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Day 6 – Working with eBay to drive traffic and results

EBay is my favourite website and has been for years, as it has been the heart of my online businesses success for some time now. In fact, if you check me out on eBay from my user name – [planetsms](#) you'll see that I have been around for some time and have done pretty well from selling resale rights products on eBay.

I strongly believe, in fact I know that eBay is one of the most under-utilized resources around.

Every day, I see hundreds of people using eBay missing out on opportunities that are, quite literally, staring them in the face!

Follow what I am about to tell you, to make sure that you do not do the same. Learn what a fantastic resource eBay really is.

Now, most people use eBay to 'sell stuff'. That's about as far as it goes for the vast majority. They sell stuff.

What I will show you is so far beyond 'selling stuff' that you will hopefully see eBay as a massive list building tool.

So, yes, you are going to use eBay, but in a way that you have probably never even considered before.

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NOT 'Selling Stuff' On eBay!

This section of the course is NOT about making money by selling on eBay. In fact even if you never make one cent from direct eBay sales it doesn't matter!

I am going to show you how to use eBay to build your 'Resale Rights' business for the long term.

To do that, I am going to focus on two aspects of what eBay can do for you:

Continuing to build your list and..

Getting your business in front of as many people as possible.

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Selling Other People's Resale Rights Products

EBay has rules, and they must be followed.

You are not allowed to link straight back from any auction listing that you post, directly to your own website. You cannot ask your auction visitors to go to your 'opt-in' page.

This makes sense. If eBay allowed this, then there would be total and utter chaos.

It would be complete bedlam, and the chances are that eBay would have been out of business years ago if this were allowed!

However, there are ways that you can use eBay to build your list and get your business in front of people. And, trust me, the methods I am just about to show you work!

I get over 100 new sign-ups or opt-ins every day of every single week of the year, just by using the tactics that I am about to show you. So, like I just stated, they work!

Selling Other Peoples Resale Rights Products on eBay.

We've already highlighted free giveaway sites and events, where you can pick up lots of 'Resale Rights' products free.

People give these products away for nothing to build their own mailing lists (so you should be a future giveaway contributor, right?).

It does not follow that these products are worthless. If the product is good, you could put it up for sale on eBay yourself.

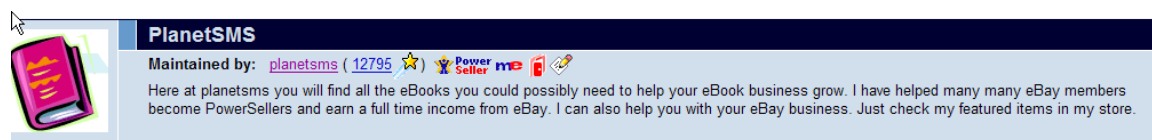
The price does not really matter.

What matters is that you build an attractive, interesting or intriguing 'about me' page BEFORE doing anything else. This is because from your about me page, you ARE allowed to send people to the opt-in pages on your site.

Keep it relatively simple, because the current trend is towards keeping everything simple. Keep everything 'above the fold' of the page, so that a viewer does not have to scroll down.

Don't make your visitors work unnecessarily!

The key thing is to show a prominent link from your 'about me' page back to the 'opt-in' page on your website. As an example, this is how my 'about me' page looks at the time of writing:



If you **want to learn** from
someone how to do something
shouldn't it be from someone
with a **PROVEN** track record?

[Click Here!](#)

The 'Click Here' takes you straight to another of my websites, which (surprise, surprise) asks you to opt-in, before trying to make the sale.

So, in every auction that you run, it is absolutely imperative that you do everything you can to get people to view your about me pages.

If you can afford to, it will make sense for you to start your own eBay store as soon as you can too.

This makes your operation seem far more business-like, and far less like someone just 'selling stuff'.

Whilst it is not essential at this point, it will definitely become required sometime, so the sooner you are able to build your store, the better.

Being business-like and professional will help eBay visitors to trust you, which is a critical point you must understand about everything you will do on eBay.

It is a site built upon the concept that people deal with people, and on the idea that the whole buying and selling process should be personal.

