

Make Money Selling Nothing on eBay

~~ Copyright © 2009 by Brian Schwartz and ItsALLinThePackaging.com – All Rights Reserved ~~

Legal Disclaimer:

This eBook can be resold provided its contents are not altered.

Your Master Resell Rights license allows you to do the following with this eBook:

1. Grant others the Master Resell Rights to this eBook.
2. Store it on a hard drive, web site, CD, or other storage medium.
3. Sell it on eBay
4. Include it on a membership site.
5. Include it with an eBook package
7. You may print this eBook out for your own personal at-home reading.

You may NOT do the following:

1. Give it away as a stand-alone gift
2. Claim the copyright your own
3. Distribute for sale in any printed version.

Any violations of these terms may result in the following actions, including, but not limited to: loss of your resell rights, inappropriate usage penalty resulting in fines, criminal prosecution to the fullest extent of the law, and/or other penalties as dictated by the level of infraction(s).

This eBook is supplied for information purposes only as experienced in the subject matter and the material herein does not constitute professional advice. This eBook is designed to provide accurate and authoritative information with regard to the subject matter covered. Readers are advised to consult with an appropriately qualified professional before making any business decision. You must assume the risk you may not generate income by using this information. EZas123 does not accept any responsibility for any liabilities resulting from the business decisions made by purchasers of this eBook.

This eBook is not affiliated nor endorsed by eBay, Inc. eBay is a registered trademark of its respectful owner: eBay, Inc.

You already know about making money by selling things on eBay, but what if you could enhance your bank account by not selling things?

This eBook gives you the info, tools and tips you need to make extra money from the comfort of your home without selling a thing! If you do it right, you make money, potentially lots of money.

It might sound strange at first, but think about this for a moment. You don't handle any products, you don't answer any emails, you don't pay for any auctions, and you never worry about when the next 18 cubic ft of packing peanuts might arrive.

eBay makes money on everything! They make money when a seller lists an item at auction and they make money on the backend when the item sells.

You can make 50% to 75% commission on eBay's Revenue for referring buyers to any active Auction or 'Buy It Now' listings which results in a successful transaction. On top of that, you can also earn \$25 to \$35 for referring new users.



As an eBay 'Affiliate Partner', you are basically operating as an Internet middleman and connecting Internet browsers to particular products and companies through your own network of websites and marketing methods. How much you earn depends on how much quality traffic you drive every month – the more you drive, the more you earn. It's important to first note that the higher priced auctions will provide a higher percentage for you. You'll obviously get a larger percentage of eBay's' take promoting high demand products with top dollar ending prices. Once you understand the system of how to make a commission on eBay Revenue, it'll only make sense you'll want to promote the items that'll bring you the greatest percentage! You can promote the smaller priced auctions in order to attract more bidders, but you'll eventually want people winning some of the higher-priced auctions.

Here are a few samples of many categories you can promote:

- Mercedes Benz Auctions
 Ø http://motors.listings.ebay.com/Cars-Trucks_Mercedes-Benz_W0QQfclZ3QQfromZR12QQfsooZ2QQfsopZ3QQsacatZ6311QQsbrsrtZdQQsocmdZListingItemList
- MP3 Accessories
 Ø http://electronics.listings.ebay.com/MP3-Accessories_W0QQfclZ3QQfromZR11QQsacatZ56169QQsocmdZListingItemList
- Antique Grandfather Clocks
 Ø http://collectibles.listings.ebay.com/Antique-Pre-1930_Grandfather_W0QQdfspZ2QQsacatZ13852QQsocmdZListingItemList
- Diaper Cakes
 Ø http://baby.listings.ebay.com/Diapering_Diaper-Cakes_W0QQdfspZ2QQsacatZ117018QQsocmdZListingItemList

For more ideas, browse the category listings provided at the following URL:
http://listings.ebay.com/W0QQ_trksidZm37QQsocmdZListingCategoryList

Whatever you decide to promote, you will earn money when a winning bidder (or buyer) that you referred to the site successfully completes a transaction. It doesn't have to be the exact listing you referred them to. eBay will track your visitor's activity up to 7 days and you will get paid commission for any referral. (Note: 30 days for referring new users).

Note: Some of the techniques presented in this eBook require time & some form of writing. Do you lack the time to write on your topic whether it's in a Blog, Ezine, Article or eBook or simply not an experienced writer? You can outsource your projects to affordable freelance writers and editors at Elance.com, where businesses connect with professionals remotely and electronically.

Putting this System Together

The 3 steps to follow to make this system work:

1. Join the [eBay Partner Network](#) for Free

[eBayPartnerNetwork.com](#) (EPN) provides real-time tracking & reporting along with monthly commission checks for driving traffic to eBay and one of their listed partners.

