

# 开启你的跨国生意之旅

## Ebay 生意与淘宝一些规则的基础讲解



[积友之家](#)

### 写在开头

首先，我跟高兴大家对我的信任，这份讲义是售价 1000 元人民币的限量版本 20 人。在不到一个小时内售完，足够感受到大家对我的信任。我想说的是，我从来都是一个点滴之恩涌泉相报的人，我可以这样说，当你们付款的那一刻起，你们就已经赚到了。

其实本身我也是因为人情原因，这个项目是给以前帮我处理公司一些杂事的朋友在做，因为他的个人原因，暂时没时间，外加资源不用就是浪费，所以决定限量象征性收费出售，本人从事提供收费咨询服务开始，很多朋友都赚到了钱，当然也有很多没赚到的，但是大家可以去问下是他们自己的原因，还是我的原因。

我给大家一个生活中的例子，如果一个老师，可以教出考上清华北大的学生，那么他也有考不上大学的学生，你们觉得那是老师的问题，还是学生自己的问题？

我希望每个人都能够认真的动手去做一些事情，这个世界上没有穷人，只有懒人，穷都是因为懒。

### 如何注册 EBAY 帐号：

首先打开 ebay.com 按如下图示注册：



点击 **Register**，你会出现如下信息：

Get started with eBay

Create your personal account or [start a business account](#).

First name  Last name

Email

Create your password

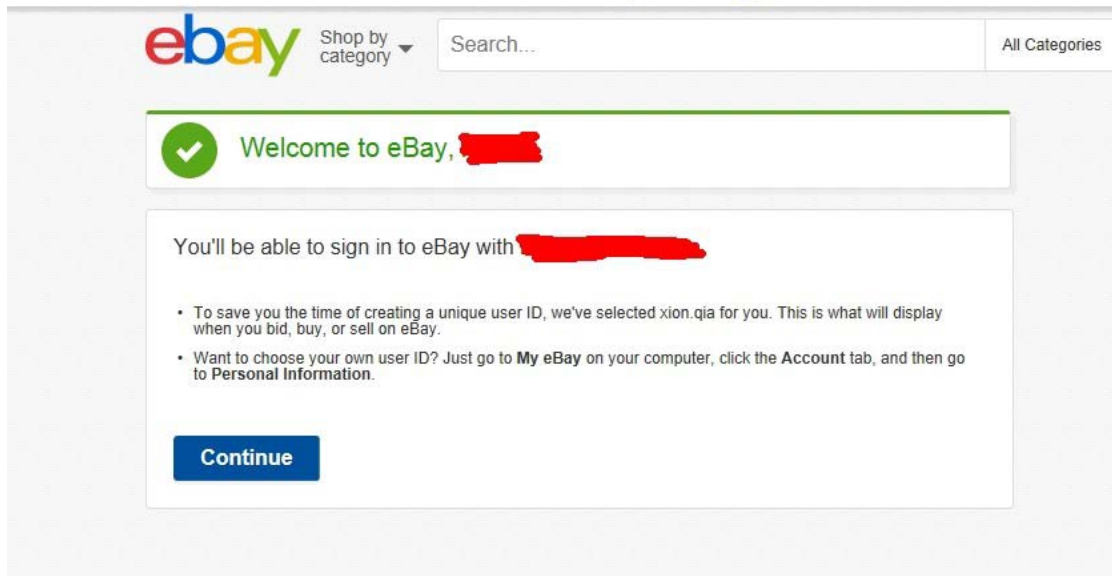
Confirm password

By clicking "Submit" I agree that:

- I have read and accepted the [User Agreement](#) and [Privacy Policy](#).
- I may receive communications from eBay and can change my notification preferences in My eBay.
- I am at least 18 years old.

