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EBAY HOLIDAY FRENZY!

by: Gary & Jennifer Ambrose

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Before I get started I have a secret I want to share, and, it might surprise you.

I have absolutely no interest in starting an eBay business.

Confused? Don't be.

What I mean is that I have no desire to become a full time eBay seller.

I do not want to setup an eBay store. I have better things to do than battling it out with other sellers over a couple measly dollars. And I'm not going to get a warm, fuzzy feeling inside if I become a "Powerseller".

None of that interests me. Actually, if you're anything like me, the thought of starting an eBay business makes you cringe.

When I think of an eBay business, I get nasty visions in my head. I imagine a master bedroom packed to the roof with cardboard boxes, waking up to find myself buried under a mountain of packaging peanuts, and watching the tears in my daughter's eyes as I carefully attempt to remove the shipping tape she's somehow managed to get stuck in her hair for the 5th time today.

All that being said, there's one time of year when I cast those visions aside and make an exception to my "No eBay" rule. I'd be crazy not to!

For me, it all started about 15 years ago.

When I was younger, I remember really wanting a Cabbage Patch Kid. Actually, I think every girl on my block wanted one, and the shelves at the store reflected it.

Cabbage Patch mania had swept the country, and no matter where you looked, you simply couldn't find one! Although I was young at the time, I distinctly remember the news stations in my local area creating a graphic that said, "Cabbage Patch Sighting".

The reason I remember it so well is because they actually broke into the Saturday morning cartoons to report a shipment of dolls being delivered to the local K-Mart.

That's right, the hunt for these Cabbage Patch Kids was so crazy that the local news stations were breaking into normal programming to report stores putting just a handful of these dolls on their shelves.

I'm sure it happened before the Cabbage Patch Kids craze, but that is the first time that I can remember seeing the ridiculous lengths, and the absolutely insane amounts of money that some parents were spend in order to make sure that their kids weren't the ones Santa forgot.

Years later, over a dinner, I learned that one of my friend's mothers had spent \$650.00 on her Cabbage Patch Kid. Just days before Christmas, without any other options, she ended up buying it out of the back of some guy's van in a part of town that she otherwise wouldn't have visited.

While I'm sure there are still plenty of "guys in vans" driving around selling what may, or may not be stolen merchandise, thanks to the information superhighway, that's not our only option today.

Hunting down that last Cabbage Patch Kid these days may not put our life at risk like it did back then, but it's certainly going to cost us an arm and a leg ... thanks eBay!

All kidding aside, the holiday season is the one time of year when you stand a pretty good chance of heading out to your local retailer, picking up a few items at retail price, then turning right around and selling them for more than double what you paid within a matter of hours.

And better yet, if you're smart about it, you might be able to do it with little or no risk!

WHY IS THE MARKET SO HOT?

There are a lot of factors that can explain why people are willing to spend so much money on toys around the holiday season, but it all really boils down to one thing.

Do you remember Economics 101?

If so, you probably remember the one golden rule of economics. Supply and Demand. Simply put, when the supply is low, and the demand is high, prices tend to skyrocket.

Even with the terabytes of data available to today's retailers, the advanced sales forecasting models, and the millions of dollars spent by suppliers on market research, they never seem to get the demand end of things right.

If you're a parent, you probably already know why. Kids are unpredictable!

The toy suppliers and manufacturers have to plan for the holidays months in advance, and even with all their fancy technology, they just haven't been able to figure out how all those little brains work. That's bad news for them, but great news for you.

Their inability to figure out what kids are really going to want each holiday season typically leads to a shortfall in supply for the hot toys. And, as Economics 101 taught us, that means a voracious demand!

If you read my introductory story about the Cabbage Patch Kids, you know that it's parents who are the ones actually driving this demand. Sure, it's the kids who want the toys, but they're not the ones pulling out their credit cards, driving to the malls, and spending the big bucks to get them.

There's another force working in your favor, divorce.

Yes, I know divorce isn't exactly something you hope for when creating a business plan, but that doesn't mean you should ignore the cold, hard facts around the holidays.

The fact of the matter is that parents competing against each other for the adoration of their children are a major force driving the holiday buying craze. While it's not exactly in the spirit of the holidays, the harsh reality is that every year step-parents try to out do biological parents, new husbands and wives are trying to buy their way into their new children's hearts, and ex's in bitter battles are willing to go to almost any length to look like the "better parent".

Cynical? Possibly, but you can't tell me with a straight face that there isn't at least some truth in what I just said.

