

Classified Cash on e-Bay



**Classified
Cash
on e-Bay**

Contents

1	Introduction	p3
2	What are e-Bay Classified Ads and How to Set One Up?	p4
3	Why e-Bay Classified Ads are So Great For Your Business?	P8
4	How to Create the "Perfect" e-Bay Classified Ad	p13
5	e-Bay Classified Ads and Affiliates	p38
6	The Money Back Technique	p44
7	Where to Go From Here	p56

Dear reader,

Welcome to Classified Cash on e-Bay.

Even though e-Bay has been around for a long time, it is still a gold mine. Millions of people are making a considerable income from e-Bay and thousands are joining them every day. As you read this e-Bay is literally transforming from a gold mine into a lush and rich diamond mine with wide open doors waiting for you to cash in.

It has been just a couple of months since e-Bay released the classified ad listings - and it's only been a couple of minutes since you made a decision that may propel you to financial freedom...

I say "may" because there is only so much I can do to guide you. At this point it is up to you. If you are the type of person to read the guide, take notes, and take action then you will be on your way to reaching your financial goal.

This guide is a simple collection of techniques, which will allow you to take advantage of the cheapest and fastest traffic generating method in the world - the e-Bay Classified Ads. You will look at e-Bay in a different way after reading this guide. What you are going to find in this book is no misleading information, filler or lies. Enjoy Classified Cash on e-Bay, take action and enjoy the results.

2. What are e-Bay Classified Ads and How to Set One Up?

e-Bay introduced the classified ad format a couple of months ago. It uses the exact same format as a normal listing but it is a classified ad. The ad is also displayed within the normal listings, so it gets a lot of exposure. There are a couple of differences between normal listing and classified ads.

First, it is not used to sell products or services. You cannot “bid” or “Buy it now”. Second, it is listed for a longer period of time than a normal listing and you do not pay any other fees than the ad cost. The only price you pay is the activation fee. The third and best thing about e-Bay classified ad is that you can put a link in it to any website you wish.

Let’s look at some examples of an e-Bay classified ad and what it will cost you to run it. Here is what a classified ad looks like if you haven’t yet seen them on e-Bay.

 [**BURN 1 POUND BODY FAT A DAY no diet pill or energy lose**](#) **Classified Ad \$0.01** 2d 06h 03m

 [**LOW Cost Embroidered Garments - Buy from a leader!!!**](#) **Classified Ad \$0.01** 6d 08h 25m

 [**Seized Vehicles**](#)
[**AuctionWebsite Up To 90%**](#)
[**Off RepoCars**](#) **Classified Ad \$0.01** 22d 08h 58m

SPORTS CARS, TRUCKS, VANS,
RV's, MOTORCYCLES, BOATS...

If you look at it closely you will notice that it is marked under bids as Classified Ad, and the time left is more than what a normal listing would have. Other than that it is about the same as a normal listing when you look at it. They are also clickable and you can see the ad content if you click on them. Most of the time it is a couple of sentences or may be a half page of text and a link to a web site. I am not going to give you an example, I will let you go and see for yourself later. It is not important now.

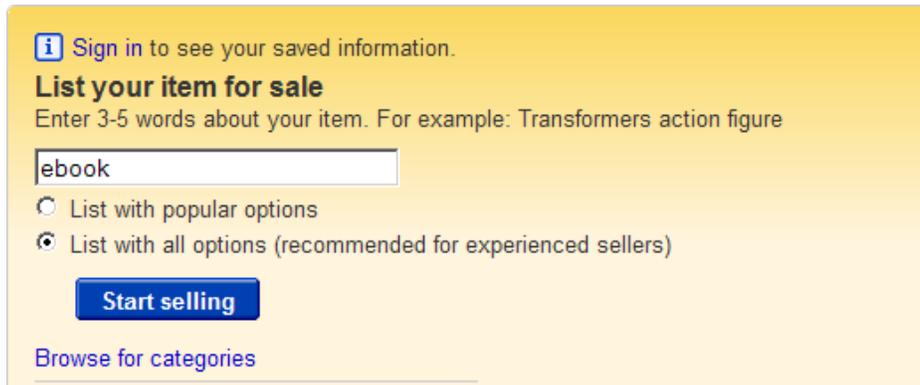
How to list an ad on e-Bay

First you need to be a registered e-Bay user. If you are not and you do not know how, simply go to e-Bay's home page and at the bottom of the page click on the "Learning Center", everything you need to know about how to register is explained there. If you are a registered user go ahead and log in, then click on "sell", like you would if you were going to sell an item on e-Bay.

You will be taken to a search box that will ask you to type in a keyword that describes your item or service. Type in a keyword related to what you are selling. For example, if you are selling a "car" type in "car", or if you are selling an "eBook" type in "eBook" you get the idea.

Make sure that you have selected List with all options even if you are not an experienced seller before you click on the Start selling button or you will not be able to use the Classified Ad option. You may not see the exact same picture like the one below because e-Bay likes to make changes all the time. Sometimes it says Customize your listing

instead of List with all options. If you can't find the Classified Option after the page where you select the categories go back and select the opposite option.



i Sign in to see your saved information.

List your item for sale
Enter 3-5 words about your item. For example: Transformers action figure

List with popular options
 List with all options (recommended for experienced sellers)

[Start selling](#)

[Browse for categories](#)

Next you will be given all the categories that are related to what you are selling. Choose the correct category and click to continue. It is important to get this right. If you list your ad in the wrong category it will not be shown until you go back and fix it. To save yourself the headache make sure you list your ad under the proper category. Also you can list an ad in more than one category.

Next scroll down the page and look at where it says "Choose how you'd like to sell your item". There are three options "Online Action", "Fixed Price" and "Classified Ad". I hope by now you would be able to guess that we want the "Classified Ad". So go ahead and select that one.

You will also have to fill all the necessary information on the "Create Your Listing" page, in our case we need to give our ad at least title and some text in the body.

Do what you would normally do when listing an item (if have never done it before I tell you exactly what to do a little bit later). Give it a title, subtitle, description, picture and visitor counter if you wish (we will be talking later how to create the "perfect" ad).

Next "Advertised Price", put in \$0.01 I will explain later why. Next one is "Duration"; this one is simply how long your ad will run. The options used to be 30, 60, 90 days. The only one left now is 30 days or automatic renewal every 30 days until you cancel it.

The last thing on the page is "Location". Location doesn't really matter since we are running a classified ad; you are not shipping anything because you are not really selling anything with your ad. If it doesn't make sense now don't worry, I will go into greater detail.

Click "Save and Continue" and you will be taken to a page that shows you what your classified ad will look like when on the listings page and what it will look like when a visitor clicks on it and it is actually reading your ad content. If you don't like it go back and make changes until it looks good to you. You will also be reminded by e-Bay to make sure that your ad is listed under the correct category; they seem to take it seriously, so go ahead and make sure that it is. Double check it; after all you don't want any trouble later. If you look under "Review your fees" the "Insertion Fee" is the price for your classified ad. The fee for the ad itself is \$9.95 for 30 days it may vary depending on how many other extras you have added to the ad, like extra pictures or subtitle. Even if you have an ad with all the extras you won't pay more than \$15.

Don't let the prices scare you; it is a diamond mine remember. This price is nothing compared to what you can make in return and I will prove to you that you are getting the greatest deal in the world. The final step in setting up your classified ad is to click the "List Your Item" button at the bottom of the page, pay for the listing, and you are done. It will take a couple of hours for your classified ad to show, so don't panic if you search for it and you don't see it right away. All you need to do now is sit back and let your e-Bay classified ad work for you.

