

Published based on [The Top 5 Ways to Make More Money With Your eBay Business](#)

# **The Top 5 Ways to Make More Money With Your eBay Business**

Some people have decent eBay businesses pulling in good weekly profits and they aren't interested in making more money. This information is not for those people. For everyone else who wants to grow their eBay business bigger and much more profitable, here are some simple things you can put into action immediately that will fatten your wallet and increase profit margins.

1) Building a list of past customers. If they purchased from you in the past there's a good chance they will buy from you again. Send them emails of special offers, new inventory, or rare items in stock. All you need to do is get their emails out of PayPal and into an autoresponder.

2) eBay's Publisher Network. eBay will send you money if someone buys an item on eBay after clicking through your link. Use this with tip #1 and you can really see some great results.

3) Checking your pricing. You should stay on top of your pricing once a week or so and adjust your prices to compete the changing marketplace. Many businesses will take a cut on their margins to turn over inventory quicker and increase cash flow.

4) Clearing out old inventory. Sometimes I hold on to inventory for too long by not budging on my profit margins or lowering pricing. This inventory takes up shelf space, ties up capital, and hinders cash flow. Get it out, get your cash back, and get some new stock.

5) Watching your pennies. With a few simple tricks we have reduced our listing fees by 60-80% because of eBay's new policies. We can get the same amount of sales by putting many items in one listing and optimizing that listing for 'Best Match'. We also have found that using 30 day or good till canceled listing durations help in lowering fees. With just those few changes we have lowered our eBay fee invoices from over \$1500 to under \$300.

Jesse Holmes is an eBay PowerSeller and Entrepreneur who has been [making money on eBay](#) for over 3 years. Before you start selling 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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