

eBay for Fun and Profit

By Stuart Reid

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eBay is an often overlooked tool for the online marketer. It's a great source of bargain products, traffic and advertising resources as well as a complete market in itself.

eBay itself is the Worlds Biggest Marketplace. It's in the top 10 Internet Sites (rated by Alexa) and gets millions of visitors. It represents the largest collection of *paying* internet users anywhere.

If you catch the right auctions at the right time you can get all the products and services you need at fractions of their true values! And this is from a buyers point of view. Sellers can make a tidy profit as well.

eBay is still a thriving market for selling Domain Names, something a lot of people have written off. If you keep an eye on expired domain name registries, such as <http://www.deleteddomains.com> , you may be lucky enough to grab a good name and then sell it on at a handsome profit. Look out for short names that are English words, preferably without hyphens or numerals. It should cost you no more than \$9.95 to register a domain so anything on top is a profit.

Or you could use the name and build a site on it, then sell that. You can buy complete site templates with the design and code for such diverse uses as Auction Sites, Casino Sites, Traffic Sites, Hit Exchanges etc. It's a simple matter to build a site, and with hosting now available for as little as \$5 a month you can easily have a complete website to sell for less than \$20 outlay!

These sites (especially with a strong domain name) can easily sell for over \$400 each.

I mentioned hosting at \$5 a month. You can even get bargain Reseller Hosting deals, such as \$15 a month with unlimited bandwidth and space, and room for 15-25 URL's! That was seen at a recent auction. Imagine you charged 25 clients \$10 a month (still a great deal)... \$2500 a month - \$15 = \$2485 a month profit! And that's with one basic reseller account. Nothing is stopping you buying more.

eBay is also a great source for traffic at almost wholesale prices. Much of it is from popunders or start page exchanges but if you are going to resell or just drive your hit counters up (to make your site more valuable, for example) then it doesn't matter. A hit is a hit.

Finally you can also use eBay to buy products for resale. These are often on sale for less than \$10, and with a retail price of something in the region of \$30-\$40 or more you can triple your money with one sale.

eBay is much more than somewhere to sell your unwanted goods. It's a land of opportunity for the online marketer!

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