3. Why e-Bay Classified Ads Are So Great For Your Business?

What is the most important thing that every business needs? I am sure you can come up with many answers, but there is only one that will out rank them all: Customers. No customers, no business, no money for you, simple as that. Now you may say "Great work, you figured it out buddy", but just stay with me on this one for a second. Here is another question, How Do You Get Customers to your business? I am sorry if this is getting annoying, but I have to do it in order to show you e-Bay in a different way, as I promised you earlier. I intend on showing you that e-Bay will bring customers to your business at a fraction of the cost of regular advertising.

Here is what you can do to get some costumers to your business. You can sell on e-Bay and hope customers will just find you or you can buy traffic from Google, MSN, Yahoo or other search engines. You do a search engine optimization on your web pages and hope you rank on the first page. You can write articles and hope people will read them and become your customers or you can use snail mail to send cards and advertisements. They may all work for you great, but most of these

methods are expensive, especially "Pay per Click" traffic from Google. Wouldn't you like to spend as little as possible while making as much money as possible. I would, and believe me it can be done. So, let's go back to the question, why e-Bay classified ads are so great for your business?

e-Bay classified ads are so great for your business because you can get a lot of customers almost free. I am going to show you what I mean by that with a couple of examples.

Let's say you have a dating web site and you are using Google Adwords to advertise it. As I am writing this, here are the prices that you will pay for some keywords related to dating. They are anywhere from \$0.50 to \$2.00 and even more. So you get 30 clicks at \$0.60 and that will cost you \$18. Not too bad if you made some profit off of the clicks you got, but it is not guaranteed. Say you received 200 clicks for the whole month at \$0.60; it will cost you \$120 for the month of advertising on Google. What if there was a less expensive way to get the same amount of clicks to your website. This would automatically increase your profits, perhaps even double them. Wouldn't you, as a smart business person, be interested in learning more? Well, e-Bay classified ads are that less expensive form of advertising that you have been looking for.

Because the classified ad is so cheap to run on e-Bay (1 month \$9.95) you will save tons of money and will be getting the same traffic, if not more almost free. I will show you how to make sure that you are getting traffic to your web site or whatever your business is. Remember the \$120 a month you were spending on Google Adwords? Well now you can spend \$9.95 for an e-Bay classified ad and save the \$110 or spend it on

Google as well if you wish. Save even more money by listing your ad for two or three months.

Here is another example, say you have a website on any topic or product and you want to get it on the first page of Google. You hire somebody from eLance to optimize your website because you don't know how or you don't want to do it yourself. The problem here is that it is going to take some time before you get on the first page of Google. Why not run a classified ad on e-Bay and start making profit right away? Don't wait; you made that website so you can make money from it now. I hope you are beginning to understand what is going on here and what an opportunity e-Bay classified ads are. If you are not yet I am sure by the time you read all the material you will.

There is one more thing that I have to cover, before I show you how to create the "perfect" e-Bay classified ad and make some money. It can be a little confusing when I say that you don't sell anything with e-Bay classified ads. That is because the ad is used to generate traffic and not really sell like a normal listing on e-Bay would.

The ad does have a price on it and you can put the price of the product or service you offer (I will explain what you should do in the next section), but the visitor that is reading your ad can not bid on it. It only drives traffic to your business. It is an ad very similar to the ones in a newspaper. The easiest way to understand this is to go on e-Bay and look at it.

Here is how you can do it and you don't have to be a registered user. To see classified ads on e-Bay US or UK follow the steps below.

Some

categories are not yet available for listing classified ads on e-Bay.co.uk but they will be in the near future. However you can place classified ads in any major category on e-Bay.com, also ads can be placed on e-Bay.com from any other country that has e-Bay.

Go to the e-Bay "Home" page like you would if you are going to buy or sell. Now at the top right corner is the "Search" box, under the "Search" button is a link that says "Advanced Search". Click on it, you will be taken to a page that gives you all kinds of search options. If you are seeing something like this below, than you need to click again on the "Advanced search" link the one in blue at the bottom of the page.

Enter keyword or item number **In this category**

See [general search tips](#) and [advanced search commands](#).

Search title **and** description Completed listings only Save this search to My eBay

Sort by **View results** **Results per page**

[Advanced search](#)

So if you are at the right page, the very first thing on top of the page is another search box, don't type any keyword. Leave all of the other boxes on the entire page unchecked. At the bottom of the page you will see a button that says "Search".

Click on "Search" and you should be at a page that lists all the categories that e-Bay has to offer for any product under the sun. There are four boxes under the Browse Categories.

All Categories

Search titles & descriptions

Browse Categories

Category: Format: Listings: Location:

Show number of items in category Show category numbers

All Categories

Search titles & descriptions

Browse Categories

Category: Format: Listings: Location:

Show number of items in category Show category numbers

Antiques (0)
 Antiquities (Classical, Amer.) (0)
 Architectural & Garden (0)
 Asian Antiques (0)

Classified Ads

Computers & Networking (0)
 Apple, Macintosh Computers (0)
 Desktop & Laptop Components (0)
 Desktop & Laptop Accessories (0)

From the first box select the category that you are interested in and then from the second box titled "Format" select Classified Ad. Then simply click the button at the end that says "Show". You will see all the categories that have ads.

You may find that the category you have selected has no ads at all and that's ok, very little people really know about this great new opportunity. Less competition and more profit for you and me.

If you want to see even more ads leave the first box the categories at "All Categories" and from "Format" select Classified Ads. What you will see is a list of all the categories with numbers next to them indicating how many ads are currently running on e-Bay.

The ones that have active ads are even links to the classified ads. Go ahead click on them and look at what other people have done. You will notice that you can not place a bid. You may also notice that some of them have links to other websites and some have a contact e-mail address or phone number on them. That's where the real power of the e-Bay classified ad is.

I am telling you e-Bay is proving once again why they are the number one opportunity in 2007 and 2008 when it comes to making money from your business. Now let's move on to how you make money with the ads and how to turn visitors into customers.

4 How to Create the "Perfect" e-Bay Classified Ad?

There is no such a thing as a perfect ad but I will show you how to create a good one that turns visitors to customers. It is important to get both the ad that you see in the listings and the ad that the visitors will read correct. If you don't get them both correct you will simply lose customers. Don't worry it is not that hard. Let's start from the beginning of the "Create Your Listing" page

The first thing is the Title. Very important, you need a good title. You have 55 characters to work with and spaces, commas, dots and dashes are considered as characters. No mater what are you selling eBooks, cars, service, diet pills or whatever, the title should be clear and to the point. Don't try to be smart and rhyme your words; don't waste characters by typing tons of exclamation marks like this !!!!!!!!!!!!!!!!!!!!!!!

A good title should tell the visitor what your ad is about and catch their attention. It should point to the benefits not the features of the product. Save the features for later, you could tell them about the features once they come to your site. Think of your customer as yourself. Anything that you won't click on probably your customer will not click as well. You want your ad to stand out; you want to get as many visitors as you can, after all you are trying to make money, not lose money. The way to do this is to make the title of your ad catchy. Here are some good and bad examples of ad titles:

Are You Fat? If You Are Check This Out- not good. You are basically insulting the person who reads the ad. There is nothing that makes it stand out from the rest of the ads. People will pass it and move on.

Burn One Pound of Body Fat A Day – Good. There is a benefit for your customer. Not only will they possibly lose weight, but it also makes them curious about how it's done. That is what you want; now they have a question in their mind that they need to answer. How do they get an answer? You got it, they click on your ad and start reading whatever is in there (next section is all about what is inside your ad). Your customer is one step closer to you now and you are one step closer to the money. Here are some more examples of good titles:

Learn To Speak German in 5 Days

Get Approved For Home Loan in Two Weeks

Pain Relief Without Drugs

I Cured My Arthritis You Can Too

Get Stain Free Carpet in 15 Minutes

Learn How To Make \$200 a Day! You Can Do It Easily!

Google Adword Secrets - Make a Killing

You must spark an interest in your customer with words. If you can do that they will click on your ad and you will be making money. There is a simple trick here that is easy to apply.

