

eBay Program

eBay Discussion

1/10/05

T. J. ROHLEDER – Okay, now we're going to give you another powerful secret for making money on eBay. Randy, what do you have for us this morning?

RANDY CHARACH – Well, I came up with several steps here and I usually like to keep things down to just three – maybe seven at the most. I'm going to probably have to go like eight or nine here. But some of them, people, hopefully by the time you're listening to this part of the program you've already done.

So Step 1.. (and some of them we've already talked about, but this is kind of like an overview for me...or that I want to share)... Step 1 is, decide what you want to sell first. Making the decision of what to sell first will get you off to a quick start. Alan has already talked about suggesting that you sell items from around your house. I would say that that is definitely not a bad idea, because many people (including myself) refer to stuff around the house as junk instead of thinking of them as treasures. And we all know that some people's junk is other people's treasures. So you can start off by creating a list of maybe ten to fifteen items. Walk around your house, check out the basement, attic, and garage...whatever...and find a bunch of things, if you haven't already done this. Then I would suggest you really get things going to a quick start and go ahead and just do that. Have some fun! Pick some stuff...some items...that you're just sure no one will buy and then you'll see...and I know that we've talked about this also, together as a group and on this Program, that people will buy the most unimaginable things. There's been things on eBay for sell that were just like nothing. I think I talked about this before. Somebody just sold nothing on eBay and some people bid on it and bought nothing! So I think that you have stuff around your house. That would be kind of a fun thing and just, you know, make that a fun experience.

Step #2 is to continue your education on eBay. Keep learning about it. As you buy and sell on eBay... I sold my first stuff – some eBooks – on eBay a few years ago. I kind of had... I didn't really think about it much again until most recently when the group – the 100 Million Dollar Roundtable presenting this to you – started getting into this a few months ago. So I'm back into it and now I've been buying and selling stuff on eBay. And as I'm doing that, I'm really learning and I'm becoming proficient in navigating the eBay system. It's really important to be familiar with specific places on the eBay site.

For example, you need to know where and how to leave feedback. We've talked about feedback before, but until you actually go and do it... It's really not hard, but until you go and do it, you don't have a full grasp of what's going on there. You should also know what to do and where to find it if you receive a negative feedback and you want to resolve it. That's really important. I was just... Earlier this morning I was just looking through some different eBay ads. I kind of make a habit of it now, daily, especially because I'm doing some buying and selling. It's actually really fun for me to do this now. I didn't think it would be, but it will be and it will be fun for you if you haven't already gotten into it. You have to do it...it's really neat! I can see why it's so popular. It's fun! So I went and I looked at some people's feedback and looked in their eBay Stores and about them and you just learn a lot too. It's really, really neat. See how they respond to feedback. I mean, I looked at some this morning that were really lame and I thought, oh, this guy... You know, it was interesting. He had around 230 different responses and it was weird because they were all really good until about his last 15 or 20 transactions. Then he went really downhill and those are the ones that showed up at the top. So I was thinking, I wonder what happened to this guy? I guess he wasn't around or whatever. He responded to some of them and just said it was lame responses and then he stopped responding. And so, you don't want that to happen to you. You don't want that to be your track record and you don't want to do business with people like that either. So that feedback stuff is real important. Kind of look at it and actually read it. And you'll notice also, as I have in the last few weeks especially, there's lots of standard responses in there. I don't know. I think it would be... I guess, to give a standard response when you're buying something...to give a standard response to someone is easy, because you can just copy and paste it. But I think there are

creative ways to get better feedback by people by maybe giving them some sort of incentive to give you better testimonials. Look at those as testimonials.

Also, when you're continuing to learn about eBay, you'll learn about the market. You'll learn about what eBay really is. And the best way, again, is just spend some time on eBay. You'll learn about how people react, what are popular, and do some searches. Find similar items to what you're going to buy and re-sell. That's what I've been doing. That's exactly what I've been doing. That's Step 2.

Step 3 is... Did you get your digital camera yet? Again, this is something that Alan and the rest of us have talked about and chimed in about a little bit. I recently bought a digital camera. Now...I'll admit. I looked on eBay, but I didn't... I just went to the local store. I bought it for a gift for my wife and we ended up getting... Oh gee, I had this handy a little while ago. We love the camera! It's a... I'll find out. I'll find out. It's a...Nikon, I think it was. But anyway, I guess it doesn't really matter. Get yourself a digital camera. It's like three or four hundred dollars. Probably you can get one cheaper if you want to. Now here's the thing... Get one that can be mounted on a tripod and make sure that you have full access to features like taking photos without a flash. You'll find that when you're starting to take pictures of stuff, as I've been doing. I've been taking pictures of all my old magic stuff that I just don't need anymore and I don't really need that stuff around...some books, and I'm keeping a few things. But, for the most part, I'm just getting rid of a lot of my magic stuff. So I found having the tripod and... Okay, I admit it. I didn't really buy it for my wife. I pretended it was for my wife. I really needed it because I wanted to get some more of this eBay stuff, but don't tell my wife. All right... And anyway, you probably can just go buy a camera. I know there is... I looked on eBay and then I just got lazy. I ran down the street and got what the guy said I should get.

