

# The “Dirty Secret” Hiding On Ebay



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## **Scam. Rip-off. Crap. Useless. Taken.**

This is how you feel after buying a product that promises you so much but delivers so very little. Everyone in the entire world has more than likely experienced this feeling at one time or another. But when you are looking for a concrete way to earn more money through eBay, and you may even be desperate for the earnings, these feelings are multiplied to astronomic altitudes!

Throughout this ebook, you're going to read some things you may not want to face. And some of the content may upset you. Apologies in advance for this, but it's high time **SOMEONE** told you the **TRUTH!** And sometimes the truth can be an ugly business. Try, as difficult as it may be, to look past the harsh ugliness and open your mind to the possibility that the information here is based in **FACT** from personal experiences.

The hope with providing this information to you is to arm you with the knowledge you need to hopefully save yourself money when searching for the "golden goose" or easy road to riches that many are trying to sell through eBay.

Don't know what that means? Well, take a look at these "example" auction titles and consider if you ever thought about purchasing them:

***"I Made [Insert Ridiculous Dollar Amount Here] Within [Insert Ridiculous Time Frame Here] By Selling On eBay!"***

***"Make Money From Home For FREE All On eBay!"***

***"I Will Share My Closely Guarded Ebay Profiting Secrets With The World For The First Time"***

***"Sure Fire System Earns You Thousands A Day On eBay"***

***"Earn Enough From eBay To Be Set For LIFE!"***

Heck. You may have even bought a few of them! Plenty of people searching for their "instant riches" dream have. You aren't by yourself here. Everyone wants to be financially stable and have "money freedom". Who in their right mind wouldn't? And almost everyone would like to have this wealthy independence with minimal work involved.

The key word in the above statement is DREAM. It's a "dream".

The cold reality of it is that to gain your financial freedom **YOU HAVE TO WORK AT IT.** The person selling the "instant riches" product had to work to create the product and sell it. You have to work to use the system described by following X-Y-Z steps. And on and on it goes. Everything is based on **WORK.** Or effort put forth to attain your goals.

This is your wake up call. . . .

### ***"There Is No Such Thing As A 'Free Lunch'."***

And that, my friend, is the **TRUTH** of the matter.

Are you finally ready to learn the "Dirty Secret" that is hiding behind all the "hype" you see floating around on eBay?

If you are tired of sifting through all the "bull" being shoveled into your face about making money from eBay and want to know the REAL truth, then you are in the right place. Inside this ebook, you will read the cold, hard facts when it comes to earning real profits on eBay. And none of the garbage you just read above even comes close to being figures you can actually earn.

And why those making the above outrageous claims really ***ARE*** earning the money, but also, why **YOU NEVER WILL** until you wake up to the facts right in front of your eyes.

So, if you are ready to separate all the "trash" from the buried treasure, let's get started so you will waste no more time, or money on crap systems and information that amount to squat!

### **“WHY CAN'T I GET RICH LIKE SO AND SO? THEY'RE DOING IT. SO WHY CAN'T I DO THE SAME?”**

Honestly?

Because "so and so" doesn't really want you to! Who else will they have to sell their next big "secret system to easy eBay profits" to? That's the first big piece of the puzzle. You have to understand that the person selling their "how I made X-amount-of-dollars on eBay" doesn't really ever reveal the actual steps to their entire system.

Why is that 100% true?

Because then they have nothing left to sell you later on.

Everything you need to earn your own profits with, you'll already have within ONE SINGLE PURCHASE. And that doesn't factor in very well to their profiting equation.

Add to that the fact that revealing their "secret system of churning out steady profits" to YOU would give them another person to compete with. And what person that is online to make their **OWN** money wants to make things harder on themselves?? Uh, NOBODY.

Plus, let's remember too that you can adopt any type of "persona" you want online. And it's all too easy to create the "nice guy or gal", or "I got rich almost overnight" character that honestly wants you to succeed. Why would they? How would that benefit them in the long run? It wouldn't. Therefore, they don't give you the real tools you need to succeed and will come up with every excuse in the book telling you otherwise. Including the ever popular:

**"Most People Will Do Absolutely NOTHING With This Information And Stay Stagnant In Their Earning Potential. You MUST TAKE ACTION For This System To Work"**

Most times, that last statement in and of itself is **TRUE**. And we're talking from a physics principles point of view. Every action has an equal re-action as a result. Obviously shortened here, but the principle remains the same. If you do nothing, then as a result you will receive nothing. If you do something, then you will receive something. Simple physics.

