

Tradeshows, Insider Deals

And Other Ways of Uncovering Great Wholesale Items



Insider Secrets to Tradeshows & Incredible Wholesale Deals

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Contents

Introduction.....	6
8 Outside-the-Box Techniques to Uncover Wholesale Items.....	7
Friends and Family.....	7
Garage Sales and Yard Sales.....	8
Charity Shops	9
Local Businesses	9
Estate Sales	11
Advertising for merchandise	12
Liquidation sales.....	13
eBay	14
Sourcing Products from Abroad.....	15
Dealing with Cultural Differences.....	17
My #1 Favorite Wholesale Sources Directory.....	20
Trade Shows for incredible wholesale deals.....	22
Top 15 eBay Selling Success Tips.....	25
Tip 1: Choose your niche or market wisely.	26
Tip 2: Watch your competition but don't copy them.....	28
Tip 3: Imagine the next sale.	29
Tip 4: Start small and grow your business.	31
Tip 5: Try, Try and Try again.	32
Tip 6: Use a standard template for all your eBay auctions.....	33
Tip 7: Stay up to date.	34

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Tip 8: Use Skype!	35
Tip 9. Find Alliances.....	36
Tip 10. Outsource.....	37
Tip 11. The W.I.I.F.M Complex.	37
Tip 12. Start a mailing list or newsletter.....	37
Step 13: Automate as much as you can.....	38
Tip 14. Never Underestimate SEO	38
Tip 15: Don't Give Up!	39
Conclusion.....	39
Recommended Reading	40

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Introduction

Starting out on eBay can be a challenge. There was a time when all a seller had to do was list an item and wait for it to sell. Nowadays, it's a little harder; with such a huge number of other sellers who are already making a full-time living from eBay, it can be hard to keep up.

Essentially, there are two skills that you need to master to succeed on eBay: 1) Sourcing products for resale, and 2) Selling techniques. In this eBook, you will learn the basics of both and learn to compete with those long standing sellers.

The first challenge for new sellers is where to source items to sell on eBay. Many believe that they need to find a wholesaler to be able to get the best products and the best prices. Using wholesale suppliers *is* a fantastic way to source merchandise, and I'll be talking about how to find them with tradeshow later on.

But wholesale suppliers aren't your only option for getting hold of stuff to sell. There are actually dozens of other ways to get great items to sell that will be *extremely* profitable on eBay. Read on to find out what they are! Because so many people overlook them, this means there is an incredible opportunity for those who are willing to detour off the beaten track.

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8 Outside-the-Box Techniques to Uncover Wholesale Items

Friends and Family

Selling stuff from around the home is an excellent way to start building feedback and cut your teeth as an eBay seller. Once you've emptied the garage, basement and cupboards of stock you no longer use, why not check if your friends and family have anything they want to get rid of?

Lots of people have plenty of stuff they want to turf, but lack the time and the willpower to sort through it. Let me tell you, they will be delighted when you ring up offering to do the job! In many cases they will probably be glad for you to just take the goods away, but for big ticket items you can negotiate a fair split on the profit.

What I've done several times in the past is send out a group email to all my contacts asking them if they have anything in saleable condition that they want to get rid of, and offering to pick it up on a certain date. Usually you get at least 10 responses and then on the specified day, you can drive around with a trailer and pick everything up.

This sourcing method is quite time consuming as you have to prepare items for sale by doing a bit of cosmetic work, then write up descriptions and photograph everything. However, these types of everyday items are in HOT demand on eBay, so your efforts will be well rewarded. You can easily make \$5,000 plus with this method – more than enough to invest in a wholesaler or to go on a nice holiday.

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Garage Sales and Yard Sales

Not a weekend goes by in my neighborhood when there isn't at least a couple of people having a garage or yard sale. I also like to check the Classified section of my local newspaper to find other garage and yard sales in the area.

Garage and Yard sales can be gold mines for clothing, household items, antiques, CDs and DVDs.

This sourcing strategy does require a bit of time on the hoof, but you won't be able to source goods any cheaper than with this method. I often pick up CDs for 0.50 cents that I can easily sell on eBay for between \$10 and \$30, which is a huge profit, and well worth my time.

My advice is to set yourself a budget. Take cash and don't spend more than \$5 on any single item. That way, your loss won't be that great if you can't resell it for much (or at all).

The other key with garage and yard sales is to get in early. All the good stuff will be gone a couple of hours in, so make sure you turn up at opening time (or I actually like to turn up 15 minutes before the start time for any yard sales I suspect will have good potential – they're usually more than happy for you to have a rummage while they are still setting up.).

Don't worry if you are quite slow at first. When you start out with this technique it can be difficult to know what to look for. But if you stick to your budget, you'll soon come to know how valuable certain items really are, without losing much money at all.

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Charity Shops

Every community has at least a couple of charity shops. Many of them have fill-a-bag deals or sell clothing by the pound. The key to this sourcing technique is to read the fashion street-style blogs so that you are up to date with current trends.

Use this knowledge to select vintage clothing, shoes and accessories similar to what you've seen these people wearing and you can guarantee they'll sell well on eBay. Label clothing in good condition also sells really well.

As with Garage and Yard Sales, it's important to stick to a budget. Don't get carried away and over spend on something – if it's not under \$5, don't buy it. Preferably you don't want to be spending more than \$1 on charity store items.

Local Businesses

If you've got an Ikea or a Walmart in your area, then you are lucky. Not everyone has the luxury of driving 15 minutes down the road to these stores for everyday consumables.

That's why you can do really well by buying items from these stores and reselling them on eBay. Don't be mindless about this though. Check what stock is only available in-store and not on the company's online shop. The 'Reduced' area at Ikea is also a great place to find stuff to sell.

I know a guy who used to go to Walmart on the first day of a big movie to DVD release. He'd buy up dozens of the DVD and list them on eBay, one per hour. Because Walmart

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often sells these items at a loss to bring in customers, and because not everyone can access Walmart and their amazing deals, you can do really well selling these on eBay US and eBay international for the first week of release. Yes, this is a very short-term strategy, but hey, it's almost sure to give you \$600 or so in return!

If you live in a major city, then lucky you. Make sure you attend the stock-take, mid-year and end-of-year sales held by the big department stores. There is often between 30%-70% off major brand name items at these sales, and guess what, not everyone can get along.

Use this to your advantage and carefully select classic styles from popular brands to sell on eBay. You can either flip the items right away, or what's even better is to hold items from say, the end of winter sales until the beginning of the following winter, and then list them to catch demand at its peak.

So that's one option for using local big business outlets to make money. The other is niche and specialty stores. Down the road from me is a great family-operated store selling handmade wooden toys. These toys are one-of-a-kind and you can't buy them anywhere else – but I bet lots of people would like to!

As long as this shop doesn't have a policy on eBay that you can't resell their items there (as some companies do), then there is nothing stopping you from purchasing a few and selling them on eBay for a decent markup.

Finding opportunities like this is just a matter of taking a good look at what is available in your area that isn't likely to be universally available. If you travel, this can also alert you to opportunities on a larger scale.

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