



"How to **Write, **Publish** & **Sell** eBooks Online Manual"**

(Full Master Resale Rights included)

**By Nigel Yip
Waterways2k8 Publications**

Introduction

Firstly, a warm welcome to this guide! Before I continue anything, let's get all the legal bits sorted out first.

Statement

I hereby grant you the buyer full master resale rights to this guide. You have my full permission to resell this for your own profits. To freely distribute to anyone you like and to resell the resale rights of this guide as well. All that I ask for you is to not modify any part of this guide in anyway and to distribute as it is.

So what will you learn or hope to gain from this guide:

My mission is to help you quickly learn 'how to write, publish and sell your own eBooks online. From this manual guide, I will tell you exactly what you need and what you need to do to start writing your own eBooks, I will also tell you what eBooks are best to sell, how to get your eBook published for free, how you can sell your eBook on eBay and along with lots of helpful tips along the way.

Plus by learning all of this, I hope it will help make that first step towards making money selling eBooks and most importantly, EARN MONEY ASAP!

Introduction – About myself!

Firstly, my name is Nigel and I have been selling on eBay for a few years now. My eBay username is waterways2k8. What you will not know is that this I think is my seventh eBay account. I've had many other eBay accounts before this one including Skyplus2k3, Canvas_city2k8, delphini_farallon2k8, zeemax_perfektion2k8, uk_biz4u before settling on my current ones which include H20_Designs and Waterways2k8.

So pretty much, I've had my share of both success and failure with each account and have accumulated an amass of experience using eBay, although one can never stop learning.

What I will say is that I am not some marketing guru nor am I computer geek who can write html codes without having to refer to a book, plus I do not consider myself as a expert. I am just the average guy that you see in town who you'll walk past without noticing but have had quite a number of years experience selling on eBay.

Remember as I just said, I am not what one would call an expert and I have many, in fact numerous mistakes and losses in the past. However, I do consider that I am not your average eBay user and have lot of experience and have achieved power seller status before with my other accounts before they got close down due to email scams that nicked my account using dodgy email tactics.

The only reason I am now writing this guide is because I regularly help teach my friends, and their parents, clientele of my home mail order magazine how to use eBay to sell their own information products which they have either written or have bought resale rights to. By having this guide, it saves me having to repeat myself over and over again as well as spending numerous hours sometime up to 12 hours a day just teaching them how to sell on eBay on a one-to-one basis for FREE!!!!

Anyway I'm sure your thinking now, I want to start selling eBooks now not listen to a guy's life story and that your all fired up and raring to go, but hang on, slow down, take a deep breath, grab a cuppa and some biscuits whilst you there and then come back. I'll be waiting for you ready to teach you how to sell eBooks online!

Let's begin

Firstly, I'm assuming you have your cuppa and some biscuits as I told you to because if you haven't then you're going to struggle following instructions. You'll understand why later at the end of this guide.

Now just to reiterate once more, How to Write, Publish & Sell eBooks Online Manual is a step-by-step guide that shows you the inside secrets, tips, and techniques you need to know to succeed on eBay in regards to selling eBooks. If at any point you are stuck or need help with anything at all, please feel free to drop me an email at:

waterways2k8@yahoo.co.uk and I will try and get back to you as soon as possible – usually within 24hours.

How to write your own eBook

Writing your first eBook can be and may seem like a daunting task, however as with any other projects that you may start in life; it won't seem so bad when it's broken down into manageable chunks. Now sometimes, not everything always goes to plan, the first time round. The key here is trial and error, however you won't have to do any of that because I'm going to tell you in terms of writing your eBook because I will tell you can write one from either scratch or from an eBook that you can buy, edit and resell.

What I won't guarantee is that it will be a high successful seller. Why? Because when I first sold my first eBook it flopped, but after numerous trial and error, I finally found what ticks and what doesn't plus what you classified as a success is probably different to mine. Instead what you're getting here is basically a shortcut on a learning curve to successfully selling eBooks.

What to write

First your eBook, you need to decide on what subject you want to cover. Next you need the right equipment and the right mindset and determination. Like many things in life, what often seems impossible can be attained with the right attitude and the right equipment. It could be a marathon run, climbing a mountain or finding parking space at the supermarket.

If you want to play golf, obviously you will need clubs, balls and some practice. There's no guarantee you will become another Tiger Woods but you will become a golfer and if you practice long and hard enough, then you're going to be a very good golfer.

If you want to write an eBook, you will need a computer, software and some directions. Assuming you have a computer and software or access to them, here is what you need or as I call it: your virtual toolbox.

Your virtual toolbox aka equipment

Below is a list of what you will need to make things run smoothly like Swiss Clockwork.

For writing, you will need

- - Word processing software i.e. Microsoft Word, Notepad, Word pad, Lotus, Open office etc...
 - A PDF Creating software or you can use online PDF converting software – this basically turns your word documents into a PDF (Portable Document File)

which means that people can't edit your eBook and it gets display the way you wanted it to display whether you'll be viewing on a PC/Mac or Mobile Phone.

- Oh and most importantly an idea and a plan.

If you decide to publish then you will need the following

- Again PDF Converting software
- PDF Reader such as Adobe Acrobat Reader which you can download for FREE from [Adobe](#) themselves.

If you decide to sell then you will need the following:

- Some file compression software like WinZip, Win Rar etc... To compress the files and folders for easier online storage.
- Some web space and a domain name. (Not essential if you choose to use Payloadz instead. A web space is basically an online place to store your files and a place where you send buyers to download your eBook. It's much better than attaching you eBook individually using your own email account.

Imagine having to send 100 emails and attaching an eBook to each one. Considering each email would take at least 3minutes – you would spend hours just replying back to email. So get a web space, plus some email accounts treat attachments as spam so you client won't get it. It is best to take them to your web space page link and download it from there.

- A Payloadz Account in lieu of the above. Payloads of course charges a fee but for the price, you get to upload your files on their servers, and whenever someone pays you via PayPal, they then automatically deliver a email link to your customers to download your eBooks.
- eBay's Turbo Lister Software if you start selling over 10+ auctions a week.
- eBay selling manager – not essential but would be nice to have start selling lots.
- And finally a full verified PayPal Account.
- If you want after a while – a website but for this purpose of this guide and course, we will stick with just eBay as your selling stream.

Why and what do you want to achieve?

Now that you know what you need, you need an idea for your book but first you need a reason for wanting to write an eBook as this will have a major impact on your success. It may be for financial gain, promoting a business, advancing your career, education, self satisfaction or something entirely different. Whatever your reasons, write them down. It will help to motivate you if the going gets tough. If you want to know what mine is, well it's all of the above.

What should you write?

There are countless subjects that you can write about. It's wise to choose something you have an interest in or knowledge of. It is worthwhile spending time on this. The more you know about your subject, the easier it will be to write about. My best advice is to sell anything that is listed below

- How to make money guides
- How to lose weight
- How to save money
- Money Making Opportunity
- Internet Marketing
- Viral Marketing
- Increasing Web Traffic
- Any 'How to..... guides'
- Top 10 secrets tip

Alternatively, you can buy eBooks with resell rights or PLR (Private Label Rights). With these, i.e. resell rights included eBooks, you won't even have to write anything and all you have to do is upload the website sales advert to wherever you want to sell, upload the eBook file to your web space, set up your [Payloadz](#) account if you decide to use [Payloadz](#).

With PLR (Private Label Rights), they will usually include a re-brandable eBook which you can put your own name on it as well as a web page featuring your name. With these, you can again sell them on eBay or on your own website. The only thing I will say is that these PLR eBooks, the PDF files will usually have your name on them however some will also have the name of the company or buyer you bought it from. Or they have hidden links in them which takes them to the author's site. This is part of their Viral Marketing strategy. And I would seriously you do the same too once you know your way around and when you write your first eBook. But for now, I won't delve there as it's not important at the moment.

Title is everything!

Your item title is probably the most crucial thing to selling eBooks online as this is what gets a potential customer to view what you are selling. You could be selling the bargain of the century but if no one clicks on your title, you won't make a single penny at all. Thus your title must be absolutely worded correctly and it should give a clear indication of the content in your book.

A good tip is to try and experiment with different titles till you find a winning formula. You will see that I am currently testing a new title for a new '[Carpet Cleaning Business Guide](#)' that I am selling. I probably wouldn't sell a single copy with such title but hey ho, I'm giving it a try and probably will have to tweak it again soon. After all, nothing ventured, nothing gained.

Now let's say I'm selling a book on Top 10 ways make money.

Which title makes you most want to buy it?

1. 10 Ways to Make Money
2. TOP 10 Secret Ways to Make Money Online
3. The Ultimate Top 10 Hidden Secrets Ways to Making Money Online

In fact all 3 of them are great but option 2 is better as it is clearer, however number 3 is not bad at all but it's just too fussy and your putting yourself in a dangerous position. What you will notice is that all of them contain similar words such as

'TOP', 'Secret', 'Making Money' and 'Ultimate'

And guess what these words attract people because everyone loves to find out 'Secrets' and want to make money thus you will see these words used a lot on eBay. The 2 words together, 'Making Money' makes the visitor want to click on your title to find out more.

You should also capitalise certain words to draw the visitor in, but whatever you, don't make the whole title capitalised, as this won't draw visitors to your keywords. It will put them off as it seems like your shouting at them, not something that you want!

Plus did you know that there are 13 keywords which will absolutely make people look at your auctions however I will not reveal them here, because unless you're planning to sell other things, it is best you leave these alone.

For those who want to know this 'Secret' then look out for my new guide soon on '[13 Magic Keywords that will sell you anything!](#)', which I will be publishing in December 2008. If you want in on this, then [email me](#) and I will add you to my mailing list so that you can become one of the first ones to find out more.

Tips

For the moment I would suggest looking at Power Seller Auctions for hints and tips as well as what words the big Power Sellers are using.

Also, make sure that you use as many of the characters allowed in your title as possible. (56 characters) Remember make every character worth it's value and more. It needs to be able to pull potential buyers to your eBook.

Choosing Your Target Audience

Next the subject, content within, writing style, and level of sophistications will determine your audience. Decide who your desired audience will be. Age, gender, culture, social background and education are factors you may want to consider. What you write should be targeted at your desired audience. Remember if you are not writing your own eBook then skip this section

Outline your eBook

Yes, I know that title didn't make sense but you need to write a plan or an outline/ list of what topics you will cover in you eBook. It will form the structure of your eBook and help you write more effectively.

A good eBook and with any projects always start with a good plan. Once you have this plan, you can always adapt the layout or structure for any future titles.

Creating your eBook

Now that you have the foundation, you can begin writing. A standard application like MS Word is a good choice. Notepad or Word pad is okay but it's not advisable as they don't have any particular formatting features that you will need i.e. inserting pictures, making larger bold titles etc... A good practice to adopt is whilst you are writing your eBook, always review your plan to make sure your on track and if not, you can always revise your plan/outline but only if necessary.

Next choose the format and layout of your document, including chapters, headings and introductions. Depending on your subject, you may wish to add photographs, anecdotes or testimonials that keep the reader's attention. If you decide to sell 'How to Make Money Guides' then these may be helpful.

Although I do hate internet marketers who hype up anything, wherever possible. Trust me, some of them are basically mad, they hype up everything and your left wondering what else they have missed out they couldn't hype and make a profit from you. So I would advise to be modest although sometimes you will need to go out 'All guns blazing' if you are to ever stand a chance against them.

However for most other subjects i.e. 'How to Guides', then this is not a problem. What you will have to bear in mind is that an eBook is generally read from a screen, so you may want to break up the text more than in a printed book. Try and experiment with a few different fonts and look at other eBooks for ideas you can use. The best ones for layouts are the internet marketers. Despite the hype, they have it fine tuned down to an art of perfection.

One important tip is to always save your document regularly. MS Word has an auto recovery feature and is a lifesaver when your PC/laptop decides to crash. Always backup your document and as a safety precaution you should also keep a copy on another media such as CD or on a USB memory tick on online server. You could do all 3 of them if your like me and don't want to lose your precious, pride and joy that you have just written.

Choose Your eBook Format – Battle of the PDF Vs. EXE!!

You would think that most eBooks are distributed via PDF but before eBooks took off, they use to be in exe. files. That's executable files to you and me, and those who don't speak the computer geek's lingo. (No offence to you people i.e. computer geeks, but I do admire how you manage to make up words and technical jargon that seem so baffling yet you speak it so fluently.)

Anyway, this is a personal choice. You may decide to create an executable (.exe) file or a Portable Document Format (.pdf) file.

By no means an exhaustive list here are some points to consider before you choose.

- EXE files are compiled using an eBook compiler
- EXE files may offer features that are not available with PDF's
- EXE files can only be read only on a PC
- EXE files don't require any other software to be read
- EXE files are easy to open, easily branded, and good viral marketing tools
- EXE files may be susceptible to viruses

Below are the advantages of using PDF

- PDF files can be created using Adobe Acrobat
- PDF files can be created with several other 3rd party applications
- PDF files are an industry standard
- PDF files require Adobe Reader to be read
- PDF files are highly unlikely to become infected

More information on PDF's can be found on the [Adobe](#) website

Now that you have finished writing – take a break and come back to it again and read it again. Once you have done that then you are ready to ‘Publish Your eBook’.

See you in the next section!

How to publish your eBook

OK. So you've got all your E-Books written out, next you need to decide how you want to publish it. As previously mentioned, you can publish your eBook as a PDF file or as an EXE file. Again based on personal preference, it is up to you. I personally suggest PDF because it much more popular and pretty much everyone, has a copy of Adobe Acrobat Reader on their PC/Mac which is used to read eBooks. The added advantage is you can save a copy and print it out if necessary for those who don't want eye strain from staring at the screen for more than ½ an hour continuously.

Now to publish it, you need a PDF Converter software which converts your word documents into PDF Files. Don't worry it will not overwrite each other. You could always use a free online service such as

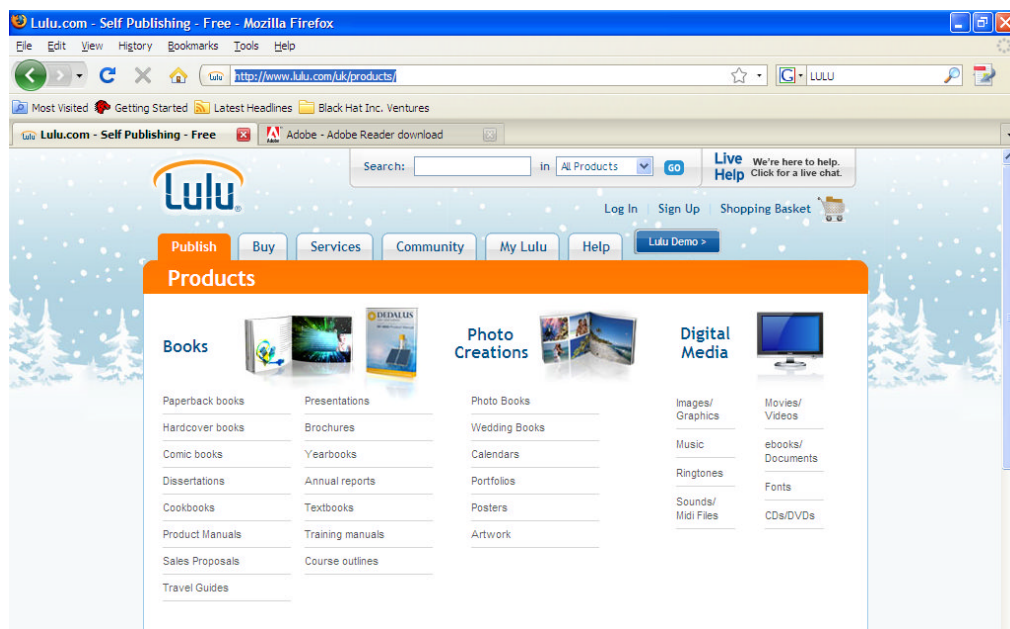
Free PDF Convert - <http://www.freepdfconvert.com/>

Basically you upload your word document and then give them your email address. Once done, they will email you a link and you will be able to download it ready to use and send or sell it to people.