However, a majority of people that DO take action still won't see the same results of the one selling them the system because they have left out certain aspects of the system in the first place for extra "back end" profits later on.

Please, DO NOT FALL FOR THE PICTURES!

You want the "real deal" about who's buying what from them? Check out their eBay feedback and take time to browse through what they have actually sold. It is so easy for any person with a tiny bit of working knowledge of image editing software to fabricate "financial proof" images, it isn't even funny. So be wary these may not be actual figures you are looking at.

Now, this "financial proof" picture tactic is used to "suck you in" and get you checking out their auction listing and reading their sales copy. Which if you notice, gets you pumped up and believing that you might possibly be able to do what they are doing and live the "rich" lifestyle so many people desperately want.

You took the bait(the "financial proof" images, the fabulous vacation shots, expensive property or sports cars they bought, or the half naked girl, or guy, who they don't even know), and now they're reeling you in(getting you to read their sales copy) for the catch(or

the sale).

Another giant piece of the "non profiting" puzzle is that most of the content that makes up these "super systems" are either common knowledge or can easily be found throughout the internet. Half the time, it's simply a matter of rewording older techniques and then repackaging it as if it is a brand new state-of-the-art money making system. It's not. In all honesty, most so called "new" systems or tactics are really re-vamped "classic" marketing tactics.

The most disturbing factor of this "repackaging" trend is the fact that most of the information they are providing you with was originally obtained from, most likely, a free resource. For example, all the "how to eBay" guides are comprised of free information simply re-worded provided by the main eBay site to begin with!

But, I'm about to reveal to you the real reason why "so and so" is profiting and **YOU AREN'T** from their "unbeatable" profiting system.

One simple word sums it all up. . . .

## **COPYWRITING**

These people are masters of this craft. You may not believe this but, you can have the crappiest product of all time and still sell a million copies of it if you know how to write a good sales ad. There are literally hundreds of examples of this if you need concrete proof. And, since you are reading this ebook right now, you probably own many of them, so you know first-hand how crappy they are!

Think about that last sentence for just a second.

How many products have you purchased up to this point with the promises of easy, quick, cash? 2? 10? 35?? And have **ANY** of them worked for you? Have **ANY** of them explained a different way to earn this cash you so desire? Or is it a matter of taking the **SAME** information and "packaging" it in a different way with only slightly similar language, or writing styles?

And, because the copywriting is attracting, or "reeling you in", on one point or another, you are buying their product. And **THAT**, dear friend, is how **THEY** are making their "fortune". **FROM YOU** buying into their beliefs.

Which ultimately leads to you **BUYING THEIR PRODUCT.**

Even if it's only \$5.00 you're spending, that's another \$4.00 profit they're earning taking them that much further to their money goal. All those "little" profits begin adding up over

time.

And **HOW**, exactly, is their copywriting style "hooking" you in? Well, it's either one of two things, or a combination of both. . .

### **A LOW PRICE**

and/or

### **PLAYING OFF YOUR EMOTIONAL TRIGGERS**

What is the meaning behind the "emotional triggers" they're copywriting is evoking from you? Well, how about these, just for starters. . .

You Want To Earn More Money

You Want To Earn EASY Money

You Hate Your Normal Day Job

You Want To Work For Yourself And Be The Boss

You Have A TON Of Bills To Pay And Need Quick Cash

You Want To Be Successful And Tell Everyone How You Became An "Instant" Millionaire on eBay

You Want To Save Money On X-Y-Z Purchases

Are you starting to see the pattern here?

There's always ONE MAIN FOCAL POINT of any good copywriting sales letter. And with eBay, the main focal point is usually **MONEY**. Take heart though, because there are literally MILLIONS of people searching for ways to earn fast, easy money. So you are definitely not alone in this quest. :-)

Why is there only **ONE** main focal point for each sales letter? So that you don't get distracted from the action the writer wants you to take. **TO BUY THE PRODUCT!**

And as for the price portion of it, that's pretty self-explanatory, but we'll discuss it further here so you can clearly see what is going on "behind the copywriting scenes".

