

Eve Online ISK Guide



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Introduction

In this guide you will find that the Market is the tool you will be taught to use to enable your character to take control of your server. You will be able to start your own corporation and make it prosper. You're going to have to learn how to manipulate the Market in a way that's both game legal and clever in order to successfully make tons of ISK.

The Market in this game will either make peoples characters rich or poor. I'm going to teach you how to take advantage of things most people do with the Market.

You are going to do what Mr. Buffet does, buy low and sell high. You must know the average price for items on your server before you can do this.

In the Market there a too many items that it's almost impossible for you to be able to remember the prices of all the item prices.

Checking the Market and buying things you have haven't researched with the intent is reselling is risky.

That is the exact reason that I made this guide. It will enable you to understand the Market and how to make more ISK than anyone on your server. I made step by step instructions on how to use the Market for maximum profits.

If you still don't understand some of the things in this guide, always come back and reread it. These are the basics and advanced techniques of the Market that I always use.

What we do is simple; we buy for low and sell for high. What I do is use the Market on 4 different servers. This gives you a good feel on the average prices.

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I was able to take total control of the Market's economy.

Give Yourself a Daily Goal

A good strategy is to give yourself a goal. Let's say that you've decided to make at LEAST 100m every day. You're going to find items that you can afford then resale them.

Once you've decided that making 100m a day is easy, you can then move on to bigger and better things. You must continue this until you hoarded enough ISK in your bags to start really being aggressive with the Market.

After you have enough ISK you will be able to start using some of the most advanced strategies that I have designed. Before you move on to the very advanced strategies you must first climb the ladder.

Continue to do the simpler strategies until you feel you can take hits. This means you can afford to lose 200m here and there by experimenting on what does and doesn't work in the Market.

Methods of making ISK:

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- **Mining**
- **NPC Hunting**
- **Bounty Hunting**
- **Agent Missions**
- **Research Agents**
- **Production**
- **Trading**
- **Pirating**
- **Deadspace Complexes**

In this guide you will learn how to make ISK the fastest, easiest way. That's the market. The market will bring you loads of ISK while you do the things you enjoy doing, like playing with your friends.

Forget farming or doing anything else that wastes time. You might start off slow using these strategies but don't lose faith. You WILL get so good at this it will come natural. The Market will become another limb to you.

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Items That Generally Are Always In High Demand

You must try all of the strategies in this guide when it comes to the Market. Due to Eve Online being a newer game, it is possible for the Market's Economy to become a little bumpy and become unpredictable. When that time comes you must be wary of economy shifts.

The first thing you really need to figure out is find out which items on your server sell very well in the Market. You will then have to buy them, and resell them. If you can't afford these items start with lower items that are known to sell well.

If your plan is to have the Market make you hundreds or thousands of ISK, you're going to have to learn to use it well. Once you have the experience you need to make amazing profits, then you will be able to control the whole server.

You can use the price history in the market to tell you which items have sold well and have steady prices.

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Basics

#1 Make Different Character(s) (Mule/Alt).

Characters Name:

While you're making your character, keep in mind that the name of it is important. You're going to want make a name that seems natural (The point is don't call it something like "Mule2" or "Bank1"). Don't make it too unique, you don't want people remembering it very well.

#2 Research

Researching the Market and Making a database:

You will want to scan the Market for a few days before you start using this strategy. When I'm playing the game I usually scan the Market about four times a day. On days when I don't play the game I try my best to scan two times, once in the morning and once at night.

If you just scan the Market once then go off of those stats, you will lose A LOT of money. So give yourself a little bit of time to build a database of items listed.

#3 Purchase the Good Deals

Now you will go back and buy out all of the good deals that you found.

Use your head and use the information I give you inside of this section to pick which items are good buys.

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#4 Repost in the Market

After you find buy the items you have discovered that sell well, go ahead and repost them for a higher price. Try this out with lower priced items first to build your ISK savings. After you have enough ISK to deal with high end items and gather even more ISK, start with the best items. You can have as many items being posted on the Market as you want.

