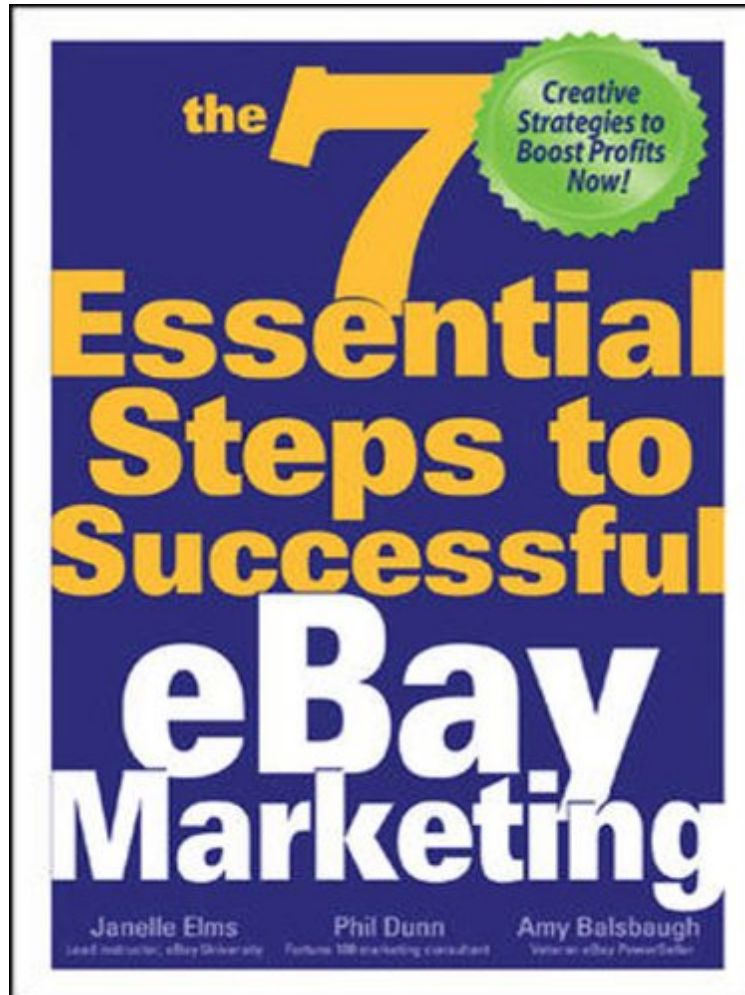


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## The 7 Essential Steps to Successful eBay Marketing

*Janelle Elms, Phil Dunn*

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From the Back Cover Creative strategies that can boost profits now! Learn and apply proven techniques for marketing your products on eBay effectively--and watch your profits soar. The 7 Essential Steps to Successful eBay Marketing gives you an action plan for creating a comprehensive marketing and sales strategy so you can gain a competitive edge. Inside, eBay and marketing experts reveal how to make your listings stand out, inspire buyer confidence, close sales, and keep your customers coming back. You'll also get valuable advice on enhancing and expanding your business. Create a sound business plan Take advantage of built-in and third-party sales tools Establish a strong eBay brand Write compelling product descriptions Be an effective salesperson Ensure customer satisfaction and retention Measure your success and improve your business Janelle Elms is a lead eBay University instructor, Silver PowerSeller, and creator and teacher of the popular eBay 101 and 102 classes. Phil Dunn, M.A., is a marketing and advertising consultant for Fortune 500 companies, including Microsoft, Hewlett Packard, Pitney Bowes, and IKON. Amy Balsbaugh runs a lucrative eBay antiques and collectibles business, and has been a member of eBay's PowerSeller program since its inception. About the Author Janelle Elms (Kirkland, WA) is a lead instructor with eBay University, creator and teacher of the eBay 101 and 102 classes, and a Silver Power Seller on eBay. Phil Dunn (Costa Mesa, CA) is a marketing consultant and advertising writer whose clients include Fortune 100 leaders Microsoft, Hewlett-Packard, Pitney Bowes, and IKON. Amy Balsbaugh (San Francisco, CA) has been selling antiques and collectibles on eBay since 1998 and is an original member of the PowerSeller program.