



# Married Millions

The Ultimate Business Guide  
For Married Couples

Everything You Need to Know About  
Starting a Home-based Business Together!

By **Samuel & Shani Leccima**

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## IS EBAY THE WAY?

Ebay is a popular way to sell products for profit. What started as a way for people to sell their used items online eBay has now developed into a huge business that is the most popular way to sell online. There are many pros and cons to becoming an eBay seller. Ebay is the fastest growing company of all time in terms of revenue.

### How eBay Works



Ebay is the site that hosts people's auctions for items. There are now three main areas of eBay. Regular, standard eBay is the auction forum we are all used to looking at. This is where people list their items for sale as they want. There are many sections that allow you to list items in the categories where people can most easily

find them. Ebay Express is a new part of the site where all items are brand new and offered at fixed prices. The third area of eBay is a section called eBay Stores. Users like you can open a virtual storefront with eBay. You can list some of your items for auction but can also have many more products available for purchase from the store.

Ebay can be used as a supplement to your other selling techniques or as the main method of sales for your product. If you want to start selling seriously on eBay you can become a power seller. You can order products directly from a wholesale company or drop shipper. List the products for sale and then take care of getting the products shipped to the customers. Drop shippers will ship products directly to your customers so you don't need to pre-order products, worry about warehouse space or shipping. Because eBay is based on auctions the pricing can

be very competitive. Sellers must find products that are priced low so that they can be sold with a profit.

There are two main types of sales on eBay – following current trends or selling in a niche. You may want to sell items that are currently popular. These often include electronic items and trendy toys. You can purchase the items through a wholesaler. You'll want to change items frequently as trends change. You'll need to follow the latest trends and keep up with what's selling well in order to continue to make money. The popular trends change often. If you are good at predicting what's going to be hot you can make it big on eBay. Ebay has made it easy to find out what the most popular items are each week by clicking on a whole section of information.

Niche selling is easier than trend selling and can be just as profitable. Niche selling depends on you choosing a particular type of item to sell. For example, you may want to have an online poster shop, shoe shop or handbag shop. There are literally thousands of choices to pick from. Once you choose a niche you'll need to find a wholesaler to accommodate your merchandise. Wholesale means that you'll need to be able to make purchases in bulk to take advantage of the best discounts.

### Ebay is Ideal for Married Couples

Married couples looking for a new business to start should consider starting an eBay business. Many couples have been enjoying success by selling on eBay. Take Windsor House of Shoes & More for example. The wife started the online shoe business as a part-time home business several years ago that quickly turned full-time.

The success that she has enjoyed so far has prepared them to take another leap. The husband recently quit his job to join the business full-time. They have a

business plan and inventory and have just hired two full-time employees to assist with the needs of the store. Their eBay store has allowed them to expand so much so that not only can they support themselves comfortably on their income but can also afford additional help.

## Logistics

The best scenario when opening an eBay business is to find a drop-shipper you can work with who will ship the products for you once they are sold. That being said, it's somewhat difficult to find one. Most businesses end up with stock. Stock can be a problem because you need to have a place to keep it and to prepare it for shipment.

Using a spare room for your eBay business is ideal. You will need to set up certain areas for your business. Depending on your products this may work out well in a spare room. As your business expands you may have the need to rent a warehouse and workspace. Setting up your spare room you'll need the following areas.

- ✦ Desk, computer, printer, workstation. The work desk area is necessary to get online to list eBay items and to print receipts and packing slips. The computer should be dedicated to this function. Add some basic accounting software so that you can keep your books easily. Quicken has a small business module that is perfect for this purpose. Make sure you have a working printer and a good high-speed Internet connection.
- ✦ Digital Camera and photo area. You'll need to take photos of the products for your eBay store. You'll need a basic digital camera and an area with a backdrop that can be used for taking photos. Several different colored sheets work well for creating the right backdrop. Choose the brightest

corner of the room and equip it with a curtain rod to hang the sheet and a table. Now you have a permanent place to take photos for your store.

- ✘ Inventory Storage. You will need to store your inventory in a neat and orderly fashion. The closet works well for this purpose. Remove any hanging areas in the closet, take off the doors and install floor to ceiling wire shelving. You can place clips on the shelves to indicate the stock that is to be kept there. This will make it easy to find once it's sold.
- ✘ Packing and Shipping area. Finally, you'll need a packing and shipping area. This should be a small desk area where you can keep boxes, packaging materials, tape and a scale. The area should include a section to hold inventory that has been sold. Once an item is sold it can be removed from stock and placed in the shipping area along with a shipping tag and receipt.

## Ebay Help

eBay makes it easy to learn how to sell on their site. They offer many instructional programs that teach the basics and beyond. eBay University offers two instruction courses. Selling Basics is for new sellers. It gives you everything you need to know to get started selling on eBay. The advanced course, called Beyond the Basics, is geared towards experienced sellers. Both courses offer tips and tricks to get you ready to sell. The classes are offered in person as well as on CD ROM and DVD.

Online tips and information is also offered that provides details on how to sell and how to increase your sales. The "help" section on eBay is user-friendly and provides information that you can use.

Before you start an eBay business, take a moment to read [how 15 Power Sellers built their businesses!](#) If absorbing this crucial, comprehensive information doesn't motivate you to success, what will?