



A Free Course On  
**'How To Be Successful'**  
on eBay

Eelco de Boer

## Free eBay Course V1.0

**IMPORTANT:** Click [here](#) to download **the latest version** of this book.

Dear Reader,

Before I launched my successful book <http://www.powerseller-uncovered.com>, I gave away a course called: “Successful Selling On eBay” through email to a small number of people. After my book was launched, I took this course offline.

I received a massive amount of e-mails and phone calls about why this information wasn't available for free anymore, and if I could please put it back online. To make things easy on you, please find this course included in this e-book.

**You have the right to give away or resell this e-book**, as long as no changes are made to the content.

**You now own the Master Resell Rights to this book.**

Some parts of this book can also be found in my 112 page book “[eBay PowerSellers](#)”.

## **Newsletter I : The best possible moment to start your auction**

I am frequently being asked what the best day or moment in time is to start an auction. I personally prefer the Sunday and I will tell you why later.

It's equally important to know what the worst moments are to start an auction. Of course, it will always be a matter of trial and error and personal preferences. However, it would be wise not to have the auction end on a Monday morning or Friday afternoon.

On Monday mornings lots of people are beginning their workweek, which means they need to answer e-mails or deal with the perils of the passed weekend. There's that huge possibility they will NOT be bidding on your auctions. On Friday afternoons people are often times busy with closing their week and that means they need to rush to do some small chores before they head for home to celebrate the weekend. So again, not the most perfect moment to end an auction.

### **Why Sundays?**

The simple fact a term like the "Sunday Ghost" exists speaks for itself. The "Sunday Ghost" equals slow eBay server speeds or sometimes your auctions simply will not show on Sunday nights. Of course this is something you wouldn't want to happen to you, but it does show you that Sunday nights mean lots of traffic on eBay.

### **Why Sunday nights?**

I have been testing this for a few years now, using the same products on different times but Sunday nights work best for me. And, let's not forget to include the US (for those living outside the USA). Because of the simple fact there's a 6 to 9 hours difference in time, you could best end your auctions somewhere between 7 and 10 o'clock in the evening. Your auction would start over there in the late morning or early afternoon and here (The Netherlands) just after lunchtime, better known as eBay-time.

If you end your auctions in the afternoon, you know not one American will be bidding in the closing hours of your auctions. There's no more important moment in time like this one, since your goal is to attract as many bidders as possible!

## Newsletter 2: How often do you ship your products?

As a (potential) Powerseller, service should be your middle name. A very important aspect of delivering good service is prompt shipment of your objects.

Locally you can be sure the mail takes about one day to get to your buyers. That's rather fast. Outside your own country it will take one to a couple of days. Outside your continent it could just mean your objects take more than one week to arrive at their destination, it's not that simple to tell.

I once shipped three parcels to the same person on the same day, but all three arrived on separate times. This is just one of these things you can't (and don't want to) control.

Considering the fact that you end your auctions on Sunday nights, I advise you to ship only once a week, preferably on Wednesdays.

### ***Ship just ONCE a week? My customers don't want to wait THAT long!***

LONG? At least 70% of payments arrive before the Wednesday. Most of them even as early as the Monday or Sunday through PayPal. The transfer of payments usually takes 1 to 3 days so most of them will be on your account by Wednesday.

In working this way, you reward buyers who pay promptly (before Wednesday) with ditto shipment. If you'd buy an object yourself, pay it on Monday and receive it on Thursday, would you be satisfied? Of course you would be! Another advantage of the Wednesday is that most objects shipped to destinations within your continent, will have arrived at their destinations on the Thursday. If you'd send on a Thursday or Friday, your customer would likely have to wait until Monday or even Tuesday for the object to arrive. So, Wednesday – shipping day!

The (relatively small numbers) of customers that pay you later, will have to wait a little while longer on their objects, but in the end they get the goods delivered to their door and nobody will be complaining.

Advantages:

You only check payments once a week

You only handle shipments once a week

You only drive to the post office once a week

You only have to wait in line there once a week

And so on.....

You save vast amounts of time, you can be at ease and you save money. It doesn't matter if you sell 50 or 5000 objects per week, you shouldn't break with this golden rule! The time and money saved, can be re-invested another way. More about that later.

### Newsletter 3: What starting price do you use?

An important issue is the starting price. My opinion is that ONE Euro/Pound/Dollar is best. The objects with the lowest starting price will be viewed first and best and they stimulate bidding.

