



SKYHIGH AUCTIONS

How to Boost your
Online Auction Profits
by 200% or more

Part 5



SKY HIGH AUCTIONS PRESENTS...

HOW TO BOOST YOUR ONLINE AUCTION PROFITS BY 200% OR MORE!

PART 5

Welcome back!

It's great to have you with us for the exciting conclusion of our very special 5 part Sky High Auctions mini series on how to boost your online auction profits by 200% or more.

Last time, we looked at different ways of increasing your profit margins, and today, we'll be finishing up by finding out how to increase the number of transactions that you make per customer.

Before discussing strategies for this technique, we just want to emphasise how important this part of the profit equation is.

When we said this fifth part of the 5-part course was going to be exciting, we weren't exaggerating!

You see, so many merchants on eBay sell to their customers one time and have no strategy for building relationships and receiving repeat purchases from their customers.

They completely overlook one of the fundamentals of a successful business: repeat customers.

You work so hard to get each customer, doesn't it make sense that you should try to hold on to them and encourage them to come back?

Building a repeat customer base is absolutely essential to a successful online business and yet it's hardly ever discussed in any of the eBay books or guides I've read.

So today, we're very pleased to be able to give you some of the ways you can get customers coming back to your store time and time again.

SECRETS FOR GETTING REPEAT CUSTOMERS

WAYS TO INCREASE YOUR TRANSACTIONS PER CUSTOMER

- **Stick to a limited number of niche markets.**

Selling in just 1 niche market is best. The reason for this is that, if you sell in just one market, for instance, fitness equipment, then you'll have a much higher chance that your customers will buy from you again and again. They are clearly interested in the area, and it's much easier to sell a sports ball to someone who's already bought an exer-cycle than to someone who has bought something completely unrelated. You'll also find it easier to source products as you'll need to purchase more items through the same suppliers, so you'll get a chance build good relationships and get better prices.



- **Cross-promote your listings.**

In your product descriptions, always include the phrase “Check out my other listings, I’ve got some great deals on ‘related product 1’, ‘related product 2’, ‘related product 3’ and more. That way people will be encouraged to look at your other items for sale, they may be even more interested in some of these than the original item they were searching for!

- **Always include a product catalogue and/or limited time discount coupons with your items when you ship them out.**

This will help sell other products in your range. You might even want to include a coupon so the buyer can purchase another of the same product at a discount for their friends.

- **Provide excellent, fast and efficient customer service and delivery.**

The better your service, the higher your feedback ratio on eBay and the more people will return to buy from you again.

- **Set up your own website and encourage visitors to bookmark your website.**

Set up a newsletter on your website so that you can email subscribers your latest specials, new shipments and so forth.

- **Remind people to purchase.**

If you sell seasonal products, such as Valentine’s Day gifts, consider emailing your customers who purchased gifts last year with your offers for this year.

Well, that’s it folks!

We really hope that you’ve enjoyed our 5 part video series on how to boost your online auction profits by 200% or more.

And the great news is this is only the tip of the iceberg!

We’ve created more than 55 step-by-step video lessons, written versions of each lesson, interviews with numerous eBay powersellers, and a whole lot more for the full Sky High Auctions course.

You’ll learn everything you need to know to make a killer living from online auctions.

Remember, Sky High Auctions launches **11am EST 6th March 2008**.

Until then please feel free to email me all of your questions. I am a real person and I’m here to help!

My direct email is jimmy@skyhighauctions.com

Sky High Auctions WILL make a lot of people A LOT of money over the course of the coming year and beyond, so keep your eyes peeled these next few weeks and I’ll be sharing with you very soon what we’ve been secretly working on for the past 18 months.

We’ll be in touch again soon – Bye!