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ACI ANNOUNCES A NEW PC CD TUTORIAL STRESSING THE ESSENTIAL BUSINESS SKILLS NEEDED FOR SUCCESSFUL EBAY SELLING.

- **Simply listing an item is not enough in today's competitive auction market.**
- **New PC CD outlines what is needed to succeed in eBay selling.**

SPRING GROVE, Minn., December 4, 2006 - Audio Computer Information, Inc. announces the release of *eBay: sell smart from the start*, a PC CD tutorial featuring **ACI's unique learn by listening approach**. Based on more than three years of live class instruction, *eBay: sell smart from the start* directly addresses the needs of the new eBay seller in a clear and conversational format.

The \$18.95 tutorial uses text, photos, and almost 1½ hours of audio to explain skills that go beyond filling in eBay blanks, skills essential in the superheated eBay market. With ten or more of the same item often available from others, sellers need to give buyers a reason to buy from them. *eBay: sell smart from the start* provides those reasons.

Author and narrator John Socha says, "There is no magic trick to selling on eBay. Using these skills makes you look trustworthy and knowledgeable. They tell the potential customer you care about them."

The tutorial covers accessing the real value of items, the proper ways to describe them, tips for taking attractive product photos, and areas that, if overlooked, cause serious problems. **This is all packaged in an attractive screen-by-screen presentation, each screen with its own narrative.**

Co-author Alice J. Andersen says, "It's not a video and not an eBook—instead the tutorial mimics the feel of the classroom experience. Actually, **it's more like a one-on-one conversation.**"

eBay: sell smart from the start is based on more than three years of teaching eBay classes at Western Technical College in La Crosse, Wisconsin. This, combined with Socha's 25 years of radio broadcasting and 15 years of publishing how-to materials, results in another friendly and encouraging tutorial.

Socha and Andersen have been collaborating since 1991 to produce audio guides for digital cameras, Windows, going on line, and even DOS. Their work has received consistently positive reviews in the USA and overseas.

The *eBay: sell smart from the start* PC CD is \$18.95 postpaid. It may be ordered online at www.acpress.com or by phone at 1.800.647.8273. Mailed orders may be sent to **ACI Inc., 18048 Gap Drive, Spring Grove, MN 55974 with checks payable to ACI.**

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