



# **SKYHIGH AUCTIONS**

**Presents**

**How to Boost Your  
Online Auction Profits  
by 200% or More**



## HOW TO BOOST YOUR ONLINE AUCTION PROFITS BY 200% OR MORE!

### CHAPTER 1

Click [here](#) view the videos that accompany this PDF

Welcome to the [Sky High Auction](#) PDF on how to boost your online auction profits by 200% or more!

We're very excited about this 5 chapter PDF, because we believe it is the first time that there has ever been a course teaching this cutting-edge information – let alone for free!

These 5 chapters and accompanying videos will give you a glimpse of what you can expect from the full [Sky High Auctions](#) course.

#### Inside the Full Sky High Auctions Course You'll Gain Access to:

- Over **20 hours** of video lessons
- Written versions of each lesson
- PLUS: Interviews with numerous **eBay powersellers** who share their *secrets for making money with online auctions*.

That said, we do expect that if you follow the advice in this set of 5 chapters alone, you should see your profits from online auctions increase by 200% or more.

We'll be cramming quite a lot of material into these five chapters, so if it seems too fast for you, or that we've assumed too much prior knowledge on your part, don't worry!

In the full [Sky High Auctions](#) course every aspect of making money from online auctions - from registering on eBay, through to listing your first item, photo editing, using wholesalers, getting powerseller status, opening an eBay store...plus much more, will be covered in step-by-step detail. So if things are going a bit too fast for you now, just remember, you can always refer back to these lessons later on once you have become more familiar with eBay.

### THE FOUR FUNDAMENTALS OF A SUCCESSFUL EBAY BUSINESS

To start this exciting series, we're going to take a look at the four fundamentals of a successful eBay business.

They are:

LEADS x CONVERSION RATES x MARGINS x AVERAGE NO. TRANSACTIONS PER CUSTOMER



For the purposes of this example, we're going to assume that you're selling items that you can regularly stock and replenish, such as iPods, as opposed to rare items, such as antiques and unique collectibles.

So, let's say you're selling iPods and iPod accessories.

## 1. WHAT ARE LEADS?

The number of leads you have is the number of different people who visit your auction listings for iPods and iPod accessories.

It is not the number of people who buy, but the number of people who simply visit – even if they only stay on the page for a couple of seconds.

In other words, **leads** are all visitors to your listings, whether they buy anything or not.

**Leads = Number of visitors to your Auctions**



## 2. AND CONVERSION RATES?

Your conversions are the number of leads, or visitors to your auction, compared with the number of people who actually buy.

You can easily calculate your conversion rate by dividing the number of sales that you make by the number of leads that you get.

For instance, let's say you are running a 7 day auction.

**You sell:** 25 iPods + 14 iPod Accessories

**You get:** 1,839 visitors

**Conversion Rate:** 25 iPods + 14 Accessories = 39 Total Sales = **0.0212 (2.12%)**

1839 Leads

In other words, out of every 47 visitors to your auctions, you get approximately 1 sale.



### 3. LET'S LOOK AT MARGINS

Your margins are the amount of profit that you make on each sale, once you have taken out your costs.

So, if the iPods and accessories that you sold during the week cost you \$2831 to buy wholesale, and you received \$4329 from your sales, then your total margin for the 39 items you have sold this week is \$1498.

**Sales:** \$4329 –

**Cost:** \$2831

**Margin:** = \$1498

You can then work out your average margin per item by dividing the total margin of \$1498 by the 39 sales, which works out at \$38.41 per item. Although in reality, you would want to calculate your margins separately for your iPods and accessories.

**Margin per item:** \$1498 Total margin / 39 Sales = \$38.41

#### Note:

Bear in mind that on eBay, your costs will also have to include eBay listing fees, Paypal fees and any other overheads you may have, so these all have to be taken into consideration when working out your margins.

### 4. FINALLY - AVERAGE NUMBER OF TRANSACTIONS

Your average number of transactions is the number of times that each customer buys from you.

