

How to start your own online reselling business

What's the best online business you can start with no money?

Reselling

Reselling has always been a great business to start with little or no money.

Reselling has a lot of positive reasons to jump in and get started today.

The pace you go at is totally up to you. Will you do this full or part time?

This Guide will help you get started in your online business, but it's not the end. It can be a full time income. You will learn some basic techniques to lay the proper foundation to begin here. In later guides we will dive deeper into systems and processes to save you time in your learning curve and to help you grow and scale more quickly. I put a series of guides together below.

Clean out your Closets

The best way to start listing items is to find items around your home you are not using anymore.

Conduct your own "Spring Clean"

Take a look around. Your books are great. Media like DVDs and CDs. Old Magazines even sell well. These items are easy to list and ship and great to get some quick feedback.

I'm sure you don't need 17 Bowls in your pantry or 25 wine glasses.

Grab some items you haven't used or worn in some time. Things like shoes, shirts, even coats can be a great selling niche. Heck you were probably going to donate them anyway.

Never underestimate what will sell. Check the junk drawers. Heck some sellers just sell junk drawers. If that is something you would be interested in check out some of those listed or sold.

Take a look at "**How to find 100 Profitable items to sell**"

Listing - How to get Started

When starting to sell online your item is called a listing. To start a listing you will need to have a great title with what we call great keywords. This takes practice and you will master this over time. For example if you are selling a white bowl.

You will want to say something like Pyrex Creamy White Ribbed Milk Glass 12" Mixing/Serving Bowl. See now it is not just a white bowl. It is Pyrex. It is Milk Glass. It is Ribbed. It is 12". It is a Mixing Bowl. It is a Serving Bowl. This way if anyone searches those words yours will be found!

Homemade Items

Are you crafty? If you make things like wreaths, clothes, blankets, art, decorative items, consider selling those. There are some platforms like Etsy that cater to these more unique items.

Hobbies, Collections, Kids - What Treasures are Collecting Dust?

Did you collect cards, comics, GI Joes or Barbies as a Kid? Do you still have that collection? Is it collecting dust in the attic or basement?

These are some great items to sell.

Do you have kids? Are they out growing their toys, books, clothes, interests. This is a great way to teach them some lessons of declutter and earn some money too! Do they want a new toy or game? Have them help gather some things up. They will learn to purge and understand the value of their items much more. It can even help with understanding keeping items in good condition helps get more for their things

What to Consider

Some things to consider is to be the stand out or be the go to store/person

The more niche your product is, the better your chances of having success as you're competing with fewer sellers to reach shoppers with specific interests and hobbies.

For example selling candles, puzzles, magazines or salt & pepper shakers.

Yes, I said Salt & Pepper Shakers. People collect everything!

I'm sure you are familiar with the saying "One man's Junk is another man's Treasure"

And it is true! People buy anything! Don't throw it away before checking it out online.

I can't tell you things over the years that got thrown away that people will buy.

Some sellers prefer to just be diversified and sell everything. My suggestion when first starting out is to choose things you know about or items that are not going to be complicated.

For now just concentrate on low or mid size priced items.

Now you can research some items, check the SOLD prices and the sell through rate to see if this makes sense for you. Research and setting the right value can be a challenge, but in the beginning selling your own stuff who cares if you price it wrong. It's ok to make mistakes. This is true learning. eBay to me makes sense to start at first but that was my choice. It is a great tool to comp out your items and see what others are pricing their items at. But there are other ways to get sold values out there.

We have another guide. Check out "**How to research and price your items?**"

After you decide to give it a try, categorize your finds and see what you have. Do you have a lot of clothing and apparel? Then a Poshmark Closet may be your best reselling platform to start with. Do you have a lot of games, Sports items, Hard goods? Then Mecari may be a good fit. Whether or not you start on eBay, Amazon, Poshmark, or Mercari JUST START!! Truly putting these items on the right selling site or multiple selling sites can make all the difference in the world. However, JUST DO IT!! You can fine tune that concept later on. Check out our "**How to Choose the right Platform to sell on**"

Some folks spend too much time on the setting up, research and getting things together when they can be listing and making money immediately. Now it is time to photograph your item or items. You can sell singles or just lot things up together. For example if you have a set of tools. You can either sell it as a set or sell each piece separately. In today's day and age most people have the latest and greatest android or iphone. With today's new technology these cameras are great! You don't need to invest in the best camera or equipment. Prepare an area where you can take photos. A small table with a sheet draped or foam board from the dollar store will work for now. Try to capture each side of your item as well as any flaws you may notice. You can improve these skills later in the guide "**How to make the most of my Photos**"

These online marketplaces have some of the largest and most active customer bases in the world, making it easier than ever to sell your stuff online. Here are just some to consider.

Online platforms you can sell on

- eBay
- Poshmark
- Etsy
- Amazon
- Mercari
- Bonanza
- Chairish
- Walmart
- Facebook Marketplace
- Wish
- Redbubble
- Rubylane
- Handshake
- Swappa
- eBid
- VarageSale
- Shopify
- Restream
- NextDoor
- Craigslist
- Decluttr

Ok, so this list is ever growing and changing. So choose one to get started and don't over stretch. There will be a learning curve.

Gather that cash and stash to grow **How to reinvest & grow your business** once you get good on one platform you can start to branch out and cross post on others to increase visibility **"How and where to begin Cross-selling"**

DO NOT I repeat DO NOT sell high end items your first time out. This is a red flag to scammers to pull one over on you. Yes, unfortunately these things do happen. We will discuss this and

other challenges later in our **“How to Avoid Online Sales Scammers”** and **“How to Avoid reselling mistakes”**

COMING SOON!

Grab these How to's Today!

Getting Started on a Platform **“How to find 100 Profitable items to sell”**

Which Platform to Choose - **“How to Choose the right Platform to sell on”**

Pricing, Value, Auctions, & more **“How to research and price your items”**

Stand Out **“How to make the most of my Photos”** and **“How to create great listings”**

Branching out different items, different platforms (cross-listing) **“How and where to begin Cross-selling”**

Do's and Don'ts Customer interactions, customer service and more **“How to Avoid Online Sales Scammers”**

Pitfalls to Avoid common mistakes in the reselling game. **“How to Avoid reselling mistakes”**

Your making extra money not spending but reinvesting in your business

Take is one step at a time **“How to reinvest & grow your business”**

What should I claim? Income, business profiles, Expenses, 1099s **“How to keep records and what to save”**

Consider becoming a member [HERE](#) to access videos & tutorials to speed your journey.