

<<eBay Business All-in>>

图书基本信息

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内容概要

Whether you're thinking about starting an eBay business or are already up and running, this step-by-step guide will lead you down the smart path to making a regular income on eBay. With solid tips from the bestselling eBay expert, this reference helps you get your eBay business off the ground and manage the basics of listing items, completing transactions, and keeping your buyers happy. Learn the nuts and bolts — discover how you can set up your business, find and manage inventory, and run your business like a pro. Equip yourself with the tools that count — make the most of eBay's search engine, online sources of information, the PayPal system, and eBay's management tools. Start selling like a whiz — learn valuable strategies for managing and maximizing sales. Source your merchandise effortlessly — learn the ins and outs of online retailing and what it takes to buy and sell online with ease. Get the word out — find out how to set up the optimal eBay photo studio and develop and market your eBay Web site. Be the power seller you were born to be — from opening your eBay store to the nitty-gritty office set up, get your business up and running. Open the book and find: How to navigate through eBay's buyer and seller tools. Tips on effectively using your My eBay page. Insider advice on creating listings that win bids. Sources for the merchandise that sells profitably on eBay. How top sellers use photos and HTML to improve their sales. Ideas for promoting your business both on eBay and off. Worry-free shipping strategies. Painless guidance on keeping your business legal.

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