So, if 1 out of every 8 people who purchase an iPod from you buys an accessory or a second iPod, then your average number of transactions per customer would be 1.125

1 iPod + accessory / 8 iPods = 0.125 x 100 = **1.125 Transactions per customer**

### NOW WE CAN WORK OUT OVERALL PROFITABILITY...

<b>Leads</b>	1839 x
<b>Conversion Rate</b>	2.12% (0.0212) x
<b>Margins</b>	\$38.41 x
<b>Transactions per Customer</b>	1.125%
<b>OVERALL PROFIT</b>	= \$2022.39



The reason why these profit factors are so important is that, if you can increase each of the four profit parts by a small amount, it can have an exponential result on the performance of your business!

If you can increase the number of Leads to your listings, your number of Conversions, your profit Margins and the Transactions per customer – all just by a tiny amount, then overall, you'll see a HUGE increase in profitability!

For example, if Mr Brown owns the iPod business in our example, and he increases each of these factors by 40%, here's how much his profit would increase by:

### LOOK AT WHAT A 40% INCREASE CAN DO!

	BEFORE		AFTER
<b>Leads</b>	1839 x	+ 40%	2574.6 x
<b>Conversion Rate</b>	2.12% (0.0212) x	+ 40%	2.98% (0.0298) x
<b>Margin</b>	\$38.41 x	+ 40%	\$53.77 x
<b>Transactions per Customer</b>	1.125%	+ 40%	1.575
<b>OVERALL PROFIT</b>	= \$2022.39	+ 40%	<b>\$6497.50</b> <b>(221% increase!)</b>

That new figure of \$6497.50 represents an increase in profit of **221%**!

So, we've established that these 4 factors play a crucial part in generating your online business profits on eBay:

1. Leads
2. Conversion rate
3. Margin
4. Transactions per customer

And you'll be pleased to know that in each of the following 4 chapters we're going to be taking a closer look at each of these factors and specific ways to boost each of these in your online auction business.





## HOW TO BOOST YOUR ONLINE AUCTION PROFITS BY 200% OR MORE!

### CHAPTER 2

Click [here](#) view the videos that accompany this PDF

Welcome back to the second chapter of [Sky High Auction](#)'s PDF on how to boost your online auction profits by 200% or more!

In the last Chapter, we looked at the 4 main factors that make up profit in your online auction business.

1. Leads x
2. Conversion Rates x
3. Margins x
4. Average number of transactions/ customer

We also saw how a small increase in each one of these can have a dramatic affect on your overall profit.

In this chapter, we're going to be focusing on the first part of the four fundamentals of profit: How to increase your Leads.

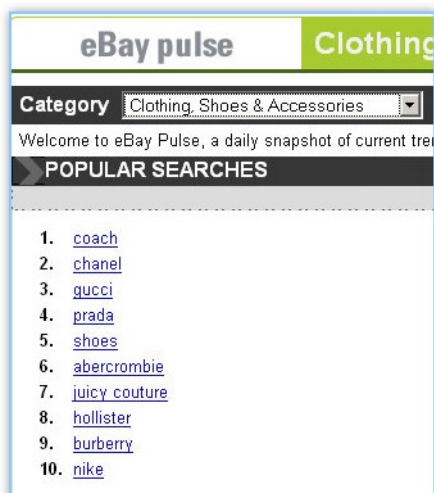
**Leads:** *Number of visitors to your auction listing.*

## WAYS TO GET MORE LEADS TO YOUR AUCTION LISTINGS

Here are some great ways of getting more eyeballs (that is, Leads) on your online auction listings:

- **Keyword research**

Keyword research means finding what keywords people use to search for your item and including them in your title and descriptions. This is absolutely critical to the success of any listings and something we'll be discussing in a lot more detail inside [Sky High Auctions](#).





- **Loss leading products.**

Loss leaders are items that you sell at a discounted price in order to bring more traffic to your eBay stores or your other listings.

- **Choosing the right closing time for your auction to close.**

That's right, the time of day your auction ends can have a big impact on how many people see your listing as many people will only look at auctions about to close.

- **Forming joint ventures with other power sellers.**

You don't have to go it alone! If you have friends who sell on eBay, or you get to know other power sellers on eBay's powerseller forum, then why not create a group to share ideas and promote each other's listings?

- **Experiment with the length of time that your auction runs.**

Some products, particularly high priced ones, tend to gain higher bids by listing for longer periods of time. This is because the longer the auction is up, the more people will see it.

