

The Perfect Product to Sell on eBay.

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Let me introduce myself. My name is John Thornhill and I trade on eBay under the username [planetsms](#) and I constantly earn over \$1000 each and every week selling **eBooks** on eBay. Yes, I sell eBooks in their 100s each and every month and I am about to show you how you can do the same. You may not realise it but an eBook is the perfect product to sell on eBay, and here are 10 good reasons why.

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Now what about selling an eBook without resale rights?

This is totally different and is what can earn the really big money. If you write an eBook without resale rights it is unique to you and is not available anywhere else. Because of this you can control the price and you have limited competition. There are many many eBay sellers making a living on eBay by simply selling their own unique info products.

I will now show you how you can create your very own info product and sell it on eBay.

It is now time for you to think of what you're good at and what you can write about. And don't think you can't write about anything because you can. To write an eBook is easy, you just need to do some research and sell the info. Here are a few examples. These are just examples off the top of my head.

Someone you know is a travel agent, ask them how you would go about getting a cheap vacation. Do some research on the internet and there you have it, an eBook explaining how to save money on your next vacation.

Maybe you have just got married, how about an eBook explaining how to plan the perfect wedding?

Maybe you have a hobby collecting antiques; people would pay to know how to go about buying and selling antiques for profit... Get the picture? The list is endless.

However, by far the best sellers are usually about the following:-

- 1, Getting things for free**
- 2, Gambling**
- 3, Making Money**
- 4, Saving money**
- 5, Improving your health**
- 6, Working from Home**
- 7, eBay**
- 8, How to guides**
- 9, Learning a new skill**
- 10, Improve appearance**
- 11, To be entertained**
- 12, Have a better lifestyle**

Now you don't need to be an expert in any of these fields to write an eBook on any of the above subjects. You just need to do some research and compile all the info to create your own product. Plus you can still have affiliate links in these products. However, this is not where you will make most of your money from. You will make money from these products because you will be selling them for at least \$10 or more.

If you look at the business and information categories on eBay you will see many people telling you how you can make money from gambling and starting your own business, most of the successful sellers will be selling their own product at a high price. The reason it sells at a high price is because only they are selling it. It is their own unique product not available anywhere else.

This is where you can create your own unique product. Your product will only be available from you. This is why people will pay big money for your product. **You must tell people they cannot get it anywhere else.**

So how do you Write your own UNIQUE INFO PRODUCT, and sell it?

You can use existing eBooks and the internet for your research. **You will not be copying as that is illegal. Never copy someone else's work.**

Research anything you like on your chosen subject from the internet, or buy an eBook, get the main facts from it and add your own thoughts and ideas. If you read the eBook and do your own research then write an eBook of your own on the same subject then there's no infringement of copyright.

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OK so where do you start?

1. Find your subject.

With over 300,000,000 people online there's a massive potential market for all but the most specialised type of eBooks. The best advice I can give you about the subject of your eBook is to write about what you know or about what interests you, something that you would like to discover more about yourself. Personal passion about a subject shines through in your writing and makes for a more enjoyable read, entertain and educate your reader, deliver what they want and you will have made a customer for life.

EBay also provides an excellent resource for searching your chosen subject. Take a look at the featured auctions in the information and business categories and look for info products related to your chosen topic.

Go to a listing you're interested in and watch the item till it ends. If the seller has lots of buyers you just know that it is a good seller. If the eBook is reasonably priced buy it and use for your research. You now have your subject. Now it's time to research further.

Handy Hint: Do not make the common mistake of believing that your eBook should be about making money or internet marketing – In fact, it's much easier to generate a higher income by targeting your eBook at a more generalised audience or a non marketing niche, as opposed to the small proportion who are Internet entrepreneurs.

There are thousands of people interested in thousands of topics the secret is: Discover a need, target the market and feed it.

A word of warning: Try to avoid fashionable subjects or subjects related to current news stories. You may find that what was searched for 10,000 times last month only manages a couple of hundred a month later and by the time your eBook is ready to go live you may find you have few or no customers.

Here are some excellent resources to enable you to find out what topics are hot now:

<http://www.google.com/press/zeitgeist.html>

<http://50.lycos.com/>

<http://buzz.yahoo.com/>

<http://ecommerce.internet.com/research>

Another method of establishing 'What Sells' is to visit the big guys and find out what they're selling. Check out the bestseller charts at

Amazon.co.uk

Amazon.com

Bol.com

Barnes and Noble

Once you have chosen your subject(s) you can move on to the next stage of your research. To do this you will need to check out the overall levels of interest in your selected subject.

A great resource to discover how popular a subject is, is the search term suggestion tool available at Overture (formerly GOTO.)

Go to <http://www.pixelfast.com/overture/> and simply enter some keywords relating to your chosen eBook subject (top left corner) and it will show you how many times in the previous month those terms have been searched for.

Remember to try various search terms and alternate wording.

If your chosen subject hasn't generated many searches you may not be able to sell many copies of your eBooks. In my experience sticking with subjects that have generated at least five to ten thousand searches is a safer bet, this way if you work on a small percentage of the total searches it will give you an idea of how many books you could potentially sell.

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Every author when writing a book needs to conduct research and it's no different when you're writing an eBook. You have in front of you the best tool available to carry out your research - it's called the Internet and the best thing about it is that it's absolutely free.

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Also maybe add a few relevant free eBooks that your customer would be able to resell. It makes the package bigger and more value for money. After all, there are plenty of eBooks with resale rights available on eBay.

If you have any websites or any other products to sell include a link. You could get more sales from it. **Always** have a link to your eBay store. You are almost finished.

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There are some FREE or low cost services that can convert your Word or any word processor document to .pdf format for you.

Such as:

www.openoffice.org/ (Recommended)

www.primopdf.com

www.pdf995.com

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You could sell it as a word file but as there is no security. Word to pdf is by far the easiest route to take. You only have to convert your document to pdf format once.

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If your eBook can help push people on by giving them your invaluable knowledge, you've got a topic for a successful hugely profitable eBook.

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- **What skill do you have that you are especially proud of?**
- **Does your job involve skills that you could pass on to others?**
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So there you have it. **Your own eBay money making machine.** I urge you to try it and see for yourself, once you start writing your first eBook you will find it hard to stop. To go with resell or not resell rights is your decision. However, if you feel the product you are selling is strong I would not grant resale rights and price it high.

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John Thornhill

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