

You Can't Afford To NOT Sell Toys Online for Christmas
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5 Keys To Researching eBay For Hot Items

By: Jenni Hunt

Your FREE
5 Keys To Researching Hot Items
Special Report

Learn Secrets To Selling Toys
On eBay and Amazon
This Christmas With the Holiday Toy Guide...

**You really can't afford to NOT sell toys
online for the 2013 Holiday season!**

www.HolidayToyGuide.com

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About Jenni Hunt...

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 Amazon 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 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

Know What Is Selling:
Introduction

Many sellers are on the look-out for the 'magic' formula to predict exactly what is reselling online... If you are one of those sellers... **I have some bad news.**

Although there are plenty of experts that claim they can predict the hot sellers – they really can't.

A prediction is just an educated guess and although sometimes these predictions are correct – it is still based on an educated guess.

Now, you can look at previous trends and study how customers buy to help make an educated guess... but, I firmly believe that the only way to truly know what IS selling on eBay is to look at eBay itself.

Yep... good old research!

I have been researching eBay for hot selling children's items since 2003 and have developed a system that works for me to determine exactly what it is that is bringing in the dough for sellers. *This report outlines what I look for when I'm scouring eBay to find the best items to resell.*

“Research allows you to see selling trends and also opens your eyes to successful listings allowing you to use their success as a template for your own!”

You might be thinking... well – why not look at Terapeak or some other eBay research tool. Those tools can be very good for conducting research on eBay... but, **they require that you have an item in mind that you are researching.**

You can find out all sorts of information about how a particular item is performing on eBay... *but, what if you don't have a specific item in mind?*

What if you just want to know what TOYS are selling the best?

You're going to have to dig in yourself to get this kind of valuable information.

In order for a reseller to be successful (or any other auction site), they have to **know what sells** and **how to sell it**. That seems like an obvious statement – but, the only way to truly know how to sell an item is with research. *Research allows you to see selling trends and also opens your eyes to successful listings allowing you to use their success as a template for your own.*

I am certainly not suggesting you copy a successful listing – I do suggest, however, that you tear the successful listing apart and determine what made it successful in the first place. *Then, apply those principles to your own auction for success.*

My business is built around research and I spend countless hours a week researching trends on eBay. I am always looking at successful auctions to determine what the hot sellers are. I have learned how to apply the same principles that make these auctions hot to my own listings and have taught many others to do the same.

I have determined five keys to using a successful auction as a template to create your own hot auction. These are things to take note of once you find a hot auction and you want to duplicate the success of that auction in your own listing...

5 Keys To Researching Hot Items on eBay

1. The Title
2. The Starting Price
3. The Ending Price
4. The Price Ratio
5. The Number of Bids



**Key #1:
The Title**

"...you benefit by playing the auction game and listing an item for auction."



**Key #2:
The Starting Price**

#1 - The Title: What Does The Title Look Like?

The title of a high ending auction contains gems that you will want to pay special attention to. *Have you noticed that sellers selling the very same item can have incredibly different results?* Including keywords in your title will bring more bidders to your listing – and more bidders equals higher ending auctions.

Don't know what 'key-words' are? Consider this... How would you search for the item you are listing? Go to eBay.com and type in words to bring up other listings of the same item you are listing. What did you type? Did you type 'fun', 'cute' or 'awesome'? *Probably not.* You would likely include highly descriptive words so that the auctions that come up in your search results match what you are actually looking to find.

These highly descriptive words are your 'key-words'... these keywords are what you want to be sure to include in your title. When looking at the titles of the listings for hot auctions, pay attention to the highly descriptive keywords and take note. If you have the same (or sometimes similar) items to list, be sure to include them in your listing's title.

#2 - The Starting Price: What Is The Starting Price?

This is often overlooked by sellers... and yet, is so important to the whole auction concept. Often sellers will start a listing at the price they want or expect to get for an item – that is great for listing a Fixed Price item... *but, you benefit by playing the auction game when listing an item for auction.*

Take a look at these three completed auctions of the same item. The titles are almost identical – all containing good descriptive keywords... there are a few differences, but, I think what makes or breaks these auctions is the starting price.

"Two auctions with the same item... one has a low starting price, the other a high one... Usually the auction with the lower starting price will end higher than the other one."

Auction 1 Title: **LITTLE TIKE GREEN MOUNTAIN HOT WHEELS Cars LOT** – *not sold*

Auction 2 Title: **Little Tikes Large Green Mountain Hot Wheels Track** – *sold for \$76*

Auction 3 Title: **Little Tikes Green Mountain For Hot Wheel or Matchbox** – *not sold*

Now, note the starting price and number of bids each of these auctions got.

Auction 1 Title: **LITTLE TIKE GREEN MOUNTAIN HOT WHEELS Cars LOT**

Ending Price: \$0 – not sold

Starting Price: \$84.99

Shipping: \$40

Number of Bids: 0

Auction 2 Title: **Little Tikes Large Green Mountain Hot Wheels Track**

Ending Price: \$76.00

Starting Price: \$9.99

Shipping: \$35.00

Number of Bids: 22

Auction 3 Title: **Little Tikes Green Mountain For Hot Wheel or Matchbox**

Ending Price: not sold

Starting Price: \$60

Shipping: Local pick-up OR will ship

Number of Bids: 0

[Please note that although the above information taken from actual auctions listed on eBay, the links are not included because listings are time sensitive and these particular auctions will not be listed forever on eBay. But, I have seen this trend over and over again – in fact, if you search for this particular product, you might find new auctions that show the same trend yourself.]

Now, of course there are so many factors that go into a success or failure of an auction – the starting price is just

one piece of the puzzle... but, it is still an important piece.

