

# How To Make Money On

# ebay

## Selling Digital Products



The **ONLY** 2013  
Make Money on eBay Guide

Jennifer Anne: eBay Top-Rated and Power Seller

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How to Make Money on eBay Guide

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## What are digital products?

Digital products (DP) definition: *“Digital products are intangible products that can be downloaded over a digital network. They have zero copy costs, and users can make perfect copies. The costs structure of digital products (high fixed costs that are sunk, and tending towards zero marginal costs) in conjunction with the above features changes the economics of digital products vs. traditional goods.”* [Source](#)

Basically, DP can be anything that is digital and is delivered through downloads or email. DPs include, but are not limited to: ebooks, videos, audios, graphics, websites, images, reports, manuals, and etc.

## Digital products licenses? What can you sell?

So now that you know what DP is, let's take a look at the different licenses and how can you use them to your advantage.

**Master Resell Rights:** Having master resale rights means you can legally sell the product and you can also give your customers the right to sell the product as well. Usually you receive the mini-site order and download pages so that you are able to set up your own website to resell the product. You also have the ability to sell the "rights". Not only can you make direct product sales, you can also sell the resale rights package to interested sellers. Make sure you look at and read the license carefully that comes with the product. You can sell this products on eBay or on your own website and any price you want. However, make sure you read the license as some products have a minimum selling price.

**Resell Rights:** This is same as Master resell rights but you can't give your customers the rights to sell the product.

**Private Label Rights:** Private label rights permit buyers to customize, or re-brand, the product or the content of the product. You have the flexibility to edit, alter, revise, and add affiliate links to meet your needs, plus you can claim authorship. You are also permitted to sell, publish, rename, and promote the product as your very own. Make sure to read the license that comes with the product.

### **Public domain**

Selling public domain products on eBay can make you a lot of money, too. This is something I wanted to do but didn't have the time to do it. I will not go over PD because I haven't tried to sell them before, however I have purchased a product that explains it all. The product is really informative and I'm enjoying all the information that I'm learning.

### **Selling digital products on eBay! Why eBay?**

To put it simply, you need eBay's traffic and buyers. People visit eBay to buy. Period. If you start with your own website, it would cost you time and money to build it and market it. Don't get me wrong, selling from your own website is cheaper in the long run and it will save you from eBay fees (which can be high). Having a website will cost you money too. For example, you will need a domain name, hosting account, fully functional website, and tons of SEO and marketing. You may start with a basic small inexpensive hosting account, but after a while you will need to upgrade to a server because you will need more space to upload your DP to the website. You will also need more bandwidth to handle all of the traffic that is coming to your website. And depending on your experience with website building and marketing, you may have to hire

someone to design the website for you. Maybe you will decide to buy a theme or a script to build your website or have someone build it for you for a fee. Can you see how much a website is beginning to cost already? If you have some experience with domain names, hosting, website design, SEO, and marketing then your cost will be lower. It is up to you to decide where to start selling, so take some time to think about that. I highly suggest that you start with eBay because it is a good place to start and learn. I have personally started with eBay. I'm assuming that you already have an eBay and PayPal account. If not, then please make sure you do have them before you start. I will not go over the details of how to create the accounts since it is simple and straightforward. If you have any problem with the registration then please contact them for help. Start with a personal account. Don't worry about the business account for now. You can change that later at any time.

[Open an account with eBay](#)

[Open an account with PayPal.](#)

Now you will need to decide what you want to sell. You can sell just ebooks, just MRR and PLR products, just videos or anything your heart desires as long as you follow the license that comes with it.

**Note:** Make sure to read and understand the license that comes with your product before you list it for sale. If you don't know what the license is then don't risk it by selling it or you can face copyrights legal issues.

