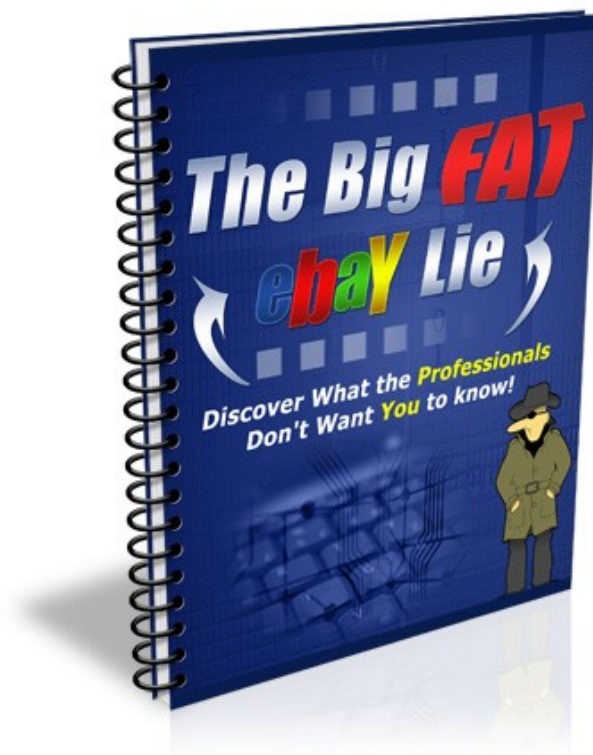


The Big Fat eBay Lie
Discover What the Professionals Don't Want You to Know

The Big Fat eBay Lie



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About the Author

Lee McIntyre is a 27 year old school teacher from the North West of England. He qualified from University with a Law degree, but turned down the well paid and prestigious career path that was followed by his friends and colleagues.

Instead, Lee followed his passion by teaching Business and Economics to under privileged children in a tough city school. Lee is proud to have mentored a group of under achieving 16 year olds, helping them to set up their own successful internet retailing business, an accomplishment that he believes surpasses anything he has himself achieved online.

He started selling on eBay a year ago and, after struggling to survive in an extremely competitive niche, developed an innovative system to profit from eBay by building a powerful marketing funnel.

After making these changes, Lee was able to steal market share from his competition by slashing his prices, while also trebling his profits.

Lee's real passion is teaching, and he relishes the opportunity to share what he learns in his weekly newsletter, which can be found at www.Lee-McIntyre.com.

Lee also hopes to turn his blog at www.Lee-McIntyre.com/blog into an online learning center, where newbies and experienced marketers alike will be able to find marketing advice and guidance.

At [Standing Start Profits](#), Lee revels in providing guidance and advice to Internet Marketers from all around the world.

[Auction Profits Unleashed](#), Lee's debut Internet Marketing product, can be found by clicking [HERE](#).

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

Chapter 1:

An Introduction and a Big Welcome From Lee McIntyre

If you spend some time looking around some internet marketing forums, it's inevitable that you will hear some very contrasting opinions about marketing on eBay.

Some will tell you that selling information on eBay is an absolute gold mine; that there are literally millions to be made for anyone smart enough to leverage the enormous traffic generated by eBay everyday.

Others will tell you that it's a waste of time.

They will say that selling information on eBay is no longer a viable way to make money because the value has been ripped out of the market by a pile of newbies all selling cheap resell rights ebooks.

You don't have to browse through an internet marketing forum long before you start hearing opinions as diverse as this.

So it's of no surprise to find beginners, and internet marketers not experienced in the eBay battle field, to be at a complete loss as to whether it's a mine of gold or a mine of manure.

But when I hear people saying how it's not possible to make serious money from eBay I feel like screaming into my monitor!

And I'm normally an extremely calm kind of person too!

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eBay has an Alexa rank to die for and is consistently ranked in the top 20 sites online. It has one of the most recognizable brands on the internet and every day millions of people descend upon it to browse through the various categories with their credit card in hand.

Not only does eBay attract targeted traffic for almost any niche, it also attracts traffic that likes to buy. A huge proportion of eBay visitors are online for one reason, and one reason only.

They are online to find something to buy.

And if you, as a marketer, believe that it's not possible to make serious money from this kind of traffic, then it's time to go back to internet marketing 101.

Making money online is surprisingly simple once you know how. And if you don't yet know the magic formula then you really need to subscribe to my FREE weekly newsletter, where I reveal these supposed 'secrets' and more.