Anyway, Step 4... Get a Pay Pal account so you can accept credit cards. You know, if you didn't go sign up for Pay Pal yet...you really need to do that because, not only for eBay, Pay Pal (which is owned by eBay or one way or the other. They own each other. They are under the same company.) is just a great way and easy way to make payments – and especially that is just

the way people do it on eBay. So if you haven't done it, it's simple. Go to www.paypal.com. It's free. Sign up for your Pay Pal account. Having a Pay Pal account is really important, again, whether you're a buyer or a seller. Because as a buyer you'll want to pay for items with Pay Pal and that's extra protection and it's easy to do. And, as a seller, the same thing. It's fast, it's efficient. So that's something that if you haven't done it...go do that! What are you waiting for?

All right, Step #5. Go ahead and purchase that first item. You have to go and purchase at least one item on eBay. Go ahead and experience it. Really, really think about it. How can you think that you're going to make money from eBay if you don't actually go and do some of the stuff? Step 5 is just purchase that first item. If you haven't already done it...go do it. Get your Pay Pal account first. Do this in kind of an order here. It is an order actually. Get your Pay Pal account so you can buy it. Now, the main goal – other than learning how eBay works – is to develop that feedback score. Right? So I suggest you go buy a bunch of things. But if you haven't done your first one, go ahead. Just go get your first one. Do it today! Just buy something for a few pennies. There's lots of stuff out there you can get for a dollar or whatever. Go buy that camera...and pay quickly for your item. Pretty much that's what people are looking for, that I've noticed most of the comments are, "Paid quickly. Great eBay." They want you to pay quickly. But why not? Because as a seller you're going to want to be paid quickly.

You know, there are... I don't know. What are there? There's like 80 million...or actually, the last I saw, there's like 55 million Pay Pal users. I think that's up now. And as a seller you want to make it easy for your customers to pay you. The preferred method... (I really need to hammer this in.) ...on eBay is Pay Pal. It's free. It's simple. Go do that.

Okay, Step #6. All right, Step #5...and I know that I kept going on about Pay Pal even though that was Step #4. Step 5 was to purchase that first item and that's where I continue to harp on to Pay Pal.

Then Step #6 is, list your item for sale. All right? So you've bought something, you've got your Pay Pal, and you've got your camera. So you've now been able to take a picture of that

item. You know where to get the item...it's something around your house – anything, whatever – it doesn't matter. Be realistic. They're probably not going to buy a pencil, you know...but something. And then follow the steps as outlined on eBay. I mean, it's right there for you – plus you're getting all this juice...all this information from us. It's right there. It just tells you what to do, how to list an item for sale. You know all the key elements to making a listing successful. You learned that from us – and there's even more hints on there. You know, we've talked about starting your listing at like a penny or 99 cents with no reserve. List the item for three days...try. Be sure to include at least four or five good pictures in your listing. One would be okay. I think four or five would be better. This is what I'm noticing...that I'm having more success and I'm seeing people more successful if they have a few pictures. Be sure to answer customer email inquiries and have fun watching as people are now bidding on your item. This is going to be the most fun one. Step #6 is actually selling something.

Step #7... You receive the payment from your buyer and ship the item. So, hopefully, if everything went as planned, someone won your item when the auction ended. If it didn't – re-list it. Try a few different things. This is part of learning. Now you need to receive that payment and (probably through Pay Pal) it's going to be very simple and then you ship it to them – or however you're going to deliver it to them...whatever it is. It depends on what it is. It's likely you're going to ship something to them. You'll need a contact information and how they want to handle payment, but already kind of cover that in the listing itself. And again, there are tools right on eBay that help you do that and make it very easy for you to do this. Basically, you just fill in the blanks. That's all it is. Once you get in there you'll see, if you haven't done it already. I hope you have...or will today.

Now remember, again, the majority of buyers will pay with Pay Pal – so it's really easy. This is... It's so easy to do. Sure, you can get in there... It might take you a couple of hours to fool around and get something happening, but that's not a long time to just get the ball rolling. Once you do that, it's so simple. As far as getting that stuff out...UPS is a good way to go. That's what I've been doing. Either way, though, make sure you get that out to them fast! All right? Pay fast when you're buying...ship fast when you're selling.

