

2016 Selling Calendar

KNOW WHEN
TO SELL WHAT
ONLINE



Wondering when to sell what for the highest profit?

New toys, used toys, winter clothes, swim-wear, school uniforms, baby gear... How do you know when it is the best time to sell what?

You can have the perfect product... the cutest outfit... the most popular toy... but if you don't know when the best time to list and sell an item is - you could be leaving money on the table!

As we head into 2015's Q4, it's not too early to prepare for next year! Plan not to be prepared for

2016 with confidence knowing when to sell what.

Have you noticed that retail stores put their summer items out in late winter/early spring... and their winter items out in the late summer/early fall? It might seem strange - but you can bet that they have done their research because they put a lot of advertising dollars out there.

It can be wise, therefore, to follow the retail establishment selling calendar as a rule of thumb.

However, sometimes it is just easier to have it all laid out for you. That is

what we have done here... Enjoy this 2016 selling calendar. Feel free to print it, share it... whatever - it's a tool to be used.

Be sure to check out Jenni's most popular [Holiday Toy Guide](#) for selling new toys this Christmas season!

Reselling Calendar for Higher Profits

2016

[Jenni Hunt](#) has been helping online resellers grow their business since 2003. She is passionate about helping grow beyond eBay & Amazon and teaching how to use internet marketing strategies to do that. Jenni is best known for her MyToyGuide Hit List and [Holiday Toy Guide](#). Recently she has teamed up with Ryan Reger & John Bullard, Sr. to provide more training material through EmpowerU.

2016

Print, post and share this selling calendar to remind you what to sell when for the highest profit.

January

It's time for spring clothing! Cardigans, capris, raincoats and boots, umbrellas... Sometimes items not to be found in regular retail stores can do well such as swim-wear and school uniforms. Don't forget about Valentines Day coming up in February - unique, name brand items tend to sell best for holidays like this. As far as baby gear goes - with New Year's resolutions, I find jogging strollers do well in January.

February

Usually by February, we are in full swing for spring apparel and gear. Believe it or not, summer clothing starts showing up in February... and don't forget your accessories! Sunglasses, hats, matching towels/bags, etc.

March-May

Things start to slow down... although spring/summer items can still sell well. This is the time to list BBQ grocery and items are good to get out as the weather warms up. I like to transition to summer (outdoor) toys once spring weather hits.

June-July

This is a great time to focus on used toys. You can buy them at yard sales and turn them around. Watch for outdoor toys... and you might as well watch for used costumes as well because that season starts in August. If you have some very unique 4th of July items - they can sell well in early June.

August

It's all about back to school and the start of the Halloween season. Sell school uniforms and clothing. Don't forget about back to school items/supplies. Watch for used costumes and get them listed at the end of the month. The costume reselling season usually goes through mid-October.

September

It's all about costumes... and winter coats will start showing up.

October

In October we make the switch to the holidays. Families are looking to get pictures taken for holiday cards - so holiday apparel can sell very well this month... And, don't forget those costumes! The costume season is usually over mid month; however, I have seen costumes sell very well all the way into early November! (go figure.)

November

It's time to get ready for the holidays! Christmas items and toys sell well through November and into December. Also - get that snow gear listed this month if you haven't already.

December

It's all about Christmas this month... and by that, I mean TOYS! Toys are the hot item in December and will sell well into January. Holiday grocery items can also do extremely well in December and on into January even!

Looking forward...

It's time to be thinking about next year! Sure, we are just getting into the last quarter of 2015, but the sooner you look ahead and plan - the better off you will be.

Keep in mind... plans change - so remain flexible, but plan nonetheless. Use this calendar to plan how you will be gathering inventory. Make goals for yourself... plan out your heavy selling seasons (likely to be costumes and toys towards the end of the year)... and don't forget to plan a time

for rest. As much as you want to list inventory and sell - if you fail to take the time to rest and focus, your business will pay. If you are selling children's items, February-March can be a slow season and a great time to plan a bit of a break or slow down. Use this time to set goals, buy inventory, etc... then be recharged for the next selling season for used toys for summer.

There is no getting around it - businesses grow when they are planned out. Know where you are going next year, be flexible and grow your business!

Be sure to check out the [Holiday Toy Guide](#) available October 1st! And if you are just interested in strategies for growing your online business, follow along at www.JenniHunt.com