



Making Money With **Online Auctions**

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Second Edition

Table of Contents

Chapter One -What Is It And What's In It for Me? 1

- What Can Online Auctions Do For Me? 2
- How Are Online Auctions Different From Traditional Auctions? 4

Chapter Two - The Workings Of An Auction Site 7

- What Types Of Auctions Are Available? 8
- How Does The Bidding Work? 9
- I Know What I Want. How Do I Find It? 9

Chapter Three - Becoming A Seller! 13

- Things You "Don't" 14
- Getting Started 14
- Selecting An Auction Site 15
- So, How Do I Get To Be A Seller On An Auction Site? 15
- Create A Listing 17
- Titles: Get The Bidder To Stop! 17
- Descriptions: Where Sales Are Made 18
- Boring But Important Parts 19
- Where Should The Listing Go? 20

Chapter Four - After The Bidding What Do I Do? 21

- Getting Paid - What It Is All About 23
- What If There Are Problems After The Bidding? 25
- What Happens If The Reserve Price Isn't Met? 26
- Things To Consider If There Is No Sale 27
- The All Important Feedback 27

Chapter Five - Moving Up In The World 29

- Going Global 32

Chapter Six -

Linking Your Online Auctions With Your Web Site 33

- Moving Bidders To Your Web Site 34
- Moving Web Site Visitors To Your Auction Listings 35
- A Few Final Pointers To Get Bidders To Your Auction Listing 35
- Newsgroups 35
- Mailing Lists 35

Notes

Notes

Chapter One: What Is It and What's In It For Me? ①

Have you ever held a yard sale? If you have you know three things when you are finished. The first is that it is a ton of work. Gathering all the items to sell, hauling them all to the sale Site, putting price tags on everything, sitting in the sun all day, and cleaning up afterward is enough for most people to wish they hadn't gotten into the project.

The second is that people come from all over to hunt for bargains. Some will spend more in gas money than they save at the sale. But that is never the point. Finding that bargain is the thrill. They also arrive early and stay late. The first time you did a sale you were probably shocked by how early some people were standing in your front yard.

The last thing is that there is **serious** money to be made in this type of sale. If you get a large number of people coming to the sale and have a big enough number of items for sale, you end up with a very nice profit at the end of the day.

Now, suppose there was a way to take the best parts of the yard sale, the wide customer interest and good profits and eliminate the bad parts, the hard work and long hours. What a great way to add to your income! And suppose you could have those sales 7 days a week, 24 hours a day but without adding to your workload. Would you be willing to do it?

2 Of course you would! And you can do just that with **Online Auctions**. This amazing new, fast growing market will have more than 6 million buyers by the year 2002. It is estimated that online auctions will generate more than \$3 Billion in sales during that same time. And you can be part of this without ever leaving the comfort of your home. By using The Internet Treasure Chest, you can tap into this vast number of customers looking for everything imaginable. You can also use online auctions to attract customers to your Web Site. All of this, and more, is possible right from your own computer.

What can online auctions do for me?

This manual is designed to help you learn how using online auctions to market your products can be a great way to increase your income. However, if you are only interested in using online auctions to find great deals and hard to find items this manual will teach you a lot of valuable tips and help you understand how online auctions really work.

But our primary purpose is to help the **seller** use the online auction to make money in one of the most exciting new markets to come along in the last one hundred years. In this manual we will explain how the online auction works, some things that experienced buyers and sellers know about using the online auction and how you can use the online auction for more than getting rid of that attic full of "collectibles." You will even learn how to turn your new expertise in online auctions into a potential second career.

Notes

By using the Internet Treasure Chest you can find, and take advantage of, this rapidly expanding, worldwide marketplace with limitless possibilities! We'll even show you where you can find products to sell on these online Auction Sites when you have cleaned out the attic and garage. Once you master the online auction, you will want to continue being an active seller. We'll show you how to expand this exciting new business as far as you want to go. You'll also learn how to use your success at the online Auction Sites to direct customers right to your Web Site business.

All of that is coming up. But first we need to understand what an online auction is and how it is different from traditional auctions.

If you have ever been to a live auction you know that they can be very exciting. An auction house or auctioneer will hold an auction at a specific place and at a specific time. These are always advertised in advance to get as many people as possible into the Auction Site.

Items for sale are presented one at a time and customers bid on these items. The highest bidder then pays the auction house and takes the item home. The pace of the bidding can be very exciting, but for the seller it is also a nerve-wracking time.

The seller has had to get the item to the sale location. He or she has to wait on the bidding to see if any money will be made. Of course all of the customers want to pay the lowest possible price while the seller is hoping for an active bidding and a high price. And so the seller waits and worries. At the end of the sale the item is gone, the seller collects his money and pays the auction house and auctioneer a commission for selling the item. If there was a lot of action during the auction, the seller made money. If there wasn't much action the seller might have lost money. But that is the nature of live auctions.

Online auctions have dramatically improved on that system. We will explain how the Auction Sites work in Chapter Two. But a brief overview would be useful here. There are several notable differences between an online auction and the live auction described above.

The most common form of online auction is the "Person-to-Person" auction. In this type an individual seller offers a product at the Auction Site and customers from around the world then bid on the product. The actual mechanics of how this happens and how it is all structured will be discussed in detail later. The most popular type of "Person-to-Person" Auction Site currently is ebay.com. Several other big corporations have recognized how profitable online auctions can be and have entered this market recently. Yahoo.com and Amazon.com both have Auction Sites. In addition, there are a number of smaller Auction Sites that have come online recently to take advantage of the tremendous growth of this market. Many of these new Sites specialize in "Person-to-Person" auctions.

Some large corporations have also discovered the power of the auctions. These Sites will offer products made by the home company in the auction format. These specialized Sites are becoming more popular all the time. However, most are not open to public sellers. We will concentrate on the Auction Sites that have the potential to be an outstanding source of income for you!

If you are interested in being a buyer at one of these specialized Sites, a few minutes with your browser program and a search engine will give you an extensive list of Auction Sites. Read all the documentation you find at the Site carefully. Understand how to bid and who will pay for shipping and handling before you order anything. Read all product descriptions completely be sure you understand what is required for that Site before you place a bid.

If your real interest is learning how to become part of this giant moneymaker you will need to have just a little patience. We will go into detail about how to be a seller in Chapter 3.

How are Online Auctions Different From Traditional Auctions?

4

Traditional auctions can be very exciting, or nerve-wracking events. But their limitations have always caused them to be viewed as something other than serious markets for business owners. Auctions were used only for merchandise that was old or damaged or if the business owner had made a purchasing mistake and was stuck with inventory that no one was willing to buy.