Making money online really can be summed up by one simple formula. Targeted traffic + a website that converts = Profits.

It really is that simple. The hard part, of course, is getting the traffic and developing the website that converts.

Well, if you know how to leverage the power of eBay you can solve one half of this equation instantly.

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You see, on eBay you have targeted traffic by the bucket load. And if you can figure out a way to profit from this traffic then you really can make money by the bucket load too.

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Chapter 2:

The Big Fat eBay Lie – Part 1

I'll tell you right now. All the talk of not being able to make money selling information on eBay is simply untrue.

Some tell you that it's impossible because they're ignorant. They don't know any better and they're simply repeating what they might have heard somewhere else.

Of course, there's nothing wrong with repeating something that is incorrect, but it becomes damaging when they shout it loud enough that it distracts beginner marketers from the eBay gold mine.

Others will tell you that it's not possible because they are being deliberately deceptive, either because they want to protect their niche, or because they want to sell you a different type of make money system.

That you can't make money on eBay is **the big fat eBay lie** and it's repeated every day on forums across the world.

Making money from eBay is actually surprisingly easy – if you know what you're doing of course.

So why do so many people believe that there is no money to be had selling info on eBay, when this is so blatantly untrue?

It all comes down to an ability to see sideways and to gain an understanding of what is really going on in a market.

Look at the screenshot below. You'll see the same ebook being sold several times by a couple of different sellers. And at first glance you

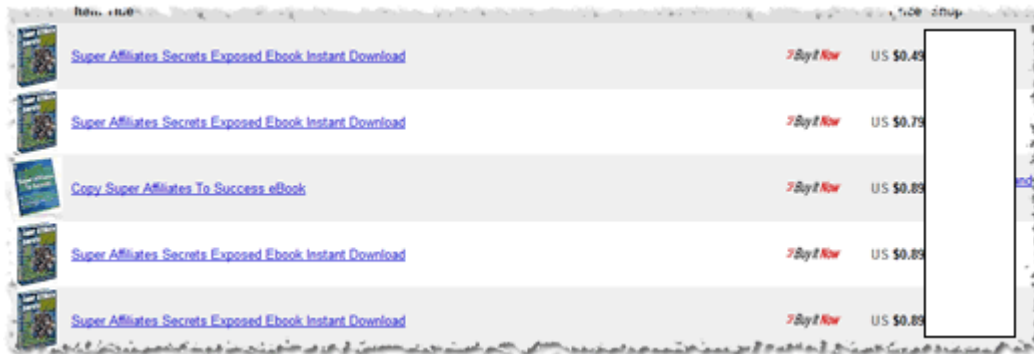
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might think that this is a fool's errand. A lesson in how to lose your money almost as fast as on Adwords.

And many marketers will hold this perception way beyond first glance too. In fact, if you accept everything that you see or are told, then you'll probably NEVER understand the true power of how to leverage the enormous power of eBay.

Do a search for eBooks on eBay and you'll find the market saturated by books selling for just a few cents each.

And the reason? Well in many cases the author has granted master resale rights, meaning that within a few days the market is completely saturated with a dozen sellers all selling the same book.



Look at the graphic above and you'll see this principle in action. The same book being sold for 3 different prices by 3 different sellers.

The question that you have to ask yourself is 'why did the author of the book allow master resale rights to be granted in the first place?'

Why would he go to the trouble and expense creating something that he was then going to devalue by giving away master resell rights?

If you're really going to tap into the massive power of eBay then these are the massive questions that you need to be asking yourself.

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Was it an error? Did he get confused? Is the book being sold illegally?

Search some more and you'll find even more ebooks with master resell rights attached as well. And this again sucks the value out of something that someone spent so long creating.

My point is this. eBay is an incredibly dynamic market place and everything happens for a reason. And if you want to succeed at the business of making money from eBay, you need to become adept at finding out what that reason might be.

Many marketers won't tell you this, but I believe it's important to always share everything I know about Internet Marketing. If you REALLY want to succeed online, you need to look at what other successful marketers do, and not always what they say.

I talk about this a lot in the [Lee-McIntyre.com weekly newsletter](http://Lee-McIntyre.com), even if it does ruffle some gurus' feathers once in a while!

It took me a long time to figure out the eBay game, simply because everything is never quite as it seems.

I'll tell you one thing for sure, though. The author of the book which is now worth 99c will make a lot more money than the person selling the book for that price.

And I should know because I too have a few 99c ebooks floating around eBay. And everyday they literally suck money into my account on autopilot.