I'll repeat that last line:

*“They stimulate bidding”!*

That last sentence holds the core of your eBay success. The number of bidders determines if your auctions will be a success or not. In my next e-mails I will explain about just how important the bidder is and how you can raise the number of bids on your objects quite easily.

If you apply all these tips and tricks, you will see you do not have to cringe thinking about offering objects at a starting price of 1 Euro. There will be plenty of bids on them PROVIDED you apply everything I have explained to you.

I guarantee you that, once you know the do's and don'ts, you will never have to be afraid of selling slightly below buying price.

In my next e-mail, I will tell you all about “The value of a bidder” and next I will give you some solid advice on maximising your results when selling on eBay.

## Newsletter 4: Do you know the value of a bidder?

It is of the utmost importance to know and understand what the bidder means to you exactly. When selling on eBay it is hard to tell just how much profit they will bring you. Some people are willing to spend a small fortune and others just want to get the bargain. Need I say it's up to you to get a lot of bidders of the first kind to bid on your auctions.

### ***“A losing bidder is just as important as a winning bidder”***

At the risk of this sounding odd, I have hundreds of bidders that brought me thousands in profits without ever buying an object from me ever, without ever receiving any of my mails. In other words, I do not know who they are but they brought me thousands in profits, so I am very happy with them!

I assume you know the principal of automatic bidding, but never the less, here is an example:

You have an object on sale for 1 Euro. Bidder #1 bids 25 Euros only for as long as the object stays at the price of 1 Euro. The bid will only be raised when a new bidder comes into the play. As long as no other bidder makes a new offer, the active price will stay at 1 Euro, even though bidder#1 would willingly pay 25 Euros for it.

Along comes bidder #2 and bids 10 Euros. The price shoots up from 1 to 11 Euros. Now that's more like it! Because bidder #1 offered 25 Euros and bidder #2 only 10, the first bidder now is at the top of the list with 11 Euros, since bidder #2 has automatically been overbid.

Bidder #2 doesn't give up all that easily, so he decides to raise the bid. He hopes to win the object for 20 Euros so that's exactly what he offers. The highest bid is now set to 21 Euros BUT bidder#1 still resides at the top of the list.

You can now see that bidder #2 raised the price of your object with some 20 Euros. If he would not have placed his bid, your object would have gone for a whopping 1 Euro!

Just imagine what would happen if this bidder would bid on several auctions. One bidder can bring you hundreds in profits, without him or her even buying a thing!

Now just think of what could happen if you would have 5 (or 50) bidders like that!

Be sure to properly value your bidders, and know that it's up to you to exclude as little a number of bidders as possible! It can literally bring you thousands a year, without too much of an effort!

Now you know this, I will send you some important and easy to use tips that can get you lots more bidders that make you thousands of Euros extra per year.

## Newsletter 5: How to get more bidders

In my last e-mail I explained to you how immensely important it is to get as many bidders on your auctions as possible. I will give you the most important aspects that play a role in getting as many bidders as possible to really start bidding on your objects.

What it all comes down to, being the most important aspect, is this:

### **“NEVER EXCLUDE NOT EVEN ONE SINGLE BIDDER”**

You want as many bidders as possible for your objects so they start bidding against each other. Every bidder you exclude simply costs you money! It is happening constantly: eBay sellers excluding bidders, and, because of that, missing out on small fortunes.

I will now give you some important issues, that are, every single one of them, of the utmost importance. They are all short descriptions, but I will elaborate on all of them in my coming e-mails.

- Accept all relevant payment options
- Get a positive feedback percentage (at least 99%)
- Offer your auctions in more than one language
- Sell worldwide
- Be sure to mention cost for shipment and the expected date of receipt.
- Use a newsletter

As I said earlier, I will give you more details about how to simply apply the techniques I mentioned above.

You have to be aware of the fact that not applying them will make you lose money. In addition, you need to be aware of the fact that when you DO apply these rules, you have the edge over your competition, allowing you to get the maximum profit out of your efforts.

In a relatively simple way, you can raise your margins more than just slightly.

All these techniques seem to speak for themselves, but there are some important aspects to any one of them you need to know, before you do apply them. I will explain later.

## **Newsletter 6: Do you accept all relevant payment methods?**

As I have told you in my previous mail, it's of the utmost importance to get as many bidders as possible, excluding as little bidders as possible. One reason for bidders to buy from you instead of your competition is the number of payment methods you offer.

