

Duplicating Hot Auction Success

by: Jenni Hunt

In the **Duplicating Hot Auction Success** ecourse you will learn to look at 5 essential parts of a successful auction. Learn how to dissect a hot auction so you can apply that success to your own listing.

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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 what children's items are selling well on eBay and shares that information with her HuntedTreasure and MyToyGuide members. You might know her from the popular Holiday Toy Guide that has been published annually since 2004. Although she specializes in researching trends with selling children's items - many of the principles she teaches can be applied to other markets.

She is a stay at home mom who decided to leave her high tech marketing position when her first child was born in 1999. Jenni enjoys applying her marketing experience to her eBay 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 eBay sellers do the same by introducing them to the idea of internet marketing and moving beyond just selling auctions.

Duplicating Hot Auction Success: Introduction

One of the things I'm always telling my readers is to look for successful auctions that are of the same (or similar) item you are selling and use that success as a template for your own... but, how do you do that?

It is essential that you study successful auctions and determine what makes them so successful! I'm sure you have noticed that there are often listings of two or more of the same exact item – yet, sometimes only one of them ends up being successful? This ecourse is designed to help you answer that very question. You will learn how to look at 5 essential parts of a successful auction and apply that success to your own.

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

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

***Researching to find these hot items takes time...
Let me do some of the research for you!***
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I have built my business around research and spend countless hours a week researching trends on eBay. I am always looking at successful auctions to determine what the hot sellers are. I have learned how to apply the same principles that make these auctions hot to my own listings and have taught many others to do the same.

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

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1. What does the title look like?

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

Don't know what "key-words" are? How would you search for the item you are listing? Go to eBay.com and type in words to bring up other listings of the same item you are listing. What did you type? Did you type "fun", "cute" or "awesome"? Probably not. You would likely include **highly descriptive words** so that the auctions that came up in your search results match what you are actually looking to find. **These highly descriptive words are your key words...** these key words are what you want to be sure to include in your title. When looking at the titles of the listings for a hot auction, pay attention to the highly descriptive key words and take note. If you have the same (or sometimes similar) items to list, be sure to include them in your listing's title.

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2. What is the starting price?

This is often overlooked by sellers... and yet, is so important to the whole auction concept. Often sellers will start a listing at the price they want or expect to get for an item – that is great for listing a Buy It Now or putting an item in your store... but, **you benefit by playing the auction game** when listing an item for auction. Take a look at these three completed auctions of the same item. The titles are almost identical – all containing good descriptive key words... there are a few differences, but, I think what makes or breaks these auctions is the starting price.

- i. Auction 1 Title: LITTLE TIKE GREEN MOUNTAIN HOT WHEELS
Cars LOT
Ending Price: \$0 – not sold
Link: <http://tinyurl.com/z98qx>
Starting Price: \$84.99
Shipping: \$40
Number of Bids: 0
- ii. Auction 2 Title: Little Tikes Large Green Mountain Hot Wheels
Track
Ending Price: \$76.00
Link: <http://tinyurl.com/zeoar>
Starting Price: \$9.99
Shipping: \$35.00
Number of Bids: 22

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- iii. Auction Listing 3 Title: Little Tikes Green Mountain For Hot Wheel or Matchbox
 - Ending Price: not sold
 - Link: <http://tinyurl.com/zuuey>
 - Starting Price: \$60.00
 - Shipping: Local pick-up OR will ship – no quote on listing
 - Number of bids: 0

Now, of course there are so many factors that go into the success or failure of an auction – and the starting price is just one piece of the puzzle... but, it is still an important piece. I see it time and time again – a hot item listed with a high starting price and no bids. Then I'll see the SAME item listed with a much lower starting price and an ending price that is higher than those listings that had a high starting point.

Read that again...

Two auctions with the same item... one has a low starting price, the other a high one. Usually the auction with the lower starting price will end higher than the other auction. Why? If you saw two of the same item – one starting at \$9.99 and the other at \$49.99, which would you bid on? (Even if I were willing to pay \$75 for the item, I would hope to get it for less and bid on the lower item.)

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3. What is the ending price?

I'm not sure I even need to mention it – but, I will. The ending price is an important part of determining the success of an auction. Obviously, we want to list items that will have a nice high winning bid and profit margin. Of course, the profit margin will depend on the actual amount paid for the item – but, a \$10 item selling for \$40 is much more appealing to sell than a \$10 item selling for \$15-20.

I usually will not include items that have anything lower than a \$10 profit margin... again, it will depend on what you are willing to pay for an item. But, take VHS videos for example... I usually will not pay more than \$2 for a video (and often \$1 or less)... I am happy if the item sells for \$15. On the other hand, I wouldn't pay \$5-7 for an item that I know will only sell for \$15. My point? **Just because the ending price sounds low – consider how much the item cost to purchase in the first place.** The profit margin may be higher than you think.

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4. How about the ratio of the starting price and the ending price compared to how much time is left to the listing?

Even more important than the starting and ending price by themselves – is the difference between the two. If an item starts at \$49 and ends at \$55 – I wouldn't consider that auction super hot. My guess is that a listing like that would have done better with a lower starting bid. On the other hand, if a listing starts at \$49 and sky rockets to \$100, a lower starting bid might not make that much of a difference. When I look at the start/ending price ratio of a listing, I also pay attention to how long the auction has been live. If it has sky-rocketed within the first 48 hours of the listing, then the item is very hot and attention should be paid to that item.

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

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5. How many bids does the item have?

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

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

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

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You Can't Afford To Not Sell Toys On eBay

Selling on ebay always involves risk. How can we better know what is going to sell for the best profit?

I always turn to ebay for this answer... anyone can make predictions – but, only ebay will tell us what is worth buying for resale.

One of the best ways to know what toys are selling well on ebay is RESEARCH! But, let's get real... *you are busy taking pictures, getting those auctions listed and shipping items...*

Who has time to research?

And, to make it even more difficult, to *really* be able to know what is selling well, this **research must be done on an ongoing basis**. Spending a week researching hot toys is great – but, the results of that research can't always be applied to next month. Ebay is constantly changing... and although **toys are always great items to sell for profit**, *it isn't always the same toys that bring in the dough*.

Don't Miss Out On The Summer Toy Guide available until May 21, 2007 – valued at \$70, it is a steal for \$29.97... here is what you get:

- ✓ **4 months of access to the MyToyGuide members site (\$40 value)**
- ✓ **Weekly hot list of at least 25 toys that are currently selling well on eBay** - at the end of the 4 months you will have a list of over 400 hot selling toys!
- ✓ Access to my personal **Inventory Resource List**, articles, specials and more
- ✓ **Toy Reference Guide (\$30 value)** - Find a toy that you need help identifying? The Toy Reference Guide is an online directory providing information for hundreds of toys.
- ✓ **25 FREE item searches with eSellerStreet (valued at \$.35 each** if purchased seperately)

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