



REVEALING THE SECRETS
OF THE NEW EBAY ELITE

By Megan Casey

Editor-in-Chief, Squidoo.com

A short book about an easy way to
get discovered
and stand out
and (of course)
make more money from your listings.

Dedicated to the best eBay sellers in the world

There are two ways people find your eBay® listing.

The first way is the most common and the easiest to understand. Someone goes to ebay.com, types in a search of what she's looking for and compares what shows up.

If your listing appeals, and your ratings are good, and your voice is friendly and the layout is sexy and the pictures are accurate and your shipping is reasonable and the price is right, she bids or buys.

If, on the other hand, your listing doesn't show up on the first page, or if someone else has a better set of pictures, or [insert 99 other reasons here], the bidder walks away.

Ouch. But you put so much hard work into your listing! You have glowing feedback! You're authentic, and playing fair, and offering killer deals and doing everything right. What's wrong with these people!

Most people who start out selling on eBay sell in just this way. They focus on perfecting their individual listings, and work obsessively within the space that was given to them.

Frustrated? It's understandable. No matter how good you are, you can't grow your sales or your profits until people start finding you. Which means you need to sell more items, work harder, make more customers happier, and wait for the success to come. It's a long slog.

But there's good news: I haven't told you about the second way yet.



The second way people find your eBay store is this... they bump into you everywhere! Instead of hoping that people stumble upon you in an eBay search, instead of waiting to get lucky, try this: *create an environment where people seek you out.* Stick yourself at the center of the conversation on your topic.

The same way Tiffany's gets better profit margins than Zales, the same way Nobu has more customers than the local diner, and the same way a book by Michael Crichton has guaranteed readers, you can create a world where you earn traffic. Focused traffic. Traffic that seeks you out.

People focused on buying from you, trusting you, paying you what you're worth. People who then recommend you to the next person.

That's what this ebook is about.

It's about a free, proven, un-spammy, genuine, fast, and real-world way to get free traffic to your items for sale on eBay. It's about building your own traffic economy.

But wait. I bet you're thinking, "It's called SEO, dimwit" or "AdSense, anyone?" or even, "I've got a blog already, go away."

Sure, if you wanted to, you could buy a bunch of ads on Google or in other places online and direct traffic straight to your listings. The problem is that this is risky and expensive.

And yeah, you can do smart keyword tagging, pay attention to your URL structure, and make sure your site or blog is optimized for search engines.

But this ebook isn't about an SEO trick or winning the advertising game. It's not about blogging better, either. Instead, it's about joining a fun community of passionate

people, making great and authentic content, telling your story, and getting discovered in lots of new places online. (Hint: it starts with Squid, and ends in -oo). My goal is to give you some easy, free ways to build a reputation and drive traffic at the same time.

Here's what you should ask yourself: How many people are talking about how great/ fast/ friendly/ creative you are? How many sites are spotlighting you and your stuff? What does your traffic economy look like? Are you at the middle of it?



Before we get started, take this simple test. Who would you rather buy from:

Rob has a store in town. It has a great sign. The layout is clear. He has fair prices, and the references on the wall, even though they're from people you don't know, are all positive.

OR

Allison is the world-renowned expert on your hobby. She

has written the definitive guide to it and people come from all over the web (and the world) to hear what she has to say. She doesn't have expensive signs in her shop, but people you trust have stood up and told you that her service is amazing and she's worth the price.

Rob gets his fair share of business. But I'd rather buy from Allison, wouldn't you?

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Today's new superstar sellers

You know eBay. You probably know Squidoo by now, too.

Just in case: Squidoo.com is the easy, fast, totally free service that lets you spread the word about something you love... especially your online stores. (And Squidoo pays a royalty to you or your favorite charity).

But here's something you might not know: Squidoo is custom-made for eBay. And that's the secret of today's new superstar sellers online. Think of this ebook as an invitation (or better yet, a challenge) to turbocharge your stores. To get more traffic. To meet new buyers. And make more sales. For free.

eBay lensmasters already know all about it. Check out the

hundreds of smart sellers making Squidoo pages, [here](#) and [here](#) and at the end of this ebook.

These are people with eBay listings who have set up Squidoo pages (we call ‘em lenses, because they focus on your favorite stuff) to promote their items for sale. They’re people who were fed up with working hard on their listings and not getting found as often as they’d like. Smart people who are using web 2.0 to stand out from the crowd.

Their recipe is simple.