HOW CAN I CASH IN?

As the name of this ebook implies, the easy way to cash in on the holiday buying frenzy is through eBay.

The basic concept here is simple and can be summed up in three simple steps.

Step 1. Buy hot toys or items at retail, or close to retail.

Step 2. List them on eBay and sell for higher than retail.

Step 3. Repeat until the bubble bursts.

Yes, I realize those steps are overly simplified, and that you're probably expecting a few tricks that will help you find those hot items, and increase your profits. Don't worry, they're coming ...

TIMING IS EVERYTHING!

Typically the holiday buying period officially starts on what is known in retailing circles as “Black Friday”. For those of you who live outside the United States, or who are unfamiliar with the term, “Black Friday” is the day after Thanksgiving, and of course, always falls on a Friday.

In the United States, Thanksgiving always falls on a Thursday and, as a result, a good percentage of the population ends up with a 4 day holiday weekend which runs from Thursday through Sunday.

With such a large percentage of the population having the day off, retailers typically offer some of their best sales of the year on “Black Friday” in order to get as many people out of their houses, and into the stores as possible.

It works! “Black Friday” is almost always one of the three busiest shopping days of the year.

The other busy days? Well, those are the day before Christmas, and the last Sunday before Christmas.

As an aside, the reason it’s called “Black Friday” isn’t because that Friday is a terrible day, actually, it’s quite the opposite. The origin of the term “Black Friday” comes as a result of the shift to profitability during the

holiday season. "Black Friday" was when retailers went from being unprofitable, or "in the red," to being profitable, or "in the black", at a time when accounting records were kept by hand. At that time, red ink in the books indicated loss and black ink indicated profit.

Here's why all that is important ...

Typically retailers stock up on their merchandise for their day after Thanksgiving sales, and with such a high number of consumers shopping, many also sell out of the hottest items.

But, this isn't the time to list your items yet!

The time you should be looking to list your items for sale is the 5th of December through the 22nd of December. This gives you a short, but profitable, period of a little over two weeks to cash in on the holiday buying craze!

As mentioned before, I'm not exactly thrilled with the idea of being a slave to eBay, but with the amount of money that can be made, even I can stomach it for two short weeks.

The reason you want to wait a little while, and not list your items right away is actually quite simple.

Although many retailers will sell out of the hot toys at some point during the Thanksgiving holiday weekend, many of them will restock their shelves

over the coming days based on the items that sold out. This means that the hot toys you've picked up during that weekend rush are likely to show up on store shelves again, so the demand isn't going to be hot enough to warrant paying over retail prices yet.

You don't want to list your items on eBay until the parents, grandparents, and others are starting to get desperate to find those hot holiday items. Once the buyers start to realize they aren't finding that "must have" toy at the store, they're going to turn to the Internet, and in many cases, that leads them to eBay where you'll be waiting.

You might have noticed that I recommended cutting off your sales on the 22nd of December, and I did that with good reason. You see, you're going to need to make sure you can get these hot toys in the hands of their buyers before Christmas, and in order to do so, you're going to have to ship them out on time.

As listed on the website of the United States Postal Service, the last day that you can use their Express Mail Service and still get your items there on time is by shipping on December 23rd. But, hopefully you'll be sold out by then and won't have to worry about that.

The USPS also lists a few other critical deadlines on their website, which can be found by visiting this link:

http://www.usps.com/holiday/mailingshippingguidelines.htm?from=holiday_siteshipholidaypackages&page=holidayshippingmailingdeadlines

If for some reason that link is changed by the USPS, you can typically find a direct link to the information you're looking for starting in early November at the home page of the USPS, <http://www.usps.com>

This link is for domestic shipping within the United States only, so please be sure you check any appropriate shipping deadlines before your listings.

TIPS FOR THE BEST RESULTS!

There are a few critical pieces of information that you're going to want to include in ALL of your eBay auctions in order to make sure that your items sell at the highest possible prices.

I suggest you print this ebook out, if you haven't already, and pull out your highlighter. This is the time that you're going to want to take notes, because forgetting even one of these key tips could be the difference between huge profits, or a disappointing failure.

- SHIP QUICKLY!

I would suggest that you make it a very strong point your listings that you will ship all items within 24 hours of receiving payment. This is critical to your success in selling hot items around the holidays!

You should also tell your buyers how you will be shipping the items (what shipping carrier you'll be using) , that you will package the items carefully in a very large box to prevent breakage or crushing, and also that you will provide all buyers with a tracking number so that they can track the shipment.