Everything on eBay revolves around feedback. Your 'feedback' score is so important as it tells real people what other real people feel about dealing with you. This is what makes eBay tick; feedback from the buyer and seller can be left for every single transaction on eBay. And it's crucial you get as many positive feedback comments as you can.

This is why you must always be polite, and try to keep your customers happy. Customer service means everything on eBay and no matter how irritating or awkward any customer is (and this will happen) you must remain polite and provide the best possible service you can. I really can't stress how important this is.

Read that paragraph again as one day you will get an awkward customer and you cannot afford to get into a situation that will harm your feedback.

Now it's time to list all the resale rights eBooks you have acquired on eBay.

I have a completely different video showing how to do this and you can view that from:

http://www.mentorshipmonthly.com/getting_started/

Try to sell the individual Resale Rights eBooks you already have for \$0.99-3.99 each, remembering to make each individual salespage as attractive as possible. My advice here is to create or acquire an eBay template. The main reason is because it separates you from the same old sales pages that are supplied with most resale rights eBooks.

Look for free eBay templates online. Find one you like, and use it.

Here are a couple of sites that you can try to get you started:

<http://www.onlineauctiontrader.com/ebaytemplates.htm>

<http://xample.net/templates.htm>

Or you can get an eBay template professionally designed from:

<http://www.divinitydesign.co.uk/graphics.html> (this is where I go and if you tell them John Thornhill sent you they will give you a discount)

Once you become more advanced with your web page design skills, you can create great looking pages of your own that you simply keep on your own PC.

Then, every time you want to list something new, you would write your sales text and input it into your saved personal template.

This will make your listing look more attractive and professional and will set you apart from the crowd. It also saves a lot of time when you are listing new items.

Here's the top of the page from a recent listing of mine, just so you can get an idea of how you can make this look:

Congratulations, you have discovered ...

PlanetSms



your search for eBooks on eBay is over!

ADVANCED MEMORY TECHNIQUES!

A COURSE IN TECHNIQUES AND SKILLS FOR MENTALISTS, MAGICIANS AND STUDENTS

For students, improve your grades with less effort!

But this book is also....

The ideal for any stage mentalist or magician by establishing credibility of amazing skills with an easy to follow instructional book on using the amazing power of your memory.

The ancient Greeks would have power memory contests - they would speak for hours.

The stories would be learned word for word ...

Join the power mnemonic's!

The author, Andrew Stuart Gray writes ...


'If you are a student then you are really going to find the techniques that are included in this book are weapons in your arsenal of keeping all that information in your head. You would probably have to buy MANY books to be able to find all the information that you would find here in just one easy-to-read volume.

And here's the bottom of the very same page:

Even if you are familiar with one or two of these techniques already, I almost guarantee that you will not have come across **virtual** mindmapping before, anywhere. It uses every single one of the techniques to produce a rich learning and remembering environment.

Why Buy an eBook From PlanetSMS?

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your search for eBooks on eBay is over!

Note that I am doing everything I can to make the prospect feel happy about becoming my customer, and did you notice the two icons at the bottom? See how I am trying again to get the visitor to my 'about me' page, as well as to my store?

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Selling Your Own Rebrandable Resale Rights eBooks

Okay, let's crank this up a notch or two.

Remember that you wrote a short report to give away from your opt-in page? Of course you do.

It wasn't that difficult to create, was it?

Good, because I want you to create another one, but this one is for sale. *Again, if you wish you can use PLR material.*

The main purpose of this eBook will be to promote your eBay store and free report so make sure you mention these in the opening paragraph. Simply write a short bio just as you do when you submit an article.

It should be a little longer than before – 20 to 25 pages will be perfectly adequate.

Put a little more time and effort into this report, as it is for sale. Remember that, no matter how cheaply you will sell it, it still has to represent great value for money.

Let's say that you write a report for your 'diet' niche called '25 Killer Tactics To Start Losing Weight RIGHT NOW!'

You price it higher than before, as it is absolutely brand new, unique content.

Okay, this is where we can really start pushing things along.