Say Mr. E has an information product that sounds great and claims to show you how he has made over \$20,000 in under 2 weeks time. Plus, Mr. E says that by giving you this information, you will be able to reproduce his success for yourself. For just \$5.00. Sounds like a good deal right? I mean, 5 bucks isn't so much to part with, is it?

And that's **PRECISELY** the mind set Mr. E wants you to be in so you give up the cash without hesitation.

Now, imagine for a moment that there are, say, 15 different listings for this particular item with 600 copies available for purchase through each of those 15 listings.

$600 \times 15 = 9,000$  - That's 9,000 copies of his information product, or ebook, available for purchase through all 15 of his listings on eBay. Now. . .

$9,000 \times 5 = 45,000$  - That's **\$45,000** if Mr. E accomplishes his initial goal of selling out all 9,000 copies.

Let's say that Mr. E can only sell half of those copies available. Got the total all figured out already? Man, you're quick! But, for illustration purposes. . . .

$9,000 / 2 = 4,500$  - 4,500 copies of Mr. E's money making system ebooks are sold

Bringing Mr. E a grand total of **\$22,500 earned gross**. I say "gross" because Mr. E will have to pay out some of that money for eBay listing fees and PayPal payment processing fees. Even though this is just a small percentage out of his overall profits. So he's still managed to reach his initial \$20,000 goal.

Interesting, eh?

Are you starting to get the picture now? Hopefully you are :-). It doesn't take a rocket scientist to figure out that any single person can come up with some "fool-proof" eBay profit system within the span of a DAY and earn a couple thousand dollars by a couple days end. Especially if this is something one can only retrieve by purchasing it from the main individual selling it.

It's like taking candy from a kid. Excuse the cliché, but it is.

Take all those people on eBay selling electronic books, or "ebooks", for .99 cents. Sure, they're only going to receive a small portion of that after paying out the listing fees and payment processing fees. But even if they manage to eek out .33 cents each for those items, and they're selling enough of them, they can rake in a tidy little sum after the day is done. Let's do a little more math to illustrate this point further. . .



Ms. C has her own eBay store, which will allow her to list her items for just a few cents. Let's say .05 cents for each listing (last I read, the actual store listing price was .02 cents, so this example is a little exaggerated).

Now, let's say that Ms. C has around 400 items listed within her store. A reasonable number. So. . .

400 items x .99 cents each = \$396

Not an extravagant number by any stretch of the imagination of course. BUT, what if Ms. C manages to sell out HALF of her items on a daily basis?

200 items sold per day x .99 cents each = \$198 A DAY TOTAL GROSS EARNINGS

Okay, let's parlay that into a week's worth of earnings. . .

5 days x 200 items sold per day = 1,000 items sold in a week

**1,000 items sold x .99 cents per item = \$990 total gross profits in 1 week**

Obviously, Ms. C is going to have to pay her monthly \$9.95 eBay store fee for having her shop, but that's a MONTHLY fee, not weekly. And say Ms. C has to pay out HALF of her earnings for the payment processing fees.

She still walks away with around \$500 a week. And monthly, Ms. C is earning a total income of: \$2,000, minus the \$9.95 eBay store fee of course.

Is this an impossible figure to reach? Not at all. Is it difficult? Could be. Depends on what you're selling. If you have 400 ebook items that only YOU are selling on eBay, then you have a better chance of reaching that end result.

Exclusivity aside, the infinitesimal price of just under a dollar makes reaching that profit goal much more possible. Especially if Ms. C is selling more popular, newer titles. eBay buyers looking for these specific information products are more than happy to fork over the "under a buck" funds for what they want. To be perfectly frank, who hasn't done this a couple of times?

Understand that the above "example" isn't meant to be some type of prototype for you to follow. It is meant to let you begin to see how some of these folks harping that they are making "thousands" of dollars monthly on eBay is entirely possible.

Money is the universal language. Oh, you thought it was love? Nope. It's cash. Money makes the world go-round. Money makes eBay go-round-and-round-and-round-and. . . Well you get

the idea here.

Everybody wants it. Everybody needs it. And most importantly, everybody wants MORE of it. Money is the strongest pull for selling a product you will ever see in your entire life.

Especially if another person convinces you that you can either make more of it or save yourself some of it, the outcome is always the same. You are ready to go for it just to try and get your little "slice of the pie".