Finally, you should list your items with a fixed shipping price. If a parent is willing to spend \$150.00 on a toy that normally costs \$40.00, they're not going to have any problem shelling out an additional \$10.00 to have the piece of mind that comes with knowing the item will be shipped quickly and carefully.

The reason for listing the shipping price is two-fold. First, you want your buyers to make payment quickly, and listing the shipping price allows you to use eBay's built-in PayPal checkout system. And second, you don't want to be going back and forth with buyers to get their zip code in order to calculate shipping prices.

You want to move items, and move them fast!

I personally recommend that you use USPS Priority Mail, USPS Express Mail, UPS, or FedEx for all items.

As far as insurance, that's really up to you. I haven't seen it make any difference in the selling price of the items I've sold over the years, but it's never a bad idea to insure a package that is being shipped during the busiest time of the year. Of course, this is also built-in protection for you in the event that an item does get lost.

Now, you might not exactly be thrilled with the thought of standing in line for hours at the post office on a daily basis, and I don't blame you. Shipping in 24 hours is critical to your success, but waiting at the post office just plain stinks.

The good news is, only suckers wait in line at the post office!

I personally ship all the items to my buyers using <http://www.stamps.com> and I couldn't be happier with the service.

When using <http://www.stamps.com> I can enter the shipping address, pay for shipping, get a tracking link, print the label, and then just drop the boxes off at the post office. Better yet, you can also either hand the items to your rural mail carrier, or just drop the package in any USPS mail pickup box.

In past years, I've asked my mail carrier to knock on my door everyday and then I just hand the boxes to him. When I ship, I never leave the house.

- OFFER AN INSTANT PAYMENT METHOD

It's no secret that PayPal is widely used to make payment for eBay auctions, right? That may not be a secret to you, but you have to remember that many of the people who will be making purchases on eBay this holiday season are not nearly as Internet savvy as you.

Be sure to explain that signing up with, and using PayPal is a simple process that will ensure the quickest shipment possible. You may also want to mention that PayPal is actually owned by eBay, and is a trusted payment processor serving millions of account holders.

You should also let your buyers know that they can make payment to you, instantly, using any major credit card. That's right, let your buyers know they can pay by credit card.

By most estimates, there are 20,000 new accounts registered at eBay on a daily basis, and I'm guessing that those numbers are even higher around the holiday season. These new buyers are not going to be familiar with the buying and selling process, and they're definitely not going to know that you can make payment through PayPal using any major credit card.

Many sellers will be letting their buyers know that they accept PayPal, but you should take it a step further and let your buyers know you accept PayPal, and all major credit cards.

I personally accept only PayPal or credit card payments for my holiday auctions, and I suggest you do the same.

You're limited to a little over two weeks to auction your goods at the highest possible price so you shouldn't waste a minute of that time stressing out over whether or not a check is actually going to arrive. Don't hold onto a potentially profitable item while you're waiting for a check or money order, there's just no reason to do so with so many buyers willing to pay top dollar.

- KNOW HOW TO LIST YOUR ITEM.

eBay offers a wide variety of ways that you can list an item for auction, and in order to make the highest profit on your items, you're going to need to vary your listing methods.

In the first week you're listing your items, you should be listing as a traditional auction with an auction duration no longer than 5 days. eBay's default time frame for a traditional auction is 7 days, but based on all of my research, I've found that holiday buyers aren't willing to wait that long to know whether they've won or not.

Remember that these buyers are desperate for the items, and they are not wanting to wait. If your auctions last too long, you run the risk having your buyers place bids on multiple listings for the same item which means they'll lose focus on yours.

I also recommend that you list your items with a very low starting price, as low as you are willing to go. Many of these holiday buyers are going to be keeping an eye on the auctions as they come to a close, wanting to make sure that they are the winner. By listing your auction with a low starting price you are going to attract more bidders for your items.

This is a good thing for you!

More bidders watching your auction at the end is going to spur those bidders into a buying war at the end of your auction. You want as many

people fighting it out as you can possibly attract because that's going to force the price of your auction higher.

Along those same lines, you're going to want to list your auctions between 8pm and 11pm eastern time. Why? Because the auction start time closely relates to the auction close time. By setting you auction up to end during a time period when more people will be awake, home from work, and able to be sitting at their computers you're going to see more bidding activity at the end.