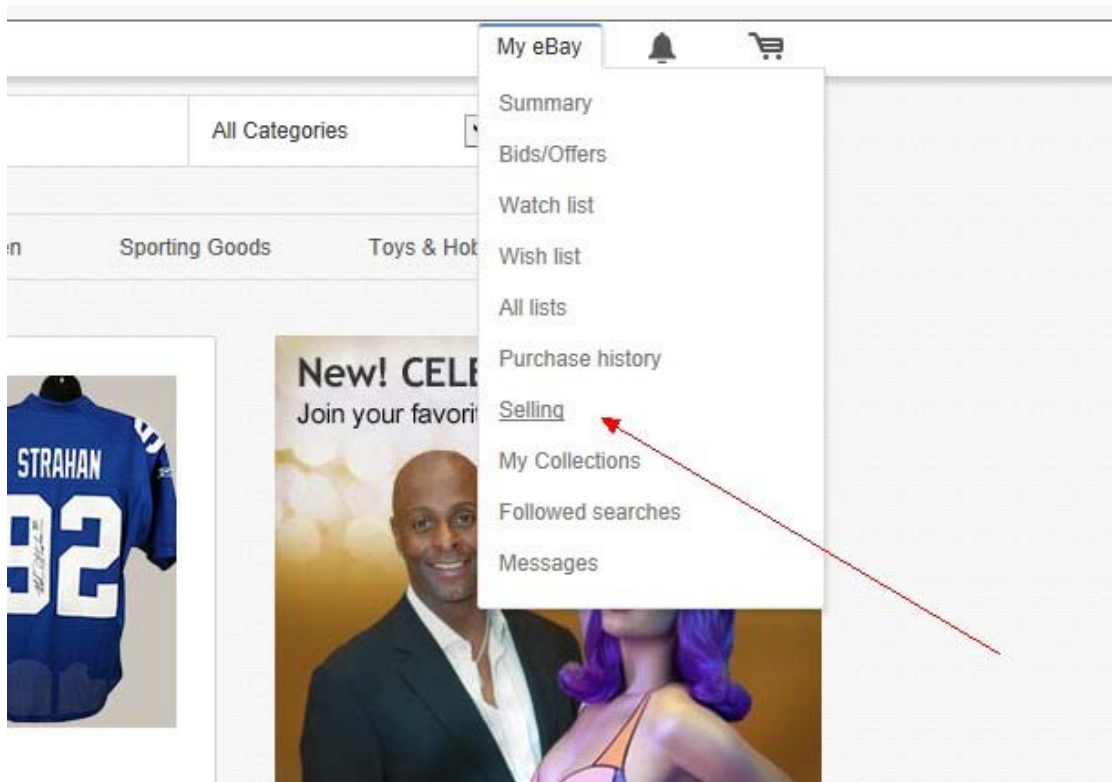
**Submit**

填写你的名字，信箱还有密码，名字可以用任意名字均可，点击提交后出现注册成功：

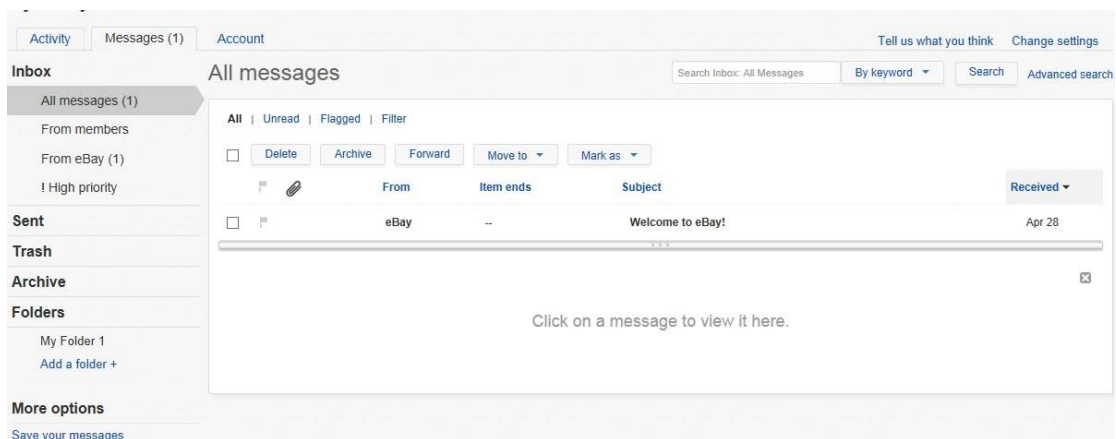


点击 **Continue** 进入你的帐号，这样你的帐号就注册完成了。

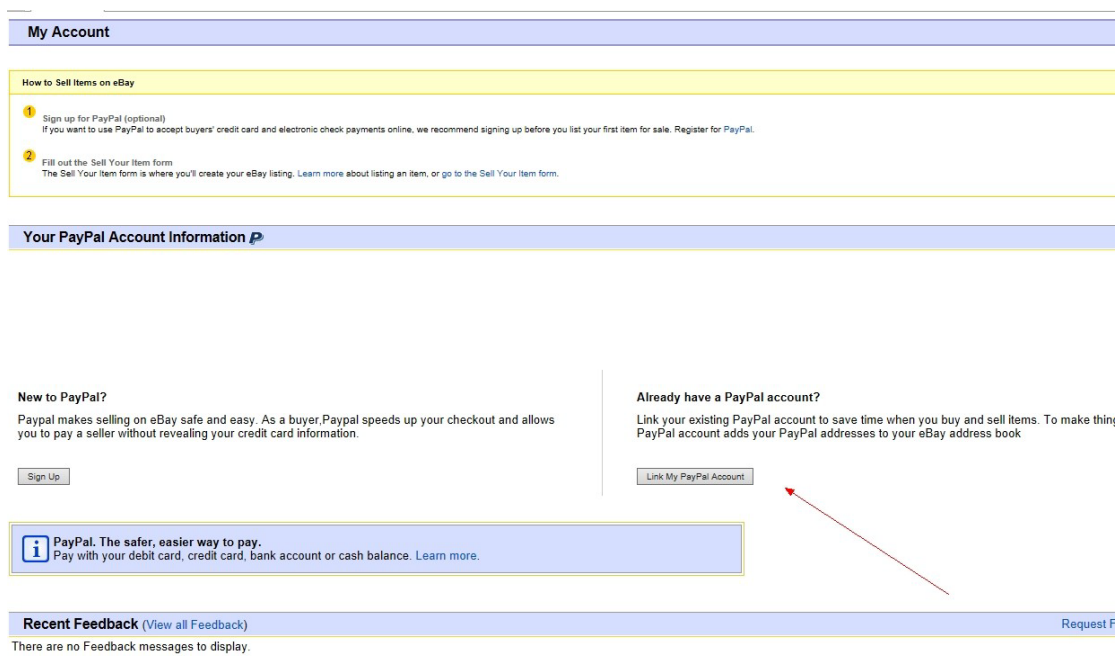
在 **My ebay** 那，点击 **selling**，进入你的卖家管理面板：



进去后点击 **Messages**，你会发现你已经注册成功了：



点击 **Account**，关联你的 **Paypal**，任意国家的都可以，同时在绑定的过程中，需要填写你的发货地址等，这个不需要过多讲解，应该大家都会：



点击 **Personal information**，把账户个人改成商业（此步可以选择不改）：

Home > My eBay > My Account > Personal Information

My eBay

xion.qia (0)

Activity

Messages

Account

#### My eBay Views

##### My Account

- Personal Information
- Addresses
- Communication Preferences
- Site Preferences
- Seller Dashboard
- Feedback
- PayPal Account
- Donation Account
- Subscriptions
- Resolution Center



