

# **eBay Reselling EXPOSED!**

*A Simple Guide To Flipping Products  
On eBay For Quick Cash Profits!*

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**<http://www.DirectSalesMarketingOnline.com>**

**Updates at:**

**<http://www.justdropshippers.com/guides/reselling.pdf>**

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If you don't have much money to start a business and that's what's stopping you from placing a large wholesale order or launching that new website, you're about to learn how this simple method of reselling on eBay is going to...

1. Show you the basics to listing an auction on eBay with very little risk.
2. Give you the ability to turn \$1 into \$2 anytime you choose.
3. Quickly build a profit center you can turn to anytime you want to make quick cash.

Ok, let me tell you, I'm sick. I sell a lot of my "How to Make Money On eBay" products, and it makes me sick every time I get an email or phone call from someone saying they just can't make money on eBay. They've gone through the entire product and they just can't figure it out.

We'll I've written a few articles that PROVE my methods work and this is another one that is going to show you how to make money on eBay with PROOF, and again, it's so easy it's not funny, and yes anyone can do this. If you can read this, you can do this, because it takes no more work than reading this and then being able to click a few links.

Ok?

Let me first tell you a quick story, because this is how easy it is to make money on eBay. A few years ago my wife was at a garage sale and she saw 3 little carebears still in the original boxes.. They wanted 50 cents each, so my wife gave them the \$1.50.

Brought them home, and looked at some completed auctions on ebay, guess what, these things were selling for \$40-65 EACH.. so a 50 cent investment turned into \$44 in about 2 days, not bad. That's not what I'm going to talk about in this guide but I want to give you an example of how easy it is.

Now you take that \$44 you made and reinvest it in your business (in either advertising, buying more inventory or things you may want like a digital camera or something to help your business, ALL of which are tax deductible!) and you continually do this for the first few months and you will see exponential growth you never thought possible.

Maybe you don't have the luxury of re-investing all the money, maybe you need that \$20 to pay your electric bill or credit card, that's fine, always keep your current financial situation in mind when making decisions with money.

Ok, so now I want to get into what I wanted to talk with you about and that's Reselling on eBay. Now when I say reselling I just mean buying something and then ... Selling it to someone else, but more specifically buying from <http://www.eBay.com> itself or <http://www.Liquidation.com> and reselling on ebay.

Let me first tell you WHY this works, then I will show and tell you how.

Buying on eBay or Liquidation.com and then reselling on eBay WORKS because, there are a lot of companies on eBay who buy closeouts, wholesale etc. They deal with a lot more money than most people are used to.. They may buy \$500K from a retailer and then sell it in smaller lots of say \$10k and make \$2k or so each sale.

They do this for a few reasons, mainly they don't want to deal with 1,000's of customers, they want a few good ones who will buy and buy every month.

Now, you really can't compete with them, which doesn't matter because that's not what you want to do, you want to then take that smaller lot and cater to the individual buying on eBay.

And, no I'm not saying you have to buy \$10K worth of stuff, bear with me here for a minute.

Like I said, these larger wholesalers don't sell the products individually, what you look for is a wholesaler like this selling \$50-\$1,000 worth of 1-5 similar items.

Let's say I notice PS2 games are selling good, first I'll find one on eBay that sells PS2 (that's Playstation 2) games. I go to <http://www.ebay.com> and I type in **PS2 Wholesale Lots**

**Tip:** It's 100% better to buy NEW products factory sealed, so make sure you're buying new, and not used, unless you know you can sell the used ones.

Once you find something that catches your eye, then go back to <http://www.ebay.com> and do a search for a few of the items. See what they are selling for. Make SURE you can sell what you're going to buy! This is very important, YES, it will take some time to do this, but it will produce money.

That's why it's even easier if the person is selling a lot of the same thing (say 1-5 different things in the lot) because you only have to lookup 1-5 things.

Then, you simply buy the lot (read the whole auction before bidding/buying it now and make sure you've included shipping into your costs).

Write down your hard costs (products + shipping to you).

