



The Secrets Behind the \$10,000 Auction
And most of my other eBooks...

*A special report developed by
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(planetsms)*

About the \$10,000 auction:

The "\$10,000 auction" is an eBook which I launched on 19th February 2006. Whilst writing this report the auction has sold over 340 copies and earned me over \$3,400 to date. The best thing about the auction is that everything is fully automated and earning me money whilst I do nothing in terms of work. I am going to explain how I achieved this and how I will eventually make over \$50,000 as a result of that eBook and I will be as candid as possible.

However, before I explain the secrets of my success, and to keep up to date with the auction's progress, please follow the link below:

<http://www.tenthousanddollarauktion.com/>

About me:

For those people who do not know me my name is John Thornhill; I trade on eBay under the username **planetsms**. I constantly make over \$1,000 per week on eBay alone by selling information products. I hope this report helps you, if it does not, then I hope it gives you a few ideas. If you only learn one thing or get one idea from reading this report then it has still been a success for both of us.

The secrets are free:

I will start by explaining why I am giving my secrets / information away for free. However, just because it is free does not mean it is worth nothing, in the right persons hand's the information from this report could be worth \$1000s. In addition, some of you may not like what you read but you also want the truth.

So why are you giving this information away free I hear you ask.

It is quite simple really, **to make money.**

I want each and every one of you who read this report to view the \$10,000 auction, and possibly spend \$10 on the eBook I am selling. I am also writing this report for introduction purposes and to boost my reputation. Over the years, I have learned that your reputation is probably the most important asset you can have online. You must also do everything you can to become recognised, which in turn will help make you become a success. As you are reading this report you now know a little about me, and by the time, you read all this report, you will know what I am about and what I do.

Those are the foremost reasons for writing this report. Although I am giving you some excellent information free of charge, I hope that one day you will make a purchase from me at any of my websites.

Ok, now we have that out of the way lets get started!

You may/may not know this but eBooks are probably the easiest way to make money on eBay as everything can be fully automated. I am a fan of eBooks with resale rights simply for their viral nature. As other eBay members sell my products they are advertising my services. About 90% of all my website traffic comes from eBooks I have written myself. In fact the \$10,000 auction is the first eBook I have written without resale rights.

I am not going to show you how to create, a possible best seller, in the form of an eBook (if you want to find that out buy the \$10,000 auction). However, I am going to show you how I created the \$10,000 auction which will make me in excess of \$50,000 when I sell all 1000 copies. Remember, *this is just one product, you could create 100's of similar products yourself if you really wanted to.*

I sold over 100 copies of the \$10,000 auction within the 1st 24 hours of launching the product. The reason I sold so many was because I have a mailing list. This is the most important thing you need to be building with your online business.

THE MONEY REALLY IS IN THE LIST!

I cannot stress this enough, if you are not building a database of subscribers you may as well give up now. The purpose of **all** my eBooks is to build my mailing list; can you remember how you

acquired this report? **You needed to give me your email address.** Although I gave this report away, you must understand why I did this. I can now send you emails (as long as you don't unsubscribe), and then direct you to my newsletter, which can be found at:

<http://www.newsletter.planetsms.co.uk/>

However, I will not just be giving you advice; you will receive the odd offer from me, **and this is what online business is all about.** I can now send out an email to my subscribers, which in turn can generate \$1000's in a matter of hours. Moreover, everyday my list is growing and growing and I will continue to earn even more. You can be doing the same as long as you are motivated enough to create your own **information products.**

So, remember when you are creating any eBook you must try to capture your recipients email address. What I usually do is give away a few free eBooks from my website and then offer advice in the form of my newsletter.

I use **aweber** to manage my mailing list. I feel they are the best and their support is excellent. They are also spam compliant and all leads are double opt in so that you can never be accused of spam.

Check out **aweber** @

<http://www.planetsmsrecommends.co.uk/aweber>

Now do you understand why you received this report free? I wanted you to subscribe to my mailing list.

With my mailing list, I was able to launch my product and see a "rush" of sales in the 1st 24 hours. However, it was not just a case of launching the product, I also did what is known as a 'pre launch.' This is done to create a buzz and to get people looking for my next email. Here is a snippet from the email I sent 3 days before launching the \$10,000 auction.

The email subject was "Watch me make \$10,000 on eBay."

Thank you for choosing to receive my newsletter. My aim is to make you a better eBook seller on eBay.

The latest newsletter can be viewed online at
<http://www.newsletter.planetsms.co.uk>

Do you want to watch me attempt to make \$10,000 from one eBay auction?

