



# **eBay Business Expert: eBay Business Expert: How to Grow your Business with the Power of Email Marketing, Social Media, and Crowdfunding with Kickstarter**

*Nick Vulich*

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**Are you anxious to grow your eBay business?**

**eBay Business Expert** is going to help you take your eBay selling to an all new level.

**Section 1** looks at **how to pick items that really sell on eBay**. When you use the advanced search tool and these simple tips and tricks I teach you, you won't have to depend on anyone else's list to find out what's hot.

**Section 2** examines email marketing and how you can use it to take your online business to an all new level. To drive the information home, I conducted an extended interview with Rob Cubbon, an expert in email marketing who gives you his take on how to approach the subject.

**Section 3** is a no holds barred look at social media marketing - Facebook, Twitter, Pinterest, and more. **Selling today is more about connecting with your buyers, and building lasting relationships. The days of one-and-done selling are over.** Start connecting with your buyers, and watch your business grow. And, to give you that extra boost, I interviewed two sellers who are stretching the barrier with social media marketing - Lauren Lerner and Cameron Loughlin.

**Section 4** discusses funding your business with Kickstarter. Crowdfunding is an all new way to fund your business, but if you aren't familiar with how it works there are a few things you need to know. The first is a **Kickstarter campaign can't be used to fund an entire business**. It's there to fund projects, so you need to learn how to develop your business through a series of projects. Hence, **just like the old potato chip commercial, one Kickstarter is not going to be enough**. Of course, I've included interviews with two people in the know on how to run a Kickstarter - Hanson Grant and Brandon Kelly.

And, by-the-way I saved the best part for last. **eBay Business Expert** is available in paperback now, and will be available soon as an audio book. **This edition features color illustrations for enhanced viewing pleasure.**

**Order your copy today, and start building your eBay business - one step at a time.**

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