2. Get familiar with the '[Link Generator](#)' Tool inside EPN (See Screenshot Below)

***** NOTE: You can use this tool to point to ANY page on eBay *****



[eBayPartnerNetwork.com](#) (EPN) also offers various other easy to use marketing materials, such as the: '[eBay To Go](#)' Widget within the 'Tools' section to help you drive traffic to eBay.

3. Promotion Methods for Attracting Visitors and Directing Traffic to eBay

Before you begin, be sure to visit: [MarketplaceResearch](http://pages.ebay.com/marketplace_research) (http://pages.ebay.com/marketplace_research). This enables you to gather info on buying and selling trends in the eBay Marketplace.

Once you figure out what you want to promote; that's when creativity comes into play. You must find ways to reach your target audience. The potential is outrageous, but there are no guarantees in the affiliate marketing world. It all depends on how much you want to put into it and how you cleverly approach the problem!

In the next few pages, use the tips provided to grow your business. Whatever technique you use, make sure you setup a different 'Campaign ID' in EPN to track what works. Keep in mind these are just a fraction of techniques that can be utilized to earn a real Internet Income!

Tip # 1 – Email Signature

After completing the transaction as a seller (or even as a buyer), you want to ensure you receive appropriate feedback, right? In addition to providing a website URL or contact info to your site; why not place a link that you have generated thru the ‘Link Generator’ in eBay’s Partner Network (EPN) in your email signature?

For Example:

Please leave feedback for me with the link below and I will be glad to do the same!

<http://feedback.ebay.com/ws/eBayISAPI.dll?LeaveFeedbackShow>

Tip # 2 – Domain Name Pointing

Consider this cost-effective tactic if you are familiar with registering Domain Names thru sites such as GoDaddy.com or Dotster.com. If you have never registered a domain, these sites offer easy to follow steps to reserve any available URL of your choice. A lot of decent available domains are hard to come by nowadays, therefore consider using a free domain suggestion service such as DomainsBot.com.

After you purchase a domain, the first thing you want to do in your domain’s admin is redirect your newly reserved domain name to a custom URL created in your EPN’s ‘Link Generator’. Remember, your domain name can point to anywhere on eBay! For instance, you may want to promote your ‘other items for sale’, your eBay Blog, an eBay Store (<http://stores.ebay.com>), search results for any iPod Shuffle, or simply the eBay Homepage! Nevertheless, how you market your domain name (whether on the Internet or in person) is entirely up to you!

Tip # 3 – [Google Adwords](#) Pay Per Click (www.adwords.com)

One of the most prevalent methods in today's affiliate marketing world is Google Adwords Pay Per Click (PPC) advertising program. You see these sponsors every day on the right side of your screen when performing a Google search. You can add your own link in the Google Adwords section and have it land on any page of your choice using the Link Generator. In return you earn a share of a sale generated or you could be rewarded for referring new users for your marketing efforts.

Bottom line with Adwords: You are in complete control of your spending. When setting up Adwords, you can specify a budget and cost per click you are willing to pay. Everytime someone clicks on your ad you agree to pay a certain amount. It could be as little as a couple of pennies per click! If you want your ad prominent, you must offer to pay more per click than other advertisers. Well written ads equipped with the right keywords could earn big bucks, but it's not an easy area to make money. You must be willing to put work in to slowly build a profitable campaign. As an affiliate, you must figure out what keywords are affordable and effective. Everyone can buy the obvious keywords to promote products which are normally the most expensive. However, when it comes to affiliate success via PPC advertising, finding the right combo of targeted keywords, target group and ad copy is critical. If you need assistance with finding the best keywords to drive traffic, try the [Wordtracker Free Keyword Tool](#) (<http://freekeywords.wordtracker.com>). Also be sure to think of common misspellings for keywords; this can be a good way to get some cheap clicks that are relevant to your product promotion efforts.

Furthermore, website owners and bloggers typically place [Google Adsense](http://www.adsense.com) (www.adsense.com) on their sites to generate additional revenue from their traffic. (Adsense ads earn the website owners money whenever a visitor clicks on them.) This means, in addition to your [Adwords](#) campaign appearing in Google's search results, your ads can appear on other people's websites, forums and blogs through the sophisticated Google Adsense! However, these ads don't just appear on any random site. Google technology matches ads to the site's content and highest performing keywords to that website. Adsense has all categories for basically all types of content, no matter how specialized the niche is.

