



# Success on eBay: A Source for Your Business



## Two Sessions:

Basics of Selling on eBay  
Tuesday, Nov. 3 | 8:30 a.m. to 4 p.m.

Building an eBay Store  
Tuesday, Dec. 8 | 8:30 a.m. to 4 p.m.

**SBDC**  
Small Business Development Center  
UNIVERSITY OF WISCONSIN-LA CROSSE

# Why use eBay to build your business?

eBay is comprised of millions of buyers and sellers around the world with millions of items available for trade every day. eBay can be your e-commerce engine enabling you and your business to develop new sources of revenue and your gateway to a global marketplace. Our two-part series is a practical learning experience.



## Basics of Selling on eBay Tuesday, Nov. 3

### Learn to buy and sell like a pro

Taught by certified eBay instructor, Stephanie Elsen. Learn how to create an account, titles and descriptions, determine pricing, shipping, returns, photography, PayPal, collecting payments, selling strategies, following up after the sale, and general eBay navigation. More specifically, this one-day workshop will teach participants how to:

- Become an eBay seller
- Research the eBay marketplace
- Identify what items may be good sellers
- Shoot product photography
- Manage listings
- Complete transactions
- Develop selling strategies
- Remain safe online

*Optional: a copy of The Basics of Selling on eBay can be purchased for \$20 before the start of the workshop.*

### General eBay Statistics

- 1.3 million people make a full- or part-time living on eBay
- More than 105 million items available worldwide
- 248 million registered eBay users worldwide
- More than 6 million items added every day
- More than 5 billion feedback comments left since 1996
- A digital camera sells every minute
- A forklift sells every four hours

## Building an eBay Store Tuesday, Dec. 8

### Strategies and techniques for the serious seller

Taught by certified eBay instructor, Jack Waddick. Do you have lots of "stuff" you would like to sell? Are you looking for a way to dramatically grow your eBay sales? Have you considered opening an online eBay Store, but are not sure how it works? More specifically, this one-day workshop will teach participants how to:

- Learn about the many benefits of creating an eBay Store
- Open an eBay Store as efficiently and effectively as possible
- Fine-tune an eBay store for maximum results
- Utilize numerous tips, tools, and strategies for marketing to the millions of buyers on eBay
- Manage inventory and your sales
- Evaluate results

*Optional: a copy of The eBay Stores Workbook can be purchased for \$20 before the start of the workshop.*

### eBay: A Source For Your Business

- Buy wholesale lots of items to add to your offering
- Buy office supplies
- Locate hard-to-find items
- Sell items from your product line
- Sell factory seconds, overstocks, or closeouts
- Liquidate obsolete items

# Program Instructors



## Stephanie Elsen

Facilitator, Basics of Selling on eBay  
Certified Education Specialist

Stephanie is a certified education specialist trained by eBay. She has taught hundreds of people how to successfully use eBay to make money.

Stephanie began selling products on eBay to help supplement her income.



She experimented first by selling factory-second lint rollers in bulk to dry cleaners and pet owners. She received good results and decided to continue by selling items she obtained at local auctions, garage sales, and directly from manufacturers. Stephanie has successfully used eBay to help businesses liquidate products, such as discontinued shoes, overstock snowmobiles and medical equipment.

Stephanie has been in sales and marketing for more than 10 years. She has served as the marketing and public relations account supervisor for Red Wing Shoe Company, sales and marketing manager for a medical device manufacturer, and is currently the marketing manager for a national software company, Red Wing Software, Inc.



## Jack Waddick

Facilitator, Building an eBay Store  
Certified Education Specialist

Jack is a certified education specialist trained by eBay. He has been making a full-time living "doing eBay" since 2005.

He has traveled throughout the United States and Canada as an eBay University Instructor. He is also a

Certified eBay Business Consultant and active eBay buyer and seller with more than 3,000 successful eBay transactions.



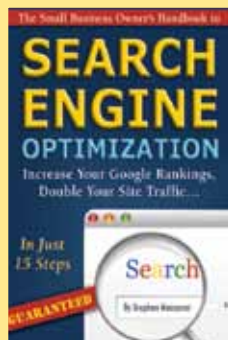
Jack was a featured speaker at the eBay LIVE Conventions in Las Vegas (2006), Boston (2007), and Chicago (2008). His passion for eBay selling is shared with all attending his classes. Jack's "Building an

eBay Store" class includes step-by-step instructions for opening and optimizing an online eBay Store as well as several "live" demos on eBay, and plenty of time for your questions.

