



6 Strategies For Selling During The Holidays

By: Jenni Hunt

Limits of Liability / Disclaimer of Warranty:

The author and publisher of this book and the accompanying materials have used their best efforts in preparing this program. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose. The authors and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. As always, the advice of a competent, legal, tax, accounting or other professional should be sought.

This manual contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

Budgets are tight.

Consumers have more options for purchasing than ever before. Customers have learned to do their research and do **more comparison shopping** than they may have in previous years... this is good news for online 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 and/or listings.

Strategy #1: Stand Out From Competition

Quick Tip #1: Make Yourself Stand Out

“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.”

Selling toys can be a very competitive market online, especially during the holidays – 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:

This has been proven over and over... a consumer is more likely to pay MORE for a product if they can get lower or free shipping.

If you are selling on Amazon – the best way you can take advantage of this is to be selling through Amazon's FBA program. **All of the products sold through FBA are included in their “prime” program which means free shipping for “prime” members...** and the number of “prime” members always grows during Q4.

For ebay sellers... 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

You Can't Afford To NOT Sell Toys Online
www.holidaytoyguide.com

"You have to differentiate yourself from your competition..."

rates. In the research I have conducted, if the item is in demand, **lower shipping 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:

Even in a slow economy, people are buying (especially during Christmas) – *they are more picky than ever though...* and that doesn't always mean they are looking for the lowest price. Like I mentioned above, consumers are looking for the best deal or VALUE. I hear sellers complain all the time that they just can't afford to lower their prices... *yet, they feel like this economy is forcing them to in order to move any product.* Forget about lowering your prices... **don't DEvalue** the products you are selling. **Instead, ADD value and keep the price the same.** You can do this by including accessories to your item, creating lots of multiples or sets, bundling in a gift box... include 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. Not only are you adding value to your listing – but, you are also creating a UNIQUE listing which will have lower competition. Who else is going to have the exact bundle you are offering?

3. Change your pricing structure

Selling on eBay? – try lowering 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!

You Can't Afford To NOT Sell Toys Online
www.holidaytoyguide.com

Selling on Amazon? Test your pricing! Don't get in the rat-race to the bottom by constantly lowering your price to make the sale or get the buy box. Try pricing a penny ABOVE the lowest price... you can still get the buy box and not encourage your competition to drive the price to the ground. Be creative with your pricing structure – you don't have to do what everyone else is doing... sometimes there is value in keeping your prices higher. Test to find out.

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!

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

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 an auction format for higher sales. This is an especially important tool or gauge when selling during the short holiday season.

“Your store 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 nice 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:

Many sellers are trying to move more inventory within a specific time frame (the time between now and Christmas). Most aren't use to working on this kind of a deadline. 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

**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 #4:
Watch Those
Listing Fees**

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

"I strongly believe that this is the most valuable tip (#5) in this report... especially this holiday season with the economy being what it is."

season is over (although – I have seen holiday sales go right on through January in previous years!).

Keeping this in mind, unless you are listing Fixed Price 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:

I'm hearing a lot of concern from new Amazon sellers that they are seeing all of their "profit" going to Amazon fees. If you aren't paying attention – this can happen to you too. Be sure to watch your fees! When selling through Amazon FBA, I like to use this formula as a general rule of thumb:

1/3 = inventory cost

1/3 = fees

1/3 = profit

This means that when I'm looking for inventory, I want the listing/sales price to be 3x the cost of the inventory. There certainly are scenarios where I might pay more for something that gives me a higher \$ amount in profit... or I may choose to take a lower profit % if I am confident the item will sell within a day or two because I get to see my ROI sooner.

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

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 rebate on their next win/purchase... Or, perhaps there is something else of value you can offer as an incentive for them to sign up to follow you (on Facebook, through a mailing list, on Twitter, etc.)

IF you have a follow-up system in place to **capture not only your customers... but, also the visitors** you have coming 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 you 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:

**Quick Tip #6:
Do Your
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 online 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 October 1stth the doors will open for the 2014 Holiday Toy Guide to help online sellers know what is selling... and what is not... in the very hot toy market.

We do the research for you!

www.holidaytoyguide.com
Are you ready?

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 items that are selling well online and shares that information with followers. 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 San Francisco high tech marketing position when her first child was born in 1999. Jenni enjoys applying her marketing experience to her online 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 online sellers do the same by introducing them to the idea of internet marketing and moving beyond just selling physical products online.

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/blog