

How to “digitally” automate your ebook and website sales



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What can digital delivery do for you...

1. There is always a 100% (instant) delivery rate of your products to your buyers
2. Your buyers can re-access their original purchased item link / download at any time (through ebay or through email)
3. No fraud or manipulation can take place using digital delivery
4. Will save you immense time compared to sending your purchased items off manually.
5. Extremely quick and simple! to set up and maintain.
6. 100% buyer and seller satisfaction!!

Don't get left behind in the dark ages!!!.....

Let your buyers instantly receive their digital purchase simply by using this new fast, simple, streamline, way to multiply your online sales to into 2007!!

As you may be aware, the problem with setting up auto-responders for use as a means for your buyers to instantly receive their purchased products can often be a complex and daunting task for most computer users to set up and maintain.

Auto-responding emails are not always 100% reliable in successfully delivering your emails and did you know that auto-responders also be manipulated / tricked into sending out emails to people who have not even purchased your product!

When you purchase an item, what do you look for....

If you had the choice to purchase the same item from 3 different sellers, all with good feedback, selling this item at the same price....

Who would you choose???

1. The first seller can send you your purchased item instantly after payment.
2. Another seller sends you your item by email manually, normally having to wait hours, sometimes longer to receive it...
3. Or another seller is offering the same item posted to you by snail mail....

Who would you rather purchase an item from???....

By using this very new and simple technology, your buyers will receive their digital product purchase (purchased item download / links etc.) automatically straight after they complete there payment via paypal



Please note that Ebay UK does not support the “digital delivery” of your selling items at present.

In order to list an item in this way you will have to list your listing in Ebay USA OR Ebay AUSTRALIA (This is how people do it!)
As you are listing in say Ebay USA (ebay.com) you rely on good title keywords in your listing title in which your item you list, will show up in a search made via Ebay UK browser. (Aswell as being in the category you listed in)_

Requirements to list a digital delivery item on ebay.com

To sell a digital item on eBay, you must:

- Use either **Fixed Price or Shop Inventory format**. (You cannot use an auction-style format.) You'll set a single Buy It Now price for the item.
- **Offer only PayPal** as a payment method so your buyers can access the item immediately once payment is confirmed.
- Use a PayPal **Verified Premier or Verified Business account**. This means that you've placed your bank account on file at PayPal and you accept credit card payments from buyers. If you don't have a Verified Premier or Verified Business account, you can [get your account Verified](#) and/or upgrade to a [Premier](#) or [Business](#) account.
- Provide a **file location or alternate delivery method** for your digital item.

In addition, you'll need to verify that you are legally authorised to sell the digital item when you list it. We recommend that you check eBay's policies on [Downloadable Media](#) before listing your item.

How to sell your digital products on Ebay.com (USA)

1. [Go to ebay.com \(USA\)](#)
2. Sign in as usual (same login world-wide)
3. Sell your item as you would normally but put in a category that supports digital delivery items (e.g. everything else, information services, other)

4. When a search is made using an ebay browser (UK or worldwide) your item will appear within the list of items for sale - use good keywords in your listing title as so your item for sale is found effectively using this method.
5. The cost of your item that shows up in a search will automatically default to the country in which your item is found - i.e. a UK search will show the cost of your item in Pounds sterling and not in dollars in which you listed it in.
6. Your listing will also appear in the category you placed it in on Ebay (USA)

Listing a digital item on eBay is similar to listing other types of items:

1. Begin a listing as you normally would by going to the Sell Your Item form or opening a listing tool (such as Turbo Lister).
2. If the eBay category you've chosen supports digital items, you'll see a "Digital item" section on the Title & Description page. Click the link "List as a digital file or information". The form will show specific fields and options for a digital item.
 - **File type, system specifications, or other requirements:** Provide any details buyers need to determine whether they can use the item. Specify the type of file (for example, MP3 audio file) as well as any special requirements for using the item.
 - **Legal agreement:** Please read the legal agreement carefully and verify that you are authorised to sell the item by selecting the option "I am legally authorised to sell this digital item".
 - **Selling format:** If you are an eBay Store seller, you'll be able to choose between Fixed Price and Shop Inventory format. Otherwise, Fixed Price format will be selected for you automatically.
 - **Pricing:** Specify the Buy It Now price for the item.
 - **Quantity:** You can sell multiple, identical copies of a digital item in the same listing (assuming you are legally authorised to do so). Specify the number of copies you would like to sell, up to a maximum of 10,000.
 - **Payment method:** As required, PayPal will be automatically selected for you, and no other payment methods will be available. In addition, the [immediate payment](#) option will be automatically selected, and the buyer must pay you according to the rules of that feature.
 - **Delivery method:** You'll need to specify how the buyer will obtain or receive the item. For example, will you provide a Web address where the buyer can download the item? Will you send the item to the buyer by email? Make your instructions clear and complete.

Note: Delivery information will be displayed to a buyer only **after** payment for the item has been confirmed.

- **Refund policy:** Specify whether you are willing to offer a refund if requested by a buyer. If so, specify the conditions under which you will accept requests and the type of refund you will give.

Important: Similar to other items that are not shipped and tracked, digital items are not covered by the [PayPal Seller Protection Policy](#).

In addition to the details you provide, eBay will include a standard message at the top of the item description to inform buyers that you are selling a digital item.

Completing the sale

When a buyer completes a PayPal payment for your digital item, they will receive the Web address or delivery instructions that you specified.

Extra Tips

- Include the words "digital item" in your description (as well as your title or subtitle if you have extra space). Some buyers will search using these words and find your item more easily.
- State clearly in your description that you are **not** selling a regular physical item that will be shipped. This will help prevent confusion among buyers who are less familiar with digital items.
- Buyers who purchase digital items expect to receive them quickly because no postage is involved. Provide an efficient delivery method (such as a Web address for downloading a file) to create a positive experience for your buyers.

How to digital delivery your products within Ebay UK categories.

If you do not want to list in Ebay USA or Ebay Australia and you want to stay within the Ebay UK categories, and still have a instant digital delivery of your item... you will need to purchase a separate software package in order to automate your digital item sales.

There are many software packages available to which will automate your sales via ebay (UK) / your websites and paypal

This is by far one of the best bits of software ive seen around! And after viewing them all I fully recommend this product to you...

For a lifetime licence ownership fee of approx. £35.00, once purchased you simply then add a very small section of html code within your ebay listings, websites etc... and that's it!

This program basically does all the rest! It is very simple you use and has some very good features included like limiting access to your downloads, securing access to your download website by password in which is the purchasers paypal email address! To name a few.

This very clever and simple to use software works with paypal and instantly delivers your download link to your customers on completion of their purchased item.

After using this software now for over 6 months, I can reassure you this is well worth every Penny of its lifetime ownership cost because the time this WILL save you and the feedback you WILL receive from your happy customers forever more is priceless! - Plus you now have a big edge over your competitors in the service you provide!.... Check it out....

Very well recommended - when it comes to selling digital products on the internet, this fool-proof, secure, easy to use software does everything you could ever ask for and more! - I now have a lot more time on my hands due to this software and your customers will love this streamline automatic "instant delivery" service 100%!!. I have tried and thoroughly tested this and now I simply rate this 10/10+++ to anyone.

Please click on the banner below for more information...



Other methods of automating your ebook sales

1. Auto-responder emails - (can be done using outlook 2003 and above)
2. Website auto delivery services - like www.payloadz.com

Many thanks for reading our information on how to automate your digital product sales, I hope this information was helpful to you

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