Tip # 4 – Build an eBay Affiliate Business with BuildANicheStore.com (aka [BANS](#))

[BANS](#) enables you to build eBay affiliate websites targeted to any eBay niche you want. These act as the medium through which you funnel targeted visitors to eBay. These stores then automatically update as new products are listed for sale and old listings expire from the marketplace. The software has built in features which enable you to create new store pages, add content pages, create content pages, modify your template etc. If you elect to pursue this legit business opportunity, you receive lifetime member forum access, product support and most importantly – an unlimited domain license which means you can build as many of these niche websites as you want for a small onetime fee. After purchasing a license at BuildANicheStore.com, the next thing you'll need is a hosting provider. iPower.com is a credible website hosting provider or Hostgator.com (BANS recommended). Both of these providers offer hosting plans plus domain registration all in one or you can always point your

domain at GoDaddy.com to one of these providers. The [BANS](#) script comes with a step by step user manual which will walk even the most technically inexperienced through setting up their eBay affiliate website. Alternatively, if you're an advanced webmaster, consider an auction promotion website with the AuctionBump.com auction advertising script which integrates your eBay Affiliate ID.

Tip # 5 - Blogs

At first it was seen as something cool to do, but blogs are now being used to build individuals & businesses credibility that eventually attracts customers. There are a lot of advantages of running a blog and using them for affiliate marketing. Blogging has been made so easy, you just click, copy and paste! Even if you're a newbie to the Internet world, you don't even need to know HTML. Running a blog is normally free, so it only makes sense to open one! You can start blogging right away with blog services such as: Blogger.com, Wordpress.com, Livejournal.com, or even [eBay Blogs](#).

Blogs typically get picked up very quickly at search engines, especially when you add to it on a normal basis and allow visitors to comment on your posts. Whatever passion you decide to write about, from Antiques to Zebras, remember to put your affiliate links right into your articles. However don't just spam your blog with various links; tell a little about your products and what they have to offer! When you become an Affiliate you become a salesman. If you want commissions, make the product and offer sound great! Quality content is key. If you own more than one blog, ensure all of your blogs cross promote one another. A simple method of bringing all of your blogs and sites together is through a community called MyBlogLog.com (a Yahoo! service).

Tip # 6 – Participate in Online Communities - [Social Networks & Forums](#)

You can reach all of your potential customers at the push of a button by requesting others to be your 'friend'. With social network sites like [myAuctionNetwork.com](#), you can use bulletins, messages, blogs, groups or comments to post your affiliate links and info, but you have to do so carefully and discretely.

Then comes along, [Twitter](#) (<http://twitter.com>), a combination of micro-blogging and social networking. It is growing fast and could provide many opportunities for you on both a personal and business basis. On [Twitter](#) you tell the world what you're doing in 140 characters or less. So what? How are people using this social marketing tool to make more money online? The key to [Twitter](#) is to follow and be followed. You can update your status on the web, via cell phone, via instant messaging client or via a third party tool like [Twhirl](#) (<http://www.twhirl.org>) that lets you use [Twitter](#) from your own desktop. People ask questions, answer questions and share URLs of what they're doing, what they find interesting and what they want opinions on. You can also post Twitter feeds on your website or blog so that people can follow you, read your conversations, see who you're following and visit their posts or URLs so it becomes a viral way to share and communicate and even to collaborate. Participate in discussion boards or chat sessions related to the product you're promoting, as well as affiliate marketing forums, such as eBay's [Partner Network Discussion Board](#). There's essentially a forum for any specialized niche on the web by simply doing a search. Post your comments, answer other's questions and ask your own questions. Be sure to put your URL in the forum signature files for other members to visit. Be careful not to send spam messages!

Tip # 7 - Ezine Publishing

Publishing an email newsletter is one of the very best ways to keep in touch with your prospects, generate trust, develop brand awareness and build future business. If you own a website, you can collect email addresses from visitors that aren't ready yet to make a purchase, similar in functionality to EZ-ine.com. You can manage your Email Campaigns and Autoresponders with [AWeber](http://www.aweber.com) (<http://www.aweber.com>) or [Constant Contact](http://www.constantcontact.com) (<http://www.constantcontact.com>). To get started, be sure to sign up for the [Ezine Queen's Newsletter](#) and learn how to publish a simple ezine that can boost your business and grow a massive mailing list you can market to over and over. Once you open an ezine, be sure to list it in as many directories as possible, such as [The Big Ezine Directory](http://www.thebigezinedirectory.com) (<http://www.thebigezinedirectory.com>).

Tip # 8 – Post Classifieds

Find a hot selling product on eBay. Proceed to place an advertisement on an online classified site such as Craigslist. As an example, post a title like ['Like New' iPod Shuffle for Sale](#). The emails begin rolling in! You can respond manually or if you expect a high volume in emails, use an Autoresponder service such as Aweber to pitch your product and be sure to provide a link to the desired page generated by eBay's Partner Network 'Link Generator.' Alternatively if you elect to post a classified in a regular newspaper, you can use the domain name pointing tactic or advertise your niche store!