This is something I talk about in graphic detail in my [Auction Secret Profits](#) book, by giving a step by step action plan.

When it comes to selling information on eBay, the ebook is still king. Yes, audio and video products are growing in popularity, but 90%+ of the information that is bought and sold is still in ebook format.

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And there are four main players in the ebook eBay market. And to really get to grips with how we can make money from this venue we need to understand who these players are, and what their motivation is.

There are so many things happening on eBay at any one time that unless you're razor sharp it can be hard to keep up. But understanding the different movers and shakers on eBay, and what their motivation is, will really give us the edge in learning how we use this marketplace to drive profits.

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Chapter 3:

The Big Fat eBay Lie – Part 2

If you want to make money on eBay you have to lift up your eyes and look beyond the horizon. If you don't, you will see a market place dominated by ebook sellers and ebook buyers.

And when you look at a market such as this, and see average transactions for a couple of bucks a pop, it becomes hard to figure out how to drive profit from eBay.

But if you lift up your eyes you will see that on ebay there aren't just two groups of people interacting.

It's not just the ebook buyers and sellers who drive this marketplace. In reality, there are four very different sets of people using eBay, and they all have very different experiences.

The Consumer

First up, you have the consumer seeking information. This person's primary motivation is to find out information, and he has come to eBay to find it.

He will seek out ebooks on a variety of topics, click buy, and then have a good read at his leisure.

Even though the consumer is paying for his ebook it will be a hard time getting his attention. If he's paid a couple of cents for an ebook then he will feel a lot less compelled to read it than if he'd just spent \$97 on the latest big release.

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In fact, there's probably a 50% chance that he will never read it at all, and a 50% chance that he will leave it sat unzipped on his hard drive.

One of the elements that leads us to subconsciously determine the actual VALUE of a product is the price we paid for it.

And when someone spends 99c on an ebook, there's less chance that he will feel truly compelled to get his money's worth from the transaction by actually reading the book.

The Seller

Next up we have the eBay ebook seller. This person also buys ebooks, but he does so with the sole intention of reselling in his shop. In fact, he probably hardly ever reads the books that he has bought to be resold.

So what motivates the seller?

Well, he wants to get his hands on as many ebooks to resell as possible. He deals in volume, with the more successful ebook sellers selling dozens of items per day.

This seller is constantly facing a daily battle of basic economics. He deals in books which have unlimited resell rights, meaning an unlimited supply, and a saturated market.

Because of this, the books that they sell diminish in value daily, and so he is always on the look out for new books, with a higher perceived value.

I talk about how we can take advantage (in the nicest possible way, of course!) of this seller and profit from his hard work in my [Auction Secret Profits](#) book.

The Smart Seller

The Smart Seller is cleverer than your average Joe. In fact, some of the Smart Sellers out there literally blow me away with their ideas and concepts.

The Smart Seller is someone who looks at eBay as just part of his marketing arsenal. He collects leads and subscribers at the front end, and then turns it into gold in his bank at the bank end.

Have a look at [Planet SMS](#) and see his operation in action. The guy is a marketing genius and leverages the power of eBay every single day to produce incredible profits.



PlanetSMS brings you..

Your Own eBook Business

Finally! If you are tired and frustrated over all the ineffective online money-making courses out there, here is the solution for you...

**Now YOU Can Become An eBay PowerSeller
In 90 Days, Make Hundreds Per Day, And
Work From The Comfort Of Your Own
Home... 100% Guaranteed!**

Click [HERE](#) to see his site, but just make sure you make notes on everything that he does!

Whenever I hear anyone say that you can't make MASSIVE money online from eBay I think of him.

Smart Sellers can also be ruthless sellers as well. I'm a 'Smart Seller' in a non internet marketing niche, and it's has given me an incredible edge over my competition.

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Because I have a system in place, which produced nice profits at the back end, I'm able to undercut my competition at the front end.

In other words, I can sell digital products on eBay for less than the associated fees, and still make money, as people opt to purchase my higher priced products.

