

Sell Your Amazon Returns and Problem Shoes Using Poshmark

Dealing with returns is not the most popular topic when it comes to getting started with selling shoes on Amazon, but it's a fact of life for the shoes category. Over the past several years I have tried out several different methods for dealing with what I'll call "problem shoes" from my Amazon FBA inventory – shoes that I can't sell on Amazon for a variety of reasons:

- Shoe returns damaged by customer (either worn/used or the shoebox is damaged)
- Shoes damaged in transit from an online arbitrage shipment
- Shoes from online arbitrage shipments that aren't actually new when I receive them
- Shoes that are soon going to incur a long-term storage fee
- Shoes that have been restricted for me as an Amazon seller
- Any other shoes I can't sell on Amazon

I've tried selling these shoes on eBay or at local resale shops like Plato's Closet with some success. However, by far my favorite way to unload these types of shoes is the fashion buying and selling platform called **Poshmark**.

[Poshmark](#) is a website and mobile app where users can list their new and used clothing, shoes, accessories, and cosmetics for sale. Poshmark is super easy to use and geared towards the Instagram crowd, with lots of sharing, following, and liking of sellers and their items. Buyers can scroll through photos of fashion items arranged by brand, style, and people you follow. You can comment on items and @reply to other people's comments, similar to other social media apps.



The rules for selling on Poshmark are quite a bit more lenient than selling on Amazon, which makes it a perfect selling platform for shoes that have minor issues such as the following:

- minor wear-and-tear from trying on
- minor use, with a small amount of wear on soles or uppers
- damaged shoeboxes
- missing shoeboxes

When I first decided to give Poshmark a try, I spent some time one afternoon setting up my account, snapping photos with my phone, and listing shoes in my new Poshmark closet. I was

pleasantly surprised with the results: I sold my first pair of shoes within a week of listing them, and since then I've had sales trickle in every 4 or 5 days on Poshmark.

If you're interested in trying [Poshmark](#), you can sign up with the code **UZGDS** to get a \$5 credit to your account (in case you want to buy something instead of just selling stuff!).

Note: Even in brand-new, absolutely pristine condition, you will likely not be able to sell a pair of shoes on Poshmark for the same price/profits as Amazon. I am not recommending Poshmark as a major source of profits from selling new shoes. But it's a great way to get some of your money back on your investment in shoes that won't sell on Amazon for a variety of reasons.

Here are a few of the reasons I've been enjoying using Poshmark:

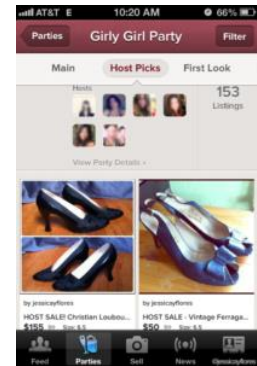
- **It is always good to have multiple selling platforms.** While Amazon FBA is our number one way to make money selling shoes online, we like to diversify our selling platforms, so that we always have multiple methods of generating income, just in case. We recommend keeping an active eBay account in good standing as a seller, but it's nice to have another alternative through Poshmark.
- **Poshmark has an extremely simple interface.** Confession time: Setting up my Poshmark account was the first time I've learned a new selling platform on my own. I married into Stephen's Amazon and eBay accounts. I was hesitant to set up an account on my own, but Poshmark is very easy to set up and navigate, both as a buyer and a seller. Seriously, I had several pairs of shoes listed in my Poshmark closet in way less than an hour.
- **The expectations for Poshmark photos make it quick and fun to list your items.** The layout of Poshmark is very Instagram-y (I know, that's not really a word), and I found it a lot easier to make my photos look nice and conform to standards on Poshmark than on Amazon and eBay. No need for white backgrounds or a certain number of pixels. Poshmark asks sellers to use photos of items in attractive settings or styled the way you would wear them.