The Internet has changed all that. Online Auction Sites are dynamic, exciting places to be. It is true that for some individuals the online Auction Site is a high tech version of the tradition auction. These people use the online auction only when they have things that they no longer want or need. For these people the online auction is a novelty with little commercial value.

But, for the business owner who understands the power of this new market, the online auction has become much more valuable. These are the business leaders who recognize the changes that are rapidly overtaking traditional markets around the globe. It is from this group of forward thinking business owners that the next group of economic superstars will come.

Let's look at how the online auction is fundamentally different from the traditional auction.

First, unlike the traditional auction, where all of the bidders had to be gathered into a single location, online auction customers bid from home. This convenience allows customers to bid on your product when it is good for them. You don't lose customers because they couldn't get off work or find a baby sitter in order to come to the Auction

Notes

Site. The Internet allows the online auction to go to the customer. This also means that bidders come from all over the globe.

Think about what a wonderful, rich market is open to you. Unlike the traditional, old-fashioned auctioneer, you don't have to worry about how many people will be able to actually attend the auction. You won't ever have to cancel or postpone an auction because of bad weather. And you won't ever lose a customer because of conflicting events occurring that prevent bidders from attending.

Next, online customers can bid on products 24 hours a day, 7 days a week. You don't have to worry about what time to start the auction or what time to stop taking bids. This is all done automatically by the online Site. Bidders from other parts of the country, or even the world, aren't prevented from bidding because of time zone differences. People who work jobs with schedules other than the traditional workday can still participate in the bidding regardless of the time of day or day of the week.

In addition, you don't have to worry about getting flyers printed and distributed telling potential customer when and where the auction will be. In this new market customers come looking for you. As the seller, you only need to post the product and allow the bidders to find you. This lowers costs which both allows you to sell at a lower price (increasing the chance of a sale) and still maintain a comfortable level of profit from the sale.

Not only can you sell at a reduced price because you don't have the advertising overhead, but those customers that visit your listing already have an interest in your exact product.

Finally, you don't have to move the product to the sale Site. In fact, we will show you a way that you can select from more than 1000 great products, sell them and have them shipped without having to once touch the products yourself!

So, a quick summary of the advantages of the online auction:

- Bidders place their bids from the convenience of their computers. They don't have to gather in a specific place to bid on your product.
- The bidding occurs when it is convenient for the bidders. You don't lose potential sales because of work schedules or other time conflicts.
- You have lower costs, which allows you to sell at lower prices while still maintaining a good profit level.
- You don't have to move the product to the Auction Site. You can sell the product based on a description and ship directly to the customer. We will talk about how to use The Internet Treasure Chest to make this even easier later in the manual.

Now that you have some idea of what this is all about, go visit an online Auction Site. Take a few minutes to read the rules for making a bid and for listing an item for sale. The rules for each Site will be slightly different.

We will begin with a brief look at how the bidding works. It is important to understand this process so that, as a seller, you can help bidders become buyers. The following is a general description of how to bid on an item. After we have examined the basic bidding process and learned how to sell items effectively using online auctions, we'll show you how to expand this simple idea into a potentially great second income.

Notes

Notes

Chapter Two: The Workings of An Auction Site 7

What Types of Auctions Are Available?

There are several types of auctions that you can use. Depending on your products and your goals, each can bring customers, and profits, to your business.

- A **Reserve Auction** is a good choice if you have purchased the product specifically for resale on the Auction Site or if you know that the product has a specific value as a collectible. In a reserve auction you don't have to worry about accepting a bid that is less than the value of the product. This type of auction is a way for you to protect your investment. You set a **RESERVE PRICE** on the product. A reserve price is the lowest bid that you are willing to sell the product for. In order for a bidder to win the auction and be able to purchase your product, the bid must not only be the highest bid, but must also exceed the reserve price you have set.

Some Sites require that the reserve price be included as part of the description of the item. Other Sites do not. Even at Sites that do not require that the reserve price be listed some sellers choose to do so.

Of course there is nothing to say that you can't sell an item to the highest bidder even if the reserve price is not met. You are still free to negotiate a price with the winning bidder. However, the advantage of the reserve price auction is that you do not have to sell the item to the bidder if the reserve price has not been met.

8

If you have more than one of the same item, which is certainly possible if you are buying products specifically for resale at an online Auction Site, you might want to consider using a **YANKEE AUCTION**. In this type of auction the seller is offering several units of the same product. Bids are submitted and ranked from highest to lowest.

If, for example, you have 10 mountain bikes for sale, the ten highest bids would each get one bike. Each winning bidder pays only the amount he or she bid. If several bids for the same amount are submitted, the bid for the most number of products wins. If both the amount of the bid and the number of products requested are the same, the bid that was submitted first is the winning bid.

Similar to the Yankee auction is the **DUTCH AUCTION**. This one is again used when you have a number of items of the same product. The difference here is that the winning bids all pay the same amount. That amount is the lowest, successful bid. For example, suppose you have 10 mountain bikes to sell and 50 people bid on the bikes. The highest ten bidders would each get a bike. However, they would each pay what the tenth bidder was required to pay. In other words they would all pay the same amount and it would be the amount of the lowest, successful bidder.

Notes

The other common type of auction on the Internet is the **TIME-BASED AUCTION**. These are the most common form of auction on the Web today. In this form the auction lasts for a specific period of time. Normally, the auctions will run for 3, 5, or 7 days. You may select from among the various lengths, but the Auction Site will determine what choices you have. Occasionally a Site will have longer or shorter terms. We recently heard of one Site that was experimenting with 1-day auctions.

How Does The Bidding Work?

In order to be a successful merchant for any market, it is necessary to understand how buyers find products and make choices. Online auctions are no different. In order to maximize your success you need to understand how customers will find your product and then how they become bidders. Finally, you will need to have an understanding of how the bidding process works and what the bidder expects to happen. In the remainder of this chapter we will look at bidders and how auctions work for them.

Let's begin by examining how a bidder would go about finding a product.

I Know What I Want. How Do I Find It?

It may seem obvious, but it is crucial that the customer/bidder is able to find your product. If no one finds it, there will be no bidding. There are two primary ways that the customer has of finding your merchandise.

The first is through a general search engine. In The Internet Treasure Chest Quick Start Manual we discuss how to use a search engine in detail. Briefly, a customer would type in key words. These might be the name of a product or just the general category of product. The search engine will then find all the Web Sites that contain that combination of words.