Step #8 is, you're going to leave some feedback for the buyer. So once your buyer has fulfilled their part of the sale – which means they paid quickly for the item. Remember, it works both ways! Then it's important that you leave them some positive feedback, because when your customers receive their items they will leave feedback for you. And as long as you... You know, it's reciprocal. It goes back and forth. And actually, both the buyer and the seller are going to leave feedback for each other. And it's kind of...unless somebody did something wrong...they're both going to be positive. And that's just part of the deal...making the deal. So make sure you do your end there as well. You leave some positive feedback, as well. And, you know, as long as you've accurately described the item and shipped quickly; you can expect positive feedback in return. You really just need to... It's just basic...basic stuff. Just deliver what you're going to promise and do it on time and be there and able to communicate. You'll get positive feedback. It should not be an issue. Over time you'll see your feedback score...your eBay reputation grow. Take pride in your feedback. It's really important.

What did I say? There's going to be seven or eight steps or so? Well, Step 9... Let's just say "That's it. Congratulations!" Congratulate yourself. Go out and brag a little bit about it. Tell people, "Hey, I'm an eBay! I've learned the basic design and spelling on eBay. I went through the process of actually listing an item for sale and I actually bought something." It's great party conversation. I literally have been going around and not necessarily bragging, because you know, there's like millions of other people doing it too. It's not really a great accomplishment. However, it is something fun to talk about. And you'll find, when you bring up that topic with other people, it really is a good cocktail party conversation starter. You're talking about eBay and people tell you about their experiences. And you know what you're going to find? What I have found is that people say, "Wow! You know, I have..."

Here's a real example that happened recently. A friend of mine has like a pawnshop. He says, "You know, I've taken stuff just out of my pawn shop that's been sitting there for a few years...just like an old radio or watch or whatever...just all this junk that they've got...and I put it up and I got more money on eBay than I would possibly get. And not only that, but I'm

getting something for it. I'm moving this stuff out." So now he's got a guy that comes in and does this for him. He's doing this on a regular basis...selling stuff from his pawnshop on eBay. So he's doing really well.

Well, those are the steps. Really, there was a few of them but they're not that hard. They're ones that you've probably already done because we've already talked about things like getting your Pay Pal account and that sort of thing...getting a camera...and looking around the house for stuff to sell...and to go out and buy something. The more you do this, this will build your foundation for the basics of running your own eBay Home Business. The size of this opportunity is huge! There's going to be thousands of others starting this exciting Home Business for themselves every year for the next 25 years and beyond. This is really, really going to be the way that people...and it is the way that people are buying and selling goods. Millions and millions of items are changing hands. And all I'm asking you to do is just start. If you have not done it, go start. Buy an item. Sell an item. Get that ball rolling!

With that, I want to turn this back to the rest of the group for their comments.

T. J. ROHLER – Well look, I just want to say that for those people that think that they missed the wave... I'm sure that there are people out there that hear these numbers like 400,000 people making money on eBay, and they're all going, "Oh, man, I missed that wave!" Because part of the secret to success, of course, is to catch the wave right at the beginning...right in the inception where you can ride it in. But I just want to say this...and then I would love to hear what the group has to say, if anything.

Number one, we've barely scratched the surface. There's 80,000 new people getting on eBay every day. And then, number two, most of these eBay sellers are looking at it all wrong. They're doing it all with one-shot selling instead of building customers and trying to establish relationships that get people to come back. So you're one of the few people – if you follow all of the secrets that we're going to be presenting on this Program – you're one of the few that's doing it the exact right way.

I mean... Did I say that right, guys? Is there anything to add to that?

ERIC BECHTOLD – Oh yeah. No, that's good. I mean...

RUSS VON HOELSCHER – (talking) Go ahead.

RANDY CHARACH – Okay. I was going to say, you know like the basics that I just described and that we just talked about...just basics...to get out there is kind of like, “Yeah, what everybody else is doing,” and you've got to at least start that way. But what we're telling you in this Program and what we're teaching you is to take this...then take it to the next step.

Right, T. J. Bang on! I'm glad you said that, that there's so many thousands...millions...or whatever people (The numbers are astronomical!) out there. Just making money with eBay...just doing it the basic way...doing it the way that we're talking about using it as lead generators and building lists and, you know, building this as a real company that we, as a group, have discovered is the ultimate way to utilize eBay. We've discovered ourselves, throughout this Program, THAT is your secret weapon.

Yeah, Russ...sorry, go ahead.