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount
12 Jun. 2007	Payment	From		Completed	Details	Print postage label	£1.99 GBP	-£0.27 GBP	£1.72 GBP
12 Jun. 2007	Payment	From		Completed	Details	Print postage label	£2.99 GBP	-£0.30 GBP	£2.69 GBP
12 Jun. 2007	Payment	From		Completed	Details	Print postage label	£1.99 GBP	-£0.27 GBP	£1.72 GBP
12 Jun. 2007	Payment	From		Completed	Details	Print postage label	£3.98 GBP	-£0.34 GBP	£3.64 GBP
10 Jun. 2007	Payment	From		Completed	Details	Print postage label	£8.98 GBP	-£0.51 GBP	£8.47 GBP
9 Jun. 2007	Payment	From		Completed	Details	Print postage label	£47.00 GBP	-£1.80 GBP	£45.20 GBP
8 Jun. 2007	Payment	From		Completed	Details	Print postage label	£1.99 GBP	-£0.27 GBP	£1.72 GBP
7 Jun. 2007	Payment	From		Completed	Details	Print postage label	£1.99 GBP	-£0.27 GBP	£1.72 GBP
7 Jun. 2007	Payment	From		Completed	Details	Print postage label	£12.96 GBP	-£0.64 GBP	£12.32 GBP
7 Jun. 2007	Payment	From		Completed	Details	Print postage label	£2.99 GBP	-£0.30 GBP	£2.69 GBP
6 Jun. 2007	Payment	From		Completed	Details	Print postage label	£4.99 GBP	-£0.37 GBP	£4.62 GBP
6 Jun. 2007	Payment	From		Completed	Details	Print postage label	£3.98 GBP	-£0.34 GBP	£3.64 GBP
5 Jun. 2007	Payment	From		Completed	Details	Print postage label	£47.00 GBP	-£1.80 GBP	£45.20 GBP
4 Jun. 2007	Payment	From		Completed	Details	Print postage label	£4.99 GBP	-£0.37 GBP	£4.62 GBP
4 Jun. 2007	Payment	From		Completed	Details	Print postage label	£4.99 GBP	-£0.37 GBP	£4.62 GBP
3 Jun. 2007	Payment	From		Completed	Details	Print postage label	£47.00 GBP	-£1.80 GBP	£45.20 GBP
3 Jun. 2007	Payment	From		Partially Refunded	Details	Print postage label	£47.00 GBP	-£1.80 GBP	£45.20 GBP
2 Jun. 2007	Payment	From		Completed	Details	Print postage label	£1.99 GBP	-£0.27 GBP	£1.72 GBP
2 Jun. 2007	Payment	From		Completed	Details	Print postage label	£1.99 GBP	-£0.27 GBP	£1.72 GBP
2 Jun. 2007	Payment	From		Completed	Details	Print postage label	£1.99 GBP	-£0.27 GBP	£1.72 GBP

You can see in the screen shot above how implementing my [Auction Profits Unleashed](#) system lead to huge back end sales. This really is powerful stuff!

In fact, if I'm feeling particularly ruthless (I'm not ruthless really, I'm far too soft!), I'll run my auctions at a huge loss because I know I will make it up, and then some, at the back end.

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I promise that I'm a nice person really – but business is business and it's survival of the fittest out there.

In Auction Profits Unleashed, the book that even had the Gurus raving, I detail an innovative step by step system, showing you how you can set up your own profitable backend eBay system for yourself.

Being a Smart Seller means maximising your eBay spend, while pulling in huge profits too. If you're selling on eBay, and you don't have a profitable backend system, then you're leaving money on the table.

The Smart Sellers use eBay as a mechanism to drive traffic to their site. If you want to use eBay to your full advantage then you should strongly consider doing the same.

The Relaxer

The Smart Seller makes money by the bucket load, but he still gets taken advantage of by the Relaxer. Unless he's a super Smart Seller of course!

You see, the Relaxer is probably the cleverest person functioning on eBay. He makes money while he sleeps, and he never even has to run an auction.

The Relaxer is the one responsible for writing the ebooks that clog up the listings in the first place.

And he was the one who saturated the market by giving away master resell rights. And he did it all very deliberately of course!

The Relaxer writes short ebooks, stuffs them full of juicy affiliate links, and links back to his site, and then releases to the world. So while he is relaxing in bed, the seller is selling his book for him, and the consumer is clicking his links.

And when the Relaxer wakes up, he will find a flood of traffic to his site, and cash in his account.

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It's a bit more complicated than this, of course, but in [Auction Secret Profits](#) I give you a step by step guide detailing how you can put this kind of autopilot wealth creation into action yourself.

eBay is a complicated market place, made more confusing by these four different groups of people, all looking for different things.

Understanding the eBay profit motives really is the first step towards creating our own eBay profit streams.

Chapter 4:

The Big Fat eBay Lie – Part 3

One of the big fat eBay lies that you'll hear a lot on internet forums everywhere is that eBay fee rises mean your margins are going to be impossibly thin.

