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Use E Bay's Own Resources To Promote Products On E Bay

You could have already discovered that selling on e bay can be fun and profitable. But after you have gotten cleared out your storage and attic, and auctioned off everything your husband owns, where can you go to get new product ideas?

Tapping into e bay's sources-most individuals don't realize that e bay itself is actually a terrific place to seek out product sourcing ideas. Moreover being a straightforward promoting venue with built in traffic, it additionally comprises a goldmine of useful data about what that site visitors wants to buy. One in all e bay's greatest stored secrets and techniques is their Seller Central page [E bay.com/Seller Central](http://Ebay.com/Seller Central). Only a few people, even Energy Sellers, are aware of this worthwhile resource. Consequently, very few people are benefiting from the tools available there.

The merchandising calendar - this is a great spot to get sourcing leads because it shows you specifically what products e bay will be promoting over the next few months. It gives you dates and tells you which item categories you need to list your product in for it to be displayed on e bay's homepage. When a user clicks on that item, your auction will pop right up.

The hot product section - this is mainly a monthly trend watching report. It tells you what gadgets are moving, producing more bids, and getting higher last prices. It permits you to get a really feel for the place the demand is.

The hot categories section - this resource takes the top classes and gives you tips about how to promote in those categories, insider secrets about your patrons, and trending info. For every category, there's a piece known as 'In Demand' that tells you not only the top promoting items in that class, but also the top key phrases that consumers are utilizing to seek out these items. Use these keywords in your listing titles. If you have any left over, put them in your description. Essentially, e bay tells you what to sell and then tells you ways to list it.

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