

### **ZOOM Controls**

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

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### **Taxes, Logos, Loans**

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

### **Beginner Selling Tips** (Bk. 2, Very Best Strategies, Ch. 1, Ch. 2)

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.

**Books & Discogs** for books, CDs, DVDs, Vinyl records. **Decluttr.com** sell tech. items.

### **What Not to Sell** (Bk. 2, Ch. 1, Ch. 2)

**Prohibited & Restricted** Items in Help link. **Recalled Items:** Consumer Product Safety [www.cpsc.gov](http://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?** (Bk. 2, Ch. 1, Ch. 2)

**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** (Bk. 2, Ch. 8)

**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**

### ***Selling Antiques & Collectables*** (Bk. 2, Ch. 8)

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.

### ***Sell Large Items You Don't Want to Ship*** (Bk. 2, Ch. 9)

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*** (Bk 2. Ch. 7)

**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*.

The primary objective for his writing and teaching is to equip online sellers with the skills necessary for online success.

#### **eBooks** (optional)

1. Go to: **www.BeNicheAndFamous.com**
2. At the Top Left, select: **STUDENT EBOOK DISCOUNTS**
3. Choose the online class you attended

Or, Email me: **BeNicheandFamous@comcast.net**