#6 Go Back To Step One

The more you do this the more ISK you will get. The more ISK you get the more ISK you can make because you have more ISK to buy more items to resell.

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Buying Tips

Weekend Mornings

This is a secret that is used by the Chinese to make huge amounts of ISK fast. During this time, most active players have time to log into their accounts and play.

During the weekend nights, people are doing things with guilds.

When their weekend is about to end they take a stroll to the Market and put up all their new items they found over the weekend.

Because this is the time that most people play, this is also the time that the Market will be swamped with new items. Now's a GREAT time to buy things that people want to make a quick sale of. They want their item sold because they might not have time to play until next weekend.

Check the Channel for Items

The channel is where I've found some of my best buys. People post their item in the channel because they want it sold right there and then! You can take advantage of these sellers because they're in a hurry to sell their item.

Always let them start the price, but if you suspect that their item is worth a lot, check the Market to see if there's already one in there. If there is and it's expensive, buy the one from the channel so that you can make a profit.

This is a great place to pick up some deals also!

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Rare Items

These are the last items you should go for. What I mean is that once you have hoarded enough ISK to be able to take losses, then you can start dealing with the best and more sought after items. These items WILL always sell.

Some players only make characters on one server.

These people will almost always make their new characters on the same server because they have their main character to help their new one. These are the people that you're trying to sell to. They have ISK saved in their main characters and will buy the items they want for their new character.

Watch for the "typo"

This is a sneaky strategy... People sometimes forget to type a "0" when they're in a hurry to sell their item.

I've seen some crazy prices on great items... I felt badly for the people making the mistakes but if YOU don't buy the item someone else will... Remember that!

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Selling Tips

Sell When It's Very Busy

We all know Friday is the busiest day of Eve Online. This is when everyone starts selling items that they have amassed during the week but haven't had time to go to the Market.

This is also when everyone is undercutting each other! This is a natural thing that will happen in every economy. People flood the market and prices go down. Good for you!!

The Psychology an Eve Online Buyer

Notice how almost every item being sold at every store always ends with a "99". This can be a chocolate bar for .99 cents or gum for .49 cents, the point is that the brain of the buyer always sees the first number. This makes it seem as if it's being sold at a discount! Their brains want the item to be cheap to the believe it!

Always sell your items for .95 - .99 at the end. Here's an example: \$19.95

This really does work wonders! People will feel less guilty for buying an expensive item because its prices in a lower bracket even though its only by a few silver!

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Advanced Strategies

This is a strategy that's very advanced and should be only used when you have enough ISK to do it. This can also be done with gang, fleet or corporation members.

Post in the channel that you're looking for someone to farm for you. Tell them you will pay very well and that it can be an unlimited amount of ISK for them because you will never stop buying from them.

You do this with a product that you have researched beforehand that you know sells like crazy.

You tell your new employee that you will pay him/her 50% of the price in the Market. You don't actually tell him that you just tell him how much ISK you are offering. If the future employee says it sells for a lot more in the Market, tell him that if he works for you, he never has to wait for the Market to sell his items, all he has to do is mail you the item with the price you both agree to.

You don't have to give him 50%, that's just what I do. You can give him what you see fit.

Once you have a few people doing this for different items... You will gain control of the server's economy. You will set the prices and dictate what the Market shows. If someone undercuts you that's fine because you own the rest of the Market. You still want people to think that there's healthy competition in the market. This is why you must follow my basic rules and make a bank character to sell your items.

You also can make your bank characters undercut each other by a few ISK to make it seem like there's a ton of competition!!

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WARNING: Very Advanced Strategies

Use these strategies ONLY when you're rich enough and wise enough to know when to stop and continue.

You can actually take advantage of Chinese ISK sellers. Here's a secret known only to very few players: Chinese workers work 12 hour shifts. Shift change is usually at 4pm-6pm US Eastern.

