

## Bidding Strategies eBay Doesn't Talk About

### Where to Find Us:

73 Cavalier Blvd. Suite # 219  
Florence, KY 41042-5182  
KY: (859) 525-8730  
OH: (513) 528-8730  
Fax: (859) 525-8737  
Toll Free: (888) 292-1719  
<http://www.isoc.net>  
[editor@isoc.net](mailto:editor@isoc.net) [sales@isoc.net](mailto:sales@isoc.net)

### Our Customers Say It Best...

*Thanks for all your help and assistance on our mail issue. Your professionalism is just one of the reasons we stay with ISOC.*

*Thanks,  
Spencer*

### Words of Wisdom

The man who has confidence in himself gains confidence of others.  
**Hasidic saying**

The way to gain a good reputation is to endeavor to be what you desire to appear.  
**Socrates**

The Chinese use two brush strokes to write the word 'crisis'. One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger- but recognize the opportunity.

**John. F. Kennedy**

You're not a loser if you lost at eBay. You just don't know the fine art of sneaky bidding, otherwise known as educated bidding. Sports teams study their rivals, and political candidates scout out what the opposition is doing. Bidding in competition against other bidders is just as serious an enterprise. What you need is a strong bidding strategy to help you outsmart the competition and win more auctions.

Here's a list of Do's and Don'ts that can help you win your item:

**Don't bid early and high.** Bidding early and high shows that you have a clear interest in the item. It also shows that you are a rookie, apt to make mistakes. If you bid early and high, you may give away just how much you want the item.

Of course, a higher bid does mean more bucks for the seller and a healthy cut for the middleman. No big mystery that many sellers recommend it. In fact, when you sell an item, you may want to encourage it too.

**Do wait and watch your auction.** If you're interested in an item and you have the time to watch it from beginning to end, the best strategy is to wait. Mark the auction to Watch This Item on your My eBay page and remember to check it daily. But if you don't have the time, then go ahead — put in your maximum bid early and cross your fingers.

Don't freak out if you find yourself in a bidding war. Don't keel over if, at the split second you're convinced that you're the high bidder with your \$45.02, someone beats you out at \$45.50. You can increase your maximum bid to \$46, but if your bidding foe also has a maximum of \$46, the tie goes to the

person who put in the highest bid first. Bid as high as you're willing to go, but bid at the very end of the auction.

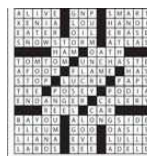
**Do check the item's bidding history.** If you find yourself in a bidding war and want an item badly enough, check the bidding history and identify your fiercest competitor; then use the By Bidder search option to find what the bidder's recent auction experience is. Size up your competition.

To get a pretty exact picture of your opponent's bidding habits, make special note of the times of day when he or she has bid on other auctions. You can adjust your bidding times accordingly.

**Do remember that most deals go through without a problem.** The overwhelming majority of deals at eBay are closed with no trouble, which means that if the auction you're bidding in is typical and you come in second place, you've lost.

*Adapted from: eBay For Dummies, 5<sup>th</sup> Edition*

### Word of the Day



#### MPEG Third Layer or 'MP3'

A standard for storing and transmitting music in digital format across the Net. MP3 was developed in January 1988 by Leonardo Chiariglione and others at the University of Erlangen, in Germany. It is considered an amazing new standard for digital audio compression because it can compress file sizes at a ratio of 12:1 while still preserving sound quality.

*Adapted From: Netlingo.com*

## 'Floppy' Management



Here's one for those of you who still use floppy disks! As you probably know, after awhile, floppies can become damaged or corrupted. That's

especially true if you don't have a case or something to protect them with. The shutter on the disk, along with the ribbon and some of the other components, may become damaged, which can cause the disk to stop working properly. It can also cause errors on the disk. Luckily, there are some things you can do to see what's going on with your floppy disk before it gets any worse.

The Disk Error Check will check your floppy for errors, the Defragment feature will make it easy and faster to access your files and the Formatting function will help clear up some of your available space. By performing all of these procedures on a regular basis, you will be able to get a lot more life out of your floppy disk.