Note that it is clear from the very start you do accept the payment method of choice. What you should mention anyway, is the following:

### ***Bank transfer***

In some countries, this is very commonly used.

### ***International Bank Transfer using IBAN/BIC codes***

You can find your IBAN/BIC code on your bank statements. Foreign buyers need these codes if they want to transfer money to your bank account. Most German and Belgian buyers prefer that method. International Bank Transfer is free of cost with most banks nowadays.

### ***Paypal***

Paypal is the preferred method of payment used on eBay. Main advantage is you can instantly receive and send payments. Paypal ([www.paypal.com](http://www.paypal.com)) has been integrated in eBay, so when you send customers a payment request, they can pay using Paypal right away. When somebody pays you using Paypal, the funds will be transferred to your Paypal account. The positive balance of your Paypal account can be easily transferred to your own bank account. The one thing a buyer needs is a valid e-mail address in order to pay you.

Nowadays it is not necessary anymore to have a credit card attached to your Paypal account, but it still comes recommended. Some Paypal members can only pay if the receiving party uses a creditcard.

There are many people that cringe when they hear the word "credit card", but no worries, things are safe when attaching your credit card to your Paypal account. It's all up to you.

There's just one disadvantage to Paypal, and that is the costs. Paypal even offers "buyer protection". When a customer does not receive his/her parcel, they can file a claim against you. If you cannot prove you shipped the parcel they can claim their money back. This doesn't happen usually, but it's still important to know. These disadvantages do not weigh up to the advantages Paypal has to offer.

### ***Cash by Mail (Euros, Pounds and Dollars)***

Some eBayers still don't want to transfer money through either their bank or Paypal, but prefer sending it by regular mail. It doesn't matter if it is pounds, dollars or euros, you will have to accept it. Be sure to charge something extra for exchanging all the different currencies received. Remember to state that sending money by regular mail comes at the customer's risk!

TIP: Some customers think putting money in a cd-wrapper might be useful, but it isn't. Just have your customers send it to you in a regular envelope with the money folded into an A4. Insured shipment is an option too.

### ***Cash On Delivery***

With Cash on Delivery, customers come to you to pick up the objects. It will not happen all that often, but some buyers want to save on shipment costs or simply don't trust mail companies. Cash is King!

### **What payment methods **NOT** to accept?**

#### ***Western Union***

Western Union is used frequently by frauds. It's a payment method where you can collect money at a post office without any kind of identification. It's a way for frauds to get their hands on cash and if there's something you don't want to be confronted with, than it's a fraud.

## **Newsletter 7: Get positive feedback on eBay**

Lot's of bidders take a look at your feedback before they decide they start bidding. If you'd have a feedback percentage lower than 99%, it can make bidders decide to bid on your competition's auctions. So, make sure your feedback percentage looks good at any time, since those bidders can bring you a lot of money.

Negative feedbacks cost you money!

### **How to get positive feedback?**

The most important are satisfied customers. Because you ship quality products in time, there will be little complaints. If, however, complaints should occur, than you should solve them in a reasonable manner. Always be reasonable and friendly when corresponding through mail or e-mail.

### ***Never go into discussions with a customer.***

Still, you will get your first "red"-one someday. There's a lot of different techniques you can use to remove this red one. These techniques are not being promoted on eBay nor is it common knowledge, so pay attention.

### ***Incorrect buyers address***

There are several ways and reasons to get negative feedback. One of the reasons is the fact that some buyers never listed a correct home address when registering with eBay. They just didn't take it serious enough or even moved since. Always ask a buyer for the correct address when receiving negative feedback. If the address doesn't match the one listed in his/her eBay account, you are in a good position. Make sure you save all e-mail correspondence and mail it to [poweruser@ebay.com](mailto:poweruser@ebay.com), asking them to remove the negative feedback. It's mandatory with eBay to list a correct address and when a buyer fails to do so, eBay will remove negative feedback for you.

TIP: Most of the time eBay sends you a mail first, telling you that your case is not reason enough for them to remove negative feedback. This is probably one of the many standard eBay e-mails. Keep replying until the feedback is removed. In many cases, I had to reply more than 3 times to get the job done. Just stand firm.