Remember, this isn't an ebook designed to "earn you X amount of dollars in X days". This is an ebook designed to help educate you on the secret tricks of those people trying to separate you from your money. So in effect, it's main purpose is to, hopefully, save you a few dollars that you might otherwise unnecessarily spend.

If you want to know how to make money on eBay, there's a couple of ways you can do it, and I'll tell you each of them, right here so you don't have to spend money on a bunch of "crap" ebooks, courses, or guides that will tell you the EXACT SAME STUFF.

Are you ready? Here we go. . . .

***1. Buy Wholesale Products And Resell Them For A Higher Price Than What You Initially Paid***

***2. Utilize A Dropshipping System***

***3. Sell Physical Products You Already Have Lying Around The House***

***4. Sell Digital Products***

That's it. That's all there is. Either you're selling "physical" products or "digital" ones. Period. There is no "golden goose" hidden somewhere on eBay. This is all there is to making money on it. End of story.

And, here are some additional "tips" that you'll also see sprinkled throughout all the other "money explosion" guides. . . .

### **TIP #1**

Find something to sell and sell it. Or at least attempt to. Whether you accomplish this by going through your own items at home, frequenting yard or garage sales, rummaging through thrift stores, buying new product wholesale, using a drop-ship system, writing up an exclusive digital information product or guide, selling resale rights products, etc., just have something of VALUE to sell through eBay.

**TIP #2**

Start your bidding price as low as you are willing to go for your item you are placing up for auction.

**TIP #3**

Have your own "USP" or Unique Selling Proposition. Think about what makes YOUR product different from everyone else's, such as, your customer service, price comparison, product quality, exclusivity of your product, etc.

**TIP #4**

Use an attention grabbing auction listing title to stand out from your competition using specific keywords that your potential customers may be searching for.

**TIP #5**

Make your auction listings easy to read sticking with the basic black text on white or light colored backgrounds.

**TIP #6**

Do something pro-active with the information provided to you within X-Y-Z guide or you won't see any positive results from reading it.

**TIP #7**

Use your "About Me" page to advertise your other products through your site links and generate leads to build a emailing list of potential customers.

**TIP #8**

Keep a list of every eBay buyer's email that purchases from you to send messages to later for back-end sales after the initial auction has ended.

**TIP #9**

Be creative with your auction descriptions to make your listing stand out from other similar listings.

**TIP #10**

Try running a "mystery auction" listing by taking items you already have and don't want anymore. Throughout the duration of the auction, offer clues to the items included within your "mystery auction". Be sure that the items you are offering are of value and not a bunch of dollar store items one can get anywhere.

**TIP #11**

Automate your auction delivery system as much as possible if you are selling digital

products either through Outlook Express "Message Rules" or through a web based service such as <http://www.auctionhawk.com>.

**TIP #12**

Don't get greedy with your shipping and handling fees. Stick to the actual fees or very closely to them.

**TIP #13**

Start up your own eBay store and get it free for 30 days just to try it out to see if this is right for you and to lower your overall listing costs.

**TIP #14**

Consider looking for misspelled auction listings and correcting them for more exposure and profits if you have the same product(s) for sale, or if you purchase those misspelled auction listing items.

**TIP #15**

Consider listing your auction for the full allotted time of the 7 day duration as you will get more positive results.

**TIP #16**

Don't participate in the 1cent or 1p auction listings to gain more exposure or receive fast feedback. You are doing yourself a disservice and certainly devaluing the product you are offering to others. The ONLY time this is a good idea is if you have created your own digital ebook product, written and offered exclusively by YOU to build your feedback rating and earn back-end profits. NEVER use another author's product to do this with as you will receive a much more negative backlash in the end.

**TIP #17**

Always be TRUTHFUL about the items you are selling on eBay. NEVER LIE!

**TIP #18**

Be sure to read all the auction listing FAQ and rules before you list an auction item as you will lose money if you break eBay's terms/rules and they end your auction early for you!

**TIP #19**

Use pictures along with the description of your auction item. You will attract more potential bidders/buyers this way. And, pay the extra .35 cents to list a gallery picture/photo/image with your auction title. This will also attract more bidders/buyers.

**TIP #20**

Always list your auction item within the appropriate category on eBay.