Other items that sell faster are probably better set to shorter lengths, such as 1 or 3 days. That way you will get to the bidding frenzy at the expiration time a lot faster. You need to test these options and monitor your results so that you find out how people want to buy –**you must always let the market decide how you sell.**

- **Creating a website outside of eBay.**

This gives you greater marketing freedom and means you can use SEO and pay per click campaigns to drive more visitors to your products for sale.

- **Including great photos.**

It's a fact: the better your photos are and the more you have, the better the price you'll get for your item!

We don't have time to look at all of these methods in detail during this PDF, but we will take a look at the top 3 of them.

### **Also, Remember That Inside the Full Sky High Auctions Course You'll Gain Access to:**

- Over **20 hours** of video lessons
- Written versions of each lesson
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### 1. HOW KEYWORD RESEARCH CAN HELP INCREASE YOUR LEADS

Let's start with how keyword research can help you increase your leads.

The easiest way to research top performing keywords is to use [eBay's Marketplace Research tool](#), plus other online keyword research tools, such as [Wordtracker](#). These will help you find out what people are actually searching for.

gucci shoe	
522 searches (top 100 only)	
Searches	Keyword
194	<a href="#">gucci shoes</a>
29	<a href="#">fake gucci shoes</a>
26	<a href="#">mens gucci shoes</a>
21	<a href="#">men gucci shoes</a>
15	<a href="#">replica gucci shoes</a>
14	<a href="#">gucci mens shoes</a>
14	<a href="#">gucci women shoes</a>
12	<a href="#">gucci gym shoes</a>
12	<a href="#">gucci tennis shoes</a>
10	<a href="#">gucci shoe shop</a>

This research will help you in two ways:

- (a) It will give you a strong idea of what items you should be selling – that is, what's in demand.
- (b) You'll find out what keywords you MUST include in your auction titles to best match the searches your buyers are using.

For instance, if you sell women's shoes, then you should search for the names of the shoe brands that you stock by typing them into [Wordtracker](#), [eBay's Marketplace Research](#), and any other keyword tools you might be using.

This will give you information on how many people search for each one of those brands, and what other words and phrases they use to find these brands.

Some of what you find may surprise you.

For instance you may find from your keyword research that there are a lot of women looking for "plus size" shoes, or for a particular brand that you don't stock.

Or perhaps you do stock the brand, but neglected to mention the keyword 'plus size' in your title.

If you don't have the right keywords in your title and lots of people are searching for them, then there is a strong chance that when someone searches for your item, it won't be displayed in the search results.

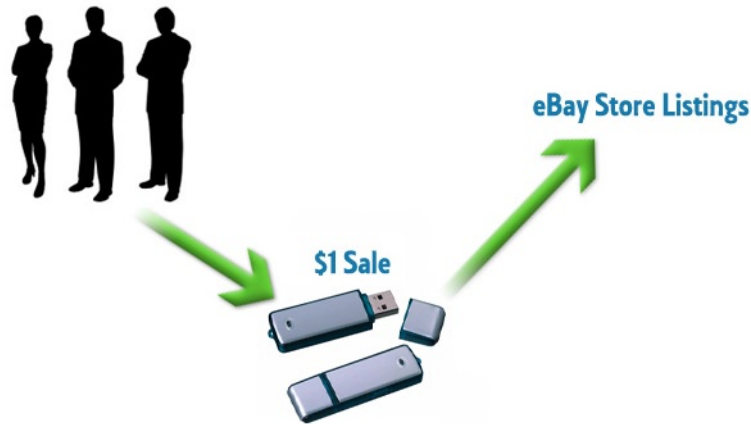
### 2. LOSS LEADERS = MORE LEADS

Loss leading products can help you increase your leads by driving traffic from a few products you are selling very cheaply through to the rest of the items you have for sale.

Let's say Mr Smith has an eBay store selling Hockey equipment. It's coming near to the end of the season and Mr Smith is desperate to sell off as much stock as he can to make way for the new season's arrivals. So he decides to increase traffic to his store by listing a few \$1 auctions for a couple of highly sought-after hockey stick brand names. He knows that he may well lose money on the hockey sticks, but he expects that the profit he gets from the additional traffic flow to his eBay store from these listings will increase his profits enough to make it worthwhile.