Another, more effective method is to use a specialized search engine. This software program (called an Auction Search Service) is specifically designed to search Auction Sites. It allows for a much more narrow search and the customer is much more likely to find what he or she wants using this type of search engine and it is much quicker than doing a general search. PriceRadar.com (www.priceradar.com) will not only search Auction Sites but indicates the average price for the items. We recently did a keyword search for mountain bikes. PriceRadar found more than 1600 bikes available. It also listed the average price! By simply clicking on the general listing we got a detailed listing of the bikes available by brand name. From there we were able to select one or two specific bikes and go right to the Auction Site and listing. What could be easier?

If the customer is familiar with the Web address of one of his or her favorite Auction Sites, it is possible to look for specific products within the Auction Site itself. This can be done in two ways.

Most Auction Sites will have **CATEGORY** listings. A category listing is a grouping of items by general categories created by the Auction Site itself. As the buyer, you can select a category and visually search the entries looking for just what you want.

The other way is to use the **SEARCH** box located on the first screen of the Auction Site. The bidder types in a description or name of the product. The program then searches the entire Auction Site to locate the requested items.

Once the bidder has located the item he or she has been looking for, it's time to place a bid.

We mentioned earlier that each Auction Site has its own set of rules to follow for both the bidder and the seller. It is important that you read those rules and follow them carefully.

For the next few minutes place yourself in the position of one of your customers. Assume that you are looking for your product on an Auction Site. What would need to happen so that you could bid, and win the product?

10

As a buyer there are several things that you will need to do. Below is a list that will be common to most Auction Sites. Please keep in mind that these steps have been simplified. If you do wish to purchase on a particular Auction Site be sure to read their rules and follow them exactly.

- First you will need to register. This will generally consist of providing the Auction Site with a computer username and a password. You will use these to log on to the Auction Site or when you want to place a bid. You will also need to provide an e-mail address. In addition, you will provide the Site with your real name and your mailing address. If the Auction Site is functioning as the seller, which is often true for specialty Sites mentioned above, you might be asked to provide a credit card number when you register. This is not normally done when you register with a "Person-To-Person" Site.
- Once you are registered it is time to go bargain hunting. You can use one of the search tools provided by the Site or simply browse through the categories that interest you. Most Auction Sites will allow you to search for particular brands or models using the "Search" box they provide.
- When you have found a product to purchase you place a bid. This is a matter of filling out an online form including your user name and password.

Notes

- You can track your bid to see if anyone outbids you. Some systems provide an automatic e-mail option to notify you if this happens. It is even possible to purchase software programs that will track your bids for you.
- When you are the winning bid the seller will contact you to make arrangements for payment and shipping. You will be notified where to send the payment, what form of payment the seller will accept and how the product will be shipped to you. This information will include when the product will be shipped and approximately how long it will take to arrive.

That is a brief look at the buying process at an online Auction Site. Being a buyer can certainly be fun, and the excitement of bidding on a product is a thrill for most people. But the reason you are reading this manual is to learn how to become a seller! So, with this short introduction to what a buyer needs to do behind us, let's take a closer look at being a seller.

Notes

Notes

Chapter Three:

Becoming A Seller!

13

Things You "Don't"

As we begin this important section we want to take just a moment to talk about the things that you don't have to do to be successful in this vast marketplace. For instance, you don't have to rent a store or retail space in a mall. You can run this business from your home computer in your bathrobe if you want.

You don't have to invest in inventory to have available for sale. In fact, if you want, you can have a huge selection of products to put on the market without purchasing any inventory. (We'll tell you how later!)

You don't have to be a wizard and predict what will be the next "hot" item in the marketplace. Nor will you have to worry about fads that change.

You won't have to apply for space at a local flea market and then carry your products to and from the flea market or sit in the sun all day. You don't have to put a price tag on dozens and dozens of items. This was the old way of working.

What you **will** have to do is use the information you learn in this book and your Internet Treasure Chest to begin planning on how to make your dreams come true!

14

Getting Started

The first thing you will need to do is to decide what to sell. In this section we are going to describe what to do for your first few sales. In Chapter 5 we explain how to take this from an entertaining side job that will allow you to earn some extra money to the powerful revenue producer it can truly be. It is important that you learn the steps of how the Auction Sites work and what motivates people to buy. Those steps can be done easily using things you have lying around the house.

For your first few sales you will find merchandise in your attic, garage, or that closet in the hall where things are stored. There are things that you no longer use or want that will make perfect "starter" products for your first adventures as an online auctioneer.

There are several things to consider when deciding what to put up for auction. The first is to be sure that you are willing to part with the item. There are many horror stories of a wife selling an old bunch of baseball cards or a collection of shot glasses only to discover that they were her husband's most valued possession. Be sure that you know what you have and what the value might be. If you have items that might be "collectibles," it is worth the time and trouble to get them appraised before putting them up for sale.

It is also important to know what is selling. It isn't always true that "What is one man's junk is another man's treasure." It might just be that what you consider junk really is junk. One way to tell is to research similar items on the Auction Site.

Notes

This is also a very good way to determine what a good price might be. Look at the selling price for those products like yours and use that as a gauge.

Finally, we suggest that you start with something small and inexpensive. It will be easy to sell and ship but is a good way of "getting your feet wet" in this new market. You may want to place several items up for bid at the same time. This will increase the chances of a quick sale and allow you a chance to practice the steps necessary to be successful.

Selecting An Auction Site

The number of Auction Sites online is growing rapidly. It would be impossible for us to list all of the choices in this manual. There are several that we will recommend you begin with because they attract a huge customer base and because their procedures are similar to those used by most, established Sites.

The first step in selecting an Auction Site is to do some research. Begin by looking at the types of products available at the Site. Does the Site use a "Category" system and would your products fit into one or more of those categories. How big is each category? Are there enough products available to attract large numbers of customers? Is it a specialized auction with a narrow scope of products?

Being a specialized Site is not necessary a bad thing, if your product fits within the scope of that Site. These types of Sites will tend to attract people with a strong interest in a certain type of product. For instance, if you had an old model train set that you wanted to sell and you found an Auction Site devoted to model trains it would be an excellent place to list your product.

Look at a number of Sites and compare the categories and the number of products. Be sure to look at the bigger Sites. These are often excellent starting points as you master the techniques of selling in the auction environment.

A good place to place your first listing is eBay. This is a "Person-To-Person" Site and is one of the biggest in the world today. You will have an enormous number of customers visiting the auction every day. It is also a timed auction, so you will be able to control the length of time each item is offered for sale.

So, How Do I Get To Be A Seller On An Auction Site?

Becoming a seller is really easy! In this section we will take you through the steps needed to become your own online auctioneer. We will also make suggestions so that your first experiences are successful and pleasant.

