

The Misspelling Bee (and other eBay Arbitrage Opportunities)

Published by James J Jones
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What is an Arbitrage?

You may have heard the word "arbitrage" in relation to the securities or currency markets. According to Dictionary.com an arbitrage is "The purchase of securities on one market for immediate resale on another market in order to profit from a price discrepancy."

There are arbitrage opportunities in other markets as well.

In fact, any situation where there is a difference in the price of something in two different markets presents an arbitrage opportunity. The arbitrageur simply buys at the lower price and sells at the higher price, insuring a profit.

If you know what to look for this is the type of situation that you can exploit on eBay.

What Makes eBay Such a Fertile Ground for Arbitrage Opportunities?

Simply put, many sellers don't know how to list their auctions correctly. They make very basic mistakes which essentially hide their auctions from buyers looking for that particular item.

I call these "poorly listed" auctions.

Couple this with the fact that there are millions of auctions running at any given time and you have a continuously renewing source of arbitrage opportunities.

Now let's look at some different types of poorly listed auctions.

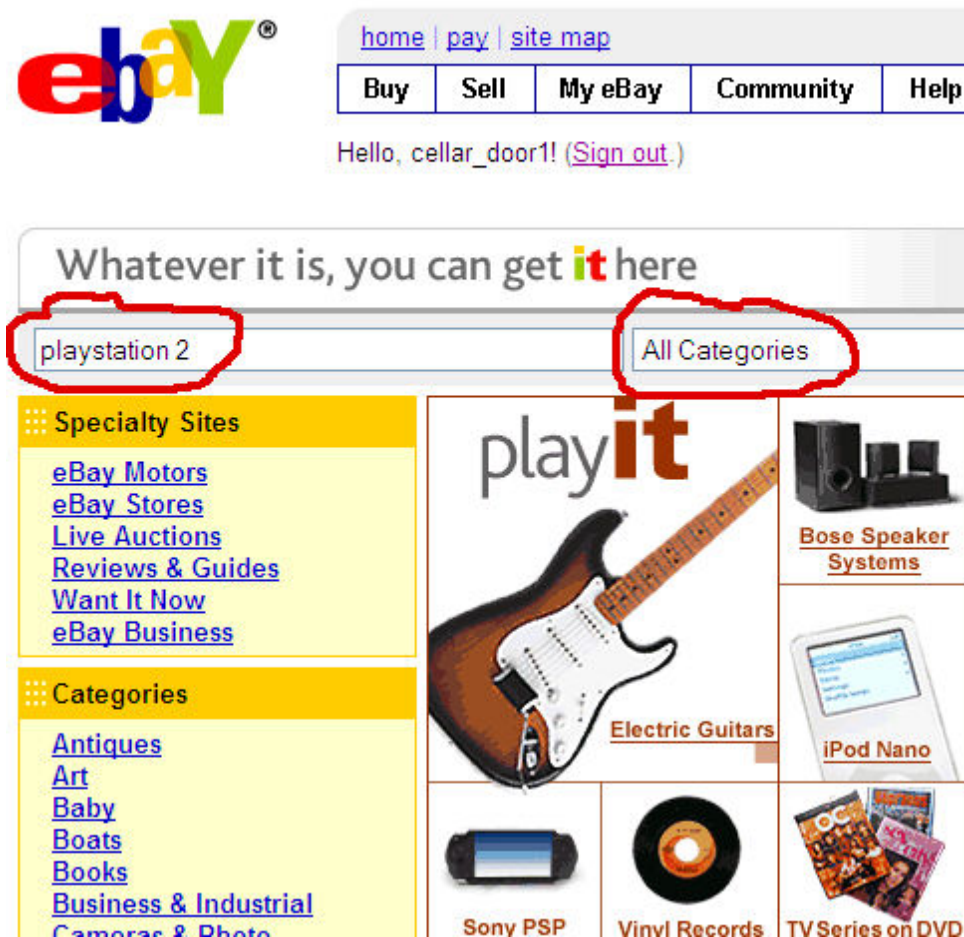
The Misspelling Arbitrage.

This is probably the most well known arbitrage. It occurs because many sellers don't realize how important their auction title is to the success of their auction.

Let's take a step back and talk about the auction title and why it's the key to getting multiple bids and a high final value for an item.

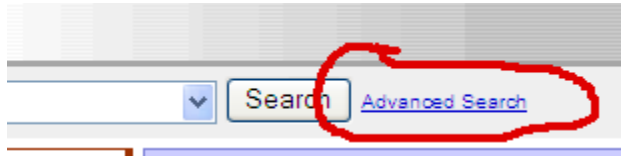
Most buyers on eBay use the search box on eBay's main page to find the items they are interested in bidding on.

Here's an example of a search from eBay's main page:



Notice I'm searching for "playstation 2". The only search option I am given is to search "All Categories" or a specific category. Most people search All Categories because that is the default.

