

The Top Five Ways to Sell Online



1. IT'S EASY TO CREATE YOUR OWN WEB SHOP?

Assuming that you have some knowledge of how the Internet works and perhaps a little experience of working with websites, this could be relatively easy for you. There are a number of packages for sale online at various monthly or annual rates. At this point I would suggest you take some first steps by assessing how competent you are with your knowledge.

Here are a few things that you need to do to get your new shop up and running: which we go in to a lot more detail with practical webinars in our member's site...

- Register a domain name.
- Decide where to host your website.
- Build your interactive website.
- Domain name & keywords - how to use them.
- Merchant credit card account and PayPal account.
- Take good quality photographs.
- Use online video.
- Can you afford not to use pay per click
- Will you use data capture software to record your customer's details.

2. DON'T WANT ANY STOCK? BE AN AFFILIATE

Affiliate marketing can be a great way to a passive income in your spare time with hundreds if not thousands of different opportunities available every day throughout the world. I very often come across two camps when talking about and looking at the affiliate marketing. The easiest way I find to explain affiliate marketing is to carve yourself a niche image in writing product reviews, and linking that review to the affiliate link of the company that is selling the product paying you a commission. Affiliate commission varies wildly from just 4% on Amazon up to anything to as much as 75% on Click Bank. What you have to do is decide where you're going to carve your niche in writing your reviews.

It's worth checking out various online forums to ensure that any affiliates who are currently working with a company are not having problems or issues with payments, as spending two or three hours a day promoting the product and then wondering if the company is going to pay you on time, quickly, or ever. Do not get too hung up on the bad press in the forums, as some people just like to have a moan on a regular basis, although if there are a lot of people making comments then it's worth making a decision based on further analysis.

The majority of affiliate marketers will want to spend a little time on their marketing activities on a daily basis, and will normally be looking at products or services at a value of approximately £150 or \$200 and above. There are many ways of finding products that have a captive audience, which we go in to a lot more detail with practical webinars in our member's site...

3. SELL PRODUCTS ON EBAY

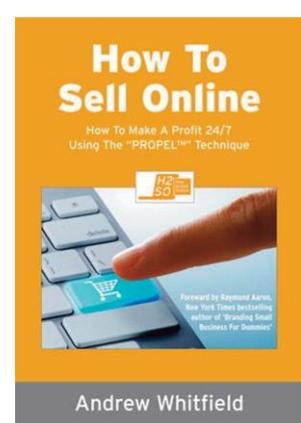
eBay is close to my heart as it's where it all started. Yet I hear a number of people who will protest to me that it's too expensive, they take too much money in fees, the customers never pay, they always leave negative feedback, it's only for selling second-hand used products, I can't guarantee that I will get the price I want for the item etc.

Well, I'm here to tell you it's not true. If any of the above is your perception of eBay then you need to relook at eBay and figure out why it's one of the best online selling marketplaces in the world today. I now sell new products at a price that is profitable. They are mainly sold on a buy-it-now basis and not through the auction, which is how eBay started and became known as the online auction site.

Top Tip 1: When you open your first eBay account you will be asked for a unique eBay username that will be displayed to the world. Try to make it meaningful to the business or products you're going to sell. Treat your unique eBay username as either a keyword or a brand word, which means you will avoid such things as fairydust14 or gettingdrunktonight10, as these will tend not to allow you to be taken seriously or professionally. This tip also applies when you're opening an eBay shop - you should ensure your shop name is meaningful. Once you have completed opening your eBay account you have some choices to make depending on what you're going to sell, how many items you're going to sell, and whether you want to upgrade to a shop.

A basic standard eBay account will allow you to sell any items; however, the fee structure for listing and final value fees will be higher than if you take one of the other packages available. Search for eBay shops to see the different price and the fee packages available.

Tips 4 and 5 are on the next page. Read on...



Andrew Whitfield

In this powerful and easy-to-read book, Andrew Whitfield shows you how to make money by selling online. Find out the reality of what it takes and how your business - small or large, home-based or on the high street - can be part of it. You may be getting started with eBay, fine-tuning your rich keywords on Amazon there's a wealth of information and it's available to download instantly



Andrew has been doing this for many years and is here to help your online retail business. His own business sources worldwide, promotes online and ships worldwide hundreds of parcels a week.

