THE RESELLER'S GUIDE TO BOARD GAMES



HOW TO TURN PLAY MONEY INTO REAL MONEY

STEPHEN SMOTHERMAN

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Chapter 1 – Introduction

My name is Stephen Smotherman, and I like board games. Sure, I like playing board games with my family, but mostly I like buying board games cheap and reselling them for high profits. Over the years, I've come across some really great methods of finding, buying, preparing, and selling board games for high profits. I'll run out of money before I run out of board games to flip, so I thought I'd pass along my knowledge to you.

A little about me



I've been selling online for about 20 years. Back in 1998, I discovered selling on eBay and got hooked. Selling on eBay was a fun hobby for me for over a decade, and it helped pay some of the bills. I became an eBay PowerSeller with Top Rated Seller Status and held those honors for many years.

In 2011, I found myself desperately looking for a good paying job. I was a single dad trying to find a way to raise my young boys without having to put them all in daycare or after-school care. I needed a way to work from home and make a full-time income. In late 2011, I discovered selling on Amazon via FBA. My whole e-commerce business began to transition from selling on eBay to selling on Amazon. I still sell on eBay every now and then, but Amazon gets the bulk of my business. In fact, Amazon has recognized me as a Top Holiday Seller. That means out of all sellers on Amazon, my sales were in the top 25% as well as having an A+ customer satisfaction rating. Amazon no longer awards sellers for being Top Holiday Sellers, but it was a fun honor at the time to receive that award.

Selling on Amazon has helped move my e-commerce business from a hobby to the way I now earn a full-time income. **I've made a full-time income as an online reseller since 2012, and I absolutely love it.** I enjoy being my own boss, working from home, and setting my own hours. I love being able to go

treasure hunting and get paid for it. The freedom that working FBA provides is awesome.

In my personal life, my story changed forever for the good in 2013 when I married Rebecca. She began working part-time with me on my Amazon business shortly before the wedding, and we have loved being partners in life and in business. Rebecca has increasingly taken on more responsibility in our Amazon business, and since 2015 she has been in charge of all of our online arbitrage (OA), while I am responsible for our retail arbitrage (RA) and wholesale sourcing. We love being able to work together on our business, have flexible schedules, and do a little traveling here and there. We especially love the flexibility Amazon FBA gives us when it comes to spending time with our kids.



Since we are able to earn a full-time income by selling online and spending only part-time hours, we decided to blog about it. If you're ever curious how we are able to sell on Amazon via FBA and earn a full-time income, then come join Rebecca and me over at www.fulltimefba.com. You can subscribe to updates, get a bunch of freebies, and hear our stories. We offer tons of free tips and tricks on how to best manage a full-time FBA business. We update the blog often and are always offering fresh content.

Before we continue

I don't want to assume that everyone reading this book is familiar with the ins and outs of online reselling. To make the most out of the knowledge of this book, you need to know the basics about selling via Amazon FBA. If you don't have this foundational knowledge, check out our popular Amazon seller beginner course, *JumpStart Amazon: Build a Successful Amazon FBA Business*: http://www.fulltimefba.com/jumpstart

JumpStart Amazon is a combination video course (10+ hours) and ebook (200+ pages) that will teach you everything you need to know to start and succeed with your Amazon FBA business. The content in both the book and videos is almost identical, so you can decide which way you would like to

learn best – watching or reading. The ebook and video course are both filled with the content and strategies you need to help you (1) build a solid foundation and then (2) know how to find growth and success on top of the basics. *JumpStart Amazon* is the best place to start learning how to build a profitable Amazon FBA business. Use the code FIFTY to save $50 off the cost of the course today.

For you to make the most of *The Reseller's Guide to Selling Board Games*, it would also be helpful to have a basic understanding on how to buy and sell items on eBay. For more info on getting started with buying and selling on eBay, click here for a quick link to the eBay page for new buyers and sellers.

Disclaimers

While the purpose of this book is to show you how I am able to make thousands of dollars per year buying and reselling board games, I know that each person reading this book will have results that are his or her own. The contents of this book are based on my opinions and experiences with selling online and are not a guarantee that the reader will be able to replicate the formulas contained in this book. Unauthorized distribution, reselling, or copying of this material is unlawful. No portion of this book may be copied or resold without explicit permission from the Publisher.

I disclaim any personal liability, loss, or risk incurred as a result of any information or any advice contained herein, either directly or indirectly. All mention of promises to earn money either implied or not implied are strictly based on my opinion. I do not intend to render any legal, accounting, or other professional advice in the document contained herein. I am not associated with or a representative of eBay, Amazon, or any other company mentioned herein unless specifically noted. I may receive affiliate revenue if you purchase or click-through any of the links within this book.

Links

Throughout the book, you will find links to various products, articles, videos, and other online pages that will help you succeed in selling board games. Many of the links are shortened to make typing them in on a computer easier and faster.

Conclusion

When it comes to selling board games, eBay and Amazon are both great platforms to sell board games and game pieces. In this book, I'll walk you through the ins and outs of making profits with board games. I'll show you just how easy and profitable selling board games can be. If you read this book and put in the work, then I know you'll be able to increase your profits.

Let's get started…

Chapter 2 – Why Board Games



Board games have been a popular pastime for years, and their popularity is only getting stronger. In fact, one of the fastest growing leisure activities in America is playing board games, for reasons I will discuss below. People of all ages are nostalgic for the carefree days of sitting around a table playing their favorite games.

Some "game-changing" stats

According to data from Dice Breaker (source), board games logged **$11.7 billion in global sales** in 2020, up from $9.6 billion in 2016. That's a lot of money, and it doesn't even account for all of the new and used sales of board games coming from online resellers. Every year, more and more board games are created and updates to older games are released. Board games are a fast-growing part of the toy economy.

Board games beating mobile games?

Yes, online and mobile games have been on the rise in recent years, but **nothing beats the face-to-face time you can get playing board games with family and friends**. In fact, many mobile game apps are now coming out with physical board game variations. If a mobile game app is popular, chances are there is a physical board game variation for sale too. One year my kids wanted every version of the Angry Birds app for their iPods, but the following year they seemed to want every variation of the Angry Birds board games. In more recent years, Minecraft has come out with a physical card game, and even Fortnite has its own board game. Right now is a great time to buy and sell board games!

Why board games are becoming popular again

People have different opinions on the reason why board games are becoming popular again, but many agree that the social aspect of board games plays a big role. Even with the advancement of communication via laptops, tablets, mobile devices, and social media, people are actually becoming more and more isolated. All of these devices give the illusion of social connections, but in reality they don't deliver.

People today crave real social interactions – face to face – and board games deliver an easy platform for that need. Many teachers have also discovered how board games can help them in the classroom. From problem solving skills to math skills to social skills, board games help teach lessons in a fun and engaging manner. All over, people are rediscovering just how much fun a cardboard rectangle, fake money, and plastic pieces can truly be.

Another reason board games are staying so popular is that companies are designing games with very **specific niches** in mind. Not all board games try to appeal to everyone. Game makers know that some games sell very well with very specific niches, such as board games centering on the following:

- specific TV shows (trivia games on *Seinfeld, Friends, The Office,* etc)
- movie franchises (Star Wars Trivial Pursuit)
- specific places (Texas-opoly)
- Lego fans (Creationary)
- popular mobile apps (Angry Birds On Thin Ice, Fortnite Monopoly)

The list just goes on and on about how specific these games are to particular niches.

Why reselling board games is a good idea

Often times, people decide they want a specific board game for a specific purpose, but after shopping around they find that even the mega-store down the street doesn't carry it. **The best way to buy the game is online.** They order the game, and in a few days it's there waiting for them on their front porch.

Sometimes adults want to relive a childhood game from their youth. They search online and find a game they want to play with their own kids. Other times a group of friends find a game that centers on a common interest. Kids

play a board game at school and want to keep playing at home. When parents can't find a specific game in a store, they order the game on Amazon or eBay.

There are thousands and thousands of games. It would be impossible for brick-and-mortar stores to carry every variety of every game. Also, some games were made in limited production and are no longer sold in stores. But Amazon and eBay *can* carry every game, and this scarcity of rare or limited production games brings about a good possibility that many can be sold for a high resale amount.

Why would someone buy a used board game?

Sometimes the factory-sealed versions of older board games cost way too much, and so the buyer opts to purchase a collectible board game in very good condition at a much more reasonable price. Some parents buying a board game for their kid already know that the game is going to be treated roughly (or will be used for only a short period of time), so they buy the collectible listing instead of the much more expensive new one.

On the topic of board games in "used" condition, you may be asking, "Used? Collectible? Which one is it?" If you're selling a board game on eBay, then the correct way to identify a board game is either "new" or "used." On the other hand, **if you are reselling a board game on Amazon, then the proper way to identify a board game is either "new" or "collectible."** If you send in a board game to Amazon FBA and label it with the "used" condition, then your item will be stored at an Amazon warehouse, but the listing will not be active (and become what Amazon calls "stranded.") If you send a used board game to Amazon, you'll need to use the "collectible" condition.

In the Amazon guidelines, you will find a section on how to use the condition notes when selling used toys. Board games are supposed to be sold in the Toys & Games category, and therefore they follow the same guidelines as all other toys. **The Amazon guidelines state that *"Collectible toys and games must be rare, exclusive, one-of-a-kind, or otherwise unique."***



It's up to you how you want to interpret this guideline. Most Amazon sellers don't even know about this guideline and will list any used toy or board game as "collectible," even if it's not technically "collectible." As with other Amazon rules, this is another guideline that even Amazon doesn't follow. I've seen many toys and games that aren't "rare, exclusive, one-of-a-kind, or otherwise unique" being sold as "collectible" under the Amazon Warehouse Deals. Again, it's up to you how to interpret this guideline. **For the remainder of this book, I will be using the words "used" and "collectible" interchangeably, but know that on eBay you need to use the word "used" and on Amazon you are required to use the word "collectible" for games that are not new.**

How are board games profitable?

