

Online Selling Experiment Presents...

How to Pick and Sell Your First 5 Items

(From Things You Already Own)



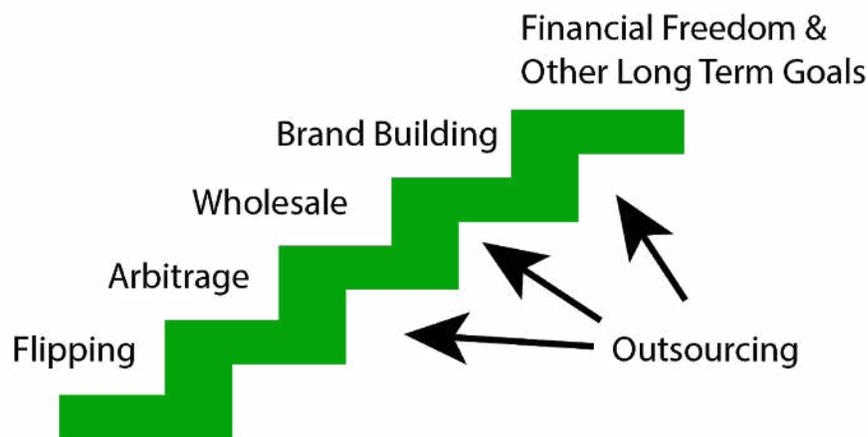
**Sold Frigidaire 50 Pint
Dehumidifier**

\$100

Your first steps on the Stairway to 7 Figures...

The model we recommend for building an online retail business is called the Stairway to 7 Figures.

The Stairway to 7-Figures



As the name implies, the Stairway involves learning strategies that are capable of generating a significant amount of revenue - but the higher risk, higher reward sourcing strategies like wholesaling and building your own brands don't help you very much if you've never sold anything before and don't have any money to invest.

In fact, the whole point of the Stairway is to work your way up to those strategies so that by the time you are trying them, the skills and capital you have mean the risk is much lower and your odds of success are much higher.

So for most people, that means starting at the bottom of the Stairway either flipping used items for profit or performing retail arbitrage - or both.

While even these strategies usually require a little bit of money to get started, we've designed something called the Flipping Challenge that will allow you to get started even if you don't have a single cent to invest in products to sell.

You do this by picking at least 5 items you already own and selling them on Craigslist, Facebook Marketplace, or eBay. You then reinvest all of the money you make from these items into more products to sell.

Your goal for the Flipping Challenge will be to sell at least \$100 worth of products in the next 14 days.

Below you'll find a guide on performing the first step of picking, listing, and selling your first 5 items...

Step 1: Pick your 5 items.

Your first step is picking 5 items that you already own to sell.

These 5 items can be almost anything, and you may find that this is a great opportunity to free yourself from some clutter.

There are a couple specific reasons that we're starting that way, and they all center around the idea of completely removing barriers so you can start immediately.



- 1. You don't need any money.**
- 2. You don't have to set aside a special time to go sourcing.**
- 3. You don't have to worry about buying the wrong thing before you've even sold anything.**

You have probably heard the saying "Getting started is half the battle", and there is a lot of truth to it.

Many people spend a lot of time thinking about and planning on starting a business but never get around to taking action. Or they try to get started but can't get past the first step or two.

Even when you're just talking about flipping used items for profit, getting started is a massive barrier for all the reasons talked about above.

If you go the "normal" route, you have to pick a place to source, set aside some amount of money that you really would rather spend on something else, set aside time during your weekend that you want to spend doing something else, and then go try to find something to buy.

The idea here is that we're going to simplify step one to the point that all you have to do is take a walk around your house and locate 5 items that you don't actually need.

The biggest barrier left is the "I'll do this later" mentality, so be on guard against that. You should plan on doing this as soon as you are possibly able to, ideally as soon as

you get done reading this section. If you aren't at home and can't think of things you are ready to sell, plan on doing it as soon as you get home. Even 5 to 10 minutes should be enough to find a few items.

How to pick your 5 items...

When you are picking your items, you want to avoid wasting time on things that don't make sense to sell.

The main category of items that I would eliminate from consideration is anything you think is worth less than \$20. This means that the combined value of your items should be at least \$100, and more is better. If you plan on selling lots of stuff, then by all means list some lower value things as well.