## eBay Fees

Selling on eBay is not free. [Here is the fees structure as of Jun/1/2013](#). I will not go over [eBay store levels](#) or the fees in details. It is all explained on the [ebay website](#). Anyhow, you will need to decide what is best for your business. If you are listing less than 50 items then you will not need a store. Make sure to spend time researching whether or not having an eBay store will benefit you or not. One of the reasons that I will not go through the fees here is because eBay is constantly changing their fees structure. You will have to adapt eBay's changes or quit selling there. Let me say this again, "You will have to adapt eBay's changes or quit selling there".

Don't just quit because eBay changed their fees or because they added a new policy. Don't quit. Think about it and make the changes work for you. Here is an example; in May of 2008 eBay changed the policy of selling DP. Before then, you could sell ebooks and allow your buyers to download them right after payment. This feature was disabled which caused a lot of DP sellers to quit. However, smart sellers stayed and instead burned the ebooks to CDs and charged shipping for it. They made a lot of money and controlled the market since the other sellers quit. See, you just need to think out of the box ☺

When I was young, my dad used to always tell me to start small and grow bigger. Don't attempt these two steps at the same time. Instead, work step by step until you get there. So, using his advice, I started without an eBay store. After making a couple of sales and listing more items I opened a Basic store. After acquiring more than 400 items I decided to switch to a Premium store. I never needed to upgrade to an Anchor store. When I closed my store I had 940 items listed. You can do just like me and start small and grow bigger. Here is a tool provided by eBay to help you determine which store is best for you.

<http://www.fees.ebay.com/feeweb/feeillustrator>

Here are the prices of eBay stores as of July 2013.

<b>BASIC</b> Up to <b>150</b> FREE listings per month. Exclusions apply <b>\$19.95</b> per month <b>\$15.95</b> per month with yearly subscription* <a href="#">Subscribe now</a>	<b>PREMIUM</b> Up to <b>500</b> FREE listings per month. Exclusions apply <b>\$59.95</b> per month <b>\$49.95</b> per month with yearly subscription* <a href="#">Subscribe now</a>	<b>ANCHOR</b> Up to <b>2500</b> FREE listings per month. Exclusions apply <b>\$199.95</b> per month <b>\$179.95</b> per month with yearly subscription* <a href="#">Subscribe now</a>
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## eBay digital product policy

In 2008, eBay changed their policy on digital delivery stating that they no longer permitted shipping DP via email and download links. To get around that you will need to burn the product to a CD and then ship it to your customer's address. (And pay shipping cost of course or have your buyer pay for it) I will cover some of this later.

[Here is a link for eBay DP policy.](#)

I know that burning the items to cd and shipping it by mail will add some start-up costs to begin selling, but this is the correct way to ship digital products on eBay. You will see many sellers who ship by email and never worry about buying CDs and pay shipping cost. BUT, they are ALL doing it wrong and violating eBay's policy. Please feel free to report them to eBay. These sellers not only violate eBay policy but also ruin it for honest sellers. They price every ebook at \$0.99 cents since they do not buy CDs or pay for shipping cost. Even if you ship it by email, selling for \$0.99 will NOT make you money. Here is why!!

Let's say you sold an eBook for \$0.99 cents and you shipped it by email therefore you didn't pay any shipping and handling costs. How much profit is left after eBay and PayPal fees?

How many items do you have to sell to make just \$1? How many customers will you have to deal with? How many refunds will you have to give?

According to the current fees, if you sell a product on eBay for \$0.99 you will end up with \$.026 net profit. Is this worth your time and effort? I know it isn't worth mine.

Would you rather make \$100 from 15 customers or \$100 from 400 customers?

Of course you will get lots of positive feedback by selling \$0.99, but the truth is that you are on eBay to make money and not to gain feedback. I know having lots of positive feedback is beneficial, but believe me, focus on the money first and then everything else. Feedback will not put money on the table for you and your family.