It's not rare for me to buy brand new and used board games for $1 to $15 and sell them for prices ranging anywhere from $20 to $150. I have opportunities almost every week to do this multiple times. **Here are just a few examples:**

- I bought a brand new Scrabble Deluxe game at a garage sale for $2 and sold it on Amazon for $35.

- I found a used Settlers of Catan board game at a thrift store for $3.15 and sold it on Amazon for $30.

- While looking on Craigslist, I found one listing that was offering many different Simpsons board games (Simpsons Jeopardy, Simpsons Monopoly, Simpsons Life, Simpsons Operation) and bought the lot for $20. I sent the board games to Amazon and sold them individually for a total of $175.

- I found an incomplete Lord of the Rings Risk game at a garage sale for $0.50 and sold most of the parts on eBay for a total of about $40.

- I've even bought board games on eBay to resell on Amazon (more about that in Chapter 7).

The more you look for board games (I'll tell you all the places I find them in the next chapter), the more opportunities you'll have to increase your profits. The possibilities are endless.

How to know if a board game is profitable

If you have a smart phone, then you can almost always know if a board game you find is profitable or not. If you haven't already, download the Amazon App or the Amazon Seller App so you can scan the barcode of the board game. The app will then tell you what other sellers are currently selling that board game for. You can use the sales rank data (more on sales rank in Chapter 5) to calculate the potential sales velocity of that board game. If you find a board game with a good sales rank, a low enough sale price, and high enough profit margins, then you know you've found a good board game to resell on Amazon. Once you are a Pro Merchant Seller (paying Amazon a monthly fee), you can also use paid apps like Scoutify (from InventoryLab) which give much more detailed data.

Conclusion

I hope I don't need to try and convince you any further that buying and reselling board games is a good way to make money. Now it's time to talk about the details of *how* to turn board game money into real money!

Chapter 3 – Where to Find Board Games to Resell

I find board games in so many places. Most of the board games I find are in used condition, but sometimes I find them in brand new, factory-sealed condition. **Let's talk about where we can find these games.**

Places to look for board games

1. Thrift stores



Go to maps.google.com and type in the word "thrift" in the search bar. This should give you a list of thrift stores in your local area. If there are a few stores close to you, you should plan on visiting them all on a fairly consistent basis.

Thrift stores have hundreds (if not thousands) of new items added to their stores on a daily basis. This means that you need to go often to make sure you are the first one to see the newest board games added to the thrift stores' shelves.

Most thrift stores will have all of their board games together, but it's not a bad idea to check the toy shelves or other parts of the store for board games (thrift store workers aren't always consistent in how they stock their inventory).

The best days to find new items at thrift stores are Mondays and Tuesdays. These are the days when most people donate their leftover unsold garage sale items. Thrift store shopping earlier in the week will give you the first look at all of the items donated from the weekend's garage sales.

2. Garage sales

Each weekend, you should go to as many garage sales in your area as possible. One good way to find local garage sales is to search your city government's website for a list of the week's sales. Another great way to find

garage sales is on craiglist.org. Once you get to Craigslist, choose your local city and click the garage sale link under the "For Sale" section for a list of advertised sales.

After you've compiled a list of garage sales for the week, go to maps.google.com and click on the "Get Directions" link. From there you can enter in all of the garage sale addresses and plan out an efficient route. Garage sales are a great source of both new and used board games! For more information on finding even *more* garage sales, be sure to read my blog post Garage Sale Tip #2 on my fulltimefba.com blog.

3. Craigslist

If you're on Craigslist looking for garage sales, you might as well search for board games there too. On your Craigslist city page, you can type "board games" in the search bar, or you can click on the "toys+games" link under the "For Sale" heading. From there, you can do a more specific search based on your ZIP Code, city name, or whatever you want to search for (new, used, specific games, specific themes, etc). If the game is used, be sure to ask if all of the pieces *and* instructions are included with the game. When you find what you are looking for, contact the seller and set up a time to trade the game for cash.

NOTE: Don't forget safety issues when meeting someone from Craigslist. Meet in a public place during daylight hours and bring someone with you, if possible.

4. The Freecycle Network

Freecycle is an email based service that offers its users a chance to give away items for free (instead of donating or throwing them away). You'd be surprised at what people will give away for free. You can also post emails asking for particular items.

About once a month, I will post a request for board games, and most of the time I get a positive response. Once I connect with the person with the board games, I set up a time to go get them. It does take some time, but you really can't beat free board games! As with Craigslist, be sure to be safe when meeting someone to get the board games. Most people on Freecycle will just leave the free items on their porch or driveway (usually with your name on it)

and you can pick the items up without even dealing with the original owner.

5. eBay

eBay is such a great place to find board games to resell, I've committed a whole chapter of this book to it. You can often find brand new board games without ever leaving your house! The games on eBay sometimes cost a bit more than at a garage sale or thrift store, but the convenience factor far outweighs the minor cost difference. You not only get to search for these games at home, but they also get delivered right to your doorstep. Be sure you read the chapter on how to buy games on eBay to sell for a profit on Amazon (Chapter 7).

6. Social media sites

Facebook, Twitter, and other forms of social media are good places to get free or inexpensive board games. You can post or tweet that you're looking for board games, and friends or family might just give them to you. This is an easy way to find board games, but please only do this one time. You don't want to go overboard and annoy your friends or family with asking for free stuff.

You can also search for Facebook "Buy Sell Trade" groups in your area that are for buying, selling, trading, or giving away stuff. In my area of the country alone there are dozens Facebook pages that focus on local trade. You can find free or inexpensive board games on these local pages. As with Craigslist, please be safe when meeting the seller to get the games.

7. Rummage sales

Many groups use rummage sales to help raise money for a specific purpose. You can search Craigslist or Google for "Church Sale," "Rummage Sale," "Fundraiser Sale," "School Sale," and other sales like that. Sometimes these groups only advertise on their organization's website. The only way you'll find them is to search for the above suggested words and the ZIP Codes in your area. For example, if you're looking for a rummage sale in the 77450 ZIP Code, you'll need to Google the phrase "rummage sale" and "77450." This will give you a list of both future and past sales. Comb through the results and plan accordingly.

8. Clearance

Some stores have clearance sections, some stores have clearance aisles, and some stores even specialize in clearance items (in other words, they only carry clearance merchandise). Sometimes you can find quality board games at these clearance areas. Sometimes stores put things on clearance because they only have a few left and don't want to take up valuable shelf space, so they lump them in with all the other clearance items. Clearance sections are good places to find pretty much anything to resell, but especially board games.

9. Half Price Books



If you think that Half Price Books (HPB) only sells books, CDs, DVDs, records, and video games, then think again. They also sell a large assortment of board games in both new and used condition. They sell new/used board games because it's one of the types of things they offer to buy from people wanting to offload their books, CDs, etc. In fact, one of HPB's rules is that you can only sell them games that are fully complete, not missing any pieces, and fully functional (see image above). Even though they are supposed to be in complete working condition, if you buy a board game from HPB, be sure to double check to make sure.

Note: Hmmm… that advertisement from HPB offering to buy your board games and puzzles sounds a lot like the subtitle of this book (FYI - I came up with it first).

10. Your own house

Chances are you have some board games collecting dust hiding in your closets, attic, or garage. Go look for those old games right now! If you haven't played them in a few years, then chances are you won't play them in the future. See if they're worth reselling. You could find some great games to resell right at home.

More than just the board game

When you are out looking for board games, also be looking for board game accessories, like expansion packs. Many board games become so popular that

the board game manufacturers come out with expansion packs (also called booster packs or extension packs). When you are looking for profitable board games, be sure you are also looking for these expansion packs that are in addition to the original board games. These expansion packs are usually a lot smaller than the original board games, so they are easily overlooked by other shoppers at garage sales and thrift stores, but often times, those board game additions can be very profitable!



Magic: the Gathering - Avacyn Restored (AVR) Sealed Booster Box
$154.99 Prime
In Stock
More Buying Choices
$134.76 new (28 offers)
Show only Wizards of the Coast items
22

Puzzles too!

You can also look for puzzles at all of the above sources. Puzzles can often be profitable for resale if you find the right ones. One of your bonuses for buying this book is a mini-book called *The Reseller's Guide to Puzzle Profits*. That book will help you know which puzzles you need to be looking for when it comes to making maximum profits. You can find the *Puzzle Profits* book on the Board Game guide download page.

Conclusion

As you can see, there are so many places that you can find both new and used board games to resell. I'm positive that there are even more places to find board games. The key is to always be on the lookout for them. You won't find them unless you're looking.

Chapter 4 – Smart Board Game Buying Practices

Buying new board games

Finding new board games is easier than you think. Any of the places listed in Chapter 3 are potential sources of new board games. **The best way to know if a game is still new is to make sure the box is completely sealed.** Some board games are sealed in shrink-wrap, while other games are sealed with clear stickers that keep the box closed. If the game is not sealed, then it can't be sold as new.

If a sealed board game has any tears in the shrink-wrap or any dents in the box, then it can't be sold as new. It must be sold as "like new." Many sellers on Amazon and eBay try to pass these games off as new, but it's a dangerous choice to make. That kind of thinking is just asking for negative feedback. If you find a board game that has some of the shrink-wrap torn or the box has some damage on it, then the smart condition decision is to sell it as "like new."