Firstly, remember the Clickbank account that you opened? Here is where you start to use it.

Visit the ClickBank Marketplace and see what products are available related to your chosen niche. There's likely to be quite a few.

<https://www.clickbank.com/marketplace.htm>

Look at the sale pages of the more popular programs.

Choose the ones that appeal to you, as they are likely to appeal to your readers too. Try to pick those with decent pay-outs too.

Then, go through your report and include affiliate links to these programs wherever they are most appropriate.

Don't go crazy by linking to 8 or 10 affiliate programs.

That would tell your reader that you don't have any loyalty to, or belief in, any of them, thus guaranteeing no sales!

Stick to two or three different affiliate programs as a maximum, and include a few links to each scattered throughout the book.

Here is an example of how you would do it:

“Another method of weight loss that is so often overlooked is the power of [hypnosis](#); many people have lost weight this way”

The hyperlink [hypnosis](#) links to a product on ClickBank, click it and see. I would receive a commission payment for any purchases made by anyone clicking that link and buying the product.

Sell this book with full Resale Rights for, say \$1.99.

The idea of this report is that other people buy and then sell it, and thus, your business name gets spread far and wide.

Say in the first week you sell only 10 copies of your report. But then each buyer does the same, and the people that they sell to also do likewise.

You only sold 10 copies personally, but there are already 1110 copies of your report being read by potential prospects for your business, because other people sold it too!

This concept is known as viral marketing, and this is how it works in its simplest form.

If you use PLR material you can 'brand' a report from scratch in about an hour. Not bad for something that will earn you money for years to come.

And if you want to take it up a level try this...

Now, you can try this with the same report that you have just been selling, and this will work to some extent.

However, it will be far more effective if you can release a second unique report.

This second report could, of course, be put together from a substantive re-write of the original, with a few more ideas and resources added (links to different websites, for example) and so on. A new title should also be used.

Now, think about what happened in the sales cycle of your first viral report, and, in particular, about the people who bought it.

Not every one of those buyers will have tried to resell it. How could you have encouraged them to do so?

The sales income alone would hardly have set them on fire, would it?

Imagine that your report has now been on the market for a year. Market forces have, by now, driven the 'going' price of the report down to \$0.99 or less.

That is not going to get anyone very excited, is it?

Your original viral report therefore has a limited life cycle before the sales simply dry up.

So, how do you give your buyers a real, long term incentive to sell your report (and, thus, get your name in front of hundreds or even thousands of readers)?

You pay them to do so, that's how!

Or, more accurately, you allow Clickbank to pay them, by allowing buyers to insert **their** affiliate links into the report, rather than yours! These type of eBooks are called re-brandable eBooks. You use special software to allow certain links that you choose to be re-branded.

You need to create your PDF formatted report using software that enables you to sell a re-brandable version of your book, plus give the necessary re-branding tool to your buyers.

The best tool currently on the market for this job is called [viralpdf](#)

'Version 2' of your report is fully re-brandable apart from one or two links you keep for yourself.

Your buyer gets it and changes most of the affiliate links to theirs. Then, every time an affiliate sale is made through their branded link, they get paid, rather than you.

Why would you do this? Isn't it like giving money away?

This simple step virtually guarantees that, whilst your first report reached 1110 people, this one will reach ten times or a hundred times that number.

Your buyers can now earn \$50 or \$100 in affiliate commissions every time they sell the report, rather than a measly \$0.99.

Do you think this will be more effective? Of course it will.

Your first report was viral in the same way that a small, localized outbreak of the flu is viral. The second one is so viral that it could literally start a new plague!

But remember! This report is promoting your squeeze page and eBay store. Plus as you kept a few affiliate links for yourself you will still earn an affiliate income.

If you would like to see how I have done this in the past download one of my best selling eBooks 'The eBook Process' free by [clicking here](#). Be sure to check out how I encourage you to brand and distribute the eBook.

And it doesn't stop there; look for Resale Rights eBooks that you can brand with **your affiliate link**. There are 1000s out there. You can brand an eBook and have it listed on eBay in a matter of minutes. I make \$1000s each and every month by selling eBooks that I have branded with my affiliate links. Not from the initial sale but from the affiliate commissions I earn **after** the sale.