Now, here is the first trap that catches a lot of sellers: The default search only searches the auction title and NOT the auction description. In order to search the description the buyer has to click the Advanced Search link to the right of the Search button:



This will take them to a separate page where they can choose to search Titles and Descriptions for the occurrence of their search phrases:

A screenshot of the eBay Advanced Search page. The page has a yellow header with 'ms' on the left and 'Custom' on the right. Below the header is a yellow banner with the text 'Learn more about saving fav'. The main search area includes a text input field with 'playstation 2', a category dropdown menu set to 'All Categories', and a 'Search' button. Below the search input is a link to 'general search tips' and 'advanced search commands'. A red hand-drawn circle highlights the checkbox labeled 'Search title and description', which is currently checked. To its right is an unchecked checkbox for 'Completed listings only'. Below these are three dropdown menus: 'Sort by' (set to 'Time: ending soonest'), 'View results' (set to 'All items'), and 'Results per page' (set to '50'). At the bottom of the search area is a link for 'Advanced search'.






As you can probably imagine, very few people go to the trouble to find this Advanced Search page and click the "Search Titles and Descriptions" check box. In fact, according to eBay, only about 12% of searches use this option.

Search Results of Titles Only Search:

59027 items found for playstation 2

List View | [Picture Gallery](#)

Compare Item Title

<input type="checkbox"/>		High Rollers Casino (Playstation 2) NEW FACTORY SEALED
<input type="checkbox"/>		Max Payne (Playstation 2)
<input type="checkbox"/>		SONY PLAYSTATION 2 SYSTEM-BROKEN-DEFECTIVE-BROKEN PS2
<input type="checkbox"/>		Namco Museum (Playstation 2)
<input type="checkbox"/>		Tony Hawk's Pro Skater 3 (Playstation 2)

Search Results for Titles and Description Search:

543906 items found for playstation 2

List View | [Picture Gallery](#)

Compare Item Title

<input type="checkbox"/>		SPHINX AND THE CURSED MUMMY(BRAND NEW)POR PS2
<input type="checkbox"/>		Dead to Rights Strategy Guide
<input type="checkbox"/>		Cowboy Bebop PS1 IMPORT Rare 1998 MINT w/ Spine card
<input type="checkbox"/>		Triple Play 2002
<input type="checkbox"/>		Ice Age 2 II Two Meltdown NEW Nintendo DS NDS Pre-sale

Since most buyers are only searching for the occurrence of their search phrase in the title and not the title and description any search phrase that does not occur in the title will not show up in the search results.

It's really just a matter of basic math: The fewer times the item comes up in the search results the fewer people who will click on the listing. The fewer people who click on the listing the fewer the number of bids. The fewer the number of bids the lower the final value.

Did You Know: An item with at least 1 bid gets over 1000% more clicks than an item with 0 bids! (source: www.Sellathon.com)

The results? One misspelled word can mean the difference between 200 people seeing the listed item or only a handful seeing it.

But what about people who browse the auctions instead of searching? There are some browsers and in some small niche categories there may be quite a few people who literally monitor every single listing but for most people eBay has gotten so huge with so many listings, they find the items they are looking to bid on by doing the simple keyword search. Then they browse the returned results.

So, how do you use this to your advantage? Search for key words that have been accidentally -- or even intentionally* -- misspelled in the title. It doesn't matter if the word has been spelled correctly in the description because most buyers don't search that way.

How Do You Find These Misspelled Auctions?

Simple – you search for them.

**Are you wondering why someone would intentionally misspell a word? They only have 55 characters for the title so if they run out of space they may shorten or abbreviate the word – not knowing this is the kiss of death for their auction! (insert evil laugh here :)*

Come up with common misspelling of popular products. Enter these misspellings into the eBay search box. Since you are looking for these misspellings specifically you will find auctions that are essentially hidden from 99% of eBay searchers.

Here's a great misspelling tool you can use to generate misspellings:

<http://www.searchspell.com/typo/>

Just enter your keyword – spelled correctly – and this tool will return a number of possible misspellings. You can then copy these misspellings into eBay's search box and location auctions that have these misspellings.

Now let's look at using some advanced search techniques to search for multiple misspellings at a time.

Most people don't know this but you can search eBay for auctions that contain one keyword OR another keyword. To do this enter your keywords in parenthesis separated by commas like this:

(keyword1, keyword2, keyword3, keyword4, etc.)

The only limitation is you are limited to entering 300 characters in the eBay search box so you'll have to pick and choose which misspellings to use.

This search will bring up any auctions that contain *any* of the four keywords.

Here's an example – using common misspellings for the keyword, “playstation”:











(plastation, playstion, playstaton) All Categories

Search title **and** description

154 items found for (plastation, playstion, playstaton)

List View | [Picture Gallery](#) Sort by

Compare Item Title [PayPal](#)

<input type="checkbox"/>		HOT SHOTS GOLF OPEN TEE PSP PLAYSTATON GAME HOT SHOT	
<input type="checkbox"/>		HOT SHOTS GOLF OPEN TEE PSP PLAYSTION GAME HOT SHOT	
<input type="checkbox"/>		Syphon Filter The Omega Strain PS2 NEWnSEAL Playstion 2	
<input type="checkbox"/>		6 Playstion 2 Controllers, Airflo, EA sports NO Reserve	
<input type="checkbox"/>		Tiger Woods PGA Tour 2004 Playstion 2 (PAL) Complete	

Notice there are 154 items found. The first and second listings contain the misspelling "playstaton" while the third, fourth and fifth contain the misspelling "playstion." (You can't see it from the image above but there are 56 items that contain the third misspelling, "plastation.")