When buying new board games at thrift stores for resale, it's very important to make sure that the board game is factory sealed. **Some thrift stores might shrink-wrap some of their used board games.** I'm not sure if they're trying to pass them off as new or if they are just wanting to make sure none of the pieces from that board game fall out and get lost, but no matter the reason, if you find a sealed board game at a thrift store, you'll want to be sure that it's factory sealed.

Here are a few indicators that a board game might have been re-shrink-wrapped:



1. You shake the box and you hear all the pieces rattling around.
2. The shrink-wrap job looks very unprofessional (see image to the right).
3. The price tag is under the shrink-wrap.
4. The lid of the board game is flipped in a different direction than the back side of the board game (i.e. If you look at the top of a board game lid and then turn the board game over horizontally, then the back of the box should be facing the same way as the lid).
5. There are scratches, dents, or other abnormalities on the board game box corners and edges.

Remember, there are always exceptions, but if any of the above are true about a board game you are thinking is new, then it's a good chance that it's not really new. Unless you are 100% certain that the sealed board game you want to buy is new, then I would pass on trying to sell it as new. It's not worth the negative feedback, nor is it worth a customer dinging your seller account by telling Amazon that the item you sold them did not match the product description. If a board game doesn't look like you can sell it as new, then consider selling it as used/collectible (more on that below).

Buying used board games

Buying used games requires more time and thought than buying new ones. But the payoff for the time invested in buying and selling used board games is more than worth the effort involved in doing it right.

When you first encounter used board games for sale, you need to make sure you do the following so that you don't miss out on being able to sell the game at the highest possible price.



1. Scan everything – Using the Amazon Seller App, Scoutify from InventoryLab, or the scanning app of your choice, be sure you scan everything. When scanning the games with these apps, you'll immediately find out how much other sellers are currently selling these games for. This will give you a good idea of what price you could potentially sell these games for. Games that you think might not be good for resale sometimes turn out to be amazing! Even if the condition is not very good, some board games still have high resale value for a lower condition. The scanning apps will also give you the Amazon sales rank number. The sales rank number will give you an idea of how often the item sells. The lower the sales rank number is, the better! More on understanding board game sales ranks in Chapter 5.

2. Look at everything in the box – What is the condition of the box? Are all the pieces there? Are the instructions included? What are the conditions of the pieces and instructions? Are all the pieces there? Yes, I asked that question twice on purpose because missing pieces can make or break the resale value.

3. Open every used board game box – You should always open every box and check its contents. There have been many, many times where I opened the box of a game that I just knew would not be a good used game to resell and found ALL of the contents in the box new and still sealed. I can sell this game as "like new" and get a price almost as high as the listing for a new game. I share this tip because usually, over time, you'll start to get an idea of what games are good for reselling and which are not, and because of that you are tempted to skip over some used games because you already know they won't sell for enough profit. But if you just take a moment to open them to check inside to see if the pieces are all still sealed inside, you may find a nice money maker.

NOTE: Some garage sales and thrift stores tape their board game boxes closed. This can be very frustrating for resellers. I'm guessing that they tape the board game closed so that all of the pieces stay inside, but as a buyer it's impossible to know if all of the pieces are still in the box. To combat this, I first ask permission to open the board game in the store. Then I slowly unpeel the tape from the box so that I can check its contents. Then, when I'm done checking the box, I put the tape back on. If the tape does not come off, I take something sharp (usually my keys) and open up the boxes that I really want to check. If you don't want to check the contents of the board game in the aisle of a thrift store, then I suggest taking the board games to a counter in the thrift store. Again, I'd ask an employee if you could open up the boxes to verify the contents. If the contents are there, then you can go ahead with the purchase, but if some of the contents are missing, then you can ask the store employee to retape the box.

Some thrift stores will not allow you to open up a board game to check the contents. If this is the case, check to see what their return policy is. If they have a good return policy, then buy the game and check the contents at your home. If they do not accept returns, then do not buy the game. The only reason I would buy a taped up used board game is if I knew that board game was a consistent money maker, and if I knew that even if it did not have all the pieces inside, I would still be able to easily complete the board game to sell for high profits once I have all the pieces.

There is more on the topic of sourcing used board games and ideas to make the most of taped up board games in Chapter 9.

4. Once you find a game worth buying, work your magic and get it for a great price. Most people running garage sales will accept less than what is on their own price tag. They just want to get rid of the item. When sourcing

board games at garage sales, I always ask the seller if they are 100% sure that 100% of the pieces are included in the box. Most of the time, the seller will say that they think so, but are not 100% sure. Then I usually ask them for less than what is on the price sticker. Every single time, with the thoughts of possibly selling an incomplete board game in their mind, the seller accepts my offer. If you bundle a bunch of board games together, you can usually get an even better deal at a garage sale. You can also sometimes negotiate for a better price at thrift stores too. It never hurts to ask.

Avoiding potential board game buying mistakes

Here are a couple more tips to ensure you make well informed buying decisions when it comes to board games.

1. Make sure the game matches the listing - Double check that the board game you have scanned is a perfect match for the Amazon product page that you're looking at. Sometimes a board game manufacturer will use the same UPC for a different version of a board game.



For example, I once purchased a Halloween themed board game called, Booooo-Opoly at Kohl's department store. The game's UPC matched the Amazon product page, but the details of the game were different. The Amazon product page had pewter pawns to play with, but the version I was scanning at Kohl's had plastic pawns. I didn't notice the difference until after I had sold the board game and got a message from an angry customer suggesting I was selling them "a cheap knock-off" version. It turned out that the version of Booooo-Opoly I was selling was a version made exclusively for Kohl's department store.

Taking a few seconds to compare the board game I had with the Amazon product page would have made it obvious to me that they were different. The good news is that I was able to avoid negative feedback, but not everyone is so lucky. Always double check.

2. Test all battery-powered used games before you buy – I'll sometimes bring a set of four AA, AAA, and C batteries to test out games at garage sales and thrift stores before I buy it. Sometimes the battery compartments in older

board games get corroded and will no longer work. You'll want to be sure everything is in working order before you buy it with the goal of selling it.

Storing and organizing your board games

Once you start buying up multiple board games, you'll need to have **a good organizational system** set up to store both the incomplete board games (that you plan on completing before you sell) and your board game pieces (that you plan to sell individually). One of the bonuses found on the Board Game guide download page is a video breakdown of how I organize my board games. This video will give you some good ideas for how you can best store and organize your board games efficiently.

Conclusion

When you're out shopping for board games to resell, it's important to be thorough. If you try to cut corners and speed through the process, then you run the risk of getting home and finding that your board game is missing a piece and is now potentially worthless. Spend a few minutes going the extra mile to make sure you have the best new and used board games on Amazon. It will be worth it.

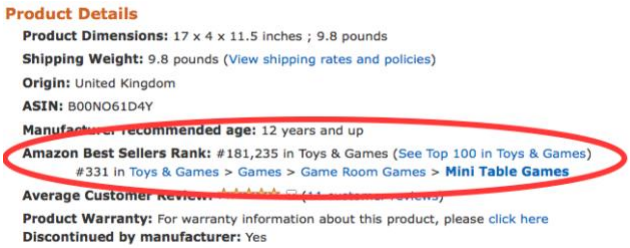
Chapter 5 – Sales Rank Guidelines

Understanding sales rank

Sales rank (aka Amazon Best Sellers Rank) is a number that Amazon calculates and assigns to an item in their catalog to **indicate how well that item has recently been selling.** The lower the sales rank number is, the better it has been recently selling. Usually Amazon will update the sales rank for each item about once an hour. Sales rank seems simple enough, but it's actually one of the most complicated aspects of selling on Amazon.

Here's an example: One day, a board game could have a sales rank of 2,765,316 in the Toys & Games category and the next day that same item could be ranked at 159,322. That's not all… In the Books category a sales rank of 500,000 is considered good, while in the Toys & Games category a sales rank of 500,000 is really bad.

Overall, sales rank is a number that can help you make both buying and pricing decisions. We'll tackle pricing strategies in Chapter 12, but the best way to understand sales rank is to see it as **an indicator**. The current sales rank of an item is only a snapshot in time that indicates recent sales (or a recent *sale* in some cases). Sales rank does not promise that an item will sell again, but it can be used to predict future sales with a degree of certainty.



Unfortunately, we don't have enough time to go into all of the details of understanding sales ranks in all of Amazon's categories. Since this book is on board games, we will spend most of our time in this chapter on understanding sales ranks of the Toys & Games category (which includes board games).

But if you're just dying to know more about how to properly understand the sales ranks of all of the Amazon categories, then I suggest you check out our mini-course, *The Reseller's Guide to Sales Rank: Understanding Amazon Best Sellers Rank For Maximum Profits*. This book/video course will help you develop a good foundation for understanding sales ranks. It's the most affordable course we offer, so check it out. You can even use the coupon code

FIVE to save another $5 off the already low price of *The Reseller's Guide to Sales Rank.*

Sales ranks of Toys & Games

Since this book is about board games, I'm going to focus on how to best understand the Toys & Games category on Amazon. I would like to give you my advice about what sales rank numbers are best when it comes to buying board games, but even those numbers can change.

The Toys & Games category has experienced a lot of growth recently, affecting how to properly understand sales ranks in that category. In March of 2015, the Toys & Games category had about 3,400,000 active items for sale. **By January of 2022, that number ballooned to over 8 million.** When you read this chapter, it might have grown even more.

