



# eBay PowerSeller Million Dollar Ideas

*Brad Schepp, Debra Schepp*

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**eBay PowerSeller Million Dollar Ideas** Brad Schepp, Debra Schepp

**Profit from the Ground-Breaking Strategies of eBay's Top Sellers and Gain the Competitive Edge**

Kick your eBay business to the next level with the market-tested methods and advice contained in this unique guide. Packed with examples and insights from over 100 top entrepreneurs, *eBay PowerSeller Million Dollar Ideas* reveals the creative strategies the eBay elite have used to tower over eBay's cutthroat competition and thrive in the competitive world of e commerce.

Learn how to design a successful business blueprint, acquire unique and desirable merchandise, build high-traffic auctions, and target an international customer base. Plus, get valuable, timely information on marketing your goods on non-eBay sites, attracting repeat customers, optimizing shipping charges, and protecting yourself from fraud online.

- Create a flexible, scalable e-business plan with an eye toward the future
- Locate low-cost inventory through Google, Craigslist, and trade shows
- Tailor your business name and URL for maximum impact
- Develop listings and auctions that generate high traffic
- Integrate high-impact photos, voice, music, and video clips
- Evaluate your financial performance using eBay's new Sales Reports and quarterly statements
- Drive traffic to your listings using eBay's Keyword Program, Google AdWords, Froogle, Google Base, and the blogosphere
- Increase sales by offering free shipping and return-customer discounts
- Combat online phishing and pharming scams, counterfeiting, and identity theft
- Attract international customers with eBay UK, eMarketBytes, and overseas partners

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