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Top Tip 2: Even if you do not wish to start trading yet, open an eBay account now and get your account verified by PayPal so they are linked, as this can take up to a week to 10 days to complete the PayPal verification process. Basically PayPal will take your details and they will pay some money into your account by direct debit and withdraw an amount. The value of these two transactions is always less than £1. You will then be asked to enter the differing amounts into a verification page to allow the account

to become live.

Top Tip 3: If you have an old eBay account that you opened several years ago and have not used, then go through the process of resurrecting that account. Even if it has been inactive it may still go towards qualifying for the featured shop minimum period of 12 months. This will mean you can be up and running as a featured shop a lot quicker than if you were opening a brand new account.

On eBay you can use video as well as pictures to show the customer your products. Video is becoming very important and we use a number of online tools, which we go into a lot more detail with practical webinars in our member's site...

4. AMAZON

Amazon is a fantastic marketplace to sell in. Assuming you're reselling products that are brand-new and have an EAN number (barcode), then you would be foolish not to sell through the Amazon marketplace. There are two caveats to that statement. If you're not prepared to give excellent customer service and you're out there to make a fast buck and don't care about your customers and are ripping them off, or if your products are so sensitively priced that there is very little margin in the profit, then don't bother with Amazon.

Amazon's customer service rules are really heavily stacked against the retailer. That said, if you are totally customer focused and totally customer driven to provide the most excellent service, then Amazon is definitely your marketplace.

To give you an idea of why I say that, 64% of my turnover now comes from Amazon. Yes - 64% of my sales come from Amazon.

However, Amazon is the brand that everybody recognises and trusts. Customers trust Amazon on the basis that they deliver and expect superb customer service. If an item is received damaged, it's returned. If it requires replacement, it's replaced. If the customer is not satisfied and just wants to return the item, the customer can

return it. If the customer is not happy, they have an automated system called the A-Z guarantee which the customer can take issue with the Amazon marketplace seller. Eight times out of 10, Amazon will fall on the side of the customer if such a dispute arises.

So if Amazon is so demanding in the customer service department, you may ask, why sell there?

As previously stated, Amazon is a brand, when we get phone calls to our customer service team from Amazon customers they very often think they're calling Amazon and not an independent retailer. I think that's cool. I have excellent feedback through Amazon from my customers, and although Amazon would never allow me to say I'm an Amazon partner, just by the association of selling products and delivering exceptional service to my customers they are associating my business as being part of a global brand.

I'll say that again - a global brand. That's one of the most interesting and exciting aspects of selling through this company. Yes, it's expensive; the cost of sales with Amazon is approximately 17%.

However, would I get the volume of sales through my stand-alone websites? No. How much would I have to spend on pay per click, SEO, and other general marketing initiatives to make up the shortfall of getting the volume sales I get through Amazon? A lot. It's quick and easy to open an Amazon marketplace account. All you need to do is become registered, and there are various differently priced platforms for you to sell from. Therefore I urge you to go to Amazon's customer help pages, and a bit like eBay assess the package that is right for you.

There is so much that I could go into in relation to selling on Amazon, along with some of the hints and tips on how to deal with competition, which we go into a lot more detail with practical webinars in our member's site...

Top Tip 4: Keywords are essential. You need to do your market research to find the best keywords selling any product online, but especially on Amazon. The title of your product should be keyword rich.

5. HAVE A LOOK AT SOME OTHER ONLINE PLATFORMS

- Google shopping - Revamped by Google in 2012, this integrates with your own web store and you can control your own cost per click budget.
- Play.com - This site boasts some 15m subscribers.
- Ebid.net - With some 2.7m registered users
- Quicksales.com.au - This Australian-based website claims to have over one million listings
- Bonanza.com - This American website appears to get a lot of traffic from Eastern Europe as well as in the United States.
- Gumtree - Up-and-coming and having a lot of media attention in the UK, but what most people don't recognise is that Gumtree is part of eBay!
- Pinterest
- Facebook shopping...



...and so many more which we go into a lot more detail with practical webinars in our member's site.