The first step is to register with the Site. To do this most Sites require that you

complete a **REGISTRATION FORM**. This will involve providing the Site with your real name and a mailing address. Most Sites also require a phone number and an e-mail address. This information is for use by the Auction Site only.

As part of the registration process, you will need to select a user name and a password. This user name is for buyers to identify you on the Site.

At some point you may be asked to provide sensitive information, such as your credit card number (to pay the auction fee or commission fee after the sale.) Before submitting this information be sure the Site is secure. This means that no unauthorized person will be able to see your credit card number. All major Auction Sites have this option available. Be sure to use it! If you are not sure whether the Site is secure, contact the Site manager and check. On some Sites you will be asked to check a box to start the security system. Many Sites use a system called SSL or Security Sockets Layer. You should look for this system and make sure it is turned on before submitting any confidential information.

The next step is to determine the type of auction you want to use. Earlier in this manual we discussed the different types of auctions available. Which type you choose depends on what you have to sell.

16

If you have a single item to sell, use a standard auction. You can choose to establish a reserve price if you are concerned about getting a minimum amount for the item. You need to also consider the length of time the auction will run. The longer the run, the more bidders will have a chance to see your listing and place a bid.

On the other hand, the longer the run, the longer you have to wait for the bidding to close and for the sale to be finalized. We suggest that you try different lengths of time for your first several listings. You can then determine which you are most comfortable with and which seemed to get the best results. This will vary with the product to some extent, but will give you a good gauge to use later.

One option to consider is the use of the "Featured Auction," which is available on most Sites. A "featured auction" is one that is placed so that more bidders are likely to see it. For some Sites this means using a different formatting for the featured listing making it stand out. On other Sites it means placing the item on the first page of the Auction Site. Both of these carry an extra fee with them but may be worth considering if you have something that is very rare or valuable. Otherwise, most bidders are committed enough to look through the Site and find your item, so the additional charge may not be cost effective.

You should consider using a "Dutch Auction" if you have a number of the same items for sale. Most Auction Sites have this option available. It is important to remember, if you choose this option, that all successful bidders will pay the lowest successful bid price.

Create A Listing

Now we are getting into the nuts and bolts of listing merchandise on an online Auction Site. Having a good product and choosing a good Auction Site are both important. But these good choices won't mean a thing if you don't create a listing that will make the bidder want your product more than any of the other products listed on the Auction Site

In this section we will go through the steps needed to make a sale. Follow these steps, but don't be afraid to experiment. Try different approaches until you get just the right combination that works for you. Be creative and keep track of what works the best. Once you find one or more approaches (or products, or Auction Sites) that work well remember the number one rule of successful business everywhere-**REPEAT SUCCESS!** If it worked keep doing it!

First you will need to get an online "listing form" from the Auction Site. You will find these forms under the "**SELLER**" heading of the Site. These forms will vary in format but will basically require the same information. If the Site gives you the option of a "complete" form or a "short" form **always** choose the complete form. It is absolutely vital that you provide the bidder with enough information to motivate him or her to bid! We will explain this in detail shortly.

Titles: Get The Bidder To Stop!

17

The first thing you will do is create a title for your listing. Remember that your listing will be placed in a long list of similar items. You must create a title that will catch the bidder's eye and cause him or her to stop and look at your product. One of the biggest mistakes new sellers make is in assuming that to get their listing to stand out it is enough to put the entire thing in capital letters. Nice try, but it doesn't work! Besides the fact that almost everyone does that, the only thing it tells the bidder is that you found the "Caps Lock" key on your computer.

Rather than take the easy, ineffective way out. Take a moment or two and consider what you want your title to do. There are really only two things your title needs to do: grab the bidder's attention and be to the point. To do that we have included some hints.

First, keep the title short. You want the reader to stop and get all the great details but if the title is more than 6 to 7 words most bidders will skip right over it. Remember that bidders come to your listing as they are scanning down a list. If they see a long title most won't take the time to even read the entire thing. They won't even know what the listing is about. Short is better!

Be as specific as possible in the title. Most people know the brand or model numbers of what they want. This is especially important if you have collectibles. Including brand names and model numbers will help your title stand out and will draw the bidder's eye.

If there is something special about the item, say so in the title. If it is sterling silver or solid gold, be sure to say so. If the item is brand new be sure to include that in the listing title.

Note: We will explain how to get brand new merchandise to sell in Chapter 5.

Do not rely on gimmicks to draw the bidder to your listing. Using five exclamation points or a list of keyboard characters to try and make your listing stand out is wasted on all but the most naïve, first-time bidders. Experienced users tend to view these attempts as an attempt to disguise an ordinary product. Avoid this trap.

One easy way to determine what things make for good titles is to select a category on the Site you have chosen and scan it as a bidder would. Note what listings draw your eye. What was different or special about them? What caused you to stop there rather than on some other listing? It won't take long to discover what works and what doesn't. Don't be afraid to use those same techniques on your own listings!

Descriptions: Where Sales Are Made

18 Once you have the title for the listing, it is time to write the description of the item. The biggest mistake here (unlike the title) is to be too brief. No one is going to buy a product that they can't visualize and have a real sense that they know the product. The more details you provide, the more bidders will be willing to submit a bid. And let's not forget the golden rule of auction selling-"The more bids, the higher the selling price!"

Be as complete and accurate as possible when writing the description. Highlight anything that is unique about the item. Be sure to be accurate and honest about the condition of the product. Don't worry about mentioning any flaws or defects. We recently were at eBay and did a keyword search just using the term "Not Working." We found 64 items listed with more than 100 bids submitted!

Mentioning any defects about the item also indicates to the bidder that you are not trying to hide something. It demonstrates honesty to the bidders. We cannot overemphasize how important your image is on these Sites. In the next chapter we will discuss the "FEEDBACK" option available on many Sites. Being honest about the condition of the item is one way to make sure that you have good feedback from customers and build a good reputation on that Auction Site. Remember that bidders will never meet you but still need to develop a sense of trust in you. The description you write is one way to begin developing that trust.

As part of the description it is important to include an actual image of the product. This is much easier to do than you might think. If you own a digital camera you can do it yourself. However, if you don't have one don't assume that you are stuck. A few minutes with the yellow pages will be all you need.

Notes

Look up photo processing labs and find one near you that can digitize photos. (Most can today.) Take a picture of the item and have the photo lab digitize it for you. You can then load this image into your description.

The Auction Site you use may require that images be in a specific format. That information will be available in the "Seller's Guideline" portion of the Site. Be sure to tell the photo lab if the Site requires a specific format. They will be able to put the image into the correct format.

The next step is to set the reserve price and minimum bid.