RUSS VON HOELSCHER – No, I was just going to say Sydney Johnston, who's an expert on eBay, was right there at the start nine or ten years ago. And she said there was just a very, very small number of people involved. And, she said, it was great learning but nobody knew what they were doing. Now nine years later, most of the sellers still don't know what they're doing! But now it's a huge marketplace with tens of millions of people and the opportunity is bigger and better than ever before.

ALAN BECHTOLD – That's one point I wanted to stress, too, Russ that's exciting about this – especially if somebody is feeling like they've missed the curve or they missed the launch

or it's too late. There's all these people... There's this huge market and so many of them are doing it all wrong. There's always time to come in and do it right. And this is just going to grow...that's the other thing to remember. In fact, eBay, I really think is just now catching its wind – despite how huge it's become. It survived the dot com crash, folks. The great dot com crash of 2000... It's the one company that just kept right on keepin' on and has continued to grow ever since. And it's because of the power of the average person to get online and genuinely make money from home. It's right there at your fingertips. It's not too late. It's just right. It's actually, in my mind, the right time.

T. J. ROHLER – Well yes, I love how eBay has empowered the average person. It's just absolutely incredible! Randy, you have shown us once again just how simple it is. I just wish we could come through the speakers of the person that's listening to this right now...we could just reach out, shake em up and down a little bit, and get them started. Because the truth is, no matter how much we try to express to people just how simple and easy it is, there are things that only the people listening to this Program can do for themselves. And if we could just reach out, grab you, shake you upside down a little bit... You know, get behind you and force you to get behind your computer and do all of this...we would!

RANDY CHARACH – Let's do that! We have their addresses!

CHRIS LAKEY – You know, I think the problem is a lot of people think too big to start. They kind of think they have to have everything figured out and they think about the bigger picture of making a lot of money on eBay – which definitely can happen. But I think the best thing to do is just get started and follow the steps we've outlined throughout this entire Program. If you want to start by selling something that you have in your garage that's been sitting there for several years, just...I say, play around with it a little bit. Sell something that you have around your house. You know? Sell something from your neighbor's garage. Be sure to ask them first! But, you know, there's lots of things you can do just to play around with it a little bit. You don't even have to sell something. Sign up for an account and maybe buy something. Experience what it's like to buy something, if you haven't already. Look at the other auctions that are out

there. Just see what other people are doing! Don't feel like you have to jump right in and start...you know, start selling 10,000 or 100,000 dollars worth of products on eBay. You know, if you're serious about it and you study the masters and you follow our recommendations, you can get there. But don't feel like you have to get started and know exactly how you're going to get to that point first.

So I think just get started, get familiar with it, do some things, sell some things from around your house, or have a neighbor help you if you feel like you can't get on the computer and do it yourself. It can be a lot of fun...but you've gotta get started.

RANDY CHARACH – Let's make a challenge right now. Anybody listening right now... One week from today you can already be an eBay. Just do one of the things that I suggested each day. Like today...maybe now...go get your Pay Pal account. It will take you ten minutes! Tomorrow, you know, set up your eBay account. The next day, go and take a picture of an item. You know what I mean? So one week... Here's the challenge: Do it! Decide that today you are going to take one step, the next day you'll take the other step. I've already laid out the steps, and its been laid out already for you in many different ways throughout this Program, so you know what to do. It's not hard. You could probably even go ahead and do a couple of these things while you're listening. I actually set up an eBay account... I think I mentioned this live during one of our Programs while we were chatting. It didn't take me that long. You know, I set up a new account. My other one was a little bit old and I just wanted to start fresh. So really, you can do it like with... with just limited attention while you're doing something else, in a few minutes. One step a day...one week from now. That's my challenge to you.

T. J. ROHLER – Well we hope everybody accepts that challenge. And, one of our favorite sayings is, "You can't teach a person how to ride a bicycle at a seminar." Ever since we've been saying that, I realized that you probably can. You know? You clear out all the seats, have some bicycles in back, bring all the bicycles. But the point is, you've got to actually get on the bike and ride it and be willing to fall on your butt a few times, hopefully have some training wheels, and you learn by doing. The thing that you said, Randy, that I really appreciate... You

talked about it being fun and that's something that until you actually experience it for yourself, you're never going to know it. It's just going to be an idea. "Oh yeah, right. Fun for you, maybe." But the truth is, it can be fun. It should be fun. As a matter of fact, the longer that I'm in the world of entrepreneurialism, the more I have this rule for myself that if it's not fun I don't want to even do it. Whoever said fun and money don't mix...they were absolutely wrong, weren't they, guys?

RANDY CHARACH – Oh yeah.

