your time, and started your journal, it's time to talk about eBay. This lesson will help bring you up to speed on how eBay works and how you can position yourself to make the most of your auctions.

If, when you've finished this lesson, you feel you do not understand some of these concepts go back and review. Remember it never hurts to review all of the information in these lessons more than once!

So, if you're ready, let's get started.

LESSON 2—OBJECTIVES

1. Laying your business foundation.
2. eBay information and education.
3. eBay help links.
4. Bright Builders' auction research software.
5. Buying on eBay.
6. Task List.
7. Lesson 2 Task List.

1

1—Laying Your Business Foundation

Many people set up auctions on eBay and are not successful. We don't mean that they don't sell, just that they don't sell to their maximum potential. They don't make the money they could and they certainly don't make enough to consider themselves in business. The reason they are not successful is they did not get the information and education they needed before starting. They just jumped in and did their first auction and it fell flat. There are exceptions, of course, but they *are* the exceptions.



If you're going to have a successful business selling on eBay, it stands to reason that you must know eBay inside and out. You have to have the knowledge to properly position your products and your auctions to attract the most viewers—and thereby, the most money.

Acquiring an intimate, working knowledge of eBay is essential for your business. Think of this as laying a strong foundation on which you can build your future success.

eBay provides plenty of information and education as to how it works, if you have the patience to locate that information on their website. Still, knowing how eBay works and how to make an eBay business work for *you* is a little trickier. In future lessons we will be giving you detailed directions on to how to learn more about eBay and how a successful eBay business works. Before we get to that, though, let's go through the eBay basics.



2—eBay Information and Education

Log onto the Internet and then go to eBay's home page, www.ebay.com. On the top of the page click on the link that reads "Site Map." This will take to you to the Site Map screen. Here, you will find links that will take you to other pages of information on eBay. Bookmark this page. It will become your primary starting place to get your eBay questions answered.

eBay Is Always Changing

eBay, like most websites, is always growing and changing. This makes it difficult for us to give you the specific links on the site map that you should click on and read. What we give you today may need to be updated next week or next month. However, we can give you directions for

what to look for and from there you can see where to go to get the information you need. Where we can, we will provide you with the links that are fairly standard in getting you started.

As You Begin Your eBay Education

As you read, listen, and watch the education presentations available through eBay, remember to do the following:

- Take notes.
- Write down your questions.
- Review the material several times, over different days (spaced repetition).
- Review your notes and add in your insights, ideas and ways to implement what you are learning.

Spaced Repetition—What's that about?

You may have heard the saying, "Repetition is the mother of learning", and this is true. What needs to be added in there is "**Spaced** repetition is the mother of learning."

When you're learning something new you are literally growing your brain. You are creating new brain cells, connections and neurons. Reviewing material several times over the course of a few days strengthens these connections, helping to cement the information in your mind.

If you review new information within 24 to 48 hours you will not only recall what you previously learned, you will also reinforce that information in your brain. You do it a third time and you will reinforce that information further and your recall will significantly increase. If you were to teach this new information to someone else, your recall, understanding, and assimilation will go through the roof!

In short, to make the most of what you're learning, you must review, review, review!



Take notes, write questions, review, then add your ideas and insights.



Listen

Remember

Focus

Summarize



A Strategy to Learn and Succeed

Here are some suggestions to assist you in learning the information on eBay and from these lessons.

Listen—The first time you read or listen to a lesson, let it flow over you. Don't focus too hard on remembering every word.

Remember—The second time through; notice how the information seems familiar to you and not quite so foreign. Now, as you read and listen, take notes on the things that stand out to you or seem important.

Focus—The third time through, take more notes and notice what you may have missed before. This time, what strikes you as important and meaningful will likely be very different from previous times.

Summarize—Take the time to summarize what you learned in your Business Journal. Summarizing will help you to clarify and reinforce what you learned. It will also help you better understand how you will apply it. Additionally, you have a place to go back and review as you encounter new information in other lessons.

3—eBay Help Links

To begin your education, you should first take advantage of the information eBay provides. This will form the foundation for the more advanced concepts that will come in future lessons. Here is a list of links in your manual that we suggest you review and study along with a brief explanation of each. Remember to take notes and review.

- <http://pages.ebay.com/education/>—These pages contain valuable information about how to start and run an eBay auction. There's a lot of information here, so give yourself plenty of time.

- <http://pages.ebay.com/education/how-toregister/index.html>—This audio presentation will show you how to register with eBay.

- http://pages.ebay.com/help/sell/seller_account.html—This page shows you how to register as a seller.

- <http://pages.ebay.com/help/>—Basic help on how eBay works and specific technical problems you might encounter.

- <http://pages.ebay.com/help/buy/>—Help for buyers. It's a good idea to read the information here in case you have never made a purchase from eBay. It will give you a better idea what the buyers have in mind and the rules and regulations they follow. Knowing this, you can better design your auctions to appeal to the greatest number of potential consumers.

- <http://pages.ebay.com/help/sell/>—Help for sellers on eBay—Make SURE to read the information located here.

- http://product-index.ebay.com/best_selling_1.html—What items are hot on eBay now.

- **Completed Auctions**—Here you can research what other members have auctioned, study their auctions, and see how well they did.

- **SafeHarbor (Rules & Safety)**—Guidelines and help for running your eBay auctions.

- **PayPal**—Despite some of the bad press (some times deserving, most often not) PayPal is still the online transaction processor of choice for eBay members—particularly new members who are just starting out. You will get questions about it, so it's best to know what all your options are when it comes to payment for your auctions.

4

4—Bright Builders' Auction Research Software—Powerful Tools for Research and Profit

“Time is money,” as the old saying goes. It is as true today as when it was first said. The faster and more effectively you can get things done for your business the faster you will be profitable and successful.

