

CLASSIFIED SELLING SECRETS

The Ultimate Online Treasure Hunt!

Version 1.0 (2014)

By Ben Riddles



CLASSIFIED SELLING SECRETS

- The Ultimate Online Treasure Hunt!

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Published by Ben Riddles

PO Box 1111

Queanbeyan NSW 2620

Email: ben@classifiedsellingsecrets.com

www.classifiedsellingsecrets.com

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WARNING: THIS IS *NOT* A MAGIC PILL!

ANY SUCCESSFUL ENDEAVOUR TAKES
EFFORT. THE HABITS, EXPERIENCE AND
EFFORTS OF AN INDIVIDUAL (WHICH CANNOT
BE KNOWN BY ME) WILL ULTIMATELY
DETERMINE THEIR LEVEL OF SUCCESS FROM
THE INFORMATION WITHIN THESE PAGES.

I CANNOT AUTOMATICALLY GUARANTEE
SUCCESS TO ANYONE.

IT IS UP TO **YOU** TO MAKE IT HAPPEN!

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Introduction:

Our Throwaway Society

Hello, welcome and congratulations.

You've made a wise decision . . . a decision that could easily recoup your investment many times over in the coming months.

Many smart people are out there, quietly making a very solid income selling on classified sites such as Craigslist and Gumtree.

You are about to learn the secrets to their success.

After reading this guide, you will be able to go out and make at least a very respectable second income, if not replace entirely your current full time income, from the comfort of your own home.

Before I share with you the secret strategies that have made many tens of thousands of dollars for myself and many other savvy entrepreneurs, I must illustrate one very important point.

The entire philosophy of making a profit off buying and selling on classified sites can be summarised in one sentence:

‘The **resourcefulness** to *capitalise* on our throwaway society’.

Let that sentence sink in for a moment.

For you to have the mindset to achieve any of your online selling goals, you must first get your head around this key principle.

In the 21st century, there is no doubt that we are living in a throwaway society.

The evidence is everywhere.

From the sheer size of our council landfills to the grubby way unwanted items are dumped (often illegally) on the kerbs outside many homes.

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We are CONSUMERS with an insatiable appetite.

Things are not made to last like they were in previous generations.

Back in your grandparent's day, most items were made with the strongest materials possible - designed to last 20, maybe even 50 years.

Today, the products we buy are lucky to last 5 years.

Our markets have been flooded with cheaper, less quality items that simply do not stand the test of time.

In fact, they are designed NOT TO LAST!

Insane I know.

And it is not our fault.

The reason for this is there is not very much profit for manufacturers and retailers in products which only need to be replaced once every 20 years or so.

Advertisers of big multi-national corporations BOMBARD us with messages incessantly about the latest new innovative products that we simply must have!

We as humans are consumers by nature and many of us desire to be one of the first to own the latest products with an irrational level of passion and pride.

Think about the lines at the Apple stores where fans camp out for days every time a new model of iPhone or iPad is launched.

It's not like their current iPhone is obsolete just yet...

So then what happens to the products that have been left behind?

I'm not talking about your old VHS player or Cassette Walkman here...they haunt the museums and landfills of every town and city.

What I am talking about is the iPhone 4 with a slight scratch that is still in perfect working order that you no longer use due to a recent upgrade to your new iPhone 5.

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It has to be worth something right?

Or your comfy innerspring bed, the one you were bought for your birthday 3 years ago, that is sitting in the garage after you upgraded to the latest pillow top pocket spring model.

There is MONEY in these items...in fact there is money in just about ANY item that someone does not want anymore.

Because there is a high chance that there is someone else living in the same area that *will* want the unwanted item.

As the old saying goes:

‘One man’s trash is another man’s treasure’

To make a solid income selling on classified sites, it is essential that you discover ways that you can make money off our modern throwaway society.

When you understand **where**, **when** and **why** people are giving away for free or selling goods very, very cheaply... you can turn their ignorance, their laziness, their action of ‘throwing away’ usable and saleable items into cold hard cash.

Classified Selling Secrets philosophy is based on the economic principle of ‘ARBITRAGE.’

‘Arbitrage’ is defined as:

‘The simultaneous buying and selling of securities, currencies or commodities in different markets, or in derivative forms in order to take advantage of differing prices for the same asset.’

In other words:

Buying an item at price A to sell at price B in another market.

Huge profits from arbitrage selling can be made once you are able to answer the following 3 questions with clarity.

1. **Where** can I find bargains?
2. **When** do these bargains most often occur?

3. **Why** do these bargains exist?

Why Classified Sites?

Classified Ad buyers have been around for a long time, only the medium has really changed.

Think of Classified Site buyers the modern tech-savvy version of garage sale treasure hunters, market stall attendees and classified section readers.

Classified ads were once a mainstay of your local newspaper.

There were once numerous printed classified ad publications like The Trading Post.

With the explosion of online classified sites, tradition forms of the classified ad have certainly declined in numbers.

Online classifieds are the rage today.

Why?

Many reasons...

- They are cheaper, most often free! Compare this with the old method of \$? Per line of text...no thanks!
- They are instant...you can submit an ad and within minutes be taking enquiries about the product you are selling
- They can receive a wider audience, often nationwide
- They are so simple to submit...all the big classified sites have made the process as user friendly as possible.

You get the idea.

Classified sites are not a fad or a flash in the pan, they are definitely here to stay.

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Before these sites grow over populated as more people learn these profitable secrets, let's make as much money as we ethically can from our throwaway society.

To Your Classified Profits,

Ben Riddles

P.S. Classified selling, when done right is not only profitable, it is also a great deal of fun too.

It can be downright addictive.

Addictive in a healthy way.

It is a truly thrilling feeling when you are making money from pure resourcefulness.

This thrill is the fuel which drives all your future classified selling success.

The Big Four

There are many classified sites on the Internet.

The principles taught within this manual apply to any and every classified site.

The four sites that have been proven to work best in most areas of the world are **Craigslist, Backpage, Gumtree & Kijiji**.

Craigslist, Backpage, Gumtree & Kijiji (or 'Ebay Classifieds' in the U.S.A.) are the four most popular classified sites in the world.

They all operate on a free and paid premium listing model.

For best results selling online with classified sites, I recommend you list your items on any or all of these sites - whichever site or sites are popular in the area you live.

Some of these classified sites are geographically popular.

Kijiji is **Canada's** most popular classified site.

Gumtree is the most popular classified site in the **U.K., South Africa** and **Australia**.

Craigslist and **Backpage** are the number one and two most popular classified sites in the U.S.A.

You can also use any other popular local classified site that draws a lot of traffic.

Check out the **Appendix - List Of Popular Classified Sites Worldwide** on pages 89-93 for an extensive list of popular classified ad sites.

When selling hamburgers, the greatest advantage is 'a starving crowd' (Gary Halbert)

Traffic is the essential element to a successful classified site - the more eyes on your item, the greater likelihood it will sell quicker!

Whilst auction sites like Ebay are great to source items to resell, I do not recommend selling on Ebay using the principles outlined in this manual.

There are hundreds of information products on the market that deal specifically with selling on Ebay for profit and I refer you to them.

Happy Classified Profiteering!