Here is another example to show how shipping by email could affect your business. Let's say you sold a video course for \$8 and you shipped it by email. You are sure that the buyer received it. But, the buyer goes to PayPal and files a dispute against you saying that he/she didn't receive the item and wants a refund. PayPal will ask you to provide them with a tracking number to prove that you actually shipped the item. Since you shipped it by email there is no tracking number, and you automatically lose your case (and your money). Even if you stated in your description that you will ship it by email, it will NOT help your case. So your buyer scams you by getting the item for free. On the other hand, if you actually shipped the item and provided a tracking number, then 98% of the time you will win the case. Of course, there are some other factors that PayPal will take into consideration. But, I have never lost a case when I provided a tracking number. I'm saying this based on my 3 years' experience with selling digital products on eBay.

Also, forget about being a Top-Rated Seller if you don't provide tracking numbers to your buyers with your shipping.

[Click here to view Top-Rated Seller requirements](#)

GOT IT?! Just Don't that. DO IT the right way to be safe.

### When to sell eBooks for \$0.99? "99 cents exception"

I know I have advised you not sell an item for \$0.99 if you want to make money, but there one exception for this rule. If you have an ebook that you wrote yourself, then it's a good idea to include some good affiliate links that will make you commission when someone buys it. You want to price your ebook cheaply so you can make more sales. The more sales you make the better chance you will make money from affiliates. As for shipping, you can charge \$1.97 for shipping the ebook on CD to their mailing address. It's still cheap and you will make a lot of sales. If you don't have an ebook that you personally wrote, you can either write your own or hire someone to write it for you. [How to write and publish your own eBook in as little as 7 days.](#)

### How to report a seller that violates eBay DP policy

Step 1



Print | [Report item](#)



## Step 2



File a report

**Report item**

Report Category  
Listing practices

Reason for Report  
Other listing practices

Detailed Reason  
Digitally delivered goods

The listing is for content that is delivered by digital download or transfer, and it isn't listed in Classified Ad format or in the Everything Else > Information Products category.

Before reporting an item, please review the [eBay Listings Policies](#).

[Continue](#)

Most of these sellers include this statement at the bottom of their listings, yet they ship by email.

*"I will send this item by postal mail. Sending this item by email or by any other digital delivery method is not allowed and violates eBay policy."*

They are required by eBay to put this in their listing description. Here is a screenshot from eBay's website

I will send this eBook by postal mail. Sending it by email or by any other digital delivery method is not allowed and violates eBay policy.

[Here is a link for eBay DP policy](#)

## Where to get digital products that you can sell.

The best place to get digital products with master resell rights, resell rights, private label rights, and giveaway rights is [Master Resell Rights](#). It's a membership website that charges you a small monthly fee to have access to more than 4000+ items and growing which includes ebooks, audio, videos, websites, graphics, reports, and articles. Products are added to the website almost daily. The membership cost is \$19.95 / month and it is worth every single penny. You will make that money back by selling just one or two items.

The screenshot shows the homepage of Master Resell Rights.com. The header features the logo and navigation links: Home, Newest Additions, Categories, Exclusives, IM Bootcamp, Memberships etc, Extras, Support, Affiliates, Logout. The main content area includes a 'Product Categories' sidebar with links to various product types (e.g., 2013 Products, Private Label Rights, PLR Videos Monthly). The central banner area has four promotional boxes: 'DON'T KNOW WHERE TO START? TRY OUR IM BOOTCAMP', 'MEMBER PERKS FREE FOR MRR MEMBERS', 'AFFILIATES EARN 70% COMMISSION!', and 'HOSTING ACCOUNT FREE HOSTING FOR MRR MEMBERS'. Below this is a 'NEWEST ADDITIONS' section with two featured products: 'Surefire Solo Ads - PLR' and 'Gateway To Success'. The right sidebar contains a search bar, 'Recent Search Terms' (niche theme, niche website the..., multi profit mont..., continuity income, cloak), and 'Membership Updates'.

The best part is that MRR, RR, and PLR products come with their own salespage/website, images, and license. You can use the images for your eBay listing and use the content from the sales page or the website for your description.

