



Special Report

How to List The Same Item As Many Times As You Want On eBay Without Breaking The Rules

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There is a simple formula that every eBay seller should have ingrained in their memory:

MORE HITS = MORE BIDS = MORE SALES = MORE MONEY

Several years ago when I first started getting serious with eBay, I soon realized the above formula worked. The more items I listed on eBay, the more hits I got, and then this led to more sales. I soon started getting the creative juices flowing and devised a plan to launch 10,000 auctions of the same item all throughout eBay!

I wrote a program to automatically launch my auctions into 1000's of categories over a 3 day period of time. After many hours of testing and preparation the big day came and I pushed the button!

Things went well ... for the first few hours that is!

I started getting TONS of sales! This item cost \$199 and I made about \$2000 the first few hours! I thought I was

going to be rich! Then I started to get HUNDREDS of messages from TICKED off ebay users saying they were going to report me to ebay for doing what I was doing. (This was in the day before the term SPAM was used.) It turns out that I was doing just that... SPAMING thousands of ebay categories with unrelated an item. (I still plead ignorance to this day!)

A few hours later I had all my auctions closed by ebay... thousands of them! I received a STERN warning from them that I had broken the MULTI-LISTING (Which I didn't know about)!

DHOUHHH!

This rule basically states that you can have no more than 10 concurrent identical listings of the same item at the same time.

Here is what the rule states as of 10/23/03

Duplicate Listings

List up to 10 items at the same time

Multi Listing occurs when a seller posts more than 10 listings for identical items. The best method to list identical items is through our Storefront, Fixed Price or Multiple Item Auctions formats. Although there are reasons to list identical items at the same time, enabling a single seller to list too many identical items at one time hurts the buying experience.

If a seller lists in more than one category, the categories must be relevant. Any additional identical listings will be ended. The insertion fee will be automatically credited for ended listings. Sellers may not register multiple User ID's to list more than 10 identical items.

Due to the nature of general admission tickets, sellers that list general admission tickets in the Tickets category may list up to 20 identical listings.

What eBay is saying is they don't want you to list 10,000 items at once like I did and turn the categories into one big spam fest!

So what did I learn from my little experiment? I learned that you can make a lot of money by having hundreds of listings at the same time. I also learned that I couldn't do what I wanted to because of eBay rules!

Or could I?

Now I will admit. Listing thousands of items at the same time was stupid. It was basically spamming and ticked a lot of people off. Listing in unrelated categories is against the rules (I learned) and it really TICKS people off.

BUT in most cases there are almost always 10 to 20 categories that are related to the item your selling and being able list in each of these several times can really make you a lot of money.

But how can you get past the 10 item listing rule?

Well here is how.

My method has worked for several years now. I've never ticked anyone off because I only list in related categories and I've rarely had an auction canceled by the ebay staff. In those cases it was probably a new person who didn't understand I wasn't breaking any rules.

I even called ebay to make sure what I was doing was ok and they had no problem with it.

So here is what you do.

The rule says you can't list more than 10 **IDENTICLE** items of at the same time. The key here is the word Identical.

So let me give you an example.

Say the item I am selling is a Canon i850 printer. I have a supplier where I can get 1000's of these and make a lot of money but I'm limited to the 10 item listing rule... But I'm not if I do it right.

Step 1

I list my first 10 items for The Canon i850 printer.

Step 2

I think of something unique that is of value that I can offer with my next 10 Cannon i850 printers that I want to list. This could be something like a printing guide or a

guide on how to save on ink cartridge replacements. Then I list my next 10 Cannon i850 printers but I make SURE that the I specify at the top of my auction that I am selling a Canon i850 printer with a "How to save on ink cartridges" guide. It's important that you specify this.

You have now made a separate unique offering that is different than your first group of 10.

Step 3

Repeat step 2 but have a different item that you bundle with you next group of 10.

The key here is to make each group of 10 unique by **BUNDLING** a **valuable** second product. This second product can be something you create like a information report or eBook.

This makes your group of 10 items unique and therefore does not break ebay rules.

There are two reasons you need to make your "Bundling" product worth value.

1. You don't want to make it look cheesy to your bidders.
2. eBay WILL cancel your auction if it appears your item you are bundling is worth nothing.

An example. When I first started trying this I sold a small telephone device and decided to bundle it with a picture of a "BMW"

eBay said that a photocopy picture of a "BMW" was of no value and they canceled my auctions.

But later I bundled that same item with a "BMW buyers guide that I created" and eBay had no problem with this.

Now you ask... "Why would you sell a phone and a BMW buyers guide in the same auction?"

The answer:

KEYWORDS

Because I "Bundled" the two together, I was able to have auction titles like:

"Callscreener phone blocker with BMW buying guide"

I got THOUSANDS of hits from this because BMW at the time was a very popular search term. I also got a lot of sales.

Now you might be saying, "That sounds weird! A phone gadget with a BMW buying guide" I know it sounds weird... but it works. Yes you will get people email you saying, "Why are you selling an BMW buying guide?" I just always tell them BMWs are my hobby and I like to share my info with anyone anywhere!

Anyone reason you may want to do this is to take advantage of your competitions keywords.

Back to my Callscreener example. Have you ever heard of the "Telezapper"? It's a similar device to what I was selling but had greater name recognition because it was currently being advertised on television. So I created a "Telezapper compatibility guide" and marketed my Callscreener as:

"Callscreener with Telezapper Guide"

I had found that a lot of people who were purchasing my Callscreener, already had a Telezapper and were not happy with it. I wrote a guide to show them how to use both devices together.

This allowed me to have another group of 10 listings. My sales from this group of listings was a winner and I sold 1000's of these devices on eBay. All from this one little technique.

Here is a question I get occasionally from people who use my method.

"Hey Joel. I used your method and eBay canceled my auctions... what gives!"

It's a fact that ebay gets swamped with listing violation complaints. Many people in the support staff know their stuff but far too many are just entry-level workers just

starting out and will cancel your auctions even though you are not breaking the rules.

In this case I recommend you put some kind of notice at the top of your auction in very fine print.

"This auction is for a "Canon i850 printer and Ink cartridge discount guide". It is different than our other offers I have on ebay. It is in complete compliance with the eBay duplicate listing rule"

You can change the wording to match your needs. Using this technique has stopped any accidental auction cancellations and works well.

That's it!

Good luck and I wish you luck in your future ebay endeavors.

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