- A. The title should catch the customers' eye.
- B. It should evoke in them an emotion/desire.
- C. Tell them what they will gain or achieve with your service.

Take some time to play with words and make the formula your own. Try to use words like How to, Learn, Need, Get more, Discover, I.....You can too.

Try to use some keywords that people may use to search for your product. Here is a thing to consider about keywords. Most of the people on e-Bay when they want to buy something they search for it. They just type a keyword in the search box or they use the advanced search option.

e-Bay searches only by looking in the titles. So a keyword in your title could be a very smart decision when creating your titles. If you have a hard time coming up with keywords you can use either Wordtracker or Google Keyword Tool. They both will give you tons of keywords that you can use. Make a list of the ones that have the highest search volume and use them. You want the ones that are searched the most because you will get a lot of people looking at your ads. Remember, you are not paying per click; you are not on Google, so take advantage of that fact

and get the maximum exposure of your ads by using highly searched keywords in your title.

Every word counts, use them wisely, don't waste them. Remove words like of, it, a, an- if you need some more space. Replace "and" with "&", use numbers instead of words. Try to enter the conversation going on inside your customers' head.

List the benefits for example: work at home, make more money, get healthier, live happier, get approved, own a piece. Try to include in your ad what makes your service or product better than your competitors. Let the user know why you are different from the other sellers. For example: never told secrets, innovative ways, secrets revealed, lowest price, fast weight loss, etc.

Motivate the user. Use words like – now is your chance, great potential, secrets/tips, you can. Use call to action phrases that provoke a response like – buy/learn today, almost gone, offer ends soon. Don't use hype. It will turn your customers off. Don't lie either if they don't get what you are promising you will lose them.

Capitalize the first letter of each word. You can also go to Google or Yahoo and do a search for your product. Look at the ads there, see if you can use something from them. Don't copy, just rewrite them if you like something. Look at the other ads on e-Bay if they are full of hype use non selling words like- reviews, compare and save, get a good deal.

Try to use numbers and actual prices in some of your ads. People like numbers, it is as important for them to get a good product as it is

important to get it at good price. This is why they are searching on e-Bay, because e-Bay equals good products at a good price.

If they are going to save tell them exactly how much they are going to save (20%, 30%, 50% maybe even more). How else will they know that they will save money when they buy from you if you don't tell them. A good price is a great selling point. It is not that hard to come up with a good title. Play with some words, make sure you list benefits and don't fill the title with empty promises.

Next one is the Subtitle and Picture. For the subtitle you have 55 characters again and this one will cost you only \$0.50 to have it on your ad. Money well spent if you ask me. Don't be cheap, get it. That is another whole sentence that can turn a visitor into a customer. In this one you can either try to write it using the same techniques as the Title or you can give a little bit more information about your product or service. You could also have one sentence but written on two lines, for example:

Newly Remodeled Home in Florida
Big Yard, Beach View, Swimming Pool

Secrets to Build Success Online
Free PDF Report Reveals All You Need To Know

Learn To Speak German In 5 days
You Will Have Working Vocab & Grammar

Do You Need Adwords Miracle?

Go From \$3 To \$300 per Day. Instant Download

Turn Old VHS Tapes Into High Quality DVDs

Professional Equipment, Have Them Back in 3 Days.

Next one is the Picture. You can have as many pictures as you want on your classified ad like in a normal listing. The first picture is free and each additional picture is \$0.15. You can also have a "Gallery Picture", "Picture Pack", "Supersize Picture", "Picture Show", basically the same picture features as you would have if you were listing a selling form.

Now the one that I would suggest you have is the "Gallery Picture". This is the picture that is displayed in your ad when it is within the search results with the other listings. It will cost you \$0.35 which is nothing compared to the return of your investment. If you are trying to advertise art for example, you may want to have more pictures listed. You should also list more pictures in your ad if there is some kind of samples, examples, or different views that will help your customer get a better idea of your product or service.

A gallery picture is so important to have because: First it gives a better visual appearance to your ad. Second it is cheap, and third a picture is worth a thousand words. The picture will make an imprint in the customers mind; the picture will help tantalize your customer, or perhaps answer a question your customer may have.

For example, if you are trying to sell a new product that just come out, like the PlayStation 3, a person that has never seen it before might click

on the ad just to take a look at it. Well assuming that your ad is more than just pictures and a link they will read your sales information that you posted on your ad. Why would they read it? Because they already showed you that they are curious about it by clicking on your ad.

Now if somebody that knows what a PlayStation 3 looks like and it is searching for a good deal on e-Bay, probably won't click because of the picture but because your title grabbed their attention; the picture will make you look professional in that case and will ensure your visitor that you are both talking about the same product. So I highly recommend to you, get the "Gallery Picture" \$0.35 won't break the bank. If it seems like to much to you, think of it this way. \$0.35 is 1 click on Google and on e-Bay will bring you hundreds of clicks.

Do searches for the product or service you are trying to sell and see if the other ads or normal listings have gallery pictures. If they don't or there is only one or two with pictures then you definitely want to have a picture in your ad. You are going to get almost all of the customer's attention by doing that. Having a picture in that kind of situation could give you a big advantage. You should use it, after all you are trying to sell and do better than your competition.

Here are some basic guidelines to follow when choosing your gallery picture:

Make sure your picture is good quality. You need a clear picture with a close up of the object. Don't use pictures that are taken from so far away that you can hardly recognize what is on them.

Use a picture that is related to the product you sell or the service you offer. Don't use pictures of naked girls, unless you are advertising an adult web site or strip club. There are enough naked girl pictures out there any way. You are not getting anybody's attention with them. The only one that will click on them is somebody checking out the girl and not your ad. Naked girl pictures equal amateur, people won't take you seriously.

If you don't have a picture of your product and you have the product at home clear your table and take a picture of the product with your camera. If you don't have the product at home or for some reason you don't like the pictures you have look on Google Images and search with a keyword that describes your product. Try looking at the manufacturer web site for pictures also.

If you are trying to sell an eBook on how to make money don't use pictures of piles of cash. Every second ad on that topic has the same stupid pile of cash. Piles of cash equal empty promises, it says "My book is full of useless information and I am trying to impress you with the picture, hopefully you are stupid enough to buy it".

Maybe your book is great, maybe your book will make me piles of cash, but you didn't grab my attention in a better way. What you should do instead is put the book cover for a picture. If you don't like it make your own in Photoshop, or hire somebody from eLance to make one for you. It won't cost you much.

If you don't have any pictures of your product or you don't want to put any you can put your logo. There is no better way to build brand

recognition. Look at the other peoples' ads. Look at what pictures they are using and try to be better than them. After all they are competition, what better way to beat your competitors than doing it better than them. They are there right next to you and you can learn a lot from them.

One thing that you don't want to do with the gallery picture is mislead the customer. Don't put pictures of something that you are not offering because they will find out, be honest. You can get in serious trouble if they inform e-Bay. Also the minute they figure out that you are trying to trick them they will leave and won't come back. Don't try to get customers by lying, try to get them by offering better deals on services and products than your competitors.

In summary, make sure your picture is clear; make sure it's a picture of the product you sell, make sure it is not misleading, make sure it grabs the visitors attention or gives them a better idea of what they will find in you ad, try to stand out from the crowd, and be honest.

Next thing on the "Create your Listing" page is the "Describe the Item You're Selling" this is the actual text in your ad. I am going to save this one for last. So let's look at what is next.

The listing designer; this option gives you an opportunity to add to your ad listing a more professional and attractive look. For \$0.10 you can get all kinds of templates that you can use, it also has the picture layout tool so your pictures can be placed exactly where you want them. It doesn't matter if your page is a plain design because more decorated page does not mean more customers.