# Web-Related Programs

## Best Tactics for Online Marketing Series

Consists of two sessions. Attend one or both. \$89 each or register for both sessions for \$142 and save 20%.



## Efficient and Effective Search Engine Optimization for Business Owners

Taught by Stephen Woessner, SEO expert. Ideal for small business owners and managers who want to learn an efficient and effective process for achieving Top 10 rankings in Google and other search engines while doubling site visitors. Learn how to select the best keywords, how to implement a practical and tactical 15-step process for optimizing content and building popularity, and how to measure results. Each attendee will receive a free copy of Stephen's book *The Small Business Owner's Handbook to Search Engine Optimization* (a \$24.95 value).

**Tuesday, Oct. 27, 2009 | 8:30 a.m. to noon**

## Create, Manage and Measure Effective Google AdWords Campaigns

Taught by Stephanie Elsen, Certified Google AdWords instructor. Ideal for small business owners and managers who want to learn the basics of search engine marketing (often referred to as pay-per-click or PPC advertising). This is a practical and tactical workshop that provides attendees with the knowledge they need to be able to create and manage their own Google AdWords campaigns. Learn basic pay-per-click terminology how to create a Google AdWords account step by step, how to create a Google AdWords campaign step by step, and how to use measure return on investment while refining future campaigns.

**Wednesday, Nov. 11, 2009 | 8:30 a.m. to noon**

Register and learn more at:

[www.uwlax.edu/sbdc/basic-management.htm](http://www.uwlax.edu/sbdc/basic-management.htm)

# General Information

## Basics of Selling on eBay

Tuesday, Nov. 3 | 8:30 a.m. to 4 p.m.

## Building an eBay Store

Tuesday, Dec. 8 | 8:30 a.m. to 4 p.m.

**Location:** UW-L Cleary Alumni & Friends Center.

**Free Parking:** Convenient parking is available. A parking permit will be mailed to you in advance.

**Fees:** Individual sessions are \$99 each. Register for both sessions in advance and pay just \$159, a savings of more than 20%. The fee includes material handouts, catered lunch, snacks and refreshment breaks.

**How to Register:** Please complete the adjacent form and return to SBDC via mail or fax. You can also register by calling **608.785.8783** or online at [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/).

**Cancellation Policy:** You must cancel your registration no later than five (5) business days prior to the start of the program to receive a full refund. Cancellations after this time will receive a refund less a \$10 administrative fee. Please note that if you "no show" or cancel the day of the program, you will be responsible for the full program fee. Substitutes are welcome and may attend in your absence.



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA). The support given by the SBA does not constitute an expressed or implied endorsement of the opinions, products, or services of the Center. The Small Business Development Center is part of the UW-La Crosse College of Business Administration. We are also a partner in education with the University of Wisconsin-Extension. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at 608.785.8783 to make arrangements. AA/EOE.

# Registration Form

- Yes, sign me up for Success on eBay Series. I'll save more than 20% and pay only \$159.
- Yes, sign me up only for Basics of Selling on eBay session on Nov. 3, 2009. The cost is \$99.
- Yes, sign me up only for Building an eBay Store session on Dec. 8, 2009. The cost is \$99.

To register for Best Tactics for Online Marketing Series, go to [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/) or call 608.785.8783.

name \_\_\_\_\_

employer/organization \_\_\_\_\_

mailing address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ ZIP \_\_\_\_\_

daytime phone \_\_\_\_\_

fax \_\_\_\_\_

e-mail \_\_\_\_\_

Check payable to UW-La Crosse

MasterCard  VISA

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
credit card number

expiration date \_\_\_\_ / \_\_\_\_

print cardholder's name \_\_\_\_\_

cardholder's signature \_\_\_\_\_

## Return this form along with payment:

By mail: UW-La Crosse SBDC | 1725 State Street  
La Crosse, WI 54601 USA

Or register with your credit card information:

By phone: **608.785.8783**

By fax: **608.785.6919**

Online: [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/) (follow program links)