Yes, eBay fees are rising, and they look set to continue to go up in the months and years ahead. But the people who see this as a problem aren't looking at the big picture.

They've not looked beyond the horizon, and their eyes are fixed firmly on their feet!

The people who tell you that it's not possible to profit from eBay conveniently forget about the 'Smart Seller' and the 'Relaxer'.

There's no doubt about it. Fee rises hurt the seller. His margins are wafer thin, and he has to compete against a thousand other sellers for the same sales for a couple of cents a pop.

So even a minuscule fee rise can cause the seller huge problems. And his problems don't end there either. Seasonal fluctuations in sales can be enough to send him from small profit to big loss.

In short, he's treading a tight rope without a balancing stick. And an eBay fee rise is a fearsome hurricane just waiting to slam him into the concrete.

But we already know that this is not the way to approach selling on eBay. We already know 'the seller' gets the thin edge of the wedge.

We want to be smart – we want to be the 'Smart Seller'.

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So how does a Smart Seller react to eBay fee rises? Well, usually he is indifferent as he makes most of his money at the backend. So yes, a fee rise might pinch him a bit, but he has bigger fish to fry.

And if he's really on the ball he might actually welcome a fee rise. In the education niche, where I put all of this stuff into action, I get giddy when eBay fees rise.

And no I'm not crazy!

An eBay fee rise means that I'll lose a bit on the front end in the auctions. That's okay though because I make 80%+ of my money at the backend anyway, so this really isn't a problem.

But it is a problem for my competition. Their margins get squeezed, and they have to raise their prices to stay in business.

And me? Well I'm quite happy with my prices as they are, thank you very much!

My [Auction Profits Unleashed](#) system means that I can quietly ride out such rises with a huge smile on my face, while I watch my competitors lose market share as they raise their prices.

I've read many a bitter post on a niche forum complaining about my eBay selling tactics.

Most of my competition don't even realise that I have a backend profits machine, and so can't quite figure out why I seem to sell at a loss, and still keep on trading.

I think that they think I'm a bit mad!

I'm a professional, and so I always reply politely and positively, but they just don't like the fact that I sell at such a low price. Before I entered the market they had a very cosy little cartel going on.

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I've disrupted that with a price war they can't win, and understandably they get frustrated. If they read Auction Profits Unleashed and had their own backend profit machine set up, then of course it would be a different story!

The lie that eBay fee rises are bad for eBayers is a BIG one. It's bad for some people selling on eBay, but for others it can be a huge boost.

And it shows once again that if you look beyond the horizon you might just be surprised by what you see.....

Chapter 5:

The Big Fat eBay Lie – Part 4

Another huge eBay lie is that there's no point putting affiliate links inside ebooks as no one ever reads them. The lie says that people only buy ebooks for two reasons – to sell them or to obtain quick feedback.

It's a fact that people do buy ebooks to resell them. And some people also buy ebooks to get cheap feedback. And these transactions are a huge part of the market.

But another huge part of the market is people buying the ebooks for the information contained inside. And that means people reading the content and then clicking your links – if you're distributing viral ebooks the RIGHT way like in [Auction Secret Profits](#) that is.

People come online to find information. Every day people go to Google, to Squidoo, to Yahoo, and to a million other places in an attempt to find answers to their questions.

And it's inconceivable to me that people would go to all those places to find information, but not to eBay.

People go to eBay to find everything, whether that's physical products, or information products. In fact, when I started out, one of the first places I headed to when looking for ebooks was eBay.

And I wasn't looking to resell the books, I was looking for ebooks containing information that I could use in my business.

And I'm sure that I clicked on dozens of affiliate links too, and gave a Relaxer somewhere a nice and unexpected Christmas bonus!

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Yes, people buying to resell and for feedback is a big part of the market. But people actually buying to get access to the information inside the book is also a huge part of the eBay market too.

In the regular [Lee McIntyre newsletter](#), and on the [Lee-McIntyre blog](#), I talk about issues such as this on a regular basis. There's so many lies and misinformation out there, that sometimes it just all needs to be debunked.



Attention: Successful Niche Marketer Finally Blows The Lid ...

**"Discover How a 27 Year Old School Teacher Cracked
The Niche Marketing Code to Unleash a Flood of
Income Into His Bank Account.....Absolutely FREE!"**

I'm very good at debunking the nonsense, even if it does cost me sales in the process!

And I'm not trying to be controversial. I think most of the mistruths that are shared with people are genuine and honest mistakes. People hear one thing, take it as the truth, and then repeat it ten times to ten different people.