People are looking for solutions to their problems. If you feel that having a template will help you then get one, it is only \$0.10. It is very easy to get carried away when it comes to decorating your ad listing. Try to have, something that will not affect how well you can read the text in your ad. After all the text in your ad is what turns visitors to customers. It is also good to have your pictures in some kind of order. Don't have them all over the place.

You can also use HTML designed templates in your ad description listing. e-Bay gives you that option, if you don't know HTML get somebody to make you one at eLance. It is not expensive at all. You can also use it in other listings anytime you want. If you are using an HTML template when making your ad description, make sure the background color, if you are using a background color is not crazy. By crazy I mean the kind of colors that make you feel like you are going blind after 10 seconds of looking at the page. Also make sure that the background color doesn't make the text hard to read.

Use text formatting and text size that is clear and easy to read. You want them to be able to understand what is being offered to them. Use the preview button to see how your ad will look with different colors and make changes if it doesn't look good to you. I personally like to have my ads on white background with black Verdana text. That's it about the listing designer, nothing special just common sense.

Next one is the "Visitor Counter" and the "Advertised Price". Let's talk about the visitor counter. This one is free, it doesn't cost you anything to have it and you have the option not to have it. It is up to

you if you want to have visitor counter on the bottom of your ad. There is also an option that is called hidden visitors counter. It displays "thank you for looking" and you can see how many visitors you had in your account.

It is not going to hurt anything if you have a counter. It is sometimes a good idea to have one because when someone comes and sees that other people have seen the ad it makes them feel like they are looking at the right thing. They feel like since other people have seen what you have to say maybe it is a good product or service.

You decide for yourself if you want a counter on your listing or not. What I will suggest is try both, counter and no counter (hidden). Run your ad for a couple of days without a counter and then put a counter in your ad, and compare. Whatever your decision is, make sure that if you don't have a counter displayed on your page you at least have one hidden so you know how many people have seen your ad.

Let's take a look at the "Advertised price" found under "Choose how you'd like to sell your item". Advertised price is basically the price of the product or service you offer. You don't have to put the actual price in the ad listing. The advertised price will appear in the ad just like if you have a normal listing. It will also be seen by the customers when your ad is within the search results. You should consider couple of different factors, before you make a decision about what advertised price to list in your ad.

You should have the actual price of your product or service if you are talking about deals in your title or subtitle. You can have the actual price

listed in your ad only if you think that it is important and it is going to help you make more sales. If all your competitors have their prices listed or at least most of them have their price showing and your price is the lowest, then it may be beneficial to advertise your price in your ad. You are almost guaranteed sales because the customer will click on your ad first before anyone else's. They get what they want for the lowest price out there and they didn't even have to look for it. It was right there in front of them.

If no one is listing a price higher than \$0.01 (that is the lowest price that you can put in the advertised price box) you should list your actual price. There is a good chance if your price is reasonable people will click on your ad read it and assume that this one is the best price because nobody else showed their price. They may think that your competitors didn't show their price because it is higher than yours. That's because they see the price, and price is what every body cares about, remember I told you earlier people like numbers. So one more time look at your competition, see what they do and have to offer.

Another reason why you may want to have your price at \$0.01 is because you want the customer to click on your ad and see what is in there. Remember you are not on Google; you are not paying per click. You have 55 characters for your title and 55 for the subtitle and you can say so much with them. You have a better chance of convincing them that your product or service is the right one for them if they actually click on your ad. Once they are reading what is inside your ad, you have the chance to tell them, yes this is why you need my product, this is what it can do for you; this is how it is going to make your life better and solve your problems.

The bottom line is you should try both ways to see which one works best for you, to have the actual price in your ad or use \$0.01. After you list an ad you can go back in your account to change or redo anything you want including the price. Remember you can edit your ad any time.

The last two components of your e-Bay classified ad are "Describe the Item You're Selling" known as ad description and "Give buyers more ways to reach you". The ad description is the actual text in your ad. There is no limitation on how much text you can write here. You should always have some information, even if it is just a couple of sentences. Never leave the page empty or only with pictures and your contact information. If you leave it empty you won't do very well and you will waste your money. Let's look at what exactly you should use as ad description.

Your ad description has to be about the same product you had in your title and subtitle. Don't talk about MP3 players in your title and then have something about video games in your ad description. Your visitors will just hit the back button and won't come back again. Your ad description should try to provide more information about your product or service that the customer expects. Try to give them as much information on the product or service that they are searching for and answer their questions or concerns. You can provide some information in your ad description, but tell them that they can find more info on your website or they can call you.

Think about how you want them to buy from you. If you think that you can convince them that you are giving them the solutions they need in

your ad description then have all the information in your ad description and the link to the order button on your web site. If you think that you need to tell them more about the product but you want them to read it on your site then give them a little in your ad description so they get hooked and the rest on your site.

Try to avoid repetition in your ad description and your website page. There is nothing more annoying then having to read the same thing twice. Repetition could seriously hurt you because your customers will not read your text twice and they will not take you seriously. They won't buy from you and I am sure you don't want that.

You need to have a good headline that restates the idea in your ad; that tells them what they are going to get. If your headline doesn't challenge visitors to read the article, then it won't matter if you have written the best article in the world. You can use bolder text and colors if you want in your head line. Here are some fill in the blanks ideas:

- Chasing the Right
- How to Make
- Learn How to
- The Truth About.....
- How to TurnInto.....
- No More.....
- Great Ways To
- How to Get Other People To
- Part Time.....Secrets
- Questions and Answers About
- How to Make YourDreams Come True

Straight Talk From
 The Amazing Solution For.....
 The Best and Worst Ideas for.....
 The Complete Guide to.....
 Your Must Know Guide to.....
 10 Secrets to a Successful.....
 What You Must Ask When You.....
 Tips That Will Make/Make You.....
 Why Not To.....
 Tips For Success
 The Worst.....
 Top 10.....About.....
 Ways to Avoid.....
 How To Keep Your.....Alive
 Why You Should.....
 What to Consider When.....
 5 Ways To.....
 7 Steps To.....

You also want to have some sort of introduction that tells them why they need the product or the service you are offering. Tell them why they need to compare, what things to look for, the good and the bad about the product. If you are reviewing a software product, tell them what you liked about it. Tell them how you saved time because of a particular feature that the software has. People want to know how the product or service will improve their lives.

Don't be afraid to tell them if there is something not so great about the product or service you are offering. If you are trying to sell vacuum

cleaners, you can tell them that the vacuum is great. It has great suction, it has great dust filters but it is a little bit heavy or the cord is a bit short. People will respect your honesty and they will trust you. You are proving to them that you are not just interested in their money but also trying to help them make a good decision. After all no product or service is perfect and people know that, so if you have a good product with a few drawbacks it is still a good buy.

Type some keywords that describe your product or service in Google or Yahoo and look at what other people have to say. You will find many websites that have reviews for the same products and services. Look at what they are doing, what is written there. Save the ones you like the most and try to write your own.

Remember I told you to look at your competition and try to do it better than them. Look on e-Bay to see if there is someone else offering something similar to what you have. The ones you are interested in are the power sellers. They definitely know what they are doing. Don't copy them exactly word for word. You will get in trouble if they report you to e-Bay. Try to use them as a guide to help you get started.

Another place to look for good reviews is on Amazon. Their website allows customers to leave reviews, comments and pictures about products they bought. Just do a search or look at the categories for your product. The reviews are at the bottom of the page and the products are also rated. Five stars is the highest rating they can get.

You can even get ideas for what products to sell because Amazon lists the best selling products for each category and updates them hourly.

Almost every single product on Amazon has been reviewed by at least a couple of people. By the way, if you are not familiar with Amazon or you think they only sell books and music you should check them out, they sell just about every product under the sun.