As mentioned above you are limited to 300 characters in your search string so you can't simply copy and paste all the results from <http://www.searchspell.com/typo>. You'll need to pick and choose which misspellings to group together.

Now what you need to do is study closed auctions for the particular item you are searching for to determine what your bid should be.

Search eBay's Closed Auctions to find occurrences of the exact same item that have sold in the past to determine the *true* value of the item.

Here's how to Search Closed Auctions

Let's say we're looking for misspellings of cell phones.* Here is an example of one I just found on eBay:



[Nice Audiovox - Verizon CMDA-8940 Color Cel
Phone](#)

\$9.99 [Calculate](#)

1d 14h 36m

Looking at the auction that looks like a really nice phone. The seller says it works and is in good condition and they provide several other pictures that show that the phone has a few scratches but that it powers up. Shipping to my address is \$4.05.

Now, We Need To Do Some Research To See If This Is a Hot Item that We Can Make a Good Profit On.

The phone itself is an Audiovox CMDA-8940. It has Verizon service so that is going to limit the potential market to just Verizon customers. Let's see what we can find.

The first thing we need to do is figure out the obvious search phrase to find this particular phone – and weed out phones that are not like this one. My first thought is this phrase: *audiovox 8940 CMDA cell phone verizon.*

Now, go to eBay and click the Advanced Search link. That will bring up the Advanced Search page, just the same as when we were searching titles and descriptions.

Now, enter the search phrase in the search box and this time check

**Come on -- do people really misspell "cell phone" as "cel phone"? Absolutely! Granted some people misspell it on purpose in order to have their auctions show up if buyers inadvertently type in "cel" instead of "cell" but there are auctions every day were people spell it as "cel phone."*

the box that reads, "Completed listings only." This will show us listings for items that have closed within the past 10 days.

For now leave the "Search title and description" checkbox unchecked:

Enter keyword or item number **In this category**
audiovox 8940 CMDA cell phone verizo All Categories Search
See [general search tips](#) and [advanced search commands](#).
 Search title **and** description Completed listings only
All of these words

The results are not exactly what I expected:

0 items found for **audiovox 8940 CMDA cell phone verizon**
Show only: Completed listings [Show all](#)

Get more results with fewer keywords:



- 6 items found for **audiovox 8940 CMDA cell phone verizon**
- 9 items found for **audiovox 8940 CMDA cell phone verizon**
- 10 items found for **audiovox 8940 CMDA cell phone verizon**
- 96 items found for **audiovox 8940 CMDA cell phone verizon**










No items found. That's not good. Maybe this item isn't very popular after all.

Sometimes it helps to use partial model numbers. We'll also eliminate "Verizon" for now. Let's try this: *audiovox 8940 cell phone*

101 items found for **audiovox 8940 phone cell** [Ad](#)
Show only: Completed listings [Show all](#)

List View | [Picture Gallery](#)

	Bids	Price*
 Audiovox 8940 Cell Phone Holster w/multi-position clip		Buy It Now \$0.99
 Audiovox CDM-8940 CDM8940 Cell Phone Leather Case Pouch	1	\$2.97

	AUDIOVOX 8940 CELL PHONE SWIVEL BELT CLIP HOLSTER PH	0	\$0.01	\$5.95
	Lithium LONG LIFE CELL PHONE Battery Audiovox cdm-8940	0	\$3.99	\$8.49
	Audiovox 8940 Cell Phone Holster w/multi-position clip		Buy It Now \$0.99	\$3.76
	Audiovox CDM-8940 CDM8940 Cell Phone Leather Case Pouch	0	\$2.97	\$6.98
	Lithium LONG LIFE CELL PHONE Battery Audiovox cdm-8940	1	\$3.99	\$8.49
	Audiovox 8940 Cell Phone Holster w/multi-position clip		Buy It Now \$0.99	\$3.76
	Audiovox CDM8940 CDM 8940 Color Flip Cell Phone Verizon MINT Condition - Car Charger - Home Charger - Manual	23	\$234.45	\$10.00
	Audiovox CDM-8940 CDM8940 Cell Phone Leather Case Pouch	0	\$2.97	\$6.98
	6 AUDIOVOX CDM-8940 8940 CELL PHONE ACCESSORIES	0	\$6.50	\$6.74
	Lithium LONG LIFE CELL PHONE Battery Audiovox cdm-8940	0	\$3.99	\$8.49

Bingo! Now we're getting somewhere.

There were 101 items found. Most are batteries, chargers, cases and other cell phone accessories. But look at the one item that sold for \$234.45! Compare that to the picture of our potential arbitrage phone and they look the same. Another thing is very interesting. Our misspelling seller also appears to be dyslectic. The phone she has listed as an 8940 CMA is actually a 8940 CDM.