**ARE
YOU
READY?**

SECTION ONE:

PREPARATION

1. Knowing Classified Buyers

Understanding what they want

2. Two methods to this madness

- Flipping
&
- Niche Selling

3. Sourcing the right goods cheap

- The best research wins
- Where to find the best bargains



**'You Will Get All You Want In Life If You Help
Enough People Get What They Want.'**

Zig Ziglar

Classified Commandment Number One

*Thou Shalt Give The People
Bargains!*

Chapter 1:

Knowing Classified Buyers

The very first step on the road to classified site profits is not finding a product to sell...that comes later.

Many people have made the costly mistake of buying a bulk lot of goods that they think will sell online, only to have these goods take up space and gather dust in their garage.

The world is filled with cheap crap that nobody wants to buy.

So then if buying the goods is not the first step, then what is, I hear you ask?

The first step to classified site profits (and indeed all selling) is to start with the prospect, not the product.

The better you understand classified site buyers, the more success you are likely to have.

Whilst classified buyers come from all ages, races, sexes and economic backgrounds, there are certain traits that unite them.

Classified site buyers can best be summed up in two words:

BARGAIN HUNTERS.

That is what they are after.

Classified ad buyers are truly only after bargains (that is the primary reason for their frequenting of the classified sites).

The key to success in selling on classified sites is the first classified commandment:

Thou Shalt Give The People Bargains.

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If you aren't prepared to learn how to give classified buyers a real bargain of massive value, you may as well not read the rest of this book.

Sure, as a casual seller you will make some pocket money here and there, but you will never make anything close to a solid income if you don't know how to find and give a bargain.

Serious cash will be made once you have learnt how to **replicate the offer of bargains on a regular basis**.

The key focus of this manual is to teach replication techniques in relation to money making bargains which you can source and sell for profit on classified sites.

People who buy from classified sites are looking for the best value for their dollars...they are searching for items cheap or even free.

Some people are natural thrifty, cheap, tight, stingy (whatever word you want to use to describe them).

If you can sell to a bargain hunter, you can sell to **anyone!**

In my experience, I have found that many classified buyers are actually quite wealthy and love the thrill of hunting for and finding a real bargain.

However, many people who frequent classified sites are living on low incomes and do not have the luxury of buying new items at full retail price.

For them, classified buying then becomes almost a necessity if they want to possess the items they cannot afford to purchase brand new.

Classified buyers can be defined by the frequency in which they visit the sites looking for bargains.

Casual Bargain Hunters

vs

Veteran Bargain Hunters

Casual Bargain Hunters

These are the people who do not frequent classified sites very often. They have discovered a want or need for a particular item, yet do not want to pay full retail price for it.

Casual Bargain Hunters:

- Visit Classified sites infrequently
- As long as an item is cheaper than retail, they are interested
- Have done very little research into the value of items
- Will spend little time searching for an item
- Are less likely to haggle for an item

For most items, casual bargain hunters are your ideal target market.

You can generally get a better price for your items when selling to a casual buyer.

These buyers are less likely to haggle your price down or in general to be difficult.

These people have not made a definitive habit out of bargain hunting and still mostly purchase their goods for full retail prices.

Whilst these buyers are generally more profitable and easier to deal with, they are usually one-time buyers.

As they do not spend a lot of time looking for classified bargains, it is imperative to catch their eye as quickly as possible.

This may mean posting an item at strategic times, or reposting the same item frequently to bump it up to the top of the item list.

Let's compare them to veteran bargain hunters.

Veteran Bargain Hunters

These are the buyers who are online scouring the classified sites for bargains very frequently, often daily.

They know what they are after and what price a particular item can be defined as a bargain.

Veteran Bargain Hunters:

- Visit Classified sites frequently, usually daily
- They are only interested in a real, massive value bargain e.g. 10-25% of retail price for an item
- Have done a lot of research into the value of items
- Will invest hours at a time searching for an item
- Are very likely to haggle for an item

These buyers are likely to be sellers as well as buyers.

They are in all probability trying to do what you and I are doing and making a little money on the side from their bargain hunting.

For most one-off items, they are not the ideal target market.

However, if you can sell to a seller and still make profits, you will often find that they become a regular customer.

This will work if you have found a regular and bulk supply of bargain priced items.

Sure you will not make as much profit per item... yet you will sell more items more frequently.

Selling or even supplying veteran bargain hunters is an advanced technique that will work better once you have considerable experience selling to casual bargain hunters.

For beginners, casual bargain hunters are the ideal target market.

Exercise 1:

Understanding Classified Buyers

Study the behaviour of classified buyers. The best way to do this is by placing an ad that is an extreme bargain. Very cheap or even free. List one item that you are not using and want to get rid of. It should have some monetary or resale value. Notice the behaviour of the classified buyers.

What item have you chosen?

At what price have you listed the item?

How many enquiries did you receive?

Are most buyers polite or rude?

Did anyone ask you to hold the item for them?

Did anyone give you a sob story as to why they need the item? If so, describe...

Classified Commandment Number Two

*Thou Shalt Choose Thy
Method To Classified Riches
Wisely!*

Chapter 2:

Two Methods to this madness

There are two very effective yet different methods to making profit on classified sites.

1. Flipping

and/or

2. Niche Selling

Both methods are effective in making profits. Personally I have used both methods to varying levels of success.

So what is the difference?

The simplest way to describe the difference is a **flipper** will sell anything that will make a profit and a **niche seller** specialises in selling something specific.

Flipping

Flipping is the art of buying an item at a very low price and reselling it for a handsome profit.

Flipping is the best way to begin your adventure of buying and selling profitably on classified sites.

When you begin to frequent classified sites, you will notice a slew of people trying to get rid of perfectly saleable goods and are practically giving them away.

For some reason or another, the owners of these goods have convinced themselves or have been convinced by another person that their item holds little to no resale value.

That, or they are simply too lazy to make any effort to sell the item.

Quite often it is the latter reason.

Frankly, most people are scared to death of selling.

They feel that that the act of selling is a horrible, even sleazy endeavour.

How wrong they are!

Selling is an art form.

To live is to sell.

Every day we are trying to convince someone of something.

We wake up and try to convince our children to put on their shoes or eat their dinner.

We try to win friends that we resonate with.

We attempt to woo our ideal partner into a romantic relationship.

All the above described scenarios are the act of selling.

So what does this have to do with flipping?

Everything!

When you flip an item, you are capitalising on a person's lack of awareness to the true value of an item or their reluctance to engage in the act of selling.

It really is that simple.

You can make a lot of money knowing the true value of things and by not being lazy.

Do's and Don'ts Of A Flipper

- **Do Your Research On Prices** – Know at least the ballpark values of popular items (more on popular items later)

- **Don't Hesitate** – Bargains usually go quick as a flash, make sure as soon as you spot an item you can easily flip for profit that you respond to the ad asap.
- **Do Search For Items To Flip Daily** – Make the search for items to flip a daily discipline
- **Don't Relist An Item The Way You Found It**– Whether you fix a broken item, write a more compelling ad or take a different picture, an item should never be relisted in the same way you found it.
- **Do Renovate, Repair And Upcycle** – The best flip is the slightly damaged item purchased for very little or free, that you fix up with minimal effort and resell for its true market value.
- **Don't Hold Out For A Higher Price** – Profit in flipping comes from the speed in which you can turn over items. If an item costs you \$100 and you want \$400 but are offered \$300, take the \$200 profit and move on to the next flip.