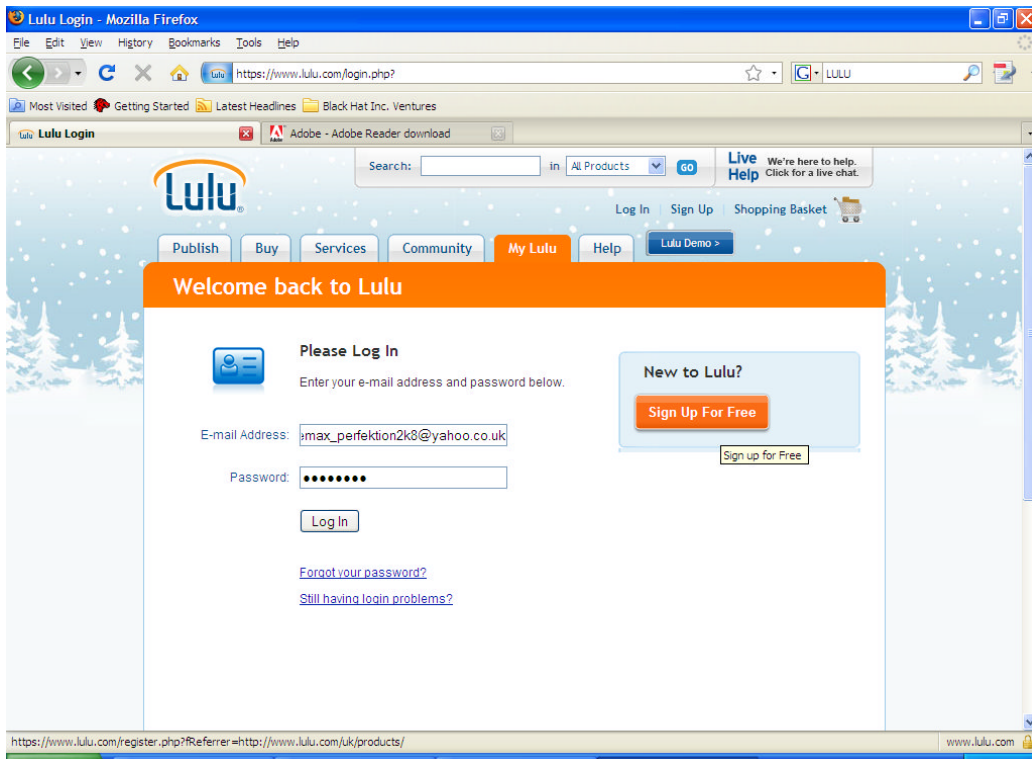
Now sit back and wait a few minutes or hours depending on how busy they are. So take a break now or you can upload your file to their site, and then come back here and read what to do next.

Alternate Publishing Methods

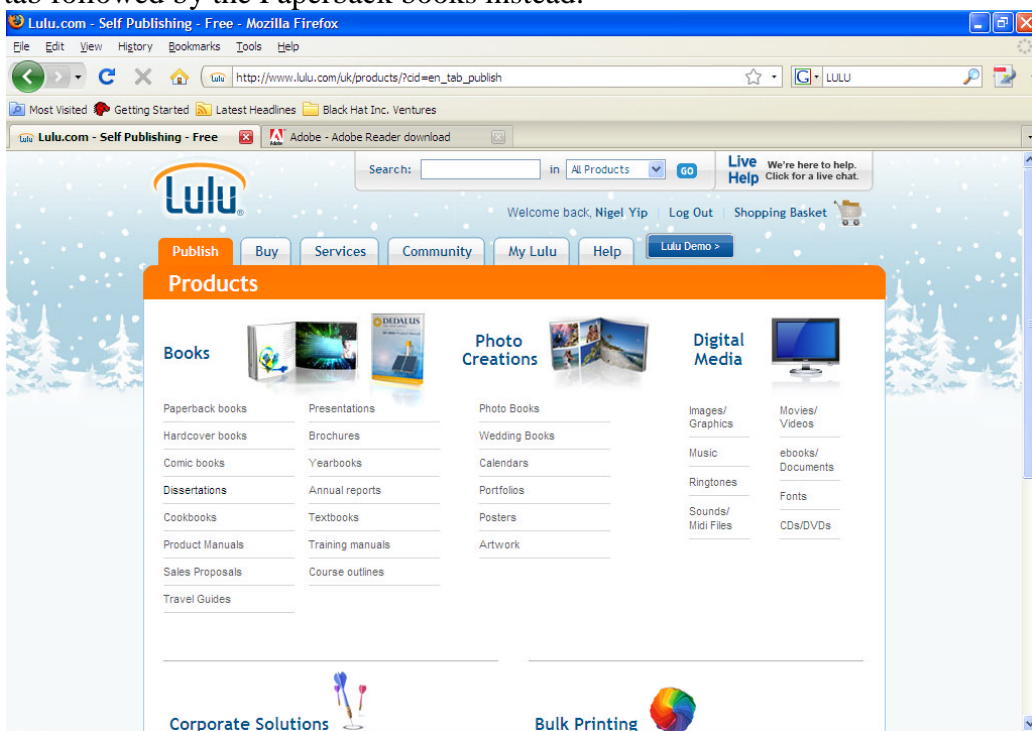
So, did you know that there are many other online publishing companies that will sell your eBook for you? Take for example LULU.COM



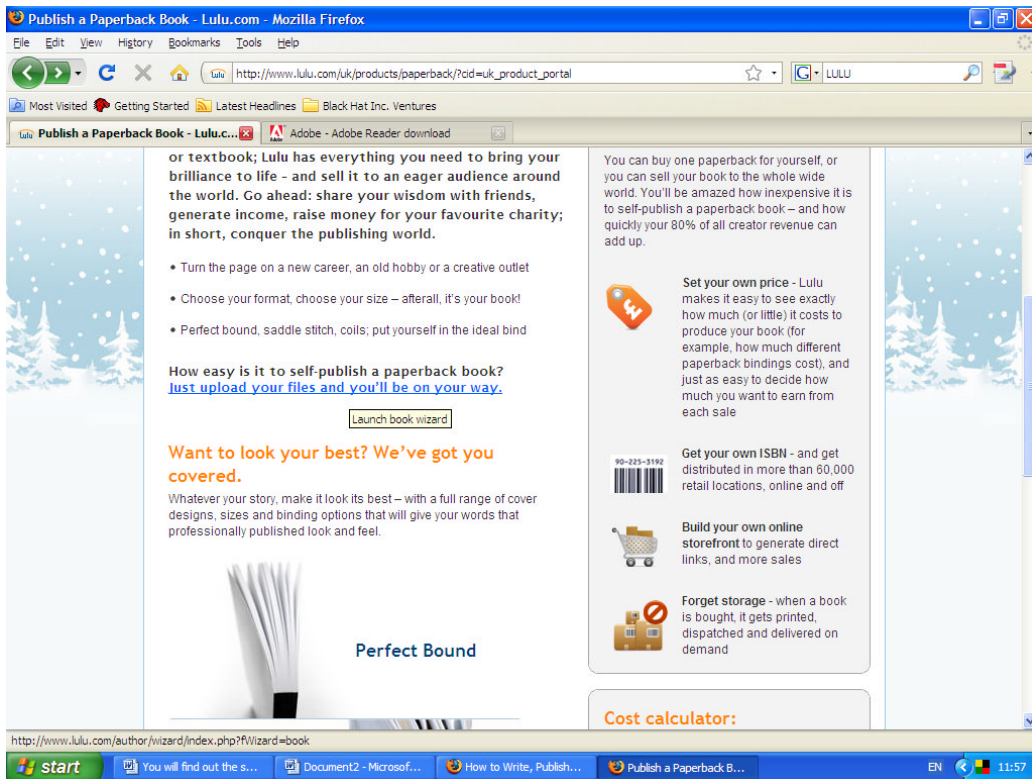
All you have to do is register an account with them and then upload your PDF file and get it published there.



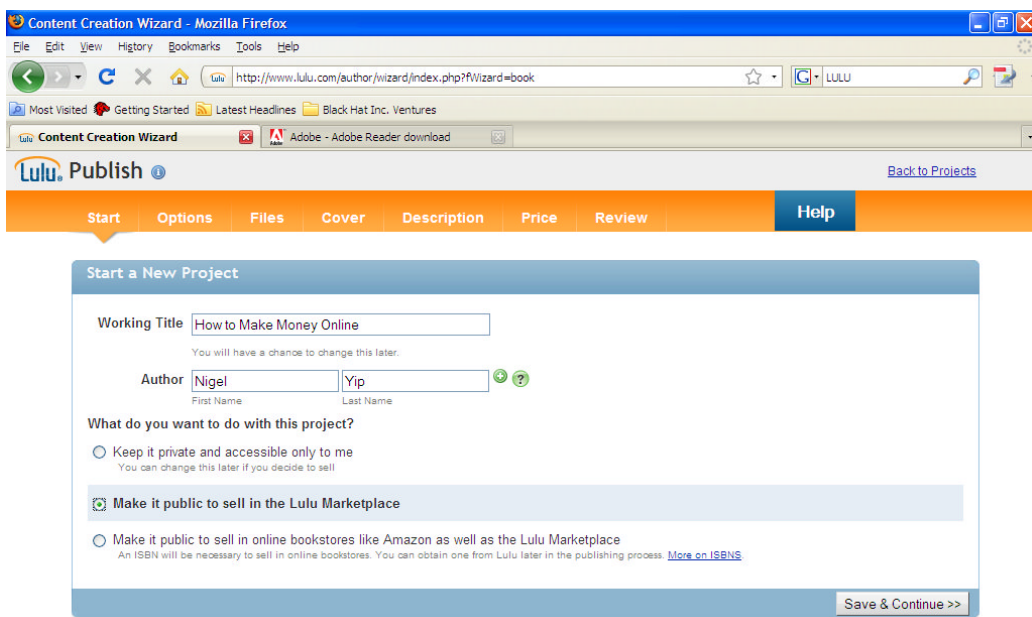
Click on either 'Publish' or 'My Lulu' tab. Then click on 'Sign up For Free' or if you already have an account like me, then log in. For our purposes we will select Publish tab followed by the Paperback books instead:



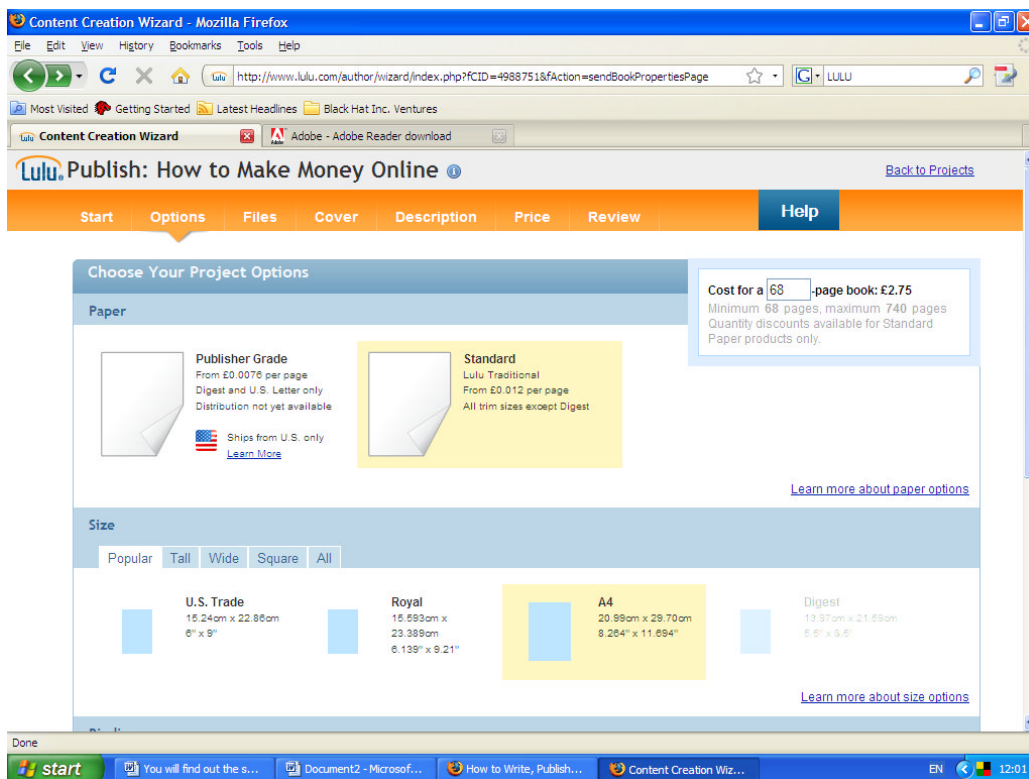
Next you will be greeted by the following page, scroll down and click on the link to launch Wizard.



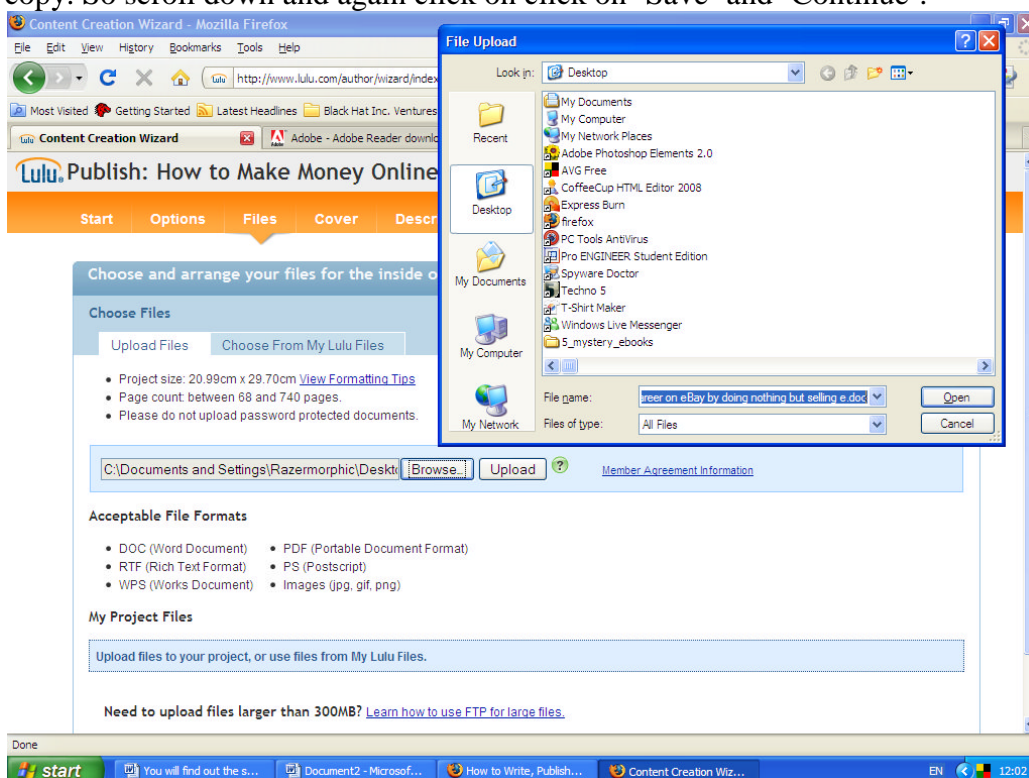
Now, type in your title, author name and select which option you want: note you have the option to sell on Amazon as well but there is a charge for it. Last time I used it they charged me £32 a year



Now click on 'Save' and 'Continue'.
Next, skip this page and leave it as it is

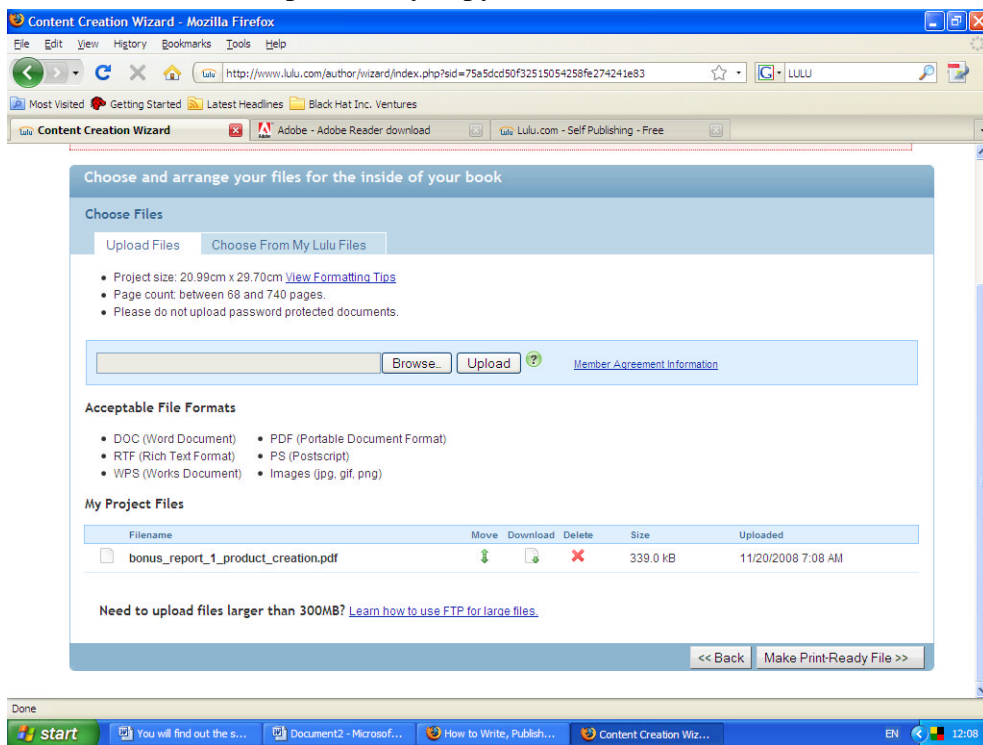


Only select any of the options on this page if you wish to publish your book in paper copy. So scroll down and again click on click on 'Save' and 'Continue'.