I'm just telling you what I've seen with my own eyes on a daily basis. The claim that people don't buy ebooks is nonsense, and is another Big Fat eBay Lie.

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Chapter 6:

The Big Fat eBay Lie – Part 5

One of the main reasons why many marketers elect not to get involved in the eBay marketplace, is because they consider that involvement with the auction site will diminish their perceived brand value.

The argument goes that having your work splashed all over eBay will make it look cheap, tacky, and will hurt the future value of subsequent products that you release.

Without wishing to be too controversial (I don't do controversy!), this viewpoint is bordering on snobbery, and hanging on the edge of delusion.

This is an example of marketers who've heard one thing, taken it as absolute fact, and then been unable to look over the horizon.

And the sad thing is that many marketers are missing out on these opportunities because of this very big fat eBay lie.

If you have a list of 100K, and a whole host of JV partners in your back pocket, then it goes without saying that you're not desperate for new routes to market.

In these situations, it's understandable that a marketer might not want to have his stuff on the auction sites. He really just doesn't need to, and he might want to make sure that his future output is as exclusive as possible.

In short, this type of marketer simply doesn't need the additional route to market, and the additional exposure that eBay provides.

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But what about the rest of us? What about those of us who don't have a 100K list?

Well for us, having viral ebooks with our name on them spread round eBay like wildfire can give us the consistent flow of traffic that we need in order to earn mega profits.

Sure, the overall brand of our output might be slightly diminished when there are 100 listings of one of our books with resell rights on eBay. But the additional exposure that this brings far outweighs any potential losses.

And what if you never even intended to sell the book that you put on eBay in the first place? What if this book was written with the sole intention of being a viral lead generator?

If you can create a book with the specific intention of driving traffic to your site to buy your premium products, then you're going to make far more money than you will lose through any slight loss of brand value.

The fact that you should never sell on eBay because of the damage to your brand really is a big fat eBay lie.

One of the benefits of developing your own mailing list, and growing your online business fast, is that you get to make fantastic relationships with great marketers.

You get to see the real truth behind the curtain, and not just the 'truth' that is presented in an ebook.

One of my favorite marketers makes \$1000s per week, and grabs 99% of his traffic through viral ebooks on eBay. Do you think he is worried about his brand perception?

One marketer I'm exchanging emails with even has a small secret eBay store, which he uses to distribute viral eBay reports.

He has new reports ghost written every week and then lists them in his secret store.

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The result? He has a system for product creation and a profitable avenue to distribute his products virally.

As soon as a new report is ghost written for him, he has it on eBay by the end of the day, and within a week the book has spread around eBay with master resell rights. And of course each and every copy of the book has potent and profitable links pointing back to his site.

Those who tell you to avoid eBay because it will damage your brand are usually the ones who don't need eBay in the first place. If you want to grab a ton of traffic on a daily basis then get distributing viral ebooks on eBay now. You will thank me when you do!

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Chapter 6:

The Big Fat eBay Lie – Conclusion

When I bought my first ebook from eBay, I was such a newbie! I didn't have a clue about marketing online, and certainly didn't truly understand the REAL truth about eBay.

However, the second I started to see what was really happening in the eBay marketplace, was the moment that everything just clicked!

Instead of just looking to sell cheap digital products in volume, I could now see the huge potential of developing the kind of effective back end I talk about in [Auction Profits Unleashed](#).

I also finally started understanding WHY eBay was full of cheap ebooks with resell rights, and developed my own system to pull in the profits which I talk about in [Auction Secret Profits](#).

eBay is such a massive opportunity because the knowledge contained inside this book is not widely shared.

Even experienced marketers will tell you that eBay is a waste of time because you only get 99c a sale. I hope now that when you next hear this kind of crazy talk, you will join me in telling them (politely!) the REAL truth about eBay profits.

There are so many big fat eBay lies out there, that it has just been a pleasure squashing a few of them in this report.

One of the things that I enjoy doing the most in the Lee McIntyre newsletter is telling people the real truth about making money online.

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I spent a long time swallowing the hype and making bad decisions that cost me a fortune. If I can help just one person achieve their online goals without having to spend a fortune on bad products, then it will all be worth it!

There are a lot of great marketers out there, but I sometimes wish more gurus would just speak the truth, rather than shoveling hype all the time.

If you have any questions at all about this book, then leave a message on the [Lee-McIntyre.com blog](http://Lee-McIntyre.com) and I'll answer it personally ASAP.

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 weekly newsletter](#) in the coming days and week.

Thanks for reading :)

Lee McIntyre

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