Examples Of My Profitable Flips

1. 16ft Caravan With No Door



Purchased for \$300 on Gumtree
Zero Renovations - Just Wrote A Better Ad
Flipped For \$800 on local classified site
Profit = \$500 (266% Profit)

2. Futon Bed with broken slat



Obtained for FREE on local classified site

Spent \$6 on new bed slat

Took 10 minutes to fix

Flipped for \$280 on local classified site

Profit = **\$274** (4666% Profit!)

3. 6 x 4 Enclosed Trailer



Purchased for \$600 on ebay

Spent \$35 on rego transfer

Flipped for \$1200 on gumtree

Profit = \$565 (94% Profit)

A Flipper must have a trained eye for bargains and be disciplined enough to find said bargains and then have the confidence to resell the items for a more realistic price.

A flipper needs discipline

A flipper needs confidence

A flipper needs to sell, sell, sell!

The only downside to flipping is that the bargains are usually only one-off opportunities.

Once the item is flipped, you need to search and search to find another item.

Flipping is usually very profitable, yet it lacks the continuity of niche selling.

Niche Selling

A niche seller concentrates their online selling efforts on a particular item or niche.

Whether it is a specific niche like only apple products or it is broader like the selling of computers, niche selling is the best way to develop a continuous income stream selling on classified sites.

The 3 Steps To Choose A Niche

Step One:

Select a topic you know a lot about.

Niche selling is where you can really profit from your expert knowledge.

This can be based on your hobbies, interests, passions, work experience...whatever you know more than they average person about.

For example, if you are a competitive skateboarder, based on your knowledge of what equipment is good and where to get this equipment, you could sell skating equipment as your niche.

Step Two:

Choose an evergreen niche

Niche selling works best when you choose items that people use in their everyday lives.

Think about items that everybody uses.

Popular evergreen niches include electronics, whitegoods, furniture and cars.

Step Three:

Source regular bargains for cheap

This is the most important step in niche selling.

Without a regular supply of bargain goods, niche selling will only make you sporadic profits.

You need to find a regular supply of bargain goods.

There are many methods of sourcing bargain goods, which will be discussed in detail in chapter 3 of this manual.

Great methods of sourcing regular bargains include:

- Warehouse Clearance Sales
- Discontinued Items
- Wholesalers
- Importing Goods
- Liquidation Auctions

How I Chose My Niche

My primary niche is **buying and selling beds**.

1. I chose this niche because prior to my stint as a delivery driver I had a couple of years of experience in retail selling of furniture, specializing in bed sales. In short, it is an item I know a lot about.
2. I chose this niche because it is truly an evergreen niche. Everyone sleeps on a bed. Everyone needs sleep. We spend a third of our lives on a bed. It is more than just another item of arbitrary value, a good bed is an **investment** in our health and wellbeing.
3. I started out on my classified journey by flipping beds and later got into sourcing beds via liquidation auctions and asking suppliers for their factory second beds (the beds with very minor

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defects like a small tear or scuff etc that means they cannot sell the bed for full price).

Niche selling is an advanced technique that I would not recommend unless you have had success in flipping items first.

It is a method that requires a lot of effort to find the right items at the right price on a regular basis.

The profit margins may not be as high as when you flip.

However, niche selling is the only true way to earn a **solid constant income** from classified sites.

Exercise 2:

Flipping

Go through the classified sites and make a list of 5 items that you believe you could flip for a healthy profit.

Be sure to list any work you may need to do to the item to maximize its resale value.

1. Item: _____
Purchase Price: _____
Work Required: _____
Flip Price: _____
Potential Profit: _____

2. Item: _____
Purchase Price: _____
Work Required: _____
Flip Price: _____
Potential Profit: _____

3. Item: _____
Purchase Price: _____
Work Required: _____
Flip Price: _____
Potential Profit: _____

4. Item: _____
Purchase Price: _____
Work Required: _____
Flip Price: _____
Potential Profit: _____

5. Item: _____
Purchase Price: _____
Work Required: _____
Flip Price: _____
Potential Profit: _____

Out of the 5 potential flips you have found, choose the one flip that you can afford and that you believe will be quickest to sell. Then record the details below.

My First Flip

Item: _____
Purchase Price: _____
Work Done To Item: _____

Time To Sell: _____
Flip Price: _____
Profit: _____

Exercise 3:

Niche Selling

List 3 Potential Selling Niches.

1. _____
2. _____
3. _____

Out of the 3 potential niches, list the niche you are best suited to pursuing.

This niche is the one that you have the most knowledge, interest and experience in.

Best Suited Niche:

Out of the 3 potential niches, list the most popular or evergreen niche.

This niche has items that people are searching for or are likely to use every single day.

Most Popular Niche:

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Out of the 3 potential niches, list the most profitable niche.

This is the niche you are most likely to make a strong profit out of selling the items.

Most profitable Niche:

If you list a niche for at least two out of three above questions, that is the niche for you to choose.

Chosen Niche:

Classified Commandment Number Three

*Thou Shalt Source The
Right Goods At The Right
Price!*

Chapter 3:

The best research wins!

By now you should have a deeper understanding of the bargain hunting nature of classified ad buyers.

You also may have given some serious thought to items you can find to flip or a selling niche you would like to focus on.

Remember the first commandment- **thou shalt give the people bargains!**

To give the people bargains, you first must understand what a bargain is!

The dictionary defines the word 'Bargain' as

'an advantageous purchase, especially one acquired at less than the usual cost'.

Simply put, a bargain is an item that is cheaper than usual.

But exactly how much cheaper?

A key secret to awesome profits selling on classified sites is in the research phase and knowing with confidence how much an item or items is reasonably worth to a potential buyer.

What you must become good at is determining the value an item you want to sell CSV.

If you take nothing else from this guide, I urge you to take the time to understand the concept of CSV.

CSV – Classified Selling Value.

Classified Selling Value is the price that any item will sell for in a reasonable time frame. (1 day to 2 weeks).

If an item is not selling or even generating any enquiries, the price is too high.

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For popular items, you can easily scroll through similar items and see the price range that the market has defined.

For example, you have an Apple iPhone 4S you want to sell.

The price range of all the other iPhone 4S phones in the area are approximately \$300-\$450.

The median value for the item is \$375.

For a quick sale – list it for \$350.

If you can hold out – list it for \$400ono.

Yet other items are not so easy to determine the CSV.

So what is the best way to research an items classified selling value?

This is what has worked for me.

Divide each item into three prices:

1. Retail selling value
2. Online selling value
3. Classified selling value

Retail selling value or RRP (recommended retail price) is the highest price any item will go for. Retail items are sold in a traditional bricks and mortar store.

Goods that are sold online are usually cheaper due to lower operating costs like no rent of a shopfront etc. Online goods are around 10-20% cheaper than RRP.

Classified selling value is the general value that a particular item is advertised for on a classified site. Goods sold on classified sites can be anywhere from 25% - 100% cheaper than RRP.

Below is a simple foolproof system I created as a guideline for how to find and sell bargains on classified sites.

As a general rule of thumb, if you can source and sell items even cheaper than this, you can make serious profits on classified sites.

The Simple Bargain Scale!

New Items:

50-75% *of retail value*

Used Items, 1-3 years old (perfect condition):

25-50% *of retail value*

Used Items, 4+ years old (average condition):

10-25% *of retail value*

Yes, there are variables to this system.

The two major variables are:

- Popularity of the item
- Rarity of the item

If an item is very popular, like the latest model iPhone, its resale value will be higher than a less popular brand of second hand phone.