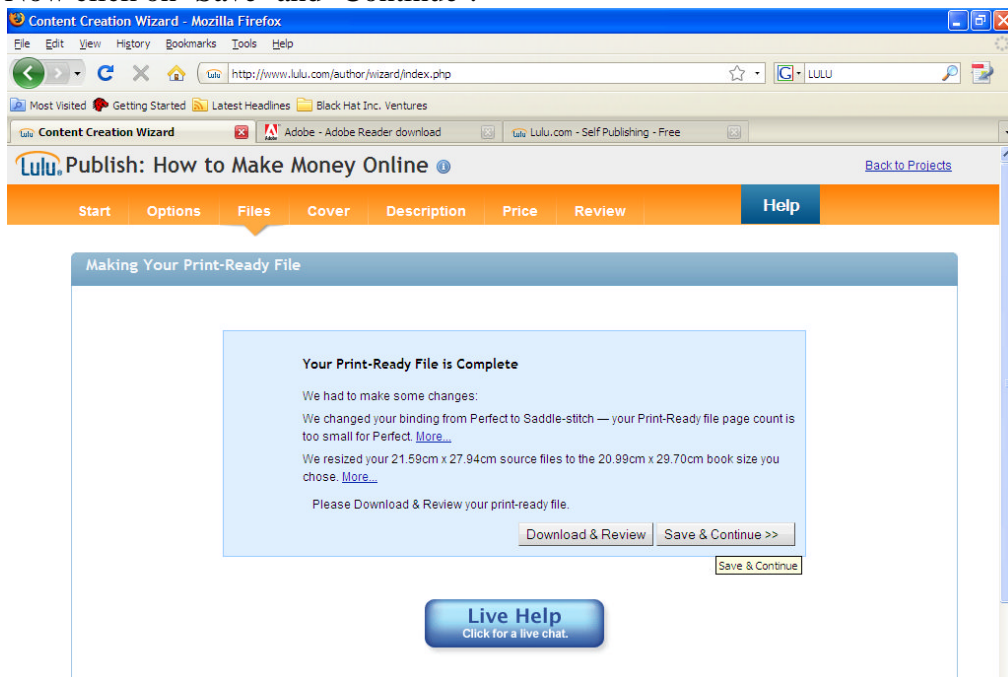


Now when you get to this page, click 'Browse', locate your file and press 'Upload'. Depending on your file, it will take a while. You can upload both either .doc or .pdf files with no problems. I would suggest you upload .pdf files as it may take longer to upload but it will be more convenient for later usage. Once the file has uploaded, you

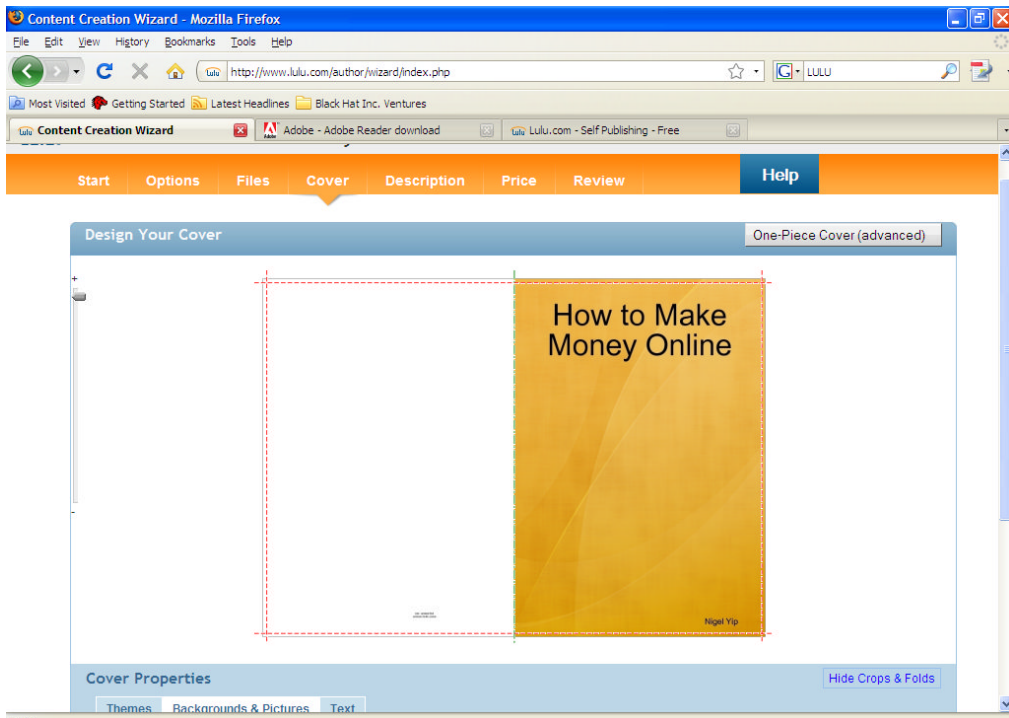
will see your file in the 'My Project Files' and all you need to do now is simply need to click on the 'Make print ready copy' tab.



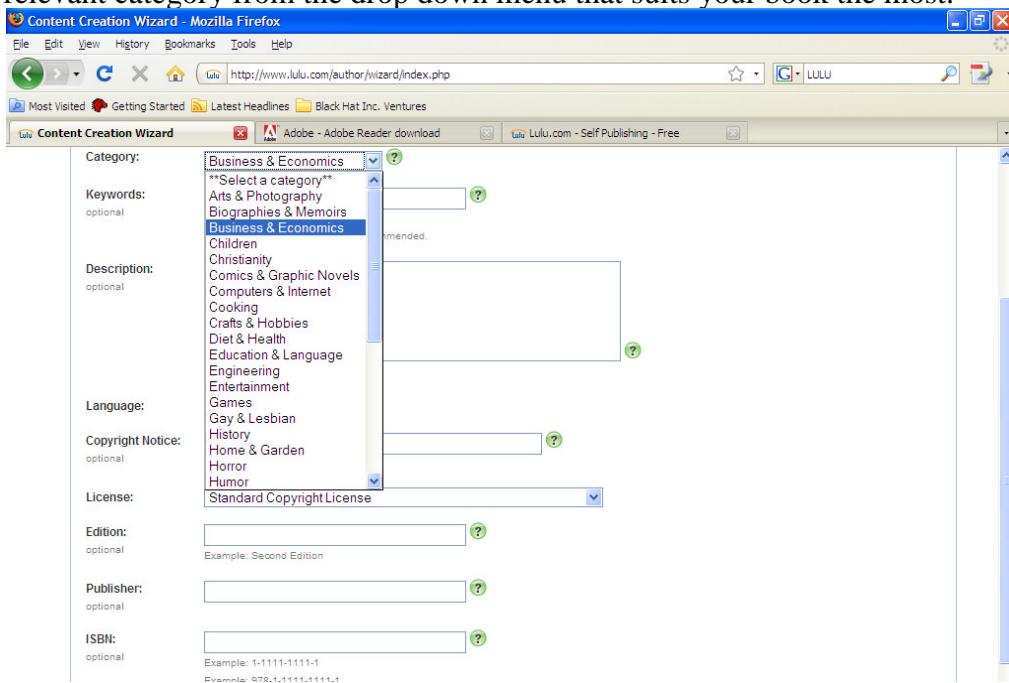
Now click on 'Save' and 'Continue'.



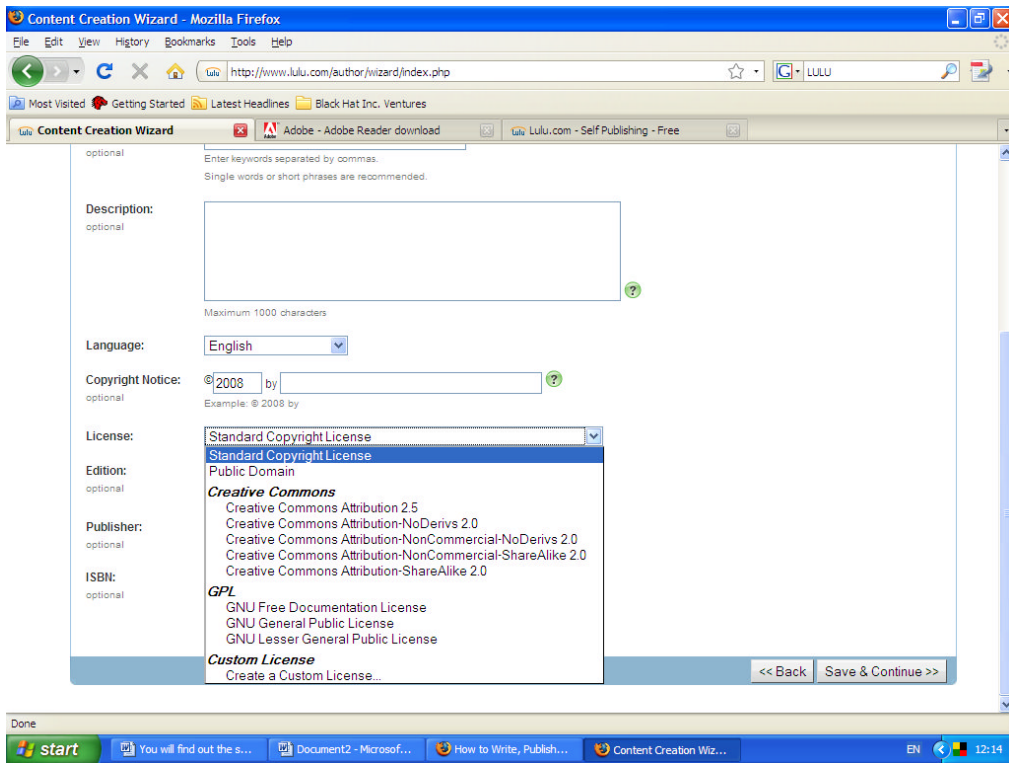
Now you will be greeted to the following page where you can upload any artwork, or a front cover design etc... For our purpose, it's doesn't really matter as we are using lulu as a platform to let you learn how to online publish a book which can also be sold as an eBook.



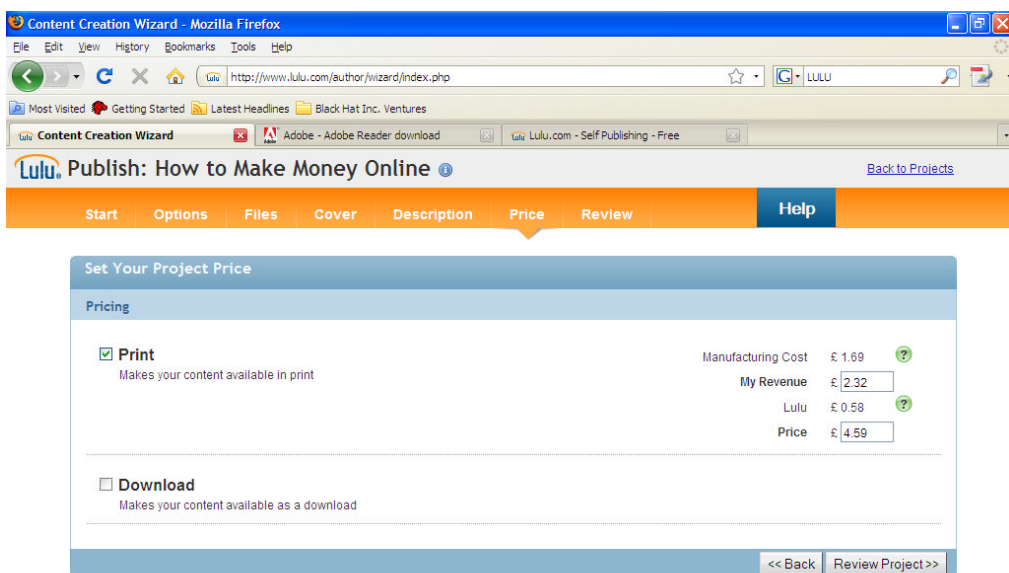
Scroll down and click on the 'Make Print Ready Cover' tab. Wait..... Then click on 'save' and 'continue'. Now, you will be greeted by the following screen, you can fill it in if you want, enter a description about the book, some keywords and select a relevant category from the drop down menu that suits your book the most.



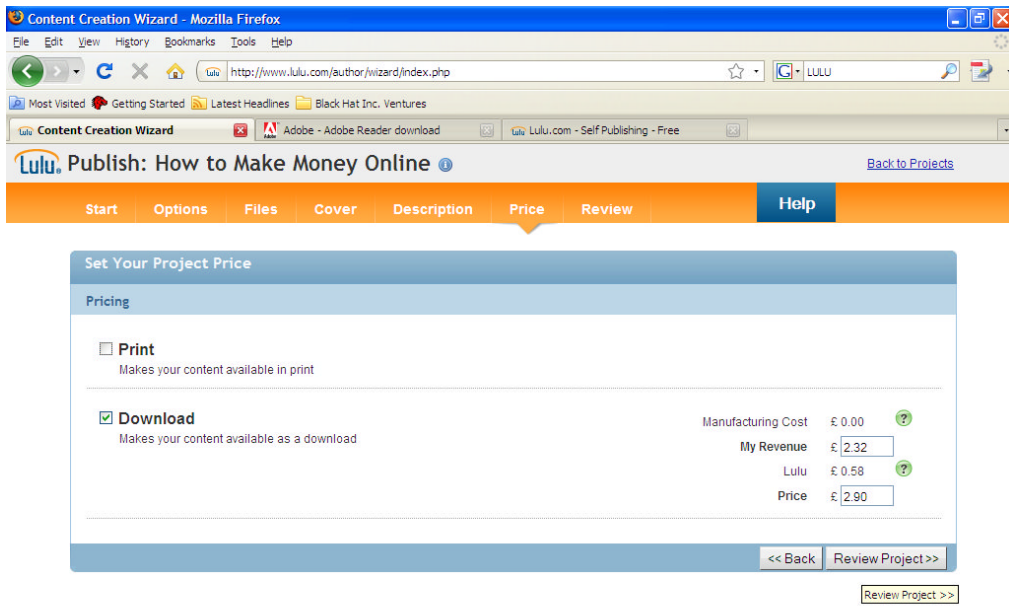
Now the most important bit is this – scroll down to 'License' and select which copyright licence you want, this is so nobody can copy your work in anyway. For our purposes and your too, the standard copyright license is fine as it covers 75 years which is more than enough.