If you are not good at writing or you don't feel like doing it, you can find free articles. There are a ton of them out there just type in Google "Free Articles" and you are all set. You want to look for the ones that you can copy and use as your own, that are okay to duplicate. Change them a little bit if you don't like something in particular and use them in your ad description. The other thing that you can do is hire somebody at eLance to write your product or service reviews. You can get like 20 articles for around \$100. You can have them written in such a way that all you have to do is replace the name and features for different products and keep reusing them.

There is something that you should know about hiring people from eLance. Read their feedback before you hire them. Even a couple of negative reviews can tell you a lot. That especially applies if they are going to write something for you. If you see feedback like – makes no sense, horrible grammar, completely useless and so on don't hire them, even if they are the only ones that made an offer (they won't be). Last thing you want is to pay someone and going back to fix their work.

Your ad description, as far as I know, can be in text format only. You can't have videos, although videos are becoming more and more popular. What you can do is shoot a short 5 minute clip, demonstrating how great your product or service is. You can then have a couple of sentences telling your customers that they can see the video either on

your site or on YouTube. There is a great tool out there called CamtasiaStudio that lets you record your computer monitor while you are doing things on it. It is great for creating software reviews.

The length of your ad description is up to you. It depends where you want your customers to spend most of their time reading about your product or service. You could do a simple short 100-150 word review in the ad description and send them for the rest of the information to your website. If you do that you can even use the same article. Make a short summary of the article, use it in your ad description and have your customers read the whole thing on your site. My suggestion here would be that you direct your customers to your site, because this way you can also point them towards other products if you want. In general the more expensive your product or service is the longer your review should be.

It is a very nice thing if you have two products that compliment or complete each other. Something like laptop and a new laptop carrying case, cell phone and a ring tone, painting and a frame, cookware and cooking utensils or selling computers and repairing them. If you have some products or services like that don't be afraid to mention it in a non pushy way. The people will thank you for that in their heads because they don't have to look around for it and maybe they didn't even think of it on the first place. Some may even think "How nice it was of you to think of every thing I may need" and they may even come back for more later on because you took good care of them. Make sure you are offering a good deal on the second service or product and don't be too pushy. You want them to at least buy the product or service you advertised to them in your e-Bay classified ad.

The bottom line about your ad description is that you should do some kind of review/advice article for your customers. You are giving them more information on the product or service while also giving some friendly advice that they should buy whatever you are selling. You can tell them a little about yourself and why you should be considered credible. People want to feel informed and people want to know that they are buying a quality product.

The last thing left to talk about from the "List your item" page is the "Give buyers more ways to reach you". This is basically your contact info. Your phone, your e-mail or fax number and your website if you have one and want to use it.

When you look at the boxes you will notice that there is no box for your website address. If you have a website, which you probably do since they are almost necessary for a business today, you put your links in the ad description part. It is perfectly allowed and you won't have any trouble with e-Bay.

Here is what you should do. Try having your website link somewhere in the beginning and the end of your ad description if your ad description is at least a page or longer. If it is a short half page or less you can have it at the bottom of your page. When your ad description page is short, your link will be visible right after the page loads. You can put as many links as you want but don't go crazy. Too many links can make people think that you are just going for their money. Think how you would feel about your links in the ad description if you were the customer.

Some people will not read your entire ad description if they saw that your price is lower than anybody else's they looked at before they clicked on your ad and they will go straight to your site to order. That is why you want to have your link at the bottom and top of your ad description if it is longer than a half page. If you can't decide which page your link is going to send your customers to, you should consider a couple of things:

You want to make sure that your customers are not going to your home page. You don't want them to have to search for the product or service they just read about on their own. Send them straight to the product page. Don't make them wonder around and figure out where to look and where to click.

They want more information and they don't want to go through five more pages to get it. They don't want to work hard, they want it right there in front of them. So if you don't send them to the product or service page you are risking that they will just click the back button. It is very easy to send them to the right page. Just copy and paste the page address inside your ad description.

You also want to consider this. It could be a good idea to send your visitors to a product or service page that has no other links or banners on it. Just a page with information about the product or service you are selling. You want to try to make your customers spend as much time reading about your products or services as possible. You don't want them to get distracted by clicking on other links and checking out something else. You want to give them the option to either leave your page or buy.

Think about when you search for something in particular on the web. At first you are focused on what you're looking for, but all it takes is just one link, one article, one review, one headline about something else, or something that is kind of related to what you are looking for and you click on that. An hour later you are on to something completely different. When your customer starts looking around to much they are going to lose focus and forget what they came for in the first place. It is all about getting them to buy so test and see what works for you. Maybe it is a page with links or maybe a page without links, whatever works best, stick with it.

Another thing you can do with your links is have them as text. A lot of people are afraid to ask for the sale. You could say something like this "Click here to download this e-book" or "If you are ready to enjoyclick here". It is okay to ask people for the sale or push people to do what you want them to do. Tell them that you want them to click here. Tell them to visit your site, to check out this offer. It's okay to ask for that, it is not going to offend them unless you make it excessive like 50 links in only 120 words of text.

In order to have text links you are going to need HTML editor so you can make them. Once you make them just copy and paste your HTML in your ad description. Make sure that you click on the HTML button at the top of the box where you type your ad description text. I like to use FrontPage it is very easy, it is like using Word and you don't need to know any HTML code, it does it for you automatically. It is also inexpensive to get, I paid \$50 for it on e-Bay. You don't have to use FrontPage, there are many HTML editors out there that will do the job.

I am going to tell you about three more techniques that can increase your sales since we are on the website subject.

The first one is giving free stuff away. I am not talking about expensive things. Just small stuff that is useful with your product or service. You want to give free stuff away because when people are going to get something for free they are more willing to buy a product with it.

The easiest thing you can do is give away a free eBook or short report. There are many eBooks out there that you can buy the resale rights to and call them your own. You can simply give them a link where they can download it in your thank you page or send them an e-mail with the link to the download page. You can also use a short report to give away that you wrote or had someone from eLance write for you.

If you have some samples of your product or service that you could give away you should. There is nothing better than having the actual product in your hands and being able to look at it or touch it, since you can only look at pictures online. You can even have them pay the shipping, and they will if they are really interested in your product or service.

One last thing about the free stuff give away. This technique could be very powerful if you are willing to make a little bit less profit on a single sale but more sales. For example if you are selling iPods what you can do is go and buy five music or video downloads and offer them to your customers. Tell them buy the iPod from us and get five free music or video downloads. These downloads will cost you a couple of dollars. You

will make a little bit less profit but more sales and eventually more money.

You don't have to go crazy on giving free stuff away. Just try with a couple of products and see how it goes. The worst thing that will happen is you may lose some money, but you will gain perspective on selling your product. Don't be afraid to try new things. Don't worry that people will return your product and you will lose the money you gave them. You may have a couple of returns a month (assuming you sell good products or services) and that is okay you won't lose your hat.

The second technique I want to talk to you about is trying to change customers' minds. This one works only if you have a product that is the same as the one they came for but is slightly better or has more features. Here is an example so you can better understand what I mean.

Say you are selling a frying pan. Your customer came to buy a frying pan that is 12", 5 quarts. You sell it for \$35 for example but you also sell another one that is again 12", 5 quarts and for some reason cooks the food faster and healthier than the other one and costs \$45. What you want to do is start telling them about the first one but you also mention the other one and slowly convince them by the end of your review or product description that they should buy the \$45 frying pan. People will buy the more expensive one even though they came for the \$35 one because it is better for them, less time cooking and the guarantee of healthy cooked food.

Another example I can give you is the iPod. If you are trying to sell a 4GB iPod you can try to change there minds into buying a 30GB one and

watch video on it. A lot of people will buy it because they like to have the new and better product out there so they can brag about it to their friends. It works just about with any product as long as one is better than the other. You could also mention the better product a couple of times in your text and give them a link if they want to look at more information about it.