The reserve price is the lowest price you are willing to sell the item for. This will give you some security when you feel strongly and don't want to sell the item below a certain price or when to sell below that price would cause you to lose money.

Before setting the reserve price, do some research. Look at similar items that have recently sold and note what the winning bid price was. Use this as a guide when setting a reserve. For example if you have a mountain bike to sell and the last several similar bikes have sold for \$400 it would be a mistake to set a reserve price of \$500. Bidders will compare reserve prices before placing bids. High reserve prices often discourage bidders from even attempting to bid.

You can, of course, choose to leave the reserve price section of the form blank. This will guarantee to bidders that the item will be sold. It also indicates that they might be able to get a bargain. This will often stimulate more bids than an item with a reserve price (and you remember what we said about more bids and higher prices don't you?) If something were to go wrong and none of the bids were anywhere near the value of the item, you can sometimes cancel the sale before the end of the bidding.

Now that you have enticed bidders to your listing with a great title and have gotten them interested in the item with a complete description and digital image it is time for the "nitty-gritty."

Boring But Important Parts

It is important that you include your location as part of the listing. The buyer is going to be responsible for the paying the shipping charges. He or she will need to know where you are in order to determine how expensive it will be to get the item.

A quick scan of any large Auction Site will show several mistakes sellers make concerning this important piece of information. The first is not to include any location at all. Many experienced bidders will view this as either a careless seller or one who is trying to disguise some remote location where shipping will be very expensive.

The other common mistake is to use some type of location name that is unique to the area but may not be familiar to bidders from other locations. For instance a seller in Chicago, Illinois may put "The Windy City" as the location. A seller in Nashville, Tennessee might list "Home of the Grand Ole Opry." While these locations are colorful, they don't tell a bidder from London, England or Sydney, Australia anything. Be specific!

You will need to tell prospective bidders what types of payments you are willing to accept and how you normally ship the item. It is important to provide specific, accurate information on the listing form so that all bidders have this information. This will eliminate any confusion and disagreements after the bidding has ended.

We will discuss what forms of payment are available to you in the next chapter. However, it is always a bad idea to accept personal checks or to have the bidder send cash. We will explain why these are dangerous forms of payment in Chapter 4.

Where Should The Listing Go?

Finding the right category for your listing may take a little practice. When you choose a category be sure that it contains similar items. Putting a set of golf clubs in the "China and Crystal" category will get you very disappointing results. You may want to consider the "Featured Auction" category for something that is rare or particularly valuable. Some Sites also allow you to include a special icon next to your title for a small additional charge. These will often indicate an item that might make a good gift or have some other special use.

If you find that the item is not receiving much action, consider changing categories. If there is action be sure to make note of the category. You will want to list more items there.

Paying the Auction Site

Before you can submit your listing you will need to set up an account. For many Sites this includes submitting a credit card number so that the Auction Site can bill you for the Auction Site fees. Be sure that the Site is secure before proceeding.

Some Sites will charge a fee at the time you submit your listing. This fee is charged whether your item sells or not. At the close of the bidding, if the item sells, you will be charged a commission. This is often a sliding scale based on the final selling price.

Some of the smaller Auction Sites will let you list for free. These Sites are trying to build a customer base and need to attract sellers. If you are uncomfortable about paying a listing fee, one of these Sites might be a good option. But remember that these smaller Sites will not have as many potential bidders as the big, established Sites will have.

Notes

Chapter 4:

After The Bidding What Do I Do? 21

Congratulations! You've made a sale. But it's not over yet. There are still two very important issues that you need to take care of; getting paid and shipping the item to the winning bidder. There is also a third issue we will discuss in this chapter and that is "Feedback." Most Auction Sites allow both bidders and sellers to comment on the whole process. Many experienced bidders rely on the feedback from bidders about a seller before deciding to place a bid on a particular item. We will consider this in more detail shortly. But first, let's get your money!

In the excitement of your sale, it is important to remember that you are conducting a business transaction. Bidders will expect certain things to happen and you need to see that they do.

After the bidding has closed and there is a winning bid you will need to contact that bidder. Do this as soon as possible. We recommend that you do it within an hour or two of the end of the bidding process. Certainly you should do it within a day. You will contact the bidder through e-mail. This will be the first contact the bidder will have with you. Work to make it a positive experience. The more comfortable the bidder feels the more likely he or she will be a repeat customer!

When you contact the winner be friendly, offer them congratulations. Let the person know that you appreciate his or her bid and that you are concerned that the item be sent and received as quickly as possible. Think about the best salesperson you ever met. That is what you need to convey to the bidder in this first contact.

22

Be very detailed about how you will ship and when you will ship. List the shipping charges. Tell the customer about any insurance charges that will be included.

We recommend that you insure all items and that you ship all items with a signature required upon delivery. This protects both you and the buyer. Be sure that these arrangements are explained in detail for the buyer.

You have several options for shipping your item to the buyer. The size of the item and the distance to be shipped will make a difference in cost. All major shippers have Web Sites you can contact and get shipping rates. We have also found a very useful shipping calculator. The online shipping service Intershipper (www.intershipper.com) has a shipping calculator that will give you the rates for all the major shipping services. By providing some basic information (weight, zip codes, type of shipping desired) the calculator is able to give you the rates for most major shippers for both domestic and international destinations. (And remember, you may have a buyer from outside the country!)

Be sure that whatever method you choose, there is a way of tracking the package. Several of the major shippers allow you to track packages online. Some will even send you an e-mail letting you know when the package was delivered.

Even with all the sophisticated tracking that the major shippers can now do, it is

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important that you require a signed receipt of delivery. This protects both you and the buyer. Only the buyer will be able to get the merchandise and you will have proof that the merchandise was received. All major shippers, including the U.S. Postal Service now offer this service.

We also strongly recommend that you insure all shipments. Auction Sites will sometimes offer this service at a very reasonable rate. There are limitations on these services, so be sure to check with the Site you use. However, for a very nominal fee both you and the buyer can be assured that no one will lose out if something unexpected happens to the merchandise while it is being shipped.

Whatever method of shipment you choose and whatever the insurance fees might be, it is vital that the buyer be given all this information clearly and in detail. This will prevent conflicts later on and make the sale close smoothly.

Getting Paid-What It Is All About.

Unlike professional athletes who move from team to team but always claim that "It's not about the money," we don't try to fool anyone. Selling on an Auction Site is all about the money! So how do you get it?

Auction Sites don't restrict the type of payment you can accept. But common sense might do just that. There are several things we strongly recommend you consider when determining what form of payment you will take.

