

Too many sellers rush into eBay without a plan. They jump in and start selling before they understand what the market is all about. Other newbies are sloppy, and post poorly lit pictures, or write vague descriptions that don't really tell buyers anything about what they're selling. Too often, sellers overprice, or underprice items in their haste to get their listings posted. If they overprice their item it doesn't sell, and they decide eBay doesn't work. It's just another scam that stole their money. If they underprice their item, and it sells, they complain because they can't make any money. Selling on eBay is part art and part science. I can teach you the science or the mechanics of selling on eBay, but to be really successful you need to understand the art of selling on eBay, or what I call gut instincts. When you're scouting inventory you've got to be able to walk through a room and instantly zero in on the money items. I sell books, magazines, and paper memorabilia. When I hit an estate sale, on my first round through the house that's all I'm looking for. The first thing I look for is vintage magazines. I've got a mental list of about twenty-five titles I always buy, but what really excites me is when I come across something new; something I've never seen before; the more pictures they have in them, the more I want them. I'm also scanning the room for items I don't normally sell, but things I think would complement my product line. Here's the way I look at it. If you see something totally new and unique that appeals to you, it's going to have that same effect on buyers in your niche. I think Mike on American Picker put it best, "In my business if you come across something you've never seen before the best time to buy it is now." If you don't have that gut instinct to recognize something good it's going to be harder to be successful on eBay. Here's why? If you don't have that gut instinct to recognize what's good and what's not, it's going to be like walking into a room with blinders on. There may be fifty items that will allow you to double or triple your money, but you're likely to miss every single one of them, because you are laser focused on just a few items you're comfortable selling. That's good for the guy behind you. He's going to grab everything you walked by, and he's going to be able to pay his bills this week. But it sucks for you. You're going to be right back to thinking eBay is a scam, and there's no way anyone's making any money on the site. It happens every day. Don't believe me? Just hop on any eBay forum and get a whiff all of the bitching and whining. Need a little more convincing? Stop by the Ecommerce-Bytes Blog and check out some of the comments for any of their eBay related articles. It's the same people constantly whining about how horrible and mean eBay is, and how they can't make a dime anymore because of that old Scrooge "Mr. Donahue. Guess what? It's not eBay. It's you. It's your attitude. The sooner you understand whether you make or lose money on eBay is all about you and how you approach selling, the sooner you'll find the success you're looking for.

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