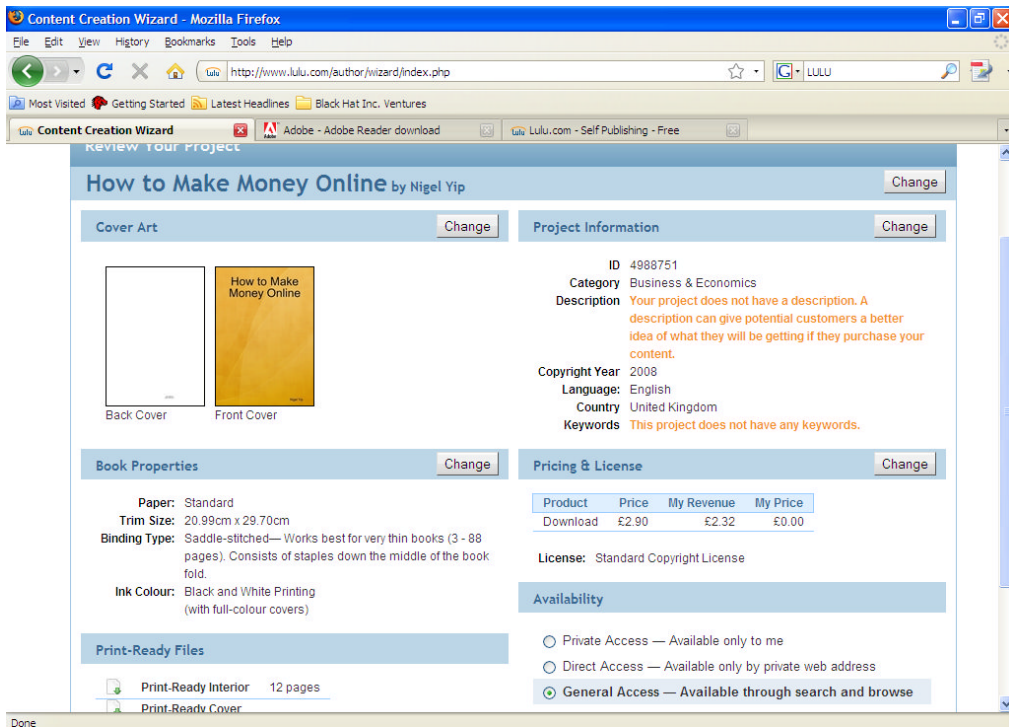
Again, click on 'Save' and 'Continue' when your done.



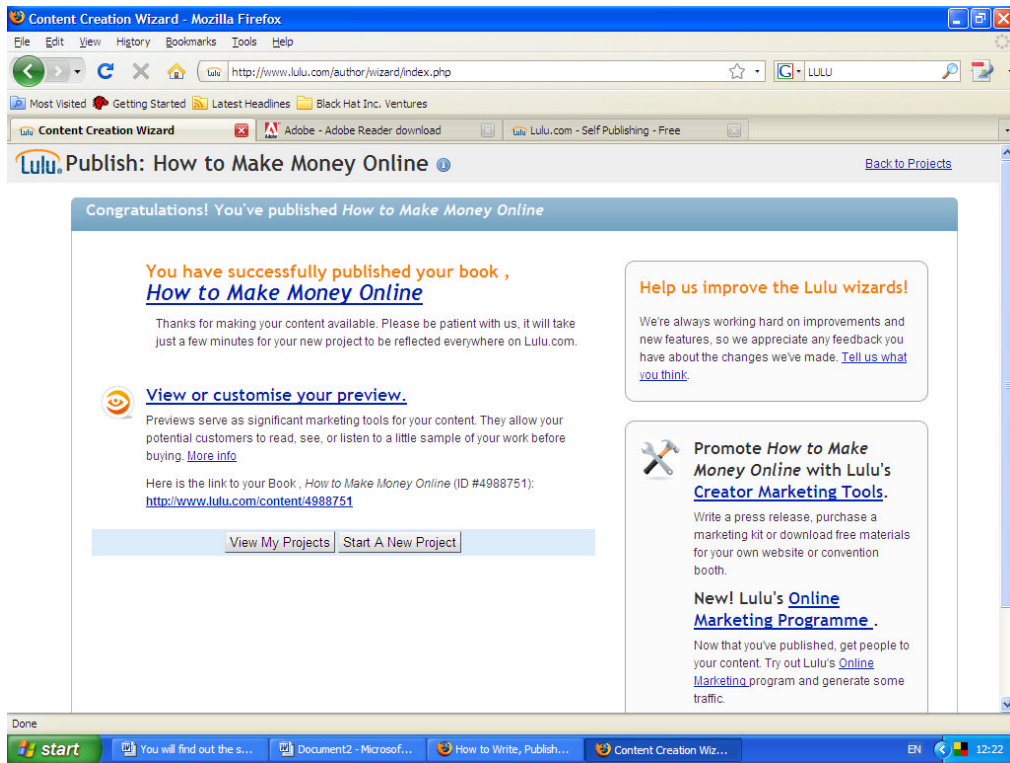
Now here the best bit: you will see that it currently selects 'Print' as default. Deselect it by clicking on the tick box and click on the download tick box instead.



Once you have done this, it should look like the above and what you need to do now is set a price for your book. As you can see, the manufacturing cost is nothing £0.00 however the price is set as £2.90 of which Lulu takes £0.58 of the commission. So I will let you decide what price to set it up as. Once you're done with fiddling your price around, click on 'Review Project'.



Review everything and if you need to change anything, simply click on the 'Change' button. Once you're done, scroll down and click on 'Save' and 'Finish'. You will now be congratulated with the following screen but obviously with your own and book title instead.



And that's it, Congratulations, you're an author now and that's how to publish online the easy way.

Oh and did I mention that by using Lulu, your guide is not only published, but it's on sale as well. So basically, you've killed two birds with one stone. You've published and now you're selling your guide online as well. However, what you now need to do is learn how to sell your guide online elsewhere and that's where we will go next.

**See you in the next chapter on
How to sell your eBook online on eBay.**

How to sell on Ebay

This is probably the most important section, so please read it all.

OK. So you've got all your E-Books sorted out, files have been uploaded and now your ready to start listing.

Once you start to list your items there are a couple of very important things to remember. The day and time you start your listings is crucial as over 80% of sales occur as the listing is ending. This is because your item is coming to the top of the category as its ending, so you need to work this out.

Most people work from 9-5 so the best times to end your auctions is between 7-11pm. Also, it's not a very good idea to have your listings end between 6 and 10 on Friday and Saturday night's because most people are out, but after 11 can usually be good. Weekend afternoons, in particular Sundays are good.

Always put your auctions on a 10 day duration for maximum exposure and always make a point to list all my items on a Thursday afternoon and night. This is because they will all end on a Sunday afternoon and night and that's when I noticed it seemed to have the most success. I have found Sunday, Monday and Thursdays are the best days for sales.

Also, you will have more success at the beginning of the Month as most people get paid at the end of the Month. Once you start you will probably not see much action till your auctions start to end. It's very important to list every day then after the initial 10 days you will have auctions ending daily. I use Turbo Lister, once set up it only takes minutes to list 100s of items. Try to list at least 10-15 items a day then after 10 days you will have over 100 auctions running.

Try to spread out the start times of your auctions. For example. If you had 30 E-Books to list you could make your first one start around 7pm then list one every 10 minutes, then the last item would start at midnight. That means all these auctions would end between 7pm - 12am 10 days later.

This seems to help with sales as all your auctions are not ending at the same time. If you are a selling manager pro subscriber in the UK you can spread out the start times for all of your auctions free. I think this varies with other countries and you would need to check eBay in your country for more information. Use Turbo Lister spread the start times. Just check the box at the bottom of the page, set the time you want your auctions to start and the amount in minutes you want them separated.

You may have noticed a lot of my sales are from single listings. If I list an e-book at 47p + 50p administration charge (place this in the postage section). It costs 15p to list and only 2p in eBay fees if the item sells. If you list a Multi/Dutch auction you cannot list lower than 99p and you can only list in one category. So for the price of one Dutch auction, £2. You can list 11 e-books in 11 different categories. The reason I list at 47p is to get more exposure at the top of the 'lowest first' search listings. I would not recommend putting an admin charge on all of your listings as although this has never happened to me I have heard of eBay ending items like this. If you're going to do it,

just do it to a few listings.

I also list a lot of single items at 99p. It doesn't make you a lot of profit, but it helps you generate a list which you can contact and sell your new products too.

Another way to get top of the 'lowest first' search is to have a few auctions (not buy now) starting at 1p. Make sure you mention at the start of the listing your E-Book is available to buy now in your eBay store. You may get some books only selling at 1p but this way gains lots of visitors to your store. The strange thing is some auctions will sell for more than your asking as the buy now price, I think some people just like the thrill of winning the auction. It's not unusual to have an item that's selling for 98p on buy it now going for over £3 in an auction.

Once you know your best sellers you can think of charging between £2 and £3 instead of 98p. When you do this I would advise doing a Multi/Dutch auction pricing your items at £2.49 each. Make 50 items available, then make it bold, highlighted and featured and use a sub title, also choose the gallery image (not gallery featured). This will cost you just under £15 in listing fees but you only need to sell 6 to break even then the rest is profit. Once you find these items and the best categories you can't lose. You could have say 10 - 20 featured auctions running each making you between £10 and £50 (or even more) profit for a 10 day duration. Not bad for sitting back and doing nothing.

Another crucial thing to remember is to make sure you check the post worldwide box in the postage section. This makes your item available worldwide. So many eBayers overlook this, if you don't check this your listings will only be seen by people in the same country as you. I would say about a quarter of my sales are to overseas customers.

It's best to relist unsuccessful single items at least once as you get your fees returned if it's successful the second time around, this gives you 20 days advertising from only 15p. However, if the item does not sell the second time around you will have to pay for both listings. If this happens consider changing the title or category.

Consider using selling manager pro as this can take care of relisting multiple items. Also, if you have an E-Book that is virtually a non seller, don't give up on it. Simply list it as a store inventory item in your eBay store. This only costs pennies per Month and helps fill your store.

Also, make sure you accept every form of payment possible including cheques, postal orders and other online payment systems as well as PayPal. Good Luck!

Keep your customers happy and protecting your feedback.

Your feedback is your biggest selling tool bar none and you must protect this the best way you can.

I have found through experience being polite at all times and in all circumstances goes a very long way in achieving a good rating.

A happy customer is a good customer and you will find many eBayers come back for more if you are polite and efficient.

Always be polite in any emails with customers particularly before any sale.

Do your best to reply to any questions within 24 hours. If you have the time check your emails as often as you can as a potential customer will only look somewhere else if you don't respond quickly. If you do reply after 24 hours start your email by apologising for the delay.

When I send out my email to the winning bidder I always have it look something like:-

Dear eBay Member (insert member name here)

Thank you so much for choosing to buy from me. I know you have a lot of choices and I greatly appreciate your business. Please find link enclose to download your eBook purchase.

(insert your link here)

On some web browser the link may not load, if this happens simply copy the link and paste it into the address bar in your web browser. Should you need any help at all or have any questions please do not hesitate to ask.

Once again thank you for your custom, I hope we can do business again in the near future.

Best Regards.
Nigel

PS: For the latest making money guide please bookmark or visit my shop. Thank you!
(enter the link to your eBay store here)

Straight away the transaction is off to a friendly start. As your probably aware customer service and orientation is critical in this day and age and little politeness here there can matter a lot between a potential future sale or, a complete turn off. By being courteous and politeful, it help encourages the customer to leave nothing but positive feedback for you and as I have stated I will do the same for them. Also, they

have been made aware to contact me first before leaving any feedback if there are any problems or concerns. Notice how I have thanked them twice for their custom and hope to do business again. This encourages them to consider further purchases. Perhaps even clicking on the link to my eBay store and buying more E-Books.

If someone asks for a refund, don't ask why, just refund them. You may get a rude or offensive email saying your product is rubbish; this will usually be from someone with little or no computer skills or possibly not knowing how to use your product. Simply apologise and process the refund. After all, it's only cost you about 40p-50p for the sale so why risk a negative for so little. It certainly isn't worth the hassle. Plus who know they may come back and buy your other guides. I have seen that happen but be wary, they are probably trying to rip you off again.

From time to time you will get them awkward offensive customers but try to rise above any war of words and stay calm. If you have to reply always be polite and make sure you reply through eBay message and not your own personal account. This means that should anything goes wrong, eBay will have record of the messages exchanged and that eBay knows as well. I know it can sometime be very hard but if you stay polite while someone else is losing it, you will feel better. Plus if negative feedback is left it may pay off later. (see below)

There will always be one awkward eBayer who leaves a negative, this will happen no matter how good you are and my experience has found it's normally the newbies who are most likely to leave you a negative, this is also normally done without contacting you first and it can be very frustrating.

But did you know that these newbies are probably your competitors. That's right, competitors out there who want to steal your thunder. They typically register under a different account, buy your product and undermine you completely without you knowing. I've personally have had this done to me twice and you'll have to get use to it. But anyway, keeping a positive feedback is hard however there are ways around this.(see below for tips on how to get this removed)

Now one or two negatives per 500 or so sales won't hurt anyway and if you keep your percentage above 98-99% you will generally have no problems.

The best way to protect your feedback when you sell is to never leave feedback first. This stops lots of negatives. Plus only sell to buyers who have a registered credit card. This helps to stop scammers who will buy your product under and then leave you with negative feedback. Believe me, it happens a lot – so to do this, go to buyer's requirement and select the various options for each category as desired. Plus , a happy customer will always leave feedback first.

Now, here another thing you want to avoid is making sure your item get's delivered because I used to get negative feedback for item not arriving. It wasn't my fault because sometime when you send emails, those who set Spam filters on (i.e. lots of people) can delete you email automatically and this eBay buyers leave negative feedback straight away instead of enquiring about it. Plus some unethical eBayers basically just decide to go and leave a negative comment whether your product is good or not .

Obviously eBay states that they and you should try and resolve any disputes by contacting using their dispute control or via PayPal. Both options are complicated, the former being slightly easier. Anyway, if you do get these so called unethical, feedback destroyers, leave them negative feedback too. Just as Aesop's fables once said 'Do as you would done by'

So in return I have left them a negative saying something like 'unwarranted negative feedback, no communication prior to feedback' So now we both have a negative, I give it about a week and then contact them saying it would be in both our interests and if they would like to remove both feedbacks mutually through eBay. It's happened to me a few times and usually the feedback has been removed. It may sound illegal but it works and eBay doesn't really take note.

This is why you must always be polite at all times as if you end up in a war of words it's highly unlikely that your trading partner will agree to mutual removal of feedback.

Gaining feedback quickly

If you have a low feedback rating or are new to eBay, you're going have to get your rating up before you will start to be successful. Once you get into double figures, preferably over 50 you will start to notice more sales. When you have over a 1000, sales do increase a lot more and if you're a PowerSeller then, you basically just sell like the clappers.

The best way to get your feedback up if its low is to go and buy some E-Books, or anything that is cheap or maybe something you want. If you decide to buy eBooks, make sure you buy books with resale rights, preferably a niche product or with PLR Rights. Not only will you be improving your rating your getting some stock to set you on your way.

To do the above, all you have to do is just do a search for eBooks then hit the "Sort by: lowest" first option and then make your choice. Make sure you search worldwide as well, just check items worldwide on eBay's home page as you can pick up loads of E-Books for \$1 which is only about 60p.

You may even see some for less as there will be other members selling cheaply just to get their rating up and build the business mailing list.

I always leave feedback first when I buy and if I have not received feedback in return after a few days I email the seller and ask if they will leave me feedback in return for mine. Most sellers simply forget but you will usually get your feedback within 24 hours.

Watch out for sellers selling for 1p or 1c as they will probably be upping the price by charging you for postage. I have seen many eBayers selling for 1p but charging £4.99 postage as an admin fee, make sure you check the postage cause if you hit buy now your committed to buy.

Automate delivery of your E-Books with [Payloadz](#) if you business grows massively

Many eBayers still sit at their PC sending e-books to customers. I know a few who are stubborn and will always reply them individually and attach the file manually. I on the other hand have made pre-made message which contains the link as previously mentioned which I then copy and paste this email and tell the buyer where to download his package and that's it. Simple as that.

