

******CONFIDENTIAL REPORT******

Former Powerseller Reveals:

eBaY Conversion Secrets

Consistently Get up to 440% More For Your Items

By: Gary Ruplinger

www.eBayConversionSecrets.com

This report is all about helping you outsell the competition – no matter what the item.

If you want to learn how to list your stuff on eBay, go to their help pages. It's their job to help you.

If you want to learn where to find stuff to sell, go to [Salehoo](#) and get their directory of stuff you can get.

But if you really want to learn how to consistently get prices 10%, 20%, even 430% (more on this one later) higher, then you're in the right place.

I spent almost four years with eBay as my primary source of income. I'd have smaller side projects from time to time, but my bread and butter was selling stuff on eBay. One thing I learned quickly was that setting my prices lower than my competition to sell an item was a fool's game – a game that it seems the vast majority of eBay sellers make. So I spent time testing, refining, and ultimately finding that I could outsell my competition, and it wasn't even that hard.

What lies within these pages are my secrets for selling items at prices that will make your competition jealous. My auctions were copied, it seemed, in just about every market on eBay I went into.

So, why am I sharing this with you? I don't sell much on eBay these days anymore – I've pursued other projects and am enjoying them, so I don't expect to return to eBay anytime soon. In fact, I had to go onto eBay when I was writing this report and test a few things just to make sure my methods still work.

Yep – as well as ever.

My intention is really to be an advisor to eBay sellers rather than be active myself so it's not likely you'll have to compete with me, which is good for you.

Let's get started.

The first thing I realized was that a lot of auctions were woefully lacking copy. Sure, most of them had item descriptions, but that was it.

You may be thinking “What else is there to say besides the description?”

Glad you asked. Start by thinking of who is typically going to use this product. How will it benefit them? Then start writing.

Clear as mud, right?

Here’s an example. Let’s say I’m selling a vintage children’s book (a popular market) – let’s say Cat in the Hat by Dr. Seuss – first is a typical auction you find on eBay for the book, second is how I’d word my auction to get a premium price for an identical book.

Their Version:

THE CAT IN THE HAT BY DR. SEUSS MINI BOOK , MEASURES 3 1/2 BY 2 1/2 BY 1/4 INCHES. IN MINT CONDITION. THIS IS A VERY SPECIAL EDITION OF THE CLASSIC STORY OF "THE CAT IN THE HAT". THE REDUCED SIZE MAKES IT AN ATTRACTIVE COLLECTOR'S EDITION OF THE DR. SEUSS FAVORITE

My Version:

Dr. Seuss’s Cat in the Hat. The classic you repeatedly asked your mom to read to you at night before bed, during the day, heck, anytime you could hear it. Here’s your chance to provide your children with the same great experience. Just imagine having your child sitting on your lap, excitedly hanging on your every word as you describe the adventures of Sam I Am and the Cat in the Hat. Turn off the TV, and get your kids excited about reading.

This book was a favorite when I was a child, and now this book can be a favorite for your children. It’s clear when looking at this book, that its been read many times, but none of the pages are torn, and the pictures are still vibrant and still jump off the page to captivate your child’s imagination.

Can you see the difference? I try to target a certain type of person, a person likely to buy this product. I make assumptions about who the reader is. I’m guessing that it’s a mother, at least a parent. I also assume that they’ve already read the book and that they have children and want to read it to them. Then I try to get them excited about how they’ll feel when they’re reading the book to their kids.

In the next paragraph, I give a bit of a personal note from me about how I loved the book. On eBay, buyers tend to want to buy from people, not big mysterious companies.

I then go on to describe the condition of the book – did you catch that? Now I could just say the book is used, has some signs of wear, but is generally in good condition. But that's what most people do; I wanted something different to set me apart.

Personality – Everyone Should Have One. . .Or Three

Most eBay Ads are so horribly boring, you practically fall asleep reading them. Heck, I skim most descriptions because they all say the same damn thing anyway. They go something like this:

Here's a widget. It's new, here are some features. Bid today. I'll ship it for you fast. Here are the payments I accept.

And since sellers can actually sell their items that way, they continue to list their items this way since it's easy, and they're too lazy to do anything else.