Now that we have the correct phone model let's do another search. This time we're also going to use some negative keywords to eliminate some of the clutter. Here's the search phrase I've come up with: *audiovox 8940 CDM cell phone -charger -accessories -battery -case*

Notice I've highlighted the negative keywords. What this will do is return results that have all these words: **audiovox 8940 CDM cell phone** but NONE of these words: **charger, accessories, battery case**

Hopefully that will eliminate some of the clutter and show us only what we want to see:

6 items found for **audiovox 8940 CDM cell phone -charger -accessories -case -battery** [Add to Favorites](#)
 Show only: Completed listings [Show all](#)

List View | [Picture Gallery](#)

	Bids	Price*	Shipping to USA (edit)
 Audiovox CDM8940 CDM 8940 Color Flip Cell Phone Verizon MINT Condition - Car Charger - Home Charger - Manual	23	\$234.45	\$10.00
 Audiovox - CDM-8940 - Verizon Cell-Phone - GOOD COND!	3	\$42.00	\$14.99
 AUDIOVOX CDM8940 CDM-8940 CELL PHONE HEADSET HANDSFREE	0	\$0.99	\$4.99
 Audiovox - CDM-8940 - Verizon Cell-Phone - GOOD COND!	4	\$81.00	\$14.99
 AUDIOVOX CDM8940 CDM-8940 CELL PHONE HEADSET HANDSFREE	0	\$0.99	\$4.99
 Audiovox - CDM-8940 - Verizon Cell-Phone - GOOD COND!	1	\$39.99	\$14.99

Ok, that's looking good. There are still a couple of irrelevant results (both for headsets) but we can easily ignore them – or we could run another search with a -headset to eliminate these items. What's

important is the auctions that are selling the same phone are getting a good number of bids and a great final value. Also, notice all the phones sold are Verizon phones.

Another thing you can do to find out how much the item is truly worth is to research the item on Amazon and Price Comparison websites.

The item is listed on Amazon:

Audiovox CDM8940 EV-DO Phone (Verizon Wireless)

Other products by [Audiovox](#)



Share your own

List Price: ~~\$399.99~~
Our Price: **\$99.99** (when purchased with new service plan)
You Save: \$300.00 (75%)
Special Offers: \$150.00
Price After Special Offers: \$-50.01

Availability: Usually ships within 24 hours

This item ships for **FREE** with **Super Saver Shipping**.

The retail price of the phone is \$399.99 but it's being offered for a price of \$99.99 with a catch: You must sign up for new service in order to get the discounted price. That's not really comparing apples to apples because our phone doesn't require you to sign up for a new service plan. (although you must be Verizon customer) The \$399.99 list price is probably inflated so let's keep looking.

Entering the search phrase: *audiovox 8940 CDM* into Google we turn up this listing at Pricegrabber:

CDM-8940 Cell Phone (CDMA, 1.3MP, Mini SD Card)



Manufacturer: Audiovox
Model: CDM8940

PRODUCT INFO CDM-8940 Cell Phone	
Latest Prices Manufacturer's Specs Rate this Product Track th	
Complete List of Retailers	
Sort by Retailer	Price + Sort by Price + Ap
PageComputer Merchant Info	\$201.98
TheNerds.net Merchant Info	\$231.80

Ok, so now we're seeing the low prices for a brand new phone at \$200.00. A "like new" one sold on eBay for \$234.35. Comparable used phones are selling for \$40 -- \$80 on eBay.

I believe I can get close to the high end of the used value for this phone. My final selling price should be \$70 -- \$80 plus shipping. I want to make at least \$30.00 so I'm going to make my maximum bid \$35.95. With shipping* the most I will pay for this item is \$40.00.

*Always remember to calculate shipping costs into your final price. If shipping isn't listed in the auction email the seller your zip code and ask for the exact shipping costs to your address. Occasionally a seller will purposefully list a very desirable item using a misspelled word but with an inflated shipping charge. This is known as a "red herring" and its purpose is to trick arbitrage opportunists into thinking they're getting a steal. So, you end up winning a \$40.00 item for \$9.99 but the shipping ends up being \$25.00. Always know exactly what you are paying for the item before you bid.

Now, we've found a good arbitrage candidate, researched the true value of the item and determined our maximum bid price.

When should we place our bid?

That depends. If there are not any other bids on the item we need to go ahead and bid the minimum amount – no matter how much time is left in the auction.

Ok, I know what you're thinking:

"James, wait a minute! Everybody knows you should never bid on an item until the very end of the auction! You don't want to tip off other bidders to the fact that you are interested in the item and possibly starting a bidding war. Besides, you just stated earlier that an auction with at least 1 bid gets 1000% more clicks than an auction with no bid!"

And normally I would agree with you. But, arbitrages are a special situation.

The problem is if the seller realizes he has listed the item with a misspelled word he can revise the auction and correct the misspelling. That means bye bye arbitrage.

But there's a catch to making revisions: If there is at least one bid on the item you can't make any changes to the title of an auction. So, when you find an arbitrage you need to make sure there is at least one bid. If there isn't, place the minimum bid yourself. Just the minimum bid – no more.

Now at this point – whether you placed the first bid or someone else did -- you need to do one of two things:

- 1) Set a reminder in your scheduler to come back to the auction a few minutes before it closes to place your maximum bid.

Or...

- 2) Use a sniping tool or service to place your maximum bid.
(recommended)

Sniping is the act of placing a bid during the last few seconds of an auction, beating out the bidder who had the previous high bid. Since auctions end at a precise time – and you can see exactly what this time is -- if you time it right you can place your bid so the auction expires before the the previous bidder has time to respond.

