

**Making Everything Easier!™**

**Australian Edition**

# **Making Money on eBay®**

FOR  
**DUMMIES®**

## **Learn to:**

- Build listings that get the highest bids
- Locate goods to sell, around the house and beyond
- Set up a successful eBay business
- Handle shipping efficiently and minimise your eBay fees

**Nathan Huppertz**

*eBay Top Rated Seller and online business guru*

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Dummies<sup>®</sup>, Australian Edition***  
**by Nathan Huppatz and Marsha  
Collier**



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# About the Authors

**Nathan Huppertz** started his online career straight out of university, graduating with a bachelor of information technology, and providing second- and third-level tech support for Orica (an ASX-listed company) as part of its IT team. He quickly realised internet and e-commerce were more fun than tech support, and became a starting member of Orica's e-commerce business unit.

Nathan then moved to a small, purely online, business in Melbourne, which published automotive content and classifieds. Here, Nathan gained experience in online marketing and advertising, business development, publishing and e-commerce — as well as getting the chance to test-drive cars, write reviews, compete in rally events and other fun stuff.

In 2004, Nathan and his partners started the Directshop companies, building a strong eBay business and becoming one of the top eBay sellers in Australia. The business grew, and Nathan and his partners added websites, opened a bricks and mortar store, and developed more products (both physical and digital) to sell. He sold one of Directshop's eBay businesses, started a new line of business (focusing on consulting and e-commerce-development) in 2009, and continues to expand his passion for the online retail world.

A founding member of the Professional eBay Sellers Alliance in Australia, Nathan is also a regular speaker at e-commerce conferences and events, and is a respected member of the online Australian community.

Nathan lives in Melbourne, Australia, with his wife, Tanya, and two gorgeous girls, Eloise and Sophie.

**Marsha Collier** spends a good deal of time on eBay. She loves buying and selling (she's a PowerSeller) as well as meeting eBay users from around the world. As columnist, radio co-host, author of six best-selling books on eBay, and in-demand educator of all things regarding online business, she shares her knowledge of eBay with millions of online shoppers.

Out of college, Marsha worked in fashion advertising for the *Miami Herald* and then as a special projects manager for the *Los Angeles Daily News*. Upon the birth of her daughter in 1984, she founded a home-based advertising and marketing business. Her successful business, the Collier Company, Inc, was featured by *Entrepreneur* magazine in 1985, and in 1990, Marsha's company received the Small Business of the Year award from her California State Assemblyman and the Northridge Chamber of Commerce.

Most of all, Marsha loves bargain shopping a great deal — that's what drew her to eBay in 1996, and that's what keeps her busy on the site now. She buys everything from replacement toothbrush heads to parts for pool equipment to designer dresses. Marsha knows how to *work* eBay, and loves sharing that knowledge.

# **Authors' Acknowledgements**

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This book couldn't have been written without the input from thousands of eBay sellers and buyers that I've spoken to from all over the country. You inspire me to work harder and do my best to help all of you.

I've made so many friends along my eBay travels — if it wasn't for them, this book wouldn't be here. Thanks to the rest of my eBay buddies — who always seem to have a moment when I call.

I particularly want to thank my editors and publisher at Wiley Publishing, Inc.: Susan Pink, Louise, Ruby, Steven Hayes and

Andy Cummings.

Thank you all!

# Dedication

***From Nathan:*** To the staff at eBay, who have worked hard for many years to build a fantastic marketplace and create the opportunities it presents. I've had the pleasure of meeting and getting to know some of the great eBay Australia staff, and I take my hat off to them for all that they do.

I also dedicate this book to the many entrepreneurial people who buy this book, read it and use it as a starting point in their online careers. Good luck!

Last but not least, I dedicate this book to Tanya — an amazing wife, friend and support — and to Eloise and Sophie.

***From Marsha:*** To all the future eBay sellers — I look forward to seeing your auctions and hearing your stories.

I dedicate this book also to all the employees at eBay, who work very hard and don't always get noticed or appreciated by the community. I want to thank all of you for your endeavours; you make eBay a fun and profitable site to visit for millions of people. Keep on doing what you're doing.