Once you get the items you simply re-list them on eBay individually. It's really that simple. There are more tricks to listing, see my FREE Guide "eBay Keyword Secrets" At: <http://www.auctionsourcesexposed.com/keyword/ebaykeyword.pdf>

Now, let's take a look at a REAL example of making money doing this on eBay at the time of this writing...

Here's a screenshot of one auction I found in 1 second after I searched for "Wholesale PS2 Games" (using the completed auction box so I can show you actual auctions that closed, so we know the bidding won't drive the price up).

**Featured Items**



**68 NEW PLAYSTATION 2 PS2 WHOLESALE VIDEO GAMES LOT WOW!**  
OVER \$1360 RETAIL VALUE \*FFX-2+MATRIX+BLOODYROAR+GETAWA

[View similar active items](#)  
[List an item like this](#)

11    **\$575.00**    \$65.00    Aug-31 12:05

Now there's 68 PS/2 games, the person paid \$575 + \$65 S/H which is \$640 so that's \$9.41 per game (\$640 / 68). So we just need to make that (including our shipping) to break even or make money.

First, if you look at any PS/2 game auction the average SHIPPING is \$6.00. The sellers are making about \$3-\$5 per ITEM on shipping alone (priority 2-3 day costs \$3.85 and if you mailed the games first class you can ship them for about \$1.06 each).

So if you ship first class for about \$1.06 you'll make \$4.94 each product sold alone, so you only need to sell each game for at most \$4.00 to break even (not including ebay fees, which are not substantial for small ticket items).

So let's look, the above auction listed one game "Price FC" for the PS2, I looked at completed auctions again but for Pride FC PS2 and here's what I got...

<a href="#">PLAYSTATION2 PS2 PRIDE FC FIGHTING CHAMPIONSHIPS</a>	4	<b>\$7.50</b>	\$6.00	Sep-07 21:16
<a href="#">PRIDE FC FIGHTING CHAMPIONSHIPS - NEW Playstation 2 PS2</a>		<b>Buy It Now \$10.49</b>	\$5.99	Sep-07 14:38
<a href="#">PRIDE FC FIGHTING CHAMPIONSHIP PLAYSTATION 2 PS2 *NEW*</a>		<b>Buy It Now \$11.89</b>	Not specified	Sep-06 19:31
<a href="#">PRIDE FC FIGHTING CHAMPIONSHIPS PLAYSTATION 2 PS2 NEW!!</a>	0	<b>\$9.98</b>	Not specified	Sep-06 16:09
<a href="#">*NEW* PS2 Pride FC *SEALED*</a>		<b>Buy It Now \$12.49</b>	\$5.05	Sep-06 11:22
<a href="#">PRIDE FC FIGHTING CHAMPIONSHIP PLAYSTATION 2 PS2 *NEW*</a>		<b>Buy It Now \$9.88</b>	Not specified	Sep-05 20:00
<a href="#">PRIDE FC FIGHTING CHAMPIONSHIPS PLAYSTATION 2 PS2 NEW!!</a>		<b>Buy It Now \$10.75</b>	Not specified	Sep-05 17:59
<a href="#">PRIDE FC FIGHTING CHAMPIONSHIP PLAYSTATION 2 PS2 *NEW*</a>		<b>Buy It Now \$9.88</b>	Not specified	Sep-04 10:49
<a href="#">PRIDE FC FIGHTING CHAMPIONSHIPS PLAYSTATION 2 PS2 NEW!!</a>		<b>Buy It Now \$10.75</b>	Not specified	Sep-05 17:47

(above image was slightly modified to fit on the above page)

When selling things like games It's very important to use words like... NEW & SEALED. Sealed probably the MOST important because the games can be new and still opened.

So looking at the last picture you can see you could easily make a few quick bucks with this title alone out of the group.

And, if you end up with some games you end up not selling you can put those into a lot and sell the whole lot!

Maybe you don't want to sell each game individually. You could also... Separate the games into categories like fighting, action or racing and sell lots of 10 or so games in that category.

I would recommend selling them individually to start. AND once someone wins the auction, there's still more money to be made with the same product. Here's a few things you can do by including a flyer or brochure when you ship your auction...