Yes, I know some items are boring. That doesn't mean you can't be exciting, different, or heck, be rude and mean. Just do something different!

Most auctions have a terms section - ya know, like pay in 10 days, refund only if unopened, etc. etc.

I like to be a little tongue in cheek with my section. First, I don't call it "terms." I label it in large bold fonts – **FINE PRINT, Weasel Clauses, & Dirty Rotten Tricks**. I find that gets their attention since I do actually want them to read my terms for the auction.

In the early days (before I had a clue about most of this stuff) I sold guitars, and there was one guy who I was competing against that sold the same brand of guitars, except that his were sometimes refurbished or used – mine were new. His ad wasn't formatted that well, and his description was brief. Yet, he frequently got higher prices for his guitars than I did. So I got curious and did some investigating.

Well, he managed to appeal to his target crowd of guitar players by being somewhat rude to them. He didn't guarantee it would work, and didn't apologize for it.

His terms section went something like this:

The Rules:

- No whining
- I'll try to ship your guitar within 48 hrs, but sometimes I don't, so just wait.
- Don't keep bugging me with emails about when your item will get there – you have a tracking number, use it.
- Personal checks will be held 14 days until they clear.
- Guitars are sold as is.
- No Whining!
- Pay within 10 days or I'll leave you negative feedback – don't test me here. Do your part and pay on time.
- Have a problem with these rules – don't bid!
- NO WHINING – I mean it!

And yes, this actually appealed to enough of his customers that he could get higher bids for his items than I could for my well organized, clean, but *boring* ad.

Don't be afraid to create an entire personality for your ads and use it. You can be an actor or actress here. Be stern, be mean, be caring, be hyper, be funny, accuse your customers of smelling bad, but please, I'm begging you, DON'T BE BORING!

Okay Kids – It's Story Time

Remember story time from preschool or grade school? Remember how excited you'd be to hear a good story or book, and how you'd really feel like you were right there in the action?

Well, now it's time for you to become the storyteller. Tell the story of your item. Create one if you have to.

This is actually one of my favorite methods to use to get higher prices. This is the exact method I used to sell a broken laptop for more than most others that were used and worked just fine. I just told them the story of how I owned the laptop for a while, that it worked great for a while. And that the darn thing just up and decided it didn't feel like doing anything else, just like a stubborn mule. I'm washing my hands of it.

Now if you can come up with a truly great story or a novel idea, then you can end up getting CNN coverage like Larry Star did. This is the guy who is famous for selling his ex-wife's wedding dress – but he

modeled for the pictures. It was quite entertaining to see a guy with tattoos in a wedding dress – oh and he sold the wedding dress for over 3x what it cost. Here's the ad -

http://weddingdressguy.com/original_ebay_ad/ebaylisting.html

So tell a story. That's simple enough, right? You may not ever hit a home run like the Wedding Dress Guy, but you don't have to be to see your final sale price consistently rise above your boring competitors.

It's easy. It works. But it seems only the casual eBayers use it. Take a cue from the casual sellers here – tell the story.

But what if you're selling a brand new item, and you don't have a story? This is easily remedied. Open one up, use it. This is kind of like writing a review – make note of your first impressions (did it have "new box smell"), play with it for a while, tell them what you liked, how it worked for you, and if there was something you didn't like.

"But I drop ship, Gary, what do I do?" Order one for yourself. Follow Instructions Above.

Honesty is the Best Policy

Mom was right on this one. When selling an item, it's really tempting to leave out any imperfections in the item. You want them to think the item is perfect and they can't live without it, right? Yes and no. You want them to think they can't live without it, but if an item is perfect, people can get skeptical. You want your ad to be believable. Have you ever seen those ads that say lose 120 lbs by Christmas! For a while those style ads were popular, and they worked, but buyers quickly grew weary. If an item doesn't work quite right, say so. If you're getting rid of it because you found something else, say so – and keep in mind being honest can actually help you get higher prices for your item than if you didn't say it in the first place.

Can a Negative Really Be A Positive?