Apart from this boring repetitive task and your customers have to wait for delivery. Obviously, they would rather get their product straight away, plus if you mention in your listing you deliver immediately you have more chance of making that sale. Plus this gives you more time to get on with your life. There you need an automatic delivery system and here it is 'Payloadz'.

Payloads works by being able to a) host you file and send your buyers a link whenever somebody pays you with PayPal. The only snag is that you have to pay them a set fee depending on how much storage space you require and how many downloads you are expecting.

It's a good service and many people use it however, at first, I suggest just emailing your customer with a similar email message as shown above taking them to you download web space. It's cheaper and yes it might be a bit of work, but at first you need to learn the ropes and then when things get bigger that's when you need to explore Payloads or similar services.

Open an eBay™ store.

You must have an eBay store. Without one you won't sell half as much as you will by having a store. Plus by having a store you listing fees will be lower although you do have to pay a base £14.99 subscription each month, but it's massively beneficial. Opening a store is very easy and all you have to do is follow the eBay instructions online.

Tips

- Make sure you name all your categories and put items in every one. If a store looks full a visitor is more likely to browse. Advertise your store in every listing and provide a link. Don't just expect visitors to click on the link eBay provides.
- Spend time getting it looking right, eBay provides many tools to help you get a professional look, even if you have little computer knowledge. Why not have a look at my store.
- Generate visitors to your eBay™ store.
- Right, it doesn't take a genius to work this formula out. More visitors = more

sales. Make sure you provide a link to your store in every auction. Don't just expect people to click on the link eBay provides. Make a link and ask people to click on it and they will. How many times have you seen the term 'please view my other auctions' or 'visit my eBay store for more bargains' I bet you've clicked on those links sometimes too? I know I have. It's all about encouraging the person to do what you want. After all, if they don't click on your link what have you lost? Nothing.

- Another way to generate visitors to your eBay store is through email. You should include a signature in your emails. Something like the one below. In outlook express go to tools, options then signatures and set one up.

=====
Visit Home Profits Mania for more guides – prices start from just 1p
=====

- Notice how I use = as a border, this makes your signature stand out.
- Notice how I mention from 1p. All you have to do is have a few auctions (not buy now) starting at 1p
- In these 1p auctions mention the E-Book is available as a buy it now item from your eBay store and provide a link. Always mention you have 100s of other titles in your store and always provide a direct link at the start of each listing. Your book may only sell for 1p but loads of people will click on the link and visit your store thus helping to increase sales.
- You can also mention in any emails that you have a mailing list. Ask people to sign up in any winning buyer emails. Perhaps offer a free E-Book just for signing up.
- If you can set up an auto responder. Have it say something like:-
- Hi. Thanks for getting in touch, I have received your email and will respond soon. Then include your signature.

Get lots of E-Books from only 1p at my eBay store
Simply visit www.yourstorename.com

- Under no circumstances should you spam any past customers. It is against the law and I'm pretty sure you hate receiving spam (unsolicited emails) and so will your past customers. By spamming them you will probably have the opposite effect of gaining more custom. You may also be reported to your internet service provider or to eBay thus removal of your account too.

Increasing sales by using a Powerseller Strategy that I used

How to increase sales rapidly however the issue with growing rapidly is that you will need good products and good customer services as you don't want to be selling guides that are a scam or rip-off. If you did, you would be heading to a sure-fire way to killing your eBay account and business. The only problem with listing this quickly is that your feedback may suffer so try and adopt everything I said in protecting your feedback. So now I'm introducing to you to 10 steps to selling your eBook successfully.

Step 1: Identify your eBook market. Take a while to sit and watch for what sells and what doesn't out of the items you're interested in. Any market research data you can collect will be very useful to you later on. You'll probably see the 'sweet spots' quite quickly - those one or two items that always seem to sell for a good price.

Step 2: Watch the competition. Before you invest any money, see what the other eBook sellers in your category are up to, and what their strategies are. Pay special attention to any flaws their auctions might have, because this is where you can move in and beat them at their own game.

Step 3: Either write your product or find your product: Try to get eBooks with Full Resale or PLR rights. Usually they are included and will say so.

Step 4: Start small: Don't throw thousands at your idea straight away - get started slowly, see if it works. If it works, great, if not maybe redesign your advert, see what your competitors are doing if they are selling a similar product to you. . Remember that in order for you to sell successfully, you need to make sure your adverts are attractive, working and most importantly seem unique and offering something different.

Step 5: Test and repeat. Keep trying different strategies until you find something that works, and then don't be ashamed to keep doing it, again and again. The chances are that you've just found a good niche.

Step 6: Work out a business plan: A business plan doesn't need to be anything formal, just a few pages that outline the market opportunity you've spotted, your strategy, strengths and weaknesses of the plan and a brief budget. This is more for you than it is for anyone else.

Step 7: Invest and expand: This is the time to throw money at the problem. Buy inventory, and start spending more time on your business. Set a goal number of sales each week, increasing it each time. Snap up latest guides at lowest price possible and resell them.

Step 8: Automate: You'll probably find that you're writing the same things again and again in emails or item descriptions. This is the time to give up on the manual method and turn to automated software that can create listings for you, and respond to completed auctions and payments with whatever message you provide. Get Turbo

Lister and use it for all it's worth. Make up lots of inventory and get it ready to launch whenever it is needed.

Step 9: Use attractive pictures to increase sales, a pictures says a thousand words and make sure you use one.

Step 10: Motivations and determination is essential. Even when it looks like it's all going wrong, don't stop trying until you succeed. If you keep working at it then you'll almost always find that you make a real breakthrough just when things are starting to look desperate.

Step 11: Once you get into the swing of things, you might start thinking that you should quit your job and take up eBay selling part time. But it's not always as easy as that - there are all sorts of factors that you need to consider.

Step 12: Be flexible and fast moving, in such a competitive market, you need to act quick, fast and be ready to spot the trends before other do. This is so that you can get your foot in there before they do and poach those all important crème de la crème customers.

Well, I said 10 but oh well I guess I went over but I wish you all the best of success and I look forward to hearing from you soon – hopefully good news too!!!

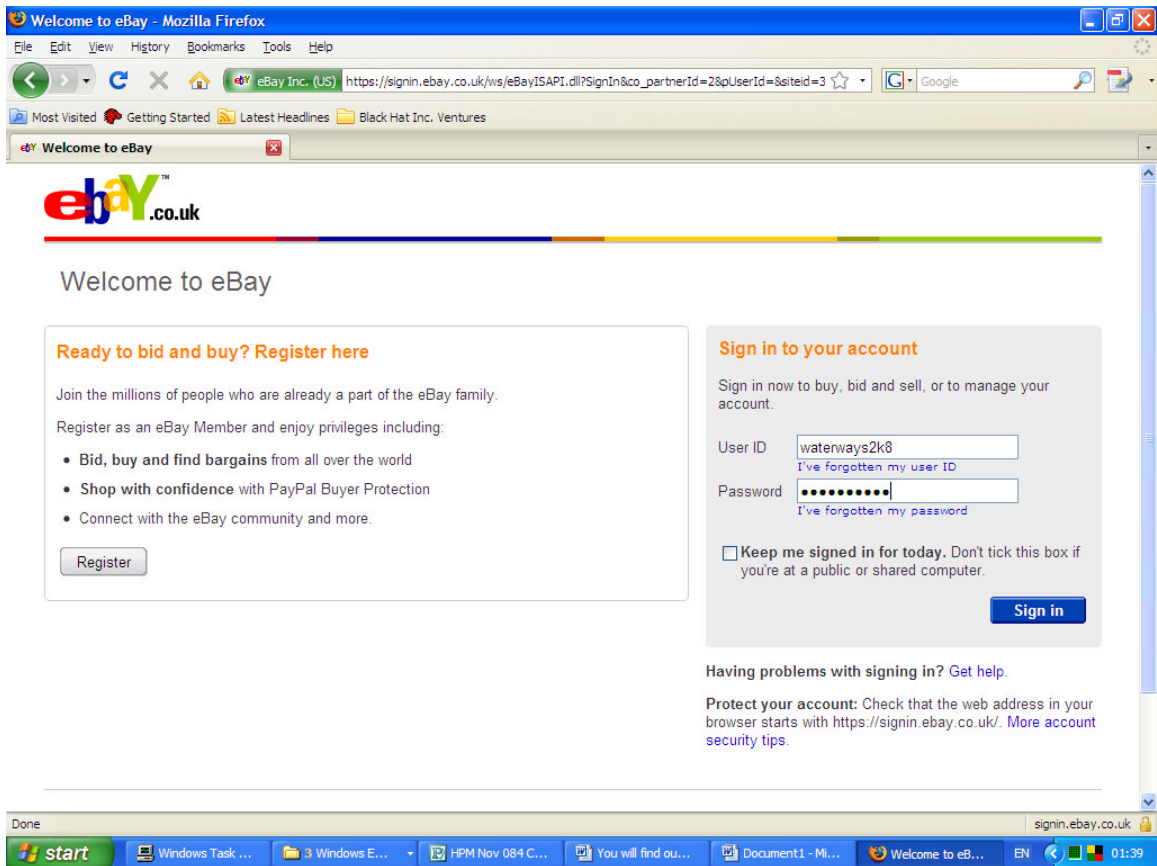
Now that that you have read everything, it's time to get started

- The best way to get started is to simply browse eBay for E-Books with resale rights.
- The best way to find good sellers is to look for E-Books in featured auctions as the person selling them must have them featured for a reason.
- If it's from an experienced seller with loads of feedback watch the item and see how many they sell. If they seem to do well you know it's going to be a good seller so buy it. Or browse eBay for the same E-Book at a lower price.
- To get started is going to cost a bit but if you want free or cheap eBooks then let me know via email at waterways2k8@yahoo.co.uk and I add you to my mailing list which you will be contacted every fortnight or month with new cheap or free eBooks for you to resell and make money.

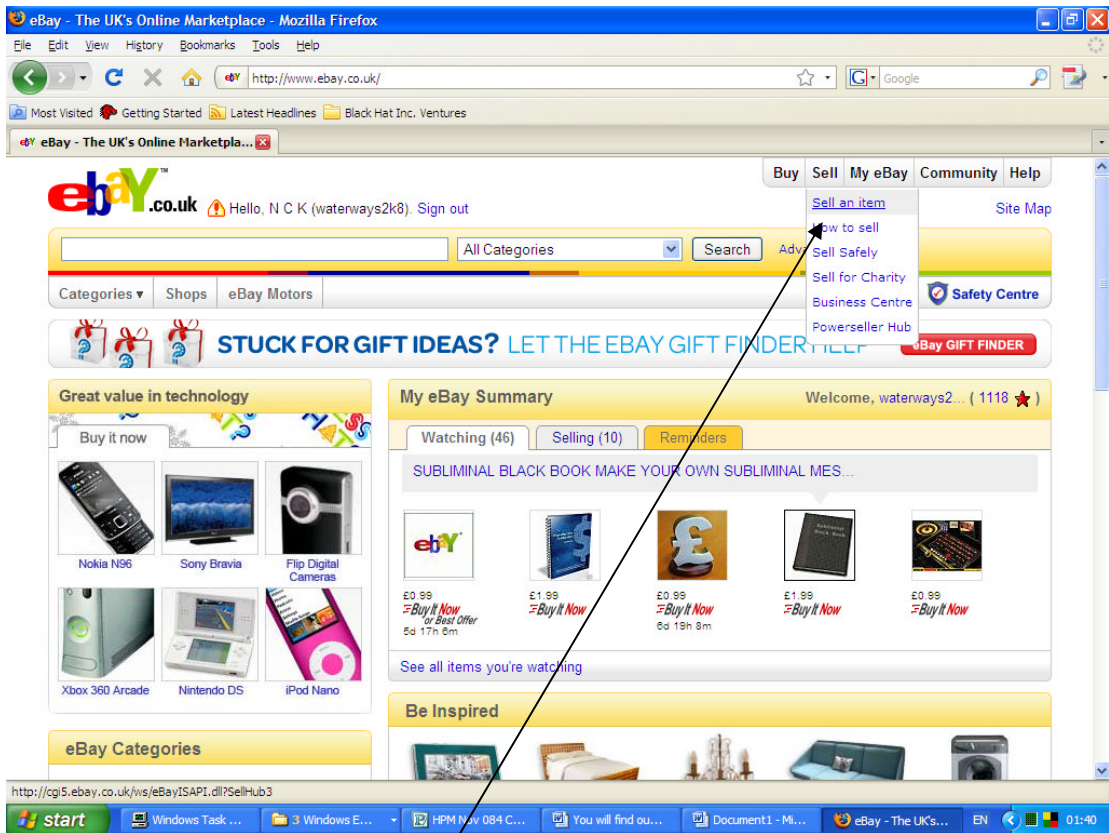
Now go over to my eBay quick start guide and start selling this course now and make money. It's not just a guide to selling eBooks, it will or I hope it will help you with listing other items as well.

