

press release

you can't make money on eBay unless you've got stuff to sell; here's how (and where) to get it

new AMACOM book is the first to look exclusively at the most profitable inventory strategies available to online sellers

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For people who want to make serious money on eBay, the biggest questions are: one, what can I sell? two, where can I get it? and three, how do I get the best deals? eBay guru Joe Sinclair and product sourcing expert Jeremy Hanks answer all those questions and many, many more in **eBay Inventory the Smart Way: How to Find Great Sources and Manage Your Merchandise to Maximize Profits on the World's #1 Auction Site** (AMACOM; 30 March 2006; \$17.95 paperback). Covering more than twenty-five different types of inventory sources and revealing powerful strategies for maximizing the potential of each, Sinclair and Hanks have pooled their inside knowledge of eBay and online product sourcing to create the most comprehensive eBay inventory resource ever. Readers will learn how to:

- increase profits with drop shipping and co-op advertising
- deal directly with manufacturers
- work with national and local wholesalers
- obtain dealer status
- finance purchases
- use just-in-time delivery strategies
- take advantage of trade organizations and "work" the trade shows
- research product sales potential before buying
- buy closeout merchandise
- work with liquidators
- and even buy eBay inventory on eBay

Readers will also learn secrets for sourcing both in bulk and one specialty item at a time, with practical advice applicable to products in any price range and category.

The key to eBay success is finding reliable, ongoing sources of products, with great prices and terms the seller can pass on to customers. The most complete and accessible resource available, **eBay Inventory the Smart Way** is a power tool for building eBay profits quickly and consistently.

about the authors

Joseph T. Sinclair is the author of all the books in the eBay the Smart Way series, which have sold more than 140,000 copies. He has been interviewed by Entrepreneur magazine and featured on more than 100 radio programs. Mr. Sinclair lives in the San Francisco Bay area. Jeremy Hanks is cofounder and CEO of Doba, the leading drop shipper in the online product sourcing industry. Over 25,000 companies use his company's catalog of over 150,000 wholesale products to conduct millions of dollars in annual sales through online auction sites. Mr. Hanks lives in Orem, Utah.

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