You can snipe manually – just by waiting until the last few seconds of the auction to place your bid – but it is much more efficient to use a sniping service or tool and let it take care of all the grunt work. You can find a list of sniping tools at this link along with their associated costs:

<http://www.auctionbytes.com/cab/pages/sniping>

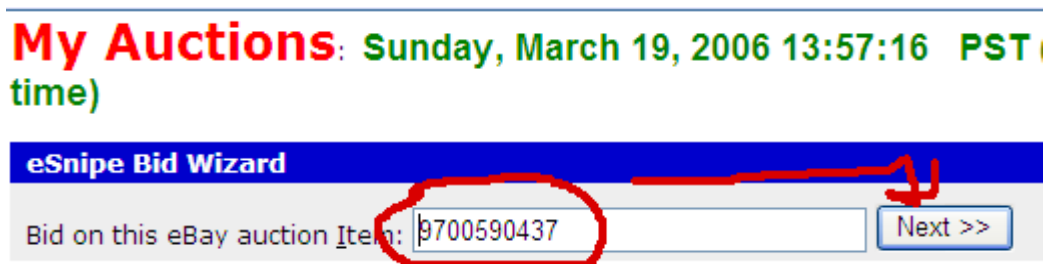
The one I use, and have been using for years, is eSnipe:

<http://www.esnipe.com/>

eSnipe charges 1 cent for every dollar value of the item only if you win. If you don't win there is no charge. You buy credits in advance and these are deducted from your account when you win an auction. So, a \$25.00 item would cost you 25 cents if you won.

Here's how eSnipe works:

After you log in simply enter the auction number into the box and click the Next button:




You'll then see this screen:

My Auctions: Sunday, March 19, 2006 14:00:24 PST (e time)

eSnipe Bid Wizard - Place new eBay Bid

Auction Description: Hewlett Packard HP 12c Financial Calculator HP 12 c
eBay Auction ID: 9700590437 (**eBayStandard**) Link to eBay: 9700590437
Start: Saturday, March 18, 2006 10:16:11 PST (eBay / Yahoo tim
End: Tuesday, March 21, 2006 10:16:11 PST (eBay / Yahoo tim
Auction Currency:
Current Minimum Bid: \$0.01 (UD)

✓ **Bid Checkup:** minutes before bid time. 

✓ **Buffer Time:** seconds before end of auction.

✓ **Maximum Bid Amount:** **eBay Account:** ▼

✓ **Which folder:** ▼

[Stop Bid Entry and return to Bid Listing](#)

From this screen you can also set several values:

Buffer time – this is the number of seconds before the end of the auction that esnipe will place your bid. I suggest you leave this to 6 seconds.

Bid Checkup – eSnipe will email you a reminder before the bid time. This is the number of minutes before bid time that eSnipe will email you the reminder.

Maximum Bid Amount – this is really the only value you need to be concerned with. Enter your maximum bid amount here.

eBay Account -- you can have different accounts set up so you can select the account you want to place the bid.

Tip: I suggest you keep a separate account just for buying arbitrage items. You don't want to get into a situation where a potential bidder can see by searching your buying activity how much you paid for the item. This might dissuade him from bidding.

Folder – You can set up different folders within eSnipe. If you have different folders use this option to select the one you want this auction stored in. I just leave mine to the default – Active Bids.

After you're satisfied with your selections click the "Place eBay Bid with eSnipe!" button and you're all set. If you need to edit your bid later click the "info" link and then click "Edit this bid."

Status	Item #	Bid Amount	Quantity	Buffer	Auction Bid Time	Info
Ready to bid	9700590437	\$15.00	1	6	03/21/2006 10:16:05	Info

Edit this bid, Delete this bid,

eSnipe Bid ID: eBay.25557837
eBay Auction ID: 9700590437
Auction link: 9700590437 (may not be available if r
Bidding account: eBay: **thecigarboxguy**
Bid quantity: 1
Auction description: Hewlett Packard HP 12c Financial Calc
Auction currency: UD
Maximum bid amount: \$15.00
Buy Now amount:
Reserve detected:
BidPoint charges: eSnipe only charges if your bid is a wi
Checkup minutes: 90
Checkup time: Tuesday, March 21, 2006 08:46:11 PS

Other sniping services work in a similar way. I've just found eSnipe to be easy to use, reliable and cheap. And it sure beats trying to snipe manually.

Ok, here's a simple misspelling arbitrage strategy to get you started:

#1) Do some research on eBay and find a hot, high demand product that has a high sell through rate.

#2) Determine a minimum price point for this product – the price above which this item will sell 90% of the time. This is the minimum price you should be able to get for the item when you sell it.

#3) Use <http://www.searchspell.com/typo> to find common misspellings for the product.

#4) Search for items using the misspellings.

#5) When you locate an item that is a good prospect determine what your maximum bid price will be for the item.

#6) If the item does not have a bid, place the opening (minimum) bid.

#7) Use a sniping tool to register your maximum bid.

#8) Forget about it! This is probably the most important step. Don't second guess yourself. If you get out bid don't go back and recalculate your numbers to see if you can bid more. This will become a never ending game you play with yourself and you'll eat into your profits.

The misspelling arbitrage is a numbers game. You'll win a few and you'll lose more. There are lots of people out there looking for "dimond," "bycicle," "perl neckless" and "camara." Try different smaller niches and more obscure misspellings.