If an item is very rare, like a limited edition Lego set, its resale value will be higher than a regular Lego set.

Stick to the above system and cross reference prices with the average classified sale value.

You will not go wrong researching prices in this manner.

Once you have a general idea on what will be a bargain price for you to buy at and a profitable price for you to sell at, it is time to source the goods.

Where to Source the Goods

For flipping:

- on classified sites
- flea markets
- recycling depots
- Facebook buy sell swap groups
- garage sales

For niche selling:

- Warehouse Clearance Sales
- Discontinued Items from Wholesalers
- Factory Seconds
- Importing Goods
- Liquidation Auctions

Flipping Goods

The two best options are **classified sites themselves** and **Facebook buy sell swap groups**.

This is because, unlike flea markets, garage sales and recycling depots you do not have to leave the comfort of your home to start looking for bargains.

All you have to do is scroll down the computer screen.

When you come across an item that you know has profitable resale value, you can add it to a list of your favourites on the classified site browser or like the post on Facebook.

This is the best way of compiling a list of flippable items.

The price of most items is open to haggling unless the listing uses the word 'FIRM'.

Haggling is something you always try to should do to maximise your profits. (It is something you should also get used to from others as a classified seller).

Remember when items are really cheap or free, you need to get it real quick so someone else can't snap the item up before you.

Niche Selling

The most profitable method of sourcing a regular supply of cheap items for niche selling is going to **liquidation auctions**.

The auctioneer may have a minimum reserve on items, however it is usually very low (around 10% of retail value).

Many times I have picked up a vast quantity of niche stock for extremely cheap.

Factory seconds are also a fantastic way to make huge profits.

Items that have very minor defects usually sell very well because a seller has a legitimate excuse for selling the item cheaper.

'Damaged stock sales' are commonplace in many industries and I have even heard stories of companies purposely damaging their stock to sell in this manner.

The most profitable source of items is to **import goods** and resell them on classified sites. This strategy is a long term one that may require a significant investment into a bulk amount of items.

Importing is also risky if you haven't done your homework and know for sure that it is a hot selling item.

Alibaba.com

The most valuable website on the internet related to importing goods is Alibaba.

Once you gain experience in classified selling and get to the level where you want to source and sell a regular supply of goods cheap, this website is the best resource for you.

Far more useful than Ebay or Amazon.

Consider the difference.

Ebay and Amazon are filled with single items retail sellers.

Alibaba is filled with wholesale bulk sellers.

The '*Worldwide A to Z of Wholesale Suppliers*', Alibaba is a treasure trove for importers and wholesale purchasers.

Anything you can imagine, you can pretty much purchase from this site at ridiculously cheap prices.

However, there are many pitfalls on Alibaba.

For example, the suppliers do not quote you the shipping costs, only what is known as the FOB price – which means the total price of the goods to the port of shipment.

To successfully purchase bulk quantities on Alibaba, you will need a shipping agent.

I can only briefly mention Alibaba, as I only have a basic knowledge of its workings.

There are other people far more qualified to guide you through all the pitfalls Alibaba presents.

However, for market research, to understand the prices you can import the goods you want to sell for . . . I strongly advise you to go to www.alibaba.com and have a look.

Exercise 4:

Market Research

From the niche you have chosen, select 3 of the most popular items.

List their Retail price, their online price and their classified price.

Knowing these figures will assist you in searching for your next bargain.

1. Item: _____
Retail Price: _____
Online Price: _____
Classified Price: _____

2. Item: _____
Retail Price: _____
Online Price: _____
Classified Price: _____

3. Item: _____
Retail Price: _____
Online Price: _____
Classified Price: _____

Exercise 5:

Where To Find A Regular Supply?

List the best suited method of sourcing a regular supply of cheap items.

Methods include:

- Warehouse clearance sales
- discontinued items from wholesalers
- factory seconds
- importing goods
- liquidation auctions.

Best Method:

Now go online or to your local Yellow Pages and list 3 relevant suppliers for this method (e.g. 3 Auction Houses or 3 Wholesalers).

If importing goods is your best method, to online to alibaba.com and search for 3 import suppliers.

Suppliers

1. _____

2. _____

3. _____

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Contact these suppliers and arrange a time to visit them and get a list of prices, samples etc.

Conclusion – Section One

Having fun so far?

By now you have discovered that classified site buyers are in the nature 'Bargain Hunters' and it is your mission to give all buyers a bargain if you can and still make a profit.

I have shared with you the key differences between casual and veteran bargain hunters.

Then we covered the two major methods of classified selling profits – Flipping and Niche Selling.

You have also found out the importance of knowing the approximate prices and resale values of the items you are selling.

Then I shared with you the best places to source items for flipping and niche selling.

My top picks are Classified Sites, Facebook buy sell and swap groups, Liquidation Auctions and Importing Items.

The exercises at the end of each chapter are exactly what I do when researching items and looking for bargains.

The exercises are my proven methods of how I consistently make solid profits flipping and niche selling on classified sites.

Make sure you try them out for yourself!

Now the real fun begins – writing the ads.

Get your smartphones out and typing hands (or thumbs) ready – it is time to make some money!

SECTION TWO:

WRITING THE ADS

- 4. Perfect Pictures**
- 5. Hair-Raising Headlines**
- 6. Simple, Descriptive Ads**
- 7. Value Add To The Deal**



'Motion Beats Meditation.'
Gary Halbert

Classified Commandment Number Four

***Thou Shalt Give Clear
Visual Photographic
Proof Of Thine Items!***

Chapter 4: Perfect Pictures

Now you are ready to sell your items on classified sites.

This very simple **4 step process** outlined in section 2 is the process I have used successfully for many years to make my classified profits.

The first step is to take a perfect picture.

The purpose of a perfect picture is to capture the attention of interested buyers.

When selling on classified sites, you will be competing with many other listings and as such half the battle is capturing a buyer's attention.

Capturing attention on classified sites is as simple as the **PHP Method**.

P-Pictures

H-Headline

P-Price

When you can list an item with a clear picture, a compelling headline at a bargain price, your listing will at the very least get a lot of views.

A perfect picture gives any potential buyers clear visual proof that the item you are selling is what you say it is.

Listings with pictures generally get around 500% more clicks.

This is for 2 reasons.

1. **It increases trust in you as a seller**. The internet has many scams and classified sites are not immune. Showing your item in its

present condition stacks the odds in your favour that a buyer will choose your item to purchase.

2. **Buyers want to view any potential item before they even leave their home.** Buyers hate to have their time wasted, though sometimes they do not mind wasting a seller's time. Buyers can be lazy. Get over it. It is not hard to take a picture and upload it. You cannot afford to be a lazy as buyers.

Taking A Perfect Picture

In the modern world of smart phones with their inbuilt multi-megapixel cameras, there is no excuse for not taking clear, crisp pictures of the items you are selling.

This is not as simple as it may sound.

Too often you see items for sale with shocking pictures that are blurry, unpresentable or downright confusing.

Even worse is when someone lazily takes a photo of an item that is not presented in the best manner.

For example, when an item is taken apart in the garage, you do not take a picture of the disassembled item next to other items. That is just plain confusing.

4 Do's And 3 Don'ts Of Perfect Pictures

- **DO** take a picture of the item presented in the best possible manner. If it is a car, wash it first. If it is a bed, at the very least tidy the sheets.

