

**You Can't Afford To NOT Sell Toys On eBay**  
**www.holidaytoyguide.com**



## **Get Those Visitors Bidding! 6 Quick Tips For Selling During The Holidays**

**By: Jenni Hunt**

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This year the economy is likely to force consumers to do **more comparison shopping** than they may have in previous years... this is good news for eBay sellers! More people will be poking around online looking for the best item at the best price and **this means that it is even more important that your listings are all they can be.**

Here are a few tips you can apply to your listings to encourage those looking at your auctions to bid.

### **Quick Tip #1: Make Yourself Stand Out**

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Selling toys can be a very competitive market on eBay – therefore, it is imperative that you make yourself stand out to get the bidders’ attention. You have to differentiate yourself from your competition. But, how do you do that? Here are a few ideas to test and help your listing be the one with all the bids.

#### **1. Lower Your Shipping Rates:**

Even fair shipping rates can turn potential bidders away – especially those who aren't as familiar with the postal shipping fees. Remember, your audience during the holidays are not necessarily seasoned eBayers and are likely not familiar with current shipping rates. In the research I have conducted, if the item is in demand, lower rates bring a higher ending bid time and time again. Your bidder is most concerned about whether or not they are (or feel like they are) getting the best deal. Usually if you can make them feel like they are getting a better deal on shipping by buying an item from you (over a competitor), the difference will be made up in the ending price.

#### **2. Add Value:**

Include accessories to your item, create lots of multiples or sets... something that adds value to the item you are listing. If you are selling a video game system – make it a bundle with video games and accessories. If you are selling a play kitchen – add play food sets. If you are selling a doll – include some clothing or accessories to make it a nice complete lot.

#### **3. Change your starting bid**

If your item is hot, try letting the market determine the price by starting your auction price very low. A lot of sellers are scared of trying this out – but, you have to assume you are leaving money on the table if you haven't tested your market. Try lowering your starting bids and see what kind of response the market gives you. I have a feeling that because the current economy will force consumers to shop around... eBay might just see even more traffic than during previous holidays – this is great news for eBayers!

**Quick Tip #2:  
Use Your Store  
To Test The  
Market**

*"Your store is an especially important tool or gauge when selling during the short holiday season."*

**Quick Tip #2: Use Your Store To Test The Market:**

If you don't have an eBay store – you could be missing out on your own market research tool!

Here is what you do... Put a nice price on a few items in your store and wait for them to sell. This allows you to test the market a bit. Once they start selling – you know the market is warming up and you can move them to auction for higher sales. This is an especially important tool or gauge when selling during the short holiday season.

One of the questions I get most is **"When do I list my holiday toys?"**...

And, my answer is always the same – put them in your store NOW... List them in your store with a fair price (something you are happy with but isn't too ambitious)... and wait for a response from the market.

If they sell within an hour – this shows some demand on your products. Your pricing is probably a bit low and you could likely expect more if you move them to auction. If nothing moves for a week... and then all of a sudden you see a surge of sales – this is a good indicator that you can move your items to auction with a reduced risk.

**Quick Tip #3:  
Don't Compete  
With Yourself**

*"You will become your own competition and your bids will be diluted across your own listings."*

**Quick Tip #3: Don't Compete With Yourself:**

Many sellers are trying to move more inventory within a specific time (the time between now and Christmas) than they usually work with. Be sure to plan out how you are going to list all of your inventory so that it has an opportunity to sell before the season is over (although – I have seen holiday sales go right on into the first week or two of January in previous years!).

Unless you are listing (Buy It Now) BIN auctions, be careful not to list more than one of the same item at the same time. You will become your own competition and your bids will be diluted across your own listings.

**Quick Tip #4:  
Watch Those  
Listing Fees**

**Quick Tip #4: Watch Those Listing Fees:**

Please don't start your auctions at \$10.00! I see it all the time and by starting your listing at just a penny less, you actually save 19 cents – That might not be much, but it adds up quickly.

You can see all the insertion fees here:  
<http://pages.ebay.com/help/sell/fees.html>

**Quick Tip #5:  
Always Follow  
Up With Your  
Customers!**

*"I strongly believe that  
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**Quick Tip #5: Always Follow Up With Your Customers!**

Put a plan in place to follow up with your customers before your first sale. It is proven that it is easier to sell to existing customers than find a new one... take advantage of this by setting up a system to capture your customers' email addresses in exchange for a discount or coupon on their next win/purchase.

I strongly believe that this is the most valuable tip in this report... especially this holiday season. With the economy being where it is – we have to be honest and look at the possibility that the holiday selling season just might not perform the way we would like.

HOWEVER...

IF you have a follow-up system in place to capture not only your customers... but, also the visitors you have to your listings... you will be able to make money in the weeks and months following this short holiday season.

Take advantage of the surge in traffic that eBay will see during the holidays and build a list that you can email to so that you can make money on the 'back-end' or other side of the auction. I'm telling you – this strategy works!

**Quick Tip #6: Do Your Research:**

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Research**

Research is the best thing you can do to increase your sales. Some things to research:

1. Study trends and current/completed auctions to learn what is truly selling well.
2. Learn when the best time is to list the items you have
3. Be sure there is a demand for the item – just because it is popular, doesn't mean the demand is greater than the supply. Research trends on eBay and in store inventory.
4. Get the best deal on your inventory – watch for sales and discounts to get the lowest price to decrease your own expenses... allowing for a higher profit margin.

**On Friday, October 10<sup>th</sup> – we are launching the 2008 Holiday Toy Guide to help eBay sellers know what IS selling... and what is NOT in the very hot toy market. We do the research for you!**

**www.holidaytoyguide.com**  
**It's Coming**  
**Friday, October 10<sup>th</sup> – Noon PST**

### **About Jenni Hunt...**



As an eBay expert, Jenni Hunt has been successful with turning her eBay hobby into a real business with real profits. She spends hours every week researching trends of what children's items are selling well on eBay and shares that information with her HuntedTreasure and MyToyGuide members. You might know her from the popular Holiday Toy Guide that has been published annually since 2004. Although she specializes in researching trends with selling children's items - many of the principles she teaches can be applied to other markets.

She is a stay at home mom who decided to leave her high tech marketing position when her first child was born in 1999. Jenni enjoys applying her marketing experience to her eBay business and has figured out many strategies for producing profit from it. In fact, she has consistently doubled her profits every year since starting her eBay business in 2003. She has a passion for helping other eBay sellers do the same by introducing them to the idea of internet marketing and moving beyond just selling auctions.

**Learn auction strategies that are designed to help you bring your online business to a whole new level with my FREE no-fluff newsletter...**

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