Make It Impossible To Say NO!

Remember that, earlier in this book, I told you that you should make it as easy as possible for people to work with you?

That applies here too.

In all scenarios above, you are trying to encourage others to sell your 'Resale Rights eBook' so that they gain, but so do you.

So you need to make it easy for them to re-sell your eBook, by including everything that they need to make the sales, in the package with your initial report.

For example, when you get a free 'Resale Rights' product you probably make sure that it comes with a pre-built sales page and all the graphics that are used on that page.

If you are creating your own product, again, a sales page and graphics are the absolute minimum that you should be providing for your re-sellers.

But, you can set yourself apart from the crowd by going that extra few yards (or meters) by adding in some or all of the following as well:

- Opt-in, squeeze and thank-you webpages
- PLR articles for them to modify and submit to the directories
- Alternative graphics so that they can make the sales page more unique
- Alternative sales letter text (for the same reason)
- An autoresponder eCourse
- Raw files such as graphics that can be edited

And so on.

You can add significant extra value to all of your offers by adding as many additional tools and resources as you can. Do everything you can to let your potential customer know that you are trying to help him (or her) make sales and money by buying your product, the very first time they visit your auction!

People are always looking for an 'expert' to whom they can turn, confident in the knowledge that what they learn will be worth learning.

If 100,000 people have got a copy of your weight loss and diet book, don't you think that this might make you an expert?

Don't you think that providing buyers with every tool and resource that they need to get their own 'Resale Rights' business off the ground would tell them that you know what you are doing?

That you are an expert to whom they should listen?

Yes, I think so too.

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After The Sale on eBay

Whether you sell your own eBooks, resale rights eBooks or eBooks you have branded with your affiliate links there is one crucial stage of the whole process you need to understand.

Once you make that eBay sale you are in an incredibly powerful position as if you can get your customer onto your list you could have a customer for life.

Follow these instructions and you won't go wrong.

First of all don't send an eBook via email as an attachment.

These are the main reasons why your delivery email should not contain attachments.

1. Some people don't know how to open an attachment.
2. Some people are worried about viruses contained in attachments.
3. Some email clients prevent attachments from being opened.
4. Your outbox will be constantly full because of the size of the emails you're sending.
5. Your customer's inbox may be full and they will not receive your eBook.
6. You could get blamed for a virus someone receives.
7. It makes you look unprofessional.
8. **You won't be able to offer your free report. (Most important)**

Send your customers to a download page.

This is how you will send your customers to your squeeze page. As the eBook you just sold is related to the report you are offering you are driving **highly targeted traffic** and this will result in a lot of conversions.

To explain this fully you should open the following page I showed you earlier.

http://www.ebookprocess.com/thank_you_page/

In fact you should read that eBook as it will explain things further but in a nutshell you will notice:

1. Straight away I provide the download link to the customer's eBook.
2. I then provide a link to my newsletter (you would provide a link to your blog)
3. Now I provide a free eBook. In this example it is my own eBook but it could just as easy be another eBook I have branded.
4. I provide another free eBook. This page requires a sign up.
5. I offer an up-sell for one of my other eBooks.
6. I offer my PowerSeller secrets e-course. This is the same course I offer from my about me page.

I have numbered each option for a reason, you will notice after you complete number one (download your eBook) you move on to number 2, then number 3 and so on. If you number each operation it seems to have more effect.

Notice how all of my websites again try to capture an email address? You will also notice I also have AdSense ad's on the page? This is optional but it helps cover eBay fees.

Now included with all the bonus eBooks would be a 'bonus' folder and/or 'read me' file. The bonus folder would include some of my own eBooks that could be re-sold and the read me file would include instructions explaining how to re-sell the eBook they just bought. In the read me file would be a link back to my website.

If this eBook gets re-sold the seller is promoting my websites even if the eBook is not mine. However, if the eBook were mine they would be starting the viral process all over again. Anyone viewing or buying any of my eBooks would be visiting my websites, just as you have hopefully visited a few of mine as you have read this eBook.