- **DON'T** take a picture that will confuse the buyer. If you are selling a bike, don't take the picture next to a lot of other bikes (the buyer will be unsure which bike you are selling).
- **DO** take a picture of the item in the best light at the ideal angle...for example car pics are best taken from a front side angle.
- **DON'T** upload a blurry or dull picture. Even if your item is in pristine condition, a blurry dull picture will turn off potential buyers. A high resolution photo is always recommended.
- **DO** take and upload multiple pictures. The more visual proof the better. This rule is especially relevant for higher ticket items like cars and boats.
- **DON'T** upload an up-side-down picture. Yes it seems obvious...you will be surprised by how many people make this silly mistake.
- **DO** upload pictures to accompany every item. ALWAYS. The only exception would be if the classified site charges for photo uploads, which is very rare (the big two allow photos for free).

Perfect Pictures Examples



Well Presented – this Red Mercedes convertible was detailed prior to the photo. The side angle really highlights the fact that it is a convertible and the door open is an invitation – want to come for a ride!



A glimpse of the finished product – This Camphor Laurel timber slab was an un-sanded, un-stained slab. Spraying water on it gave the appearance of what the finished product may look like. The gorgeous multi-coloured grain of the Camphor Laurel is really accentuated by a few squirts of water.

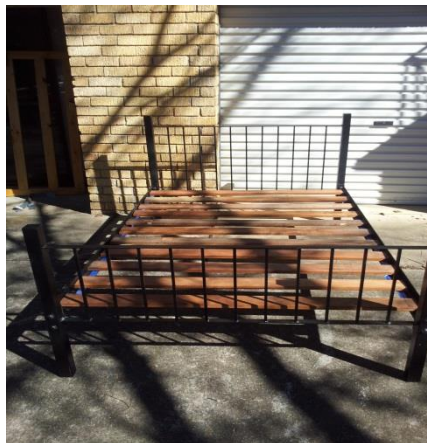


A Professional Photo - If you can't take a perfect picture, you can find a photo online and post it. I would only recommend this if you have a genuine reason not to take an original photo – like if the item is brand new in the box and setting the item up for a photo may detract from the item's resale value.

Poor Picture Examples



Not clearing out the junk – this photo was attached to a trailer for sale. Maybe the seller meant to illustrate the storage capacity of the trailer, maybe they were too lazy to clean it out. Whatever the reason, it is confusing to the buyer and poses the question – is the lawnmower and other equipment included in the sale?



A photo with poor lighting – obviously this is a photo of a bed, however the lighting and shadows in this photo make it an eyesore of a picture. This was actually an awesome bed, but you could not tell by the picture!



Up-side down – Don't be lazy and upload an up-side down photo!
There are no excuses for laziness on the road to classified profits!

Exercise 6:

Perfect Pictures

Take 2 items that you plan on selling.

Instead of just taking a single photo and uploading it, take a couple of minutes and snap a number of photos of each item from various angles.

Experiment with the lighting and if it is possible to move the item, take photos of the item both indoors and outdoors to see which photos are best.

Upload a number of clear, crisp, well presented photos your listing, with the best taking pride of place as the first photo.

Classified Commandment Number Five

*Thou Shalt Write A
Compelling Headline That
Elicits Immediate Action!*

Chapter 5:

Hair-Raising Headlines

The most important element of a classified ad listing is the headline.

Only a few words long, the headline is so powerful because it is responsible for eliciting the desired action.

Whilst having a perfect picture and a bargain price is important, it is the headline what gets a buyer to click on your listing and read your ad.

In a very competitive marketplace such as a popular classified site, your headline needs to grab the eye of a buyer.

The headline needs to be so interesting that it is hair-raising.

How does one achieve this?

There are numerous techniques you can use.

Simple Headlines

Direct and to the point, simple headlines are best used when an item is so popular and in demand that it will sell itself.

The brand name, recent release and popularity of an item are the key factors when using a simple headline will work, though the price you want to sell it for will also play a major role (remember, classified buyers are bargain hunters!)

Simple headlines are not very effective for items that are in excess supply or are not overly popular. For these items to sell well, you need to get creative (see below with funny and storytelling headlines)

Examples of Simple headlines

‘Brand New In Box, iPhone 5s, \$600ono’

‘Briggs & Stratton Lawnmower, 4 Stroke, little use, \$150’

‘2008 VW Golf, Auto, Red, 57000Kms, \$7000ono

Irresistible Offer Headlines

The irresistible offer is the best technique to use if you flip or niche sell on a regular basis.

When you are competing against other regular sellers or businesses that list on classified sites, an irresistible offer more than anything else will put you miles ahead of the competition.

Coming up with a truly irresistible offer when you are selling on classified sites is no easy task.

It takes a little thinking outside the square, figuring out what else the buyer would like as part of the deal to make it a bargain.

If you have the means, add free local delivery.

If you have other similar items, do a buy 2 get one free special.

The irresistible offer is discussed in greater detail in chapter 7.

Examples Of Irresistible Offer Headlines

‘Brand New Beds At Second Hand Prices And Free Delivery.’

‘Used Golf Balls, \$50 for a bucket of 70 balls!’

‘Men’s Leather Jacket, never worn, must go today, Free.’

Humorous Headlines

The use of humour in your headline is definitely one way to grab classified buyers attention. If you can lighten the mood of your readers, you have a better chance of getting them to read on.

Humour in this context can take a variety of forms.

Making fun of an item is a popular method.

Describing the users of an item in a humorous way is another.

It does not matter how you inject the humour into the headline, if you do it well it shows potential buyers that your personality if not a light-hearted and jovial joker, is at least easy to deal with.

Examples Of Humorous Headlines

‘The Biggest Lemon of a Car listed on Kijiji Calgary!’

‘Sony Walkman Cassette Player, includes Wham and Phil Collins Mixtape.’

‘My husband lost the bet, now his collection of He-Man toys must go!’

Story-telling Headlines

When your item is the same boring item as every other seller, there is one sure way to have it stand out from the crowd.

Tell a story about the item.

It can be made up or the hand to holy book truth.

It doesn't matter whether the story is fact or fiction, an interesting story in the headline will certainly get more clicks.

Why?

Because humans are curious creatures by nature.

Our preferred method of relaying information since day dot has always been story-telling.

Tell an interesting story that arouses the curiosity of buyers and your item is bound to sell faster than a politician can make excuses.

Examples Of Story-telling Headlines

'This acoustic guitar was once (maybe) played by Bob Dylan'

'The real reason my 1974 VW Kombi is named Gwendolyn'

'For Sale, Baby Shoes, Never Worn' (Just had to include this legendary six word story by Ernest Hemmingway)

Exercise 7:

Headlines

Take an item in your possession that you have decided to Flip.

Write 3 Headlines in the four different styles described above for the same item –Simple, Irresistible Offer, Humorous and Story-Telling.

Choose the best headline to use in your ad.

Simple Headlines

1. _____
2. _____
3. _____

Irresistible Offer Headlines

1. _____
2. _____
3. _____

Humorous Headlines

1. _____
2. _____
3. _____

Story-Telling Headlines

1. _____
2. _____
3. _____

Best Headline

Classified Commandment Number Six

*Thou Shalt Tell A Simple &
Believable Story!*

Chapter Six – Simple and Descriptive Ads

Now you have sourced profitable items, taken perfect pictures and written engaging headlines...it is time to write the ad itself.

How long should a classified ad be?