The third technique is having an e-mail subscription box on your product page. You can't have the e-mail box on the e-Bay page but there is nothing stopping you from having it on your website. You simply put a name and e-mail subscribing box either at the top or bottom of your page. You could offer a free monthly newsletter in which you talk about new products or services. When you send them e-mails you simply put links to your website and you can get multiple sales from a single person.

If you do that make sure that your e-mails are related to the product or service they bought from you. If they are not they may unsubscribe from your letter and you will lose them as a customer. You can use Aweber or GetResponse in order to be able to capture e-mails, send mass e-mails and manage your subscriber list. If you are going to collect e-mail addresses you can also offer them your free gift when they subscribe to your newsletter to get more subscribers.

Enough about websites for now, let's see what you can do if you don't have a website. Well you have a couple of choices here. If you look at the "Give buyers more ways to reach you" field you will see that you can have a phone, fax and e-mail as contact information. You can have them all if you want and have your website link too. It is up to you.

If you are going to have a phone as contact info make sure that, you or somebody else is going to actually answer that phone. If you are not at your business phone have calls forwarded to your cell phone. You want to answer the phone when a potential customer calls because they are interested in you product or service. You want to answer that phone because you get a chance to talk to them and convince them that you are the guy they should buy from.

Here is an example, you need something and you look in the yellow pages. You call the first ad and no one answers. What do you do then? I am sure you just go down the list and you keep going until you speak with somebody. You are not going to wait an hour and call again. No, you need information now and you can't wait. You may wait and call back later if there is only one ad, but there is almost always more than one ad. This is especially true if you are looking for a service. So every unanswered phone call could be lost customer for you.

If you have a fax number or an e-mail address as contact information you want to answer that fax or e-mail as soon as you can. There is a very good chance that they faxed or e-mailed couple of different people and the first one that answers them will get the sale. If you don't want to deal with e-mails then don't put your e-mail address as your contact information.

It is up to you what kind of contact information you are going to have. You can have either e-email, phone, or fax. Pick the one that you are the most comfortable with and you know you'll answer as quickly as possible.

That covers how to create the “perfect” e-Bay classified ad. The next section is how to profit from e-Bay classified ads if you are an affiliate.

5. e-Bay Classified Ads and Affiliates.

Firstly, what is an affiliate and how do you become one. An affiliate is basically a person that is affiliated with a company and gets paid a commission for every sale they make for the company. It is kind like a sales person but you’re not calling anybody and you don’t go from door to door trying to sell anything. The biggest affiliate networks are ClickBank and CommisionJunction. All you have to do is sign up with them, which is free and get a link to the product or service that you want to promote for a given company. Your link has an affiliate ID in it and every time you make a sale you get commission.

Most of the affiliates are using different methods to promote whatever they are trying to sell, like AdWords, articles distribution, building lists, co-registration and even direct mail which all cost a lot of money. Very little are using e-Bay classified ads for now and saving money on advertising like you will.

There are many more affiliate networks out there but ClickBank and CommisionJunction are the biggest ones. ClickBank has only digital products that can be downloaded, like eBooks. CommisionJunction has a lot of physical products and services like web hosting, dating and others.

I suggest you sign up with these two if you don’t have an account with them already. If you want to sign up with more affiliate networks do a

search on Google. If you need more information about affiliates and what they do, or how to get links just search Google for affiliate blogs and forums. There is a lot of information out there readily available to you on this subject, so I will not bother going deeper into this topic. Instead I am going to tell you how to make money with e-Bay classified ads and promote products as an affiliate.

Many affiliates use websites and landing pages where they place their affiliate links. Landing page is a single page that contains more information about your product or service with the order link in it. You can use all the techniques that I told you in the ad description part to make your landing page. Again your landing page has to show the benefits for the buyer, tell them that the product works and make them feel good about buying the product.

You are going to need a website for the landing page. Don't get scared by the thought that you have to set up a website. We are talking about a single page website, nothing complicated or hard. A lot of web hosting companies have packages that include webpage building tools. You'll also need a domain name for your website. Pick a name that is related to the product or services you are going to promote. You should get your domain name from GoDaddy, they are the best and the least expensive company. If you can't make your web site by yourself then get somebody from eLance to do it for you.

If you don't have the money to set up a web site then you should use Blogger. It is free to set up a blog and also very easy. All the information you need on how to set up a blog is at the help menu at Blogger.

Remove all the page elements like "about me", "pictures" and the rest. You are looking for a plain page only with your reviews or whatever information you are going to provide for your customers about your products or services. You will be given a web address for your blog and that is where you send your customers from the e-Bay ads. You can have as many blogs as you want.

If you are promoting 3 different products at the same time, you should set up a new blog for each. Once again, it is absolutely free to set up a blog all you need is an e-mail address. Don't put the information about all 3 products on the same blog. The readers will not like it, instead separate them. Using Blogger as a landing page also may bring you a couple of sales that came from people just reading blogs out there and checking out you product or service.

Make sure you cloak all of the affiliate links. Link cloakers hide your affiliate ID so people don't remove it. If someone figures out that you are an affiliate they will remove your ID and you won't get the commission. More and more people know what an affiliate links looks like and they don't like that you are making money of them for free.

They don't understand that you are actually helping them make a better choice and you want to get paid for your work providing the information they read. So make sure your links are cloaked. You can buy a link cloaker for about \$35-\$50. You can use a free one like SnipURL or TinyURL the only disadvantage about them is that you can not name your link; they have the words tiny or snip in them, but they are free. Once you are making money you can buy a better one.

Enough about the basics you can learn a lot more at the forums and blogs about affiliate marketing so register at some and read what other marketers are doing. Let's see how you are really going to make some money as an affiliate using e-Bay classified ads.

You should be promoting mainly products from ClickBank and Commission Junction because they have good commissions. ClickBank products (eBooks/software) could cost from \$30 up to a couple of hundred but most of them are around \$70-\$90 and pay around 45-65%, so you can be making around \$30 per sale.

Find a couple of products that you are interested in promoting. Check on e-Bay how many people are already trying to sell it, if there is too much competition, find another product. There are thousands of products on ClickBank and Commission Junction. Use Google's keyword tool or Wordtracker to find out how many times related keywords were searched for. You want keywords that have a good amount of searches. That is because you want something that people on e-Bay will search for. Make a short list of the keywords with the most searches.

We are going to find out what other people are doing, what works for them, what products they are promoting and take advantage of how inexpensive e-Bay classified ads are. You could make a couple of hundred dollars per day with this technique if you know what you are doing or if you copy someone that does.

There is a tool called Keyword Elite that is very helpful in finding out what works for other people. It is around \$150 but it is well worth the

money. This tool is basically a keyword tool but it also has a spy option. You can spy on ads that are running for different keyword on Adwords. By the way, the name of the guy that developed the tool is Brad Gallen. I would suggest you sign up for his newsletter; you are going to learn a lot from him especially if you are into search engine optimization.

Search on Google for your product using the keywords list that you made and look at the ads that are running there. Use the Keyword Elite spy tool to monitor the ads on Google to see how long they are running for. You want to monitor them for at least a week and make sure that they are still running. If they are not running after a couple of days that means they are not making money and they are turning off the campaigns.

If they are running day after day that means that they are making money. Make sure you are looking at the same display URL if they have similar ones. You don't want to make a mistake on this part. Don't trust only the text in the ad. It is possible that someone copied an ad and there are two ads with the same text. You can't have the same URL because Google has a rule about that. There can not be two ads with the same display URL.

Go ahead and see what these sites look like and what they are talking about. Read there pages and see how they have them organized. They are making money with it if they are running ads on Google; affiliates don't like to lose money. Simply make your landing page or e-Bay ad according to theirs. Start with one or two products and see how it goes. If you are not making money for some reason find other products and redo your ad on e-Bay and landing page.