- **Make all transactions in U.S. dollars.** Most of the time this will not be an issue. But you will, sooner or later, have a bidder from outside the U.S. You could adjust the price based on whatever the current rate of exchange is for that currency, but we think you will have better things to do (like getting the next item up for sale.) Bidders from anywhere in the world will have U.S. currency available through international banks. This is not an unreasonable requirement.
- **Do not accept cash.** We know that may seem like a silly thing to say. Sending cash through the mail is dangerous. If something should happen and the cash were to go missing, you have no way to recover it and the buyer has no way of proving that the payment was actually made. This is a bad proposition for both you and the buyer. Even if the cash arrives you might have to contend with an underpayment. The buyer might contend that the correct payment was sent but you don't have the correct amount. Avoid all of these problems. Don't take cash!
- **Personal checks slow the process down.** If you take a personal check (which we think is a bad idea) do not ship the merchandise until the check has cleared. This might take more than a week. If the bank involved is slow the process could drag on for several weeks. Meanwhile the buyer could get nervous because you have the check but he or she doesn't have the merchandise. This leads to all sorts of difficulties.

So, how can you get paid? There are several options. The first is to take a money order or cashier's check.

While this is better than a personal check, it is still not very convenient for you or the buyer. With either a money order or cashier's check, the buyer will have to make a trip to purchase the money order or cashier's check. Since one of the advantages of the online auction is the convenience for the buyer, that convenience has just been reduced. There is also, normally, a charge for money orders or cashier's checks. This option is better than either cash or a personal check but is still not very good.

It is our opinion that the best way to get paid is by credit card. If you already have your own merchant account use it. If not now is the time to get one. The Internet Treasure Chest has made this process easier for our clients by doing all the initial work for you. As part of The Internet Treasure Chest you have the material necessary to apply for your own merchant account with Cardservice International, one of the largest credit card service companies in the world. Many new businesses have a difficult time securing a merchant account. Some credit card services require that a business be in operation for several years before they are given a merchant account. That is not true if you apply through The Internet Treasure Chest. 98% of all The Internet Treasure Chest clients are approved almost immediately!

24

Note: See the Merchant Account brochure included in your Internet Treasure Chest for more details!

Why is credit card payment the best option? First it is easy for the buyer and for you. The buyer enters the credit card number and the money is transferred to your account. How much simpler could it be? But there are other advantages as well.

Credit cards allow bidders to become buyers more easily. If a potential bidder is scanning through a list of merchandise and comes across your listing for a mountain bike he or she is more likely to make a bid if credit card payment is an option. Remember, shopping online is about convenience. Being able to buy with a credit card makes the process easier.

Credit cards allow bidders to purchase an item that they might otherwise have passed by. Most of us have used our credit cards on impulse to buy something we wanted but might have waited to purchase. This may be even truer with online auctions. Unlike merchandise in stores or shopping malls, the merchandise online will be gone and the buyer can see how long before it is sold. This creates a sense of urgency to the bidding that increases the number of bids and your profits.

By being able to tell bidders that you can accept credit cards you are telling them that you are a professional and that you view this transaction as a business. You are serious about doing business and have established yourself. Each of these things, while not something the bidder can see or touch, is important. It provides the bidder with a sense of security and begins building the trust that is so important for successful businesses.

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Through The Internet Treasure Chest it is as easy to apply for your own merchant account, as it would be to accept any other form of payment. We recommend this form of payment above all others, regardless of the Auction Site you use or the merchandise you sell.

What If There Are Problems After The Bidding?

In most cases the bidding and completion of the sale will go smoothly. But occasionally something might come up that is unusual. In this section we will look at some possibilities and what you can do to fix the situation.

On occasion you might have trouble contacting the high bidder. As we mentioned earlier in this chapter, it is important to make contact as soon as possible. But what happens if you send the e-mail but get no response.

The first thing to do is be patient. There could be several reasons why you didn't get a response. The bidder might be having computer problems or the mail server for the bidder's ISP might be off-line for some reason. It might be that the bidder is traveling or working longer hours and not checking e-mail as often as usual. It might be something as simple as the bidder being bedridden with the flu. In any case allow several days for the bidder to respond.

If, after a week, you still have no response, send a second message. Include the fact that you attempted to contact him or her immediately after the bidding closed but were unable to do so. Be careful not to become frustrated. If any of the reasons above, or any other reason, prevented the bidder from responding sooner, and you appear angry or aggressive, you could find yourself with a very unhappy customer.

If, after some period of time, the bidder still has not contacted you, send an inquiry to the Auction Site. They will be able to provide you with more information about how to contact the bidder. Please note that we didn't give a specific period of time to wait before contacting the Auction Site. We suggest 1-2 weeks. However, this is a matter of personal preference. If you are comfortable waiting more than 2 weeks, that is fine. We would not recommend waiting more than 3 weeks however.

If the information provided by the Auction Site still doesn't get you connected with the bidder there are several other things to try. You can do a search in one of the online white page directories. These work just like your telephone white pages. However, their listings are for more than just your hometown. If the first directory does not find your bidder, try another. There are a number of these directories available.

Rarely you may find yourself in a situation where you simply cannot locate the high bidder. It may seem strange that someone would go to the trouble of placing a bid

on an item and then disappear. This doesn't happen often, but it does happen.

Occasionally you might have a bidder who does not follow through. You might receive confirmation that the payment is on the way but never receive it. You might have the correct e-mail information but never get a response from the bidder. These are also not common but do happen from time to time. When they do there are several steps to take.

First, submit a request for a commission credit to the Auction Site. You will need to provide information about the sale. The commission that the Auction Site charged when the bidding closed will be credited back to your account.

Next, post feedback about that particular bidder to notify other sellers about your experience. We will talk more about feedback shortly.

Send e-mail to the bidder notifying him or her that the sale has been cancelled. You may also choose not to accept bids from this person in the future.

Finally, don't be discouraged or frustrated. List the item again. It sold once, it will sell again!

What Happens If The Reserve Price Isn't Met?

26

How you handle this situation is entirely up to you. Auction Sites do not require that you sell your merchandise if the reserve price is not met. However, this does not mean that you cannot sell. Whether you decide to sell will depend, in part, on why you set the reserve price in the first place. If you will lose money by selling at a price lower than the reserve price don't sell. If the reserve price was a reflection of what you hoped the item would bring you might choose to sell to the highest bidder.

If you choose not to sell, you should contact the high bidder by e-mail and explain that the reserve price was not met. It is a good customer relations tactic to briefly explain why you can't sell below the reserve price. You don't have to give a long explanation but should give the high bidder some reasons. If you feel that the reserve price was the fair market value for the item, it may be enough to tell the bidder that the reserve price was not met and so you are withdrawing the item and will try selling the item at some other time.