Tip: Use the negative keyword search to eliminate occurrences of the target keyword from the misspelled search results.

Sometimes sellers will use misspellings in their auction title along with the correct spelling. They know that sometimes *bidders* misspell words in their searches and they are hoping to have their item show up in the search results for these misspelled searches. (that's a smart strategy by the way, because there will be less competition in those misspelled search results.)

The problem for us arbitrageurs is this will create a false positive for misspelled auctions because the item shows up in searches that are not misspelled. To eliminate these items from your misspelled search results simply include the negative keyword. For example if you're searching for misspellings of "playstation" type in this search:

(plastation, playstion, playstaton) -playstation

That will eliminate auctions that contain one of the misspellings along with the correct spelling of the keyword.

The Cross Auction Arbitrage

With this arbitrage you buy an item on eBay and resell it on a different auction site (or any other site that allows you to sell your used items)

For example, I know a guy who snipes video games from eBay and resells them on Amazon. He looks for specific games that he knows always sell well (and fast) on Amazon. He places tons of sniped bids and only wins a small fraction of the auctions but for the ones he wins he makes a very nice profit.

I've never done this myself before but I would imagine you could do the same thing with Movies or books.

In fact, here's a book I found on eBay that would have been a great cross auction arbitrage item:

JIMMY CORRIGAN THE SMARTEST KID ON EARTH HARDCOVER



View larger picture

Winning bid: **US \$16.50**

Ended: **Feb-11-06 07:56:03 PST**

Shipping costs: **US \$6.00**
Standard Flat Rate Shipping Service

Ships to: **Worldwide**

Item location: **Norwood, Massachusetts United States**

History: [4 bids](#)

Winning bidder: [s_one_s](#) ([64](#) ★)

You can also: [Email to a friend](#)

Listing and payment details: [Show](#)

Description

YOU ARE BIDDING ON A HARD TO FIND HARDCOVER GRAPHIC NOVEL BY CHRIS WARE
IT IS **JIMMY CORRIGAN THE SMARTEST KID ON EARTH**
BOOK IS IN NEAR MINT CONDITION. THIS IS A 1ST EDITION 1ST PRINT HARCOVER. IT IS ALSO SIGNED BY THE AUTHOR. C. WARE

Notice this is a 1st Edition, 1st Printing and it's signed by the author. Now here are some listings for the exact same item on www.Abe.com (a site for independent book sellers)

Jimmy Corrigan the Smartest Kid on Earth, SIGNED (ISBN: 0375404538)

Ware, Chris

Bookseller: [Bibliobeast](#)
(Novato, CA, U.S.A.)

Price: US\$ 425.00
[\[Convert Currency\]](#)

Shipping within U.S.A.:
US\$ 3.50
[\[Rates & Speeds\]](#)

Book Description: Pantheon Books, N. Y., 2000. Book Condition: Fine. Dust Jacket Condition: Fine. First Edition. Fine, clean and crisp, scarce first printing of this amazing graphic novel and literary phenomena. SIGNED and dated artistically in white ink by Chris Ware on the first black page of the starry sky.

Jimmy Corrigan: The Smartest Kid on Earth (ISBN: 0375404538)

Ware, Chris

Bookseller: [Half Price Books Austin](#)
(Austin, TX, U.S.A.)

Price: US\$ 400.00
[\[Convert Currency\]](#)

Shipping within U.S.A.:
US\$ 3.75
[\[Rates & Speeds\]](#)

Book Description: Pantheon, 2000, 2000. Hard Cover. Book Condition: Fine-. Dust Ja Good+. Ware, Chris (illustrator). First Edition. Hard Cover. Fine-/Very Good+. Signed FIRST edition of Ware's hardback collection of his famed Jimmy Corrigan strip. Inscript original Ware illustration. Book design by Ware with his unique meticulous art throu dustjacket extremities. Miniscule closed tear on front cover. Interiors are clean and : book. Signed by Author. Bookseller Inventory # rk00330

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Jimmy Corrigan: The Smartest Kid on Earth (ISBN: 0375404538)

Ware, Chris

Bookseller: [Twice Sold Tales Queen Anne](#)
(Seattle, WA, U.S.A.)

Price: US\$ 325.00
[\[Convert Currency\]](#)

Shipping within U.S.A.:
US\$ 3.00
[\[Rates & Speeds\]](#)

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Another thing you can do with the Cross Auction Arbitrage is buy items from one eBay site and resell on another eBay site. For example, buy golf clubs from eBay U.S. and resell on eBay Germany.

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The potential here is huge because other countries are hungry for U.S. products but many sellers will not ship worldwide.

The Positioning Arbitrage

If you think about eBay in its simplest form it is really just a collection of thousands of different markets.

Each of these markets contains people who are interested in the supply and/or demand of a certain type of product. So essentially you have people who are either supplying the product (i.e.: sellers) or people who are demanding the product (i.e.: buyers). And they pretty much stay within their own little world (i.e.: market) as far as a particular product is concerned. Sure, you may have buyers and sellers who are interested in many different markets but as it pertains to a particular product they all tend to congregate in the same place.

