

## How to Use the Promotional Tools on eBay

eBay wants you to be successful. Essentially, if their sellers are not making any money, eBay is not making any money - or not enough money. eBay does have one other very small source of revenue, which comes from the sellers. This revenue is realized from the promotional tools that actually help you, as a seller, have more successful auctions.

The promotional tools on eBay are very inexpensive. For instance, you can have a bold listing for just a few cents. Highlighted listings are equally inexpensive. These two tools could easily raise your final price by as much as 25%! Not all promotional tools cost money. Many of them are free. The available promotional tools found on eBay are product finder, gallery, bold, highlight, border, gift services listings, subtitles, featured home page, featured plus, featured gallery, keywords, co-op advertising, and optimized listings.

If you are serious about making money from your eBay auctions, or if you are selling just one high ticket item, you should definitely take advantage of the eBay promotional tools that are available to you. These can easily be found through your sellers account.

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