Here is a quick look at how the Toys & Games category has grown since 2013 (when I started tracking it):

2013 – 1,800,000	2018 – 6,100,000
2014 – 2,600,000	2019 – 6,700,000
2015 – 3,400,000	2020 – 7,100,000
2016 – 4,700,000	2021 – 7,600,000
2017 – 5,300,000	2022 – 8,000,000

In just a moment, I'll share with you the sales rank numbers that I feel the most comfortable with when it comes to buying and selling on Amazon. But since the number of items in the Toys & Games category keeps changing, I want you to understand that the number I give you could soon become outdated. The longer time passes from the current writing of this book the higher the sales rank number I'll be comfortable with.

Before I explain what sales ranks I'm most comfortable with when it comes to sourcing board games, let me remind you that **there are always exceptions to the guidelines I'm going to share with you.** The more you source, scan, and sell board games, the more you'll come up with a sales rank number that you are most comfortable with, but for those just starting out, here is a good place to begin.

The top 3%

In almost any Amazon category, I like the item I'm sourcing to be consistently in the top 3% of that category's sales. Usually, a sales rank within the top 3% will provide more consistent sales.

Note: For a free PDF with the current sales rank numbers for each of the main Amazon product categories, head on over to www.fulltimefba.com/salesrank. We update our sales rank charts every month with the latest date. Oh, did I mention that it's free?

As of updating this book (2022), here are the sales rank numbers for the Toys & Games category:

Total number of items in Toys & Games as of 2022 – 8,016,863

Top 1% - 80,169
Top 2% - 160,337
Top 3% - 240,506
Top 5% - 400,843
Top 10% - 801,686

Sales Rank and ROI

When it comes to sales rank, **I will typically source a board game to sell on Amazon if the sales rank is consistently within the top 3%.** I don't always make my decision based solely on sales rank, though. I like to use a combination of sales rank and ROI parameters to make my buying decisions.

Here is my breakdown of ROI as compared to sales rank:

Top 1% - At least 30% ROI
Top 2% - At least 50% ROI
Top 3% - At least 75% ROI
Top 5% - At least 100% ROI

Note: The higher the sales rank, the more of a reward (higher ROI) I desire. A higher sales rank usually means a longer time that I'll be waiting for the next sale, so I want more profits because of the longer time it will take to sell.

How to find consistent sales rank

When I gave you my sales rank "comfort levels" in the section above, I stated that I almost always buy a board game that has a consistent rank in the top 3% of the Toys & Games category. I find out this information by looking at the item's Keepa data.

Keepa is a tool that tracks both the sales rank history and pricing history for almost every item on Amazon (and a whole lot more). Keepa has both a free service and a paid service. The free service will give you the basic pricing history, while the paid service will give you the sales rank history as well as useful data like the buy box price history. Using Keepa gives you invaluable information for making smart sourcing and pricing decisions.

Here is how I find the consistent sales rank of an item by using Keepa:

Manual method:

1. Copy the ASIN (found in the Product Details section on the item's sales page).
2. Go to www.fulltimefba.com/keepa.
3. Paste the ASIN into the search bar.
4. Assuming you have a paid account, look at the green line on the data chart (that's the sales rank line).
5. Turn off the other colored lines by unselecting options on the right side of the graph, and only leave on the green sales rank line.
6. Depending on how long an item has been selling on Amazon, it might be a good idea to change the date range of the data to show the last 6 months or a full year.
7. Look at the sales rank line (it will most likely be going up and down a lot if there are multiple sales). Does it consistently (for most of the time) average around the current 3% number or better? If so, then that item is consistently in the top 3%.

Automatic method:

1. Go to www.fulltimefba.com/keepaextension.
2. Install the free Keepa extension on your Google Chrome browser.
3. Once installed, a fully interactive Keepa graph will show up on almost every Amazon sales page.
4. Go to the Amazon sales page of the board game you're wanting to research.

5. Assuming you have a paid account, look at the green line on the data chart (that's the sales rank line).
6. Turn off the other colored lines by unselecting options on the right side of the graph, and only leave on the green sales rank line.
7. Depending on how long an item has been selling on Amazon, it might be a good idea to change the date range of the data to show the last 6 months or a full year.
8. Look at the sales rank line (it will most likely be going up and down a lot if there are multiple sales). Does it consistently (for most of the time) average around the current 3% number or better? If so, then that item is consistently in the top 3%.

For more training on how to use and understand Keepa, check out this free training video:

How to Read and Understand Keepa – www.fulltimefba.com/readkeepa

There are so many ways you can use the data provided by Keepa that I decided to put together a full length video course called *The Reseller's Guide to Keepa: Using Amazon Sales History to Make Smarter Souring Decisions*. The content I teach in the course is applicable to every main category on Amazon, not just the Toys & Games category. (Be sure to use coupon code **TWENTY** to save $20 off the price of *The Reseller's Guide to Keepa*.)

Consistent sales rank example

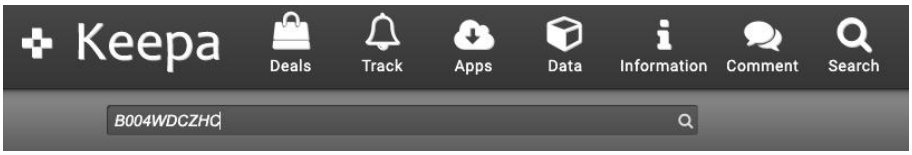
Let's look at an item to see if it's consistently in the top 3% of sales on Amazon.



Say you're out at a thrift store sourcing for board games to sell on Amazon and come across the game Harry Potter Scene It - The Complete Cinematic Journey (it's one of the BOLOs from the bonus PDF). You look at the price and see that it's $25.99 and in brand new, factory-sealed, condition. Usually, $25.99 is more than you pay for board games to sell on Amazon, but you see that it's selling on Amazon right now for over $150! That's some good ROI (return on investment) and you wonder if this game would sell quickly. Let's go to Keepa and go through the steps from above with this board game.

Here's how to find the consistent sales rank of Harry Potter Scene It - The Complete Cinematic Journey:

1. Copy the ASIN of Harry Potter Scene It - The Complete Cinematic Journey (B004WDCZHC)
2. Go to http://www.fulltimefba.com/keepa and click on the Search tab.
3. Paste the ASIN into the search bar and search for this item.



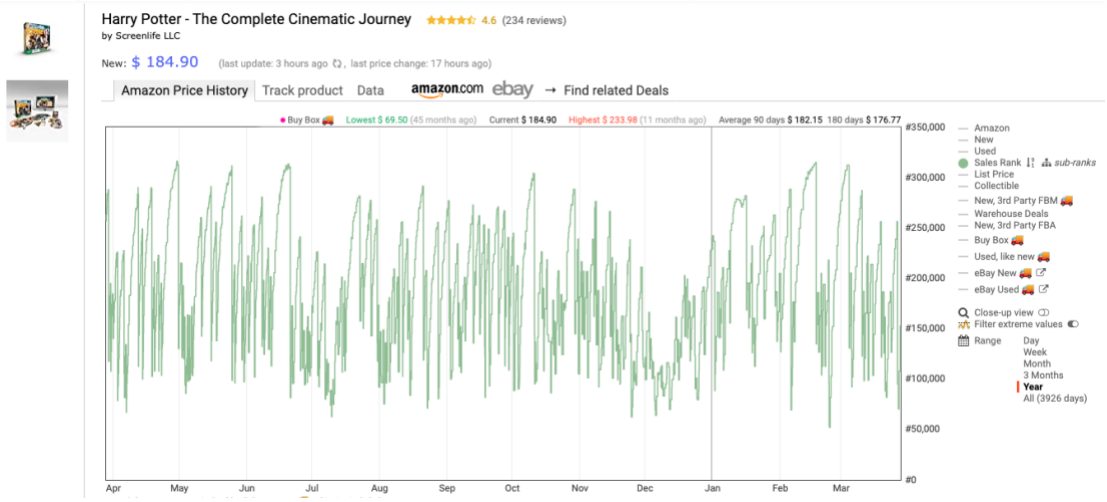
4. Depending on how long an item has been selling on Amazon, it might be a good idea to change the date range of the data to show more than just the most recent 3 months. Sometimes seeing the data from the last year can be really helpful to find the consistent sales rank.



5. Remove any of the other lines and only leave the green sales rank line showing. Remember, the sales rank data requires a paid subscription to Keepa (it's well worth the fee in my opinion).

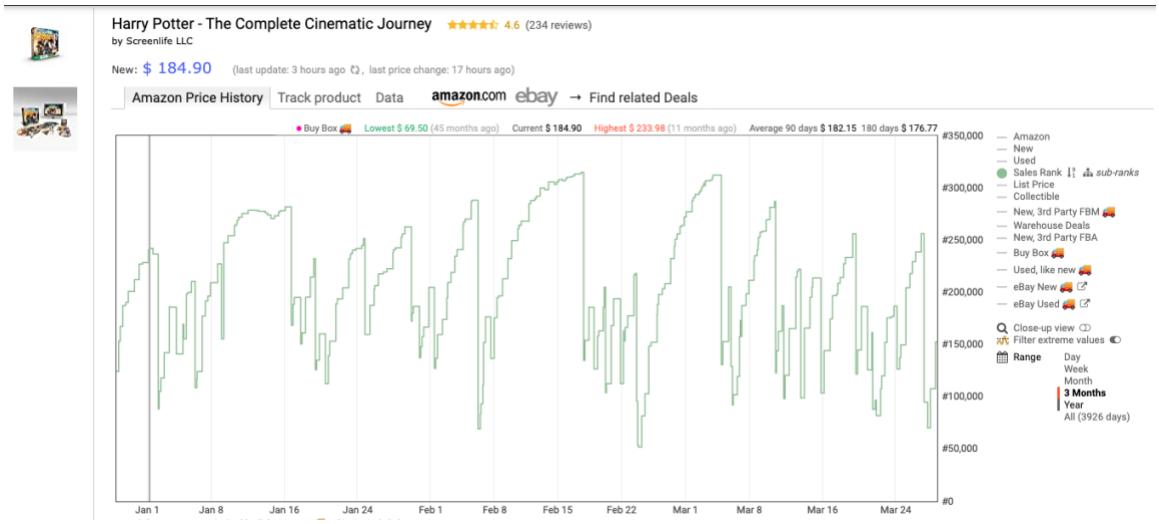


6. The next page will show you what the Keepa chart should look like once you only have the sales rank data showing.



7. Looking at the sales rank line (the green line going up and down) there are many sales over the last 12 months, and the sales rank does consistently stay under 240,000 (for the most part). As of March of 2022, the top 3% of Toys & Games is 240,506, so this board game almost consistently stays within the top 3% of Toys & Games.

