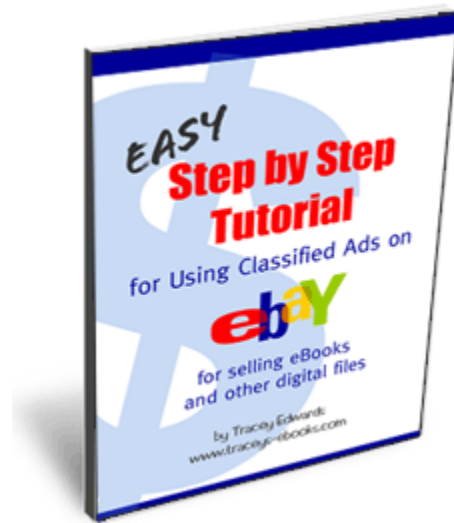


# Beginners Guide to Selling Digital Items on Ebay using Classified Ad's

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## Information up to date as at 31<sup>st</sup> March 2008

Disclaimer:

eBay is constantly changing the rules for what they will and will not allow for Classified Listings. As such the information cannot be guaranteed as to what will be allowable in the future.

I will however make every effort to keep the information up to date as it changes.

## Your rights to this report

You have the following resell rights to this report:

- [YES] Give away for FREE
- [YES] Sell it
- [YES] Offer it as incentive to build your mailing list
- [YES] Include it in part of a package

What you may not do with it:

- [NO] Modify the content in anyway
- [NO] Claim yourself as the author

So as long as you do not modify the content in anyway, you are good to go.

## Why use Classified Ad listings on eBay?

Prior to 31<sup>st</sup> March 2008, I sold eBooks on eBay as regular listings and was very successful at it. But on that fateful day eBay changed the rules. You could no longer sell any digital items (items that can be downloaded) anywhere but the classified ad section.

At first this seemed to be a bit of a blow to my business, after all the fee's for listing a classified ad on ebay.com was \$9.95, could I really afford that?

But after a great deal of reflection I decided to use this to my advantage, after all not many people currently know the power of classified ads so my competition would be low, eBook pricing would have to increase which would be good for my profit levels, and unlike regular auctions you are allowed to put external links and other things such as opt-in boxes right there in your listing.

The advantages were starting to look quite good. By using classified ads you can:

- ✓ Increase (or start) a mailing list of subscribers (I read once that every person on your mailing list is potentially worth \$1 per month. Have 500 subscribers and you could perhaps make \$500 a month!)
- ✓ Have your listing run for a full 30 days and appear in the regular listings. (Much better than the regular 7 day listing).
- ✓ Include external links in your ad. The potential for creating ads for affiliate products is amazing.

In fact the only negative I could really see was the fee of \$9.95, and the fact that you do not receive any feedback (but perhaps the feedback issue is a positive in disguise!)

So if you are like me and want to sell digital items, then perhaps you might want to consider classifieds too.

Let's see how to list a classified ad using eBay's Turbo Lister.

## How to use Turbo Lister to sell Digital Items or other items using the Classified Ad format.

Turbo Lister is eBay's listing tool program. If you are listing a lot of auctions this little program is going to save you a lot of time!

If you haven't already got it, you can get it here from eBay (it's FREE)

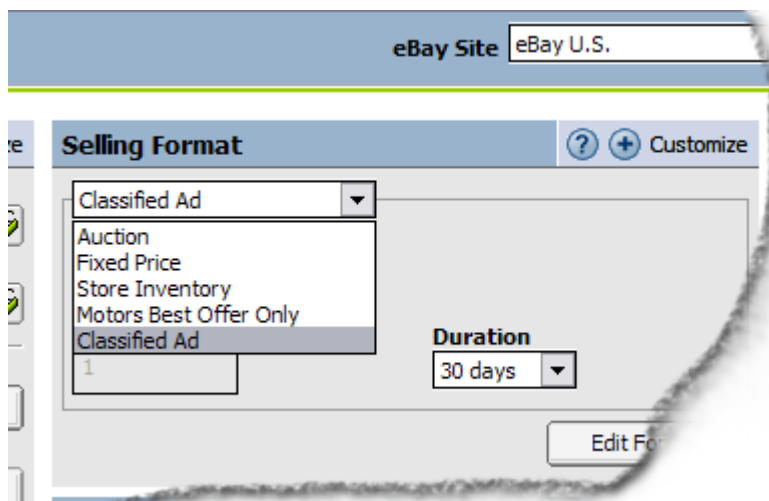
[http://pages.ebay.com/turbo\\_lister/](http://pages.ebay.com/turbo_lister/)

Once you've got a listing set up in turbo lister you can easily relist it as many times as you like! You don't even have to be online to use turbo lister as it's installed onto your own computer so you can work on your listings and then when you are ready upload them all to eBay.

It'll ask for you eBay username and password when you first log in (don't worry its safe – it's just so that it can upload your auctions for you).

Once you are in, click the 'NEW' button then choose 'Create New Item' to create your first listing.

Now first thing you need to do is to select Classified Ad from the Selling Format drop down box.

