



## The eBay Marketing Bible: Everything You Need to Know to Reach More Customers and Maximize Your Profits

By Cliff Ennico, Cindy L. Shebley

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Selling on eBay has never been hotter. There are now almost 900,000 people using eBay as a part-time or full-time source of income. And while there is big money to be made selling merchandise on the site, it is also becoming more and more challenging for sellers to stand out from the crowd. Written by two e-Bay experts, "Marketing Your E-Bay Business" offers advice to eBay sellers on building a successful marketing plan by identifying their customers, determining what items will sell best for them on eBay, and using 'fear' and 'passion' marketing to reach those customers and induce them to buy. Cliff Ennico and Cindy Shebley will help readers market their eBay products and attract and keep customers.

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There's never any shortage of customers on eBay, but with upwards of one million sellers battling it out for buyer attention, how can you make sure that your eBay business remains front and center? Even assuming you sell quality products at great prices and provide every guarantee under the sun, you're still just keeping pace. The secret to being an eBay world-beater is in marketing your business in ways that create customer confidence, loyalty, word-of-mouth, repeat business, and brand awareness.

*The eBay Marketing Bible* is a plain-English, practical guide for all eBay sellers. Whether you're an experienced online marketer or a complete novice with nothing but a desire to succeed, this book will take your eBay business to the next level. Co-written by eBay business and legal expert Cliff Ennico and eBay marketing expert and PowerSeller Cindy L. Shebley, *The eBay Marketing Bible* covers every angle of marketing for success on eBay, including how to:

- Turn your hobby or part-time eBaying into a bona fide full-time career
- Identify and reach your ideal customer
- Ensure that you're selling not only the best-quality products but the right ones
- Take advantage of eBay services created to help your business get off the ground and thrive
- Build an irresistible online profile, from your "about me" page to your own website and your eBay store (or stores)
- Use blogs, podcasts, social networking sites, YouTube, e-mail marketing, eBay communities, search engine advertising on Yahoo! and Google, and much more

You'll also learn the basics of Web Analytics, or how to look at the specific impact of each marketing strategy and tool you use to see what's working and what needs work.

*The eBay Marketing Bible* presents hundreds of real-world examples and several case studies illustrating great strategies in action. The authors have assembled an impressive annotated resource guide and created a selection of customizable marketing forms to help you create and deploy your optimal eBay business plan. Between them, the authors have spoken to tens of thousands of eBayers throughout the United States, and their programs and courses have reached tens of thousands more. Their powerful strategies and proven marketing approaches come together in this one-of-a-kind book written to help you succeed beyond your wildest eBay dreams!

**Cliff Ennico** is one of America's leading experts on starting and running your own business. Known for delivering frank, practical advice, he has been called the "Ann Landers of the business world". A lawyer specializing in small business issues as well as a Certified eBay Education Specialist, he is the author of *The eBay Business Answer Book* and *The eBay Seller's Tax and Legal Answer Book*. Mr. Ennico lives in Fairfield, Connecticut.

**Cindy L. Shebley** is an eBay Certified Education Specialist and Certified Business Consultant and the author of several books and video tutorials on eBay-centered marketing strategies and techniques. In the late 1990s she began using eBay to liquidate inventory from her "brick and mortar" garden supplies store. Today she is an eBay PowerSeller who sells photography and video equipment and supplies for eBay sellers. Ms. Shebley lives in Seattle, Washington.

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