So, now that you know where to get products to sell let's move on to the next step.

## What do you need to start your business?

- Computer with CD burner device. Laptop is fine.
- Internet access.
- Printer with ink.
- CD labels.
- Shipping labels (For PayPal).
- Bubble envelopes.
- Blank CDs.
- Some free time to list products and manage your business.

Like I mentioned in my sales letter, you will have to spend some money to get started. The items listed above are to make your product and package look professional when shipping to your customers. You can do it however you want, just make sure to look professional when handling and packaging your sales and shipping them to your customers. You want them to come back and buy more item, right?

Where do you get your supplies from? The best and cheapest place to get your supplies is from eBay itself. If you find them cheaper somewhere else that is great, but I used to get all my supplies from eBay using the same account I sell from.

Here is a list of some sellers I used to buy from:

CD labels: [200 Labels](#) - [500 Labels](#)

[Label Applicator](#)

[CD sleeves](#)

## [Bubble envelops](#)

Shipping Labels (PayPal): [100 Labels](#) – [500 Labels](#)

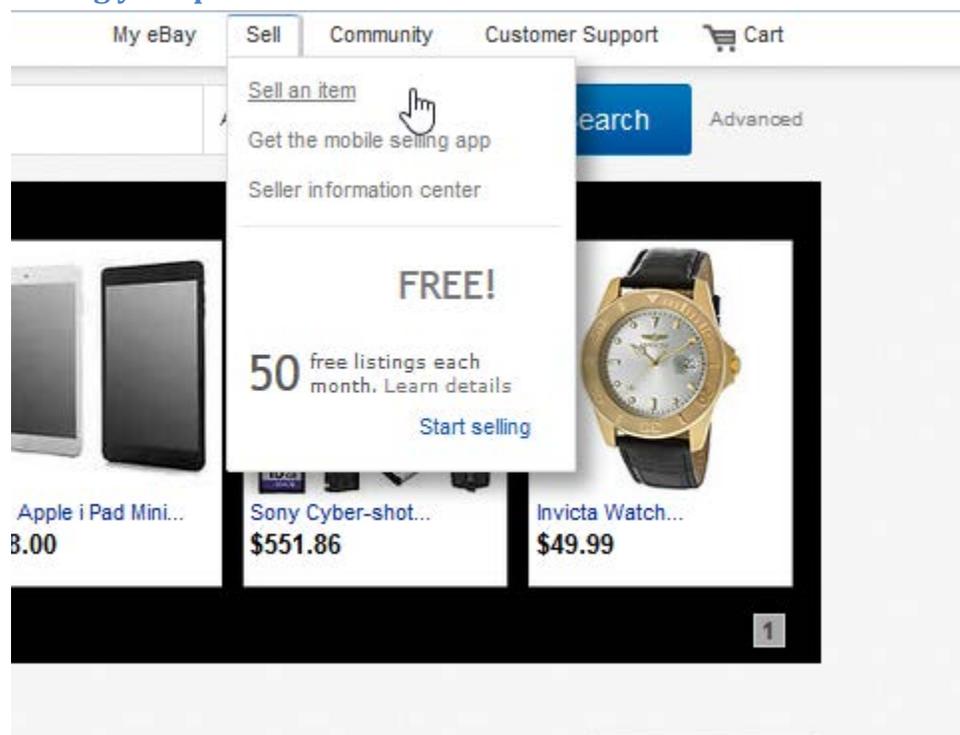
## [Blank CDs](#)

I have attached the CD label template in Word format so you can use it to create your CD labels.

I used to buy in bulk. However, you can search their stores for smaller quantities. In fact, I recommend buying smaller quantities at first since you are just starting out. Ok, so now you have your eBay and PayPal accounts ready and supplies in hand. You are now ready to start selling.

