

eBay to the Max

Copyright © 2006 by Que Publishing

International Standard Book Number: 0789734680

Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible, but no warranty or fitness is implied. The information provided is on an "as is" basis. The author and the publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this book or from the use of the CD or programs accompanying it.

When reviewing corrections, always check the print number of your book. Corrections are made to printed books with each subsequent printing. To determine the print number of your book, view the copyright page. The print number is the right-most number on the line below the "First Printing" line. For example, the following indicates that this is the 3rd printing of this title and it was printed in January 2005.

First Printing: November 2005

08 07 06 05 4 3 2

Corrections

Pg	Error	Correction
iii	Contents at a Glance: Ch. 4 Budgeting, Forecasting, and Cashflow	Budgeting, Forecasting, and Cash Flow
iii	Contents at a Glance: Ch.8 Hardware	Computers, Office Equipment, and More
iii	Contents at a Glance: Ch.9 Software Solutions	Delete Solutions.

iii	Contents at a Glance: Ch.13 Marketing	Marketing Your Business
iii	Contents at a Glance: Ch.23 Photographing Items	Photography
iii	Contents at a Glance: Ch.24 Writing Great Descriptions and Titles	Writing Great Titles and Descriptions
iii	Contents at a Glance: Ch.26 Running Auctions	Managing Current Auctions
iii	Contents at a Glance: Ch.31 Accounting	Not included in book
iii	Contents at a Glance: Ch.32 Location, Location, Location	Ch. 31 Location and Layout
iii	Contents at a Glance: Ch.33 Importance of Store Layout	Ch. 32 Finding and Keeping Great Help
iii	Contents at a Glance: Part VII Finding and Training Great Employees	Not included in book
iii	Contents at a Glance: Ch.34	Not included in book
iii	Contents at a Glance: Ch.35	Not included in book
67	(Retail space is detailed in Chapter 31, "Location and Layout, and Chapter 32, "Finding and Keeping Great help.")	Delete references.
86	Please refer to the USPS web site to confirm rates for insurance.	
139	We will look at specific types of coupons and strategies in Chapter 14, "Public Relations," but for now remember this. Coupons can kill your profit.	You can look at "what-if" coupon strategies in Chapter 4, "Budgeting, Forecasting, and Cash Flow," but for now remember this. Coupons can kill your profit.

201	...from eBay to a competing selling site, like your own e-commerce web site.	...from eBay to your own web site.
213	Dust off those goals you wrote back in Chapter 1, "Ten Keys to Success."	Dust off those goals you wrote back in Chapter 2, "Powerselling: The 400,000 Foot View."
217	It's time to learn when to say "No!"	It's time to think about sources of inventory.
240	The other thing to watch out for when using eBay's competed item search feature,...	The other thing to watch out for when using eBay's completed search feature,...
257	If you don't know how to ship it, don't sell it.	If you don't know how to ship it, don't sell it or sell it only for local pickup.
261	(see Chapter 9, "Software")	Delete reference.
267	...how to clean a printing press.	...how to remove ink from a printing press.
268	Add new bulleted item.	Record keeping and accounting
284	...Chapter 8 can help you control light too.	...Chapter 8, "Computers, Office Equipment, and More," can help you control light too.
284	...once a month or quarterly.	...once a month or quarterly. If you are hosting your own listing photos, purge those folders as well.
294	One last tip :	One last reminder :
297	...and also as current, short Buy-it-Now "auctions."	...and also list some of those batteries in current, short Buy-it-Now "auctions."
319	Bidders with low, unsavory...on your items.	Bidders with low, unsavory...on your items. You will learn more about spotting troublemakers in Chapter 28, "Feedback."
347	As I mentioned back in Chapter 15, "Advertising," if you are a PowerSeller and either operate an eBay Store or are a	As I mentioned back in Chapter 15, "Advertising," if you are a PowerSeller, eBay will help you offset

	Trading Assistant , eBay will help you offset certain advertising costs.	certain advertising costs.
376	(see Chapter 23 , " Photography ")	(see Chapter 9 , " Software ")
381	And so, we are back to that goal setting you did in Chapter 3 , " Powersellers, Trading Assistants, and Trading Posts. "	And so, we are back to that goal setting you did in Chapter 2 , " Powersellers: The 400,000 Foot View. "
382	...and have just opened a franchised Trading Post,...	...and have just opened a Trading Post,...