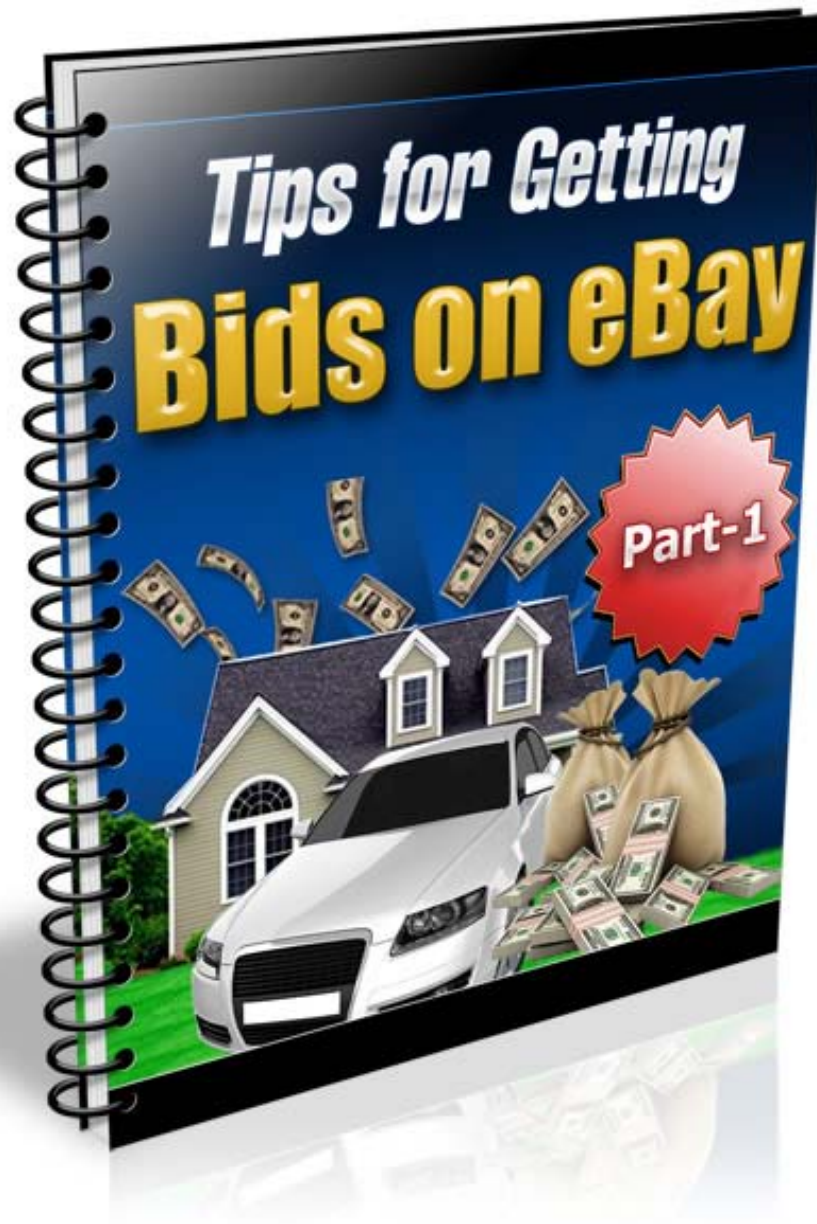


Tips for Getting Bids on eBay Part-I



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Introduction

Selling products or services on the Internet is now one of the most popular ways to earn some income even while you are at home. If you know the ins and outs of this online business, you are guaranteed to earn a great deal of money in no time at all.



There are now many online sites that can help you out on this selling business—and one of these is eBay. However, you just don't decide to sell stuff on eBay and then expect to get profits and your return of investment (ROI) without really doing your homework. This is because in sites like eBay, selling your products and earning from that starts from having people bid on them. The more bids you get on an item, the bigger chance you

will get in selling it for a higher price than you have set on it.

There are many ways by which you could get bids successfully on eBay. Knowing these tips and tricks will guarantee you of making something successful out of your decision to use eBay as a moneymaking machine. Remember that the good thing about this kind of business is that it will be earning money even while you are asleep. This is especially true if you will cater to the needs of the international market.

Read on and find out how to get those bids that you need on eBay to make your online business successful.