This weekend I will be launching an eBay auction that will hopefully see me do just that.

When the auction goes live, I will let you know, look out for an email from me on Sunday.

Today's newsletter topics covered are: -

Writing your own eBook to sell on eBay

Maximise your profits using eBooks. (Guest article)

Download another collection of eBooks at no cost. Most are brand new and unreleased.

So, take a quick look at

<http://www.newsletter.planetsms.co.uk>

Regards,

John

First of all the subject "Watch me make \$10,000 on eBay" creates curiosity - if I received an email with that sort of title in my inbox I know I would have to have a look, wouldn't you?

When you read the email, you would be thinking, "how is he going to do that?" I know I would. Therefore, would you be looking out for my email on Sunday? Of course you would! I also remember this being discussed in one of my forums and everyone was trying to guess what I was going to do next and of course, to find out the answer you had to read my email when it arrived the following Sunday.

Therefore, the pre launch can be just as important as the launch and if done correctly, it will mean you make \$1000s very quickly.

The following Sunday (3 days later) was when I sent the email to launch the product.

Here is the email exactly as I sent it. The subject was simply:

"The \$10,000 auction has started"

Hi.

John – eBay member PlanetSMS here.

The \$10,000 auction is now live on eBay. Item number 5668462043.

I am attempting to make \$10,000 from a single eBay auction.

Take a look from the link below or search for item number 5668462043.

<http://www.tenthousanddollarauction.com>

Regards,

John

That was it, short and sweet!

I remember selling a copy within 1 minute of sending the email. People were obviously waiting for my email to come in. I also launched the product on a Sunday as research shows; this is when most people are online.

Now that the auction has settled down, I can sell anything from 1 to 20 copies a day. Not bad really considering everything is automated and I spend nothing on advertising!

So how do I promote the item after the initial spike in sales that came from my mailing? Here are some of the methods I am using to promote the auction:

1. Lets look at part of the title.

"Watch me make \$10,000 on eBay"

The title says it all "watch me". So of course, what many eBayers will do is watch the item. Every time they look at their watched items on eBay, mine will be there. However, if they never buy right away they may purchase later, especially once the items are almost sold out. In addition, I expect to sell the last 100 items in a very short space of time, and of course, once it gets down to 100 I will be sending out an email to my list explaining this.

Within a few hours of launching there was over 150 people watching the auction. If this were a regular auction (it is a store inventory item), it would have probably made a top spot on the eBay pulse <http://pulse.ebay.com/>. It may even have actually sold all 1000 items within 10 days, however I could not risk this as the auction needs to run till all the items are sold and I need a proof of purchase history so people can check how many items are sold. If the item were re-listed, this would be lost. This is why I run the auction as a store inventory item as a *'good till cancelled'* listing. Even if it takes 2 years to sell all the items, the auction will run for 2 years. So when you list any auction try to encourage the viewer to 'watch the item.' Also, as the auction is a store inventory item it only costs around 50 cents a month to run, which is

extremely cheap. One sale covers my eBay fees for over 12 months.

2. I always give the item a top spot in my eBay store. Check it out at:

<http://stores.ebay.com/PlanetSMS>

This means anyone viewing my store will see the item and possibly buy. All my eBooks link directly to my eBay store. Just as this one does.

3. I use a simple signature in my outgoing emails. Here it is:

Watch me make \$10,000 on eBay

<http://www.tenthousanddollarauction.com>

Anyone I send an email to will see that signature. As I get 100's of emails each day, this is very effective. You can use this method to promote your eBay store or higher priced items. In addition, the signature creates curiosity, as people want to see how I will make \$10,000.

4. I also have the exact same signature in any forums I visit. I go to many eBay / marketing forums and try to give advice where I can. This method also generates sales and boosts my reputation. Do not just Spam forums; make sure you are allowed to advertise in the form of a signature. If you are allowed simply get involved and offer advice. You will soon see the sales start to come in, especially if the eBook you are selling is the same topic as the forum, (e.g. If your eBook is about training your dog look for dog training forums and get involved).
5. I use other eBooks to promote the auction, just as I am doing now with this report. You may not have heard of the \$10,000 auction before reading this report but you have now.
6. I submit articles to article directories such as <http://www.article-planet.com>. This is another excellent free way to generate traffic.
7. I have links to the auction from some of my other sites. Check out my main site <http://www.planetsms.co.uk>

Above are the main methods I use. As you can see the signature (number 3) creates curiosity, as you do not find out what I am selling until you are viewing the auction.