#### Personal Information

##### Account Information

Account type

User ID

Password

Telephone PIN

About Me page

##### Email and Contact Information

Registered email address

Registered name and address

Instant Messenger IM alert provider

这样你的第一个 Ebay 帐号就注册完成了。

## 发布你的第一个商品：

我们都知道，什么样的商品是最没风险的？就是无本生意是最没风险的。Ebay 最好的一点是，你可以卖服务，比如一些国外的手机解网络锁，很多交易都是在 Ebay 上完成的，这里我们也选择一款产品作为我们的出售产品。

我们利用信息不对称，找到一款服务性产品：帮人升级希尔顿金卡。

这里介绍下希尔顿金卡，希尔顿酒店大家应该都熟悉，很多出差的商务人士特别是有国外背景的国外公司，都让员工至少入住五星级或者有一定要求的酒店，以免有损公司形象。

希尔顿的酒店，如果你是经常入住的旅客，你会有一个酒店的会员评级，蓝卡，银卡，金卡，钻卡。

这里我们重点来介绍希尔顿的金卡，希尔顿的金卡是所有大连锁酒店里，跟最顶级的钻卡差别是最少的。

你有希尔顿的金卡，入住希尔顿酒店，可以享受到如下待遇：

延迟退房到下午至少 1 点。

在房间许可的情况下，升级到行政套房，中间差价至少是 50 美元以上。

送双份的早餐，一般早餐价值少 200 元人民币。

还有等等的好处。跟钻石卡的区别是，钻石卡更容易让你升级房间而已。

这个会员卡，以前在国外的论坛有跟希尔顿合作单位卖过，50 美元一年；在国内，一些高年费的白金或者更高级别的信用卡，也送希尔顿金卡。比如招商银行的运通白金卡，年费 3600 元，送希尔顿金卡待遇。

所以，根本不需要担心这个产品没销路。

这个是最近朋友操作这个项目的收入截图，因为 Ebay 有 21 天的默认冻结货款期限，有些交易还没完全解冻，但是解冻是必然的：

| <input type="checkbox"/> | Date         | Type                                                                                             | Name/Email     | Payment status                      | Details                 | Order status/Actions                  | Gross   | Fee     | Net amount  |
|--------------------------|--------------|--------------------------------------------------------------------------------------------------|----------------|-------------------------------------|-------------------------|---------------------------------------|---------|---------|-------------|
| <input type="checkbox"/> | Apr 28, 2014 | Payment From                                                                                     | Hyejin Choi    | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 28, 2014 | Payment From                                                                                     | jung shin      | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 28, 2014 | Payment From                                                                                     | MIN JUNG YUN   | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 28, 2014 | Payment From                                                                                     | SEJUNG JANG    | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 28, 2014 | Payment From                                                                                     | EUNSOL LEE     | Completed - Funds not yet available | <a href="#">Details</a> | <a href="#">Print shipping label</a>  | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 28, 2014 | Payment From                                                                                     | sangwoon cho   | Completed - Funds not yet available | <a href="#">Details</a> | <a href="#">Print shipping label</a>  | \$49.99 | -\$1.75 | \$48.24 USD |
| <input type="checkbox"/> | Apr 28, 2014 | Payment From                                                                                     | sumi jeong     | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 27, 2014 | Payment From                                                                                     | wonseok kang   | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 27, 2014 | Payment From                                                                                     | Liam Ahearn    | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 27, 2014 |  Payment From | Roy Wallach    | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 27, 2014 | Payment From                                                                                     | SOYEON LEE     | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 27, 2014 | Payment From                                                                                     | Roy Wallach    | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 27, 2014 | Payment From                                                                                     | sungsoo kim    | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 27, 2014 |  Payment From | JONGGYU SHIN   | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 26, 2014 |  Payment From | hyejin park    | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 26, 2014 | Payment From                                                                                     | SEUNWOON JEUNG | Completed - Funds not yet available | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |

下面是上个月已经解冻的钱：

|                          |             |                                                                                                  |                  |           |                         |                                       |         |         |             |
|--------------------------|-------------|--------------------------------------------------------------------------------------------------|------------------|-----------|-------------------------|---------------------------------------|---------|---------|-------------|
| <input type="checkbox"/> | Apr 6, 2014 | Payment From                                                                                     | Planet Toys      | Completed | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 5, 2014 | Payment From                                                                                     | Wong Ying Tat    | Completed | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 5, 2014 | Payment From                                                                                     | Christopher Broz | Completed | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$1.75 | \$48.24 USD |
| <input type="checkbox"/> | Apr 5, 2014 |  Payment From | mokbel guimei    | Completed | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$20.00 | -\$1.08 | \$18.92 USD |
| <input type="checkbox"/> | Apr 4, 2014 |  Payment From | mokbel guimei    | Completed | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$2.25 | \$47.74 USD |
| <input type="checkbox"/> | Apr 3, 2014 | Payment From                                                                                     | Rickey Hart      | Completed | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$1.75 | \$48.24 USD |
| <input type="checkbox"/> | Apr 3, 2014 | Payment From                                                                                     | Ken Lieu         | Completed | <a href="#">Details</a> | Shipped, <a href="#">Issue refund</a> | \$49.99 | -\$1.75 | \$48.24 USD |

其实这个商品的成本几乎趋近于零：

我们在每个买家拍下你的商品之后，请找他们索取他们的希尔顿会员号以及 PIN。

然后打开：<https://www.hiltonhhonors.com/mbaacquisition2014/?ucode=CORNELL>

这个活动页面，在左边把他们的卡号跟 Pin 填写进去，外加填写一个 @cornell.edu 的信箱即可：

HHONORS

EXPLORE HHONORS | EARN & USE POINTS | OFFERS | MEETINGS & EVENTS

GRADUATE  
WITH GOLD.

SIGN UP BELOW TO EARN HILTON HHONORS™ GOLD STATUS

ALREADY AN HHONORS MEMBER?  
LOG IN NOW.

HHonors Account # or Username:\*

PIN or Password:

[Forgot password?](#)

Email Address:  
(Please use business school email address)

Log In >

NEW TO HHONORS?  
SIGN UP NOW.

First Name:\*

Last Name:\*

Address 1:\*

Address 2:

City:\*

Country:\*

State:\*

Postal/ZIP:\*

Email Address:\*

UNITE

Alaba

然后，你接下来要做的事情，无非是收封确认邮件，点击下面这个链接即可：



## YOU ARE ONE STEP AWAY FROM INSTANT GOLD STATUS!



Congratulations, you are one step away from receiving instant Hilton HHonors™ Gold status!

Please [click here](#) to complete your registration.