The correct answer when classifieds were only in offline publications like newspapers and magazines was 'short and sweet'.

This was because classifieds were precious real estate where every word mattered and was paid for.

Fast forward to today where classifieds are both free and online and the correct answer is 'as long as it needs to be to sell the item'.

There are two options for your ads- short and long.

Short, simple, descriptive ads

To take a lesson from the good old days of popular offline classifieds, keeping your ad simple and descriptive generally works.

People are busy, most of us are time poor and we do not need to read a boring essay about a simple item.

Keep it short and simple, unless the item requires a unique description or you have an interesting story to tell about the item.

Keeping it short and simple in this context means including only essential information in the body of the ad.

Write a short simple ad like you are listing the features in dot point form.

So then what does essential information mean in an ideal classified ad?

- **What the item is** –e.g. Bed, boat, jacket
- **The make, brand name, model number** – e.g. Ford Laser GHIA
- **Age/year of release** –e.g. 2004 model, 10 years old

- **Condition of item** – e.g. brand new, excellent condition, minor scratches, well loved
- **RRP or Purchase Price**
- **Selling Price** –e.g. \$300
- **Negotiable or Firm Price**
- **Whether the item is pick-up only or you offer delivery** (if you offer delivery, specify if delivery is included in the price or an extra fee)
- **Reason for the sale** –e.g. Selling due to upgrade, no longer required, kids have outgrown them
- **Any special details about the item** –e.g. limited edition, only 500 made, rare and popular

Example of a simple, descriptive ad

‘2011 Silver Ford Focus GLX for sale’

“Ford Focus hatchback for Sale

2011 Model GLX, silver colour

2.0L Fuel Injected Engine

Automatic, Cruise Control

Bluetooth CD Player with USB input

Only 45,300KMs!

Immaculate Condition, just had major service

Professionally detailed, not a single scratch!

Only one female owner

Selling due to needing a larger family car

Ideal first car

RRP \$23990

\$12,000ono.”

The above example works because it tells the buyer everything they need to know in a simple and descriptive manner.

Longer story-telling ads

An advanced strategy is to write longer, elaborate ads that tell an interesting story.

As people's attention spans are generally low, this technique can backfire if the story you tell is not interesting.

The Cardinal sin of writing a long classified ad is:

‘Don't waste a buyer's time by being boring!’

When telling a story, think about your potential buyer.

Ask yourself:

- Will they be interested in the story you have to tell?
- Will they care?
- Will your story be the difference that makes the sale?
- What is your objective in telling a long story?

Telling a story in a classified ad can serve many purposes.

The most obvious purpose is to sell an item.

Another purpose may be to elicit a certain emotional reaction out of an interested party like laughter or empathy.

A great reason is to be remembered as a seller.

Write a memorable story ad and you can quickly become known as a niche seller in your area.

In my local area I became known as 'Ben the Bed Man' due to my interesting long stories.

Building a solid reputation is essential to long term success in niche selling on classified sites.

Example of a long story-telling ad

Locally Handmade Hawaiian Ukulele - \$220 (Waikiki)

You can have a locally, Hawaiian handmade Tangi Mahogany Ukulele. You can buy it, or trade for it.

If you're new to the island, you've probably never heard of Tangi. Feel free to Google him real quick so you will know how rare this handmade ukulele is.

In 2008, overseas cheap productions of poor quality ukuleles really took a bite out of Tangi's business.

He shut down his factory and moved into a sublet in the back of a flower shop on Beretania across from Times supermarket.

I walked passed that shop flower shop everyday, on my way to get lunch. In the window of the flower shop was a hand made, GIANT ukulele the size of a Cello, a beautiful Mahogany Ukulele & a tiny "pocket" ukulele. Small enough for a back-pack but still big enough to play.

Everyday I would walk past the shop and see that Ukelele.

Then one day it was gone and there was a different one in its place.

So for the first time, I detoured from grabbing my lunch and walked into Tangi's shop in the back of the flower shop.

Luckily, it was there, on the wall in the back shop.

This space he was working out of was smaller than his factory that he

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had to shut down, Tangi told me, but every single Ukulele was hand made.

He was planning on selling the last of them, and then not sure what he was going to do next.

While he still had Koa & Mahogany wood, and the mother of pearl "T" Tangi logo that looks like a palm tree, he was going to keep making Ukuleles. It was his passion for years.

Tangi is well known in the music scene here in Hawaii. So much so that they put a benefit concert for him to help cover his medical bills when he was attacked.

I'll get to that in a second.

So now that I'd seen the inside of the shop, and met Tangi who is one of the nicest people on the Island. Genuine good guy, who is great at his craft and was getting squeezed out of his family business by cheap knockoffs from the mainland and overseas.

I could not play Ukulele then, and I still can't play the Ukulele now.

I can't even tune it myself. =)

BUT I've heard it played by my friends who can play, and Tangi himself when I'd visit it in the shop.

I love the sound, especially of this Tangi Mahogany tenor Ukulele.

After visiting so many times, I was used to being greeted with a smile.

Then for three weeks, the shop was closed. Tangi was gone and I thought, it was just the end of his business.

It was actually much, much worse.

Tangi parked his bike across the street at the bank next to times, the old American Savings....because it was safer.

What happened to Tangi is that he went to get his bike from the rack

across the street and he found a guy had broken the chain and was trying to walk away with it.

Tangi told me that he said, "That's my bike."

And he expected the guy to walk away.

Tangi is a peaceful guy.

Then he woke up in the hospital.

He told me all of this through his still wired Jaw 3 weeks later.

Lots of famous Hawaii musicians put on a benefit concert to fray the cost of his medical bills.

I bought this ukulele that I can't play for \$220 to show my support.

It is truly a work of art, and in the right hands it makes beautiful music.

I will sell it or trade it to someone who can and will play it.

It has been sitting silent since 2009 and that is a waste of a beautiful, handmade Tangi Ukulele.

Since I bought it, they are now selling for much more, some of his Ukulele's sell for over \$1,000.

I would like to trade Tangi's Ukulele for a wheel chair or mobility scooter for my mother, a scooter for my wife, or lastly a long board for myself.

The above ad was written by **Evan Chacker** of *Waikiki, Hawaii*. Evan is a serial entrepreneur, his website is www.swipezilla.com.

Exercise 8:

Simple and Descriptive Ads

Write out all the details of your item below in point form.

Use this template for simple and descriptive ads to write all your simple classified ads.

Item name: _____

Make/Model: _____

Age/Year: _____

Condition: _____

RRP or Purchase Price: _____

Selling Price: _____

Negotiable(Yes/No): _____

Pick-up or Delivery: _____

Reason for Sale: _____

**Special
Details:** _____

Classified Commandment Number Seven

*Thou Shalt Make Thy Offer
Irresistible!*

Chapter 7:

Add Value To The Deal

Dangle a carrot to close the sale!

The best way for you to stand out from the crowd of similar items that others are selling on classified sites is to come up with an irresistible offer.

The irresistible offer in this context is when you offer such massive value in exchange for the price you are asking that it is almost a no-brainer decision for a buyer to choose you to buy.

How can you add value to a classified sale?

There are many ways...

- Free Delivery
- Bonus Products
- Package deals
- Loyalty discounts for repeat customers
- Referral gifts

Free Delivery

This has always been my most effective value ad when selling beds.

I have a large van and I always offer 'Free Delivery' within 25kms of where I live.