### Loss Leaders



Mr Smith is using the loss leader tactic. This is an excellent way of increasing your leads, but before you try it, make sure you store or other listings are well prepared to take full advantage of the additional traffic. And don't forget to 'Please check out my other listings for...etc etc' at the bottom of your loss leader auctions!

### 3. CHOOSING THE RIGHT AUCTION CLOSING TIME

The final lead-increase strategy for this chapter is Auction Closing Time.

One of the best things you can do to increase the number of leads to your auctions is to make sure that your listings are closing at peak-traffic times.

For example, if you are selling cookware or homewares, you probably don't want to end your auctions between 3-3.30pm when mothers will be out picking up their children from school and many of your other customers may well be at work.

**Sunday and Monday evenings are generally the busiest times on eBay.**

You can find out more about eBay's weekly traffic flows by reading the eBay Buyer Behaviour report at:

<http://pages.ebay.com/sellercentral/buyers.pdf>

So there you have three great ways to increase your leads through:

- Keyword Research
- Loss leaders
- And Auction closing time



## HOW TO BOOST YOUR ONLINE AUCTION PROFITS BY 200% OR MORE!

### CHAPTER 3

Click [here](#) view the videos that accompany this PDF

Hi!

In our last chapter we looked at different ways of increasing the number of leads that you get.

Today, we're going to find out how to increase your conversion rates.

That means you'll discover how to get people from simply viewing your listings to take action and place a bid or click 'Buy Now'.

### HOW TO TURN VISITORS INTO BUYERS

There are a number of different methods you can use to boost your conversion rates, these include:

- Including **detailed information** about the product that you are selling.
- Making sure that you include **professional quality, well lit, photos**.
- **Answering questions** from watchers promptly and adding any frequently asked questions to your FAQ page on future listings.
- **Not over-saturating the market.**

If you own more than one of a particular item, do not list more than one of these items at the same time. Instead, use simple software to automatically relist an item when one sells. This way, you can continue the perception that the item is in scarce supply, while also making as many sales as you possibly can. Remember that if an item looks scarce, then people will feel more compelled to make a decision to buy straight away.

- **Choose a busy time to close your auctions.**

I've seen items sell for at least twice as much when the closing time is in the evening as opposed to the morning. You'll also want to check where in the world your buyers are coming from. If the majority of your buyers are from the United Kingdom, you should take this into account and set an appropriate closing time according to when most UK users will be online.

- **Keep your feedback ratio high.**

This means shipping your items quickly, responding quickly to customer enquiries and refunding unsatisfied customers. If you keep your feedback above 99%, potential customers will trust you more.



- **Embedding video of the item you are selling.**

This can be time-consuming, so I only recommend this for high priced products, and ones that produce consistent sales.

According to eBay, the video must deliver the content in flash animation format and be hosted by a site that takes strong measures to provide safe content. In an attempt to safeguard eBay members, based on current technologies and current eBay marketplace requirements, sellers may only embed video from:

- [AOL](#)
- [AuctionMercial](#)
- [AuctionPlayer](#)
- [AuctionVideo](#)
- [CarTHINK](#)
- [CreativeVideosOnline](#)
- [Dailymotion](#)
- [Google](#)
- [i2iAuction](#)
- [Microsoft](#)
- [MySpace](#)
- [Silverdock](#)
- [Vzaar](#)
- [YouTube](#)

- **Use BuySafe.**

BuySAFE increases buyer confidence by giving a third-party endorsement and a bonded guarantee for all the items that you sell. This helps customers feel safer making a purchase from you.

Your customer's increased confidence translates into more conversions and more profits for online estore owners who join the program.



BuySafe says that its ongoing testing of eBay customers has revealed that Sellers increase their conversion rate by 2.1% with BuySafe bonded items, and using BuySafe increases sellers' revenues by a hefty 6.8% overall!

Find out more at [BuySafe.com](http://BuySafe.com).

- **Price your product competitively** and get your margins through shipping or sourcing the product at lower prices.

Unless you are selling collectibles, or one-of-a kind products, you'll likely be competing with many other sellers.