During this time all the farmers start trying to sell everything that they have accumulated throughout the day. They go crazy trying to sell their items on the Market and in chat.

They start high but as their time for shift change approaches they all get desperate. They will barter no matter what. IF they have met their daily quota for ISK they might not be as desperate, but if they still need ISK...

It takes a trained eye to identify a farmer, but once you gain enough experience with the Market and your server's economy, you will start to notice things...

You can start by keeping your eye out for the people that spam tons of gathering materials or rares around the time zone I gave you above.

Once you think you have found a farmer, look for his items in the Market. You will notice that he has drastically undercut everyone else!

You add this player to your friend list and next time he's on, chat it up with him. Most don't understand English very well so you're going to have to be very very basic with them. Try to get the idea across that you want to help him make ISK. You help him make ISK and he helps you by selling to you cheap.

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What this does is give you an actual Chinese bred and born farmer working under you to control the server! Learn a few Chinese words to lube up the relationship between you two. He won't trust you at first, but once you start giving him ISK, he'll love you.

Tell him to tell his shift working partner and so on, and so on!

Keep this to yourself because although you're not buying or selling ISK, some people might not like this and even try to steal your business friend from you.

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EVE Online Terms:

Afk: This is more of an Internet term, meaning Away From Keyboard.

Atm: Internet term meaning At The Moment.

Blob: Big fleet of ships.

Brb: Internet term meaning Be Right Back.

Brt: Abbreviation for Be Right There.

Bubble: Term used for a warp disruption 'bubble' that is deployed to stop people from warping off.

Camper: Someone who hides or stays in safe areas. In FPS games, someone who hides in one spot and shoots others, usually with a sniper weapon.

Carebear: A player in EVE who stays completely in high-security space and never goes into low security space.

Frag: Term usually reserved for FPS games describing the action of having killed (or fragged) an opponent.

Gank: Blowing a ship or small group of ships up using higher numbers and heavy firepower.

Imo: Internet term meaning In My Opinion.

ISK: Currency in EvE; *Inter-Stellar Credits*.

Lol: Internet term meaning Laughing Out Loud.

Newbie or NOOB: Term meaning new player. Used when referring to someone who is new to the game or a particular aspect of the game.

Nerf: Term used by players to describe game aspects that have been changed by the developers of the game. Most often, a nerf is a change for the worse (in the player's eyes), such as lowering an ability's effectiveness, or removing it all together, etc. While they may be necessary for such things as game balance, everyone hates them.

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Nm: Internet term meaning Never mind.

Np: Internet term meaning No Problem. Used frequently as a response to thank-you.

Npc: Abbreviation for Non-Player Character. Used to describe characters that are computer controlled.

Omw: Internet term meaning On My Way.

Pc: Abbreviation for Player Character. Used to describe characters that are human controlled.

Podding or Pod-killing: Destroying someone's escape pod. This results in the death of the character and the player's clone (hopefully) wakes up in a new ship. "I've been pod -killed" means, "My character died and you're now talking to my clone."

Primary: If you're called "primary" you've been selected by the enemy as their primary target. We know of several players in the game who are called primary every time even if they are in a shuttle.

Tank: Term used to describe ships that are loaded out to take lots of damage.

Ttyl: Internet term meaning Talk To You Later.

Woot: Term used to describe a state of happiness that is greater-than-great.

Wtb: Abbreviation for Wanting To Buy. Used as a means of advertising an item or service that you are looking for.

Wts: Abbreviation for Wanting To Tell. Used as a means of advertising an item or service that you are looking to sell.

Wtt: Abbreviation for Wanting To Trade. Used as a means of advertising an item or service that you are looking to exchange for another item or service.

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Conclusion

If you follow my guide you WILL make tons of ISK. You have to start slow though if you don't already have a lot of ISK. Don't worry it can be done. I did this and now rule my server.