## How to list your DP items on eBay

### Listing your product



## Category

### Start a new listing

Give us a title for your listing or enter a UPC, ISBN, or VIN. [?](#)

Search

For example: new toy story dvd, 1957 chevrolet bel air

[Select a product from your inventory](#) | [Browse categories](#) | [Recently used categories](#)

## Browse categories

### Find a matching category

Give us a title for your listing or enter a UPC, ISBN, or VIN. [?](#)

Search

For example: nine west women's shoes, ford mustang headlights

Search categories

Browse categories

Recently used categories

#### Categories

- Antiques >
- Art >
- eBay Motors >
- Baby >
- Books >
- Business & Industrial >
- Cameras & Photo >
- Cell Phones & Accessories >
- Clothing, Shoes & Accessories >
- Coins & Paper Money >
- Collectibles >
- Computers/Tablets & Networking >
- Consumer Electronics >

Product Niche	eBay Category 1	eBay Category 2
Internet Marketing	Business & Industrial>Websites & Businesses for Sale>Internet Businesses & Websites	Everything Else>Career Development & Education>Entrepreneurship
Marketing	Business & Industrial>Websites & Businesses for Sale>Marketing	Everything Else>Career Development & Education>Marketing
Health and Weight Loss	Everything Else>Career Development & Education>Healthcare, Nursing	Everything Else > Other

The table above will help you select the right category for some product's niche. As a default, you will list the product in one category, but you can add a second category for a small fee. I do that with some of my products, but not all of them.

If you have a product and are not sure which category to use, then add it to

Everything Else > Other

Tip: if you have a product that sells well, you might consider adding it to another category as well. Don't duplicate the list by listing it twice on eBay. That is a violation. Instead, revise your listing.

[eBay duplicate listing policy](#)

Tip: Take a look at your competitors listing for the same item and see how many sales they made and which category they are using.

## **Title**

You have 80 characters to come up with a great title for your listing. You should use the product name plus an attention getter for your title. Use buying keywords. Think like a buyer. If you were the buyer what would you type to search for this product?

You also want to add the word "on CD" to your title as well. This tells potential buyers that the product will come on a CD and will not be a downloadable item. Add your product's license to the title (MMR, PLR, or RR). Doing this will result in more clicks and visit to your listings.

## Example of a good title

Dog Training Basics - Learn How To Train Your Dog PDF Ebook on CD With MRR

## Example of a bad title

Dog Training ebook on CD

Tip: If you have more space available for your title, then type out the full name “Master Resell Rights” instead of just MRR, “Private Label Rights” instead of PLR, and so on. Also, it’s better to capitalize the first letter of each word in your title.

## **Subtitle**

No need for that.

## **Photo**

Use the images provided with the product.

## **Description**

Use the description provided with the product in the sales letter. However, that is not enough.

You will need to add more information. Here are some examples of what you should add to your description.

## Item license

You must mention the license of the product. For example, “This ebooks comes with master resell rights” This is acceptable, but what about the people who do not know what MRR is?

Since the term “Master Resell Rights” is not common knowledge, you should explain the definition in your description. Doing this will also reduce the about of questions you get from customers. I talked about the different licenses in the beginning of my book. Read them again and make sure you understand them. You don’t need to write an essay, just a brief description

is sufficient. You may also copy the terms from the license document that comes with the product and post it to your description. Another thing you want to do is to make it clear to your potential buyers is that they will receive a CD and not a physical book. Also, make it clear that the CD will be in a sleeve and shipped in a bubble envelope.

[You must add this to the end of your listing. It is required by eBay when you sell digital products](#)

"I will send this item by postal mail. Sending this item by email or by any other digital delivery method is not allowed and violates eBay policy."

### **Pricing your products**

Ok, this is really important so pay attention. One of the reasons you are reading this book is to know how make money on eBay with digital products, right!? You want to make money, right!? If you want to make a profit for all of your hard work, you will need to price your products appropriately. You need to determine the profit you want, and then determine the prices. But, also remember to stay competitive with other sellers.

