

Profiting From the eBay “Digital Slap”

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About the Author, Aryeh Sheinbein

In case you are wondering why you should read this and even consider listening to me....

I have been selling on eBay since 1998. I have been successful at selling all kinds of items, both physical products and digital information products in all different niches. I also help many people use eBay to grow or start their business, especially people whose businesses are offline, and I teach them how to use the power of eBay.

I enjoy teaching others how to make living online and sharing my knowledge both at local colleges and local seminars as well as in my newsletter, which can be found at www.YourAuctionFormula.com

Be sure to check out my special interview and inside tips as part of [SkyHighAuctions](#)

If you are serious about having an eBay business you need to have an [eBay Store](#), learn how with this easy Step by Step guide:

[Auto Auction Income](#), a point and click guide towards eBay store profits which can be found by clicking [HERE](#)

Key Point #1: The Thesis

Given the change in the digitally downloadable item policy on eBay, I have decided to write this report to help you stay calm, refocus and actually help you plan how you can improve your business now that eBay has announced this policy change (on 3/24/08, eBay link [Here](#))

If you were using eBay to sell digital products as a lead generator and think that the market is now closed, you are mistaken – its not.

While you may no longer sell anything that is sent via a download link, email, download etc., there are many other approaches you can use eBay for to build your business and now is a great opportunity.

The eBay Classified Ads are extremely powerful, I have been using them for more than 1 year already and they have been very good for me.

The reason why getting eBay's traffic has always been worth the cost of their fees is.....

It is BUYERS traffic.

Seriously, these people are looking to BUY, which is exactly what you are looking for (or what you should be looking for if you are not).

For me, eBay's classified ads have beaten most PPC projects hands down (I am no Adwords expert but like I said, this has been my experience).

Not only have I gotten the leads for less (cost per lead), but as I pointed out above, these are buyer leads.

If you use Google Adwords, many people are just searching for different things and depending on the niche and the keywords, the bid amount per click that you need submit to have your ad appear on the first page usually is much higher than what it will cost you on eBay....

PLUS these are targeted buyer leads, versus general search engine traffic.

Here is another very little known secret.....

Google loves eBay's auctions and classified ads.

Yup, there are many times that you can run a classified ad on eBay and within a few days you can be on Page 1 of Google, trust me I have done it (This "secret" alone is worth more than the cost of this report).

I digress. Now, back to the point here....

So while you can no longer sell an ebook as a \$1-2 item as a lead generator, the classified ads will give you great traffic for your money, for all kinds of markets.

You can use this traffic for leads, immediate sales or both.

This report is not intended to discuss all the uses of eBay's classified ads as there are many and it would take up a lot more space (and I would have to charge much more for the report), but if you want to learn more about all kinds of strategies I suggest you [check this out](#).

If you do not know how to set up an eBay classified ad or are not sure which categories allow Classified Ads, since most categories on eBay do NOT allow classified ads, I have created this free video that you can [watch here](#) (no sign up required).

In case you are not connected to the internet and want to know the web address of my free video, it is:

<http://www.yourauctionformula.com/videos/classifiedads.html>

Key Point #2: The Marketplace

While using eBay to get traffic is an excellent plan, I wanted to discuss selling on eBay going forward (post the policy change) since you might have been using eBay as your main marketplace to sell.

This change is going to do one very important thing that you need to capitalize on, and that is **CREATE LESS COMPETITION**.

All the people who were buying and selling ebooks for \$0.01 will be cleared out. Leaving only the real sellers with real businesses to sell on eBay.

Honestly, I have sold ebooks for as little as \$0.01 to \$10.00 as lead generators or low cost items in the past, but the amount of people just selling (as well as buying) ebooks for a penny to boost their feedback rating (one of the reasons eBay put this policy in place) was high and now those people will all be GONE.

True, they might try the classified ads or try to cheat the new rules until they get caught, but they will get caught and these sellers will be gone.