1. Set up your eBay store or auctions. (You can already cross this part off the list, I bet).
2. Zip over to Squidoo.com and set up a free lens. It takes about 5.22 minutes, and is amazingly simple and non-techy to do. Use your lens to highlight your bestselling products, to introduce yourself to potential customers, to make a list of the 5 reasons someone should buy from you. There’s even a fast-acting eBay module you can put on your lens. It automatically displays your

- latest and greatest items, with no extra work.
3. Then, connect the sites. Point your eBay store to your Squidoo lens, and your lens to your store. Voila. You just upped your discoverability factor by **5 million**. 5 million?! Yep. Squidoo gets that many visitors a month, and thanks to the proximity effect of a bunch of great lenses sitting next to each other on the site, that means more people bumping into YOU.
 4. **BONUS!** eBay lensmasters aren't stopping there. (I told you they're superstars). They're using StumbleUpon and Flickr and YouTube and Facebook and del.icio.us to link to their stores and lenses.

But does it work? Don't take it from me. You'll be hearing straight from eBay sellers and lensmasters in the pages to come.

[NOTE: Of course, it won't work if you do a lousy job or phone it in. It won't work if you hype stuff instead of being authentic. It won't work if you treat it like a cheat or a hack, instead of a marketing tool. It won't work if you don't work at it. Just like real life.]

Now, Meet Freaknoodles

Colleen Ingalls opened her Freaknoodles eBay store in April 2006. She sells pajamas, socks and fuzzy slippers with funky patterns on them. High quality, clever stuff, with a reliable seller behind it. She was doing everything right.

But, as with most small businesses online before web 2.0 started changing the game, it got harder and harder for sellers like Colleen to find new customers. Or, for new customers to find *them*.

Then sellers started to find Squidoo, and talked about it on the eBay discussion boards. So Colleen set up a lens. And another. “For the first two full months since I created my lenses, an amazing 20% of my total store traffic has come from Squidoo,” she reports. “Squidoo has been by far the most successful (not to mention the most enjoyable) marketing tool I have used for my eBay listings.”

Aw, shucks. And way to go, Colleen!

(Want to hear from more lensmasters? Skip ahead to Page 20 to get the straight scoop.)

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Free Traffic (and how that works)

When someone blogs about something you're selling, the blog readers click over and take a look.

Even better, when you develop a blog and build an audience, you can promote your own listings on a regular basis, to people who are interested in what you have to say.

That was the strategy four years ago, and it's still a good one.

But what if you don't have time to run a blog? Posting every few days is hard. And daunting. And it doesn't pay off for months. And you're busy!

The solution? Buy a huge full-color *New York Times* ad, of

course. And don't forget the 30-second SuperBowl TV spot.

Really?

No, not really!

The solution is to *go small, not big*. To own your niche. To obsess about carving out your piece of the Long Tail, and set up free, smart web projects to promote it.

It's about setting up a store, then a Squidoo lens, then a Flickr account for your photos, then a YouTube video introducing yourself. Then linking all of these properties—these personalized signposts of yours—back to each other.

And for the big win? Invite your happy customers and friends to make their own Squidoo lenses showcasing the stuff they bought from you, talking about what a pleasure you are to do business with. All of a sudden, instead of having one or five pages pointing traffic back to you, you have hundreds. For free.

Sound overwhelming? Take it a step at a time. It's all free. (Am I sounding like a broken record yet?) It's also easy

and fast to do. Just start. If the current eBay lensmasters are any indication—and they are—your results will encourage you to keep going. Promise.

Here's my challenge to you.

If you have an eBay store, [*make a lens*](#).

Send it to your friends.

Then set up a free Flickr account with pictures of your coolest items for sale.

If you blog, blog stories about your products.

Then point everything back at each other... your Flickr to your eBay, your eBay to your Squidoo, your Squidoo to your Flickr AND your eBay, and all of them from your blog. And so on.

Mix in a little del.icio.us tagging and StumbleUpon favoriting, and you've got yourself a mean little traffic economy.

(**EXTRA CREDIT:** Invite your happy customers to make lenses about your stuff, and you're nigh unstoppable.)

Standing out from the crowd is getting harder and harder to do just by being good at your job. It's time to put yourself at the center of the conversation. Create your own environment for getting found.

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The Proximity Effect

Ever wonder why they don't sell a lot of books at the hardware store or the corner grocery? It's because books sell better when they are next to other books. The competition actually *increases* sales.

That's the main reason you sell on eBay, actually. You could build a simple page and sell things on your own. The software isn't so difficult. The problem is that without all those other sellers, without search, without a consistent interface, without people showing up at eBay to find all those items listed NEXT to yours—you wouldn't do so well. Competition is actually your friend because the proximity effect helps you attract lookers, who turn into buyers.

The proximity effect on Squidoo works like this. First, there's an incredible community of smart lensmasters who are always willing to help. Our volunteer team of Citizen Squids and Squid Angels are there to get you started, or to share tips for going deeper. Our top trafficked and most profitable lensmasters are accessible and friendly, and very easy to learn from!