How to sell your e-Books online on eBay

Quick List Guide

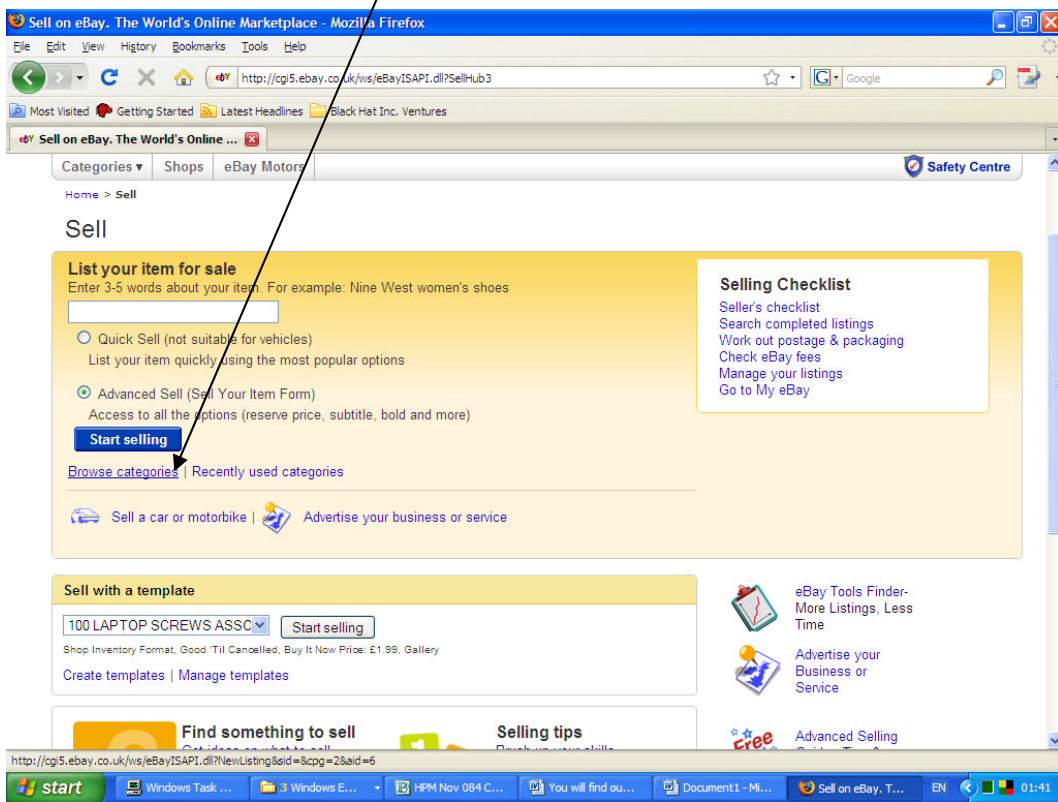


1. First sign into you eBay Account!

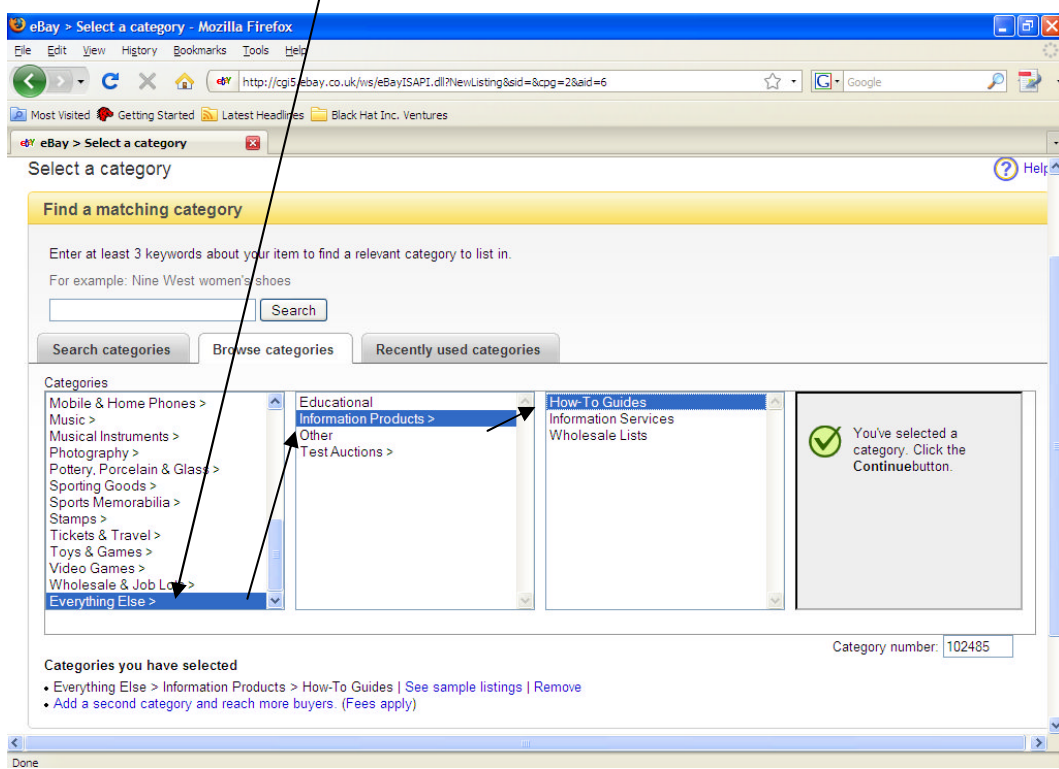


2. Next click on sell, and select 'Sell an Item' from the drop down menu

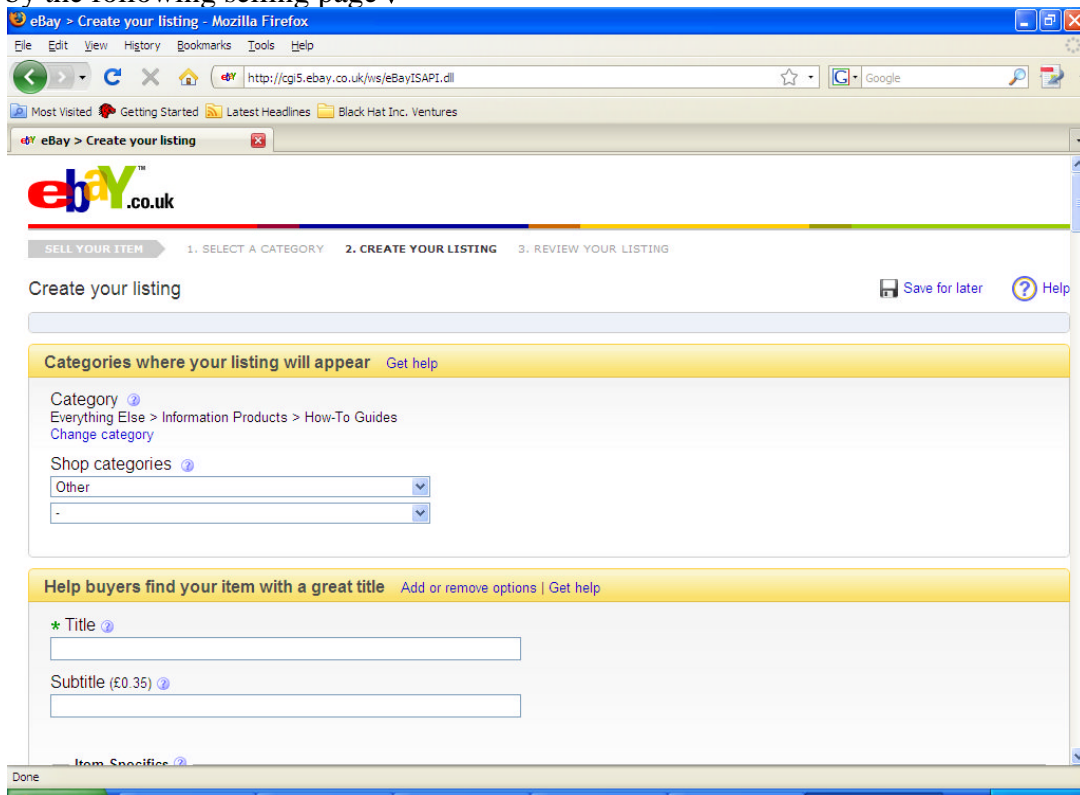
3. Next you have the option to use the Wizard' but in our case, forget that as it will be no use to us. Instead select 'Browse Categories'



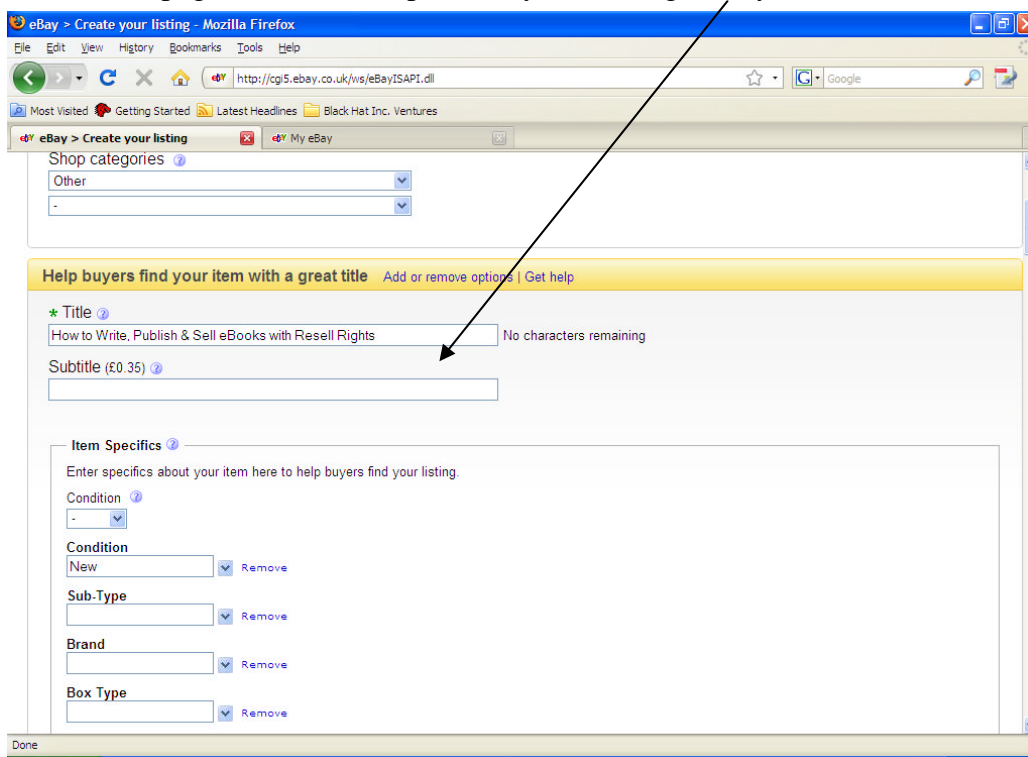
From there scroll down to 'Everything else', followed by 'Information Products' before finally selecting 'How to Guides'. Next scroll down the main page and select 'Continue'.



Now that you have done that, you are ready to list your item. You will then be greeted by the following selling page ↓



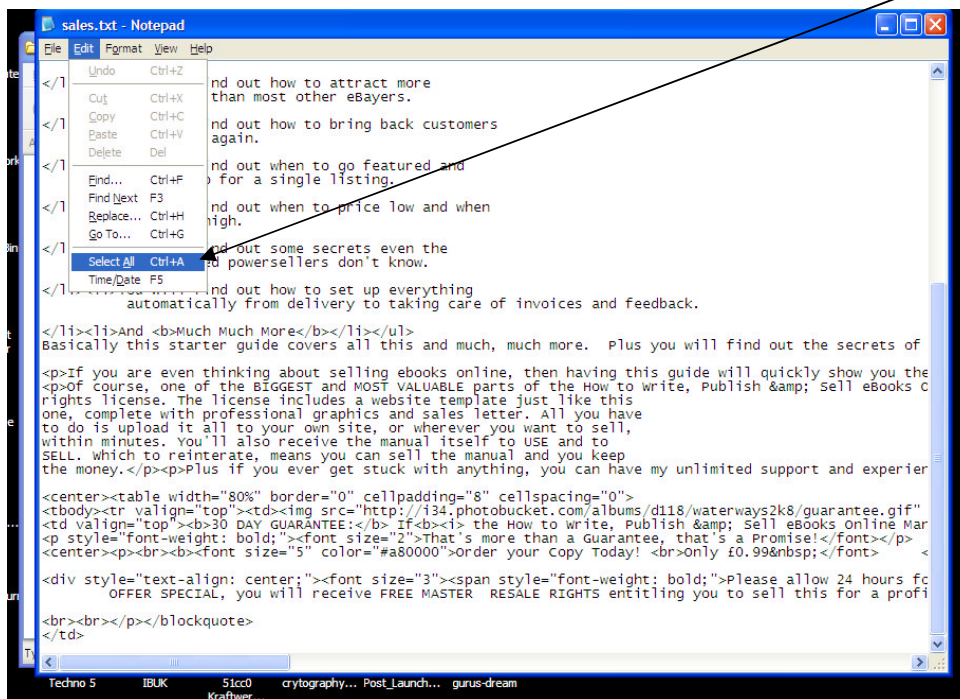
Now on the page enter a title – preferably something catchy:



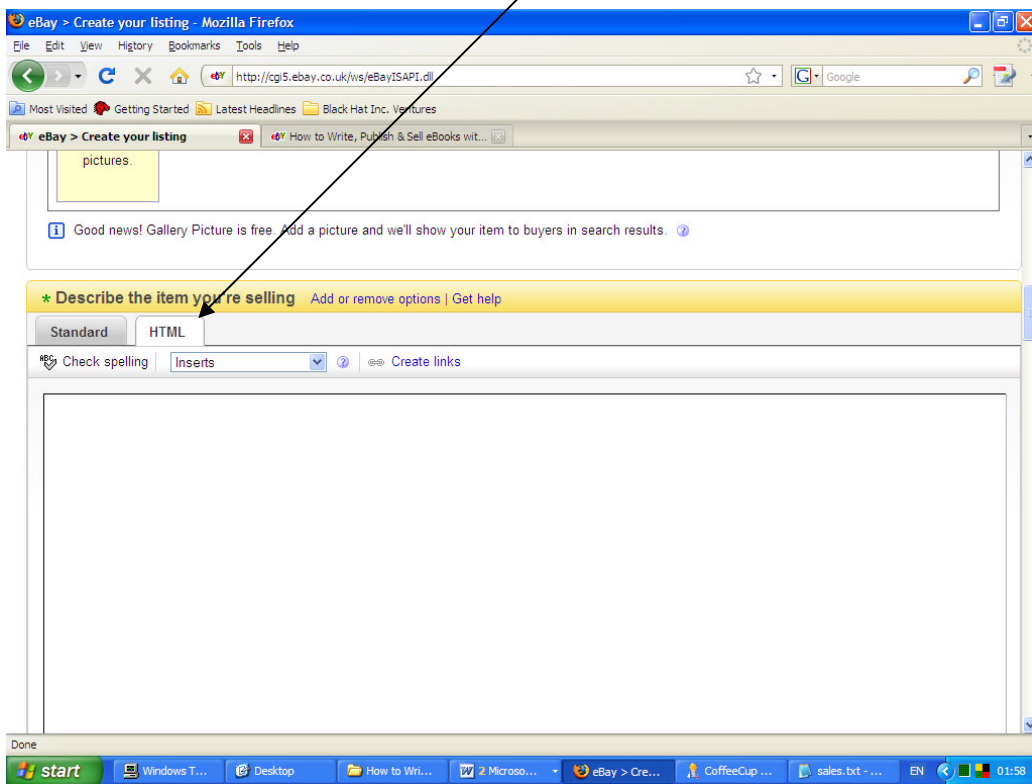
Tips 1

You will not need to set any item specifics as there won't be any suitable. But for items such as clothing's, Cd's, shoes, books etc... then it pays to go through these drop down menu. Sometimes though, you won't find what you want so instead select 'Other' and a little blank text box will appear by the side of it where you can type in what you want i.e. brand or model of product etc...

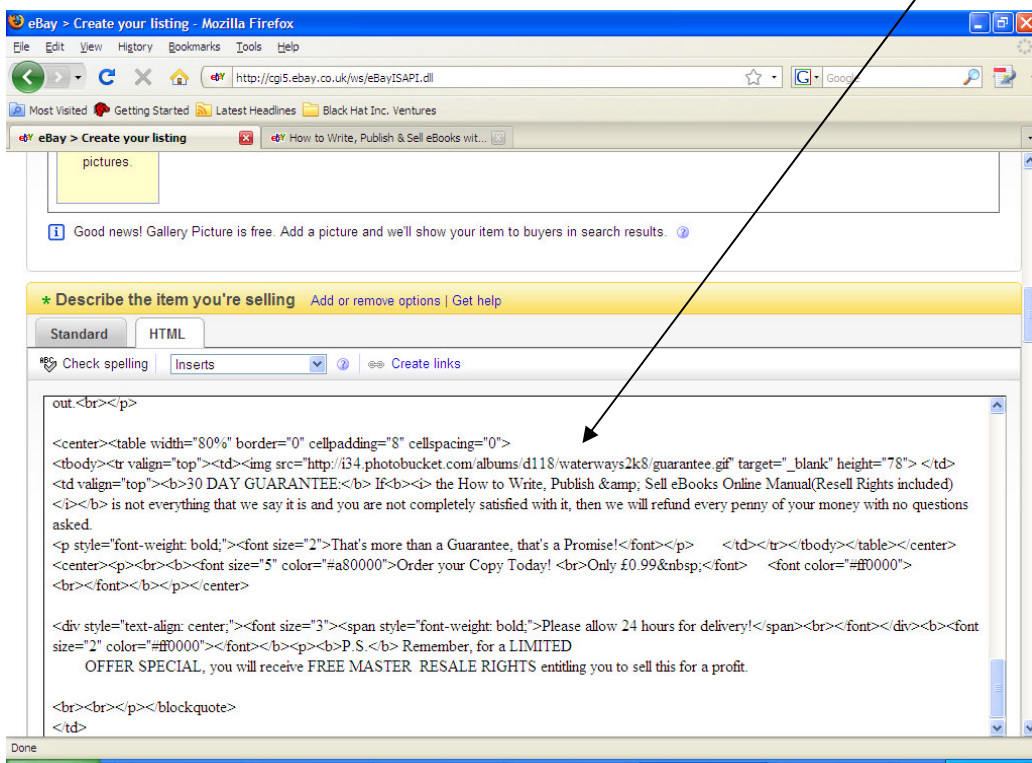
Next, open the enclosed file 'sales.txt' enclosed in the folder using notepad. Then 'select all'. You can press 'Ctrl' + 'A' at the same time on your keyboard instead.