Most people cannot fit a bed into their family sedans or hatchbacks, so delivery of large furniture items is required.

Most sellers charge minimum \$30 for local delivery, the average fee for furniture stores is \$50-\$60 per delivery so in the offering of free

delivery I am offering a very valuable service that makes my offer irresistible to price shoppers.

This works best if you have a van, though you can offer free delivery for small items in any car.

Bonus Products

You see this technique used in retail stores all the time.

‘Buy 1, Get 1 Free!’

‘Purchase \$500 worth of goods and get your Free bonus!’

Offering bonus products works, not just in retail stores either.

Every buyer loves a bonus, buyers on classified sites are no different.

The key is to come up with a relevant and congruent bonus that you can offer with your products.

A bonus that is low actual cost to you yet has a high perceived value to buyers.

For example, for a while I sold Children’s foldable scooters similar to the Razor brand.

With every scooter, I gave a package of 20 children’s themed stickers.

These stickers cost me around 5 cents each so \$1 per pack.

Yet the retail value of these stickers was \$1.50 each.

So I was selling scooters for \$30 and offering a bonus pack of 20 stickers with a retail value of \$30!

At a cost of only \$1 per sticker pack, I literally doubled the value of my scooters by offering the stickers.

I sold out of all my scooters in around 8 days.

Bonuses work...they work better when they are congruent, work best when they are congruent, cheap to source and have a high perceived value.

Package Deals

When niche selling items, think of similar items that you can package together to sell at a great price.

You can also do this with used goods if you focus on the prospect. Bundle items together that your prospect is likely to buy. A great example is someone moving into a house for the first time – they need an entire house of furniture!

If you are moving house, you could sell a 'whitegoods package deal' of a washer, dryer, fridge and freezer.

An example of a great package deal that I have used to great success when selling beds is:

'Buy any mattress over \$500, get the base for ½ price!'

Loyalty discounts for repeat customers

In niche selling, repeat customers are your ideal customers.

You want to deal with people who love what you sell and keep coming back for more.

Your business then becomes more about strengthening the relationship with your regular buyers than anything else.

That is why you should always find some way to reward repeat customers.

When selling beds, I have an unadvertised policy that I give repeat customers a 20% discount.

By not advertising this policy, repeat customers get a pleasant surprise on their second purchase which increases the good will between us and maximises the chances they will keep coming back and maybe even refer me to their friends.

Referral Gifts

When your customers tell their friends about you, try to find a way to reward them for the referral.

Obviously a commission of the sale may not be possible, however a small gift usually is.

When selling beds, I offer a gift of a free memory foam pillow to any person who refers their friends or family to me and it turns into a sale.

Exercise 9:

Adding value

Think of as many ways as you can to add massive value to your sales.

Use the form on the next page to determine the best bonus.

1. Can you offer free delivery?

2. What bonus products can you offer?

3. What package deals can you offer?

4. What loyalty discount/bonus can you offer?

5. What referral gifts can you offer?

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6. Which bonus or combination of bonuses will make your offer absolutely irresistible?

Conclusion: Section Two

This section covers all the essential elements you need to include when writing classified ads that work.

I shared with you the importance of perfect pictures as visual proof of your items.

Be sure to remember the 'PHP method' of capturing attention in a classified ad – Picture, Headline, Price.

We then went on to the four different styles of headlines that will make buyers stop and click on your ads – simple, irresistible offer, humorous and story-telling.

Then you discovered the two ways you can write an effective ad – short and sweet or a longer story-telling ad.

And last but certainly not least, I shared with you my proven value adding strategies – free delivery, bonus products, package deals, loyalty discounts for repeat customers and referral gifts.

The best classified commandment to remember when writing an ad is commandment no. 7 –

Thou shalt make thy offer irresistible!

I cannot stress the importance of an irresistible offer enough.

Not only will you flip your items faster than Usain Bolt runs around the athletics track (well maybe not that fast), you will crush your competition under the weight of your offers.

The other wannabe flippers and niche sellers will wonder how you can offer such amazing deals.

SECTION THREE:

SELLING THE GOODS

- 8. Prompt & Courteous**
- 9. Massive Value Service**
- 10. Follow Up On Leads**



**'Be Phenomenal,
Or Be Forgotten.'**

Eric Thomas

Classified Commandment Number Eight

*Thou Shalt Be Prompt And
Courteous At All Times, And
Spot The Timewasting
Fools!*

Chapter 8:

Prompt & Courteous

So you have your items to sell, have taken your pictures, written your ads and have just uploaded them to one or many classified sites.

Now the hard work begins.

Finding the bargains, writing the ads and coming up with the irresistible offer is the fun part.

Dealing with the classified ad buyers is the part that makes most people who try to profit from selling on these sites give up fast.

Why?

Because a lot of the people you are about to deal with are not the most evolved of humans.

Sure you will deal with a lot of intelligent and really lovely people.

You will also deal with a lot of inconsiderate idiots.

Here are a few sad facts about classified buyers...

Many classified buyers:

- Will waste your time
- Will not get back to you
- Are a very fickle lot
- Have incredibly short memories

So how does one deal with the fickle, time-wasting nature of classified buyers?

With a lot of patience and practice.

Knowing you will have to deal with these types of people and expecting it is half the battle.

What has worked for me is being as prompt and as courteous as possible.

And learning how to spot a time waster a mile away.

Being Prompt

A quick sale is the best type of sale on classified sites.

There is nothing more frustrating than responding to a dozen emails and text messages, answering question after question for days on end.

Your primary objective is to get rid of the items you have as quickly as you can, then move onto the next lot of items.

How do you do this?

By answering your phone calls, text and emails as fast as possible and in a friendly manner encouraging people to come and inspect your items.

I have found that you will have a 70-80% success rate in making a sale once a potential buyer agrees to come over to your house and inspect the item for sale.

Being Courteous

People will be rude.

They won't come at the time you arrange.

They will not get back to you.

In fact, **when a person says 'I'll get back to you' – expect that they won't.**

To develop a strong reputation as a seller, it is imperative that you be as courteous as you can to buyers at all times.

Be enthusiastic but never pushy.

Show confidence in the irresistible offer you have constructed.

Believe in your ability to sell the item.

Do not show your frustration.

Word will travel fast that you are a nice person to deal with.

Trust me, this is the hardest part of the endeavour.

You will want to tell rude people off, you will want to make time wasters leave.

Hold your tongue and always engage with buyers, whether they buy or not – with a smile.

Thank them and they immediately put them out of your mind and say 'Next!'

This is a great lesson that applies to all dealings in life, not only classified selling.

How to spot a time waster

After a while you will get very good at this.

To start with, a timewaster can be spotted by their uncaring, non-chalant attitude and their lazy demeanour.

I have few little tests to determine whether or not someone is a timewaster.

- **Ask them to come over and inspect the item** – a time-waster is usually too lazy to leave their home, jump in their car and drive over to your home to inspect an item
- **Set strict time appointments for inspection** – should they want to come over and inspect an item, set a time. Better yet, make an

excuse why they **MUST** come before a certain time, such as you must pick a family member up from work by a certain time.

- **Call them** – it is much easier to spot a timewaster by the demeanour of their voice than via email or text message. By calling a buyer and putting them on the spot, you will easily separate the timewasters from those seriously interested.
- **Limit contact** – For very popular items, I do not leave a contact number, only an email. If a buyer is genuinely interested they will leave their number in the email and you can call them to arrange inspection of the item.