But if these sellers were not someone understood what they were doing, and did not have a sales funnel or some system to make more money or build their business off these lead generated "sales", they will likely leave eBay and no longer be your competition.

Which leads me to Key Point #3...

Key Point #3: The Opportunity

If you have a system for selling items or even if YOU ARE COMPLETELY NEW TO THIS, there is tremendous opportunity for YOU RIGHT NOW!!

Now more than ever in the last few years.

Why?

Because the dynamics have changed the market is now wide open for the taking. There are no entrenched winners and big sellers since the rules have completely changed.

Read that over again, seriously, its like a new market.

Ok, listen up – going to a physical product model on eBay will drop all the wanna-be-sellers and people taking up space and buyers views and will really allow you to have a tremendous customer focus and upsell opportunities.

Lets quickly go over the key points.

This point has always been something I have learned and taught and that is.....

Perceived Value.

An ebook can usually sell for \$7-\$97, an ebook with an audio (mp3) recording can go for \$7-\$147, a home study course goes for \$197-\$1,997. The bottom line is physical products will command a higher price AND will have a higher perceived value.

Seriously, the same valuable information gets different pricing based on delivery format, packaging and marketing of the item. So physical items get more money.

Next point, selling physical products will get your product physically in your customer or other people's hands. Which means the following:

With a \$2 ebook on eBay your customer might read it, but might not read it (and if there are affiliate links, cross-sells, upsells etc inside they will never be seen).

With a \$17 CD/DVD the odds are a whole lot better that your customer will see your information and if you provide good content and information they will be more likely to buy more from you, thus growing your business as well as building your relationship with your customers.

You will also be able to upsell and cross-sell items inside your product, direct them to different sites, including your own or your affiliate sites.

Next point, essentially eBay has wiped out those "old" ebooks, many of which were well outdated. But even the new ones, while you can sell and market them anywhere else on the internet, for eBay this means there will be a lot of "new" products.

Sell YOUR OWN Products.

Which means you can take PLR that you own in any niche and create your own truly new and valuable products. With all those "former ebook eBay sellers" out of the way, you are being given the opportunity to create fresh new products that can be anything from ebooks, audios or a home study course sent to your customer's home.

But let's take this even deeper...

Why just take a few ebooks and put them on a CD and have a mediocre product in your customer's hands, when you now make them audios or videos and really improve the value of your product.

And as mentioned, there will be much less competition than there was before.

Additionally, if you are focused on maintaining or achieving Powerseller status on eBay, this new policy makes it even easier for you to hit that target as your average sale price will go up, bringing you closer to the Powerseller sales amount requirement.

Turn your own good ebooks into great "higher end" physical products and you can even include on a Bonus disc some Branded or your own viral ebooks that you will allow your customer to resell or give away.

Giving you the same viral power you had before the eBay policy changes.

Because remember, just because you can not sell digitally delivered products on eBay does not mean your customers can not get resale rights to them from you and sell them elsewhere.

Key Point #4: Examples

I know you might be thinking this is really great stuff but you might not be sure of how you can apply this to yourself and get some really good products and create a strong business from this, so I wanted to give you a few examples to try to help you.

1. Lets start with an ebook seller.

Ok, here's a great one. It's a high probability that a lot those people who sell recipes on eBay are going to disappear. So, if you were selling a bunch of recipes ebooks on eBay until these changes or even if you were not but have a lot of recipes or recipe ebooks, you can do the following:

You can take a bunch of different types of recipes and put them all on a CD (for example 100 different Italian recipes). So now you have a bunch of CD's each with a ton of different recipes for that specific type.

Then video yourself (or have someone else video you) actually making one or 2 of the recipes that are contained on the CD. Or have a friend who is a really good cook do it and you video them (either way).

Now you are selling a 2 piece item, 1 CD with the recipes and the other a DVD of someone showing the customer step by step how to prepare the recipe and show them the finished product (like all those cooking shows).