Then there's the social traffic. Social traffic is a little like what happens when you go to a movie. If you've got tickets to opening night of *The Transformers*, chances are you'll be standing in line next to people somewhat your age (they loved *Optimus Prime* as a kid, too). They're probably interested in sci fi and fantasy, just like you. Maybe they'll even like the same trailers. And I bet if someone in that line recommended another sci fi movie to you, you'd be more inclined to listen than, say, if an advertisement told you about it.

On Squidoo, social traffic is more amplified. If someone stops by the [Funky Chic and Cool Laptop Bags](#) lens (which gets tens of thousands of visitors a week) there are several ways that surfer could wind up on *your* shopping or gadgets or computer lens next. He could search within

Squidoo for something related to you. Or he might browse the Shopping Top 100 from the laptop lens. Or click on a tag your lenses have in common. Or maybe last week you were in the SquidU discussion forum and met Kate, the owner of the laptop lens, and she agreed to lensroll your lens on hers. These are just a few ways social traffic works in the site.

Squidoo is called a co-op for a reason. Success is shared. The better your friends do, the more traffic you get. And in a nice twist, the better your *competitors* do, the better chance your lenses have of getting found as well.

Look around. Who are you standing next to in line?

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But don't take it from me...

“Who are you going to believe, me or your own eyes?”

It's not just a funny line from Duck Soup. We actually wanted to hear what real eBay sellers were thinking. So we asked them. And were blown away by some of their responses. Check out these testimonials from the new online selling elite. Then I dare you to close this ebook and NOT make your own lens. Just you try.

“Squidoo is the perfect match for the Ebay store owner. It allows you to build niche mini sites for nothing and in very little time! It also helps the eBay store holder to be seen as an expert and drive traffic to their store via their lenses. I highly recommend it.”

--Paul Winter, Kaazoom's Deals

http://www.squidoo.com/ebay_store/

<http://stores.ebay.co.uk/Kaazooms-Deals>

“Squidoo is fast **becoming one of the biggest traffic generators to my eBay store** (a tactic that you may like to copy) and has brought me many joint venture offers and other networking opportunities. It is, in fact, the start of my online domination!”

--Helen Farmer

<http://www.squidoo.com/ebaytactics>

<http://www.theauctionreporter.com>

“I first heard of Squidoo through a discussion on the eBay stores board, so I checked it out. The site is done with a tongue-in-cheek humor I find refreshing, and building a lens is easy and quick. Almost immediately we started getting hits and comments, and it just continued to grow. **We now consider Squidoo a must for eBay sellers, the exposure is fantastic and we receive a substantial amount of traffic** from our two lenses. Besides, Squidoo is way too much fun to miss!”

--Marjorie Oliver

<http://www.squidoo.com/beesknees-23>

<http://stores.ebay.com/Beesknees-23>

“**Squidoo is easy!** Easy to sign up, easy to create a lens and easy to update. The RSS modules are just great for quickly creating a showcase of your store items. I’m also really pleased with the traffic

that Squidoo has brought to my sites. **My Squidoo page for the handbags I sell is always on page 1 of Google search results.**”

--Christine Rivera, ArtiSanctus Limited LLC

<http://www.squidoo.com/artisanctus/>

<http://stores.ebay.com/ArtiSanctus-Gifts>

“Our eBay traffic reports show that approximately **25% of the traffic to our eBay store comes from our Squidoo lens**. By having a lens, we are reaching an additional customer base that might otherwise be unavailable to us. Thanks, Squidoo!”

--Rob and Abbey

<http://www.squidoo.com/AbbeysCarolinas/>

<http://stores.ebay.com/Abbeys-Carolinas-This-N-That>

“**It has helped sales, and created additional revenue sources**. I think Squidoo is an excellent tool, and I know hundreds of eBayers who have used it. 😊”

--Martin Adamo

<http://www.squidoo.com/growyourebaystoresales>

<http://stores.ebay.com/Once-Upon-A-Bid>

“**Very easy to create a lens and maintain it**. 5 stars for Squidoo!”

--CJ Johnson, Switchplateplanet

<http://www.squidoo.com/switchplateplanet/>

<http://stores.ebay.com/SwitchPlatePlanet>

“eBay storeowners are always interested in exploring low-cost/no-cost options available to us, and **Squidoo has been a real hit with many people I know!**

--Stephanie Daugherty

<http://www.squidoo.com/katyanascollectibles>

<http://stores.ebay.com/katyanas-collectibles>

“Being a newer eBay storeowner, and also in a very competitive business, (I offer handmade jewelry with a Southwest/Earth-tone theme) I realized I needed to find advertising alternatives—and fast! I found Squidoo and my experiences have been nothing but good. I've remained in the top 100 , and #1 in many groups. **My main goal is definitely customer satisfaction** but also to bring you quality pieces at affordable prices. Thanks, Squidoo, for being there when I needed you and for bringing many hits to my store!!”