CONRAD  
HOTELS & RESORTS

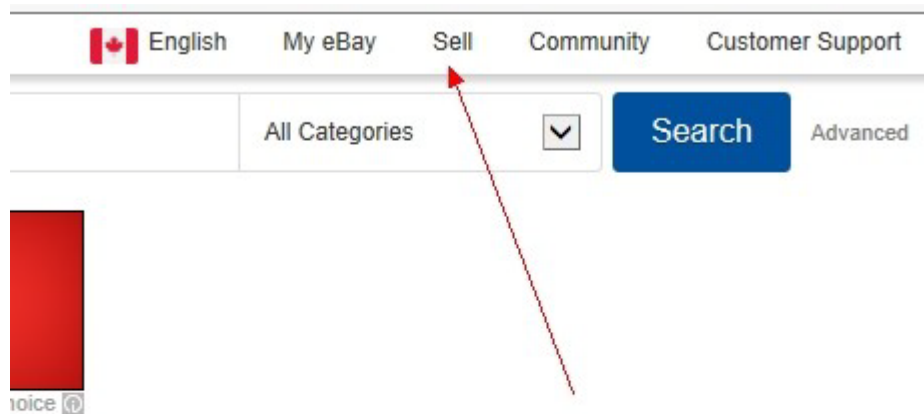


\*Offer is only valid for the recipient of this mail piece from the Samuel Curtis Johnson Graduate School of Management class of 2014 and is not transferable. You must also be a current HHonors Member or enroll in the HHonors guest loyalty program in order to receive instant Gold status. To activate your account visit HHonors.com/Cornell by June 30, 2014 and complete the entry form. Once you activate your status online according to the instructions above, your HHonors Gold status will be valid through March 2016. Afterwards, in order to maintain Gold status beyond that date, you will be subject to standard HHonors Membership Levels tier qualifications. Full details of Gold Member status will be mailed to you upon activation and attaining your Gold tier level status. This offer may be terminated anytime without notice. In-Room Internet Access, Fitness Center / Health Club Access, In-Room Movie and Bottled Water benefits may not be complimentary at properties with a resort charge. Gold status benefits are subject to hotel availability and vary by brand. Other restrictions may apply. For more information, please visit HHonors.com/Gold. Hilton HHonors™ membership, earning of Points & Miles™, and redemption of Points are subject to HHonors Terms and Conditions. ©2014 Hilton Worldwide

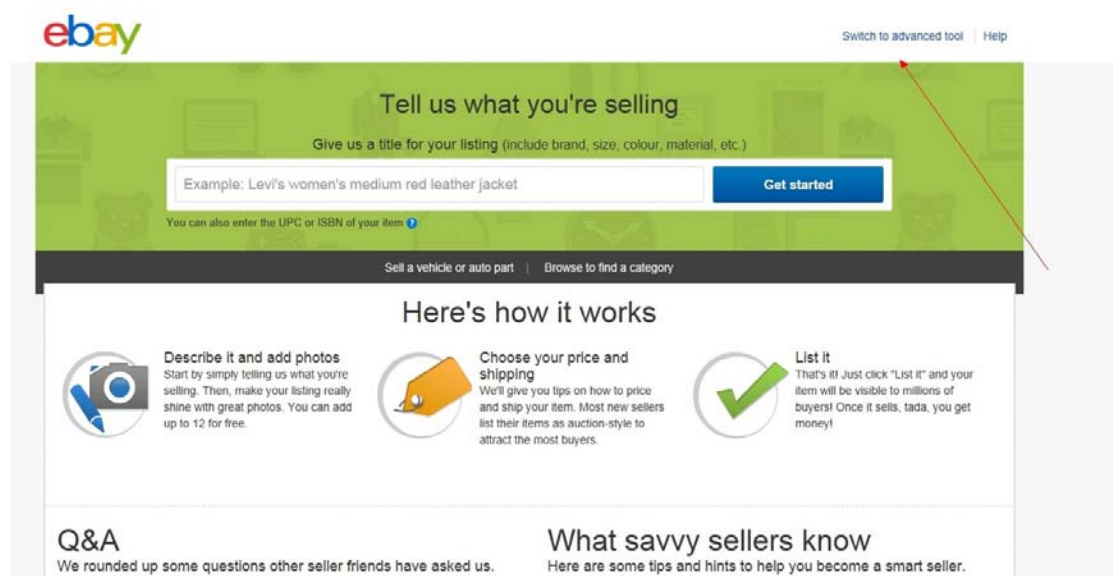
然后你的客户的希尔顿账户将会升级到金卡，有效期至 2017 年 3 月。

整个交易完成。

接着我们开始发布商品了：



在这里选择 **Sell a item**，点击切换为高级工具：



点击 **Browse categories**,

选择: **Specialty Services > Other Services**, 开始发布你的商品:

**Choose a currency** 保持默认美元;

**Titel** 里, 可以写这样类似的文字:

**Upgrade your Hilton HHonors Gold Elite expiration date March 2017**

**Add photos** 里面, 可以用我给你们素材, 也可以在网上找一些素材;

Details 里，这个我有个范本，大家可以借鉴下：

In order to upgrade your card to Gold status, you will need to provide me with your HHonors number and pin. I will have your card upgraded within the next **24-48 hours**.

After successful upgraded to HHonors Gold Elite status, your online account will show an expiration date of 2015, but your actual expiration date will be March 31st, 2017.

