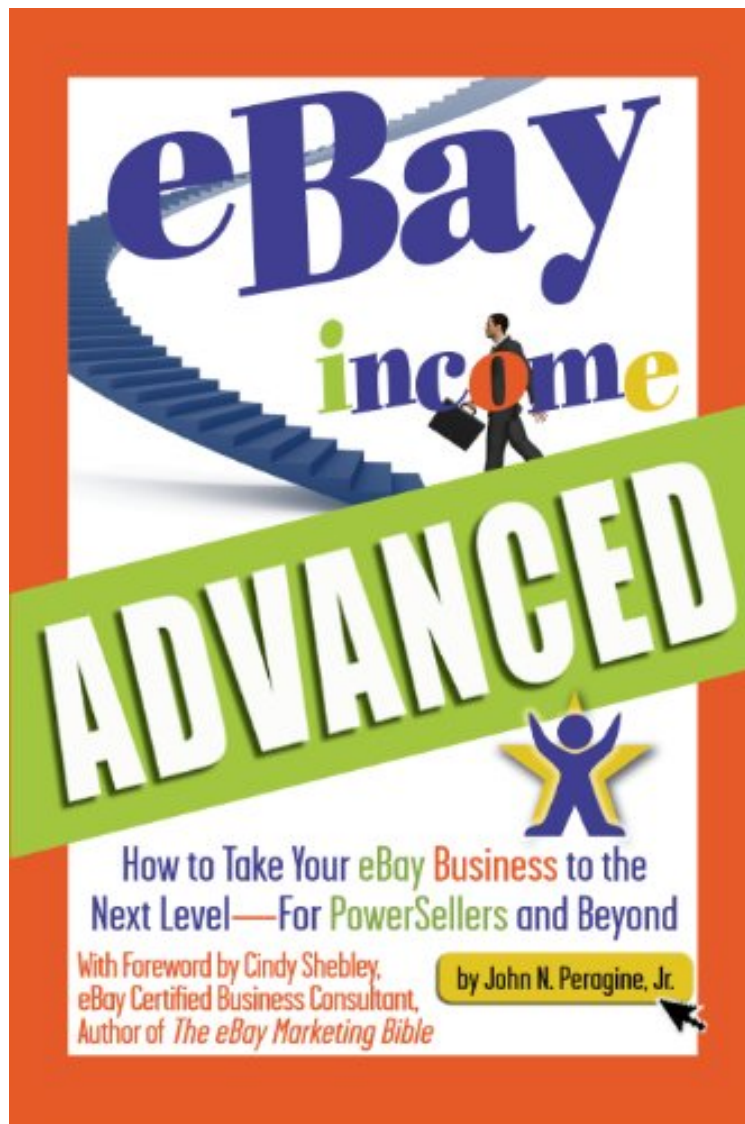


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## eBay Income Advanced: How to Take Your eBay Business to the Next Level - for Powersellers and Beyond

John N Peragine Jr

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1 of 1 people found the following review helpful. Read this Review before you waste your hard earned money!By LiendeniThis is NOT....NOT...NOT...for the advanced Ebayer.....this is for a BRAND NEW Beginner who knows

