

[My Internet Business Basics: Selling To Where Online](#)

Before you start your own site, selling things, it's worth your while to take a look at the established selling services out there. They can be a good place to "get your feet wet" as it were, and start selling things before investing a lot of time and effort into your own site. A lot of businesses never "graduate past them", and you shouldn't feel obligated to do so with your business.

There are two my internet business sales options we're going to review - eBay (which you've probably heard of) and Etsy. Both give a venue for you to sell to qualified buyers, and both have their ins and outs, including ways to automate product loading. Understand that we're not endorsing either of them - just providing a conduit of information for you to make an informed decision from.

eBay offers options to having your own store or just your own auction site. You can personalize it however you want. You decide the price, shipping price, descriptions, and pictures. It is relatively simple to figure out and there is already a customer base. People from all over the globe recognize and use eBay. If you are going to venture here, avoid the places that will help you sell your things on eBay. They charge up to 30% of the purchase price. Doing this also will not help you reach your goal of launching your own webpage.

eBay offers several options, including having your own eCommerce store, or even a custom auction site. You can personalize it to suit your own business, and there's a lot of flexibility in setting the sale price, descriptions and pictures, even shipping options. eBay's primary strength is the user community; everything on eBay has been tested repeatedly, and there's extensive documentation that's very good to work from. Do avoid any service that offers to "list things for you" on eBay. It's easy enough to figure out how to do it on your own.

My internet business reviews Etsy as a similar site to eBay, but it focuses on handmade things. Etsy charges smaller listing fees than eBay does, but has a smaller clientele. That said, Etsy's clientele is looking for handmade things, and it has a comparable set of options for setting your own custom web shop. Etsy has a few more search options than eBay does, like a color search wheel, even a geolocator. The aim for Etsy is to be the online equivalent of a crafts fair.

eBay is more labor intensive than Amazon, but the percentages that they take out are less. eBay has moderately high listing fees, so keep that in mind when planning your sales patterns. eBay is the ideal forum for selling things you buy locally, or retailing something you buy at wholesale. By the time you've outgrown an eBay shop, you'll be well set on setting up your own eCommerce site.

Checking out the sales niche means checking out the competition. Unless it's a really popular item (like, say, an iPhone), you're going to want to narrowcast your sales items. Always search for the item you intend to sell and look for other people selling the same thing or similar items. Watch how their auctions and sales options run.

Finally, keep your options open. Never ever sign an exclusive deal, and always be on the lookout for new products you can sell; not all products have to be made of atoms. Informational products are also a natural product for the Internet, and may be the product type that catapults you into doing your own web shop.

About the Author

Come visit [My Internet Business](#) to discover more methods to build clicks to your sites. [Trisha Frauenhofer](#) is an online marketing expert who enjoys sharing her most powerful online secrets.

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