



How do you build a business which works without you? A business which makes money 24/7, 365 days a year and even makes money while you are sleeping!

Use your computer, the internet and the chair you are sitting in now to build an online business that makes you a great income, creates real value in the world, and gives you the freedom to work WHEN you want... WHERE you want and HOW MUCH you want... and that you can run from anywhere in the world.

Follow along and take notes as I show you the critical things you need to know to build a six-figure (or even seven-figure) eBay business from the comfort of the chair you are sitting in now.

## The Four Freedoms of an Online Business:

Get a notepad, or open up a word doc or Evernote on your computer and jot down your answers to these questions:

1. **Automation Freedom:**

How would you spend your time if your business made you money 365 days a year by itself?

2. **Location Freedom:**

Where would you like to live/play/work if your work could be anywhere that had an internet connection?

3. **Financial Freedom:**

How would your life and that of your families be different when you own a six or seven digit income earning eBay business?

4. **Independence and Freedom:**

If having enough money to pay the bills were no longer an issue, what would you choose to do to fulfil your own purpose?



## Twelve methodologies to guarantee your success:

1. Over 90% of eBay sellers use “Best guess marketing strategies “which makes them very easy to beat. Today we all are so fortunate. All the data is at our fingertips so we no longer need to *GUESS* anything.
2. Don’t guess what to sell. Only sell proven products which have a proven sales history.
3. Don’t guess keywords. Only use the proven keywords which are getting the most sales.
4. Don’t guess optimisation. Only use data.
5. Don’t try and beat your competitors with price. Price wars kill the margin. Match the price of your competitor then beat your competitor through optimisation.
6. Build a business from the beginning which works without you. Don’t build a job for yourself; build a business which runs by itself without you.
7. Don’t sell small products which the Chinese can ship cheaper than you. Only sell products which weigh more than half a kilo or 1 pound.
8. Don’t try and get your listings to the top of eBay. This is a moving goalpost. eBay is continually showing items at the top which are not the top sellers. i.e. auction items coming up to the end of their auction time. They are also showing new listings there and also listings which are coming up to their closing time. Instead, your goal for each listing should be to be number one in a program like Terapeak which sorts all items by revenue. The seller which has generated the most revenue for each product has put the most money in the bank and that is all that matters. Most sellers do not do this.
9. Choose the correct methodology for your success. If cash is an issue, use a methodology to build your eBay business which requires no cash. The wrong strategy for your circumstances will slam the brakes on your growth. The right methodology will allow you to quickly grow to an unlimited size, no matter your circumstances and



without you! I will be going through the most popular methodologies in this training course.

10. Don't think too small. It does not matter what your circumstances are, even if you have no money, you can still build a multi-million dollar eBay business right now.

11. Don't be scared of learning. *"If you want something you've never had -you must be willing to do something you've never done."* — Thomas Jefferson

12. *"Growth and comfort never co-exist"* — Ginni Rometty

## The THREE types of people that this is perfect for:

1. You already have an eBay business and you're ready to take it to the next level.
2. You already have a bricks and mortar business and wish to get your goods online
3. You have no eBay business, no product and no cash for inventory.

*(If you fall into one of these 3 categories, you're going to love the next lesson I have for you... it's about the 3 primary types of eBay business... including Dropshipping, which is where you can start with no cash and no product, and you basically get paid to create your business.)*

## Exercise: Three Questions to Inspire Your First Million Dollar eBay Business...

1. ***Why do you want an online business?***
2. ***What does building an online business look like to you in terms of the two freedoms described above?***
3. ***What will having an automated online business do for your lifestyle and your family's lifestyle?***



*Please leave a comment below the video and tell me, “What would a successful eBay business mean to you?” Just scroll down and in the comments section, tell me what a successful eBay business would mean to you.*

## Looking ahead in the eBay Home Study Course...

### ***Lesson Two – Building a Million Dollar eBay Business with no Cash and Beyond***

In the next lesson, I’m going to show you the three specific strategies that have helped my eBay business generate millions of dollars in sales... and more importantly, it’s helped my students generate over \$500 million dollars in sales.

Those three strategies – Drop shipping, Importing and Flipping - will “meet you where you’re at”. They’ve been used by tiny solopreneur businesses... all the way up to major companies.

You’ll also learn how to automate your business so it gets bigger and stronger by itself.

### ***Lesson Three – The eBay Business Blueprint***

After the first two lessons, you’ve got the groundwork to build your eBay business. In this lesson we put it all together for you. You’ll get the full-out blueprint that shows you my full Million Dollar eBay Business Formula from a 30,000-foot level... and then drills into the details. And in the accompanying video, I’ll walk you through the entire blueprint.

### ***Lesson Four – Moving Forward and Next Steps***

This lesson is all about you moving forward. I’m a big fan of learning, and I believe that “learners are earners” and you can never be “too cool for school”.

But all the learning in the world won’t move you forward – so this lesson is all about you moving into action. I’ve had thousands of students build eBay businesses with huge success, and I want you to take your place in that army – and that’s what this lesson is about.