absolutely nothing about common business practices and who is a New seller who "DESIRES TO BE" a Power Seller. And this is the most misleading aspect of the cover and name of this book. This is NOT a book for Power Sellers...this is a book about what it takes to become one. You will learn such amazing facts in this book as: Have a refund policy! Ship your items fast! Be honest! Have a line of communication! Super...Super....Super basic stuff here folks. If you have made it to Power Seller status that you already know what it takes. Even a new seller with half a brain can more than likely figure out you need to "be honest." This is a Fluff and Puff book. Absolutely no substance in this book whatsoever. There is NOTHING...and I repeat...NOTHING ADVANCED in this book. NOTHING! I read this entire book in two days and I could have written more secrets. If you think you are going to learn even the smallest bit of useful information in this book you are dead wrong and I think this next line will give you an idea of how much effort the author truly put into his subject material. In regards to learning when is the best time to have your listings end...here is what the author has to say. Page. 68 - 2nd Paragraph "The Best Time for ending auctions is something you can research." Copy and Paste the authors name into and see what other subjects this author has written on. I don't know who in the world is giving raving feedback on this book but its a joke. DO NOT WASTE YOUR MONEY ON THIS BOOK. I am throwing mine in the trash! 3 of 3 people found the following review helpful. Here's your ebay resource. By J. Harper Peragine's book should have a warning on the cover "Do not open unless you are serious about seeing your business grow!" because this book will explode in your hands. He doesn't just offer you what I assumed would be routine information about how to sell more effectively on ebay. Though I freely admit it felt that way the first few chapters. He goes way way beyond that! By the time I put this book down - and I had to let it rest several times because I began to feel overloaded with new information, it revolutionized my thinking about what could be accomplished as an ebay seller. Admit it: people tend to stereotype. Even if we don't want to admit it, all the most basic ideas about ebay sink in and limit our own views of what can happen for an ebay based business. Peragine challenges the paradigm and he does so with all the facts and figures you need to follow him right into the success he promises. Whether it is new ideas about hiring employees and sample contracts for use when you do that, or photography aids, you'll find boxes of expert tips in the margins of every page and chapter headings that give you pause. He doesn't waste a minute of your time or a place on the page of this book. He loads it up with information you can use and gives you resources for your own success. For those of you who thought you knew it all already - here's your resource. 1 of 1 people found the following review helpful. Useful guide to growing an eBay business By David Dinelli In business parlance there's a popular slogan: "let's move to the next level." The saying revolves around the mission of ramping up operations, increasing productivity, and most importantly, growing revenue and profits. That's what John N. Peragine Jr.'s book, "eBay Income Advanced: How to Take Your eBay Business to the Next Level -- For Power Sellers and Beyond" is all about. It's aimed for the high performer who wants to work smarter, not harder. As Jim Cockrum, one of the experienced Power Sellers says, it's about maximum profit with the fewest working hours and the happiest customers. Sound impossible? It's not really, according to Peragine, who lays out the Power Sellers' ground rules in an easy-to-follow sequential manner. Virtually everyone is familiar with eBay, the wildly successful online auction site, which has the overwhelming bulk of its market segment. But not everyone is as familiar with Power Sellers, the top sellers on eBay and a group that receives special recognition by eBay management. Those are the people who are not content to merely sell an occasional item every month or so, but want to turn the site into an income stream, either to provide a part- or full-time income or simply because they thoroughly enjoy the process and the excitement of building a successful venture. To qualify as a Power Seller, an eBay merchant needs to meet certain sales volume quotas, have a 98 percent positive feedback and comply with all company regulations. In return, they receive a special designation from eBay, which provides buyers with increased confidence in who they are dealing with, along with a variety of other benefits. Peragine provides an excellent guide for achieving this level of eBay success, from how to take the best-looking photos to finding goods and products to sell -- and maximize profits. The book's layout is functional and filled with useful suggestions offset by bullet points, along with screened boxes that contain tips from experts and case studies, which provide a plethora of helpful tips. The author also spends a lot of time on ways to protect yourself as seller, an aspect of the business that some novices may not think of, as well as evaluating the operation, including weaknesses and threats to it. That's a strong point of the book: Peragine doesn't gloss over the undertaking as it takes effort and dedication and not everything may go smoothly or as planned. However, solutions to problems exist, and he makes fast work of pointing those answers out. "eBay Income Advanced" is more like a reference work than a one-time read and in that regard also includes a helpful bibliography for additional research. It's the type of book that those in the business will want within reach to turn to again and again for practical advice as they proceed on their path. And that's a good thing, because as another saying goes: "information is power."

Our first book on eBay — eBay Income — has been on Amazon.com's bestseller list for over two years. Then, readers started to say, "Yes, we know the basics of eBay, but how do we get ahead of the crowd? How do we propel our eBay business to the next level? How do we make a full-time living using eBay?" Those questions are what this new book is all about. You will learn about developing a business plan to guide you to success, increasing seller-buyer communication, selling from your own Web site, keyword marketing, alternative shipping

methods, taxes, growing sales, other auction marketplaces, locating inventory to sell, building brand recognition, hints on improving ad copy and photography, dealing with competition, fulfillment options, accounting, and how to get positive feedback. This book contains marketing tricks that will help you create interest in your product and tips about taking photos, managing e-mail, and shipping. This book contains information on: wholesalers, drop shippers, auctions, closeouts, discontinued merchandise, overstocks, salvage items, surplus merchandise, below wholesale products, customer returns, wholesale trade shows, suppliers, liquidators, foreign and domestic manufacturers, and places to look in your area. In addition, we spent hours interviewing hundreds of today's most successful eBay PowerSellers. This book is a compilation of their secrets and proven successful ideas. Additionally, we give you hundreds of tips and tricks to ensure your eBay listings are optimized for maximum search engine effectiveness, which will drive business to your Web site and increase sales and profits. In this book, you will find actual case studies from companies who have used our techniques and achieved unprecedented success. If you are interested in learning hundreds of hints, tricks, and secrets on how to take your eBay business to the next level and ultimately earn enormous profits, this book is for you. With over 500,000 sellers making a living on eBay today, there is no reason you cannot use this medium to become financially successful, too. This book will arm you with the knowledge you need to become an eBay PowerSeller. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 336 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author John was born in Miami, Florida in 1970. He grew up in the Tampa Bay area, but attended the North Carolina School of the Arts, in Winston Salem NC, for High School. He attended Florida State University and got a Bachelor's degree in Psychology from Appalachian State University. In August of 2007, he took the plunge. John had been a social worker in child protective services for far too many years, and had been toying with the idea of being a writer. He had written for a few national magazines and received positive responses for his work. He decided to quit social work and took a chance at writing full time. Luck was on his side, as his first year he was signed to write seven books for Atlantic Publishing Company. Since then he has been writing for a number of magazines including Herb Companion, Precognito, and Winemaker Magazine as well as freelance work to create workbooks, ebooks, articles, ghost write books, blogs and much more. He is now working full time filling requests and hope to get some fiction completed and published this coming year. He freelanced for the New York Times, Bloomberg News, and Reuters. He is working on an upcoming book about his adventures covering the John Edward's trial."