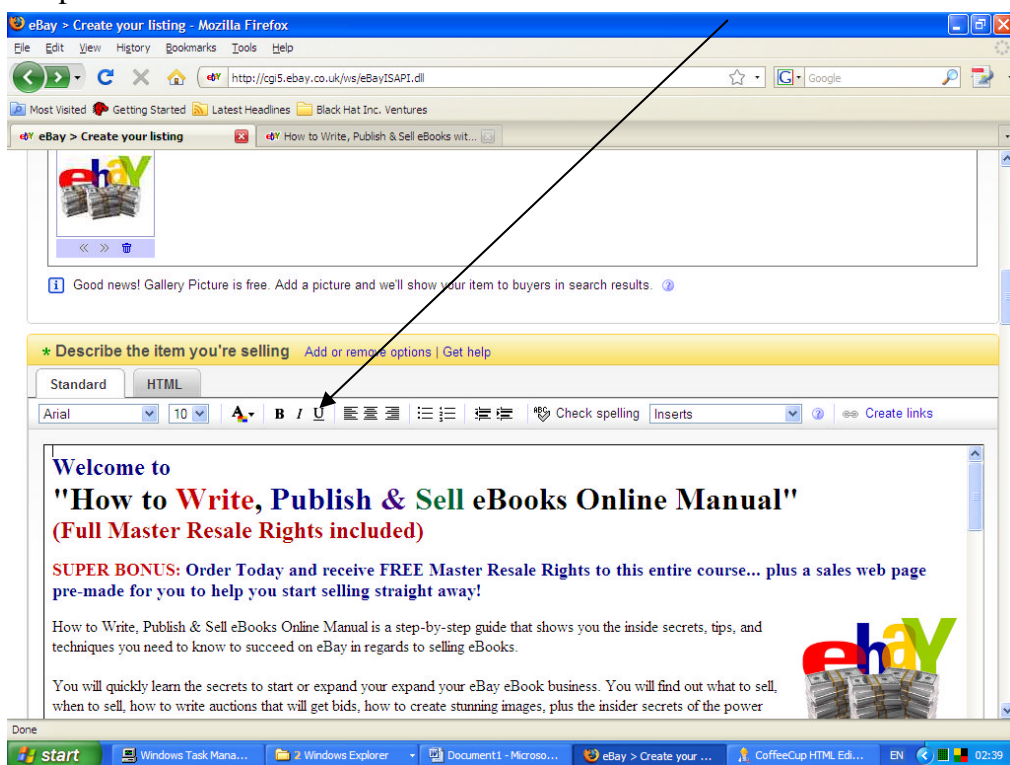
Next press 'Ctrl' + 'C' at the same time on your keyboard and now head over to your eBay sales listing page. Now select the 'HTML' tab



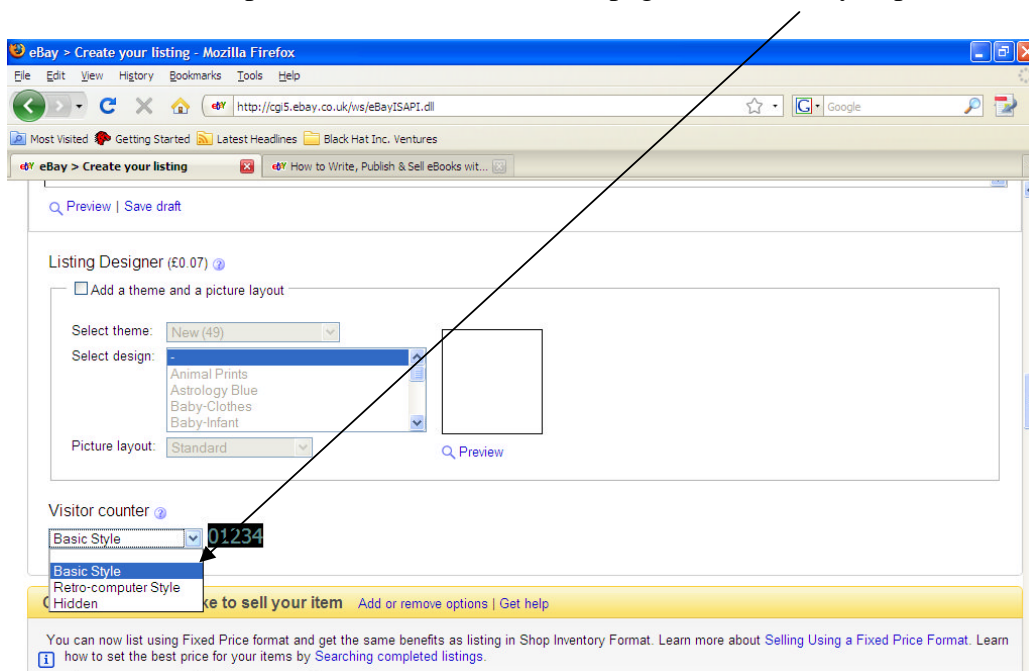
Then click anywhere in the blank description box area, then press 'Ctrl' + 'V' at the same time on your keyboard and you should get something like the following



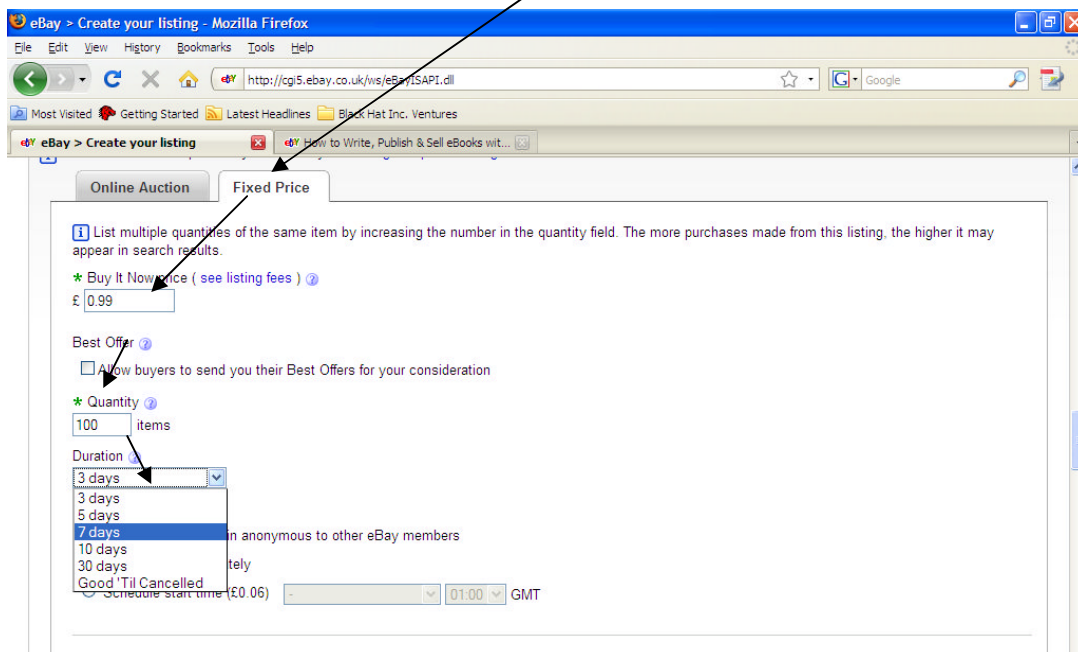
Note: If you do not have a HTML file, then you will need to select the 'Standard' Tab and type in you own description, edit it using the tools on the toolbar. Alternatively you can type your ad in a word processor program like Microsoft Word and then copy and paste it like above Remember to select the Standard tab instead of the HTML tab!



Now scroll down the page. Forget the listing designer as it won't be needed and will add an extra 7p which will not benefit us in anyway. What you do need is a counter so select from the drop down menu and select the page counter that you prefer.



Next Choose your price – select fixed price for those who can list with ‘Buy it now’ or ‘Online Auction’ if you are a newbie who has not yet built up over 10+ feedbacks. The ‘Buy It Now’ function is usually grey out for newbies until eBay thinks they have enough experience or reach certain targets i.e. 10+ feedback etc... Enter your price, Quantity and select how many days you want to list – ranging from 3 days to until Good ‘Til Cancelled’ which means every copy has been sold.



Best offers are not worth it as £0.99 is already a very low price.

Important tips

Tip 2:

Only tick Anonymous buyer's option if you want your buyer's details to be kept hidden from other eBay buyers eyes. You as the seller will be able to see this information though. These would be useful for auctions which both parties want to keep quiet about an item you were selling and they bought such as 'kinky underwear' or expensive items like cars, Mont Blanc Pens etc....

With expensive items, you must definitely use it as this helps not only yourself but also your buyer. Why? Well, they are a lot of scams out there and if they find out that you have bought an expensive item then they will usually target you acting as eBay and send you fake spook emails. They do this so they can access your eBay account and buy expensive items, and since most eBay members link their PayPal account, it makes it ever easier to pay for things quickly without you knowing.

By the time, the payment gets registered on your bank statement usually 4 days if you have internet banking and regular check it or 1 month if you only check your paper statements, then the scammers would have already got their items and are probably busy selling back online on eBay to get rid of the evidence. Trust me they are very good – I've personally had £523.75 nicked because of this, thanks to an eBay seller

who didn't use this function. But then my mistake is your gain and you can now avoid them because I've told you about them. Anyway, I think I've gone overkill on this subject.

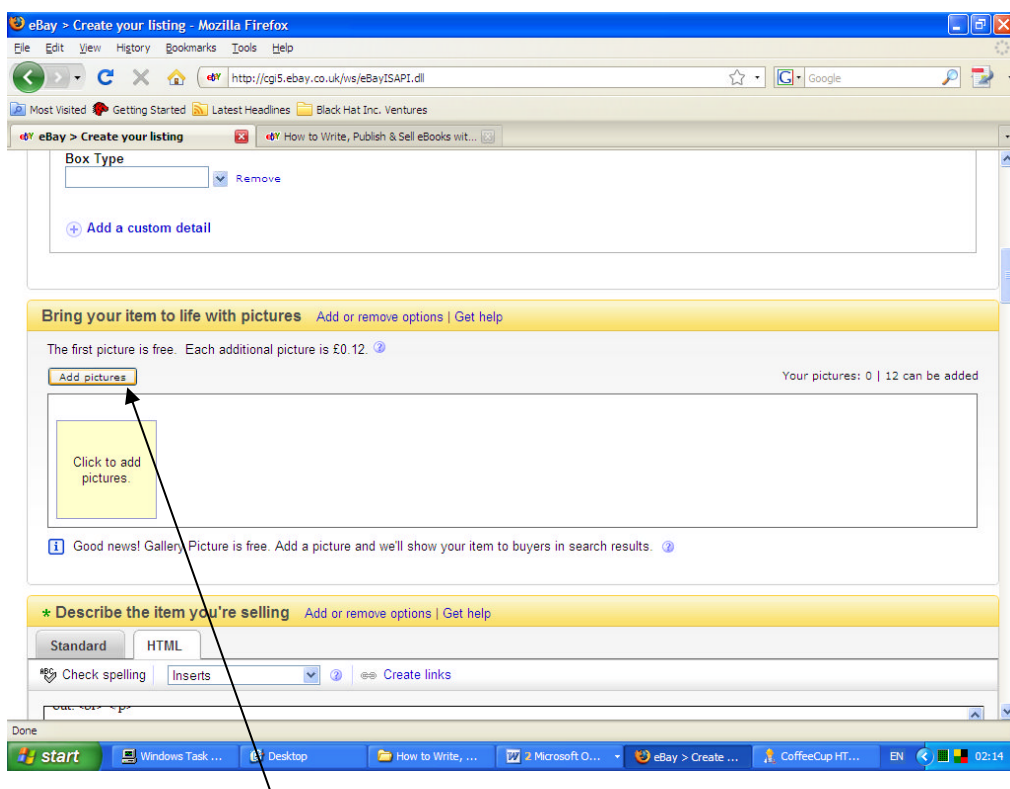
Tip 3:

Usually it is best to leave auctions for up to 10 Days and you should list you auction on a Thursday evening as this means your auction get viewed by buyers throughout 2 weekends thus increasing chances of a sale and more people bidding on item. Now let's move on to the next page.

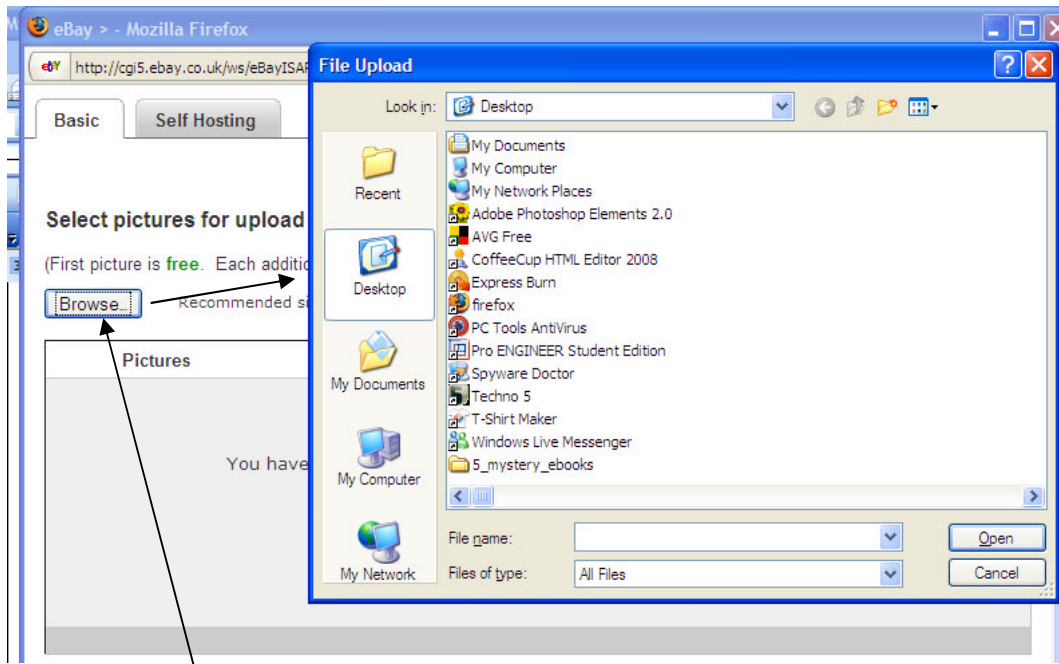
IMPORTANT : Adding a Picture is a Must!!!

Now I almost forgot this, you need to add a picture because like they say 'a picture is worth a thousand words' and it's very easy to put one up. Trust me, when I first started I didn't put a picture up nor did I use the gallery picture. I didn't know that what a difference it really made. I listed an auction for some new wholesale clothing for sale without a picture. The result – I sold none, I decided to relist again but this time with a picture and the gallery function set – and Guess What? I sold 4 out of the 5 boxes I had.

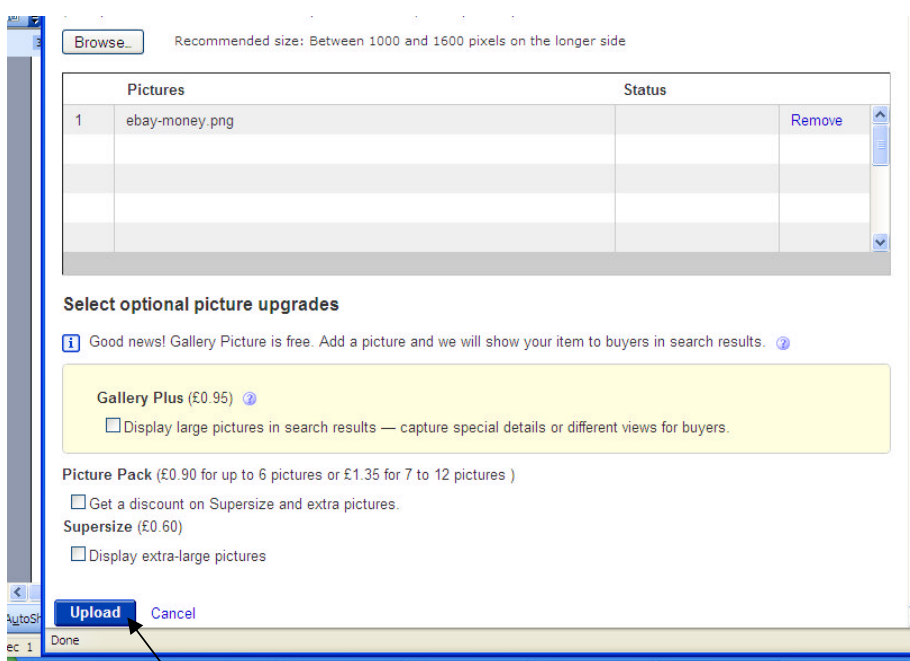
Since then I have never looked back and every auction I put up, I put a picture up and recently eBay have made thing easier. When you list a picture, you automatically get free gallery which basically means that with your title, you get a preview picture beside it. Very helpful and considerate from eBay themselves, but anyway, we must get back to the auction and complete it.