If you don't have the money to buy the Keyword Elite than there is something you can do but it will take some extra work. Search on Google for the same keywords that you have in your list and look at the ads. Get a piece of paper and write down all the ads that you are going to monitor. The most important part is to not make mistakes with the URLs. Once you write them down save the paper and do the search for the same keywords again the next day.

Compare the ads that you're seeing to your list. If you don't see an ad that is on your list don't decide right away that is not making money and it is paused. Hit the refresh button a couple of times if it is still not showing then maybe it is paused. You want to refresh the browser a couple of times because most of the time people have two ads running for the same keywords. Google gives you that option; some people even have three ads for the same keywords.

They are trying different ads to see which one works best. Write down if there are new ads out there on a different piece of paper. Do the same thing for at least a week. Again the ones that make it for a week or more are the ones that are making money.

Expect to find a couple of profitable campaigns per week. Run the ads on e-Bay and keep researching for more. You can easily make between \$30-100 and more per day with this method. You can try running some ads on Google for products that make you money and see how it goes. In conclusion you don't need to create a landing page or website in order to be successful affiliate. Just use an e-Bay classified ad with your affiliate link in it sending the customer straight to the product/order

page. The best thing about e-Bay classified ad is that it can be used as a website or landing page that you can edit at any time and have links to external websites.

6. The Money Back Technique

This technique is nothing new. It is well known and it has been featured in many other books about affiliate marketing and Click Bank. Even though it is well known a lot of people are not doing it and they even think that it is useless. If done right you can really cash in with it.

The main idea of this technique is that you offer money back if anybody orders through your link. Basically you are giving away some of your commission as an affiliate in order to get the sale. We are not talking big amounts; after all you have to make money in the end. Here is what I mean by giving money back.

For example, let's say that your commission is \$35. This is a pretty decent commission on a Click Bank product. So if it costs you \$5 to make the sale at the end your profit will be \$30. Not bad if you can actually keep on selling. As you may or may not know a lot of people have a hard time making consistent sales. In other words a lot of affiliates will sale 10 products in a month, not in a day and never making good commission.

So back to what I was talking about. From the \$30 commission we are going to offer for example \$15 back to any body that buys from our link. If we do that our commission will go down 50% or in other words it will be only \$15 and our profit will be only \$10. I know what you would ask

me why would I want to give any body some of my commission. There are two answers to that question.

First we are going to offer them money back as a bonus. We are adding value to the product and there is no better bonus to any product out there than money. Think of it as a mail in rebate offer if you wish. Hundreds of companies are doing it offline. I am sure that even you have bought some product that had mail in rebate offer in the last year.

It is all about how the consumer thinks. Big companies have done the research for you and me. They have figured out that people can not resist a money back guarantee. Your brain tricks you into thinking that you are getting the best deal ever. It is simple as that; people rather get money back than anything else.

Second there is one simple rule that many affiliates ignore or don't know. It is especially true for Click Bank affiliates. The rule is in today's internet marketing world you are not going to get rich by selling one thing many times. In other words you should focus on selling small amounts of a couple of products instead of putting all your efforts and resource into one product. It is simply impossible for affiliates to sell 1000 copies of a book because of the competition out there especially in the 'make money' niche. Even if you can sell 1000 copies how much of a profit would you make. After all I don't want to spend \$500 just to make \$50 it is not worth my time and effort. It is way easier and profitable to sell 20 – 30 copies of a couple of different books or products.

Here is how to apply the technique. It is very simple and you don't even need a web site in order to use it. If done right you can expect a real good outcome.

First thing you need to do is find a product that has a good commission anything \$25 and above. You will also need to be a registered Click Bank affiliate and you should know how to get an affiliate link for a product. If you don't know how you can find tons of free information on Google on how to register and get your links or you can read the help that Click Bank has provided for affiliates. You will also need to have a verified PayPal account so you can transfer money.

If you are all set on that, the next thing you will need to do is set up a simple landing page. For this you can either use your own website if you have one, a blog or e-Bay classified ad. I prefer classified ads simply because you can get people that are searching on e-Bay for related keywords (like affiliate marketing, make money) to see your ad and maybe even buy.

The next thing you need to do is put some content in your landing page. All you need is, if it is well known product, like Keyword Elite, to list some of its features. I like to do that because some people are not so sure that they want to buy the product and they need some more reassurance. Some times I will not use any of the product features if I own the product already and I'll tell them about my experience with it in a 10 to 12 sentences.

After that I give them the offer of getting money back if they buy. All you do is you tell them in a simple sentence that if they buy from the

link below they will get certain amount of money back. You can say something like this. Grab your copy of Keyword Elite from the link below and get \$30 back. You get the idea. The wording is not as important as it is to make sure that they know that they'll get money back and that leads us to the key element in the technique.

We are not going to simply give them money back after they buy. That will put us in a possible losing situation simply because they may return the product the next day. If they return the product within the money back guarantee period we will lose our commission and on top of that we'll give them free money.

The key is to specify that they will get the money back after the money back guarantee of the product vendor has expired. If the guarantee is 60 days then they will not get their money until the 60 days has passed. This way you also don't have to come up with money from your own pocket. You will get your commission money well before the guarantee has expired. Click Bank pays you every two weeks. 99% of the products that Click Bank sells are with at least a 30 day money back guarantee.

How do you give them the money back? Well, you can simply transfer them from your PayPal account; send them a check or even a wire transfer if you wish. What I like to do is to use PayPal. Everyone now a days has bought or sold something on e-Bay and has a PayPal account. It is also the safest and people trust them. In my offer I will put an email that they can email me their PayPal email after the money back guarantee has expired. I will also mention that this is the only place that they will see this email address so they better write it down. The email I am asking for is the one that the account is registered under, not the

actual account numbers, name or anything that may be considered attempt for stealing someone's privacy.

I also tell them after the money back guarantee has expired, email me your Click Bank receipt number, the one that they got after ordering the product and your PayPal email. From my commission money I'll put the money that I have to give back into my PayPal account and I'll send them the money after they've contacted me.

There is one more thing that you need to include in your offer. You need to make it time sensitive. The way to do that is very simple. You just need to tell them that this is a one time offer and it will be gone in a couple of days.

It may seem like a lot of work to set up the whole thing but it is not that much at all. Once you have done it you will be amazed how simple and fast the whole process is.

We can also try to get their email so in the future we can approach them again with a different product. This can be done very easily but you need a website for it. All you need is to send them to a 'sign up' page and after they have signed up, send them to the 'offer page'.

If you wonder why I have been using Keyword Elite in my examples it is because for one of my promotions I used Keyword Elite. So I am going to show you what I have done and how it worked. Here is what the offer looked like:

Get Keyword Elite For \$30 Off?

I guess, by now, you know how powerful Keyword Elite is! Otherwise, you won't be landing on this page!

I know that you are ready to buy that Keyword Elite for \$176! But Wait...

How about buying it at \$147? Instead of \$176?

Let me tell you how Keyword Elite worked for me

I have always preferred my manual research methods to any keyword research tools. However, last week I finally got a copy of Brad Callen's Keyword Elite software.

And I must admit, it has been running on my laptop every day without fail.

Apart from being an extremely powerful tool, I have been using some of its more advanced features with what I would call extreme financial success (what else matters?).

And I mean extreme.

Two of my campaigns have doubled in earnings after I ran KE over it (yes, you read that right), and my affiliate commissions are up by 12% on this time last week - now, believe me, that is a big, big increase and no other variables have been changed.

Finally, I have researched and setup an entirely separate direct linking campaign using one of the projects, which have generated a 214% ROI so far - another \$180/week in my pocket. Not bad.

For the kind of keyword research I like (finding high-traffic, related keywords you wouldn't have otherwise found), this is as good as it gets.

I am really buzzing off this - and the last eight days have gone by in a bit of a flurry.

And I still have half a dozen campaigns to take Keyword Elite to.

