



# The 7 Essential Steps to Successful eBay Marketing

*Janelle Elms, Phil Dunn, Amy Balsbaugh*

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In this must-have book for eBay entrepreneurs, eBay experts reveal how to reach the more than 100 million registered users and catapult your sales. Learn how to make listings stand out, inspire buyer confidence, close a sale, and keep customers coming back. An eBay University Instructor, a Fortune 100 marketing specialist, and an eBay PowerSeller offer valuable marketing insights and tried-and-true techniques for propelling eBay sales to the next level.

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