Tip # 9 – Publish & Distribute your own eBook

High profit margins and minimal delivery costs. A low-risk business you can operate virtually anywhere in the world. As you know, an electronic book (eBook) can be conveniently read digitally on a computer, laptop screen or a reader such as the [Amazon Kindle](#). Imagine the traffic a popular eBook can bring you! Your eBook can contain affiliate links you're promoting and you can even sell ad space in it! Once you devise an idea for an eBook targeting a niche market, all you need is an eBook compiler. After you've written an eBook in Microsoft Word format, you will want to convert it to the industry standard PDF format. You can do so online with [PDFOnline.com](#) or through software such as the PDF Toolkit or eWriter Pro (Both included as a bonus with this eBook).

Once you have a digital product to sell, consider the benefits of becoming a [Clickbank.com](#) publisher. [ClickBank](#) sells thousands of the web's most popular products every day. Becoming a Clickbank publisher allows you to list your digital items for sale in their high-traffic marketplace. You can also list your eBook on eBay but it needs to be listed and delivered on a CD due to their digital item policy. Burning your info product onto a CD for sale on eBay is worth the effort. If you aren't too sure about this method, check out a solution offered by Dave Lovelace, the [Quick & Easy Info Product Creation Guide](#). He teaches you how to create an auto-run CD as well as get someone to burn and drop ship them to your customers for you! If you plan on doing big digital product business on eBay and worried about the time required to burn and ship CDs, you can outsource this to Disk.com. As an alternative to paying a fee to list your products with Clickbank or eBay, you can easily open a store and sell your products all for free on [eCrater.com](#).

Tip # 10 – Write Articles

People are always looking for quality info. There are few better ways to promote your sites than by writing helpful specialized articles, which can establish yourself as an expert on your subject matter. In order to drive visitors to your site, it's vital to distribute your article to as many different article sites as you can, such as Ezinearticles.com or Ideamarketers.com. Your article should be readable with a catchy title, search engine friendly and should have the right mix of keywords placed in the most effective places. Discover the secrets to write and submit articles like a pro to generate traffic, gain search engine rankings, and build your business credibility and reputation with the [Entrepreneur's Guide to Article Marketing](#). Furthermore, you can create quality articles on any subject in a matter of minutes with the proven [Instant Article Wizard](#) software package. Submitting your articles to submission sites one by one can be tedious. Therefore, it would be in your best interest to utilize article submission software to make your life easier!

Tip # 11 – Social Bookmark Sites

Social bookmarking sites are getting tons of traffic and attention from search engines these days. As an affiliate marketer or webmaster, this is a good opportunity for you to bookmark your websites, blogs or articles at high ranked sites. This will boost your search engine rankings and get you a lot more traffic than you can imagine. Check out popular bookmark sites like: StumbleUpon.com, Digg.com, Del.icio.us, Reddit.com, Technorati.com or Mixx.com.

Whether you just want to get your pages indexed faster or you want to release a viral page or YouTube.com video; social bookmarking your pages pays off in the long run. You can literally receive thousands of visitors a day just from one single viral video or web page.

Note: You cannot social bookmark your pages more than once with the same username and IP but if your page really stands out, many others will bookmark it for you. To save time, you can use a submission service like OnlyWire.com which submits your pages to a long list of social bookmark sites.

Another widely used free tool is located at AddThis.com. The “AddThis” button has become the standard button for bookmarking and sharing. It spreads your content across the Web by making it easier for your visitors to bookmark and share it with other people. After you sign up for an account, they provide you simple copy & paste codes to add to any site!

Note: Some of the techniques presented in this eBook require time & some form of writing. Do you lack the time to write on your topic whether it's in a Blog, Ezine, Article or eBook or not an experienced writer? You can outsource your projects to affordable freelance writers and editors at Elance.com, where businesses connect with professionals remotely and electronically.

Conclusion

So as you can see, there's nothing at all to this! You simply sign up as an eBay Affiliate thru eBay's [Partner Network](#) and then start driving as many people as you can toward any and all of the millions of auctions eBay has running. Don't be afraid to send visitors to your competitors either! Remember you'll be making money if one of your clicks wins an auction. You want your competition to succeed!

No matter what methods or creative outlets you plan to use, always keep in mind that most forms of affiliate marketing will take time and there are no guarantees. It can become frustrating but never give up! It all depends on how much you put into it and how you cleverly approach your marketing efforts.

Just keep working at it and you will start seeing commissions eventually.

The challenge has been laid down, the rest is up to you!

All the best!

Brian Schwartz

Author, Make Money Selling Nothing on eBay

Be sure to join my newsletter [EZ-ine.com](#) (Don't forget the dash!)

Check out my [eBay Blog for Information Sources on How You Can Sell on eBay](#)