So now, you are viewing the auction I have to try to persuade, you to buy. First, a good "eye catching" eBook cover is essential. I always use **planetdivinity** for all my graphical needs. Please feel free to explore this website for all your essential graphics. The site actually belongs to my friends David and Steve; they can create stunning eBook covers, so go on, and check out some of their work by going to:

http://www.planetdivinity.co.uk/ebook_designs.html

If you need graphics done David is the man to see. I believe every eBook you sell should have a professional looking cover as people really do judge an eBook by its cover.

You will also notice I have a matching domain. Once again, I believe this is essential to sell any product. I generally use 1&1 for all my domain and hosting needs. They are the worlds largest domain company so they must be doing something right. If you need a domain, check them out at:

<http://www.planetsmsrecommends.co.uk/oneandone>

Then there is the sales pitch, believe me I am not a very good copywriter. However, all I can do is to try to explain as much as I can about the product, and then explain the benefits of buying my product. I also try to be as honest as possible. Never lie or make false promises in any eBay listing, as you will suffer through eBay's feedback system.

Here are a few other methods I use that help with sales:

1. I display all positive questions in the listing, I have had a few negative comments but most people like the idea of what I am doing. This lets people know what others think and installs confidence.
2. **Very important** - I have a 30 day refund policy and I stick to it, if someone wants a refund I will let them have their money back, very few people ask for a refund but how many people would not have bought if the refund policy was not there?
Always have a refund policy and always honour it!

3. I deliver instantly and mention this in the listing. If a customer knows they can get your product as soon as they pay, they are more likely to buy. I use [My Digital Dispatch](http://www.planetsmsrecommends.co.uk/mydd) to deliver all my digital products. Check it out at: <http://www.planetsmsrecommends.co.uk/mydd>
4. I priced the item in US Dollars - although I live in the UK, I felt the title "The £10,000 auction" did not sound appropriate. I have also learned (from experience) that any product I offer my subscribers should be sold in US Dollars. Many United States users are not fully aware of the UK currency, however everyone knows the US dollar. Therefore, try to remember this the next time you offer a product to your subscribers.
5. The price is right, \$10,00 is not really a lot is it? I could have priced the item differently but I felt \$10,00 was right.
6. I offer two bonus eBooks, which I have written with resale rights. Both eBooks promote some other services I offer which help my business grow even more. All you have to do is offer relevant bonus products. If the bonus products are your own, which can be resold, you will start the viral process.
7. And probably the most important thing of all is my eBay reputation. The day you sign up for your eBay account you are putting your reputation on the line through eBay's feedback system - this is where it all begins. No doubt, when you buy something on eBay you will check the sellers' feedback, you may have already checked mine. Your feedback is the key to your eBay success so please look after it. Just be respectful and sincere in all your transactions and you will be fine.

Now here is the answer to the provocative question.

How will you make over \$50,000 when the sales of your eBook will only generate \$10,000?

It is quite simple really - I always **cross promote and upsell** my product's. Why, because from this report you now know about my eBay store, my website's and the product's I have on offer.

You will now probably know about my member's area, which can be found at:

http://www.planetsms.co.uk/member_offer.htm

I will sell many memberships because of this report and it is no different with the \$10,000 auction. It is what is known as an 'upsell'. You use lower priced eBooks to promote higher priced eBooks or programs. This is usually the main reason why people give eBooks away and I am no different to them.

I also promote <http://www.privatelabelplanet.com> from the \$10,000 auction and I know this has led to many subscriptions.

In addition, I make money from a few products I promote through affiliate programs, which are through recommendations in my eBooks. I will not hide the fact that if you choose to join aweber, 1&1 or my digital dispatch after reading this report I will receive a commission payment. **This method alone can earn you \$1000's per month.**

Well that is about it, I have spilt my moral fibres and let you know how I did it. Who knows, you could be reading this and the auction could have sold out. Therefore, why not have a look and see if there are any copies left at:

<http://www.tenthousanddollarauction.com/> (another upsell)

If you take one thing away from this eBook please, please, please make sure you start building a subscriber database. I really cannot stress this enough.

Thank you for taking the time to read this report.
If you have any questions or need some advice please feel free to contact me at admin@planetsms.co.uk

Also, if you liked this report please subscribe to my newsletter. You can do so from <http://www.planetsms.co.uk>

Until next time – Take care.
John.

To try and fail is at least to learn new things; to fail to try is to suffer the inestimable loss of what might have been.

Chester Barnard.