--Annie, aka Lakota

<http://www.squidoo.com/cactusandcoyote/>

<http://www.cactusandcoyote.com>

“**You can’t beat free!** In a short amount of time to create your lens, you can quickly start driving traffic to your eBay listings for free.”

--Randy Smythe, The Seller Evangelist

<http://www.squidoo.com/ebaysquidoo>

<http://sellerevangelist.blogspot.com/>

“My favorite eBay thing about Squidoo is **the flexibility to daily change the listings I spotlight on Squidoo**. It’s easy! This has definitely improved the traffic to my eBay store.”

--Bubbadah

<http://www.squidoo.com/BubbadahsBuys/>

<http://stores.ebay.com/Bubbadahs-Buys>

“The biggest benefit of presenting exciting, interesting and educational information on my Squidoo lenses (besides that I always learn something new myself) is that my lenses are linked together, thus serving not only as individual pages which can be pulled up in search engines, but rather, as **a network of pages, infinitely increasing the visibility of products offered for sale** on them.

--Eszter (Dr. EBJ) “Classic”

<http://www.squidoo.com/lensmasters/Classic>

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Straight from the source

Okay, so you know what Squidoo is all about, you know how to start getting free traffic... what's the final hurdle? Getting started.

The good news is: It's EASY. You can have all of your listings featured on Squidoo in under ten minutes. For free. No experience necessary.

Once you're listed, there are plenty of ways you can promote your page. And, while your listings change every day, your Squidoo page changes automatically. Which means that you can set it up and keep promoting it... the address never changes... and your current listings will hit the spotlight every time.

More good news: Hundreds of eBay sellers are already making lenses to promote their stores. They've done the

hard work of pilot testing this for you and figuring out all the tricks and shortcuts. Not only are they reporting fantastic results, they're also sharing what they've learned.

Here you'll find some great how-tos, reviews, tips and articles from the front lines... from sellers just like you.

10 reasons YOU should use Squidoo to sell more stuff by [Randy Smythe](#), The Seller Evangelist

Online sellers face many obstacles in marketing and promoting their business... marketplace fees are expensive! So is the cost of CSE (Comparison Shopping Engines) and PPC (Pay Per Click) advertising with Google and Yahoo. The key to profitable online sales is getting your quality product in front of as many potential buyers as possible, without a lot of empty hype, at the lowest marketing cost. eBay store sellers are finding that they need to maximize every marketing opportunity, because the exposure they receive from eBay alone is limited.

Enter Squidoo! Whether you sell on eBay or your own WebStore, a Squidoo lens is an excellent, free, powerful way to promote your product or service. Here are the 10 reasons you should make a Squidoo lens today...

1. Squidoo Is Free

You can't beat free! In a short amount of time to create your lens, you can quickly start driving traffic to your eBay listings for free. And if you have an eBay store you can get the Store referral credit.

2. Squidoo Lenses Are Easy To Create.

Squidoo is easy to use and provides you with the tools to create an excellent lens describing your product or service. Just select the modules that are right for your business and you are on your way.

3. Squidoo Is All About Community.

Squidoo users are part of a community that is committed to helping you succeed. From design ideas and proofreading, to sharing tagging tricks for getting found, to working on cross promotions with another lensmaster, the Squidoo community—and even their tiny staff!—is there for you.

4. Squidoo Helps You Become The Expert.

Nobody knows your products as well as you do, so use Squidoo to share that knowledge with potential buyers. Create content that describes your products, explains a process or provides some history about your product and then point readers to where they can purchase your product.

5. Squidoo Helps You Share Your Passion.

Share a little about yourself and your business. One of the joys of selling on eBay is the relationship you can build with your customers. Use Squidoo to personalize your business for those customers. This will also help you build a connection so that you can grow return business. (Hey, what if you asked your happy customers to make a testimonial lens ABOUT you?)

6. Squidoo Lets You Create As Many Lenses As You Need (or Want!)

Many eBay sellers on Squidoo create lenses that are specific to each of their product lines. Squidoo user Mookiegifts <http://www.squidoo.com/lensmasters/mookiegifts> has 30 lenses each on a different product line. You can choose one lens or multiple lenses to tell your story.

7. Squidoo Provides Yet Another Link To Your Product.

Customers come from all directions and are introduced to your business from numerous venues. By creating content that is of interest to your customers Squidoo can be another tool for reaching out to new customers. Possibly customers you could not find any other way.

8. Squidoo Pages Rank High On Google Searches.

Because Squidoo was designed as an easy way for you to put great, handbuilt, personalized content online, search engines love it. It wasn't designed as an SEO tool, but when your lenses are good, they certainly get the benefit of it! The higher your lenses rank in search, and the more you do to get found in a number of different places, the greater the likelihood that a potential buyer will see your product.