For example, if I am a collector of old advertising signs I will probably either browse in the eBay Category: "Collectibles Advertising" or I will search for keywords such as "advertising signs" "tin signs", or specific brand names of old signs. Likewise, if I am a seller of an advertising sign I will probably list my sign in the "Collectibles Advertising" category and describe it in the terms that a sign collector might use to search.

But as a seller, think about who would want your advertising sign. Collectors, sure. But what about people who have a recreation or billiard room? Possibly. And people who are more interested in the subject matter of the sign than the collectible nature of it? Absolutely!

For example, at one time on eBay there are several people listing old tin advertising signs -- the kind of signs you used to see on barns. Only these signs were replicas so their value to collectors was very little or none. And that was apparent when you look through page after page of listings with 0 bids. But, occasionally you would see an auction for one of these signs with 7 or 10 or 14 bids and a final

winning bid of 20, 30 or even 40 dollars. The signs were exactly the same. What gives?

The successful seller repositioned the signs to appeal to a completely different market by listing them under a different category and describing them with different keywords. Keywords that appealed to people who were more interested in the subject matter the sign promoted rather than the collectible nature of the sign.

For instance, one of the signs was a picture of the 3 Stooges playing golf. The successful seller listed it under Golf Balls and used words in the description that golfers would use when searching for golf merchandise. This sign had 14 bids and sold for \$20.50 but it was the exact same sign that was going for .99 cents to \$9.99 elsewhere on eBay. In fact most of the other auctions ended without a single bid.

This same seller also successfully sold a sign that promoted Heddon Fishing Lures in the Vintage Fishing Lures category. (8 bids and \$20.50 final bid price) The seller reasoned that people who are interested in Vintage Fishing Lures would probably be interested in a sign that featured a particular brand of fishing lure -- and he was right!

But the key is, anyone could have bought the same signs from other sellers on eBay for much less, repositioned them under a different category and with different keywords, and turned around and sold them for a profit!

I did the exact same thing in the Cigar Box niche.

Back a couple of years ago cigar box purses were really hot. I could go on eBay and find lots of cigar boxes that people had for sale but they did not include the word purse in the title. People who made the purses would search eBay for "cigar box purse" to try to find cheap purses.

I would use a search phrase similar to this: cigar box -purse -purses

and I could pick up really nice cigar boxes for \$1.00 -- \$5.00 and resell them for \$10 -- \$30.

When I relisted them I would use the title "Cigar Box for making purse, purses, handbag, pocketbook."

A cigar box to make a Cigar Box Purse was much more valuable than a simple cigar box – even though they were the exact same cigar box. It's all in how you position it.

This is not an easy arbitrage to do because it takes some time to find a good niche but when you do you will have the arbitrage opportunity practically all to yourself.

eBay's Arbitrage Early Alert System

Or, at least that's what I call it. eBay calls it: "Favorite Searches"

Favorite Searches is a very simple but extremely power feature that very few people use. Basically, after you enter your search terms and click the Search button you are presented with a link labeled, "Add to your favorite searches."

108 items found for **cel phone -cell** [Add to Favorite Searches](#)

List View | [Picture Gallery](#) Sort by: Time: ending soonest

<input type="checkbox"/>		Compare	Item Title	Bids	Price*	Shipping to USA (edit)
<input type="checkbox"/>			flip Cel Phone lighter necklace butane new Star tac		\$0.99	\$4.99
<input type="checkbox"/>			NIB EGGPLAN TRAVELON handbag travel bag purse cel phone	<i>Buy It Now</i>	\$21.50	\$6.50
<input type="checkbox"/>			MOTOROLA SPEAKERPHONE COLOR			

It's amazing that many people never notice this link! I didn't see it myself until someone pointed it out to me. I think people are so wrapped up in their search results that they just don't notice it.

Anyway, when you click this link you are taken to the "Add to My Favorite Searches" page:


Add to My Favorite Searches

Search Criteria
Items matching 'cel phone -cell'
Sort: Ending First

Search Name

30 characters maximum

Save Options
 Email me daily whenever there are new items for the following period:
Email notifications are a convenient way to see new listings you're interested in. [Learn more.](#)

 **Note:** Your current search criteria may result in an email sent to you every day. You may want to [refine this search](#) by adding more specific keywords.

[Cancel](#)

Here you can refine your search before you save it. Make sure you check the "Email me daily" option.

Are you starting to see how powerful this feature is? eBay is now your *Early Alert System* for finding Arbitrage Opportunities. It will email you when someone lists an item that matches your search criteria.

Now all you have to do is come up with some arbitrage searches and eBay takes care of the details.

The only drawback is you can only have 30 characters in a search string. So, you'll have to break up long searches into a series of shorter searches.

Turning eBay Sellers into Your Own Personal Drop Shippers

Ok, this is a little controversial. But, I get asked this question a lot so I'm going to cover it. Here's the question:

"With your misspelling arbitrage is there a way to buy the product, sell it, and then have the product go right to your buyer from the first seller" -- Ann

Basically, what Ann is asking is "can you take yourself out of the loop and just become a middleman who makes money from the transaction?"

The answer is "YES!" (but with a great deal of caution)

If you can pull it off you save a lot of money because you will no longer pay shipping costs. Instead of the item going from the seller to you and from you to the buyer it goes directly from the seller to the buyer so there's only one shipping cost – and the buyer pays it.