ALAN BECHTOLD – Well, in fact, that is the key to success. Because... I mean, it's one of the major keys in my mind, because all of those hours I have worked to build my business to get where I've gotta go...there are hours of work involved. But here's what's cool. Don't be afraid of work. Because you're thinking of hours of work like clocking in and some boss is standing over you, chomping a cigar, screaming at you for 12-hour days. Who'd want that for 12 hours when you can get away with eight? Right? Well the difference is, when you're working for yourself and you're doing something you love and it's fun... That's the key! The "fun" is what makes you love it! If it's fun to do, you'll look up after working 14 hours and go, "Oh darn! I've got to take a break and go eat dinner." That's the difference!

T. J. ROHLER – Yeah, and sometimes you'll say, "Man, I wish I didn't have to sleep, eat, or go to the bathroom."

ALAN BECHTOLD – Exactly. It just gets in the way of the fun I'm having!

T. J. ROHLER – Yeah. Absolutely. Absolutely.

ERIC BECHTOLD – I wanted to jump in real quick, too, and reiterate something that Sydney mentioned a while back during her presentation, and that was... One thing that I liked about what you just said, Randy, was just get out there and do something. You know? Start tinkering around on eBay. Figure it out by playing with it. But don't go online and try to sell

something like a fur coat or a Rolex or something that's of high value, because you want to make sure that you minimize your risk. But just get out there, find something, and put it up and experience how the whole thing works. Because you want to be able to apply the different techniques, such as having back-end products and all that stuff. But in order to understand how to effectively do any of that, you have to understand how the whole mechanism works. So by getting in there and just jumping in headfirst and getting your feet wet, I think as long as you're not jumping in like I said, with a fur coat or something that's a very high ticket item you're really not risking anything but a little bit of your time – and you're going to have a lot of fun in the process, as well.

I just wanted to chime in and make sure that everybody understands that you're not asking them to go out there and, you know, risk a big...a large amount of money. You're just asking them to go out there and do something so that they're taking a positive action and moving their business forward.

T. J. ROHLER – Well yes, and he even said that you should start by selling something you don't even think will sell, which I thought was a pretty cool idea – simply because you take an item that you think is kind of absolutely worthless. I mean, don't go to extremes here, folks! But take an item that you really don't think has much appeal – something that you could actually just throw away – and once you sell that item on eBay, that's gonna give you a greater level of confidence then to sell something that you know has value. I thought that was extremely smart.

And one other thing that Randy said that I thought was brilliant... And this is something that Chris Lakey taught me early on too. You see, when I first found out about this whole feedback thing, my heart sank. Because part of the reason I became self-employed was so that I didn't have to have other people have control over me. And I know how angry customers can get sometimes, and so I started to become afraid that an angry customer (because some people you can't please them no matter what you do)... and I started to be afraid that maybe somebody – just because they're a miserable unhappy type person – they were going to give us bad feedback because, for whatever reason, we weren't able to please them. And Chris said, “T. J.,

they're not going to give you negative feedback, because they know that you can do the same for them. Nobody is going to want to sell stuff to somebody that has bad feedback, as well as nobody is going to want to buy something from somebody that has..." So it works. The gate swings both ways. And the thing that Randy said – and Chris said – the way to avoid problems is real simple. It's just two-fold and I love that because there's only two real rules here. One is, you've gotta ship stuff fast. And the other thing is, you've gotta not lie to people. Those are kind of the rules...the basic rules of every business. I mean, give customers good, fast service and don't lie to them. If you'll do those two things on eBay, you'll never have to worry about bad feedback – which I really like because it's even less risky.

Look, I've got a secret that I want to share with people. It's actually an idea that we're planning to use. We're in the process now. Within a few weeks we'll be started. I call it the "4-Step eBay Formula to a Lifetime of Cash." It's pretty simple and yet, don't let the simplicity fool you. Our company is planning on making millions of dollars with this. I believe we're going to make millions of dollars with it, and here it is:

You simply run ads and you announce that you will sell other people's items for them on eBay. Everybody has heard of eBay and in your advertisements you let people know... Why try to sell your stuff locally? Why try to have an estate sale where just all the same local yokels are going to come and they're all going to try to... You know, they're just going to come just so that they can rummage through your stuff and they can snoop and all try to steal your stuff. They're never going to give you a high price for any of it. They're just going to try to steal it from you, when you can put your stuff on eBay and sell it to over a hundred million people. You simply run these ads. That's Step #1.

Step #2 – People call you up. You collect their items. You photograph them. You put them as the listing and you put them up on eBay and you sell them on eBay.