### ***Wait giving feedback until you have received feedback yourself***

A lot of people will not agree on this with me, but it works. Just imagine you having sold an object to a customer and the payment has already been received. If you give positive feedback to your customer straight away, you weaken your position. Now you can expect mails like “I want my money back or I will give negative feedback”. There are buyers that made a sport out of doing this. You can prevent this from happening by simply holding back any positive feedback until you have received feedback from your customer. This way you keep the ball in your court and you will not receive negative feedback all too often. This since you can give negative feedback yourself (if you'd so like) and that causes buyers to hold back on giving negative feedback.

### ***Mutual Feedback Withdrawal.***

When a buyer gives you negative feedback, for whatever possible reason, you can use the technique mentioned above to return the “favour”. Of course, this is not what this feedback story was implemented for, but it sure works. You give the customer negative feedback in return and wait for three days. Next thing you could do is to choose the option: “mutual feedback withdrawal”. The buyer/bidder receives a mail from eBay that enables him/her to remove your and his/her feedback with one push on the button. He or she is being given the opportunity to improve his/her feedback this way. There's only a few eBayers that can resist the temptation.

Let me make it clear that you should always try to avoid situations like this. However, if it should occur one day, you have the methods I mentioned above to limit the damage. eBay will not be all too happy with this advice, but hey, I don't work for eBay. Where your business is concerned, you should avoid receiving too much negative feedback, simply because it costs you more than just money.

## Newsletter 8: Put up multi lingual auctions.

In previous e-mails, I explained about the influence the numbers of bidders have on the ultimate sales price. Another tip I can give you is that putting up your auctions in more than one language really works well too.

What I mean to say is that you could best use your native language (if English is not) and English. Just translate your auction texts to English. You need to do this just once, because you can copy and paste it into any one of your future auctions (like for instance: methods of payment, cost of shipping, who am I etc. etc.). If your translating skills are poor, let someone else do it for you once.

You gain trust this way and you show bidders that foreign buyers are welcome too. Don't go thinking your product is of no interest to the foreign market, you'll be surprised.

I have sold thousands of magazines abroad, in the Dutch language. One of the, in my humble opinion, most successful Dutch eBayers from The Netherlands mainly sells Dutch magazines, which are mostly shipped abroad. Just imagine you getting 80% more bidders on your objects.

Now, I am not saying you should start to sell Dutch products, but I DO want to tell you it's wise for you to consider a worldwide market, accepting everybody even though English is not your favourite language.

Soon I will explain to you how you can attract a GREAT NUMBER of new, foreign bidders.

## **Newsletter 9: What to do with shipping costs**

An important, but often underestimated aspect are the shipping costs. You can find many mistakes made here, that could have been avoided without too much of an effort. It's so important since it can save you a lot of time and money.

### ***Always show shippingcosts in your auctions.***

It sounds so logical, but look around on eBay. It's hard to understand why it's so often forgotten. Mostly it's caused by laziness, but it will cost you more time answering e-mails you will be receiving about the cost of shipping, than mentioning it once in your auctions.

### ***Shippingcosts abroad.***

Find out what the shippingcosts abroad is and list it in your auctions. When living in The Netherlands, you should list the cost for The Netherlands, Europe and Outside Europe. You will set yourself apart from the competition that doesn't. If a customer needs to make a choice between your auction and another one that doesn't mention cost for shipping, chances are you will get the buyer to choose for your auction.

### ***Shipping costs of multiple objects.***

People forget this all too easily, even though this can be stimulating your customers to bid on even more of your objects. When selling CD's, you mention the cost for shipping 1 CD, but you should not forget to mention what the cost for shipping more than one object is. If a buyer sees that cost for shipping 9 CD's is as much as it would cost to ship 7 CD's, chances are that a buyer wants to win 9 CD's, and that will surely raise your profits.

So, you see it's rather important that you take some time to work out this tip, and don't forget to do the same for shipping abroad. This way your bidders will always know what they need to pay, thus avoiding complaints, resulting in a better feedback percentage. It saves you a lot of time completing your auctions, since you exactly know what the cost of shipping is.

Soon, I will tell you more about setting the price of shipping, and how it can make and save you money effortlessly.

## Newsletter 10: What amount to charge for shipping?

I told you I would explain about cost for shipping. Even though it may not seem all too important, you shouldn't underestimate these things. When you are a PowerSeller, you must look at EVERYTHING from an annual perspective.

A mistake that is often heard of is charging too much or too little for shipping. It's up to you to know exactly what that cost is and setting the objects price based on this information.