Around the 13th you can start adding the "Buy It Now" option to your auctions, but do so only at a very high price! Between the 13th and the 16th you still have a good amount of time remaining before Christmas, and you don't want to limit your profits by listing your auctions with a price that's too low.

During the last week, starting around the 16th of December you're going to want to move away from the traditional auction method and start listing your items as "Buy It Now" auctions with a fixed price.

Even a 3 day auction that starts on the 16th of December is going to start worrying your potential buyers. These buyers won't know if they've won until the 19th, they won't know about shipment until the 20th, and will then likely be wondering if you're actually going to hold up your end of the deal and ship on time.

For those reasons, I'd highly recommend "Buy It Now" towards the end with a statement in the auction that payment is required within 24 hours of auction close. If payment is not made within 24 hours, you should make it very clear that you will be re-listing the item for sale in order to protect your bottom line.

Now, this isn't technically within the rules for an eBay auction, but you shouldn't be too concerned around the holiday season. Remember, you're in this for the short term, and not looking to build a long term eBay business out of this run.

Finally, be sure you're not listing too many of the same item at the same time. Even if you have 20 "widgets", you shouldn't list them all at the same time because you want to create the impression of scarcity, even though it may not be true.

Creating the impression of scarcity is even more important when you're listing your items as traditional auctions.

When listing as a traditional auction, you're probably going to end up seeing quite a few bidders as long as you've selected the right items. What you want is for all those bidders to be bidding on the same auction. You don't want one bidder for each of your 10 individual auctions.

Here's why this is important. eBay offers a "Second Chance" option that many buyers do not know about. After your auction ends, you're able to offer the second place bidder the opportunity to purchase the same item

at the highest price they were willing to pay at the time the original auction closed.

For example, if Bill won the auction at \$100.50, and Joe was the second highest bidder with a top bid of \$100.00, you can offer Joe a "Second Chance" to purchase the same item for \$100.00.

Around the holidays, many buyers jump at these chances, but you're going to have to act fast. Remember, these are desperate buyers, and once they realize they have lost an auction they are going to start the hunt for another of the same item for sale. What you want to do is make your "Second Chance" offer right away, before these buyers have a chance to look for another seller offering a better price on the same item.

- DON'T REINVENT THE WHEEL!

You don't have a lot of time around the holidays to play around with your auctions to see what is going to force the highest price, so don't get too creative with your listings.

There's no need to add dancing Christmas tree graphics, or an annoying holiday song to your auction listings. These will not increase your selling price, and in some cases, can cause your auction listing to load slowly which will send your buyer to another auction.

Although I don't recommend that you personally do any testing in your auctions, I do recommend that you snoop on your competition to see what they've been doing to achieve the highest prices.

eBay allows you to search through their completed auctions, which is something you should be doing at least daily. If you notice that one seller is consistently having their auctions end at a price that is higher than yours, take notice and copy their success.

- USE PICTURES... "PROOF PICTURES"!

It's a proven fact that using a picture in your auction will increase the selling price, but I'm not talking about using the same old pictures that everyone else is using. Yes, you should use some professional looking images of the item in your auction, but that's not what I'm talking about here. What I want you to do is use a very specific picture, a picture that I've seen increase my auction close prices by as much as 84%!

Unfortunately, there are a lot of scammers on eBay, and the holiday season just seems to bring them out of the woodwork. Although your buyers are desperate, they're also looking for a sure thing. These buyers are putting the fate of their Christmas in the hands of an unknown, nameless, faceless seller, and they are going to be willing to pay you more money if you can prove you have the item they're looking for.

Here's how to do it.

You must include a picture of the items you are selling sitting on your kitchen table, or next to your computer, with a 3x5 index card sitting next to the item. On that 3x5 index card you should write your eBay username in a size that is large enough so that it can be easily read by the potential buyer.

In your listing you should reference your "proof picture". Let people looking at your auction know that you have the item, on hand, and ready to ship. I would also recommend including a reference to the fact that

many eBay buyers will be scammed this holiday season by sellers who don't have the item on hand, and that they shouldn't let this happen to them.

These "proof pictures" are absolutely essential! If you do nothing else I've recommended in this ebook, please, use the "proof pictures".

THE HOT LIST!

Now that you know how to sell your items for the highest profit, you're probably wondering what you should be selling.

Before I get to that, I have to give you a little disclaimer.

I can not guarantee that selling any of these specific toys will result in a profit, and it is possible that they may not sell, or may sell at a loss. The items listed here are compiled based on the latest research available at the time this ebook was published, and should be used as a guide only. Basically, nothing is guaranteed.