I see it time and time again – a hot item listed with a high starting price and no bids. *Then I'll see the SAME item listed with a much lower starting price and an ending price that is higher than those listings that had a high starting point.*

Read that again...

Two auctions with the same item... one has a low starting price, the other a high one. Usually the auction with the lower starting price will end higher than the other auction.

Why?

If you saw two of the same item – one starting at \$9.99 and the other at \$49.99, which would you bid on? (Even if I were willing to pay \$75 for the item, I would hope to get it for less and bid on the lower item.)

#3 - The Ending Price: What Is The Ending Price?

I'm not sure I even need to mention it – but, I will. The ending price is an important part of determining the success of an auction.

Obviously, we want to list items that will have a nice high winning bid and profit margin. Of course, the profit margin will depend on the actual amount paid for the item – but, a \$10 item selling for \$40 is much more appealing to sell than a \$10 item selling for \$15-20.

I usually will not include items that have anything lower than a \$10 profit margin... again, it will depend on what you are willing to pay for an item. But, take VHS for example, I usually will not pay more than \$1 for a video... I am happy if the item sells for \$15. On the other hand, I wouldn't pay \$5-7 for an item that I know will only sell for \$15.

My point? Just because the ending price sounds low – consider how much the item cost to purchase in the first



place. The profit margin may be higher than you think.

**#4 - The Price Ratio:
How About The Ratio of the Starting Price
and the Ending Price Compared to
How Much Time is Left to the Listing?**

Even more important than the starting and ending price by themselves – is the difference between the two.

If an item starts at \$49 and ends at \$55 – I wouldn't consider that auction super hot. My guess is that a listing like that would have done better with a lower starting bid. On the other hand, if a listing starts at \$49 and sky rockets to \$100, a lower starting bid might not make much of a difference.

When I look at the start/ending price ratio of a listing, I also pay attention to how long the auction has been live. If it has sky-rocketed within the first 48 hours of the listing, then the item is very hot and attention should be paid to that item.

Many researchers only look at the completed auction – you can get some great information by doing so; however, I find incredible value in taking note of how quickly the bidding goes up. Of course, sniping has become very popular – and many times an item will double within the last 24 hours of the listing. Those listings can be hot too – but, if an item is getting a lot of attention (translation: bids) early on, then I want to be taking note and selling items like that.

#5 - The Number of Bids: How Many Bids Does the Item Have?

Finally, the number of bids is an important part of the puzzle because it can show the demand of the item. This is especially helpful with seasonal items. For example, costumes... as we get close to halloween, costumes show up more and more in the pretend play section. The number of bids on each auction will increase every week and eventually peak. When the number starts to go down, it is a likely indicator that costumes are becoming



**Key #4
The Price
Ratio**

"Even more important than the starting and ending price by themselves – is the difference between the two."



**Key #5:
The
Number of
Bids**

less and less a demanded product.

Note: Beware, however, and don't let lower numbers mislead you to think the item isn't a hot one! If there are multiples of the item listed available, the number of bids on any one of the items will be saturated a bit and lower than if there were only a few of the item available.

One more word of caution... *notice how many bidders are bidding on the item.* Two bidders can get into a bidding war and make an item skyrocket... but, it takes more than two people showing an interest in an item (enough interest to bid) for the item to be considered a hot seller.

In Closing...

When I research eBay to find items that are selling well, I use the 5 Keys shared in this report as a basis for my research... and I have to be honest with you...

Research takes time... and a lot of it!

I spend several hours a week researching children's items and toys to report a list of hot sellers to those that subscribe to my MyToyGuide membership site. *To be a successful seller – you have to research to know what is selling... anyone can do this research...* but, many would rather spend their time finding inventory and listing auctions and making money!

As we come up to the Holiday season – many just don't have the time to research... And, that is why we created the Holiday Toy Guide.

If you are interested in selling toys this Christmas, you'll want to know about this. The holiday's are one of THE busiest times on eBay and Amazon for toys... ***sellers are making thousands in just a few short weeks!***

If you are going to be successful you have to manage your time well because the Holiday selling season is very short... Why not let us save you time and do your research for you? That's what the Holiday Toy Guide is all

"To be a successful seller – you have to research to know what is selling... anyone can do this research... but, many would rather spend their time finding inventory and listing auctions... and making money!"

about...

Here is what is included in the Gold level membership:

- Downloadable Holiday Toy Selling Guide eBook
- 4 regular reports listing how popular toys are performing on eBay and Amazon
- Access to the GOLD Private Facebook Page
- 4 USED toy Hit list reports
- and MORE...

Here's the thing...

Year round I offer a monthly subscription for toy sellers... it's called MyToyGuide. The research conducted for MyToyGuide uses the 5 keys discussed in this report... We scour eBay to find hot auction items and report that in a weekly newsletter. You want to know what toys are selling on eBay? Turn to eBay... and that is exactly what we do.

The Holiday season is a little different.

With the Holiday Toy Guide – we start with a list of toys that are expected to be popular sellers... this list is gathered from multiple resources and industry experts and usually includes 50-75 toys... The 2013 list includes over 75 toys!

We take this list and compare the manufacturer's suggested retail price with actual retail... and then see how the toys are performing on eBay. Each toy is researched on eBay and a weekly report is sent to Holiday Toy Guide Gold members with this information.

We spend HOURS pulling this information together so that you don't have to!

2013 Holiday Toy Guide GOLD Membership

- Downloadable Holiday Toy Selling Guide eBook
- 4 Regular Reports Comparing Retail and Actual eBay Performance on the Most Popular Toys This Holiday Season
- Access to the Gold Private Facebook Page
- 4 Monthly Used Toy Hit List Reports to providing used toy information (yep – they sell well during the holidays too!
- And More...

It's HERE... Are You Ready?

2013 Holiday Toy Guidelines
www.holidaytoyguide.com