In online auctions, price competition is probably the most important element that will determine whether or not your listings actually sell. I strongly recommend that before you sell any item, you make sure that it has the potential to sell by looking through eBay at the selling prices of "closed" items. This will give you a good indication of whether or not you can compete in terms of price. Just remember that you'll need to register with eBay first to do this as only registered users can view closed auctions.

We hope you've enjoyed this chapter and I strongly encourage you to start putting some of the techniques we've talked about today into practice as soon as you can.

Remember: the full [Sky High Auctions](#) course contains all of these techniques in step-by-step detail...plus a lot more besides!





## HOW TO BOOST YOUR ONLINE AUCTION PROFITS BY 200% OR MORE!

### CHAPTER 4

Click [here](#) view the videos that accompany this PDF

Hi and welcome back to Chapter Four of this very special [Sky High Auctions](#) PDF on how to boost your online auction profits by 200% or more!

In the previous chapter we looked at different ways of increasing your conversion rates and turning visitors into buyers.

In Chapter 4, we'll be looking at how to increase your profit margins.

### HOW TO INCREASE YOUR PROFIT MARGINS

There are a number of different methods of boosting your profit margins, which include:

- **Are you actually making a profit?**

It may sound simple, but all too often merchants don't even realize that some of the products they are selling are losing money once packaging time, eBay fees, Paypal fees, shipping and other costs are taken into account.

It's ok if you make a loss on a product on purpose if it is a loss leading product designed to produce back-end sales for you. But too often merchants waste time promoting products with little or no profit margin. My advice is to focus on the products that produce the highest margins for you.

- **Differentiate yourself from other eBay sellers.**

You don't have to be the cheapest, but if you can't differentiate yourself enough in other ways, then pricing competitively is the only option. We'll be looking at lots of great ways to differentiate yourself through the creation of a brand in the main [Sky High Auctions](#) course.

- **Continue to refine your processes.**

You must become as efficient as possible in the way that you work. Tools alone won't do everything for you. You need to find out what eBay tasks take up most of your time - for example, going to the post office, answering emails and packaging – and then find ways to make these processes more efficient.

My recommended book on getting more hours out of your day is "[Getting things done – By David Allen](#)". I can't give enough praise for this book and I strongly recommend that you get yourself a copy. You may also wish to check out [Simpleology.com](#) which also provides an amazing free software program designed to help you get more hours out of your days.



### STRATEGIES FROM CHAPTER 3 THAT ALSO BOOST YOUR MARGINS

Many of the strategies outlined in the previous chapter on how to boost your conversion rates will also apply to boosting your profit margins. For instance, including professionally, well-lit photos not only boosts your chances of making higher conversion rates, you'll also notice that with more people bidding, the final selling price is higher and hence you'll increase your profit margins.

Other items mentioned in Chapter 3 that will also increase your margins include:

- Including detailed information about the product that you are selling.
- Answer questions from watchers promptly and add these to your FAQ on future listings.
- Listing one item at a time and not over-saturating the market.
- Choosing a busy time to close your auctions
- Keeping your positive feedback ratio high.
- Embedding video of the item you are selling.
- Using [BuySafe](#).

### EVEN MORE WAYS TO INCREASE YOUR MARGINS INCLUDE:

- **Paying attention to seasonal trends BOTH when you buy and when you sell.**

For instance, some people buy artificial Christmas trees in March for bargain discount prices and then resell them in November and December for profit margins in excess of 100%.

- **Sourcing your items for as low a price as you can.**

There are many methods of sourcing inventory that we cover in detail in the [Sky High Auctions](#) course. These include: Drop shipping, using wholesale suppliers, finding your own liquidation deals, going to trade shows and much more.

- **Joining online wholesale directories, such as [SaleHoo.com](#).**

SaleHoo not only provides the world's greatest source of wholesale suppliers and distributors, you'll also find a thriving community there of eBay powersellers and suppliers who participate on the forum and provide valuable insider secrets on various wholesale sources.

You can find out more at <http://www.salehoo.com/secrets>.

- **Getting as close to the manufacturer as you can.**

Once you have a wholesale source, don't just leave it there. Build a relationship with them, keep going back to the same supplier, and by all means, bargain with them to get your costs reduced.