Now that the legal stuff is out of the way, let's get on to the good stuff!

The first place I'd suggest you look for Hot Toys is through Toy Wishes magazine. Since 1999 Toy Wishes has been publishing their "Hot Dozen" toys as predicted by a variety of experts in the field.

One of the major experts consulted in putting together the "Hot Dozen" is Chris Byrne, also know as The Toy Guy. If you live in the United States, you've probably seen Chris on television at some point, or read an article that he's contributed to. You can visit The Toy Guy's website here:

<http://www.thetoyguy.com>

If you're looking specifically for the "Hot Dozen", you can find that here:

http://www.thetoyguy.com/features/tw_hotdozen_05.html

The "Hot Dozen" can also be found directly through Toy Wishes magazine at the following link:

<http://www.toywishes.com/pages/pr.html>

The second place I suggest you take a look at is eBay. Remember that eBay makes a percentage on the ending price of your auction, so it's in their best interest to show you exactly what items are going to be the most likely to really rack up the bids.

eBay's holiday guide extends beyond toys, and can be found here:

<http://pages.ebay.com/holidaygiftguide/index.html>

If you're looking specifically for toys only, I'd suggest you check out these links:

<http://pages.ebay.com/hottoypicks/>

http://toyfinder.ebay.com/best_kids_toys/

http://toyfinder.ebay.com/best_kids_toys/hot_toys/index.html

Finally, I'd recommend you check out About.com as they've been going crazy this year on their hot toy picks. Although it seems like there are a million pages on About.com featuring hot toys this year, the best one I've come across is here:

<http://toys.about.com/od/hotnewtoyreleases/a/toptoy2005.htm>

Here are a few other hot lists worth taking a look at:

Amazon's "Top Sellers" based on category. This is a great guide because it lists what is actually selling, and isn't based on theory. The best way to use this is to keep an eye on their top toys, and look for them to drop off the list or go out of stock. Once Amazon.com runs out, there's a good chance other stores are running low on stock too!

http://www.amazon.com/exec/obidos/tg/new-for-you/top-sellers/-/main/ref=pd_ts_ldr/102-7233149-2291300

KB Toys holiday hot list can be found here. This one gives you a good look at what KB has stocked up on this holiday season:

<http://www.kbtoys.com/mp/HotHolidayToys2005.html>

- WHICH ONES DO I CHOOSE?

Alright, now that you have your “hot toy” lists, you’re going to want to do a little research – RIGHT NOW!

I want you to pick out a few of the toys that you think are winners and go to eBay. Once at eBay you’re going to do some completed auction searches, take a look at the items currently listed, and start keeping some running trends of the prices over the coming days.

If you’re seeing close prices going up, that is a good sign. If you’re seeing close prices staying about the same, or a lot of auctions that aren’t closing, obviously that’s a bad sign.

Depending on when you purchased this ebook, you might need to revise your research methods. If you’re reading this for the first time, and “Black Friday” has already passed, all of your research should be based on current prices and completed auctions. You need to act fast, and by taking a look at these two factors you should be able to find out which toys are actually moving and which ones aren’t.

If you’re lucky enough to be a parent, don’t be afraid to ask you kids what they want, and what their friends are asking for too! Like I said early on in this ebook, kids are unpredictable!

Once you have your list, based on what’s selling, and what your kids want, it’s time to go shopping.

- HOW DO I FIND THESE TOYS?

That's the million dollar question, isn't it?

What you might be surprised to find is that some of the hottest selling toys on eBay may be in great supply at your local retailers. I know that sounds a little strange, but it's true!

What you have to keep in mind is that many toys will be hot sellers in one part of the country, but slow sellers elsewhere. Kids, like any other group, are greatly influenced by their peers, their environment, and their upbringing. These outside influences, influences that vary greatly from place to place, can result in easy money for you.

If you live in a more "rural" area, you may find that toys appealing to a more "urban" market are in great supply at your local retailer.

The point here is that you shouldn't be thrown off by an overwhelming supply of something in your local area. The fact that your local Wal-Mart has 150 "widgets" on the shelves may not be an indicator of an inability to sell that item for outrageous profits online.

If you're lucky enough to live somewhere close to the border between two countries, you may be in luck. For example, I've found in my research that many toys that are big sellers in the US aren't necessarily hot sellers in Canada.

Be careful on this one though. Often times toys that are sold in a different country may end up being packaged in a different box, may have different accessories, or may even “speak” in a different language in the case of talking toys.