In many situations the bidder may make a new offer for the merchandise. There is no reason that you and the bidder cannot continue to negotiate for the merchandise after the bidding is closed. If you are willing to sell for less than the reserve price you may contact the high bidder, explain that the reserve price was not met but that the bidder did submit the highest bid and would the bidder be willing to pay some price you then suggest. This will often open up a negotiating session, which can lead to a sale.

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Things To Consider If There Is No Sale

This shouldn't happen often, but no one gets it right every time. If you list a product that doesn't sell, but similar items are selling there are things you can do.

- **Review the category you chose.** Are there similar items listed that have sold recently? Are there other categories you could use? Many experienced sellers cross-list their merchandise in order to expose it to more bidders.
- **Was the reserve price too high?** Compare your reserve price to the winning bid for similar items. Most shoppers come to Auction Sites looking for hard to find items or bargains. If your merchandise isn't some rare collectible, it will need to appear to be a bargain.
- **Was the title of the listing "catchy?"** If you were to scan down the page where your item was listed, would it stand out? Does it draw the bidder's eye? Does it provide enough information to make the bidder want to read the description?
- **Is the description complete enough to satisfy the bidder?** Look at the descriptions of several similar items that have sold recently and determine what they had that you didn't.
- **Was the payment and shipping information clear?** Was the bidder left with any doubts about what he or she was buying, how it was to be paid for and how it was to be shipped? Any unknowns will turn bidders off.

Review each of these items and make some changes. Then, list the item again. If you follow the steps we have outlined so far, your chances of making a sale go way up! But you will have no chance for a sale if you don't try.

Every once in a while you will have an item that doesn't sell right away, or a bidder that you can't find. These are the exceptions and not the rule. Don't let them discourage you. Learn from your successes as well as the attempts that don't work out as well. Improve your listings and your customer service with each sale and these "problems" will become rarer and rarer.

The All Important Feedback

Many of the major Auction Sites encourage both the seller and the buyer to comment on their transactions. Buyers are encouraged to report on how quickly they received the merchandise after sending in their payment. They can comment on how long it took the seller to contact them after the close of the bidding and how pleasant and professional that relationship was. They can also comment on their satisfaction with the merchandise after they received it, how it was shipped and whether the description was accurate and true.

These comments are really the basis for your reputation at that Auction Site. Few bidders will enter a bid without first checking the feedback for the seller. A negative reputation will cost you sales.

It is important that you maintain the best possible relationship with each of your successful bidders. In the next chapter we are going to talk about how to expand your auction business. It is virtually impossible to do without a good reputation. Experienced bidders will not bid on items offered by a seller who has a number of negative comments in the feedback section.

There are several things you can do to promote good customer relations.

- **Contact the winning bidders early and often.** We mentioned before that you should contact the winners immediately after the bidding closes if possible. You should maintain e-mail contact with them through the whole process. Let them know when you have received payment and when you anticipate shipping the merchandise. Contact them again when the merchandise is on the way and let them know when to expect delivery. All of this takes very little time on your part and eases any anxiety the winners might have about receiving what they have paid for.
- **Be very clear and specific about the type of payment you will accept.** If you have your merchant account set up and the bidder has a credit card this is very easy. Review the other methods of payment and let the winners know how you will handle their payment. If you must wait for a check to clear be sure to tell the winner you will do so. Since this takes some time the winner will not become anxious about the arrival of the item.
- **Be flexible about how the merchandise is to be shipped.** If possible, give the winner several options. Be clear in stating that all costs will be paid by the winner and those fees should be included with the payment.
- **Ship the item as soon as possible.** Once the winner has fulfilled his or her part of the arrangement, you must fulfill yours as quickly as possible.

Sellers also use the feedback area to notify others of difficulties with a particular bidder. Many Sites will allow you to refuse bids from someone who has failed to follow through with a winning bid. It is worth your effort to check the feedback area from time to time.

Now that you have learned how to be successful as a seller it is time to look at how you can expand into this great marketplace.

Notes

Chapter Five: Moving Up In The World

29

O.K. You have had success and have sold items and shipped them all over the country. You have a good reputation on several different Sites and may even have had some repeat customers. But what happens when you run out of stuff in the attic to sell or the garage is finally cleaned out? Are you out of the online auction business? Absolutely not!

Now is when the real opportunities begin. If you restrict your sales to items you already own, you have a very small inventory and a limited market. The real power of online auctions comes when you can have 10, 25, 50 or 100 items online all at the same time. The best income happens when you can respond to the changes in what are hot sellers and have the merchandise to sell available. So, unless you have the world's most cluttered attic, we need to look at some ways to find merchandise to list.

Let's quickly review some important point about selling online.

- "Hot" items change very quickly in Auction Sites. The most successful sellers either have the next hot item or can respond to the changes quickly.
- Bidders are always looking for bargains. Brand new items offer an excellent chance for them to find that "absolute steal" that everyone likes to brag about.
- The more items you can list on a specific Auction Site the more likely you will be to make sales. A wide variety of items also allows you to track what is "hot" and what has slowed down.

30

With this information in mind, how can you expand your marketing and turn the online auction into a steady cash flow?

This is really very simple. You have to find a constant supply of products, have them available to ship, and get them at a low cost.

Right about now you are probably saying, "Great, but how do I do that?" Good question! In the past there were only two ways. The first was to contact wholesalers for the products you wanted and buy from them. There are several problems with this.

First you needed cash to purchase the products. For most people this would be the end of the dream. But even if you had the cash, you would need a place to store the inventory. You would need to read the marketplace right to know which products to buy and when to buy them. For most small businesses this was more than they were willing to attempt.

The other way was to search the Auction Sites for real bargains, buy them and resell them for a profit. This might work on a very limited basis. Finding enough bargains to allow your business to grow would become harder and harder and is far too time-consuming to be practical.

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What you need is a wholesaler with a wide variety of products who will only charge you for the products that you sell. That would solve all the problems: no need for huge amounts of cash up front; no inventory storage problems; no concern about changing fads or inventory that is outdated.

The Internet Treasure Chest Online Warehouse is just such a wholesaler. With over 1,000 great products available, you can stay on top of even the most quickly changing fads. If an item gets hot, simply find it at the Online Warehouse, determine the price you want to set, and list it. The Online Warehouse allows you to notify bidders that you have more of the same item for sale. You can make more than one sale with the same listing!

The Internet Treasure Chest Online Warehouse allows you to purchase merchandise at wholesale prices without having to buy in quantity. Wholesale prices also allow you to sell **NEW** products at a substantial savings over what customers will be able to find in stores. Remember that online auction customers are looking for a bargain. You can now offer them that bargain.