Step #3 – You send them a check for their share of the money, which our company is collecting 30 percent on most items. But if it's over \$5,000.00 we'll take less money. But we're

collecting 30 percent for our services and we're justifying it to the customer by letting them know that it really won't cost you any money, in most cases, to let us sell your stuff for you because we're going to get more money – because we are selling to the hundred and some million people on eBay rather than to a limited area here. So that's how we're justifying our expense to them. But Step #3 is, you take your profit off the top and you send the customer a check.

And then...

Step #4 – You simply repeat the three steps above.

If you'll do this, you can have a business that gives you the very best of the best of like a local consignment shop where you could rent a storefront for thousands of dollars a month in your own local area. People would come in, they'd bring all their stuff. Probably all the thieves would come, too, and bring all the stolen items and stuff. Whereas, with this idea you're apt to get more honest people. But it gives you all the benefits of a local thrift store or pawnshop – only the world is your marketplace. And for your clients, the world is their marketplace too! Because you're taking their items and now you're selling it to this huge, huge crowd of people and you're getting top-dollar for it for them, and you're able to collect a generous sum of that money for yourself. It's a simple business. You take all those steps that Randy Charach just gave you and now, instead of selling your own stuff, you're just offering a service where you're selling other people's stuff. You can do estate sales and make huge amounts of money, you could put your local auctioneers out of business, folks! It's a simple idea, and yet we're planning on making millions of dollars with it.

Now I'll throw it open to the group for your comments.

ALAN BECHTOLD – I was going to say...

RUSS VON HOELSCHER – It’s a dynamite idea, T. J., but clarify one thing. Are you going to warehouse all the stuff the people have?

T. J. ROHLEDER – Well, any item that’s over 70 pounds the client is going to keep that in their homes. They’re going to take the photograph, or our distributors that we’re going to set up a distributor network across the country. So if we have somebody in Pittsburgh already, we’ll send them over to our client’s home to do the photographing. But for the cases where we don’t have anybody locally, we’re just going to send our clients a disposable camera and they’re going to take the photographs themselves, put it in a little envelope where all the postage is paid (so they don’t even have to pay postage), they drop it in the mail, and then we go ahead and do the listings, we take the pictures and put them up on eBay, we run the auctions. And then, for any item that is not sold, we add it to our eBay Store for as long as the client wants it in our eBay Store. So it’s... We guarantee that if the clients will work with us long enough, we’ll definitely get the top-dollar for their items.

RUSS VON HOELSCHER – Well that’s a brilliant idea and you’re not going to, then, have thousands and thousands and thousands of items to try to warehouse.

T. J. ROHLEDER – Well, we are going to do our share of warehousing, so it does require some space. We’ve got about 13,000 feet of warehouse space so that helps. For the people that don’t have all the warehouse space, there are things you could do. Like, for instance, with us if it’s over a certain pound – like it’s over 70 pounds – the client keeps it and we simply work with the buyers, representing the sellers. So the sellers never have to have any communication with the buyers. We take care of it all. We arrange for it to be shipped after it is sold. And then, if you still don’t have the space to do something like this, you can start on a small scale. You can cherry pick and only do the best of the best items. You know, that would be my advice if you only have a thousand square feet or two thousand square feet. Why not just cherry pick and say “no” more than you say “yes” and only pick the superior items that you know are going to sell for the highest amount, as fast as possible?

RUSS VON HOELSCHER – Or if you don't have even a thousand square feet for warehousing, you could specialize in the small items.

T. J. ROHLEDER – Oh absolutely. Absolutely! You can cherry pick any way you want. But the concept is so simple and the only problem is, I'm afraid that people that are listening to this Program are going to think it's too simple. Folks, it's not too simple. It's being done right now. There are people out there making millions of dollars with this idea, right this very minute as you're listening to this tape.

Anything to add? Guys, we've got about ten more minutes.

RANDY CHARACH – Great idea, T. J., and there's yet another creative way to make money. And again, you've got to just go out and do the process first so you know what you're doing. And then, all of a sudden, you have a service that you can offer to others. It's a super way to make some extra money and get really into the whole eBay thing.

And also, what you could do is... I just thought of this, but it ties in with sort of the secret weapon that we've been talking about, and that is to build your own list. You'll now... Now, what you could do is by selling all these different things, you could even build more lists – because you have more things to sell! Not only your own stuff... When I say "lists"...you know, people are interested in these different things. There is a market out there for all sorts of different stuff.

T. J. ROHLEDER – Absolutely! Oh, I'm sorry.

RANDY CHARACH – No, I was just going to say...just depending on the category. And now what you're doing by offering this to other people...to do it for them...you're opening up your business model to many different categories that you may not even think of.