Bright Builders' auction research software is a superb suite of software tools for researching and managing your eBay business. If you do not have this software, let me give you a quick overview of how it can help you save time and make money.

Here's an overview of a few of the tools included in Bright Builders' auction research suite:

BidderBlock—Blocks unwanted bidders from your auctions, such as those who have previously not paid in good time or who have created other unwarranted problems that could threaten your eBay business.

Fee Finder—Calculates the fees for any type of eBay auction so you know exactly what an auction is going to cost you before you start. This includes calculating costs for regular and Dutch auctions, real estate and eBay Motor auctions. With this tool, you can adjust your choices and control your costs.

DeepAnalysis—This is the “super tool” of the suite. DeepAnalysis allows you extract information on past auctions by category or key word. You can sort this information in many different ways, giving you valuable insight as to which items will sell best. This tool can also be used to find successful eBay auctioneers and study their techniques.



Benefits of the Bright Builders' auction research software suite

Bright Builders' auction research software will save you time and make you money—it's that simple. Having the right tools can make the difference between doing all right in your business and doing fantastic.

In summary, the auction research software allows you to quickly and easily:

- Research auction items and pricing.
- Research other eBay auctioneers and bidders.
- Research seasonal and trendy items.
- Track your competitors' auctions.
- Acquire and manage contact information for clients, past bidders (who did not win), and other bidders who may have bid on competitors' auctions but not yours.
- Oversee and manage the cost of your auctions.



5—Buying on eBay

Now that you have registered on eBay as a buyer and seller, (if you have not done this before), it would be a great idea for you to buy an item on eBay before you begin to sell. (If you have purchased an item on eBay previously you can skip this section).

There are a couple of reasons for you to purchase something on eBay at this point, if you have never done so.

It is a great experience to know first hand what a buyer goes through when bidding on, winning, completing the purchase of an item, receiving the item, inspecting it and finally giving feedback to the seller.

If you have never purchased or sold on eBay this is a way to start your positive feedbacks. You see, when you purchase an item on eBay you are expected to give the seller feedback. (The seller hopes you will

give positive feedback). The seller is also expected to give you feedback on how you paid for the item. This is primarily based upon how promptly you provide payment for the item.

One of your assignments this week will be to go to eBay and find something you like, get into the bidding and win. It does not have to be expensive; anything will do just so you have the experience of being a buyer. In fact, if you have never done this you will probably find it fun and exciting.

6—Manage Yourself

Much of what you will be doing in Lesson 2 will involve getting on the eBay website and learning the information they have posted there. But in doing this you will have to manage yourself and the information you are learning. So, here we go.



Manage Yourself and Build a Successful Business

Here, for your review, are the basics of starting your eBay business:

- Complete your time management for the week.
- Write in your business journal daily, taking notes, writing down your ideas, and setting tasks and goals.
- Review your Business Vision Statement.

Remember these are the essentials of managing yourself and your business to make it successful and profitable. You need to do this every single week.

Learning to Set up eBay Auctions

This week is about getting up to speed on the basics of doing business on eBay. To do that you will be going through the online eBay education links reading and following the steps talked about to set the information in your mind. Go through the eBay links at

least twice and preferably three times to make sure you have a good grasp of the material and an overall picture of eBay auctions and making them work for you.

Get Yourself Registered as a Buyer and a Seller

If you do not have a merchant account, register with PayPal.

Do some research and make a list of the hot selling items on eBay right now. Find matches of things you would like to auction and possible connections to suppliers you might already have.

Get Yourself Ready to Begin Auctioning on eBay

To get you started on eBay, Surplus Alert—www.surplusalert.com—has setup a great opportunity for you. They have arranged and posted free products on their website that you as a member can list on eBay at no cost to you. Surplus Alert only charges a reasonable shipping and handling fee.

Using these free products is a great way to help you learn how to setup your own auctions with very little risk to you. It will also allow you to build up your positive feedback, so you can quickly get through the probationary period eBay has for every new seller.

I will go over with you how to research and select products on this site to get your eBay business started. In the meantime, go to Surplus Alert to become familiar with their free products. Next:

Find some items around your home you could auction on eBay.

Gather three to six items you would be willing to auction on eBay. These are not necessarily items you are going to make

money on now. These are items you will be practicing with to learn how the auctions work.

If you are not sure what items you might start with, consider these:

Clothing	CDs
Shoes/boots	DVDs
Books	Video tapes
Used makeup	8 track tapes
Comic books	Celebrity pictures
Antiques	Camping gear
LPs	Knives
Pottery	Dolls
Toys	Collectibles and
Costume jewelry	trinkets

If you still want more suggestions click [All Categories](#) from the eBay website for ideas.

Going through your garage might be a good place to start.



LessonWrap-Up

This is a short lesson, but there's a lot in it. Take a moment and realize just how far you've come in a couple of lessons. Commit to studying the materials here and those available at the eBay website until you feel that you have a strong understanding on which to base your business goals. Once you're done, apply the E-Tools and E-Process that you have learned to make your knowledge work for you!



7—Task List for Lesson 2

Use your Time Management Plan to schedule and complete the following tasks:

1. Complete your time management list for this week's tasks.
2. Write in your Business Journal.
3. Review your Business Vision Statement (BVS).
4. Set up a PayPal or merchant account.
5. Go to Surplus Alert—www.surplusalert.com—and become familiar with their free products.
6. Find products around your house that you could auction on eBay.
7. Review your Commitment Letter and reasons you are going into business for yourself.
8. Purchase an item on eBay.

Once you have completed these tasks using your E-Tools and E-Processes, proceed to lesson 3.