The vast number of great products at The Internet Treasure Chest Online Warehouse allows you to list a wide variety of products. You now have access to any market you want to explore. You might offer sporting goods and candles and jewelry and power tools. You could literally have listings in virtually every category available on the Auction Site. Every potential bidder who visits that auction could see your listings! That's real marketing power!

And the best part is that there is no inventory risk. If a product doesn't sell you aren't stuck with it. You don't have to return products that are out of date or last year's model. You only order after you have gotten an order! You don't purchase anything until you have a buyer! This may be the safest way to do business available today.

Considering the options, The Internet Treasure Chest Online Warehouse is an exciting innovation. It gives you the chance to be a dynamic part of this explosive new market.

Note: See the Online Product Warehouse brochure included in your Internet Treasure Chest for more details!

Going Global

There is no reason that you have to restrict your listings to Auction Sites in this country. Why not expand to Europe or Australia or anywhere else for that matter? And it is not as hard as you think!

Remember that you will have customers from all over the world. Many inexperienced sellers are surprised the first time a bid is placed from France or Spain. Customers all over the world are looking for bargains.

If you have customers from other places why not go to them? Some of the major Auction Sites have begun opening Sites overseas. An easy way to break into the foreign markets is through these Sites.

As you begin to expand into overseas markets you need to consider three things: currency, language, and time.

We mentioned earlier that we recommend conducting all sales using U.S. currency. This still holds true. Trying to keep up with the changes in the rates of exchange is a full time job, and you have more important things to do! U.S. currency is readily accepted around the world and requesting payment that way is not unusual. If you accept credit cards this can be handled automatically. Check with your merchant account service to determine what needs to be done.

32

If you are not fluent in a country's language you may think that you are shut out of that market. Not so. AltaVista provides a wonderful translation program online. It can be found at www.babelfish.altavista.com. Currently English, French, Spanish, German, Italian, and Portuguese are all available. The program allows you to type in a passage, select the language to be translated to and, with the click of a button, the passage appears in the selected language. We expect that other languages will be added in the near future.

When listing in other countries it is good customer service to take note of time changes and adjust the ending time for your listings according. Remember that when it is 5 PM in New York it is 10 PM in London and Noon in Hawaii.

Expanding a business globally may seem like something only huge corporations could do. Twenty years ago that was probably true. But that was before the Internet. Today, with the use of The Internet Treasure Chest's Online Warehouse and your own marketing skills, there is no reason that you can't be the owner of a true worldwide business!

As you begin to expand your business to overseas market remember to check for any import restrictions. In most cases you will not be dealing with merchandise that is restricted, but it is always a good idea to check first. Your local Chamber of Commerce will probably be able to help you find the information you need.

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Chapter Six: Linking Your Online Auctions With Your ³³ Web Site.

The secret to any successful business begins with marketing. This is really only a matter of helping potential customers find your product when they are looking for it. Through The Internet Treasure Chest you have access to the most rapidly expanding market in the world today. You have access to more potential customers in a single day than business owners 30 years ago would dream of seeing in a year.

Suppose you could merge your online auction listings with your Web Site business? Bidders who found your online product would go to your Web Site and customers on your Web Site would go to your auction listing. The potential increase in sales for both businesses is hard to imagine!

Moving Bidders To Your Web Site

When a bidder opens your listing on an Auction Site he or she is interested in that product. Now, suppose they find a listing for a Web Site that contains similar and related items. They are already interested in that type of product so the move to the Web Site would be a natural. By a simple click of a button they can have access to an entire catalog of products. How many of us could resist clicking that button?

When you write your description for the Auction Site let bidders know that you have similar and related products. Give them the Web address that will take them to that part of your Web business most closely related to the product they were viewing on the Auction Site.

34

For example, let's say that you have listed a mountain bike at the Auction Site. At your Web Site you have several other models of mountain bikes available along with accessories. When the bidder clicks on the Web address he or she will be taken to this page of your Web Site. Now, instead of just one product, the bidder is looking at several. If the bike on the Auction Site was not exactly the product wanted one of the models on the Web Page might be. The bidder stops being a bidder and becomes a retail customer. Does it matter that you did not sell the mountain bike on the Auction Site? Of course not! You got the sale on your Web Site. A sale is a sale, no matter where it occurs.

There are some other things that you can do to encourage bidders to return to your Web Site.

- **Provide links to other Web Sites of interest.** If you are on the mountain bike page, provide the customer with links to pages created by mountain biking clubs and cycling associations.
- **Provide "Care and Feeding" tips.** Everyone likes something that's free. Provide information about how to care for the products or how to get the best performance or the longest life from the products.
- **Include testimonials from satisfied customers.** Some of this can be gotten directly from the "Feedback" portion of the Auction Site. You worked hard to create satisfied customers, you might as well use that good feedback.

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If you do these things customers will visit your Site for the latest information even if they aren't planning on making a purchase. But once you have them at your Web Site you can entice them to check out the "bargains" at the online Auction Site.

Moving Web Site Visitors To Your Auction Listings

The difference between a visitor and a bidder is "want." A visitor to your Web Site may be there to gather the latest information about a subject of interest. But if there is a real bargain, that visit can become a buying trip.

On your Web Site set aside a portion dedicated to items listed at auction. These items should not be the same items listed in the Web catalog but should be similar.

Let visitors know that you have some real "bargains" available to the winning bidder and provide a link for them to click that will take them to the listing. Each visitor to your Site becomes a potential bidder when you provide him or her with the right information and help him or her find the right product at a great price!

A Few Final Pointers To Get Bidders To Your Auction Listing

There are several other ways to help bidders find your listing and increase the number of bids you get on a particular item. We are sure there are other ways, besides the ones mentioned here, that you would come across as you expand your online auction business. Any way that brings bidders to your listing will help you increase the number of sales.

Newsgroups

Newsgroups are groups of people who post messages about a specific topic. Locate several of these groups and join in the discussions. Let them know that you have a product for sale and where it can be found. Their own interests will do the rest.

Mailing lists

Commercial lists are available for a fee. However, you don't have to spend money to develop a great mailing list. There are several things to do to build your own mailing list.

First, keep the e-mail address of everyone who contacts you with questions about a product you have listed or who wins the bid. Then, on your Web Site ask visitors to register so that you will be able to notify them of special events or product introductions. Combine these lists and use them to notify potential bidders when you place a new listing on an Auction Site.

Finally...

There are only two things you need to begin taking advantage of the tremendous possibilities waiting for you with online auction sales, your own desire and The Internet Treasure Chest. So get started today.

All your dreams are just a few bids away!

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