1. List your website on the flyer that sells similar products or a link to your eBay store.
2. DVD/CD Scratch removal kits.
3. Game controllers
4. Other Games
5. Tons of other things.

You will have to get creative and think of similar things that people would want that bought the first item for you. So if you sell say kitchen knives, maybe they need a cutting board or apple cutter, or cooking books!

Simply sending them to your website may be enough or maybe you want to print up flyers with individual products, it's up to you.

You can do the exact same thing with <http://www.Liquidation.com> You can usually get things a lot cheaper on <http://www.Liquidation.com>. Just be sure that you TRIPLE check how much shipping is going to cost (people usually sell large pallets that can cost \$750 to ship).

That's all, I hope you enjoyed learning this unique way to make some instant cash on eBay!

## **BONUS CHAPTER: eBay Price Gap Secret**

There is something extremely valuable I want to share with you today.

This is something I "accidentally" discovered during the past 7 years of using eBay and have used this time and time again to make easy money.

What I am about to share with you is truly a "secret" of sorts. It's right in front of anyone using eBay if they are able to open their eyes and see it.

Yet most people will never see it. So they will never be able to take advantage of it.

But YOU are about to be able to take advantage of this.

This is something that is literally worth a SMALL FORTUNE.

If you are interested in using eBay to generate income (part time or full time), or even if you just want to use eBay to SHOP and just buy things, you really need to pay attention to what I am about to share with you.

This is something that is so absolutely powerful that you can go \*right now\* and take advantage of this.

And what's even more important about what I am going to tell you is that it's something that will \*always\* be there to be for you to take advantage of -- day after day, week after week, month after month.

OK, now that I have your attention and interest, let me explain this to you in detail. You will probably want to PRINT a copy of this message and reread it a few times.

Here are some things for you to understand about eBay... (If you don't already realize it)

eBay is a very GIGANTIC and even overwhelming site and marketplace. There are millions of items in over 14,000 categories.

There is an estimated 50 MILLION+ number of users on eBay's site -- and it grows everyday.

Most people on eBay are BUYERS. They are people just browsing categories and placing bids and enjoying the auction process. These people are just having fun "shopping" and buying things.

While most people that use eBay are buyers, there are TONS of sellers -- many thousands upon thousands of them.

And just as eBay continues to grow everyday, so do the number of sellers. Everyday someone that was once only a buyer tries to sell an item for the very first time.

Now here's what is very VALUABLE to understand about this...

Many of the people selling on eBay don't really know what they are doing. They don't have the major advantage of knowing the absolute best tips, tricks, and techniques to use to create MAXIMUM BIDS for the items they sell.

I teach these exact techniques and "tricks" in my "Internet Auction Secrets" 2-Hour Video that you can <http://www.auctionsecrets.com/ase>

So because most sellers on eBay DON'T know the exact step-by-step methods to use for getting the highest prices for their items, this creates...

### **A MARKET "PRICE GAP"**

Let me explain what this is...

OK, let's say we have TWO sellers. We'll call them:

Seller A  
Seller B

Seller A is someone that owns a copy of the "Internet Auction Secrets" Video and can get top bids anytime he places an item up for auction.

Let's say Seller A lists a 10-speed bicycle for sale on eBay. He uses the exact formula that he has learned (from the video) and then lists the item.

The bicycle auction does really well, and it ends up selling for \$300

Now let's look at "Seller B".

Seller B is like most sellers on eBay. He knows enough to put up a listing on eBay. He followed their links to become a "Seller" and thinks that is all there is to it.

So let's say Seller B owns the exact same bicycle as Seller A just sold. Seller B lists this bicycle for sale using the basic instructions that eBay gives you.

Seller B did not know all the "tricks" that Seller A knew and when the auction ended his bicycle only sold for \$175

The example we just covered is something that happens THOUSANDS of times a day. Sellers sell items everyday and do not get top selling prices because they don't know the methods to use for getting the highest bids.