9. Squidoo is a proven Traffic Driver

Many eBay sellers can see the increased traffic to their eBay Stores and websites. If you use the eBay module you can list your items once and as they change on eBay they will automatically change on your Squidoo page. Many eBay sellers get a nice percentage of their store traffic from their Squidoo lens.

10. Squidoo Pays You!

You aren't going to become a millionaire from creating Squidoo lenses, but over time you will get residual income from the activity on your lens (for you or charity). As Squidoo grows, this monthly amount could grow as well. A nice side effect to marketing your online product.

Web 2.0, with trimmings!

By [Martin Adamo](#)

Marty, or clact on the eBay boards, has been an inspiration to countless eBay lensmasters. Every week I get notes from newbies who were infected by his enthusiasm for Squidoo, and for trying new marketing ideas in general. Thanks, Marty!

Our Squidoo lens is on [Growing your Ebay Store](#) sales and we have been very pleased with the traffic, indexing and contacts we have received by utilizing our lens to educate other in the process of selling items through an eBay store.

Squidoo is an excellent tool for eBay sellers. It's free, it provides the opportunity to earn some money in many different ways, and it has an uncanny ability to push good content up to the top of search engines. Because Squidoo is pre-wired to take in RSS feeds to promote your items, setting up a lens is so easy it's a matter of just filling in blanks.

Squidoo lenses are also valuable because you can become an authority on a topic and provide and link to other content of value to the reader very easily. **It's much easier than trying to accomplish the same on a blog.**

Squidoo seems to me to be “Web 2.0 with some extra ingredients tossed in” and it has caught on like wildfire with my friends.

A real hit

by [Stephanie Daugherty](#)

Stephanie Daugherty, owner of Katiyana's Collectibles, shares her take on how the Squidoo and eBay platforms leverage each other.

EBay storeowners are always interested in exploring the low-cost/no-cost advertising options available to us, and Squidoo has been a real hit with many people I know.

Not only is it free to create a lens, Squidoo will actually pay you for bringing traffic into the Squidoo community. (You **earn a royalty on every sale** made off your lens). So this is an advertising option that generates revenues instead of additional expenses. It is already the #6 traffic-generating site for my eBay store—and climbing!

There are dozens of customizable modules that you can add to your lenses, and then make them your own with personalized text, pictures, videos and links. Squidoo also provides reports so you can monitor your traffic and your rankings within the Squidoo community.

I created a [lens](#) to help promote my [eBay store](#), as well as a Group for fellow eBay Stores Discussion Board users (or Store Boardies as we call ourselves). Our [Squidoo Group](#) is almost like a little online mall! We have over 125 members and over 200 lenses. I've also created a lens for my website, and continue to create new lenses.

Some helpful tips I've picked up since I started using Squidoo for my eBay store:

1. There is no limit to how many lenses you can create, so in addition to having a lens for your eBay store or your website (or both!), you can have individual lenses devoted to specific departments or products too.
2. Write great content, and update it when you can. This keeps you current and brings your lens up in the rankings within the Squidoo community. Also, the more good content you have, the higher your lens will rank on search engines, and bring traffic in that generates more royalties!
3. Link your Squidoo account to a personal PayPal account so you don't have to pay any transaction fees on the royalty payments you receive.
4. Add favorite lenses to your lensroll (it's like a blogroll), and be sure to add a Guestbook module so people who visit your lenses can say hello!"

Titanium Knights, Charge!

eBay sellers [Danny and Amy Walker](#) share their Squidoo story.

We are completely 'tech illiterate.' We were hesitant at first to try this newfangled thing (HTML gives anxiety attacks around this place!). But Squidoo is SO easy to use and actually quite fun, we had our lens created (and it is a pretty darn good one we think) in just a couple of hours. We only spend maybe 10 minutes a day updating and refreshing our lens. The time commitment vs. the benefits are hard to beat!

Our Squidoo lens is usually in the top pages of a Google search (depending on how frequently we keep the lens updated) for titanium rings. Page 3 of a Google search!! We have been selling on eBay for over 5 years and nothing we have tried has put us even close to Page 3. Our eBay store traffic reports indicate that Squidoo is now in the top 5 referring domains for traffic to our store. (And keep in mind folks, it is free advertising --and GOOD advertising at that!).

Would we recommend Squidoo? Absolutely!! To anyone and everyone. **If you aren't using Squidoo to market**

your eBay store/items then you are missing a golden opportunity! Create a Squidoo lens, talk about it, support fellow eBay members' Squidoo lenses, and watch your business grow!

5 More Reasons You Need A Squidoo lens

by [Margaret Schaut](#)

Margaret Schaut, a small business owner and top lensmaster, shares the top 5 ways to make lenses work for you.