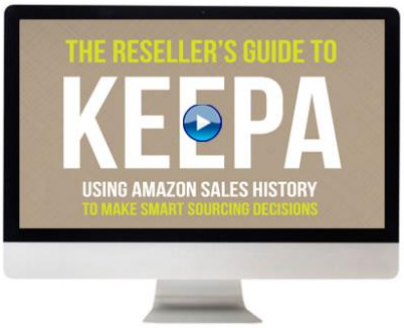
BONUS TIP – If you change the sales rank date range back to 3 months, you can usually count how many sales have been made during that time. Every time the sales rank line shoots straight down, this indicates at least one sale. Let's take a look at the last 3 months of this Harry Potter Scene It – The Complete Cinematic Journey board game and count the sales:



Looking at the above chart, you can see that this board game has sold around

32 or 33 times during this three-month date range. This information lets you know the type of sales velocity you can expect in the days ahead.

For even more amazing ways you can use Keepa, check out our video course, *The Reseller's Guide to Keepa: Using Amazon Sales History to Make Smart Sourcing Decisions*. Use the code **TWENTY** to save $20 off the video course.



Profitable exceptions for high-ranking games

I will buy a board game that is between the top 5% and top 10% when one or more of the following are true:

1. The number of other sellers is low and the ROI of the board game is really high.
2. The number of other sellers is zero, and I can pick my own price.
3. It's the beginning or middle of Q4 (the last 3 months of the year). For a blog post with more Q4 tips, click here.
4. If I was able to buy the game for next to nothing or get it for free, then I'll try to sell that game on Amazon FBA no matter what the rank is. The game might have a high rank because other sellers are asking too high of a price. I can start to lower the price, and it might sell better at a lower price.

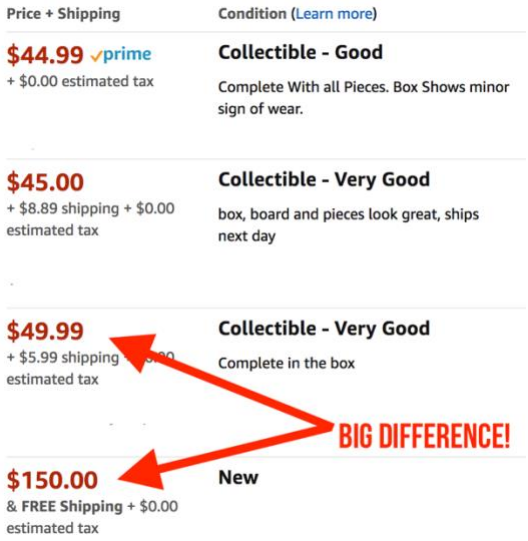
How fast do collectible board games sell?

Many sellers on Amazon don't have any experience selling used items on Amazon. New items are just easier and attract more sellers. But there is an untapped gold mine with selling collectible board games, so it's good to know what to expect when it comes to how fast (or slow) a collectible board game will sell.

There are many factors that come into play in order to have a proper understanding of how fast a collectible board game will sell. The average sales rank is probably one of the most important aspects to get an idea of when you can expect your collectible game will sell, but let's break down all the different aspects pertaining to the sales velocity for collectible games:

1. **Average sales rank** – The lower the average sales rank number is, the faster you'll potentially sell your collectible board game.

2. **The difference in price between new condition and collectible condition** – If the price difference is small, most people will want to pay a little more to buy a board game in new condition. But if the difference is big, then it's highly possible a bigger percentage of the people who buy the board game will choose a collectible condition board game over a game in new condition. The larger the difference in price between new and collectible, the higher the percentage of time a collectible game will sell.



3. **The number of competitors** – The more people competing for the next collectible board game sale will impact how long it will take for your board game to sell. If there is a small number of sellers selling collectible condition board games, then your chances are high – especially if you're priced competitively.

4. **The time of year** – If you're selling a board game in November and December, then thanks to the increased sales velocity of the Q4 holiday selling season, you can probably expect your board game to sell much quicker than it would the rest of the year.

As with everything in life, there are exceptions and special situations where things don't go as expected, but overall the above description will give you the best idea on what to expect when it comes to selling your collectible board game.

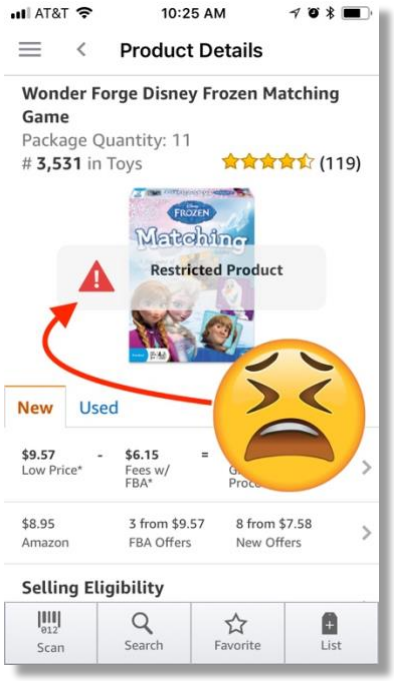
Conclusion

The best sales ranks for buying and selling purposes are different for everyone. What works best for me and my business model might not be right for you. Experiment with and test different sales ranks and see what works best for you. The longer you pay attention to sales ranks and eventual sales, the better you'll get in making the best, most profitable purchases.

Chapter 6 – Getting Approved to Sell Popular Board Game Brands

Restrictions don't have to be frustrating.

It's happened to all of us at one time or another. You find a great board game to list for amazing profits via Amazon FBA, but there's one not-so-tiny catch: **You're restricted from selling the item on Amazon.**



Restrictions for selling on Amazon are one of the biggest annoyances for FBA sellers, regardless of whether you've been selling on Amazon for 4 days or 4 years. But there are steps you can take to get approved by Amazon to sell restricted items, and I want to walk you through those steps.

Now, before we get started on the actual steps to take, I want to give the caveat that I cannot go into details for how to get approved for every single board game that you might be restricted in. If I tried to do that, this chapter would be waaaay too long, because different types of board games have different specifics for the approval process. But I can give you a framework that should get you started on the approval process for most board games, and if you run into items that require a more detailed process, you should at least have the tools at your disposal to take it from there.

The bonus for you is that you can use this same approval process strategy to get approved to sell more than just board games. **You can use the strategies outlined in this chapter to increase your chances of getting approved to sell almost anything on Amazon.**

The different types of restrictions

Before you start trying to get approved to sell items on Amazon, you need to understand there are different types of restrictions when it comes to selling on Amazon:

- **Brand restrictions –** Sometimes Amazon will restrict an entire brand for some sellers. Some examples might be Mattel or Hasbro. In these cases either Amazon or the brand owner has decided that the entire brand needs to be protected on Amazon, and you will need approval to sell that brand.

- **Category restrictions –** Sometimes Amazon will restrict an entire category for some sellers. In the past such categories as Clothing, Shoes, Grocery, and Beauty have been restricted (or gated) categories, and you would need to either be grandfathered in or apply for approval in these categories. At times Amazon will suddenly begin gating a category for new sellers, and at other times they will suddenly ungate the category for all sellers. For most Amazon sellers, the Toys & Games category is not a gated category.

- **Subcategory restrictions –** Sometimes Amazon will leave an overall category ungated, but they will gate certain subcategories within the main category. You might be ungated in a main category but gated in a subcategory. You would need to get approval for the subcategory before you can sell items within that subcategory. One example is that you might be approved to sell in Toys & Games, but not approved for Building Block Toys or Learning Game Toys. There are some board games that fall into the Learning Game Toys subcategory.

- **ASIN restrictions –** Sometimes Amazon will restrict specific individual ASINs (the unique letter-number combo assigned to each product page on Amazon) and will require approval before a seller can list that particular ASIN for sale. When it comes to board games, an ASIN restriction is pretty rare, but can occur on a super popular item that counterfeiters might try to copy.

There may be other types of selling restrictions that come up, but the ones I've listed above are the main ones that impact most FBA sellers.

Let's jump in now to talk about how you can get approval to sell restricted items on Amazon.