Most people just don't know the secret methods for getting the most people to see a listing, how to get it to appear in more searches, how to use better photos that produce higher bids, and other tricks that will \*automatically\* create a "Bidding War".

### **SO WHAT DOES THIS DO?**

It creates "price gaps" in the marketplace.

That bicycle example was for the EXACT SAME bicycle. Same make, same condition, etc. It was the SAME ITEM yet it sold for different prices.

### **SO WHY DOES THIS MATTER?**

It's simple!

If YOU know the techniques for getting the highest bids you can "reverse engineer" (so to speak) that selling formula and seek out ALL the auctions on eBay that AREN'T using them.

\* To give you a very basic example of this, photos are very important to the selling process. You can easily search out all the auctions that don't contain photos. Those items will not sell for as much as the same listings that use photos.

But there are many other factors you can search out and find for these auctions that are selling items incorrectly.

This will allow you to find ALL of the items that will most likely sell for much LESS than they possibly could if they used the techniques that would bring the highest bids.

### **UNDERSTAND?**

You can use this knowledge to search out and find BARGAINS, STEALS, AND GREAT DEALS!

As a BUYER you'll be able to find all kinds of items that are listed "incorrectly" and that you can bid on and literally STEAL for much less than they would

typically sell for. In other words, well below their average "market price" -- the going rate for that item. This is an AWESOME way to buy things on eBay REALLY CHEAP.

**BUT WAIT!**

As a SELLER this is even more valuable. Here's why...

You can BUY these items and quickly turn-around and relist them (using the proper techniques) for a QUICK AND EASY PROFIT!

In our bicycle example, Seller A could have easily bought Seller B's bicycle for \$175 and INSTANTLY just turnaround and relist it with his secret techniques and sell it for \$300 -- making a quick and easy \$125 PROFIT.

It's just that easy. And these "price gap" opportunities are EVERYWHERE on eBay. There are THOUSANDS of items that are listed that are NOT using the top methods and tricks for getting top bids.

And these price gap opportunities will exist FOREVER!

Why? It's simple. Because there will always be NEW PEOPLE (millions) coming on to eBay for the first time and listing their items without knowing the numerous techniques that they could be using to get the highest bids.

If you want to use eBay just to find incredible steals and deals or if you want to take advantage of these price gaps for PURE EASY PROFIT then just grab a copy of my video and you can learn EXACTLY how to do what I just described.

I PROMISE YOU you'll never look at auctions on eBay the same ever again!

<http://www.auctionsecrets.com/ase>

Yours For Online Auction Profits,

-John Reese

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About the Author: John Reese has been actively involved with online auctions and eBay since 1996. Mr. Reese has written several articles on the subject and has recently created the "Internet Auction Secrets" product for teaching others how to start, run, and manage a successful online eBay business from home.

His product contains a 2-Hour Step-By-Step Video as well as access to a "Student's Only" Web Site where his students can keep up with the latest tips, tricks, and techniques. You can learn more about how to become a student by

<http://www.auctionsecrets.com/ase>

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## Resources

Here's a few great places to get More Wholesale/Drop Shipper sources from:

**Auction Sources EXPOSED!**

<http://www.AuctionSourceExposed.com>

**Wholesale & Drop Shipping Sources**

<http://wholesale-sources.com>

### eBay Related Auction Resources

**How I Made \$11,212.00 on eBay**

<http://www.AuctionCashMachine.com/ex>

**Auction Secrets Video**

<http://www.AuctionSecrets.com/ase/srca>

**Get Your Own Personal eBay Coach**

<http://www.AuctionCashMachine.com/jj>

**How To Get Rich With Internet Auctions**

<http://www.AuctionCashMachine.com>

**Silent Sales Machine**

<http://www.Silent-Sales-Machine.com/ss.html>

**Auction Platinum**

<http://www.AuctionSourcesExposed.com/s/plat.php>

### Marketing Related resources

**Internet Marketing Protégé**

<http://www.InternetSuperCourse.com>

**Complete Guide To Internet Marketing**

<http://www.CompleteMarketingGuide.com>

**Internet X Factor**

<http://www.DigitalPaperProducts.com/x>