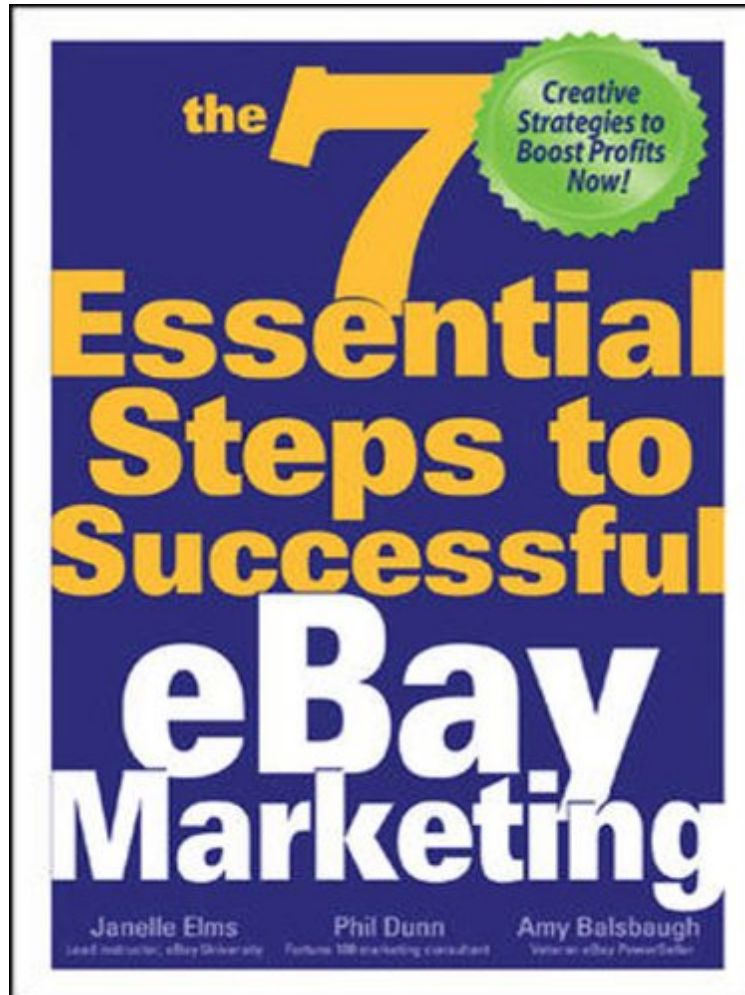


[Free pdf] The 7 Essential Steps to Successful eBay Marketing

The 7 Essential Steps to Successful eBay Marketing

Janelle Elms, Phil Dunn

ePub | *DOC | audiobook | ebooks | Download PDF



DOWNLOAD



+

READ ONLINE

#1039994 in eBooks 2005-07-07 2005-07-07 File Name: B000MAHCPO | File size: 70.Mb

Janelle Elms, Phil Dunn : The 7 Essential Steps to Successful eBay Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 7 Essential Steps to Successful eBay Marketing:

0 of 0 people found the following review helpful. Good readBy ALW PetStuffGood read. But, nothing earth shattering. I purchased after I had been selling on eBay for quite some time, hoping to get some new insight into growing business. Not much new, but reinforced some already proven ideas.0 of 0 people found the following review helpful. Five StarsBy i donot tell younot bad. It helps a lot0 of 0 people found the following review helpful. It WorksBy Earle WilliamsThis book offers sound advice on how to market items on eBay in the most positive way. I recommend it.

In this must-have book for eBay entrepreneurs, eBay experts reveal how to reach the more than 100 million registered users and catapult your sales. Learn how to make listings stand out, inspire buyer confidence, close a sale, and keep

customers coming back. An eBay University Instructor, a Fortune 100 marketing specialist, and an eBay PowerSeller offer valuable marketing insights and tried-and-true techniques for propelling eBay sales to the next level.

From the Back Cover Creative strategies that can boost profits now! Learn and apply proven techniques for marketing your products on eBay effectively--and watch your profits soar. The 7 Essential Steps to Successful eBay Marketing gives you an action plan for creating a comprehensive marketing and sales strategy so you can gain a competitive edge. Inside, eBay and marketing experts reveal how to make your listings stand out, inspire buyer confidence, close sales, and keep your customers coming back. You'll also get valuable advice on enhancing and expanding your business. Create a sound business plan Take advantage of built-in and third-party sales tools Establish a strong eBay brand Write compelling product descriptions Be an effective salesperson Ensure customer satisfaction and retention Measure your success and improve your business Janelle Elms is a lead eBay University instructor, Silver PowerSeller, and creator and teacher of the popular eBay 101 and 102 classes. Phil Dunn, M.A., is a marketing and advertising consultant for Fortune 500 companies, including Microsoft, Hewlett Packard, Pitney Bowes, and IKON. Amy Balsbaugh runs a lucrative eBay antiques and collectibles business, and has been a member of eBay's PowerSeller program since its inception. About the Author Janelle Elms (Kirkland, WA) is a lead instructor with eBay University, creator and teacher of the eBay 101 and 102 classes, and a Silver Power Seller on eBay. Phil Dunn (Costa Mesa, CA) is a marketing consultant and advertising writer whose clients include Fortune 100 leaders Microsoft, Hewlett-Packard, Pitney Bowes, and IKON. Amy Balsbaugh (San Francisco, CA) has been selling antiques and collectibles on eBay since 1998 and is an original member of the PowerSeller program.