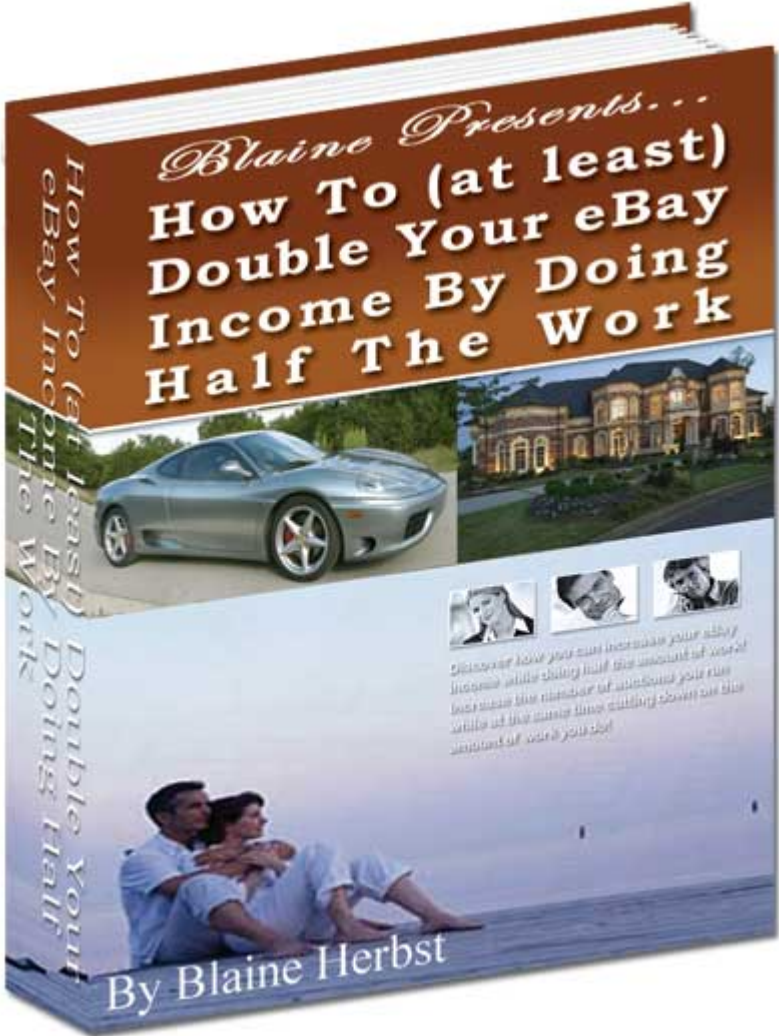


How To (at least) Double Your eBay Income By Doing Half The Work



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## "How To (at least) Double Your eBay Income By Doing Half The Work"

Marketing guru Jay Abraham says there are only three ways to grow any business. They are:

- 1) Increase the frequency of purchase
- 2) Increase the number of customers
- 3) Increase the dollar amount of purchase

In the case of your eBay business, numbers one and two are really the only ones you can control since prices are going to be set by the bidders. The best way you can grow both the frequency of purchase and the number of customers is by increasing the number of auctions you're running.

The problem for many small businesses is that they have trouble increasing the number of auctions they are running. There are so many things to handle when putting something up for auction such as photographing the items, listing them, processing payments, packing the items, shipping them, etc. etc. that you are limited to the number of auctions you can handle at any one time.

If you are looking to grow your eBay business, most likely the

thought of just increasing the number of auctions you're running has already crossed your mind but didn't seem like a good idea. You're probably looking for a way to increase your revenue while holding steady (or even decreasing) the amount of work you're doing. Increasing your number of auctions sure didn't seem like a way to work less and make more money.

Well, I'm going to show you how to do just that!

This process only requires two things. They are:

- An eBay drop off store or Trading Assistant in your area
- Access to items at rock-bottom prices

### **eBay Drop Off Stores and Trading Assistants**

If you live in a major metropolitan area you probably have an eBay drop off store close by.

Because of a recent partnership between AuctionDrop and UPS, all of the 3400 UPS Store locations are also AuctionDrop locations (also UPS bought MailBoxes Etc. so if you know where one of those is, that's now an AuctionDrop location).

Keep in mind that there are other companies providing eBay drop off services but they don't have nearly the same amount of

locations as AuctionDrop so they might be harder for you to find.

Some of them are:

QuickDrop - [www.quickdrop.com](http://www.quickdrop.com)

iSoldIt - [www.i-soldit.com](http://www.i-soldit.com)

NuMarkets - [www.numarkets.com](http://www.numarkets.com)

PostNet - [www.postnet.com](http://www.postnet.com)

In addition, eBay has a program called Trading Assistant. Trading Assistants are much like the drop off stores but the service of posting and running your auction is provided by individuals.

At eBay's website you can search for people that have signed up to be Trading Assistants. Each Trading Assistant runs his or her own independent business, free from any involvement by eBay. You should apply the same standards in selecting a Trading Assistant as you would in hiring anyone to perform a service for you. Use good judgment and common sense in making your choice.

You can locate the eBay Trading Assistant web page by going to <http://pages.ebay.com/tahub/index.html>

For this report I will concentrate on AuctionDrop because they are the largest of the eBay drop off stores but you can use these techniques with any eBay drop off service or Trading Assistant near you (although some of the figures in my examples may differ).

### **So what is AuctionDrop?**

Simply put it is a physical store that lets you drop off items you want to sell on eBay. They take care of the entire eBay auction process on your behalf.