- 1.** With a lens, you are **easy to find** on the search engines, especially Google. It is effective and free advertising!
- 2.** It gives you a 'front door' where you can greet and interact with your customers and tell your story in a concise and interesting way. You aren't limited to a few words or sentences to attract customers.
- 3.** Squidoo is fast and easy. You can quickly and effectively apply all kinds of web 2.0 techniques to **increase your presence online.**

4. Squidoo is flexible and gives you options that eBay and other sites don't provide on their own. Support and enrich your product sales with books, DVDs, links, YouTube videos, Flickr photos and other information.
5. You can give visitors a feel for your store, your products, your personality before they visit. **They'll feel like friends by the time they arrive** at the point of purchase.

Go Niche

By [Kimberly Dawn Wells](#)

Kimberly, lensmaster extraordinaire and editor of the SquidU Review newsletter, holds forth on some Squidoo selling tips.

1. **Choose your niche** Power seller? Store owner? A separate lens for each category of your products will facilitate create keyword rich, focused lenses that search engines love and shoppers crave. Focus on one thing at a time, then link them all together for even more exposure and impulse browsing.

2. Bring out your virtual sales person. Browsers already at the eBay website are one step closer to placing a bid than those at your lens; in fact, some of your lens visitors may have ended up there completely by chance. To capture their attention, educate them, and get that extra click-through, you'll need to bring out your virtual sales person. Don't just direct them to "click here." Sell your product. Play up the benefits, show them how it makes their lives better, and put the image in their head of how great they will feel when they receive it in the mail and put it to use. You may think you're just selling a product, but your customers are buying an experience.

3. Give the eBay module some love

When Squidoo said there was no coding required, they meant it! You don't even need to know affiliate codes to link to your goodies. Feature one special product with the attention it deserves or showcase up to five at a time. Add several combinations of eBay and other modules to give your lens visual interest and your visitors purchasing options.

Be an Expert

by [Ina Steiner](#), Editor of Auction Bytes

Ina is an eBay expert if there ever was one. Here's her take on eBay selling in a web 2.0 world.

eBay sellers are smart. They have been quick to realize the promise of social media in ecommerce. They adapt to new technology and ways of communicating far faster than the general population. It should not be surprising that many online sellers publish blogs and have a presence on MySpace. After all, these sellers have plenty to say. You'll also find eBay Wikis and Reviews & Guides on many topics. Sellers recognize that helping to educate shoppers benefits them in a number of ways.

Now, in the Web 2.0 world, it's more important than ever to show off your expertise, and there are two major benefits:

- 1) **Get Found:** If you publish your content in enough of the right places, people will find you. And someone looking for an answer about *your* product may be one step away from making a purchase. That's valuable traffic.

2) **Expertise = Sales:** Show potential shoppers that you are a professional who knows the ins and outs of the products you sell, and they will feel more comfortable shopping from you.

Squidoo is a great tool to help eBay sellers present their expertise and get found by shoppers. There are Squidoo lenses on an enormous variety of topics, and sellers have used their creativity to make compelling, useful pages in ways Squidoo's founders may never have imagined.

I have two Squidoo lenses, and it was easy and quick to create them. And you don't have to start from scratch—use the good content you've already created and place it in a logical format on your lens. Read through past listings, your About Me page, emails you've sent to customers answering their questions, and forum posts you've written.

Think micro, not macro—don't just create a lens about dolls; create several lenses, each focused on different type of doll with lots of detailed information. This will help the search engines deliver your Squidoo lens (and thereby, your

items for sale) to searchers who are looking for something specific.

Squidoo founder Seth Godin says eBay sellers should not be average... they should become exceptional. Use the Web 2.0 publishing tools at your disposal to help differentiate yourself in a crowded marketplace!

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The “eBay Lensmaster” Elite Squad: Is your lens here?

Here are just a few of the hundreds of eBay lenses leading the charge on Squidoo.

Check ‘em out. See how people are using lenses to spotlight their bestselling items, to introduce themselves to new customers, or to share the 5 Reasons You Should Buy From Me, to post a suite of pictures about a product, or to go deeper than their eBay profile allows., or to And vote for your favorites [here](#). (Remember: getting inspiration isn’t stealing!)

Then go [make your own](#).

Thanks to every single eBay seller with a lens, for daring to stand out from the crowd and get found.

SPOTLIGHT!

If you're in a hurry, here are 5 of my favorite eBay seller lenses right now.