Here a most recent eBay and PayPal fees calculator.

[http://www.ecommercebytes.com/cab/tools/calcs/ebay\\_fee\\_calculator](http://www.ecommercebytes.com/cab/tools/calcs/ebay_fee_calculator)

For me, I used to price my items between \$5 and \$19 with a mix of free and paid shipping.

### **Shipping**

The best and cheapest way to ship your item is via USPS. I have never used UPS or FedEx to ship CDs so I can't give you an on that. The best way to print your shipping labels is to print them via eBay's shipping service. By doing this, the tracking number is automatically uploaded to the

order, order statuses are automatically updated, and your buyer will automatically receive an email with the tracking number.

### Domestic Shipping (within the USA)

USPS First Class Package (2-5 business days): This will cost you \$1.69 to ship (with a shipping discount from eBay) up to 3 CDs using eBay's shipping service and the supplies I talked about earlier. You will pay more if you add more CDs (more weight). For example, if a customer orders 5 CDs, the shipping cost will increase since the weight has increased. You can make up for this extra cost by asking a shipping price of \$1.89 and \$1 for each additional item. However, if you offer free shipping then you will have to pay for the extra weight out of your pocket. To get more information about First class mail visit the USPS website

<https://www.usps.com/ship/first-class.htm>

### International Shipping

USPS First Class Mail Intl / First Class Package Intl Service: This Service used to be cheaper but the price has jumped to double what it used to be. This is the cheapest option available on eBay to ship your products internationally. Also, it costs the same when using the USPS website if you choose to print your labels from there. It will cost \$6.16 to ship one CD internationally.

### **Return Policy**

If you want to be a Top-Rated seller you will need to accept returns. If the customer wants to return a CD because they claim it is not working, it is best to tell your customer to keep the CD and mail them another one. On the other hand, if your customer wants a refund because they

flat out didn't like the product, then I suggest having him/her ship the item back to you at their expense. By doing that, some customers may leave you negative feedback but there is nothing you can do about it. If the customer is only returning one CD, then you may want to tell your buyer to keep it and refund him/her the money. You will lose money but most likely you will receive positive feedback. The number one reason that people ask for refund after they buy an item from you is because they found the same product for \$0.99 from another seller (the sellers I talked about earlier). It is unfortunate, but there is nothing you can do about it. The only way to avoid this is to not offer a refund policy. But like I mentioned before, you will not meet the Top-Rated seller requirements.

## **Dealing with customers**

### **Questions**

You will get questions all the time. You will need to act professional and answer them all in a timely manner. Some of the questions will come from your customers who bought your product and have a question about it. Some of the questions will come from potential buyers.

Use your computer for this or get a smartphone and install the eBay app. This way you can answer the messages right from your phone at any time. You will not be able to answer all the questions from your smartphone as some of them require looking at the product, checking a record, or something that requires using your computer. You will also get a lot of questions that are already answered in your description. However, try not to get frustrated and stay calm. Just answer them and advise them nicely to look at the description or your FAQ for more information in the future. Answer your customers with a smile on your face. Believe me, they can feel it. I usually answer questions within 24 hours, even on the weekends. Answering

questions quickly, especially to your potential customers, will give you an advantage over your competitors. For example, when a potential customer searches for a product they usually come up with a couple of lists from different sellers selling the same products. They may contact two or three sellers asking the same question about the product. By answering them first, 90% of the time they will buy from you. You provided better customer service than your competitors by getting back to your customer first. Thus, they will get the impression that you will do the same when shipping and handle their order.