Exercise 10:

Prompt & Courteous

On your first day of classified selling, respond to every contact as quickly as possible.

If a buyer sends an sms, reply with a phone call.

Set as many inspections as you can.

The goal of this exercise is to get people to come over to your house to see the item.

Or even better, if free delivery is included convince a buyer to purchase your item sight unseen – this happens more than you would believe, a positive for sellers in our lazy society.

Weed out all the time wasters by using the techniques described above.

Classified Commandment Number Nine

*Thou Shalt Over Deliver
With Massive Value!*

Chapter 9:

Massive Value Service

People are not easily impressed these days.

If you can impress a buyer by over-delivering on your promises, by giving what I have coined 'Massive Value Service', your success is assured and profits will easily accumulate.

What is Massive Value Service?

Massive Value Service is when you give such huge value to your customers, when go above and beyond in your service to the buyer so that they are impressed and remember you in a very positive light.

This creates so much good will between the buyer and seller – that the buyer often acts as your raving fan and refers you on to their friends and family.

So how does one give Massive Value Service?

The simplest way to give massive value service is to exceed on your promises.

Make normal and reasonable promises and make it your mission to beat them.

- If you are delivering an item and you said you will be there in an hour, be there in 30 mins (make sure they are home!)
- If you have agreed to a price on a deal for one item, add a bonus product AFTER the deal is done.
Aim to impress.
- Go out of your way to be friendly and helpful.
Spend those extra few moments to explain how an item is assembled to make the buyers life easier.

How I give massive value service

I get an item to a buyer as fast as humanly possible without breaking the speed limit.

Efficiency shows that you mean business and it really does command respect.

If a buyer is friendly and a pleasure to deal with, I always try to offer them an unannounced bonus of some description.

I have even included installation of a bed as part of my deals, where retailers and other sellers charge you \$60+ an hour for this assistance.

Exercise 11:

Massive Value Service

List 3 ways that you can give every buyer 'massive value service'.

Try to not make it about you discounting your item, but giving them massive value, extra and unexpected from the deal you have negotiated with them.

Aim to seriously impress.

1. _____

2. _____

3. _____

Classified Commandment Number Ten

*Thou Shalt Always Offer
Prospects A Second Chance
To Buy!*

Chapter Ten:

Follow Up On Leads

Have you ever heard the expression

‘the fortune is in the follow up.’

This is true in most businesses, yet it is particularly relevant when selling on classified sites.

The final classified commandment will without question make you the most money!

Always, always give interested parties a second chance to buy!

Now I am not talking about ringing and harassing them 5 times...I mean twice.

In all my years of selling on classified sites, not once have I ever been scolded for politely following up on an interested party.

Not only that, I have made so many extra sales by following up on interested parties.

Following up works because:

- It shows you **remember them** – it makes a buyer feel special, or at least memorable
- **People forget** - they get caught up in other things and forget about their interest in your item
- Buyers may not be ready to buy yet, though they **WILL** buy later

Building a list of potential buyers

For niche sellers, this is where you make your bread and butter.

When I sell beds and I have sold out of a particular item that people want, I always ask them if they want me to add them to my list.

I write their name, contact phone number (or email) and a specific description of the bed they are after.

This way when I go to my next auction or place my next wholesale order, I have a list of requests from people.

It's almost money in the bank.

Most sellers do not show enough initiative to build a customer list like this.

And it will only be profitable if you follow up on the customer leads.

**DO NOT LET YOUR LIST GO
COLD!**

Exercise 12:

Following Up

Contact every buyer interested in your item at least once.

If there is a lot of interest, be sure to make them aware of this fact.

Keep your follow up short and sweet.

If they say no, politely end the conversation and continue on to the next interested party.

Exercise 13:

Build Your Customer List

Begin building a list of interested customers today.

Tell your customers that you sell on classified sites on a regular basis and you order new stock every week or so...ask them if they would like to be notified when your next shipment of bargains comes in.

If they say yes, be sure to take their name, phone number (or email) and a specific description of the item they are looking for.

Aim to add at least one new name on your customer list each day.

Use the template below.

Name:

Contact Number and/or email address:

Details of item customer wants:

Conclusion: Section 3

Welcome to the wonderful world of classified ad profits!

By now you have sold some items and made a nice profit on each item.

We have covered the importance of being prompt and courteous when dealing with buyers and I have shared with you techniques for spotting timewasters.

Then you discovered how to over deliver with massive value service.

And we have concluded with the most profitable advice of all – follow up on every lead and build an interested customer list.

The techniques I have shared with you are all proven to work, tested numerous times by myself.

Consider them general guidelines here to help you make serious classified selling profits.

A word of advice though, you do not have to use a certain technique if it doesn't work for you or resonate with you.

We are all different and what has worked for me may not exactly work for you.

Adapting which techniques work for you and replicating them is essential to your selling success.

When in doubt, remember the first classified commandment:

Thou shalt give the people bargains.

If you can offer buyers a bargain and still make profits off the sale, your success in classified site selling is virtually guaranteed!

The 10 Classified Commandments

1. Thou Shalt Give The People *Bargains*
2. Thou Shalt Choose Thy *Niche Wisely*
3. Thou Shalt Source The *Right Goods At The Right Price*
4. Thou Shalt Provide Clear Visual *Photographic Proof Of Thine Items*
5. Thou Shalt Write Headlines That Elicits *Immediate Action*
6. Thou Shalt Tell A Simple And *Believable Story*
7. Thou Shalt Make Thy *Offer Irresistible*
8. Thou Shalt Be Prompt And Courteous At All Times, And Spot The Timewasting Fools!
9. Thou Shalt Over Deliver With *Massive Value Service*
10. Thou Shalt Always Offer Prospects *A Second Chance To Buy*

APPENDIX

Classified Ad Sites Worldwide

The Top 5

1. Craigslist

www.craigslist.org (Worldwide)

Alexa Ranking: 56 Worldwide (12 in U.S.)

2. Kijiji

www.kijiji.ca (Canada)

Alexa Ranking: 538 Worldwide (10 in Canada)

3. Backpage

www.backpage.com (U.S)

Alexa Ranking: 691 Worldwide (455 in U.S.)

4. Gumtree

www.gumtree.com, (UK)

www.gumtree.co.uk (UK)

www.gumtree.com.au (Australia)

www.gumtree.co.za (South Africa)

Alexa Ranking: 948 Worldwide (30 in U.K.)(14 in Aus)

5. Ebay Classifieds

www.ebayclassifieds.com (U.S)

Alexa Ranking: 8,724 Worldwide (4,301 in U.S.)

Other Popular Classified Sites

Ibazaar (Mexico)

www.ibazaar.com.mx

KRRB (Worldwide)

www.krrb.com

OLX (U.S.)

www.olx.com

Classified Ads (Worldwide)

www.classifiedads.com

US Free Ads (U.S.)

www.usfreeads.com

Ad Post (Worldwide)

www.adpost.com

Ad Land Pro (Worldwide)

www.adlandpro.com

Adoos (Worldwide)

www.adoos.com

Oodle (U.S.)

www.oodle.com

Mudah (Malaysia)

www.mudah.my

Preloved (UK)

www.preloved.co.uk

Hoobly (Worldwide)

www.hoobly.com

Recycler (Worldwide)

www.recycler.com

Allclassifieds (Australia)

www.allclassifieds.com.au