You just drop off unpacked items at any UPS Store. There they will be packed and shipped to AuctionDrop's processing center. Once at AuctionDrop, their staff will take care of everything having to do with your auction.

Here is a list of the services they provide.

- Test to ensure everything works
- Authenticate name-brand goods
- Take professional photographs
- Research to provide important details

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- Write a compelling listing
- Choose the right eBay category
- Find the best time to start your auction
- Let you know when your auction starts
- Answer questions from eBay buyers
- Notify you when your auction is won
- Process payment from the buyer
- Pack your item carefully
- Ship it to the buyer
- Handle any returns

In exchange for these services, AuctionDrop deducts a percentage of the items final sales price as their commission and sends you a check for the rest.

If an item doesn't sell, they will return it to you at no additional charge.

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They accept a wide variety of items, from cameras and computers to purses and musical instruments. Items must be legal to sell on eBay, be shippable by UPS, have an eBay value of over \$75 and weigh less than 25 pounds. Check out their website at [www.auctiondrop.com](http://www.auctiondrop.com) for the full list of items that AuctionDrop will accept.

Now, the biggest downside to using any eBay drop off store is the fees.

At the time of this writing, AuctionDrop fees are:

- 38% of the first \$200
- 30% of the next \$300 (\$200.01-\$500)
- 20% of the remaining amount (over \$500.01)
- Plus 2.9% of the total transaction value (sale price, shipping, handling and sales tax)

AuctionDrop's minimum commission is \$19.99.

In addition you are going to get charged eBay's normal commission fees which are:

- 5.25% of the first \$25

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- 2.75% of the next \$975 (\$25.01-\$1000)
- 1.5% of the remaining amount (over \$1000.01)

Now these fees might seem hefty, and they are definitely much more expensive than running an auction yourself.

You should check out the eBay's Trading Assistant program I mentioned earlier to see if you can find better pricing. Each Trading Assistant sets their own fees so you can probably negotiate a better deal. Also, whereas AuctionDrop requires an item to have an eBay value of over \$75, eBay states that the Trading Assistant program only requires a value over \$50. This means you can sell less valuable items through Trading Assistant than with AuctionDrop.

As you can see these fees mean that in order to be able to make a profit with the concepts outlined in this report you need to be able to find products at **below** wholesale to resell. The 5%-10% discount some stores call "selling to you at wholesale" is probably not going to cut it.

You need a way to find products at not just wholesale prices... you need a way to find them for pennies on the dollar.

### **How to find items for pennies on the dollar**

One of the best ways I know of to buy items at dirt cheap prices is using storage unit auctions.

I have written an entire book about how to make money with storage unit auctions. You can find out more information about my book "Storage Auction Secrets" at <http://www.StorageAuctionSecrets.com> but here is a brief overview of how storage auctions work.

You've no doubt seen storage unit facilities while driving down the road. These facilities charge you a fee anywhere from about fifty to several hundred dollars a month to provide you a space to store all that extra "stuff". It seems that these storage unit facilities are popping up everywhere. Sometimes several are within only a few miles of each other.

But what happens when someone doesn't pay the rental fee on their storage unit?

When someone doesn't pay the rental fee on their storage unit, the storage facility will auction off all the contents in order to try and recover as much of their rental losses as possible.

An estimated 100,000 storage units are auctioned off every month. Usually the entire unit is auctioned off at once and it's usually at rock bottom prices. This offers you and I tremendous opportunity to purchase items for pennies on the dollar.

If you are buying items to resell from a place like storage auctions, you can easily have more items available to you at rock-bottom prices than you would normally have the ability to auction yourself.

Storage auctions are not a requirement. There are other methods of finding products cheaply enough to use these techniques with such as garage sales, flea markets, etc. Feel free to use whatever methods you choose. Just make sure to run the math before hand and be sure you're making enough profit for the time you are putting in.

The reason I prefer storage unit auctions is because you are usually bidding on an entire storage unit and for only pennies on the dollar I can get an entire unit stocked with things to auction. This beats buying things one at a time and because the cost of a storage unit at auction is so low, my cost per item is dirt cheap.

### **Putting it all together**

You're probably already beginning to see how this all comes together.

By outsourcing all of the time consuming auction process to AuctionDrop or a Trading Assistant you can concentrate on the more profitable parts of your business, which is attending more storage unit auctions (or whatever other methods you choose) to find more items.

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Remember that a key component of this technique is the ability to buy items at rock-bottom prices because of the additional fees you are going to be charged versus running the auctions yourself.

The benefit to you is that you can run as many auctions as you want without worrying about running more than you can handle. Your job simply becomes sourcing the products.

By putting these methods into practice your opportunities become enormous. For example, by purchasing an entire storage unit at auction you can easily end up with tens or even hundreds of items to auction. While this would normally be a daunting task, you can simply drop off the items to be sold and be on your way searching for your next storage unit auction.

With more than 135 million members, there is sure to be an eBay buyer for almost anything you can find.

Good luck!

A handwritten signature in cursive script that reads "Blaine Herbst". The signature is written in black ink and has a long, sweeping horizontal line extending to the right.

Blaine Herbst

For more information on how to profit from storage unit auctions check out “Storage Auction Secrets” at

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<http://www.StorageAuctionSecrets.com>!

You'll learn how to use storage unit auctions to buy items for pennies on the dollar including how to locate the auctions, how to evaluate which storage units to bid on, what to do before and after bidding, how to profit from storage auctions using eBay and much more.

You can also join the Home Business Income Tips newsletter – It's a must for any serious entrepreneur!

Visit <http://www.StorageAuctionSecrets.com> today!