### **Non paying**

If you choose to require immediate payment then don't worry about this part. However, if you allow buyers to buy and pay later, then you will have some issues. I allow customers 4 days to make the payment. If they don't pay after 4 days, I open an unpaid item case with eBay. The buyer will be given another chance to pay and if he/she fails to do so the case will be closed and you will get your final value fees back from eBay. The buyer will be reported as well. I have noticed an increase in my sales after allowing the buyers a couple of days to pay for their orders. Immediate payment will save you from non-paying buyers but sales may decrease when using this option. I still, however, use immediate payment when selling expensive items. Please note that the immediate payment option is not available for all sellers. There are some requirements as well. However, they are fairly easily to meet. [Check this page form more info.](#)

### **Feedback**

As a seller, you can leave feedback for your customer after the payment has been received or after you receive feedback from your customer. Please be aware that you as a seller cannot leave negative feedback to your buyers. You can only leave positive feedback or no feedback at

all. If you leave them positive feedback after the payment is received, they can still leave you negative feedback after receiving the product. It is up to you to decide if you want to leave them positive feedback after the payment or after receiving their feedback. Since you can't leave negative feedback anyway, I prefer to leave them positive feedback after getting their payment just because they have chosen my business and have paid for the item. eBay suggests that you leave feedback after receiving the payment from your buyers.

#### Asking for feedback and five stars rating

I have noticed that I received more feedback when asking my buyers to do so. Some buyers will leave you feedback after getting the item, but most of them will not do anything unless you ask. By default, eBay will email your buyers on your behalf and ask them to leave feedback for their purchase. Because of this, it is not good idea to also email them asking for feedback. Instead, attach a small note in their package asking them to leave you positive feedback and a five star rating if they are happy with their purchase. Also mention that they should contact you if they are not happy for any reason.

#### Responding to Feedback and adding follow-up comments

When you receive neutral or negative feedback you will need to respond so that your potential buyers know that you followed up with the problem and tried to solve it.

[Check here to learn how to response to a neutral or negative feedback](#)

#### Feedback revision

In some cases you may work it out with the buyer to remove their negative feedback. If they agree to change their feedback, then you can send them a request to do so. Please note that you cannot ask the buyer to revise their feedback to positive. First, you should try to fix the

problem. Second, ask your buyer if he/she is satisfied with the solution you have provided. If yes, then kindly ask if you can send them feedback revision request.

[Click here to learn how you can request feedback revision](#)

### **Blocking buyers**

From time to time you will want to block certain buyers, especially the ones who never pay and the ones who left you negative feedback. You don't want to deal with those buyers anymore. By blocking them, not only can they not buy from your store, but they also can't contact you and ask you questions. [Learn how you can block bidders and buyers on eBay](#)

### **How to beat your competitors**

- 1- Ship daily.
- 2- Answer questions quickly (within 24 hours).
- 3- Offer discounts periodically.
- 4- Give bonuses.
- 5- List daily.
- 6- Respond to open cases quickly.

### **How to promote and market your items for free**

#### **Facebook**

Create a Facebook page and share your items with your fans.

#### **YouTube**

Create a YouTube channel and make short videos or tutorial videos. Add a link back to your eBay store or items in the description.

## Twitter

Create a twitter account and tweet your items to share with your followers.

## Blogger

Create a free blog using Blogger by Google and share your items.

## Wordpress

Create a free blog using [wordpress.com](http://wordpress.com) and share your items.

## Not a conclusion

I'm so glad you made it to this point. Whether you have read every single word in this ebook or you have skipped over some sections, I'm sure you have learned something along the way. I have done my best to share my experiences with you and show you how to sell digital products on eBay to make a profit. There is no conclusion. Instead, there is only one thing left to do. Take

Action. I will say it again out loud. **TAKE ACTION**

Some of you will read this book and do nothing. Others will list a couple of items, get tired of doing the same thing every day, and quit before they have a chance to make a profit. Some will enjoy reading this but think they won't have time to make it happen. Why? I truly feel sorry for people that do not want to take the time or put forth the effort it takes to make money online. Unless you were born with a silver spoon in your mouth, you have to work hard to make money. Remember, you are building a business. Businesses can't be built overnight. Good luck to you and I wish you all the best and success.