First select 'Add Pictures' and you'll be greeted with the following screen. – shown on next page.



Select 'Browse' and a pop up window will appear. Select your file and then click on 'Open'

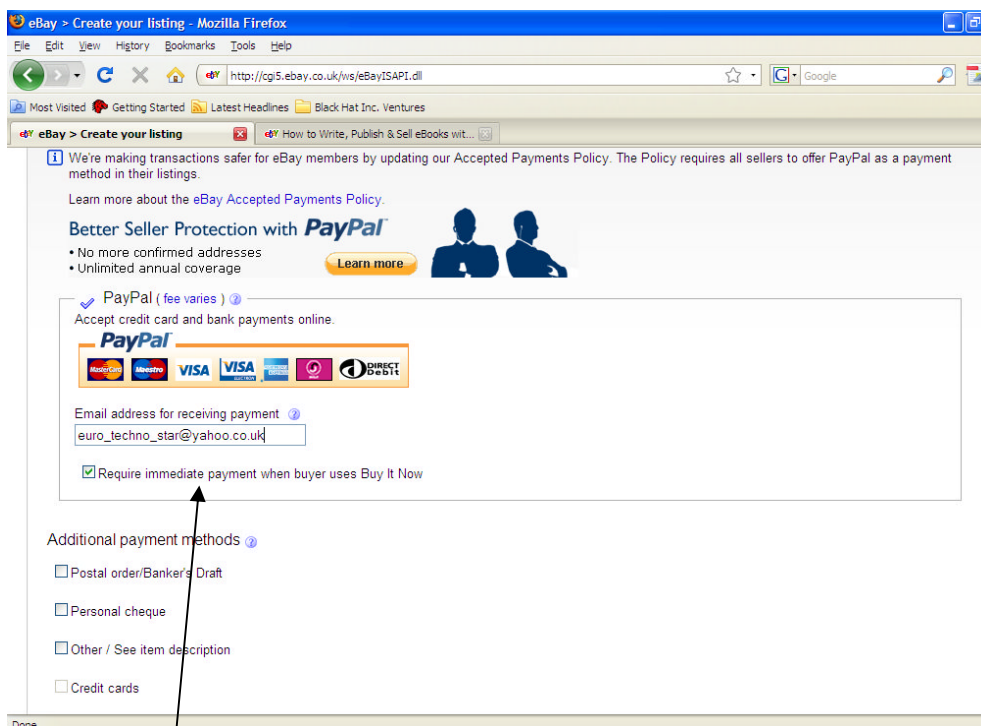


Click on the upload button and wait. Once everything is done, the pop up window closes and you'll be back on your original screen. So whilst your waiting I have a tip for you on the next page

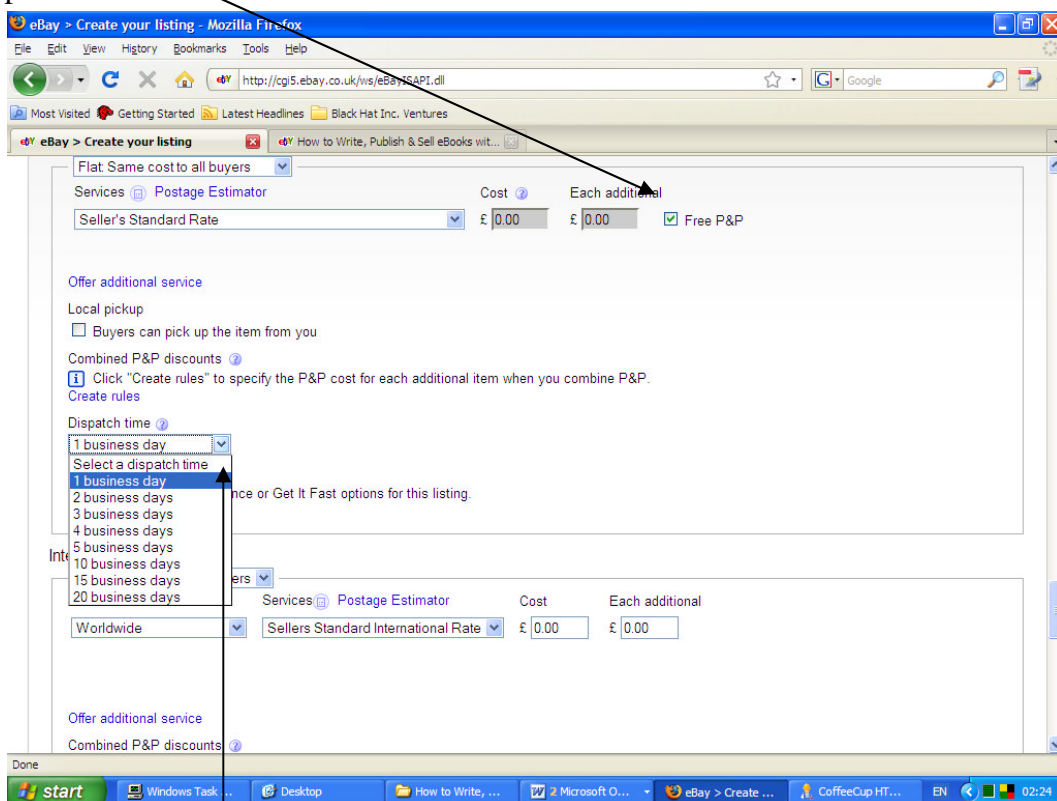
Tip 4

Once you get the hang of listing items, you can always do this step first and that is upload the pictures first, and whilst it is uploading, simply click you left hand mouse button on the main description page and fill in the title and description whilst you wait. Alternative download Turbo Lister and use it. It much faster and you can get more auction done per 5 minutes that if you did with this online method.

Now that your pictures have finished loading, scroll down to the payment section

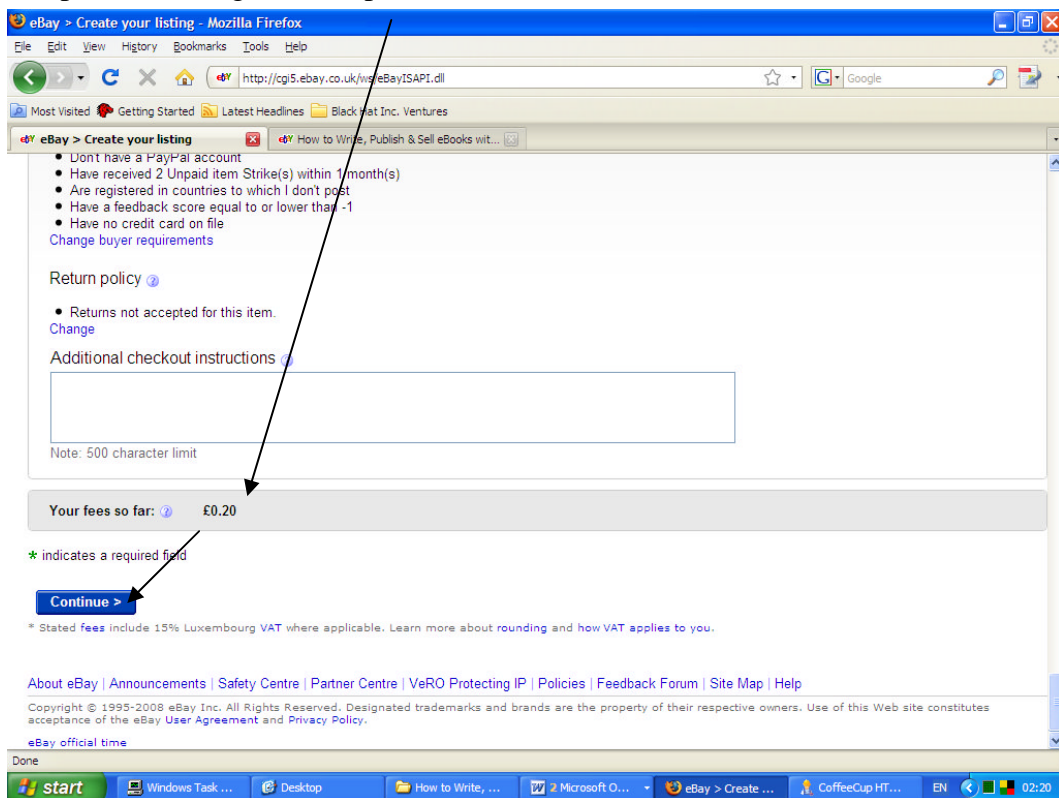


Enter your PayPal address and then select 'require immediate payment when buyer uses Buy It Now' Finally scroll down to the Post and Packaging section – select the Free P+P tick box unless you want to charge extra for postage – This is up to your preference

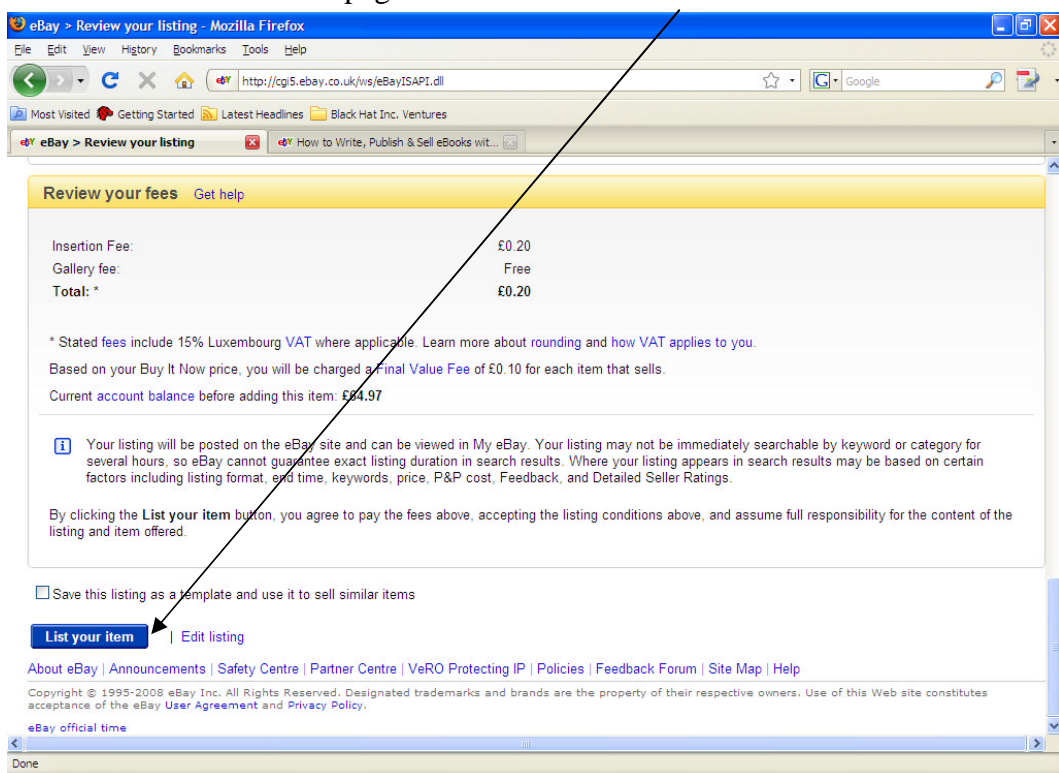


If you want to select how fast you can dispatch item select appropriate days from drop down menu. You may also want to select international postage option to, if you want

to sell worldwide. Now scroll to the bottom of the page and click on continue. Note that price of listing fee is 20p.

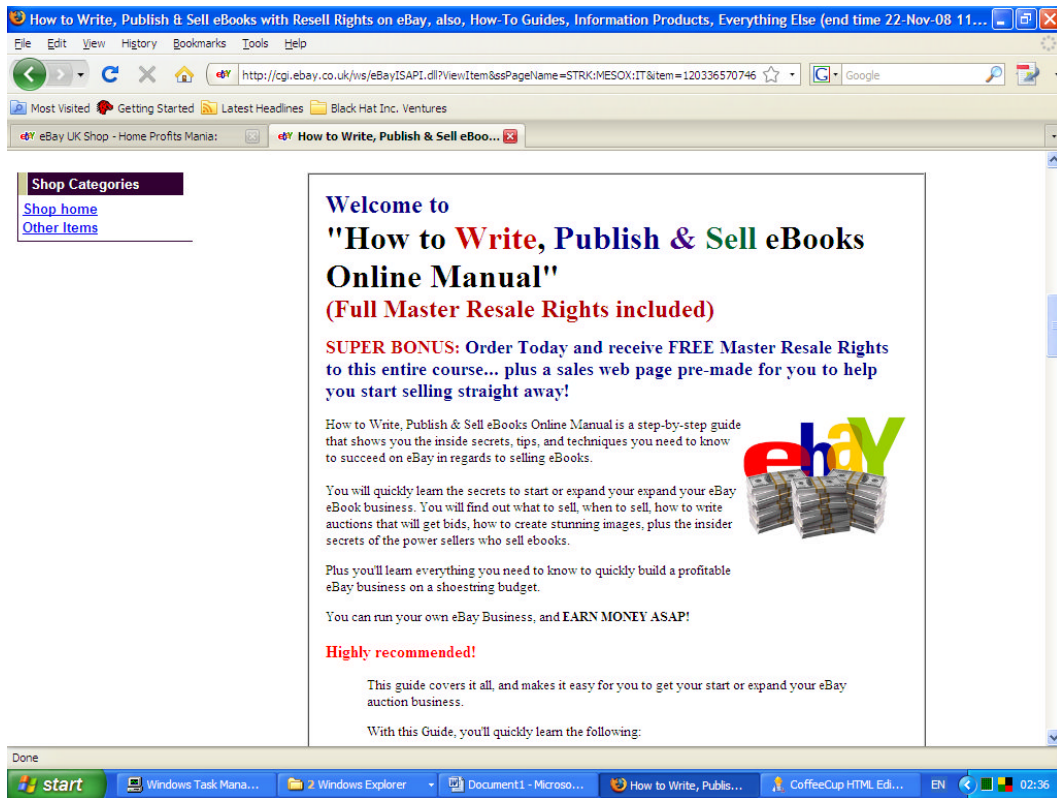


Now you will come to a review page, scroll down carefully and check everything is correct. If you have followed the above steps correctly then all you have to do is scroll down to the bottom of the page and click on 'List Item'



Please note that everyone's account balance is different however the insertion fee will be the same unless you have added extra features like extra photos or featured plus listing.

If you scroll down your advert, your listing should look like the following:



And there you have it – How to Write, Publish and Sell your e-book online quickly and effectively. There are certainly many other ways to sell eBooks online however for the purpose of this guide, I think should be enough. If I started to tell you how to sell on other internet websites such as Clickbank, Starting up your own online e-Book library or store then it would simply be information overload, but if you ever want to know, then lookout for future guides from me.

Please note that you can also follow these steps to list other items that you many want to sell, the only difference is that you will have to type your own description, and change the categories settings as well as item specifics.

Any feedback on this guide would be greatly appreciated. As always I wish you the best of success with everything and should you ever get stuck on anything or require any help – please feel free to email me and I will get back to you ASAP.

Thanks!
Nigel

Contact me at: waterways2k8@yahoo.co.uk or check out my new blog and leave me a comment at: <http://www.nigelyip.wordpress.com>, plus claim your FREE guide on How to avoid the 10 Sure-fire Ways to Kill your eBay Business.

Just before I go, make a date in your calendar for January 13th, yes that's right January 13th is going to be a very important date. Why? I will be launching my latest Black Hat 13 eBay Manual. It's going to be the most outrageous manual for eBay selling ever published. In this manual I will show you everything you need to know about successful selling on eBay. I will show you how you can trade off eBay and Amazon with the help of price comparison websites and make you money from one this simple idea. Just send me an email if you are interested and then look out in your email box, some day during the first week of January 2009, a special message from me.