## **Publisher's Acknowledgements**

We're proud of this book; please send us your comments through our online registration form located at <http://dummies.custhelp.com>.

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# Introduction

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Welcome to *Making Money on eBay For Dummies*, Australian Edition! We can't begin to tell you how thrilled we are that our enthusiasm and excitement for shopping and selling on eBay has spread to all corners of the earth. eBay has more than 95 million users globally and around 6 million in Australia — that's quite a community. It's a community of buyers who don't see the need to pay retail prices for items they buy, and of sellers who forage out wholesale bargains to sell online and make a few dollars. eBay is a true international marketplace — and the best part is that eBay is available to anyone over 18 who wants to take the time to figure out how it works.

Along with the emergence and growth of eBay, the web-based retail landscape has changed in Australia in other ways too, with many more individuals and sellers looking to go online each year. We show you why selling at eBay is a great way to get involved in this growing market!

eBay isn't hard to master, but just like with any tool, if you know the ins and outs, you're ahead of the game. Getting the best advice on how, what and when you sell can help make you the most money.

How much money you earn at eBay depends entirely on how *often* and how *smart* you are at conducting your eBay transactions, and we help with the *smart* part by sharing tips we've learned along the way. We offer a load of terrific selling strategies for the beginner through to the advanced seller. With this book and a little hard (but fun!) work, you can join the ranks of the millions of people who use their home computers to make friends, become part of the eBay community, have a lot of fun and make a profit.

# About This Book

You've come to the right place to find out all about selling at eBay. You get all the tools you need to get moving at eBay, turn your everyday household clutter into cold, hard cash and look for other items that you can sell at eBay. We even show you how to streamline your selling processes and become more business-like in your dealings with buyers.

Remember those open-book tests that teachers sprang on you in high school? Well, sometimes you may feel that eBay springs the odd test on you while you're online. Think of *Making Money on eBay For Dummies*, Australian Edition, as your open-book-test resource with all the answers. You don't have to memorise anything; just keep this book handy to help you with the more advanced parts of eBay.

With that in mind, in this book we show you how to:

- ✓ Get online and register at eBay.
- ✓ Navigate eBay to do just about anything you can think of — research items for sale, set up auctions, monitor your transactions and jump into the discussion forums.
- ✓ Choose an item to sell, pick the right time for your auction, market it so that a tonne of bidders see it, and make a profit.
- ✓ Communicate well to your buyers and close deals without problems.

## Foolish Assumptions

You may have picked up this book because you heard that people are making money selling unwanted items at eBay and you want to find out what's going on. Or you may want to run a small business from home to make extra cash, or even start a large business to provide for you and your family. If any of these assumptions are true, this is the right book for you.

Here are some other foolish assumptions we've made about you:

- ✓ You have, or would like to have, access to a computer and the internet so that you can do business at eBay.
- ✓ You have an interest in online commerce (marketing and selling stuff) and you want to find out more about it.
- ✓ You want great tips and strategies that can help you sell products and services on eBay and make more profit doing so.
- ✓ You're concerned about maintaining your privacy and staying away from people who try to ruin everyone's good time with negligent (and sometimes illegal) activity.

## **Conventions Used in This Book**

We use a couple of conventions in this book to make it easier for you to follow a set of specific instructions.

Steps for navigating menus or categories may appear with arrows between each selection. For example, if you see something like Collectables⇒Cultural and Religious, we're

suggesting that you choose the Collectables category and then click the Cultural and Religious option.

Whenever we want to highlight a message, a special link or information on the screen, it looks like this:

This is onscreen information.

## **How This Book Is Organised**

This book has five parts. The parts stand on their own, which means that you can read chapters in Part II after you read chapters in Part IV or skip Chapter 3 in Part I altogether. It's all up to you. We feel that to get started, however, you should at least dip into Chapters 1 and 2 in Part I to get an overview of what eBay is all about and find out how to become a registered user.

### **Part I: Forget the Mail: Getting a Feel for eBay**

In this part, we tell you what eBay is and how you use it. We take you through the registration process, help you organise your eBay transactions and interactions using your My eBay pages, and get you comfortable navigating the site from the home page.

### **Part II: Are You Selling What They're Buying?**