### Disk Error Check

To check for errors on one of your floppy disks, put it into your floppy disk drive and double click on the My Computer icon on your desktop. Once you get there, right click on the 3.5 Floppy (A:) disk drive and select Properties. Click on the Tools tab and then click Check Now.

A little window will pop up with a few choices for you: "Check Disk 3.5 Floppy for Disk Options," "Check Both the Automatically Fix File System Errors" and "Scan for and Attempt Recovery of Bad Sector Boxes." Once you've made your choice, just click the Start button. There are four phases the disk checker goes through to give you complete and accurate results.

### Formatting

If you have a new floppy disk that is showing up as a full disk or an older disk and it has no available space, you need to reformat it. To do so, go back to the 3.5 Floppy (A:) disk drive icon and right click it. Next, go to Format and the Format 3.5 Floppy A: window will come up. You can leave everything as it is, except for the Format Options. In that section,

click Quick Format and then press Start. A caution window will come up, stating that reformatting the disk will erase all of your data. Go ahead and click Yes or OK to that. When the reformat is done, you will receive a Format Complete window, telling you that the formatting process is complete. Simply press OK to close it out.

### Defragment

The Defragment tools will make it easy and faster for you to access the files on your floppy disk by rearranging them and saving the data in a color coded method. Again, go back to the 3.5 Floppy (A:) disk drive icon, right click on it and choose Properties. Next, click the Tools tab and then click Defragment Now. The Disk Defragmenter window will come up for you. From there, click on the (A :) choice, if it's not already selected. Then click on the Analyze button and give it a few seconds to run through its scan. A report will then come up for you and you can View, Print or Save the results. The report will show you the exact files and data that are going to be moved. Once you're done looking over the results, click Close and on the Disk Defragmenter window, click Defragment After the Defragmentation process is done, a final report will come up, showing you exactly how much space and files have been compressed. You can either View, Print or Save the results for future reference as well.

*Adapted from: Worldstart.com, Tip #4413*

## Google™ Tips:

### Online Calculator

Did you know that Google has a built in calculator? Well, now you do and you can start using it right away! With it, you can actually solve basic to advanced math problems. How great is that?! If you have a math problem that you just cannot solve (maybe you're helping your children or grandchildren with their homework), go to Google and type it in. Just for an example, here's an easy one: "2 + 3." Type that in and your answer will be revealed as "2 + 3 = 5." You can enter in any math equation, no matter how easy or how hard it is!

*Adapted from: Worldstart.com, Tip #4318*

## Updating an iPod from a Larger iTunes Library



If your iTunes library is too large to fit on your iPod, you can still update automatically and keep your iPod synchronized to a subset of your library. When you first use your iPod, iTunes displays a

message if your library is too large to fit, saying it will copy as many files as possible. You can click OK for iTunes to do this or Cancel to stop the updating process.

After clicking OK, iTunes tries its best to fit everything, but because it has to cut something, it skips the photos and displays a 'Some photos were not copied to the iPod' message. Click OK because you have no choice, and iTunes continues updating with everything else. If you already have photos on your iPod, iTunes asks whether you want to delete them to gain more iPod space. You can click Yes or No to this question, and iTunes keeps on updating until it finishes.

If, however, you're still short of space even after skipping photos, iTunes displays a message that it can create a special selection — actually a playlist — specifically for updating your iPod, along with Yes and No buttons:

If you click Yes, iTunes creates a new playlist (titled Your iPod name Selection) and displays a message telling you so. Click OK, and iTunes updates your iPod by using the new playlist. iTunes also sets your iPod to update automatically by playlist.

If you click No, iTunes updates automatically until it fills your iPod without creating the playlist.

Either way, iTunes decides which songs and albums to include by using the ratings that you set for each song. iTunes groups album tracks together and computes an average rating and play count for the album. It then fills the iPod, giving higher priority to albums with play counts and ratings greater than zero. You can therefore influence the decisions that iTunes makes by adding ratings to songs or entire albums.

*Adapted from: iPod & iTunes For Dummies, 5th Edition*