

eBay 2

Best Selling Strategies!



Kevin Boyd M.B.A., M.S.
Be Niche and Famous

ZOOM Controls

Mute Audio & Video (click bottom left), Ask Question (Participants then Raise Hand), Chat type question

Taxes, Logos, Loans

Taxes: Talk to a CPA. \$20K + 200 transactions. Taxjar.com-learn-sales-tax **Legal:** Score.org.
Logo: Fiverr.com, **Business Loans:** Kabbage.com

Beginner Selling Tips (Advanced Strategies eBook Ch1, Ch2)

Start with low priced items. After 20 listings move up to \$35 - \$125 range to start, then \$50 - \$300.
Sell in US until 50 sales. Bundle low price items to make a larger sale & worth the effort.

Bookogs & Discogs for books, CDs, DVDs, Vinyl records. **Decluttr.com** sell tech. items. End auction
7pm Sundays. Best Months/day _____/_____ Worst Months/Day _____/_____

What Not to Sell (Ch1, Ch2)

Prohibited & Restricted Items in Help link. *Recalled Items:* Consumer Product Safety www.cpsc.gov
Difficult to Ship, Poor Condition, not Profitable. Eat, drink, put on skin, explode. Need quickly, they go
to the store or Amazon. Items are Saturated or no Demand on eBay.

Kevin's Trick to Determine Demand: 1. Advanced Search, 2. select Completed Listings, if green prices
the item sold, if black prices not sold. Scroll several pages to see if prices are green or black.

Sort Your Items: Items will sell, bundles, giveaway, another market / fundraiser, charity, throwaway

What Should You Sell? (Ch1, Ch2)

Around the House: Valuable Electronics, Musical Instruments, Small Appliances, Collectibles

Checklist Tips: The most popular items to sell online solve a problem. It takes just as long to pack and
ship a \$5 item as it does a \$500 item. Don't sell primary products, sell their **accessories**.

Tips for eBay Profit: It is not what it sells for but what you paid. Your **source** determines the **profit**.
Buyers go to **eBay** for **deals**. New items at discount (liquidation), used, handmade or vintage items,
antiques & collectibles, unique items not found elsewhere.

What is Niche: A small market on eBay. Good demand but low competition. Big Fish in Small Pond.
Discover a Niche out of a common market. Not dog toys, but items to help injured dogs (niche).

Make Your Own Niche: Example, neon cactus light.

How Kevin Discovers Hot Products: Amazon Movers & Shakers, Best Sellers Top 100.

Create Professional Listings that Sell (Ch8)

TitleBuilder.com. Add **Made in USA:** if selling Toys, Home, Kitchen, Pets, Clothing.

Headlines: Blue for Fixed Price, Red for Auctions

The #1 thing you can do to **Rank Above Your Competition:** Offer: _____

The #1 thing you can do to help **Close the Sale:** Highlight words/phrases in **Bold, Red & Blue** so your
customer can easily scan the description to find the answers to their questions.

Break – 10 Minutes

Second Chance Offers

After auction, go to **My eBay > Sold > Second Chance Offer**. Send to all bidders that made a bid you would accept. Send offer 30 minutes after offer ends. Make it expire in 24 hours.

Selling Antiques & Collectables

Use eBay Help to find Authentication & Grading Services, DrLoriV.com for higher \$ art/collectibles

Appraisers.org for fine art. **TheRealReal.com** High End Designer Products.

Replacements.com: Site to Buy / Replace one item.

Research sites: Crawforddirect.com/worth.html, Priceminer.com, Ragoarts.com (furniture, pottery), AskArt.com, Woolvey.com (figurines), SwannGalleries.com (posters), RubyLane.com (antiq. jewelry), Skinnerinc.com (country), Garths.com (Auction House), PookandPook.com, AntiquesRoadShow.com

How to List: Proper Category, Auction, *if not researched*: \$1 starting price, 10 day listing, start Thurs at 7 pm (Pacific), use Reserve. Invisible Ink & mini stamp with your logo to stop return switches.

“We accept returns for a full refund, but the item must have our black light stamp on it.”

Sell Large Items You Don't Want to Ship

Sell traditional listing but choose *Local Pickup* in the shipping selection step

See if your police station has an ecommerce safe zone. Google: **Safe Trade Station List**

eBay Photography Tips (Ch7)

Best of the Digital Photography Book Series, Scott Kelby. Free photo editor **Gimp.org/downloads**

Unless the item is tall, camera should always be **Landscape**. Don't shoot into the light source.

White Styrofoam Reflectors to remove shadows. Shoot tight and crop tighter. Use macro to highlight features. Fill frame to eliminate need for cropping.

Clothing: Men's shirts on white picture mat. **Women's dresses** white wall as backdrop for live model.

Crop just below the nose. **Neewer 12" x 12" acrylic reflective displays**. Google images of items you want to sell to see how a professional photographer sets up the shot. Sit down to relieve tension.

The Best Advice for eBay Success

Kevin's best advice for success: _____

Kevin Boyd, M.B.A., M.S., a former Bell Labs engineer and Vice President of a market leading cardiology software company, is a multi award-winning eBay Education Specialist, published eBay author and the technical editor for *The Complete Idiot's Guide to eBay*. Kevin has appeared on TV, various radio shows and interviewed by *Bloomberg News* and several newspapers for his insights to online entrepreneurship. The primary objective for his writing, teaching and consulting, is to educate online sellers at all levels and equip them with the skills necessary for online entrepreneurial success.

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