This is really a continuation of being honest. If everything about your review of the product is glowing, then you sound biased – like you just want their money. Adding in a small negative point makes you look like a neutral third party that's more easily trusted. Now, yes, you still want their money and you want them to buy from you. But what you're doing here is giving yourself a little more credibility in the buyer's eyes. People are willing to spend more money on your

auctions vs. someone else who they think is just trying to get their money.

Want To Make More? Then Raise Your Prices, Silly!

If all your auctions are true auctions with a \$1 start price, then you can skip this section. However, if you ever set your prices to what you want to get for an item, then read on.

A lot of sellers make the mistake of thinking that everyone on eBay just wants to get the lowest price on an item. Yes, those people exist. Ignore them. There are plenty of buyers on eBay.

Now, it is true that buyers want a good deal. That's true just about everywhere. However, a good deal is not the same as the lowest price. If you're providing better value for an item, then go ahead and raise your prices.

Remember when I said I've sold items for up to 430% more than the lowest seller for an identical item? Here's what I did – I raised my price to what I wanted to charge and then proceeded to build up more value by writing a lot, and offering better guarantees, return policies, and better customer service.

I was actually selling Matrix sunglasses. This was in 2003 when The Matrix Reloaded was released. I was a big fan of the movies and had a supplier where I could get the sunglasses at a great price. There were already a few other sellers on eBay at the time, but when the movie was released, the demand skyrocketed and so did the number of sellers for the sunglasses. I had been selling my sunglasses for \$22.95 each before the movie came out. After the movie came out, there were sellers listing them for as low as \$6.95. I decided that I wasn't going to play the price game with them. I kept my prices at \$22.95 and went to work at creating more value for the sunglasses. First, I went and got an eBay account specifically for selling these sunglasses. I wanted to have a complete theme including my user name. I then wrote a lot of copy describing the sunglasses, and described how their friends would react, and had them picture actually owning the sunglasses. I also went on to provide a warranty that was four times longer than anyone else was offering. Not being satisfied, I also explained how my customer service and shipping was superior to anyone else.

And I was able to keep selling my sunglasses at the higher price point. Did I sell as many as the \$6.95 seller? No, but I made almost seven times as much each time I did sell a pair.

Minimizing The Buyers Risk – Maximizing Your Profits

Think of ways you can minimize the risk to the buyer. Do you have great feedback? Are you a Square trade member? Think of ways you can show that you are a seller they can easily trust and that they're not at risk if they buy from you. Yes, buyers know that they can get a refund on their credit card if you defraud them, but it's such a hassle that they want to do it right the first time.

But let's take it further, how can we reduce the risk even further so that it's a no brainer for them to buy from you at premium prices?

Okay, you may want to sit down for this one. Offer to pay for return shipping on returns and refund all shipping and handling fees. You'll easily get higher bid prices just for offering this. Yes, it seems risky at first, but unless you're selling junk, then you'll get an excellent return on investment.

One note about this – if you're going to offer it – advertise it. One of my friends who was also in the eBay business would pay for return shipping on defective office equipment, but never advertised it because he thought people would take advantage of him. Well, a few would, but all the other buyers would be more likely to bid higher because they know that they're not out the shipping prices if the item doesn't work.

I once paid \$20 extra for a stick of memory simply because the seller tested all the memory before shipping it, so I knew it was working when it shipped. I felt a lot more comfortable buying from that seller because there was a lot less risk than with the other sellers I found.

Have You Offended Anyone Yet Today?

I know a copywriter who is known for saying, "If I haven't offended someone by 10:00 a.m. it's a bad day." Why would you want to offend anyone? Easy, to make the people who agree with you make a better connection with who you are. This goes back to being boring. A lot of sellers are so afraid to say anything that might offend someone that they can't help being dreadfully boring. Don't be. Go ahead, poke fun at someone or something – politicians can be fun! If you're religious, don't be afraid to say so. Will some people be offended or turned off by your auctions – yep, that's good. Because some people will connect a lot better with your auction and will be more likely to bid higher just because they like you and feel like they can trust you more than your competition. Oh, and if you do poke fun at a politician like the president, be ready for a little hate mail. I think

it's fun to publish those emails on the auction, and have a little fun at their expense, but that's just me.

