



# **Selling Online 2.0: Migrating from eBay to Amazon, craigslist, and Your Own E-Commerce Website**

*Michael Miller*

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### **REMEMBER WHEN eBay USED TO BE A GREAT PLACE FOR SMALL SELLERS TO BECOME BIG SELLERS?**

Unfortunately, recent changes at eBay have made online auctions less reliable and profitable. So where can you sell when you can't sell on eBay? Online auctions are the past; fixed-price selling is the future. It's time to move beyond eBay and first-generation online selling and start Selling Online 2.0. Second generation online selling means migrating from eBay to other online marketplaces, including craigslist, Amazon, and your own e-commerce website. You'll need to make some new plans, learn some new skills, and change some of the things you do--but you'll find that there's more money to be made on your own than relying on traditional eBay online auction sales.

- Put together a plan to maintain your sales level and profitability--to counteract eBay's changes
- Discover how to shift from auction sales to fixed-priced listings on the eBay marketplace
- Find out if running an eBay Store or selling on Half.com makes sense for your business
- Learn out how to sell locally on craigslist and other online classifieds sites
- Discover how to sell fixed-price merchandise on the Amazon marketplace
- Find out how to launch your own e-commerce website--and promote your online store
- Learn how to sell products across multiple channels--and manage multichannel conflicts

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