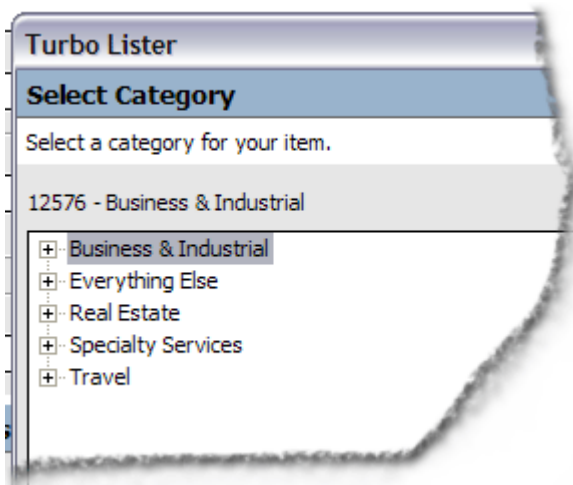


This will automatically change the format to a 30 Day listing (however you are free to change it to 60 or 90 days if you like). I personally recommend keeping the listing at just 30 Days to begin with until you start to see how much demand your product will receive.

From then it's pretty straight-forward – just like entering a regular listing; you enter your title, description, category, etc.

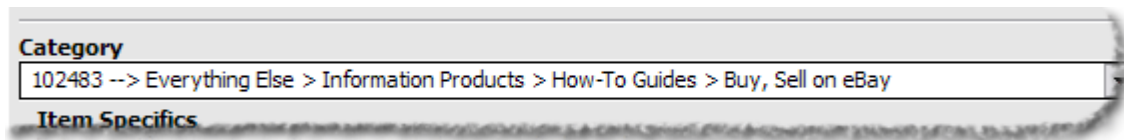
Enter your price at however much you will be charging for your eBook or digital file.

Classifieds do have a limited category selection to choose from. Press the select button next to the category box and you will see this:



Choose the category that is closest to your item. As I will mostly be listing eBooks I would be using the Everything Else Category.

As soon as you enter the Everything Else, Information Products category, the shipping information in the right hand section will disappear.



Finally add your image and your description of your ad

**Buyer Communication**

**Primary Telephone**

**Secondary Telephone**

**Contact Hours**

Next on the right you will see that there are a few new things to fill in for a classified ad. The first is Buyer Communication. This section is optional, and you only need to fill in your phone details if you want your customer to contact you this way.

This is mainly used by service type industries, such as accountants, real estate agents, travel agents etc.

If you are just selling digital items, you can leave this blank if you like.

The shipping information box will now be gone since you have listed it as a information product.

So finally, enter your payment information and you are done listing your first classified ad!

Now you just need to upload it to eBay and wait for the customers.

## What are the best eBooks to sell through Classifieds?

With so many different types of eBooks to choose from, how do you choose the right ones to sell?

From my experience there seems to be three main eBook topics that sell very well on eBay. They are:

*Food/Recipes* – Always in demand, these eBooks are always popular and easy to sell.

*Health/Fitness* – Again these eBooks seem to sell very well. Everyone is always interested in getting healthy or solving a health problem and will pay a few dollars for an eBook to tell them how to do that.

*Make Money/Sell on eBay* – Information or 'How To' books on making money online or on eBay seem to sell very well. Obviously because that is the market people are already in, they want to know step by step how to make quick and easy money for themselves.

Since your listing will be running for a full 30 days, I recommend starting your price for your eBooks for at least \$2.97 (although with limited competition it is possible that you could get much more). That way, if you only sold one eBook a week (for the full 30 days – that's  $4 \times \$2.97 = \$11.88$ ), you would turn a (very) small profit that would cover all your fee's.

Of course if you can sell MORE than one eBook a week with your listing, then you are looking at some very good profits!

## What else can you sell through Classifieds?

As mentioned earlier, other than services you can also increase your income by creating listings for other items.

### **AFFILIATE MARKETING**

If you are into affiliate marketing, why not create an ad for one of the products you are promoting. Use your affiliate link in your ad (since you ARE allowed to include external links at the time of writing (however this may change in the future)) and that will direct the customer straight to the affiliate page where (if they buy) you will get the commission.

For most products, you only need to make one sale during the 30 day period to make a profit.

### **LIST BUILDING**

If your goal is to build a mailing list, then classified listings could be a dream come true for you since you can put your opt-in box right there on the page!

If you use the old rule that every subscriber is approximately \$1 a month in your pocket (from the offers you send them) then to make this ad worth your while, you would need to gain 10 subscribers every month.

I hope my mini-guide to using classified ads on eBay has been helpful!

Now that you know HOW to create a classified ad would you like to know the secrets to creating a successful, profitable classified ad that puts cash in your pocket and subscribers on your list? Then head over to <http://www.auctionclassifiedcash.com> and you too can start earning great money with classified ads.

I'll teach you how to find the best products to promote in your ads, which titles get more clicks, and show you examples of successful ads that are raking it in.

To your success!

Tracey

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The Secrets to How to Create PERFECT  
eBay Classified Ads That Puts More  
CASH In Your Pocket and More SUBSCRIBERS On Your List