But, it's not quiet as easy as it seems. It takes A LOT of organizational skills. It's not so bad when you are only arbing one or two items at a time but when you have several or dozens at once it can become a nightmare.

Here's what works for me:

1. Set up separate accounts for buying and selling.
2. Set up separate email folders for items bought and items sold.
3. Under each Items Bought and Items Sold main folder set up separate folders for each item.
4. Label the item folders with the item number.
5. Keep a spreadsheet that cross-references bought item numbers with sold item numbers. The spreadsheet should contain all

- the details of both auctions, date bought, seller ID, amount paid, date sold, buyer ID, amount sold for, etc, etc.
6. After winning an item relist it as soon as possible as a 3-day auction.
 7. Sellers generally give you 10 days to pay so wait until the item has sold and send an invoice to your buyer.
 8. Pay the seller but tell him the item is going to a third party and you will provide him with the address as soon as you confirm it.
 9. Wait for the buyer to pay and pass the address along to the seller.

So, essentially what you are doing is creating mini drop ship deals – without the seller knowing that he is your drop shipper.

Be careful about using the seller's images without their permission. When I was selling cigar boxes I had stock photos that I took myself for the most popular boxes. I would use these photos instead of the seller's photos. Most sellers will give you permission to use their photo if you just ask. Just send them a message something like – "I would like to bid on your item but I am planning to resell it. Would you mind if I used your image to show my buyer?" Most of the time the seller does not care that you have relisted the item – they are just glad to have sold it in the first place.

Taking it to the Next Level

I've given you a LOT of information. And a lot of ideas. But, I have much more to tell you and much more to teach you.

The techniques presented in this little Arbitrage Exposé are *Child's Play* compared to the things I'll be teaching my coaching students.

In fact, there's one other type of Arbitrage that I didn't cover here because – unlike the other techniques – this arbitrage has a danger of becoming oversaturated if too many people know about it. I have to limit who I choose to give this information to.

I come from a family of teachers. My aunt was a teacher. My sister, brother, sister-in-law, ex-sister-in-law -- all teachers. And I've always enjoyed showing people how to do something brand new. It gives me a real thrill to see someone discover something they had never known was possible before. I guess that's why I like to share my knowledge with in you in these free reports and videos.

So, in the near future – for the first time ever – I'll be taking on a few personal coaching clients. I'll be teaching these clients all my eBay techniques – specifically where to find truly profitable high demand products to sell.

When I say *a few coaching clients*, I mean **very few**.

Two reasons:

First off, if I'm going to take on this responsibility I want to make sure I do it right. If too many people get involved I just won't be able to give them the personal attention they deserve.

Second, I have my own business to run – actually *businesses*. And I make far more money from my businesses than I could ever make from coaching simply because coaching requires a tremendous amount of time.

I hoard my time like a miser hoards gold.

So, to make sure I don't get overloaded I'm going to make the entry fee steep.

How steep?

I haven't settled on an *exact* figure yet but I'm thinking somewhere in the \$5000.00 -- \$8000.00 range.

Wait!

I'm still in the planning stages with this and at least two months away from even thinking about opening up the selection process.

Yes, there will be a selection process – I want to make absolutely sure the people I work with are ready to succeed.

Relax...

This is not an appeal to get you to tell me if you're interested or an offer to become one of (xx) number of people I will work with. I'll let you know when I start taking applications.

What I want to tell you about today is another – rather unique – opportunity.

It came about because I kind of jumped the gun when I first started thinking about this coaching program. I actually got the idea to do it back in December.

One of the things I wanted to do in addition to the coaching was provide a comprehensive course for my students that they could use to learn at their own pace. Sort of like a pre-requisite to the coaching classes.

So I put together a package of training materials that shows how to find high demand product to sell on eBay.

This package includes:

- 3 hours and 9 minutes of Video instruction.
- 7 hours and 10 minutes of Audio interviews.
- 3-Ring Binder with transcripts of all the audios
- The Secret Arbitrage Technique I couldn't tell you about above
- Member's Only Website with Secret Software Tools and Insider Information (including my own Misspelling Arbitrage Finder Software that absolutely rocks!)
- A "What To Buy" Cheat Sheet
- Confidential eBay Hotsheets, and much more.

Since I was putting this package together for my coaching clients I obviously wanted it to look great. So, I went to a professional media replication and design company to put the whole thing together.

The Price Quote Just About Put Me In the Hospital!

I won't bore you with all the details but just to design the proofs for the CDs costs \$2000.00. That doesn't even include burning the CDs or the labels or anything else.

I only needed a few packages made up – I figured about 20 would do it -- but as it turns out I had to order a minimum quantity.

Actually, that's not quiet true – I COULD have ordered only 20 packages but it would have cost the same as ordering the minimum quantity.

So, long story short – I took a deep breath, pulled out my credit card and placed the minimum order.

The packages arrived yesterday. And I have a few extra available.

I'm putting away 20 packages to give to my future coaching clients. The rest I'm going to make available to my priority customers on a first come first serve basis. The price will be a fraction of what you would pay for coaching.

If you're interested, sign up for my priority notification list at:

<http://www.whatreallysells.com/priority>

By signing up you'll be the first to know when this package will go on sale plus I'll give you full details about exactly what's included.

To Your Success!

James