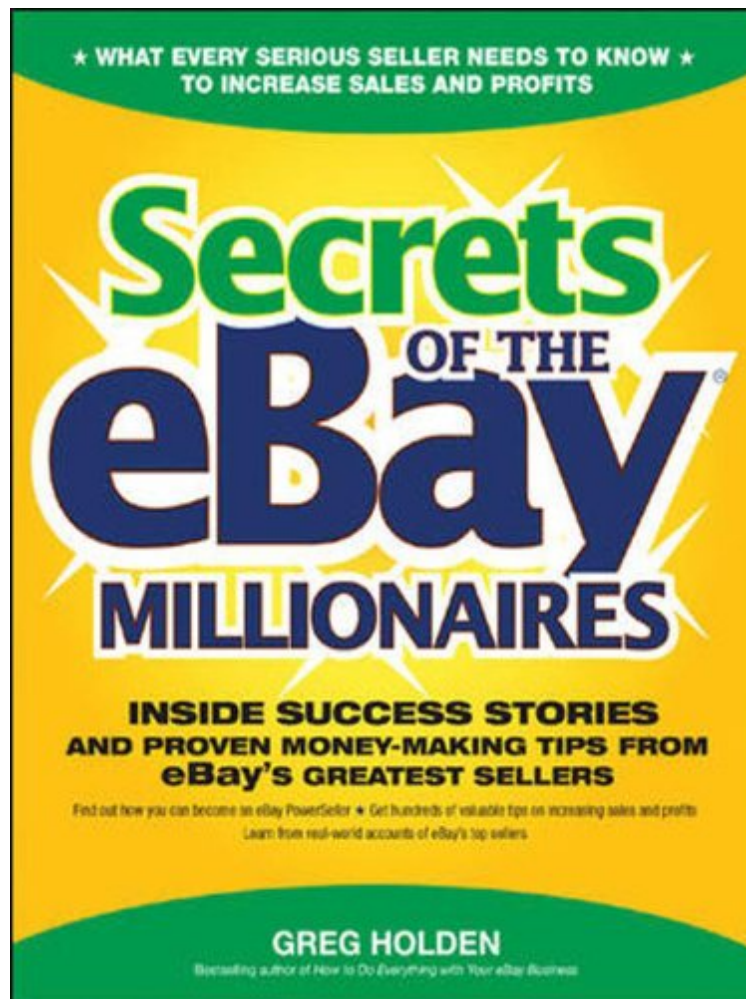


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## Secrets of the eBay Millionaires: Inside Success Stories -- and Proven Money-Making Tips -- from eBay's Greatest Sellers

Greg Holden

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1 of 1 people found the following review helpful. Two Stars By J. G. Too dated to be helpful with the continuing evolution of Ebay. 2 of 2 people found the following review helpful. This was not a big help for me... By J Hammer This was not a big help as this is more for the big money makers of Ebay, but it doesn't help the little guys out like myself trying to make it big. They need to down scale it - come down to earth with it. Maybe more people will be drawn to it and will buy it. 0 of 0 people found the following review helpful. Four Stars By Jiu Jitsu Flows Very good

book.

Secrets to high-volume, high-profit sales from the most successful sellers on eBay Secrets of the eBay Millionaires reveals the inside stories behind eBay's most successful sellers—including those in the Professional eBay Sellers' Association, who together make more than \$1 billion annually on eBay. For the first time in one volume, aspiring Power Sellers will get hundreds of undocumented tips and tricks on building a strong eBay business and maximizing sales and profits. Readers will learn to develop a business plan, identify market need, promote their products, build a solid reputation, and more. The sellers profiled represent the major eBay categories, including computers and software, consumer electronics, books, movies, music, collectibles, jewelry, and B-to-B merchandise. Various business models are examined, such as hobbyist-turned-entrepreneur and brick-and-mortar businesses brought online. Readers are sure to find sellers with whom they can identify.

From the Back Cover How eBay's top sellers made their millions—and you can too! Find out how Phil went from penniless to Power Seller, how Drew sells custom pens for \$7,000 each, how Lisa uses her professional acting skills to woo customers, and how you too can make big money on the world's greatest online marketplace. For the first time in one volume, you'll get inside tips and learn from the inspiring success stories of dozens of eBay millionaires—including the members of the Professional eBay Sellers' Alliance (PeSA) who together make more than \$1 billion annually. Covering business models from lone entrepreneurs to warehouse distributors to drop-off stores and featuring for a wide range of categories—including computers, electronics, books/movies/music, collectibles, and more—Secrets of the eBay Millionaires is a goldmine of information for aspiring entrepreneurs. Whether you are just starting out or already an established seller, you'll discover that eBay is a place where anyone can change their life and make a fortune—one sale at a time. Develop a mission statement for your business Reach a worldwide audience for merchandise that would ordinarily only be available locally Consider joining a franchise to offset startup costs and help with branding Encourage repeat purchases from customers by keeping in touch Build and maintain a good feedback rating and provide instant customer service Keep abreast of new sources for merchandise by attending trade shows Use outside suppliers for hard-to-find items Greg Holden is the author of 16 books, including the bestselling How to Do Everything with Your eBay Business. He has written extensively about eBay, online auctions, and e-commerce. About the Author Greg Holden is the author of 16 books, including the best-selling How to Do Everything with Your eBay Business, which has sold more than 35,000 copies.