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Don't Kill Your eBay Business - 7 Things To Avoid

Maybe you've heard the phrase "the devil is in the details" and that's also true for your eBay business. Whether you're just getting started in your eBay business or not, there are many details to take care of and many things to worry about. Some beginners worry that one of them might fall through the cracks. There's researching, buying products, listing items, answering questions, shipping... and the list goes on.

Stressed? Instead of worrying about all of the things that could go wrong, let me tell you exactly how to kill your eBay business. That should make your life easier, right?

1. Don't Care About Your Titles. Take some random words and put them in your title. Whatever you do, don't include the brand name. Make it impossible for people to find your product. Better yet, don't even bother with using up all 55 characters. Forget about spell check. Oh, and make sure you use words that people never type in like "L@@K" and "WOW"

2. Take Really Blurry Pictures, Or None At All. Don't worry if you can't tell what it is. Make it a mystery so your customers work to figure out what your item is. And make sure the really important details are obscured or not even in the picture. Or just don't bother taking a picture at all.

3. Sell Junk. Have no problem listing absolute garbage. Put worthless items up on eBay and hope they sell. Put that flea market special up for \$100. Oh and make sure you lie about your item. Put the broken items up on eBay claiming they are top quality. Get some knock-offs and sell them as the real thing. Don't worry about what your customers think. Let the buyer beware, right?

4. Don't Care About Your Description. Just say whatever you want. Make up a story. Lie about the item if you feel like it. Say it works when it doesn't. Say it's in perfect condition. Don't tell give any measurements or facts about your item. Use lots of mysterious abbreviations that makes you look like you know what you're talking about. Give them useless information, talk about your problems. Yell about Nigerian scammers.

5. Don't Talk To Your Buyers. So you're getting emails from people who might buy. Big deal. Talking to your customers is a huge waste of time. If your customers are asking questions, they're probably too dumb to buy the item anyways. Don't bother with talking to them. Let them figure it out.

6. Make Your Listings Ugly. Make your font bright yellow on white. Use 6-point font. Who cares if you can read the text, anyway? It's not that important. Add little animations and flashing lights. Give your customer a headache. USE CAPITALS! Add some really obnoxious music that automatically plays.

7. Have Your Auctions End At Strange Hours. Why not have your item end 4am? You're sure that everyone will stay up all night until the auction ends. They have nothing better to do anyways. Why bother figuring out the best time to end your auction?

Jesse Holmes is an eBay PowerSeller who has been [making money on eBay](#) for more than 3 years. Before you start to sell on eBay, don't miss his excellent free eBay Business Start Up Kit, showing you step by step how to [learn to sell on eBay](#).

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