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How To Prevent Disappointing Ebay Auctions

You should be able to find several indispensable facts about eBay in the following paragraphs. If there's at least one fact you didn't know before, imagine the difference it might make.

The information about eBay auctions presented here will do one of two things: either it will reinforce what you know about eBay or it will teach you something new. Both are good outcomes.

Many first time eBay sellers have one thing in common – their eBay auctions flop. Many of them flop time and time again, with the seller never understanding what is going wrong. The seller ends up doing hours of research looking for the perfect item to sell, gets the auction set up, and waits for the bidding to begin. Hours go by and no bids are placed. Days go by, and there are still no bids – or there are very low bids. Finally the auction ends, and it turns out to be a total failure. Considering the huge number of sellers who run eBay auctions, there are specific things you must do, and specific things you must not do if you are to be successful.

There are many reasons why eBay auctions fail to produce. The most common reason is that the item is not in high demand. This problem can be avoided by doing the necessary research to determine which items sell well, and which items should be avoided. This research takes a great deal of time – but in the end, you will find that it is time well spent.

Another reason for eBay auction failure is pricing. No matter what your reserve price is, your opening bid price should never be more than \$50. A low starting price is how you will attract potential bidders to your auction. If you set that opening bid too high, most people won't even click the link to read the description for your item. Another pricing problem is lack of research. Before you set your reserve price, you must determine what your item is really worth, and the price of similar items that have sold in past eBay auctions.

Poorly written descriptions are another cause of failed eBay auctions. Poor grammar and misspelled words drive people away. Failing to post a picture of the item will also keep people from visiting your auction page. Pictures show the buyer exactly what he or she will be getting and give them an idea of the true condition of the item. Make sure that your item description is well written. A well written description with enough detail about your item is essentially your sales copy.

Exorbitantly high shipping prices scare people away from eBay auctions too. Find the lowest shipping prices that you can find, and consider paying for the shipping yourself if it won't cut into your profits too much. Do not charge handling fees.

Offer great customer service for all of your eBay auctions, and ask your buyers to give you feedback. If the items that you sell are everything that you said they would be, and you offer great customer service, you can expect wonderful feedback – and this feedback will help a great deal in your future auctions.

Those who only know one or two facts about eBay auctions can be confused by misleading information. The best way to help those who are misled is to gently correct them with the truths you're learning here.

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