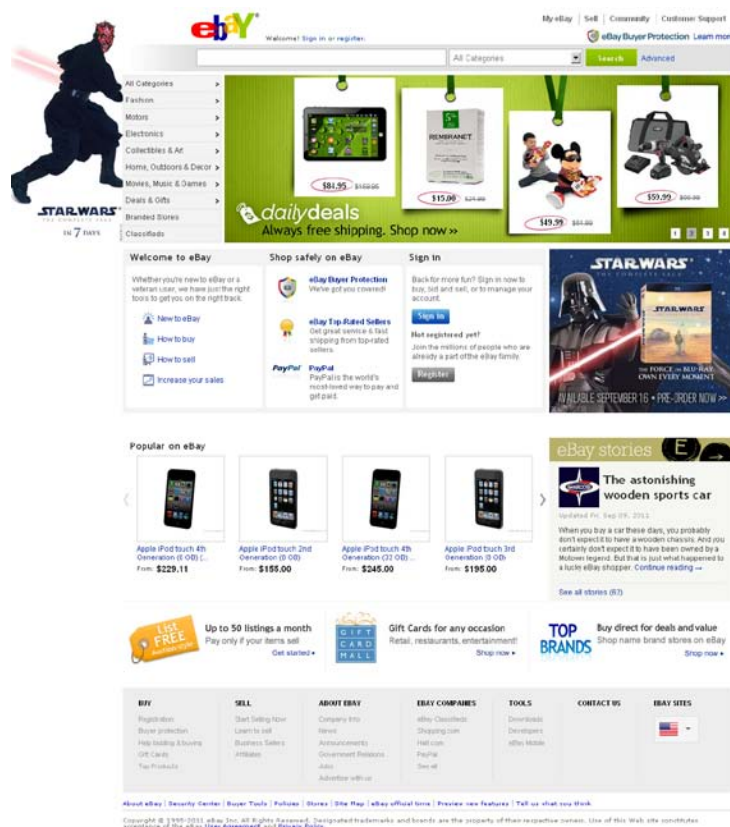
Know the Basics

Register

If you are a newbie in the kind of online business that is offered by eBay, then the first thing that you need to do is to register on the site. The great thing about registering on eBay is that it is not only very easy, it is free of charge as well.

All you have to do is to go to eBay.com and look for the "Register Now" or the "Welcome New Users" button. After you have done this, it is best that you look up on some articles on how eBay works by clicking on the "Help" button.

This is so you can get a grasp on what eBay is all about. Because understanding the mechanics of eBay is very easy, you will only need a couple hours on this. After you have learned the basics, you are on your way to selling on eBay.



Set Up an Online Payment Scheme



This is a very important step that you need to do if you want to sell some items on eBay or in any other online site for that matter. It is best if you are able to accept payments from credit card accounts of your online

clients. While you can have a merchant account so you can get online payments, you can also use online services such as Clickbank.com or PayPal for this. These types of services will accept the payments that your clients will send for your items.

They will then send these payments to your end for a minimal fee. To be able to process your orders even if you are having a vacation with your family, it is really crucial for you to accept as well as process instant purchases paid by credit cards.

The automation of your product's delivery, especially if it is electronic should also be done and PayPal can do this for you.

You can easily sign up with PayPal because their registration is also free. Once you have an account with this online service, you are ready to accept the credit card payments of your clients.

Remember that this service is free to be used by your customers but would need a small fee from you each time payments are sent your way.

The advantage that you can get out of PayPal is that they also provide an “instant purchase button” that you can set up to your site. This button is the easiest way for your customers to be able to pay you with their credit cards.

Remember that there are a number of benefits that you can get by setting up an online payment scheme for credit card payments on your website.

This will not only hike your orders by up to 400 percent, you are also guaranteed to appear more businesslike with this move.

You have to keep in mind that as 87 percent of online customers pay using their credit cards, you have to provide them with the means to do so.

Market Your Products

Set Up Your Own Mailing List



This is one of the most vital things that you need to do if you want to reach the client base that you need for your online business to succeed. You need to work on getting a list of people or companies whom you believe would benefit from the products or services

that you are offering. You have to get as much contact information on these people as you can, as this will make your mailing list a more potent force in your business.

The easiest as well as the cheapest way to establish a rapport with potential clients through your mailing list is through email marketing done by mass. Once potential customers start to express their interest on what you have to offer, you are already on your way to getting those bids on the items you have posted on eBay.

Take Advantage of Your “About Me”

The “About Me” page is one of the best features that you can take advantage of on eBay. You need to be aware that if used correctly, this page will catapult you into getting the bids that you want to earn some really serious money. You can be a bit creative and set up an opt-in box on this page so you can also expand your mailing list or you can write some things here that are relevant to what you are offering.

You have to keep in mind though that eBay has rules when it comes to the use of the “About Me” page. You are not actually allowed to sell your products directly here. You could not also send your potential clients from this page to another that sells a number of items from several sellers.

However, there are some things that you can actually do on the “About Me” page that does not go against eBay rules, and here are some of them:

- You can post more information about the items that you are offering.
- You can suggest some links to other accounts on eBay that sell items that can be bought on impulse or to your other auctions that are selling items on the same category.
- You can make recommendations to a certain website in a way that you won't have to post a link to it.
- You can post some free tips on how something can be done.

- You can also suggest availing of a free newsletter through sending an email via your autoresponder.

Generate Some Traffic to Your “About Me” Page

Once you have set up your “About Me” page, the next thing that you need to do is generate some traffic toward it. You can do this by encouraging eBay visitors to visit your “About Me” page by posting some invitation on top of your items up for auction. To make sure that your potential customers can access your “About Me” page easily, you need to provide a button for this that they can just click.

Another thing that you could do to generate more traffic to your “About Me” page is to present an eBay auction with a professional appearance. With this, you should make use of a number of HTML listings, which can be viewed as really professional by a great number of visitors to your page. There are now several software programs that can help you in making a professional-looking action page.

However, you have to remember that it is best to go simple always if you are looking to achieve a professional look. Here are some of them:

- Always use black text written on a background that is white in color. If you want to emphasize on a word, you can use a red color for this.
- Don't use fancy layouts. It is better if you make use of a fairly simple one that can effectively convey your message.

- In posting basic HTML, place it in BOLD letters or have them underlined.