Then, you direct your customers to your website (or eBay store) where you are selling more step by step cooking videos showing how to prepare other recipes of that same cuisine type, AS WELL AS VIDEOS on other recipe types and other CD's containing totally different recipes and videos (like Thai food; etc.)

Why sell one CD or DVD? Sell 5 as a package. Normally you sell 1 CD for \$10 sell 5 different packages as one for \$30.

You get the idea (I hope).

2. Next example:

If you are a graphics design person and you have been selling anything from ebook covers to template graphic packages (eBay has stated on their site that service providers are still ok, people that create custom website design etc, but not reusable templates), you can load all your templates onto a disc and ship those out.

Or maybe, create a few videos on how you create the ebook covers or other graphics and sell the videos as a separate product and then cross-sell each product to your customers.

Even more importantly, as a graphics designer, I bet you can find a bunch of eBay sellers who will be looking for someone to design real CD/DVD covers and inserts for them as well as digital images of those covers or home study courses for the photos for their listings.

3. Fulfillment services – I think these people are probably the happiest right now with eBay's policy changes.

If this is a service you provide many new opportunities just arrived for you to expand your customer base with all the digital gone physical sellers out there.

Or if you do not provide this service but know someone in this business, time to broker yourself some big time deal making commissions.

Seriously, find a fulfillment service and get "digital gone physical sellers" to use that fulfillment service provider and take your % of the sales. (This idea is huge, really think through this one).

DON'T FORGET SEE MY BONUS REPORT TO THIS REPORT (it's a list of a ton of publishing on demand service providers)

Key Point #5: Conclusion

I really think there are many possibilities here and the opportunities are huge.

Is it a change? YES.

Do people like change? Usually not at first.

But now is the time to use this time of change to jump into action and grow or start your business.

Now is the time to think out of the box. Now is the time to run a fully integrated online and offline business.

I have always told people I teach that you can not rely on any one thing to much, have another plan or ever better source (of imcome, supplier etc), especially when dealing with eBay.

You want to use eBay to build and grow your business but not to completely rely on for your business. I even have tele-seminars where I teach offline people to use eBay as a growth strategy, which is the reverse of what most people use eBay for.

I always tell people, what would happen if eBay closed tomorrow, so I think these policy changes should serve as a wake up call to not rely exclusively on eBay as your selling location.

Like I said there are many oppourtunities that arise from these policy changes but even when using these oppourtunities, you need to think about the long-term plan for your business.

If you plan to really have a business presence on eBay if you do not have one yet, go open an eBay store [HERE](#), an if you want an easy Step by Step guide click [HERE](#).

In closing, things will change, but I hope this report has given you some ideas how to really profit from these changes.

Where many people are thinking that their businesses are doomed, you should now realize, you have all kinds of tremendous opportunities.

Whether it is better understanding eBay's classified ads for traffic, selling YOUR OWN physical products, or using this opportunity to broker some business....

Take action!

If you have any questions at all about this book, then shoot me an email message to admin (at) yourauctionformula.com and I'll try to answer it as soon as I can (personally).

Thanks for listening to what I've had to say today, and I genuinely hope that it has helped you in some way. Hopefully I can provide even more help and advice in my [FREE newsletter](#).

Thanks for reading :)

Aryeh Sheinbein

P.S. I almost forgot, seriously, if you want to create physical products but are not sure how to do this or where to start, (one of the resources listed in my FREE BONUS Resource Guide) there is a service called [Kunaki](#) that can create your CDs and stuff and even deliver them for you. Dave Lovelace has a video package that he sells for \$27 that shows you how to create physical products step by step and how to use Kunaki...

But when eBay changed their policies, he really felt bad for those that might not know "how to create physical products", so he set up a [special link](#) for eBay sellers where he is selling the same exact videos for a mere \$10. If you think this will help you, get them [HERE](#).