Obviously this isn't all the “tips” available out there, but I have something special in store for you that might just provide you with more of them. And it won't cost you one red cent. Below, you will find it. Enjoy!

## **ADDITIONAL BONUS FREE GIFTS TO HELP YOU FURTHER**

Now, remember everything you've read above and take the information for what you feel it is worth within each one of these products I'm including here for you to utilize. As with everything in life, take only what you need to succeed and leave the rest ;-)

I can almost positively guarantee you that the information found within each of the products available for you to download below will be profoundly similar to any “new” how-to-profit-on-eBay product you are considering purchasing. No matter how exciting it sounds. The base information/instructions are practically the **SAME**.

Make sure you are connected to the internet before you attempt to access the below products since you will need to download them.

- [Online Auction Profits Manual](#)
- [eBay Holiday Frenzy\(RIGHT CLICK and "Save Target As. . ."\)](#)
- [eBay Extreme Package](#)
- [How To Sell Info Products On eBay](#)
- [The Secret Of The 1 Cent Auction Revealed](#)(Not a recommended method, but always a good idea to arm yourself with all the available information on the subject)
- [The 90 Day Powerseller Challenge](#)
- [97 eBay Success Secrets](#)
- [10,000 Words & Phrases That Sell Like Crazy!](#)(Not exactly “eBay” related, but can be applied to auction listing titles)
- [Auction Sources Big Book](#)
- [Automate Your eBay Sales](#)

- [eBay: The Inside Story](#)
- [eBay Traffic Funnel\(RIGHT CLICK and "Save Target As. . ."\)](#)
- [eBay Entrepreneur Kit](#)(PDF version)
- [eBay Cash!](#)
- [Special Report: eBay Drop Ship Profits\(RIGHT CLICK and "Save Target As. ."\)](#)
- [Keeping It Positive: eBay Feedback Guide](#)
- [12 Little Known eBay Niche Markets You Can Profit From\(RIGHT CLICK and "Save Target As. ."\)](#)
- [eBay Pulse Guide: Version 2](#)
- [Resell It On eBay](#)
- [Mining Gold From eBay](#)
- [Info Profit With eBay](#)
- [EZ eBay Ad Builder](#)
- [The eBay Buyer's Guide\(RIGHT CLICK and "Save Target As. ."\)](#)
- [The eBay Seller's Guide\(RIGHT CLICK and "Save Target As. ."\)](#)

Lastly, I want to mention one other ebook that is selling on eBay that has terrific, and very useful, information contained within it. It isn't free, or cheap. It is however extremely affordable at just \$10.00 a pop. The author, John Thornhill, is fast becoming an eBay information selling product expert. He has written numerous related, and I must say informative, articles on the subject, has his own web site, including an exclusive "members only" area, and is an active information product seller on eBay through his eBay user ID: planetSMS.

John's ebook is the exception to all the aforementioned "rules" in this ebook. It is well worth the tiny cost and you will learn much from having a copy of it. There's no affiliate program associated with it, so you can be sure that I'm telling you the truth here.

If you're interested in learning even more about selling information products on eBay, I

highly recommend you pick up a copy for yourself and see what John has to say in his remarkable ebook “The \$10,000 Auction” here:

<http://stores.ebay.com/PlanetSMS> (look for The \$10,000 Auction ebook on the upper right hand corner of John's store inside the box: “Can It Be Done?”)

Oh, and one last point. . . .John is in no way associated with this “plug” to his product. But I would like to personally thank John for creating such a wonderfully informative product. Congratulations and much success to you John!

Well, we have come to the end of this, what I hope was informative, ebook. What I want you to come away with is the knowledge that while it is entirely possible to earn profits from eBay, not everyone will.

And, not everyone selling on eBay truly wants to see you succeed in your endeavors. Take everything you see and read online with a huge grain of salt and consider the source this information is coming from. Then ask yourself, “Does this person honestly have my best interests at heart, or they just in it to make themselves a quick buck off of me?”. It may take some trial and error, but eventually, you will find those people that can be trusted and the answers to your eBay profiting questions. Even if you have to reach those answers on your own :-)

After all, you are your greatest coach and educator!

To Your eBay Success,



(YES. .That's really me!)

*Tracy Yates*

Tracy Yates  
<http://www.tracyyates.com>