How to get approval to sell restricted items on Amazon

1. Check to see if you're restricted.

At the risk of sounding too basic, the first step in the process needs to be checking to see if you're even restricted from selling an item on Amazon. Whether you are out sourcing in a retail store or at home looking for items online, you need to check whether or not you're restricted before you purchase an item to resell. **There's a few ways to check your restrictions.**

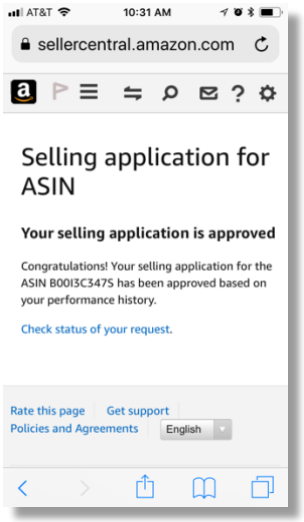
- Use the Amazon Seller app to scan the barcode of the item.
- Use the Scoutify app to scan the barcode of the item. (This is the app I use for retail arbitrage sourcing; it comes bundled with the InventoryLab listing and accounting program.)
- Use "Add a Product" on the Seller Central website to enter an ASIN or UPC and check your restrictions.

If you check your restrictions and find a button that says "Sell Yours," then you're not restricted on the item and you're free to list it for sale on Amazon. If you get a notification that you are restricted or a note that "listing limitations apply," just keep reading…

2. Apply for approval to sell the item.

Once you know you're restricted to sell an item, you can apply for approval within the Seller Central website. (Note: If you're using the Scoutify app to check for restrictions, you can tap a button to take you directly to the correct Seller Central page to apply.)

Sometimes the approval process is quick and easy – just click that you want to apply for approval, and you will automatically be approved based on your Amazon metrics.



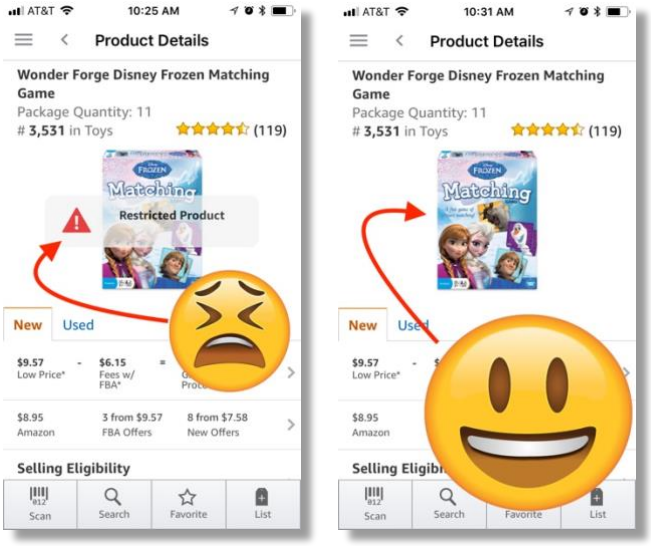
Other times Amazon will ask you for more information or documentation as part of the approval process. This info may include the following:

- Wholesale invoices
- A letter from a manufacturer/brand owner
- A monetary fee
- Other types of documentation

Obviously, some of the info/documentation is easier to obtain than others. Typically, you wouldn't want to pay a large fee for approval in a brand unless you have an ongoing relationship with a reputable supplier and know for certain you will have a long-term source of high quality, profitable inventory. But in the case of simply needing to provide wholesale invoices, it can be relatively straightforward to acquire the necessary documentation.

If you apply for approval and you're denied, don't worry – the story is not over. Denial or a request for more info doesn't mean you can't apply again in the future. As you sell for a longer period of time on Amazon, your seller metrics (including return rate, seller feedback, and other metrics) will build up to the point where you qualify for approval in more categories and brands. It just takes time for Amazon to see that you are a solid, dependable FBA seller. Which leads me to my next step…

3. Apply again later, if necessary.



If you are denied a quick approval by Amazon, be sure to go back and reapply 3 to 6 months in the future. Many times you will be automatically approved later down the road because you have improved your seller metrics or gained longevity in your selling account.

Make a habit of regularly going into Seller Central and checking your active applications to see if you can reapply and get a quick approval. I recommend setting a reminder on your calendar every 3 to 6 months to go in and check the status of these applications and reapply where necessary.

To find your active approval applications, you can follow these steps:

- Log in to Seller Central.
- Under the "Inventory" tab, click "Add a Product."
- Scroll down to where it says "Products requiring approval" and click the "Managing your selling applications" link.

- You should see the application status of every restricted item you've tried to gain approval to sell and the current status of each of those applications (Approved or Draft).
- For the applications that are still in draft form, click "Go to application." You will receive either a notification of your approval or a request for more info.
- Make a reminder on your calendar to come back in a few months and check your drafts again to see if you can get auto-approval.

Let me tell you just how easy this process is – as I was writing this chapter, I went to Seller Central to check on my selling applications and make notes on the steps I listed above. While I was making notes, I clicked on my drafts and was given instant approval on two applications that were first submitted and denied this past week. One was for a particular ASIN and the other was for a brand. It really can be as simple as clicking a few times and you get approval if you have good seller metrics!

To find out more information about the requirements for each of the Amazon categories, you can check out this quick link: www.fulltimefba.com/whatcanisell.

This link will take you directly to the Seller Central page with an overview of categories, which ones require approval, what the requirements for approval are, and a link to start the application process.

Restrictions as a competitive edge

Now that you know how to get approved to sell board games that are gated for others, restrictions actually turn into a very big positive for you. **You're approved while most of your competition is not.** This means there will be less competition for these board games and you'll get the sale much faster!

Any time you're out sourcing for inventory and find you are restricted, take a few moments to request approval. You can know within minutes if you're eligible for approval or if you need to seek out more paperwork to get approved, but at least you know.

Most of your Amazon competition see the restrictions as a dead end… but you know it's just a speed bump. Seek approval, eventually get approval, and sell more on Amazon.

Conclusion

Hopefully this chapter has helped you see how you can start the process of getting approved to sell board game brands that are currently restricted. I hope you can also see that this strategy is also a general formula for seeking approval in restricted categories, subcategories, brands, and ASINs on Amazon. Again, it's not a perfect formula for every single item on Amazon, but if you follow these general steps you should be able to start the application process for most restrictions on Amazon.

Sometimes this formula will bring you instant results (approval), but at other times this formula will require patience over several months of time. It requires consistency in building up your selling metrics and developing a good track record on Amazon, and it requires discipline to go back and check your applications on a regular basis. But if you stick with it, you should be able to get approval for more and more products to sell on Amazon, and you should see an increase in your sales and profits as your inventory expands.

Chapter 7 - Buying on eBay and Selling on Amazon

Amazon vs eBay from the buyer's perspective

One of my most consistent sources for finding board games to sell on Amazon is eBay. That's right, eBay. It may seem strange that some people will pay more for a board game on one website than on another… but it's true!

For some board game buyers, Amazon is a more trustworthy website, and they would much rather spend more money there because they know they are getting what they are ordering. Not only that, but if they are a Prime member, they know they will get most of their orders in two days or less. For many people, eBay is a source of frustration because too many times people don't actually receive what they think they ordered. I can relate to this frustration. Many times I have ordered a "new" item from eBay, but when it arrived, it was obviously used. This lack of trust towards eBay means that some people will pay more for an item on Amazon.

Another reason people would spend more on Amazon is because, for many, Amazon is the first place they look when purchasing something online. Recently a study was released that showed, when looking to make an online purchase, more people search on Amazon *first* than search on Google first! The percentage of people who start a product search on Amazon rather than Google has only increased over the years. **Bottom line: Amazon has the most loyal customers of any website.** This loyalty will help you make money.

One other reason people buy on Amazon is that they assume Amazon must have the cheapest prices. They don't bother looking on other sites for a cheaper price, and in most cases they're right. But many times a board game will be selling on eBay for a fraction of what it's selling for on Amazon. This gives us as resellers the opportunity to come in and find a board game to buy cheap on eBay and sell high on Amazon.

So how do I find these "cheaper" games on eBay to sell on Amazon?

Step 1 – Go to Amazon.com and in the search bar, click on "ALL." Scroll down and choose the "Toys & Games" option.

Step 2 – Don't type anything in the search bar, but click "GO" (or the magnifying glass icon) at the end of the search bar. This will take you to the main Toys & Games category page.

Step 3 – On the left hand side of the screen, scroll down and click the "GAMES & ACCESSORIES" sub-category. On the next page (still on the left side of the screen), click on the "BOARD GAMES" sub-sub-category. On the results page, you'll see the board game best sellers, hot new releases, most wished for games, and more. As you scroll down you'll see the most popular selling board games on Amazon.

Step 4 – Again, on the left side of the screen, scroll until you see the "AVG CUSTOMER REVIEW" options. From there, choose at least the 3-Star Reviews and up. Doing this will weed out most of the board games that might get you returns from unhappy customers (who leave mostly 2 or 1 star reviews of the game). This also helps weed out board games that don't have enough reviews to qualify as a high turnover product.

Step 5 – Still on the left side of the screen, scroll until you see the "PRICE" options. From there, you can choose a price range that you want to search. For a first time search, I would suggest clicking on the link of games that are $100-$200. As of the updating of this ebook (March 2022), there are over 1000 board games selling on Amazon in the $100-$200 range that also get a 3+ star rating.

NOTE: For some reason, Amazon will throw in some board games that are under the $100-$200 range because they are sponsored products or sold by Amazon directly and they want to get your eyes on that product. It could also just be a glitch in the system. Just be aware as you scroll through the search results that some might not fall in the $100-$200 range.

Step 6 – Now you'll want to narrow down your searches to find the games that sell for the most money. The default search result that Amazon gives you is the "Featured" option, but you also have the choice of choosing to show the items in the rank of "Price: High to Low," "Price: Low to High," "Average Customer Reviews," or "Newest Arrivals." Not all of the items in this list will be board games, and not all of them will be good moneymakers. I think the "Featured" option gives you the best chance of finding a good ranking board game with a high price.