<http://www.squidoo.com/Suncatchercreations/>

<http://www.squidoo.com/cactusandcoyote/>

<http://www.squidoo.com/titaniumringsandweddingbands/>

<http://www.squidoo.com/nickandnorapjs>

<http://www.squidoo.com/whattosellonebay/>

And lots (did I mention lots?) more

<http://www.squidoo.com/AbbeysCarolinas/>

<http://www.squidoo.com/abrs/>

http://www.squidoo.com/Alaska_Halibut_Chowder/

<http://www.squidoo.com/Alexandritegems/>

<http://www.squidoo.com/alternativeclothing/>

<http://www.squidoo.com/amaryllis>

<http://www.squidoo.com/AmethystGems/>

<http://www.squidoo.com/Ametrine/>
<http://www.squidoo.com/AndyGriffithShow/>
<http://www.squidoo.com/angelgifts/>
<http://www.squidoo.com/animalgifts/>
<http://www.squidoo.com/AnnabellasGiftShop/>
<http://www.squidoo.com/artisanctus/>
<http://www.squidoo.com/atomicwatch/>
<http://www.squidoo.com/Aviationgifts/>
<http://www.squidoo.com/bathdecor/>
<http://www.squidoo.com/BathtubSafety/>
<http://www.squidoo.com/beesknees-23/>
<http://www.squidoo.com/bisybeecollectibles>
<http://www.squidoo.com/blackhillsgold/>
<http://www.squidoo.com/BoostingEbaySales/>
<http://www.squidoo.com/c5photography-flowers/>
<http://www.squidoo.com/cactusandcoyote/>
<http://www.squidoo.com/cassowaryjewelry/>
<http://www.squidoo.com/CharlesAlbertJewelry/>
<http://www.squidoo.com/chunkyvintagejewelry/>
<http://www.squidoo.com/CitrineGems/>
<http://www.squidoo.com/classictreasures/>
<http://www.squidoo.com/clooney>
<http://www.squidoo.com/collectingwithshawnsbidness/>
<http://www.squidoo.com/comfortcandles/>

<http://www.squidoo.com/cookbooksgalore/>
<http://www.squidoo.com/craftpatternsstore>
<http://www.squidoo.com/DDHFavors/>
<http://www.squidoo.com/denisevanpatten/>
<http://www.squidoo.com/disneypintrading>
<http://www.squidoo.com/docwomans-dresser/>
<http://www.squidoo.com/donautoatiquesantart/>
<http://www.squidoo.com/dorag/>
<http://www.squidoo.com/doveoriginals/>
<http://www.squidoo.com/dragongifts/>
<http://www.squidoo.com/dysplacelandsend/>
<http://www.squidoo.com/dysplaceschooluniform/>
<http://www.squidoo.com/eaglebaydesigns/>
<http://www.squidoo.com/ebaybigshoes/>
<http://www.squidoo.com/eBaymarketing/>
<http://www.squidoo.com/eBayLife/>
<http://www.squidoo.com/ebaysecrets/>
<http://www.squidoo.com/ebaytactics>
<http://www.squidoo.com/Eddieizzard/>
<http://www.squidoo.com/exoticincense/>
<http://www.squidoo.com/faberge>
<http://www.squidoo.com/Faeries/>
<http://www.squidoo.com/faeriesfinest/>
<http://www.squidoo.com/find-stuff-for-ebay/>

<http://www.squidoo.com/frantichippie/>
<http://www.squidoo.com/funnydoormats/>
<http://www.squidoo.com/fussycutterquiltkits/>
<http://www.squidoo.com/fuzzyslippers/>
<http://www.squidoo.com/gabysfashions/>
<http://www.squidoo.com/gamegiants/>
<http://www.squidoo.com/GardenSpinners/>
<http://www.squidoo.com/Garnets/>
<http://www.squidoo.com/gifts4guys/>
<http://www.squidoo.com/gmtee/>
<http://www.squidoo.com/gofsbo/>
<http://www.squidoo.com/gratescaperecords>
<http://www.squidoo.com/growyourebaystoresales/>
<http://www.squidoo.com/hotairballoons/>
http://www.squidoo.com/inspiring_gifts/
<http://www.squidoo.com/jennysbeaniestore/>
<http://www.squidoo.com/jessiesjunk/>
<http://www.squidoo.com/jibbitz/>
<http://www.squidoo.com/jimshore/>
<http://www.squidoo.com/jodiesjeans/>
<http://www.squidoo.com/jtrothaars/>
<http://www.squidoo.com/JuliesVintageTreasures/>
<http://www.squidoo.com/katyanascollectibles/>
<http://www.squidoo.com/kellis-keepsakes-and-postcards>

<http://www.squidoo.com/kneededangels/>
http://www.squidoo.com/lace_bobbins/
<http://www.squidoo.com/lilprotegeantiques/>
<http://www.squidoo.com/MabeBlisterPearl/>
<http://www.squidoo.com/MCeBayResources>
<http://www.squidoo.com/mensuas/>
<http://www.squidoo.com/ModelShips/>
<http://www.squidoo.com/MoneyBanks/>
<http://www.squidoo.com/mookiegifts/>
<http://www.squidoo.com/morefondmemoriesantiques/>
<http://www.squidoo.com/mornarchbutterfly>
<http://www.squidoo.com/mousedeer>
<http://www.squidoo.com/myspringgarden/>
<http://www.squidoo.com/nancysjewelry/>
<http://www.squidoo.com/newsilverjewelry/>
<http://www.squidoo.com/NickAndNoraPJs/>
<http://www.squidoo.com/northstarhomehardware/>
<http://www.squidoo.com/OldHolidayPostcards/>
www.squidoo.com/old-magazines-for-sale/
<http://www.squidoo.com/oldspartantrader/>
<http://www.squidoo.com/Once-Again/>
<http://www.squidoo.com/OscardelaRenta>
<http://www.squidoo.com/paintedponiesfineart/>
<http://www.squidoo.com/Pauljackson/>