To obtain the actual membership card, please log in to your account, click on "edit your profile" to request for the actual card and reset your username, password, etc.

The membership card will be shipped to you directly from **Hilton within four weeks** and your actual expiration date (March 31st, 2017) will be listed on the card.

Benefits of HHonors Gold status include:

#### **25% ELITE STATUS BONUS**

With Gold elite status, you automatically receive a 25% bonus on all the HHonors Base Points you earn.

#### **5<sup>TH</sup> NIGHT FREE**

Silver, Gold and Diamond elite members will receive every 5<sup>th</sup> night free<sup>3</sup> on Standard Room Reward stays of 5 nights or more.

#### **HOTEL BENEFITS**

**Members with Gold status receive all the benefits in the lower tiers<sup>5</sup>:**

- Quick reservations and check-ins based on your room preferences
- Late check-out<sup>1</sup>
- Express check-out
- Spouse stays free<sup>2</sup>
- Complimentary access to fitness centers and health clubs<sup>4</sup>
- Two complimentary bottles of water per stay (at Waldorf Astoria™ Hotels & Resorts, Conrad® Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton™, Embassy Suites Hotels™, Hilton Garden Inn™ and Hilton Grand Vacations™ hotels)<sup>5</sup>

**Plus:**

- eCheck-In: Select your room and check in online up to 24 hours in advance at participating properties
- Complimentary In-Room and Lobby Wi-Fi Internet Access<sup>5</sup> during stays at Waldorf Astoria™ Hotels & Resorts, Conrad® Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton™, Embassy Suites Hotels™ and Hilton Grand Vacations™

#### **MY WAY GOLD MEMBERSHIP HOTEL BENEFITS:<sup>6</sup>**

##### **Waldorf Astoria™ Hotels & Resorts**

- Space-available upgrade to a preferred room

- 1,000 HHonors Bonus Points per stay **or** one in-room movie<sup>5</sup> per stay

**Conrad® Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton™**

- Space-available upgrade to a preferred room
- 1,000 HHonors Bonus Points per stay **or** a complimentary continental breakfast for you and up to one additional guest registered to the same room each day of your stay

**Embassy Suites Hotels™**

- 500 HHonors Bonus Points per stay **or** two snack/refreshment choices per stay

**Hilton Garden Inn™**

- 750 HHonors Bonus Points per stay **or** a complimentary Hot Cooked-to-Order Breakfast for you and up to one additional guest registered to the same room each day of your stay

**Hampton™**

- 250 HHonors Bonus Points per stay **or** snack and water per stay

**Homewood Suites by Hilton™**

- 250 HHonors bonus points per stay **or** two bottles of water and Pepperidge Farm cookies per stay

**Home2 Suites by Hilton™**

- 100 HHonors Bonus Points per stay **or** choice of snack and bottled water per stay

**Hilton Grand Vacations™**

- 1,000 HHonors Bonus Points per stay

For members visiting our properties in the Maldives, please [click here](#) to view our specific HHonors offerings in this region.

**Terms and Conditions**

<sup>1</sup>Late check-out must be requested and is subject to availability.

<sup>2</sup>Spouse stays free in member's room on qualifying stays, available at all hotels in the Hilton Worldwide portfolio of brands, except Hampton™ hotels. This benefit does not apply at any hotel when the rate includes additional components (for example, meals, activities, parking, etc.) that are quoted as a per person or per room charge.

<sup>3</sup>Free night value based on the average nightly value of the stay, up to 4 free nights on a stay of 20 consecutive nights within the same stay. See HHonors Program Terms & Conditions.

<sup>4</sup>Complimentary access is for hotel-owned-and-operated fitness centers and health club facilities, only during stays. This benefit may not be complimentary at properties with a resort charge.

<sup>5</sup>In-Room Internet Access, Fitness Center / Health Club Access, In-Room Movie and Bottled Water benefits may not be complimentary at properties with a resort charge.

