

Rapid eBay Info - Seller Development Cheat Sheet

By: Socrates Socratous SocratesBlog.com

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For an updated version of this Cheat Sheet and bonuses, please [click here](#)

Or go to:

<http://www.myDigitalDispatch.com/plan>

Thank you

Partner to your Success,

-Socrates Socratous

Disclaimer: All the information included herein is based solely on my own experience. No guarantee is implied that you will have any success following my advice. Please use your own judgment before applying any of my strategies and recommendations. Thanks

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Preparation

1. Get an [eBay account](#)
2. Get a [Paypal account](#)
3. **If you have an ebay account for more than 14 days with less than 15 feedback, Get 15 feedback fast – you need this to be able to list multiple items**
 - a. Tip: buy 15-20 digital items from different sellers in the [\$0.01 - \$0.99] price range and leave them positive feedback immediately and send them an email asking them to leave you feedback quickly
 - b. Here is a “dirty little trick” Do this: Go to ebay.com and click on [Advanced Search]
 - c. Under the search Tab on the left click [Items in Stores]
 - d. Enter the Keyword: [ebook]
 - e. Check the [Store Inventory Items Only] box
 - f. Enter: [0.99] in the [Max Price box]
 - g. Check the [Buy It Now Items] Under the “Show Only” Section
 - h. Select [Price: Lowest first] Under the “Sort By” section
 - i. Click Search
 - j. [Click here](#) to perform all above steps automatically
 - k. Important: Make sure you purchase your items from DIFFERENT sellers, as feedback counts only 1 per unique ebay member
4. If you are registered on eBay for less than 14 days, you can become ID Verified but that costs \$5. This will waive the 14 day requirement to post multiple listings. [Click to become verified](#)
5. **Search and find Some Quality product sources.** *[Google is my best buddy when I am doing research]*
 - a. [Resource 1](#)
 - b. [Resource 2](#)
6. **Get a webhosting plan and domain name**
 - a. [Resource](#)

Take one thing at a time. Focus on eBay at first. Only on eBay!

Day 1

Setup 1 listing (I mean 1 listing) and make it good.

Tip: Make sure to mention that you are an “Authorized Reseller” of the item you are selling, to abide with the rules.

Use the “Ebay Sell” Button to List it for 3 days. This will give you a “hands on” experience on how things work.

Day 2

Learn how to use FTP to upload files to your website. (Your web host can help you with this). I use [this Free FTP tool](#)

Upload the product you have for sale to a directory on your host. Make the directory name and product name hard to guess.

Save the direct link to your item to a text file

Day 3

Choose another product and prepare the auction listing for it. Try to combine some unique bonuses with this product. [Choose from other resale rights products you may have]

Send emails to the ebay sellers that did not leave you feedback for the 15 ebooks you purchased during preparation

Day 4:

Your item ends today.

Don't be disappointed if it doesn't sell. If it does sell, send an email to the customer thanking them for the purchase and include the download link from Day 2.

By now you should be able to list multiple items.

List your item from Day 3 using the fixed price, multiple item feature. Enter 5-10 items in the multiple item listing

List it for 3 days. (Not 7)

If the Ended item did not sell, change the listing title to include more and better keywords and re-list.

If the ended item sold, just re-list it with fixed price multiple item

Work on another new item

Day 5

[Download Turbo Lister](#). It's Free and powerful and was made by eBay. Use it to upload your items from now on.

List the new item using the same process. For 3 days again!

The reason we use 3 days, is to be able to test our products fast and see if they sell well. We tweak each item that doesn't sell and re-list it. Most items will sell during the last few hours of the auction listing. So you want more items to be ending quickly at first.

That is what you do for new items. After you find a great listing title and your item sells well, start listing that item every day (or every 2 days) for 7 days each. List the same item title EVEN if you already have the same item selling at the same time. This will have items ending every day for you making more sales every day.

Days 6 -17

Master the listing process. List 3 different items for 3 days 2 times a week, and keep re-listing the old ones

Get [MyDigitalDispatch](http://MyDigitalDispatch.com) from MyDigitalDispatch.com and load your items in it. (Instructions come with the program)

This will automate the delivery process and allow you to focus on creating more items. All sales details and products will be managed by [MyDigitalDispatch](http://MyDigitalDispatch.com).

Days 18-24

By now you have auctions ended at least 6 times if you were listing 3 days at a time. Go back and evaluate what you have done. Pick your good items and keep relisting them.

Carefully go over the items that were not successful and try to come up with teaks to make them sell. If an item doesn't sell after you list it for 5 different times with different titles. Don't list that one again. Move on to the next item

Add upsell signatures in [MyDD](http://MyDD.com) (myDigitalDispatch) promoting affiliate programs

Day 25 - 30

By now you should have 10 – 20 different items that you sell.

Get an eBay store. List all your items in your eBay store too and make sure to cross promote your store items in your live auctions

EBay store items are much cheaper to list than regular auctions. By cross promoting them in your live auctions you drive traffic to your store and sell more items for cheaper.

You can also list the items that don't sell well on regular auctions in your store.

Month 2

Start listing every day the same items for 7 days each. So for example you have 30 unique items that you regularly successfully sell, list all 30 of them every day for duration of 7 days each. For 30 items you will end up running 210 auctions at day 7. From my tests, average number of items sold will be 25%-30% of total auctions. So that would be 50-60 items every week for a total of about 200 items a month. If you are selling \$5 items then that is about 1000 a month in gross sales. That is enough to turn you into a Powerseller within the 90 day requirement eBay has.

Start correspondence with your existing customers using an [autoresponder service](#) and let them know about your new auctions and other offerings

Create a newsletter

Start working on building a website

Months 3-4

Keep repeating Month 2 for your successful in addition to new products you may start testing (Remember, for testing only use 3 days).

Keep adding your products on your website, and brand your newsletter with your uniqueness.

Month 5

You are a Powerseller by now. Send me an email and let me know about your success. I love to see my students become successful.

Future

Keep learning and APPLYING new strategies to your eBay and online empire

Tips:

- Always play by the rules.
- List in the proper eBay Categories
- Stay away from selling 1 cent items and stick more to items around \$5 or more.
- Don't target resellers. Target people that genuinely need certain ebooks to read them and learn from them.
- Keep emailing your newsletter members and customers frequently. Provide them with content. Not just offers. Email them offers between content. For example, send a content email then an offer. Or 2 content emails then an offer etc. in your content emails feel free to have an affiliate link, but don't push the sale
- BIGGEST SECRET – I cant stretch this enough

The biggest SECRET is to write keyword-rich titles. (Note: AWESOME is not a keyword) CROCK POT LOW FAT STEW RECIPES are all keywords. (got it?)

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The above title will be triggered by at least the following:

LOW FAT RECIPES

CROCK POT RECIPES

STEW RECIPES

CROCK POT STEW

LOW FAT STEW RECIPES

LOW FAT

CROCK POT

Nobody ever will search for AWESOME RECIPES so using that word will waste valuable Title Space. Use all your title spaces and use words your prospects MAY SEARCH FOR
this is a poor title:

AWESOME RECIPES FOR YOUR FAMILY DINNER TABLE

Got it?

Great.

Meet you at the top

Partner to your success,

-Socrates Socratous

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