<http://www.squidoo.com/petfoodalert/>
<http://www.squidoo.com/phyls-place/>
<http://www.squidoo.com/playboygifts/>
<http://www.squidoo.com/postcardplace/>
<http://www.squidoo.com/qtipsstory/>
<http://www.squidoo.com/redcarpetgiftware/>
<http://www.squidoo.com/restaurantware/>
<http://www.squidoo.com/ridi2buy/>
<http://www.squidoo.com/rollingstore/>
<http://www.squidoo.com/rustyaccents/>
<http://www.squidoo.com/safebuyingonebay/>
<http://www.squidoo.com/Saltboxtotes/>
<http://www.squidoo.com/SandritocatsVintageSewingShop>
<http://www.squidoo.com/Sapphires/>
<http://www.squidoo.com/sarasotasweetie>
www.squidoo.com/scarboroughseashells/
<http://www.squidoo.com/scrapbooksgalore/>
<http://www.squidoo.com/sellerevangelist/>
<http://www.squidoo.com/sellitonebay/>
<http://www.squidoo.com/SilverLotus/>
<http://www.squidoo.com/spartanironcookware/>
<http://www.squidoo.com/stampstore/>
<http://www.squidoo.com/sunnydayvintage/>
<http://www.squidoo.com/switchplateplanet/>

<http://www.squidoo.com/TaoGems/>
<http://www.squidoo.com/tatteredprimitives/>
<http://www.squidoo.com/TeeTeesBoutique/>
<http://www.squidoo.com/thaitrends/>
<http://www.squidoo.com/Tibet-Nepal-SouthAsia/>
<http://www.squidoo.com/titaniumringsandweddingbands/>
<http://www.squidoo.com/tlcsilverjewelry/>
<http://www.squidoo.com/Tourmalinegems/>
<http://www.squidoo.com/Trendytoys/>
<http://www.squidoo.com/Usaroadtripphotography/>
<http://www.squidoo.com/verycherryvintage>
<http://www.squidoo.com/VictorianDesign/>
<http://www.squidoo.com/victoriascurio/>
<http://www.squidoo.com/vintagesewingpatterns/>
<http://www.squidoo.com/vintageshirtsandpants/>
<http://www.squidoo.com/vintagetyewriterkeyjewelry/>
<http://www.squidoo.com/weddingdaydisasters/>
<http://www.squidoo.com/welovewebkinz>
<http://www.squidoo.com/welovewebkinz/>
<http://www.squidoo.com/wildrosetreasure/>
<http://www.squidoo.com/winsorpilatesdvds/>

—— Summary ——

It comes down to this...

1. The more places you can be found, the more often you will be found. Start your own recommendation economy. Today.
2. If you develop a reputation, if you are a specialist, if people trust you, you will earn more money from every listing you post, because you're not selling a commodity any longer. It's worth more because it's from you.
3. If you don't start, you'll never get there.
4. The pages you build, the photos you post, the advice you give... it needs to be good. There's no magic wand to wave, but there are smart tools and even smarter people to help you along.
5. And remember: Time flies like an arrow. Fruit flies like a banana.

P.S.S.S.S.

If this booklet was useful to you in any way, I hope you'll do two things: First, share it. Send it to someone who is working hard to sell something online, whether on eBay or Etsy or Lulu or CafePress. Second, when you set up your lenses, leave the royalty setting to 'charity'. Squidoo is designed to let people like us change the world. It's not about digging into your pockets... it's about making the web a better place, and lending your voice to a good cause at the same time. Just for selling something, or talking about something, or doing something that you were going to sell or say or do anyway. That can be your contribution.

—— About the Author ——

Megan Casey is a multipath, a force to be reckoned with, not necessarily in that order. She has worked at Random House, Conde Nast and Penguin Books, where she established herself as the go-to business book editor and marketer that all the tech geeks wanted in their corner.

She was delighted to be shanghaied from publishing to be on the founding team of Squidoo.com.

Her hobbies include Irish boxing (don't ask), planning the next big video game breakthrough, wishing she had 13 dogs, and caring for her parrot, Pilot. This is her first ebook.

—— What are you waiting for? ——

Get started!
Get new customers!
Get found!
Exclamation mark!

<http://www.squidoo.com/ebayonsquidoo>

Have fun, guys.