

《How to Sell Clothing》

图书基本信息

书名：《How to Sell Clothing, Shoes, and Accessories on eBay (平装)》

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内容概要

Publisher Comments:

For the first time, guides that focus on a specific eBay category

In the past few years, one radical new technology has leveled the playing field for small businesses to compete with large corporations: eBay has drastically transformed the way people sell products in this global, high-tech world. Now Entrepreneur turns its expert guidance to eBay with new Pocket Guides.

Packed with innovative, practical advice, the new Entrepreneur Pocket Guides on eBay teach you how to stand out from the crowd and make a huge profit in eBay's competitive marketplace. You'll be privy to insider tips and techniques specific to the hottest categories on the site, including designing listings, setting prices, providing customer service, marketing, financial management, using eBay tools and resources, and more. Plus, exclusive eBay PowerSellers in each category reveal the lucrative strategies that bring them hundreds of thousands of dollars in annual sales.

For years, buying clothing and shoes on eBay was viewed with suspicion: who wants to buy someone else's old apparel without knowing what condition it's in? But the recent proliferation of items with the tags still attached has caused this category to jump up to more than a million and a half items. Tips for where to buy products cheaply and how to sell for a big profit abound in this guide.

From the Back Cover

Turn Fashion into a Fortune

Whether you're selling vintage or new items, we'll show you how to attract buyers and bids in eBay's second-largest category. This unique category poses a host of issues. Navigating them is a breeze when you have lists of sources for even specialty and hard-to-find items, as well as insider tips on pricing strategies and inventory management from top clothing, shoe and accessories PowerSellers.

Learn how to:

1. Stay ahead of the curve by identifying up-and-coming fashion trends
 2. Choose a niche—from vintage cowboy boots to brand-new wedding dresses—and become an expert in it
 3. Make customers' purchasing decisions easy by including all relevant size information
 4. Set a fair return policy
 5. Determine the best displays for presenting any product
 6. Take photos that perfectly showcase your merchandise
- Plus: eBay PowerSellers' exclusive category tips!

Book Dimension

Height (mm) 190

Width (mm) 189

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