ERIC BECHTOLD – I wanted to jump in real quick, too, and that’s a good point, Randy. Also, think about when you’re selling different people’s items...that everything falls into a category, as well. So if you’re selling... Say you sold a piece of furniture that the individuals that bought that furniture would be likely to buy other pieces of furniture. And the neat thing about knowing that and having your own internal list, is now you’re not relying upon eBay to actually have that audience base to make the sale. So you can now address that audience member – or that person in your database – directly and sale that furniture directly and cut out eBay, who is taking a portion of your profit. So by tracking those buyers and by building that list and by cataloging and categorizing your buyers, you can actually have a huge back-end market for any future items and now have a lot larger profit margin to keep yourself, and also to share with the person providing the future merchandise in this instance.

But you need to make sure that you think... You’re thinking along the lines of taking that customer off of eBay and incorporating them into your own database so that you can actually maximize your profitability. It’s all about getting them away from the person...or the entity eBay, which originally provided you that audience member, and making them your own database. If you consistently sell through eBay, you’re missing the big picture. I want to make sure that that point is driven home.

T. J. ROHLER – Oh, very smart! And also what Randy said is true. People that do business with you are going to know, then, that you constantly have new stuff always. And they know that they can trust you because you’ve got good feedback rating, you’ve been honest with them in the past, and they’re more likely to do business with you for that reason only. But then they realize, too, that you’ve got constantly... a complete churn constantly of brand new material that’s always there for them. It creates an attractive force that gets people to come back again and again.

ERIC BECHTOLD – But you’re always lending... eBay’s lending you their credibility for that first sale.

T. J. ROHLEDER – Oh absolutely!

ERIC BECHTOLD – So that you're building the relationship on the back of eBay with that customer who now knows you deliver on your promises.

T. J. ROHLEDER – Cutting eBay out is one of the smartest things that anybody can do. We hope that the laws don't change on that. But while they haven't changed, let's all use that strategy as much as we can.

ALAN BECHTOLD – Well let's remember, too... Let us remind ourselves that there's... You know, eBay can set up all kinds of rules – but that's not law.

T. J. ROHLEDER – Well that's exactly right. We were joking about...a couple weeks ago about marijuana is supposedly illegal, and yet I think people still smoke it.

ALAN BECHTOLD – No, I don't know... I heard it was outlawed.

But the bottom line is that they're not going to throw you in jail for violating an eBay rule.

T. J. ROHLEDER – Right.

ALAN BECHTOLD – The key is, there's no way they can enforce any of those rules.

ERIC BECHTOLD – Well, in all reality, there's no way legally that when somebody is a customer of you...and everybody is an individual entity on eBay... Once they're a customer of yours, there's nothing that says that you can't then do more business with your own customer.

T. J. ROHLEDER – Right. That is true.

ALAN BECHTOLD – Exactly.

RUSS VON HOELSCHER – But _____ law will never change because that's a marketing principle that's been in effect for hundreds of years. Once somebody buys from you, whether it's from TV or radio or magazines or the Internet, they're your customer...period.

ERIC BECHTOLD – Uh huh. I agree with that wholeheartedly.

T. J. ROHLEDER – Right. Yeah, it's a sore spot with eBay...I know it is. And it's something that you're never going to hear from that wonderful company called eBay.

ALAN BECHTOLD – They're not interested at all in helping you get away from paying their listing fees.

T. J. ROHLEDER – Right. That would be detrimental to their best interests. And, at the same time, it's really not. Because eBay is a tremendous traffic generator.

Hey, Chris, I know you're busy working with us on this project. What do you... What excites you the most about this new project?

CHRIS LAKEY – Well, you know, I just... I think it's... There's so many... You know, I don't know where to start! You kind of caught me off guard there.

T. J. ROHLEDER – I put you on the spot there, yeah.

CHRIS LAKEY – Oh, you know, it's... eBay is such a cool marketplace and I'm just really excited about the whole opportunity all the way around, when it comes to... You know, if you think about where...what kind of media you used to have to be in to reach the kind of marketplace that's out there on eBay, with 114 million potential buyers – potential shoppers – for your product. And, you know, the fact that they're getting 80,000 new people a day signing up

to shop and spend money with you and with all the other sellers...it's just an exciting marketplace to be in all the way around – regardless of what avenue you take to get your products sold or to help other people sell products or just to be in that marketplace is just so exciting. And there's any number of rabbit trails to chase as far as how you go about tapping that marketplace. But I was just doing some work this morning on eBay and it just blows my mind how many tools there are to help you sell. And there are a lot of people making money on eBay. You know...400,000 people, according to several industry analysts – including our vice-president currently. Four hundred thousand people making money...and yet a lot of those people aren't making a terribly huge amount of money. There are some that are making just giant amounts of cash and mostly those are the people that are following the secrets that we're teaching and the kind of things that we're talking about here. Using proven Direct Response strategies and using the insider's strategies that some of our experts we've had on this Program have talked about can take you and rise you above the average Joe's who are making some good money on eBay, but could be making a whole lot more.