I now hope you understand the power of eBay and the potential to use it to your advantage. I have been manipulating the power of eBay since 2004 and the viral power of eBay is as strong now as it ever was.

I am concluding day 6 with something that will have your head spinning. Just look at it as an unadvertised bonus. You are also getting rewarded for reading this far. While I know this can't be done in a day it is something you should consider so please keep reading.

If Your really Want to Get Things Moving.

Remember what you are about to read as the rest of the material in this document is worth the full price you have paid for this product and so much more.

While you can make thousands through the system I have presented to you the method I am about to share will eventually make me millions. At the time of writing I am 38 years old and I know my methods will probably make me a millionaire before I'm 40 and I'm laying these methods out for you right now..

So now I have your attention ☺

How do you feel about creating premium products? When I say premium I mean 20-30 thousand word eBooks that will be sold solely on ClickBank.

You can use PLR material for this if you wish but if you do be sure to get new graphics created and change the title as it needs to look unique.

You list these products on ClickBank. But this is just the beginning.

Remember earlier I told you the power of your own unique re-brandable eBook is not to be underestimated.

Well you can create resale rights eBooks and allow 100% of the links inside to be branded. **Imagine telling your re-sellers that every single link inside the eBook that leads to a sale will earn them an affiliate income.**

You may be thinking why give 100% of the commissions away?

Well you do this because every single link inside these eBooks will link to **your ClickBank products**. You don't care how much the affiliates get as **you are getting 50% of every single sale from every single link in the eBook.**

Want proof? I have a \$97 product on ClickBank at:

<http://www.ninetydaypowerseller.com/>

This is the product that generated the \$100,000 screenshot on the salespage. Here it is again if you missed it.

**Over 100k in
12 months**



Sum of 2007 Paychecks:	\$79,873.84
Sum of 2006 Paychecks:	\$21,082.56

I have many many eBooks, reports and articles promoting this product. But the biggest earners are my resale rights reports and eBooks that promote it.

Look at these eBooks and tell me what they have in common? Feel free to download them all.

http://www.ebookprocess.com/thank_you_page/

http://www.powersellerchallenge.com/updates/download_ebook_ag.php

http://www.planetsms.co.uk/ebay_downloads/planetsms_profits.htm

http://www.planetsms.co.uk/downloads/10k_auction.htm

http://www.planetsms.co.uk/ebay_downloads/interview_with_planetsms.html

<http://www.sevenkeyelements.com/download7elements6f498.html>

Well the first thing they have in common is they were all written or co-written by me.

Secondly, they all have resale rights.

Thirdly, most can be branded.

But fourthly, and the most crucial point of all is they all promote <http://www.ninetydaypowerseller.com/> via the links inside. As well as some of my other ClickBank products such as:

<http://www.auctionprofitstreams.com/>

<http://www.auctiontrafficexplosion.com/>

<http://www.mentorshipmonthly.com/>

These eBooks have become so successful because they can earn the resellers an affiliate income. And multiple resellers mean I'm laughing all the way to the bank.

And how do you think I will promote Resale Rights Blueprint?

I will create multiple reports and eBooks and allow every single link inside to be branded. I will provide all the tools necessary to make it as easy as possible for my affiliates and I will distribute these eBooks and reports via eBay.

Over time 1000s of people will be distributing these eBooks and reports and every single one of them will be promoting [Resale Rights Blueprint](#).

You can do exactly the same with your business. For example create 3 premium products in your chosen niche. Then create at least one resale rights product per month that promotes these products.

Include all the reseller material you can to make it easy to distribute but most importantly:

Allow every single link inside the eBooks to be branded.

Then sell sell sell them on eBay and wait for the ClickBank checks to start pouring in...

I hope that you now appreciate just why eBay is such an important part of my own business, and why I believe that so many people criminally underestimate what you can achieve with eBay.

I am guessing that by now, you no longer believe that eBay is just people 'selling stuff'.

If you do, then I recommend that you go back and read the whole of this hidden bonus section again, because I have just given you one of the most powerful marketing strategies you will ever see online.