Step 7 – Click on some of the board games and check out their product pages. The first thing I look for is sales rank. If the board game has a good rank, then

I know it's most likely a game that would resell fairly quickly. See Chapter 5 for more information on understanding the sales ranks of board games and what I think is a good board game sales rank.

NOTE: Beware of multiple listings! Amazon has many identical items for sale on different product pages. Amazon tries to clean up and combine any items that have multiple pages for the same item, but there are still thousands of items that have multiple product pages. Why do some items have multiple pages? Some sellers think that they can create a new page for an item and price it really high, hoping that the buyer will assume that's the only page to buy that item. To find out if the product page you are looking at is the main one for a product, look for the number of items for sale on that page. If it's only one or two items, then there might be another product page on Amazon selling the bulk of that game at a much lower price. Do a quick search on Amazon for the game title, and you'll probably find the other product page for that game. If you don't, then you just found gold (a really high priced game you can look for on eBay to resell).

Step 8 – Now, before we head over to eBay, you need to find out what you want to pay for the board game. On the Amazon product page, click on the price links to see what other people are asking for this game. Find a price near the lowest asking price, and write that number down. The next step is to use the FBA Revenue Calculator. This site helps calculate the fees involved with selling an item on Amazon via FBA. On the FBA Revenue Calculator, enter in the product's ASIN (found in the product details section of the Amazon product page). Enter in any of the other costs for selling this game (these costs will be different if it's Merchant Fulfilled or sold through FBA). Click on the calculate button, and it will show you how much you can make selling the item.

Step 9 – Once you have a board game and a selling price point in mind, head on over to eBay, and do a search for that particular game. Type the name of the board game in the search bar, and click "search."

Step 10 – On the left hand side of the search results on eBay's webpage, you can narrow down what you are looking for. You can decide if you want to search for new or used games, the price range you want to spend, and other factors. Most of the money in reselling board games is found in new games, but that doesn't mean that used games are worthless. There is really good money to be made with quality used board games too!

Step 11 – Scroll through all of the results of your eBay search, and compare

the prices on eBay to what you can make for it on Amazon. Most people want to at least double their money, and in many cases you can do even better than that. I once bought a brand new board game on eBay for $15 (including shipping) and sold it on Amazon two weeks later for $125!

Step 12 – Once you find a game at a price you like, click on the link that takes you to the eBay product page. Be sure you read the item description thoroughly. Sometimes a seller on eBay will list the item as "NEW" but in the item description, the seller states, "Only played with a few times!" This is not new at all. It doesn't even fall under the "like new" category. If you are searching for a new item on eBay, you want the listing to show or tell you that this board game is still factory sealed. If you are looking to buy a used game, then be sure that the item description states that all pieces and instructions are accounted for and what condition the game pieces are in.

Be sure to look at the pictures, too. Does this look new to you?



When I look at the picture above, I see a board game that is not factory sealed, and the pieces are no longer in their original packaging. It looks to me like a very used board game. If you tried to sell this board game on Amazon as new, you would most likely earn a return as well as negative feedback, putting your Amazon seller account at risk.

Step 13 – Check the seller's feedback rating to see if they are trustworthy. Most sellers will not have a 100% positive feedback rating, but it is nice to

have at least 98% positives. You want to be able to trust the person selling you this game. You don't want the hassle of having to return a game because the seller misrepresented their item. Be sure the seller has a good track record of quality sales interactions with his or her buyers. Read the seller's feedback and see what other buyers have to say about the seller. What is the seller's return policy? Do they offer a money-back guarantee for their games? It's good to ask yourself these questions before bidding on an item on eBay.

Step 14 – Once you are comfortable with buying the board game on eBay, bid on the item or click the "Buy It Now" button. As soon as you win the auction you need to submit payment. The faster you pay, the faster you get the game to resell. If the listing is for an auction, then add the item to your watch list, and set an alarm on your watch or smart phone for a few minutes before the auction ends. Bidding at the last minute usually gets you a better price than if you bid on the item a few days earlier. Just don't forget to follow up on that auction and bid before the auction ends.

BONUS TIP - Services like Auction Sniper, Gixen, EZSniper, and Bid Napper are all quality eBay sniping services. These eBay sniping services will place bids during the last few seconds of an eBay auction for you. You can just set it up and let the sniping service do the bidding for you. These services help reduce bidding wars (that end up with higher final prices) and almost always get you a lower price than if you were bidding yourself. These are great services to use if an auction ends when you are going to be busy (or sleeping) and can't bid for yourself. Some of them even come with a mobile app so you can do some auction sniping on the go.

DOUBLE BONUS TIP – If you don't want to use or pay for a sniping service, then set an alarm on your smart phone to go off a few minutes before the board game auction ends. If you're not home, you can open up the eBay app on your smart phone and place a last second bid right from your phone. I do this all the time, and it works great!

Step 15 - Once you get confirmation that the board game on the auction listing is yours, send a message to the eBay seller politely asking them to protect the board game well when they package it up to send to you. Be sure you read the next chapter (Chapter 8) on how to handle this situation properly. It's a very important step; you don't want your board games to arrive damaged and/or broken.

Step 16 – Once your board game arrives in the mail, double check that it is just as the eBay auction listing described it to be. If it was sold as "new" then

make sure it's still sealed well. If the game was sold "used" then double-check that ALL of the pieces and instructions are in the game.

NOTE – If you are missing pieces, contact the seller and let them know immediately. If you want a full refund, then ask for it… but know that most of the time, you'll need to pay for return shipping. The best solution would be to ask for a partial refund. This works out best for both parties. The seller doesn't want to give you a full refund and deal with trying to sell it again, and you don't want to pay for returning the game out of your own pocket. Ask for a partial refund (at least 25% to 50% of the sales price) and tell the seller that you think it's a fair compromise. Then, once you get your refund, use that money to search for the missing pieces. See Chapter 9, "How to Find the Missing Pieces," to learn how best to complete your game.

Step 17 – Once you are happy with what you have, then leave the eBay seller positive feedback. Even if something went wrong, as long as the seller did what they could to make things right, you should leave them positive feedback. Remember, many of them are resellers like you and are trying to do their best.

Step 18 – List your newly acquired board game on Amazon at a much higher price and enjoy the profits!

If you don't find a low priced game to buy on eBay and sell on Amazon right away, don't worry. **You can easily set up a "saved search" on eBay** that will email you daily with new auctions for whatever game you want to find. I currently have many saved searches that email me whenever a new item is listed on eBay. If you don't see the price you're looking for now, set up a search, and wait for the right price to come to you.

Bonus eBay sourcing tips

Sometimes you can find some amazing deals on eBay because of a mistake that the seller has made. **Here are some mistakes that some sellers make that you can capitalize on:**



1. *Seller ends the auction at a bad time* – Look at the time an auction is scheduled to end. Maybe it will end at 3am when most people will not be online to bid at the last moment. You can set an alarm to wake up, bid, win the auction, and go back to sleep knowing you just made some money.

2. *Seller ends the auction on a bad day* – It surprises me how often some sellers end auctions on holidays or other days when most people will not be on their computers. I've won auctions on Thanksgiving Day, Christmas Day, and even during the Super Bowl. Yes, there will still be people on their computers on these days, but the number is far fewer than on normal days. Take advantage of this by setting an alarm on your phone for when the auction ends. When the alarm goes off, open up your eBay app, bid, and win the auction. You only took a few moments away from your holiday or big event, and you just made some good money on a board game!

3. *Seller has a bad eBay title* – Even with spell check, people still make spelling mistakes in their item titles. If you're looking for a Disney Monopoly game, try searching for "Disney Monopaly" or "Dizney Monopoly." It's rare, but it's very possible to buy a game for $0.99 plus shipping when someone makes a spelling mistake in their title.

BONUS TIP – Use the free tool called Fat Fingers to find common misspellings for words you might use to search for board games. For example, you can type in the word "monopoly," and Fat Fingers automatically searches for these common misspellings:

> nonopoly, momopoly, mobopoly, monopily, minopoly, monopolu, menopoly, monopoll, monopolyy, monopolly, monopooly, monoopoly, monnopoly, moonopoly, monoploy, monopol, monopoy, monoply, monpoly, moopoly.

4. *Seller has a bad eBay item description* – Maybe the picture of the item is horrible or the item description is too short (or worse, too long). Sometimes a seller's description will turn away the majority of buyers – but you don't have to be the one who's turned away.

Conclusion

You could spend all day looking on eBay for profitable board games and chances are you will find many games worthy to resell. Once you find them, set up search alerts on eBay so that you will be notified daily of new listings. Over time, you'll be searching on eBay less because all the deals will come right to your inbox! Buying board games on eBay and selling them on Amazon really can be one of the best ways to profit from selling board games.

Chapter 8 – Protecting Your Investment

Buying on eBay can be an adventure. There are many sellers on eBay who are very professional and take pride in the quality of service they offer the potential buyer. On the other hand, there are many sellers who are using eBay as a hobby, or sometimes even just using eBay for a short time to get rid of stuff around the house. **An essential first step in the eBay buying process is checking a seller's rating and feedback history to see how trustworthy they are as a seller.** But sometimes, it's still a good idea to go the extra mile to ensure that the things you buy on eBay arrive at your door in the same condition as stated in the item description.

My eBay purchases gone bad



My experiences in buying board games on eBay have mostly been very pleasant, but there have been some horror stories too.

I've had a few eBay sellers ship board games to me wrapped only in a paper bag. They've taken thick paper and just wrapped up the board game like a Christmas present and then put the address and postage on the paper wrap. One game wrapped in paper arrived with bent and scratched up corners on all sides. Another game mailed in only paper was a board game in a tin collector's box. Needless to say, the tin box was crushed.

