

# What should I sell on eBay?

## The Selling on eBay Series

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# What should I sell on eBay?

- What do you have on hand?
- What are you interested in?
- How much time do you have to devote to working on your eBay business?
- How much money do you want to make?
- How much space do you have for inventory/packing/shipping?

# Seller Profiles

- The “Used Stuff” seller
- The “Specialized Collector” seller
- The “Bulk Reseller” seller
- The “Authorized Dealer” seller
- The “Craftsperson” seller
- The “Consignment” seller
- The “Drop-ship” seller
- The “Information” seller

# The Used Stuff Seller

## Pros

- Easy place to start
- Works for part or full timers
- Easy to find inventory (Can be time-consuming)
- Can be general or specialized
- Can be combined easily with other selling methods
- Buy and hold to score big!

# The Used Stuff Seller

## Cons

- No consistent source / unpredictable
- Inspecting/cleaning/sorting takes time – lots of junk
- More effort to list one of a kind item
- More difficult to ship
- Need space for inventory
- Must be organized and pay attention to detail!

# The Used Stuff Seller

## Sources

- Your own garage!
- Flea markets/estate sales/garage sales
- Craigslist/eBay
- Thrift Stores, Goodwill, Salvation Army
- Discount stores (Ross, Marshalls, closeouts at larger stores as well)

**TIP: Check out trends – Read and research**

# The Specialized Collector seller

## Pros

- You are the expert and you LOVE the product
- You know how to authenticate and assess your merchandise
- You know where to get it, what to buy and how much it's worth
- You know your target customer
- Listing, packing and shipping is more streamlined

# The Specialized Collector seller

## Cons

- Stuck if there is a downturn
- Competition with other collectors
- Finding new and sellable items can be difficult
- Grading and authenticating can be time-consuming
- Might lose interest

**TIP: Research is a must – check for items on eBay**



# The Bulk Reseller seller

## Pros

- Higher selling margins
- Very consistent
- Listing/packing/shipping is efficient
- Use Multiple-item listings/eBay Store
- Works like an assembly line – In and Out

# The Bulk Reseller seller

## Cons

- Need lots of space
- Must be organized!
- Bigger financial investment and risk
- Downturns in the market
- No guarantee of future supply
- Continuous research for suppliers and products
- Possible minimum purchase for best pricing

**TIP: Check out wholesalers, wholesale conventions, trade shows**

# The Authorized Dealer seller

## Pros

- Works well for someone with a Brick and Mortar Store
- Can expand- if you are already a dealer
- Customers like Authorized Dealers
- Top quality merchandise
- Supplier may offer drop-shipping (more later)

# The Authorized Dealer seller

## Cons

- Can be difficult to get “authorized”
- Minimum purchases
- Limits on selling practices
- Competition with authorized AND unauthorized dealers

**TIP: This category is probably the most difficult to start- detailed business plans, plan well ahead of starting this type of selling.**

# The Craftsperson seller

## Pros

- Unique creations of your own
- Turn a hobby into a business
- Large eBay Art / Craft Category ([art.ebay.com](http://art.ebay.com) & [crafts.ebay.com](http://crafts.ebay.com))
- Check out [etsy.com](http://etsy.com) too!
- You control inventory, price, quality
- New venue for selling/marketing/advertising yourself and your work

# The Craftsperson seller

## Cons

- eBay is mass market and not an Art Gallery
- You may not be able to make enough merchandise to feed your business
- Packing and shipping artwork can be cumbersome
- Selling prices may not be as much as you need
- Your creations may not sell well online

**TIP: Test the market!**

# The Consignment seller

## Pros

- eBay helps to advertise for you! Trading Assistants
- It's a BIG market!
- No upfront costs to buy merchandise
- Potential for big profits for minimal effort
- Providing a valuable service
- Could work in an existing brick and mortar store

# The Consignment seller

## Cons

- Competition for clients
- No consistency
- Conflicts between you, buyer and seller
- You may need to open a store
- You will need to use contracts with clients
- You will need storage space and insurance

**TIP: Check out [pages.ebay.com/tahub](https://pages.ebay.com/tahub)**



# The Drop-ship seller

## Pros

- No inventory
- No shipping
- Don't pay for product until it sells and you collect from buyer
- Easy to list – consistent

# The Drop-ship seller

## Cons

- Must be VERY cautious in researching drop-shippers
- No control over shipping time
- Profit margin may not be very high
- Must qualify as a business with drop-shippers

**TIP: Always check total costs with a drop shipper. Shipping charges can be high!**

# The Information seller

## Pros

- You own the rights to the work you create
- Written words, designs, plans, drawings, photographs, music
- Many ways to distribute: eBooks, self-published books, CDs, PDF, e-mail
- You control the inventory/distribution/shipping OR you can have it done for you
- You set the prices/profit
- You create what you are good at and have an interest in.

# The Information seller

## Cons

- It takes time to create/reproduce your products
- Learning curve for distribution
- BE CAREFUL not to infringe on copyrighted material!! Do your research!

**TIP: Create what you enjoy and are interested in. What are you really good at that you can teach to someone? Cooking, drawing? What experiences do you have that you can share?**

# Resources

## Wholesalers:

[www.wholesale411.com](http://www.wholesale411.com) , [www.gowholesale.com](http://www.gowholesale.com) ,  
[www.buylink.com](http://www.buylink.com) , [www.topwholesalesuppliers.com](http://www.topwholesalesuppliers.com) ,  
[www.wholesalecentral.com](http://www.wholesalecentral.com) , [www.liquidaiton.com](http://www.liquidaiton.com) ,  
[www.1accessory.com](http://www.1accessory.com) , [www.abcloseouts.com](http://www.abcloseouts.com) ,  
[www.amerisurplus.com](http://www.amerisurplus.com) , [www.bid4assets.com](http://www.bid4assets.com) ,  
[www.ebaymerchandise.com](http://www.ebaymerchandise.com) , [www.luxurybrandsllc.com](http://www.luxurybrandsllc.com)  
[www.surplus.net](http://www.surplus.net) , [www.salvagecloseouts.com](http://www.salvagecloseouts.com) ,  
[www.tdwcloseouts.com](http://www.tdwcloseouts.com)

## Drop Shippers:

[www.123dropship.com](http://www.123dropship.com) , [www.doba.com](http://www.doba.com) ,  
[www.negagoods.com](http://www.negagoods.com) , [www.theshipper.com](http://www.theshipper.com) ,  
[www.worldwidebrands.com](http://www.worldwidebrands.com)

# Resources

eBay help:

<http://pulse.ebay.com/>

<http://pages.ebay.com/sellerservices.html>

<http://pages.ebay.com/sellercentral/whatshot.html>

<http://auctionbytes.com>

Self-publishing/creating products

[www.createspace.com](http://www.createspace.com) , [www.cafepress.com](http://www.cafepress.com) ,

[www.lulu.com](http://www.lulu.com)

[www.iuniverse.com](http://www.iuniverse.com) , [www.amazon.com](http://www.amazon.com) ,

Selling photos:

[www.morephotos.com](http://www.morephotos.com) , [www.istockphotos.com](http://www.istockphotos.com) ,

[www.shutterfly.com](http://www.shutterfly.com)

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