So here it is in a nutshell:

- I have increased my affiliate earnings by 12% with Keyword Elite (in a little over a week)

- I have setup one \$180/week affiliate stream - and have another one in the works
- I am pretty sure you can do the same
- I want you to get this.

In fact, I really want you to get this. Bad.

And so, I am going to do something I haven't done with any other product before - I am going to offer you \$30 back if you buy from the link below. If you decide to keep the software after the 60 days money back guarantee, e-mail a copy of your purchase receipt to [Your Email](#) and you will get your \$30 back via PayPal. Please write down the e-mail address, you won't see it again on the order or thank you page.

You can get your copy of Keyword Elite here:

[Your Affiliate link](#)

Just buy via the above link, and drop me an email at [Your Email](#) with your Click Bank receipt number once the 60 day money back guarantee has expired and I'll send you \$30 back via PayPal.

Your last chance to get Keyword Elite for \$30 Off.

[Your Affiliate link](#)

Time to get those commission checks flying.

PS. This is a LIMITED TIME OFFER! It will be withdrawn without notice! So, hurry up, order now to get \$30 off the regular price of \$176!

Below is another example from an actual campaign that I have done for you to look at. The product has been out for quit some time now but it recently was updated. I ran my campaign after the update.

Get Adwords Miracle And \$27 Back

I guess, by now, you know how powerful The Adwords Miracle Guide is! Otherwise, you won't be landing on this page!

I know that you are ready to buy that Adwords Miracle for \$97! But Wait...

How about buying Adwords Miracle and getting \$27 back?

Order Adwords Miracle from the link below. If you decide to keep the book after the 56 days money back guarantee, e-mail a copy of your purchase receipt to [Your Email](#) and you will get \$27 back via PayPal within 24 hours. Please write down the e-mail address, you won't see it again on the order or thank you page.

Ready to order? Click on the link: [Affiliate Link](#)

In case you don't know what the Adwords Miracle guide can do for you, let me tell you what it did for me. Below is what my ClickBank account looked like before I got a copy of Adwords Miracle. I bet it looks very familiar for most of the affiliates out there. Believe me, I tried many things and nothing seemed to work. I had a couple of sales here and there but not enough to cover my Pay per Click expenses. Profit??? That was a dream. I was almost going to quit the whole thing and forget about it, and then I discovered something.....

Tue	Apr	03	\$0.00	
Mon	Apr	02	\$0.00	
Sun	Apr	01	\$0.00	
Sat	Mar	31	\$0.00	
Fri	Mar	30	\$0.00	
Thu	Mar	29	\$0.00	
Wed	Mar	28	\$0.00	
Tue	Mar	27	\$66.54	
Mon	Mar	26	\$0.00	
Sun	Mar	25	\$0.00	
Sat	Mar	24	\$0.00	
Fri	Mar	23	\$0.00	
Thu	Mar	22	\$0.00	
Wed	Mar	21	\$0.00	
Tue	Mar	20	\$0.00	

I discovered something very, very interesting. I came across a website selling an eBook, called Adwords Miracles. So far an average book, right?

But as I started to read, something strange happened. I just couldn't pull myself away from the site. Apparently, this guy said he could train anyone up to quit their day job purely using Pay Per Click traffic, which is a pretty bold claim. The one thing that got me interested most was the dozen or so testimonials from people who had done just that, on some occasions within weeks.

As you can imagine, I'm really curious at this point, and so I decided to make my investment and get a hold of my copy.

So how did it fare?

Well, very simply, I couldn't stop reading it! I started taking notes (in fact, I wanted to print off the entire eBook), and I got very excited about what I can do with this information.

I had never heard some of these unorthodox techniques before, and what amazed me most was that it was so deceptively simple. The kind of stuff that you can do right away and see instant results.

Here is what my ClickBank account looks like a month later. All of this simply done by using the techniques inside the Adwords Miracle guide and I am making more and more with every week gone by.



The Adwords Miracle book has my highest recommendation for anyone interested in quitting their day job and becoming a full-time internet marketer. I want everyone to take advantage of this information - before their competition find out. This is going to happen very soon from the looks of the testimonials on the site.

I suggest you order Adwords Miracle from the link below. If you decide to keep the book after the 56 days money back

guarantee, e-mail a copy of your purchase receipt to [Your Email](#) and you will get \$27 back via PayPal within 24 hours. Please write down the e-mail address, you won't see it again on the order or thank you page.

Ready to order? Click on the link: [Affiliate Link](#)

**PS. This is a Limited Time Offer! It will be withdrawn without notice!
So, hurry up, order now to get \$27 back on your copy of the Adwords
Miracle guide!**

I used e-Bay classified ads for my offer and I sent traffic to it by using Google Adwords. I used Adwords because 99% of the people interested in these kinds of products search on Google. I could have used a website page but I choose classified ads for two reasons.

First I don't have to by a domain name and second I can use the e-Bay.com as my display link in my Adwords ad. The reason I wanted to use e-Bay as display URL is because it raises curiosity. How often do you see an ad for Click Bank product that is pointing to e-Bay? When you see something like that you are curious to find out what it's about. I also mentioned my money back offer in my ad and that adds to the curiosity factor.

My ad was up and doing great for about 12 days until the rest of the affiliates out there figured me out. One of the main problems with Adwords is all the spying that goes on in the Click Bank related market. However 12 days were enough to make some decent profit. The commission for keyword Elite was \$93 and I gave back \$30 leaving me with \$63 dollars profit. After my expenses for Adwords my profit was around \$51 per sale. In 12 days I sold 17 copies making me \$867 profit.

My actual profit was more than that after the 60 days money back guarantee because not everybody asked for their \$30 back. Only 11 people actually did and my profit grew up to \$1059. I hope you'll agree that \$1059 for 12 days is a very profitable promotion.

I stopped running the promotion because there were another two affiliates that were doing the same thing after they saw what I was doing. Their strategy was simply to offer more money back than me. They were just offering \$5 more. I got in a small "who can offer more" war but the more you offer the less you make and soon you are losing money. Once I figured that out I just let them cut their throats and I moved on the next product.

It is pointless to try to fight them too much, just find another product to promote. Make some profit with one for as long as you can without losing money and move on to the next product. If you are using e-Bay classified ads you can edit the ad as many times as you want. You can change it to a different product every couple of days and have a couple of ads running for different products.

If you are wondering how the Adwords Miracle did, the answer is not too bad. I had it running for 19 days and I sold 23 copies. I made \$328.54 in profit from it.

This technique works with almost any Click Bank product that has a reasonable commission so you can offer money back bonus. It has devastating power if used with a new product. If you can make it work with new product that is about to come out or it just came out you can expect a very rewarding check. Don't get me wrong the Keyword Elite promotion that I did was done when the software had been out for more than a year. It works perfectly fine with older products too.

If you don't know anything about Adwords or you are not so confident in your knowledge I do suggest that you pick up a book about it. There are many books written on the topic but the two that I recommend are Adwords Miracle or Perry Marshall's - The Definitive Guide to Google AdWords.

That covers the whole process of getting this technique working. All that is left for you is to find a product from Click Bank's Market place and give it a try. If you use this technique please make sure you do send the money back that you promised to your customers.

7. Where to Go From Here?

Well, now you know everything you need to know about e-Bay classified ads. I hope that you are looking at e-Bay in a completely different way. I hope you understand what a great and affordable traffic generating tool e-Bay has become. You will bring new customers to your business and generate a positive return on your investments by using e-Bay classified ads.

In short you now have a great tool-kit in your hands, one that will guarantee success if you put the techniques in place. The techniques in this book can be used in isolation, or together, and it may take some time for everything to soak in. You should give yourself a few hours off, and then return to this guide and decide on a plan of action. Reread it a

couple of times if you have to. Don't let this book collect dust and return to it months later, it will be too late.

It's up to you. But I do suggest you take action and get started right away.

To your success