Avoid Inferior Products

Now I could go on and on about how to get good bid prices for inferior products, but I won't because every time I've done it, it's come back to bite me in the ass. I get too many returns, too much negative feedback, and too many headaches. Personally, I prefer to avoid selling items I know are junk.

Pictures Do Matter

The pictures you have of your item do matter, especially if the item isn't new. You don't need to go out and buy an expensive digital SLR camera. Most digital cameras will do the job just fine. Now almost every auction includes pictures – it's just that most of them are bad. Instead of haphazardly taking pictures of your items, plan it out a little. Which parts of your item are people going to want to see pictures of?

Also, prepare a backdrop for your pictures. I used to use a piece of blue canvas or a red sheet just to give my pictures a different look than most of the other sellers. If you want the item to be on a white background, that's easy too. Just take your pictures with any solid colored backdrop that's not the same color as your item, and load it into Photoshop and just use the bucket fill tool to make your background white - this gives a very professional look.



Sunglasses with background color removed

Stop taking head on pictures. What I mean is that the most desirable picture of is slightly above and at an angle like the above example.

Don't skimp on pictures. If you have five pictures of an item and they all show something different, then put up five pictures. I've had up to 14 pictures for a single item before. Hosting space for pictures is cheap and if you have an auction management service, it's almost certainly included.

Take your pictures with a tripod whenever possible, and lastly, get quality lighting so you don't need your flash. It tends to wash out the color.

Selling Electronics – By Popular Demand

Because this is such a popular topic, I've decided to include some advice on electronics here. For some reason, everyone wants to sell electronics – heck, I wanted to sell electronics at first. I grew out of it. Here's how a typical conversation about electronics goes.

You: Gary, how do I sell electronics?

Me: Don't.

You: But I really want to sell electronics.

Me: Don't.

You: You don't understand. I *really* want to sell electronics. I'll do whatever it takes.

Me: Whatever it takes – you sure?

You: Yes. Whatever it takes

Me: Very well, here goes. . .

Electronics is a very, very competitive part of, not just eBay, but business in general to be profitable in. Most electronics stores like eBay have very thin margins on the items they actually sell, and make most of their money on selling extended warranties and add-on packages.

So just realize that you're getting into a market where it's hard to compete. There are already a lot of big sellers, who buy in larger quantities than you can afford, already selling electronics.

So playing the lowest price game will have your business flat lining in heartbeat. First, you need to pick an area of the industry to specialize in. You can't just say you're going to sell electronics and sell everything under the sun. Specialize – do video cameras, mp3 players, DVD players, stereo systems – pick one you're passionate about because you're going to be spending a lot of time on this. Now you need to become the expert. Start researching the products you want to offer to sell.

If you can go to a store like Best Buy and play with all the different models and styles available. Do as much research as you can, just like if you were planning on buying these items. Determine which products are the best for each budget. Now you need to see which items you can get prices you can be competitive on – not the cheapest, but in the price range for which products are selling. If necessary, become an authorized dealer for the merchandise you want to offer.

Now, when running your auctions, you need to try marketing complete packages instead of individual components. If you're doing video cameras, include tapes, tripods, lenses, etc. Why? It's going to be really hard to compete on these items if you're not including other items you can have a higher markup on. Your goal on the main item should be to break even, and then make your money selling accessories and services.

*****TOP SECRET*****

How To Consistently Sell Items In Highly Competitive Markets For High Prices

Have you ever had a product that you just can't sell? You list it several times, but still can't get the item to sell at a decent price. Not wanting to take a loss on it, do you just sit on it for a while?

I know I've done it.

I would hope the market would magically come back at higher prices or that my competition would give up.

However, now I've found a way to gain a competitive edge to selling these types of items. This also works like gangbusters to sell high priced items, and yet most sellers don't know about it, and most of those who do know don't use it. Have I mentioned that most sellers on eBay are lazy?

Repeat after me. The secret is video.

The secret is video.

Very Good.

You're going to make a short infomercial about the product.

"But Gary, People Hate Infomercials. They don't work."

Umm, so where'd that **\$91 billion** that infomercials generated last year come from? The producers' mothers? The truth is that infomercials do work, especially for people who are already interested in what you've got to offer. And if they're looking at your auction, they're interested in what you've got to offer.

