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Beyond , EBay And Etsy: Free And Low Cost Alternative Marketplaces, Shopping Cart Solutions And E-commerce Storefronts



Synopsis

First time available in paperback! Designed for authors, artists, crafters, collectors and smaller scale sellers looking for alternatives to the big three and a simple way to sell their items without having to jump through policy hoops or get fleeced by fees. Think outside the big box and explore the best free and inexpensive platforms, storefronts, tools and e-commerce options with Hillary DePiano from TheWhineSeller.com. With marketplace reviews, advice, comparisons, and an in-depth look at the advantages and disadvantages to each tool and platform, Beyond , eBay and Etsy offers the chance to benefit from two decades of online selling experience with practical advice from someone who's been there. Whether you are looking for a standalone web store or to add e-commerce elements or a shopping cart feature to your existing website, this inexpensive but info packed book is a great place to start your journey beyond eBay, Etsy and and discover the other options out there.

Book Information

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Customer Reviews

As a friend of the author I was lucky enough to be both an example used in this e-commerce book and to receive an advance copy. It's no surprise that I closely identify with the target market for this information. My favorite line of the entire book comes during the introduction when the author explains "The problem with most of the advice out there is that it assumes you're looking to become the next great retail force and ignores the fact that many sellers are simply selling items on the side or as a small part of a larger business." This is very true. After a brief look at each of the Big 3

mentioned in the title we get a look at some alternatives including eCrater, Vendio, Ecwid, and open source solutions. Hillary describes each of the solutions and offers bullet-point lists of the Advantages and Disadvantages of each. It's nice to see this advice coming from someone I personally know as a real world seller who, like myself, specializes in vintage collectible items. If you're looking to either break into the selling ranks or expand beyond the fee-driven platforms of , eBay and Etsy, I can't think of a better place to go for a head start.

While well written, this eBook was a complete disappointment. Granted, I only paid 0.99, but even that was too much. I anticipated that I wouldn't gain much from the book, being familiar with most of the offerings mentioned in the book, but figured I'd at least get 0.99 worth of advice. Even that wasn't possible, as the only option that I hadn't yet heard of, Vedio, is not only NOT free, the cost is \$99.00 per month and UP! Either update the contents of this eBook or stop selling it.

I already sell on the big 3 platforms mentioned in this book and was hoping to find other venues. The author mentioned some new ones that I haven't heard of. She listed both the pros and cons of each service. The common thing echoed was that if you are not on the big 3 then, one better be prepared to do a ton of self promotion. A easy and quick read.

No nonsense answers to newbies questions. Naming names, listing pros & cons. Not your usual vague allusions. The only reason I didn't give it that final star is that it is dated. We need a newer version from this great author. Please oblige us Ms. DePiano. Great help - I will now delve into all of the goodies you have mentioned. I am a better sleuth than Web designer, wish me luck and do not forget the update.

Somewhere I read that the easiest part of selling a book is the writing. I don't know about 'easy' but (for me) it's definitely the most enjoyable part of the process. Unless you're one of the rare few who immediately captures the attention of a top publisher, then you're facing a huge uphill battle to get your book before buyers, and make no mistake about it, there are plenty of people out there ready to tell you not to even bother trying. But if you're still relatively new to self-publishing and the determined resilient type then this book has something for you. Beyond ... may not contain the secret(s) to instant success, but it does lay out a wide variety of viable options for marketing and selling your book. Admittedly, a lot of it I already knew, but I did learn a few new things and I like having an all-in-one-place reference for all the rest. To me that alone was well worth the small cost

of the book.

I read this on the recommendation of my wife and was quite happy. This is a great book for a novice business person who knows the big names but needs to understand what they are getting into. Well written and a quick read and reference. Worth the price and the time!

This is a helpful tool when researching alternative purchasing sites. Worth taking the time to read. Couldn't beat the price.

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