- **Attend industry tradeshows.**

Some of the best wholesale suppliers aren't online and to get the best deals you'll need to meet them in person at industry tradeshows. We talk more about how to find, get into and make the most of Tradeshows inside the [Sky High Auctions](#) course.

- **Set up your own website and don't *just* sell on eBay.**

By selling from your own website, you'll have more opportunity to brand yourself separately from other eBay sellers. You'll also get traffic from other methods, such as those who find your website via search engines such as Google.

We've seen many powersellers sell the same products on their own websites for 50% higher margins than they sell these products for on eBay. Think this sounds like too much to manage for a large inventory base? Then check out [Channeladvisor.com](#). This nifty tool lets you sell your items across eBay, your own website, Amazon and more, all from one interface.

Remember that there is a lot more detail on all of these tips, plus a whole pile of other lessons & interviews that take you step-by-step from newbie eBay seller through to advanced ecommerce pro in the full [Sky High Auctions](#) course!





## HOW TO BOOST YOUR ONLINE AUCTION PROFITS BY 200% OR MORE!

### CHAPTER 5

Click [here](#) view the videos that accompany this PDF

Welcome back!

It's great to have you with us for the exciting conclusion of our [Sky High Auctions](#) PDF on how to boost your online auction profits by 200% or more.

Last time, we looked at different ways of increasing your profit margins, and today, we'll be finishing up by finding out how to increase the number of transactions that you make per customer.

Before discussing strategies for this technique, we just want to emphasise how important this part of the profit equation is.

When we said this fifth chapter of this PDF was going to be exciting, we weren't exaggerating!

You see, so many merchants on eBay sell to their customers one time and have no strategy for building relationships and receiving repeat purchases from their customers.

They completely overlook one of the fundamentals of a successful business: repeat customers.

You work so hard to get each customer, doesn't it make sense that you should try to hold on to them and encourage them to come back?

Building a repeat customer base is absolutely essential to a successful online business and yet it's hardly ever discussed in any of the eBay books or guides I've read.

So today, we're very pleased to be able to give you some of the ways you can get customers coming back to your store time and time again.

### SECRETS FOR GETTING REPEAT CUSTOMERS

#### WAYS TO INCREASE YOUR TRANSACTIONS PER CUSTOMER

- **Stick to a limited number of niche markets.**

Selling in just 1 niche market is best. The reason for this is that, if you sell in just one market, for instance, fitness equipment, then you'll have a much higher chance that your customers will buy from you again and again. They are clearly interested in the area, and it's much easier to sell a sports ball to someone who's already bought an exer-cycle than to someone who has bought something completely unrelated. You'll also find it easier to source products as you'll need to purchase more items through the same suppliers, so you'll get a chance build good relationships and get better prices.



- **Cross-promote your listings.**

In your product descriptions, always include the phrase “Check out my other listings, I’ve got some great deals on ‘related product 1’, ‘related product 2’, ‘related product 3’ and more. That way people will be encouraged to look at your other items for sale, they may be even more interested in some of these than the original item they were searching for!

- **Always include a product catalogue and/or limited time discount coupons with your items when you ship them out.**

This will help sell other products in your range. You might even want to include a coupon so the buyer can purchase another of the same product at a discount for their friends.

- **Provide excellent, fast and efficient customer service and delivery.**

The better your service, the higher your feedback ratio on eBay and the more people will return to buy from you again.

- **Set up your own website and encourage visitors to bookmark your website.**

Set up a newsletter on your website so that you can email subscribers your latest specials, new shipments and so forth.

- **Remind people to purchase.**

If you sell seasonal products, such as Valentine’s Day gifts, consider emailing your customers who purchased gifts last year with your offers for this year.

Well, that’s it folks!

We really hope that you’ve enjoyed this PDF on how to boost your online auction profits by 200% or more.

And the great news is this is only the tip of the iceberg!

We’ve created more than 55 step-by-step video lessons, written versions of each lesson, interviews with numerous eBay powersellers, and a whole lot more for the full [Sky High Auctions](#) course.

You’ll learn everything you need to know to make a killer living from online auctions.

[Sky High Auctions](#) WILL make a lot of people A LOT of money over the course of the coming year and beyond, so keep your eyes peeled these next few weeks and I’ll be sharing with you very soon what we’ve been secretly working on for the past 18 months.