<sup>6</sup>Restrictions and exclusions apply. Not all benefits apply at all properties. See [Terms & Conditions](#) for details.

<sup>7</sup>Executive Floor Lounge Access Policy: The following policy applies at all Conrad® Hotels & Resorts, Hilton Hotels & Resorts, and DoubleTree by Hilton™ hotels with Executive Floor Lounges. Executive Floor Lounges are available only at select properties.

- If you are an HHonors guest with Gold status, you and up to one additional registered guest in the same room will be granted complimentary access to the Executive Floor Lounge only if you receive a room upgrade to the Executive Floor or an upgrade to a room type that confers Executive Floor Lounge access benefits.

- If you are an HHonors guest with Diamond status, you and up to one additional registered guest in the same room will always enjoy complimentary access to the Executive Floor Lounge, even if you do not receive a room upgrade to the Executive Floor.

<sup>8</sup>Restrictions apply on guaranteed availability. [See HHonors Terms & Conditions.](#)

<sup>9</sup>Service of alcoholic beverages is subject to local laws.

接着选择设置你的价格，选择 **Fixed Price**，也就是一口价，价格暂时都设置为 \$49.99。

**Best Offer** 的选择取消，谢绝别人跟你讨价还价，如图示：

**Choose a format and price** [Add or remove options](#) | [Get help](#)

☐ Auction ☒ **Fixed price** ☐ Classified Ad

**i** List Auction-style or Fixed Price FREE. Plus Buy It Now for FREE. [Learn More](#)

**★ Buy It Now price** (see listing fees) [?](#)

\$ 49.99

**Best Offer** [?](#)

☐ Allow buyers to send you their Best Offers for your consideration

**★ Quantity** [?](#)

10 items

**Duration** [?](#)

10 days

**eBay Giving Works**

Donate 10-100% of your sale to your favorite nonprofit and eBay will give you a [credit on basic selling fees](#) for sold items.

☒ I do not wish to donate at this time

☐ March of Dimes National Office

Or, [select another nonprofit you love](#)

**Donation percentage**

Select %

**Payment policy** 本身已经你已经绑定了 Paypal，不需要管；

**Shipping policy** 设置如下图，都是免运费，全球发布即可：

**Add shipping details** [Get help](#)

\* Shipping policy ?

Online service no shipping require - default ▼

Description: Online service no shipping require.

[Hide details](#)

U.S shipping

- Flat: same cost to all buyers
- Services
  - Standard Shipping (1 to 5 business days) - Free shipping
- Handling time : 2 business days

International shipping

- Flat: same cost to all buyers
- Ship to : Worldwide ; Service : Standard Int'l Shipping - \$ 0.00 ; \$ 0.00

Exclude shipping locations

- Excluded Locations : No locations are excluded

[Create shipping policy](#) | [Edit selected policy](#)

Package details

Package type ?

Package (or thick envelope) ▼

☐ Irregular package

Dimensions ?

in. X  in. X  in.

Weight ?

Custom weight ▼

lbs.  oz.

任何你的商品就可以发布了。

后面无非是你要再次绑定 **Paypal** 来支付在 **Ebay** 上 **List** 你的商品的费用。另外需要一个北美地区的电话号码收一个 **Ebay** 的认证 **Pin**，这个 **SKYPE** 可以完全解决。

另外，商品发布了，不一定马上会显示出来，要过一段时间，也有可能被管理员因为一些条款政策，需要你修改，请大家注意查收自己的邮件。遇到类似问题，请直接询问我如何处理。

还有可能新注册帐号，暂时不允许你发布商品，需要你打电话给 **Ebay**，这个更简单了，在淘宝上搜索 “**ebay 帐号**” 这个关键词，很多这样的商家免费给你提供服务。

再有任何问题，以及如何在淘宝里也发布商品，可以直接在群里咨询我。

最后，本资料在项目未失效之前，请不要传播，商场如战场，你给别人分享等于培养一个竞争对手。