I came up with a quick way to arrange my shoes for photos on our living room mantle with our everyday flowers and artwork in the background. Poshmark gives options for different filters on your cover photo for each item, so you can make an ordinary photo stand out a bit more. Listing shoes on Poshmark feels a lot more like making a social media post than working on Amazon and eBay listings. **Be sure to check out the bonus PDF “Checklist for Taking Attractive Poshmark Photos” for my personal checklist that I use when listing shoes on Poshmark. You can find that PDF in the bonus materials of this course in your Full-Time FBA member account.**

- **Poshmark has set prices for shipping, paid by the buyer.** Poshmark uses USPS Priority shipping, with a standard \$6.79 shipping fee, paid by the buyer. Once you make a sale, Poshmark emails you a PDF of the label to print and attach to your package. I love not having to worry about trying to set up free shipping or any other shipping concerns! Sometimes they offer reduced or free shipping as an incentive to help you get more sales, which is another great feature.

- **Along with the shipping incentives, Poshmark encourages other incentives for buyers.** So far I've felt that Poshmark does a good job of creating a fun atmosphere that encourages buying. They have theme "parties" every day, where certain styles or brands are promoted. If you have listings in that theme, you can share your items at the party and gain more eyes on your listings. They also encourage sales or percentages off if buyers create their own bundle out of your closet.



- **Poshmark is social, but it requires little effort to interact.** One of the features of Poshmark is that you can "follow" other sellers. Unlike most social media platforms, which require lots of effort to build up a following, Poshmark seems to generate lots of followers without much work. I have no idea how, but within the first week I had 300+ followers.

I consistently make sales and get likes and shares on Poshmark without much effort. I'm not trying to brag – in fact, just the opposite. The atmosphere on Poshmark is quite a bit different from Amazon or eBay, and it's easier to get eyes on your items than on other platforms, provided you have high quality, name brand shoes along with attractive photos and detailed listings.

Over the past couple of years, I have been able to sell enough shoes and keep a stable enough closet that I've earned "**Posh Ambassador**" status, which means my closet is suggested to other Poshmark users. As a suggested Poshmark closet, I get dozens of new followers a day, new shares, new likes – with minimal effort at this point. Follows, likes, and shares means more eyes looking at those shoes in my closet, which leads to more sales.



- **Poshmark has helped me get ideas for my Amazon FBA inventory.** It's so easy to get sucked into browsing Poshmark, much the same way you can get sucked into scrolling through Instagram and Facebook. I've really enjoyed flipping through other people's closets and seeing which brands and styles are getting tons of likes and shares. It has

helped me understand the apparel niche better as I've seen buyers interacting over the items they prefer the most.

- **All sales are final on Poshmark.** Provided you have excellent photos and super detailed listings, you can say a final goodbye to a pair of shoes once they sell on Poshmark. All sales are as-is/no returns – which means you have to have thorough descriptions and close-up photos of any flaws on your shoes. Items cannot be returned because they don't fit or because the customer doesn't like the color. The ONLY reason Poshmark will allow a dispute and possible return is if the item the customer receives does not match the item in your listing. So if your listing says “shoes have been worn and have scuffs on the soles” and your photos show the scuffing, the customer knows they are buying a used pair of shoes and cannot return them. For us as sellers of used items, this is an awesome feature of Poshmark. Just make sure you are very thorough in putting together fair and detailed listings, so that you can earn a 5-star rating on every Poshmark sale!

Hands down, Amazon FBA has been the biggest profit-maker for our ecommerce business when it comes to selling shoes. Poshmark does not get us anywhere near the same amount of profits as Amazon. BUT – and this is an important BUT – Poshmark has been the best way for us to liquidate stale Amazon inventory, sell Amazon returns that are no longer in new condition, and move “problem shoes” out of our storage space and into the closet of someone who can use them.

Be sure to check out the bonus PDF “Checklist for Taking Attractive Poshmark Photos” for my personal checklist that I use when listing shoes on Poshmark. You can find that PDF in the bonus materials of this course in your Full-Time FBA member account.