

## Increase Your eBay Profits Without Relying on eBay!

While it is possible to earn a full time living on eBay, it is a mistake to depend solely on eBay for your income. You could be using your eBay auctions to generate a huge amount of business for other products and services! Many people, however, fail to fully utilize eBay's resources to this end.

eBay has over 100 million members, and they gained those members by continually running major marketing campaigns. Essentially, they do your marketing for you. But you have to help yourself as well. The key is to drive people to your auction page, which in turn can be used to drive traffic to your website.

You can sell many different items on your website, including items that are up for auction at eBay! This is a fabulous way to earn income that does not rely on eBay auctions. You can easily accept website payments with a Paypal account, so there is no need for an expensive merchant account!

You are not allowed to include the website address of an outside website on your auctions - you are, however, perfectly welcome to place a link to your website on your eBay 'About Me' page. Invite your bidders and potential bidders to view your about me page, and watch the website traffic roll in!

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