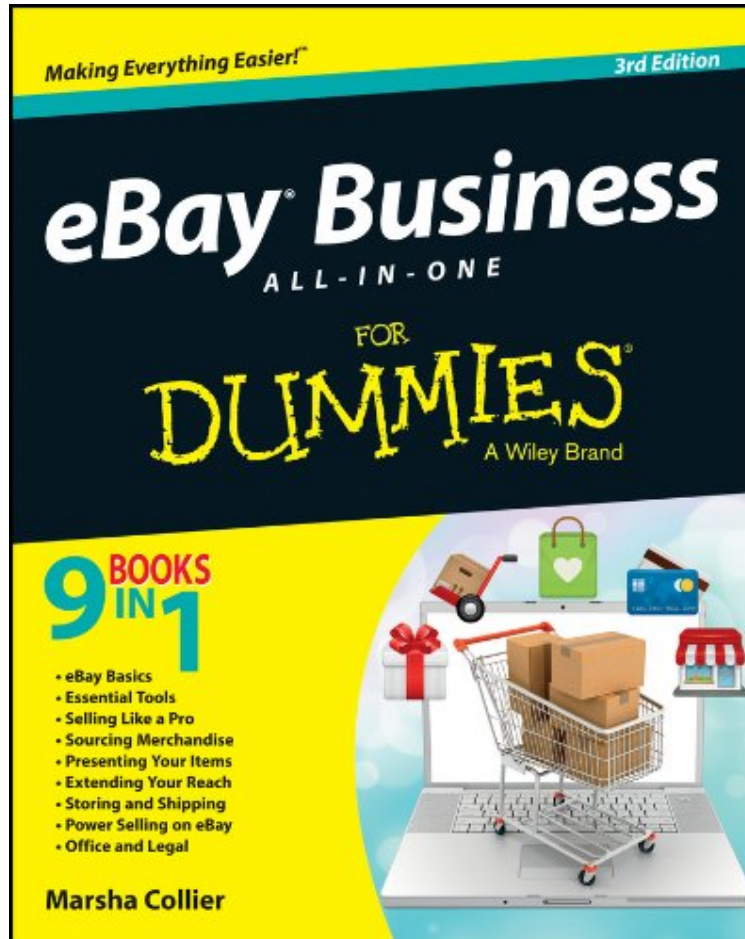


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eBay Business All-in-One For Dummies

Marsha Collier

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Everything you need to know to start and run a successful eBay business eBay now has 100 million active users and just keeps growing. And they have turned to For Dummies books and bestselling eBay author Marsha Collier to help guide them through buying and selling on eBay for over a decade. This nine-books-in-one guide has now been updated to cover all the newest eBay seller tools, new techniques to drive sales, new ways to enhance an eBay business using

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From the Back Cover9 books in 1 eBay Basics Essential Tools Selling Like a Pro Sourcing Merchandise Presenting Your Items Extending Your Reach Storing and Shipping Power Selling on eBay Office and Legal Your one-stop reference for launching and managing your own eBay business Billions of dollars flow from buyers to sellers through eBay, and this book's complete guidance shows you how to get your share! eBay and social commerce expert Marsha Collier lets you in on proven strategies used by successful eBay sellers. Learn how to create attractive listings, manage bookkeeping chores, market with social media, and more. Learn your way around mdash; tour the eBay site, set up an account, and see how it all works Choose your tools mdash; explore eBay tools that help you manage your business and improve customer service Sales 101 mdash; brush up on basic sales skills, create irresistible listings, and use My eBay to manage sales Where'd you find that? mdash; discover great places to find deals on merchandise and learn which ones to be wary of Show off your stuff mdash; design a killer website and showcase your merchandise with professional-looking photos How to survive shipping mdash; tips on organizing, packing, shipping, and insuring what you've sold Feel the power mdash; see how to attain PowerSeller and Top Rated Seller status Keep it legal mdash; with records that make business and tax reporting easier Open the book and find: Benefits of being involved in the eBay community How PayPal helps you Sneaky fees you should know about Online merchandising and marketing tips What should go in your photo studio Social media marketing advice PowerSeller secrets Some great security suggestions About the AuthorMarsha Collier is a social commerce and marketing expert. Her eBay books in the For Dummies series have combined to sell over one million copies. She has been named to the "Top 20 Women Social Media Influencers" list at forbes.com. Marsha hosts a weekly customer service chat on Twitter at #custserv.