



eBay PowerUser's Bible

Greg Holden

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If you've always wanted your own business, here's your chance

Now you can join the millions of eBay users who earn some or all of their income from eBay, with the in-depth instruction you'll find in this comprehensive guide. The basics are all here—how to register, set up a PayPal account, create compelling listings, track income and expenses, report taxes—plus loads of ideas and strategies to help you grow your business and get profitable. Packed with illustrated instructions, valuable tips, and terrific techniques, this is the book you need to move from shopper to eBay PowerUser—and succeed.

- Open a seller's account and create listings that sell
- Field questions, add new information, and drive the sale
- Launch an eBay Store and build inventory
- Find the best ways to receive payment and ship goods
- Master Accounting 101 for eBay sellers
- Market yourself and manage your business for growth
- Learn sniping and other bidding strategies
- Make business phone calls with Skype
- Avoid licensing, legal, and other pitfalls

Use your blog as a door for customers to meet you

eBay sellers can link to their Web sites' home pages

Check out the eBay Shipping Center for shipping services

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