What you're going to need to do is...Actually, not much. If you have a video camera, a firewire cable, and a computer you have enough to get started.

Now I'm not talking about doing a 30 minute infomercial here, 2-5 minutes should be enough.

First thing you need to do is go to the Home Shopping Network, QVC, or one of those other home shopping channels. Start watching. Take notes. These networks do millions of dollars in sales each day, and those people you see on the TV are trained professionals, so pay attention to what they're doing – it works. If you don't have cable, then just stay up late and watch an infomercial or two (careful, though – last time I watched infomercials I ended up buying from two of the three I watched.)

Now that you have your notes, it's time to write your own script for your item. Your goal is to show off all the features of your item, tell a story, and help them picture owning this item.

Got your script written? Good. Rehearse it. Do that a few times. If your spouse is around, ask them to evaluate you. Once you feel like you can do it naturally, go ahead and try it for real.

I'd recommend having a teleprompter to help keep you in place. Here's a free program you can use to make your computer monitor a teleprompter. *******TELEPROMPTER LINK**

If you've never recorded a video straight to your computer, don't worry, it's pretty simple. Just plug in the firewire cable to the camera and the computer, and your computer should automatically bring up a box asking you what you want to do. Tell it you want to capture video using windows movie maker – a free program that's installed on

Windows XP. If you're on a Mac, stop bragging and use iMovie or Final Cut.

Once you've made your movie, you can use Windows Movie Maker to trim it, add some simple effects or even music. You're now ready to publish the movie. Then you're done. Now you just have to get it on the Internet. This used to be tricky and expensive. Now it's easy and free. Go to YouTube or video.google.com and upload the video you made. Once your video is uploaded, the service you uploaded it to will automatically convert the video into a file that's smaller and can be placed on any website or eBay auction just by pasting some code they provide.

Go ahead and put your video on your site, but don't forget to include the rest of your written sales letter. The video is meant to add to the listing, not replace everything completely.

Now if you're just selling one item and it's only \$20, then this probably isn't an effective use of your time, but if you have several of a single item to sell or you have an item with a high ticket price, then you should start using this method right away.

Here's an example of how I used video. I'm a big fan of coins. I've dabbled in selling coins online from time to time with limited success. A few years back I purchased a few lots of high grade modern coins – mostly state quarters. My plan was to buy the larger groups of coins and split them up into smaller groups and make a profit. It sounded simple enough. However, I made one mistake. When I was researching the going price for the coins I was planning on reselling, I forgot to note the season. It was near Christmas. Prices for just about everything are higher right before Christmas. By the time I received my coins, it was too late. Christmas was over and prices came down dramatically. The coins I'd purchased weren't going to sell at the price I wanted using a standard auction. So I gave up. I stored the coins away for a couple years and forgot about them.

Then with online videos suddenly becoming so popular and with the technology being so easy to use, I decided to try putting the coins up using videos. Now the market hadn't improved, if anything, it'd gotten worse for these coins since I last tried to sell them. But this time I wasn't going to just put the coins up and say "Here are some coins, they're nice, you should buy them."

No, I actually went so far as to record coin shows on the home shopping network and took judicious notes to see how they were selling their coins at prices far higher than what a person selling on eBay could.

With my newfound knowledge, I proceeded to record my own videos of the coins, being sure to be very descriptive, talk about rarity, the grade, etc.

Want to guess what happened? I sold my coins in a market where less than 10% of the coins were even getting bids. I had very few auctions end unsuccessfully; saving me a lot in auction fees, and helping me make some money with a product I've previously given up on.

That's all there is – There is no more

You're now armed to the teeth with knowledge that you can use to crush your competitors on eBay. By implementing these methods, you'll find that no matter what you're selling, you can command higher prices than the average seller. And those premium prices can make the difference between struggling to break even and making a six figure income and enjoying the business success you've always dreamed up.

Take action. Don't sit on this information. Implement it. Use it. Don't wait. Don't be one of those lazy sellers I mentioned. Be one of the few who take action and profit greatly.

To quote Nike, "Just Do it!"

Now go do it!

Thanks for reading.

Sincerely,

Gary Ruplinger
www.AuctionConversionSecrets.com