Where cost of shipping is concerned, things can be rather simple. Ask too much and miss a lot of bids, charge too little and lose money! Any of these situations should be avoided.

What you should charge for shipping should have to be somewhere between the two extremes. Sending out one CD costs you roughly about €1,56. If you ask €3,00 for shipping I guess you will hear nobody complain about you being too expensive. Don't forget, you have expenses for packaging like envelopes and tape, but you also have to take your parcels to the post office. So, putting €1,00 on top should work well enough.

Shipping abroad is yet another story. In some cases, it can even be cheaper. When sending a 300-gram parcel from The Netherlands to Germany, it would cost you €4,00. Shipping it inside The Netherlands would cost you €6,00 oddly enough, and sending it to any other European country would set you back €4,00. Does it need explanation why I would advise you to ask €7,00 shipping that parcel to Germany?

This way you can compensate the cost for placing the object on eBay and the commissions you'd have to pay Paypal. Considering you'll be sending about 200 parcels and letters every week, that would mean 10.000 shipments annually. Using this technique means that you'd have €10.000,00 extra in your bank account.

Yet another small piece of advice that can bring you thousands of Euros extra, annually!

## Newsletter 11: How to get more foreign bidders

I have told you earlier about foreign bidders and their value to you. Remember, the more bidders you attract, the higher your profit.

For many Dutch people it can be quite expensive to put all objects on eBay.com or eBay.co.uk. It can be quite confusing to your Dutch bidders. There is, however, a very effective and cheap way to have your objects show up clearly in the foreign eBay sites.

### **Example:**

You are offering 500 similar objects; let's say 500 different LP's. You put your auctions on the international, German and English eBay sites. You can have these auctions highlighted or you can use another option that draws attention. As an extra line at the bottom you could try something like: “

This week over FIVE HUNDRED records for just 1 Euro!”.

Using these options puts you in the top of the lists at eBay.com, eBay.de and eBay.co.uk and you will be surprised just how many extra (foreign) bids you will receive. These auctions would cost you some €15,00 each, but you will sell hundreds of Euros more. There's just a handful of foreigners that will take a look at auctions on eBay.nl, but using these methods will surely want them to take a closer look.

## Want To Discover More Tips, Tricks And Techniques On How To Make Money On eBay?

If you would like to discover even more tips, tricks and methods about earning money on eBay, than I can only advise you to get your copy of the e-book: [“PowerSeller Uncovered”](#) as soon as possible. If you are seriously planning to become a successful PowerSeller on eBay, this is a no-brainer. I guarantee you’ll earn much more, when really applying the techniques from the e-book **“PowerSeller Uncovered”**. If that is not the case, you will get a total refund of the amount spent, within 24 hours, no questions asked. As you can see, **there is no risk for you whatsoever!**

Other than this report, [“PowerSeller Uncovered”](#) aims at the international market.

I sincerely hope you enjoyed this report and that you will really use these techniques so you can earn even more money on eBay.

### ***Action is Reaction***

To Our Success,

*Eelco de Boer*

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Notes from some happy customers of the book *PowerSeller Uncovered*:

## **“Eelco Keeps His Promises...”**

I've searched for a simple and clear manual for starting eBay entrepreneurs **for a long time**. I found Eelco de Boer's e-book 'Powersellers Uncovered' through a link on the internet.

The book, **which I devoured easily within a few hours, keeps the promises that Eelco states on his site**. It's written very legibly and practically, **without the typical sales pitches and everything is explained step by step**. The book is filled with **tips and instructions and illustrations are added here and there**.

This book is **easy comprehensible for a starting eBay entrepreneur** and it gives you a push in the right direction. **An excellent price/quality ratio**.

*I will definitely get going with this book!*

Ron G.  
Sassenheim  
The Netherlands

## **“I Absolutely Recommend PowerSellers Uncovered!”**

The book *PowerSellers Uncovered* is an easy comprehensible book in the field of eBay. **Eelco is clearly someone that has a lot of experience with eBay to be able write such a book**.

And that he does indeed have a lot of experience, becomes clear very quickly, by the tips he gives. He also tells how he started on eBay. **He explains everything step by step in an easy comprehensible way**.

*I absolutely recommend the book *PowerSellers Uncovered*.*

With kind regards,

Marc Wijnants  
Maastricht  
The Netherlands

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**Get Your Copy Today!** <http://www.powerseller-uncovered.com>