Another way to find these hot toys is to look in locations that might not be so obvious.

When looking for toys, most people head out to the big retailers like Wal-Mart, Target, and the big toy stores like Toys R Us, and KB Toys. In the past, I've had great success finding toys at retailers that you wouldn't typically think of when hunting down that hot item.

Most major malls have a KB Toys, and in many cases I've found KB is sold out of a “widget”, but the Sears, Macy's, and Bloomingdales in the very same mall has a ton of them in stock.

If you're willing to venture beyond the mall, you're going to find some of the places I've had the most luck finding hot toys in great supply. When I go hunting for hot toys, the places I go to first are my local drug stores. In Florida, I go to my local Walgreens & CVS, which is the equivalent of Rite-Aid in other parts of the country. These smaller stores don't get the same flood of traffic that the malls do on “Black Friday”, which often leads to some great finds.

You should also consider going to your local “warehouse” store. Warehouse stores are places like Costco & Sam’s Club. These are the places where you can buy a 20 gallon tub of mayonnaise, 500 rolls of toilet paper, and a 75 pound bag of meatballs.

And finally, don’t forget that many cities still do have local toy stores that are independently owned and operated. While you may end up paying a little bit more in these stores than you would at one of the big box chains, you may be able to find a few items that you just can’t find anywhere else.

If you’re having trouble locating anything, don’t give up hope!

Most of the larger stores will end up getting more stock of their hot toys, but you’re going to have to know when to find them!

You can always try asking the managers when something is going to arrive, but in my experience, that hasn’t been overly helpful. These managers are usually giving out the same answer to hundreds of shoppers a day, and that’s going to lead to a quick sellout.

The way that I’ve been able to find hot toys, even though no one else is having any luck, is by showing up my 24 hour retailers in the middle of the night. Yes, I know this might mean that you miss out on a little of your beauty sleep, but when you see the profits you can make, it’s going to make a lot of sense to wake up a few hours early to find these hot items.

Almost every community has a 24 hour Wal-Mart, Target, or similar type of store. Most of these large retailers do re-stock the shelves periodically during the day, but do the majority of the major re-stocking in the middle of the night when the crowds have died down a bit.

I try to arrive at these locations at around 4:30 am.

Why 4:30 am? Well, most 24 hour retailers start to see some traffic around 5am when people are getting up and ready for work so they try their best to have the majority of their re-stocking done by that time.

By 4:30 am these retailers also seem to have been able to unload the pallets of merchandise that arrive by truck the night before, get all the stock into inventory, and begin getting everything out onto the shelves.

If someone in your family happens to work at one of these stores, ask them when re-stocking happens. You might as well use every tool you have to your advantage.

While you're up, you should also stop by your 24 hour drug store and check them out. As I mentioned earlier, I've had more success at these types of locations than anywhere else, and they re-stock their shelves in the middle of the night too!

DIDN'T YOU SAY SOMETHING ABOUT DOING THIS WITH VIRTUALLY NO RISK?

Yes, I did mention that you may be able to turn a profit on eBay this holiday season at little or no risk to you. During the holidays, many retailers have very generous return and refund policies that will allow you to purchase items that you think are going to be hot sellers, and return them at a later date for full purchase price if you weren't able to sell them.

WARNING: Before making any purchases, make sure you carefully read and understand the return and refund policy of the retailer.

There are many retailers, especially toy stores, that will let you return an item you've purchased only for store credit or exchange. Obviously this isn't going to be somewhere that you would want to purchase items if you are not sure that you will be able to sell at a profit.

The other thing to keep in mind when using the store return and refund policy is that many retailers will accept a return for refund, but will only give you back the price that the item is currently selling for, or the lowest price that the item has sold for over the last 30 calendar days.

For all of these reasons, I suggest that you try to make any returns of unsold merchandise as quickly as possible. If you're not going to sell something, don't hold on to it any longer than you absolutely have to.

This should be obvious, but if you plan on taking advantage of this opportunity, be sure that you keep all your receipts, do not open any of the items to take pictures, and try your best not to damage or crush the packaging.

ARE YOU GOING TO CASH IN?

I hope you've enjoyed this guide to selling items for very high profits during the eBay Holiday Frenzy.

There is one final piece of advice I'd like to give you.

If you plan on trying your luck selling hot toys this year, you need to get started right now! The sooner you get started, the better your chances of finding those hot toys before they've flown off the shelves.

Good luck, and have a happy holiday season!

Gary & Jennifer Ambrose