



## **Noted eBay “Weird Stuff” Author and Entrepreneur Releases New eBook About Online Marketing**

*Brian Schwartz, a successful eBay seller noted for his successful "weird stuff" auctions (such as candy bar wrappers and drink cups) and his highly creative approach toward cross promotion of his legitimate eBay store, is releasing a new eBook on innovative cross-promotional strategies for the general online commerce market.*

Boynton Beach, FL March 01, 2008 --([PR.com](http://PR.com))-- Brian Schwartz, the author of several notable articles and eBooks on creative eBay marketing and selling techniques, has released a new eBook for online sellers looking for an edge, called “30 P’s of Successful Marketing.” The eBook takes Schwartz’s unconventional yet proven approach toward cross-promotion on eBay into the general online market, introducing sellers mired in traditional product visibility techniques to his highly innovative approach.

Schwartz is the author of the eBay guide, “Increase Your Traffic Selling Weird Stuff,” which propelled him into the eBay spotlight, and the bestselling ebook, “Make Money Selling Nothing on eBay,” which has sold over 13,000 copies and itself has become a frequently resold eBay item. Schwartz’s “weird stuff” eBay adventures include auctions of such items as a Kool Aid Packet, a McDonald’s Happy Meal, and a Cracker Jack Box each for hundreds and even thousands of dollars, while attracting thousands of unique visitors to the listings.

“Make no mistake,” says Schwartz, “it’s a marketing strategy rather than a profit scheme. What I do is refund the successful bidder the cost of the item in addition to providing gift certificates and buying incentives, all with a view toward cross-promoting my other items for sale.” Schwartz, who goes by the eBay user name EZas123, runs several successful online businesses, including [ItsAllinThePackaging.com](http://ItsAllinThePackaging.com), a supplier of marketing graphics, eBooks and shipping supplies for other eBay sellers. He says that these “weird stuff” cross-promotion investments yield high returns while building credibility and trust, as evidence by a 100% positive feedback rating since he began on eBay in 1999.

“People love this stuff,” assures Schwartz, whose approach has successfully circumvented eBay’s regulations against “fluff” selling. “The so-called tried-and-true promotional venues are more brain-dead than effective, so what I’ve done is breathe some creativity back into the eBay experience for sellers who are serious about cross-promoting their stores, and for customers looking for something amusing on the site.” It’s a business model Schwartz is confident will transcend eBay and become a whiff of sorely-needed fresh air in the online commerce world, as well.

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