I also generally recommend against selling:

- Car seats, cribs, and other baby stuff that is a potential liability
- Medical devices
- Alcohol, tobacco, drugs, etc...
- Guns, knives, weapons, etc...
- Animals

That should still leave you with a lot of options. If possible, try to find 5 items that fall into different categories. Don't just sell 5 fancy sweaters or 5 pieces of furniture. Pick a variety of items so you can start getting a feel for the things people are most interested in buying.

Another thing you may want to focus on is items that are "in-season". In-season items sell much faster because people are recognizing a need for them and actively seeking them out.

If you need help with letting go of stuff, I recommend reading this article from [The Minimalists](#).

Step 2: List the items for sale.

Once you have your 5 items picked out, it's time to get them listed for sale on an online marketplace.

I recommend starting with either Craigslist or Facebook Marketplace.

Both of these are free and easy to use, and each one is widely used in most areas.

You can also easily change the details of your listings if you think of a way to improve upon it.

Speaking of - when you go to list your initial items, don't spend too much time trying to make them perfect.



Here are the basics of a good ad:

- A title that includes the words and phrases that people are most likely to use when searching for an item like the one you are selling
- A reasonable price that leaves room for negotiation
- 3+ pictures with a plain background that clearly show what the item is and what condition it is in
- A description that includes the details people are most likely to want before buying

Just paying attention to everything mentioned above will help make sure you have an ad that gets responses.

You should be able to create all five ads in under an hour. If you are familiar with the marketplace you are using, you probably can do it much quicker than that.

A good experiment at this point would be creating your ads on both Craigslist and Facebook Marketplace to see which one you like better and which one leads to faster sales. This is not necessary, but a lot can be learned from doing so.

Step 3: Sell the items and get more.

Once you have your items listed, you'll start to get messages from people who want to buy them (or if you don't, you'll know you need to pick better items or improve your ads).

As people message you, there are a few things to keep in mind.

Always Counter Offer

The first is that you shouldn't accept the first offer someone gives you unless it is what you are asking or extremely close.



If you were asking \$50 and they offer \$35, you should counter with something in the middle.

Even when someone tells you “the highest I can go is X”, they rarely actually mean it. It's a pretty basic way to try to make an offer seem more firm than it actually is.

You should almost always counter with something along the lines of “I understand that you don't want to go above X, but it's worth at least Z. Do you think meeting in the middle at Y would be reasonable?”

There are many variations of this. The main idea is to acknowledge their desire, assert what it is worth, and ask for a compromise. A tip I've recently learned is asking people if they think a compromise is reasonable. This apparently makes them more likely to view the deal from your perspective, which makes them more likely to accept the compromise.

Even when someone comes back and rejects your secondary offer, you can still accept the original or keep looking for a better buyer. That's why you should always counter offer when there is room to do so.

Reinvest 100%

You will be tempted to use the money you make for things other than your business. If you are serious about using this challenge to launch a business, you should make a commitment to yourself to not touch a dime of it.

This all comes back to being in this for the long-haul.

With this business, the total amount of money you have invested in the business in the form of inventory is directly related to the amount of money you are capable of making.

Speed is the X Factor

Many people who struggle with selling online wonder why other people are making significantly more money even though they are going to the same places and using the same buying guidelines when sourcing.

The answer in most cases comes down to speed, and more specifically, your capital turnover rate.

The idea here is that every day you delay directly affects the amount of money you will make that week, month, and year. So make sure you don't unnecessarily delay:

- Responding to messages
- Shipping or meeting to sell
- Going sourcing once you have money to invest
- Listing products to sell once you purchase them

The faster you turn your money into inventory and back into money (your capital turnover rate), the more money you will make overall.

Step 4: Complete the Flipping Challenge

I hope this has inspired you to take action and start building your business. While this may all sound simple, these are the first steps towards a full-time business.

Remember - your goal for the Flipping Challenge is to sell \$100 in the next 14 days.

Two weeks may seem like a long time, but it will go by quickly. **If you want to be successful, you should aim to get your first items listed in the next 24 hours.**

Once you complete the Flipping Challenge, your journey isn't over - in fact it is just getting started.

If you enjoy this, I strongly encourage you to check out our [Arbitrage Accelerator Challenge](#) as your next step.

It will help you build on the momentum you create during the Flipping Challenge and get started sourcing in a meaningful way.

A Small Favor...

One more thing. If you don't mind, take a minute and try to think of one person you know that would be fun to do this challenge with.

If you can think of someone, tell them about the challenge and invite them to participate.

Flipping is something that you can do with other people, and you may find it very enjoyable to plan weekend sourcing outings together. Plus having someone you know to compete with is fun as well.

Good luck!