T. J. ROHLER – Absolutely.

Well yeah, it's a running joke now with sales reps who earn money on straight commission that... I remember reading this story... Dale Carnegie or Earl Nightingale used to tell a story about whenever they would drive along and they would see these cars that were moving real slow; he would look into the car as he was passing it by and more times than not it was some salesman that was driving real slow on the way to the prospect. They've done studies that show that salespeople on full commissions – if they're used to making three or four thousand dollars a month and they have an unusually good month where like on the 5th of the month of the 10th of the month they've already hit their three to five grand...they tend to just screw off the rest of the month. They hardly do anything. And if they're having a really bad month and they haven't made that quota by the 25th of the month, the next five days they will work their asses off. They'll bust their ass to get that three to five grand that they're accustomed to having. The point is, is what Chris said and we've talked about on other parts of this Program. There are so many people out there that could have more. They're already on eBay. They're already making

money. They're satisfied with the two or three grand that they're making every month, instead of really pushing the pedal to the metal and turning up that volume full blast and going for ten times that amount of money.

We sincerely hope that you, listener, will not make that mistake; that you will go for the full... You know, go for the gold here! There's a lot of money on the table that could be made by the people that are already making money on eBay, but now it can be yours.

ALAN BECHTOLD – Well I want to stress, too, that everybody just needs to remember that the money...that's what the beauty of eBay is...that the gold is right in your living room or in your basement or in your garage. So many times you think, well, there's no opportunity in this town. Say you live in a small town... T. J., you're familiar with this!

T. J. ROHLER – Right.

ALAN BECHTOLD – You live in a small town and people look around and go, well there's no way to make any real money in a town this size!

Folks, it doesn't matter where you live! Look around you. I'll be you anything, even if you live in a community of farms spaced a mile apart, you go up and down the street a little bit and the roads there...you're going to find somebody that maybe the wife paints saw blades. You know, you've seen that kind of country art.

T. J. ROHLER – Absolutely.

ALAN BECHTOLD – They've got a hobby or something they do. Offer to sell them for them – and you become the agent and you've got a business. I mean, it's as simple as that. Maybe they've got a stack of old egg crates in the back yard from the forties and the thirties. Believe it or not, the other cool thing that we brought up earlier...on eBay that's where I first learned how bizarre people's collecting habits are.

T. J. ROHLEDER – Absolutely.

ALAN BECHTOLD – It doesn't matter what it is... old milk bottles, old... You know? I don't care...shoe horses...or horseshoes. Shoe horses?

T. J. ROHLEDER – People are funny about stuff like that.

ALAN BECHTOLD – Well they are! Just start looking around. Believe it or not, the gold is everywhere! And after you look around... That's why Randy's advice that he started with is get on eBay, get familiar with it, buy a couple things. Start looking around. It will open your eyes! If you haven't been there, it's hard to even fathom how vast all of the opportunities are.

CHRIS LAKEY – They say that the average person has about five thousand dollars worth of stuff they could sell on eBay in their house right now, that they're not using. So if you could use five thousand dollars cash, start looking around your house and start making a list because you've got the stuff and now you've got the information you need to start selling it.

ALAN BECHTOLD – I'll bet you anything... I was just going to say, I'll bet you anything the average person... This same average person, on average, has five thousand dollars sitting around their house. That means some have more, some have less. He's probably walking around the bay, thinking in his mind, "Boy, what I could do with five thousand bucks extra!"

T. J. ROHLEDER – Yeah, absolutely.

RUSS VON HOELSCHER – Absolutely!

T. J. ROHLEDER – And that's a great place to end this Program. This is... We hope that we've given you some real food for thought. If anything here sounds repetitious, it's only

because repetition is the mother of all invention, it's the mother of all skill. You need to get out there. The things that you keep hearing over and over again are the things that you need to hear in order to get motivated and start turning these ideas... Quit just listening to this tape and thinking that these are just a bunch of great ideas. Get out there and use them! Start making some money! And, you know, I love what Randy said. You really will be the life of the party. Once people find out that you're making money on eBay, everybody is going to want to know how you're doing it. It's something that's extremely popular right now. And although there are soon to be a half million people making some money on eBay, you're going to be able to count yourself as one of the winners that knows things that hardly any of those people really know, by the time you're done with this Program.

So listen to this section again and let's go on to the very next section right now.