

Title:

Grabbing Buyers From Reviews & Guides

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Summary:

eBay Selling: How To Sell On eBay & eBay Auction Seller. From dot Com sites: MyAuctionAcademy

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Article Body:

One of the lessons that eBay has learned in recent years is that content is king. To be honest

Some of the most recent developments to encourage user-provided content were: eBay Wiki, eBay

These features have been largely ignored by most eBay users, but they present a powerful oppor

The opportunity that exists in eBay Reviews and Guides is great because it's a flexible and op

According to eBay's own definition, Reviews and Guides (which are actually independent section

Note that eBay limits reviews to specific types of products that they list. 'Guides' are short

There are two key ways to benefit from these sections of eBay:

1. Use the free information as a research resource for creating your own information products.

2. Write informative and useful information about the niche that you sell in, and then promote

The first point should be self-evident. Reviews and Guides is a rapidly growing information re

The second area is a little more complex, but don't be put off, because it represents an outst

1. Have a friend or relative post an objective review of your product. Make sure it's realisti

2. Write a Top 10 products review for your industry (guess which is No.1?)

3. Write a 'white paper' report about a product that you sell.

4. Write a guide that explains how to use your product.

5. Write a guide that explains unusual uses for your product.

6. Write a guide that explains the pitfalls to look out for in hiring a service you offer.

7. Write a guide that gives tips and advice within some aspect of the niche that you sell in.

8. Write a guide that explains how to replace or repair a product.

Be as creative as you like, and remember that you can include pictures, photos, illustrations,

Also, in preparing your writing, ask yourself what people would be most interested in reading

Obviously, don't stop after producing your first one, aim to produce a steady stream of review

Both reviews and guides can be voted on by readers, so make sure you keep an eye on that, as y