But the worst eBay shipping experience I've ever seen was when a seller didn't even wrap the item in paper at all. No box. No paper. Nothing. All the seller did was tape my shipping address and the postage to the actual game box! No kidding!

How to protect your investment

You, as a reseller, need to go the extra mile to make sure your board game arrives in the best condition possible. When you win the eBay listing, take a few moments to contact the seller and make your expectations known.

Clearly communicating how you want the item shipped will help save you the time and headache related to the eBay refund and return policy.

Once you win the auction, click on the "contact seller" link and send them a message.

You might think that adding a note to the payment is good enough, but it's actually not. Most sellers don't even read the notes section of the payment notification. They're just happy they got paid and are moving on to something else. **Sending a separate message to the seller will get their attention and will most likely cause them to ship the game to you well protected.**

Below, I'm giving you an example of the message I use. Feel free to rewrite it to better fit you, your personality, and the message you want to send. Just remember that eBay only lets you use 1000 characters in your messages. The message example below is clear and to the point and might just save you not only time and energy, but hundreds of dollars as well.

> *"Thanks for selling this game. I can't wait to get it. Please be sure this game is mailed in a cardboard box so that it arrives in the best condition possible. I've bought board games on eBay before and sometimes the seller mails the games only wrapped in paper. This causes the board game to always arrive damaged and dented up. I don't want to return this game or leave negative feedback, so I'm just making sure the game is shipped well protected. This game is to be a gift, so I want it to arrive in perfect condition. Thanks for understanding."*

If you think that the above message is going overboard or doesn't explain the issue strongly enough, then you can rewrite it to say whatever you want it to say. **In my experiences, though, just asking the sellers to "*please pack the game well*" just isn't enough.**

Professional communication

Remember in your communication with the seller to be polite and courteous. You don't want a seller to feel like you're making them do something they don't want to do. You're just making sure that the board game arrives at your house in the same condition as when it leaves the seller. The seller wants to earn positive feedback from you on this transition, so they will likely follow through with your request.

Be professional, and most likely the seller will return the favor. Don't forget that when the board game arrives in the mail, you should check the contents and/or condition, and when you are satisfied with the transaction, follow through and post positive feedback for the seller on eBay.

For a video walk-though of this strategy, be sure to check out the video titled, "Protecting your Investment" found in the bonus section of the Board Game guide download page in your Full-Time FBA member's account.

Chapter 9 - Preparing Used Board Games to be Sold

When you buy a used (collectible) board game, you want to be sure that the board game is in the absolute best condition possible. The difference between "acceptable" and "good" (or "good" and "very good") can make a big difference in your profit margin.

Steps to make sure your board game is ready for resale

Step 1 - Double check the board game contents.

Never, ever, *ever* sell a board game with missing pieces. This is such a hard and fast rule of reselling board games on Amazon, I've dedicated a entire chapter on how to know which pieces are missing and how to best (and affordably) find them. You can read more about that in Chapter 10.

Some people think it's OK to sell board games online with missing pieces as long as they make sure they say so in the condition notes. This is against Amazon rules and could get your listing suspended. It's also dangerous because some buyers never read the condition notes and just assume all of the pieces are included. If you leave out pieces, then you are just inviting negative feedback for that item. Negative feedback will damage your reputation, hurt your sales, and risk your Amazon seller account. **It's not worth the risk.** After you double check the contents, triple check them.

You also want to make sure all of the pieces are clean and that there are a minimal amount of stains. Even though the customer knows the board game they are buying is used, they still like the illusion that they are the only ones who are actually going to play the game. Seeing dirt, stains, or any other type of markings on the board game will destroy the illusion that they are the only game players ever. Now, obviously, you can't clean up all of the dirt, marks, etc. on the game, but take a minute to clean up what you can. The cleaner the board game, the happier the customer.

There are a few games that need extra attention before you sell them online. Some games have DVDs included. It's important to check the DVD to make sure there are no visible scratches. If you sell a lot of board games with DVDs, then it might be a good idea to invest in a JFJ Easy Pro Disc Cleaner. Over time, the JFJ Pro will easily pay for itself. You can also use the JFJ Easy Pro to clean music CDs, DVDs, software, video game discs, and more. I have owned the JSJ Easy Pro and loved it.

Other games have clay or other Play-doh like substances that need to be checked. Sometimes, the clay can dry out, making the game useless. If you find a game with dried out clay, you can still sell the game with replacement clay. One game that comes to mind is the Cranium line of games. You can either purchase replacement Cranium clay or replace it with purple Play-doh. If you use replacement clay (or if the original clay is still in moldable condition), it's a good idea to wrap the clay in cling wrap in order to protect the clay from any long term exposure to air. The more it's exposed to air, the faster it will dry up and become useless.

Step 2 - Make sure that the board game contents are neat and organized.

Don't ever send a board game with loose pieces in the box. Some board games come with areas for the pieces to be stored. Be sure that all of the pieces are in their correct locations. If the game box does not have a special place for each piece, then get a small self-sealing bag (like Ziploc) to put them in. If the board game comes with cards, I usually put them in a self-sealing bag too. If the bag is too big, then I wrap the excess plastic around the cards and tape the excess portion of the bag around the cards. You don't want the cards to be loose and get damaged in shipment. If you have a shrink-wrap machine, then you can shrink-wrap the cards closed so they will stay nice and neat.

Step 3 - Check the condition of the box.

The box is a very important part of the game, and its condition can make or break profit margins. Here are some common problems with board game boxes and what to do about them.



Damaged box corners - The corners of the boxes have come apart and no longer hold the game securely. This is obviously a problem and, most likely, will bring your condition grade down to "good" (even if the contents of the box are "very good"). It takes a little time, but on high profit board games, this process is worth it. If you go to YouTube and search "restore board game boxes" or "restore cardboard game boxes" you will see many how-to videos on different methods of repairing broken board game boxes.

Tape on boxes - Some thrift stores and even garage sales tape up the board games they are trying to sell. They do this to keep the contents of the box

safely inside, but it can cause problems for resellers. For one, a taped box keeps us from looking inside the boxes to see if all of the contents are accounted for.

Secondly, a taped box provides the possibility of a damaged box. I use a few different methods to remove the tape from the boxes. The first method is the most obvious. I very, very slowly begin to peel the tape off of the box. I use a Scotty Peeler to start peeling off the edge of the tape. Then, with my hand, I begin to slowly peel off the rest of the tape at an angle. I go very slowly, and the tape usually comes off easily. On some board games, this method will start to peel off the top layer of the board game, and this is not what you want. When you see the top layer of the board game come off, stop immediately. At this point, get a hair dryer or heat gun and blow it on the tape on the "hot" setting. After a few seconds, most types of tape will come off fairly easily.

If slowly peeling the tape and using a hair dryer doesn't work, the next option is to get some Goo Gone, UnDu, Goof Off, Bestine, or any other solution that was made to remove sticky residue. You can put a few drops of any of those solutions on the tape, and it should start to come off fairly soon. Again, peel the tape off slowly, and clean up the excess solution. You don't want the solution to dry up and damage the box.

If all else fails and the tape does not come off the box, then just keep the tape on. Be sure that your item description states that the board game has been taped so that the buyer will be aware. Some people don't care that there is tape on the box, and it will not be an issue for them.

Sticky boxes - Some boxes will have sticky residue on them from price stickers that were peeled off, wrapping paper tape left on too long, thrift stores that tape up the boxes, etc. Be sure you clean up the box by removing any sticky residue. Again, use Goo Gone, UnDu, Goof Off, Bestine, or any other solution that was made to remove sticky residue. Put a few drops on the dirty area, and rub it with a paper towel. I sometimes even scrape the box with a Scotty Peeler to get more of the residue off. I continue to rub the solution in until the sticky residue is gone. Then I dry up the area and make sure that there is no residue left on the box anywhere.

Step 4 - Check the condition of the game board.

Sometimes game boards get dirty, damaged, and warped. Do your best to clean up the game board and make it look as clean as possible. If the game

board is warped, then there is only one option I have found to work: place the board on a clean, flat surface and stack heavy items on top of the warped board. Over time (sometimes a few weeks), this will correct most game boards. You don't want to try and bend the board game back to its original shape because usually that will lead to accidentally creating a fold in the board game that is impossible to repair. Be patient and let time slowly bend your warped board game back into the correct shape.

Step 5 - Place the instructions in the board game last.



The first thing a person should see when they first open a board game is the instructions. Be sure that the instructions are placed on top of everything else in a board game. Some board games have the game instructions on the back or inside cover of the box, but many games have an instruction sheet or manual placed in the box.

If you can't find the instructions for your board game, look online. A quick Google search will most likely lead you to a PDF you can print out and place inside the box. You can also do a search on www.boardgamegeek.com to find instructions to many games. I'll go into more details in Chapter 10 on finding replacement instructions.

Step 6 - Secure your board game.

Board game pieces are easy to lose if you're not careful. You don't want to go to all this trouble and have some pieces fall out of the box and get lost forever. Whether you're shipping your board games directly to a buyer or sending them to an FBA warehouse, securing the board game is a vital step.

You don't want to tape the game closed, as that would most likely damage the board game box. Some sellers use a rubber band, but again, it could dent and damage the box. Rubber bands are also known to break in the heat, so that is another risk you take. The best thing you can do is poly bag, shrink-wrap, or cling wrap the game. More tips on how to best secure your board game in the sections ahead.

Is all this work on prepping a collectible board game really worth the time invested?

You might be reading all of the steps above and thinking to yourself, "Is all of this work on cleaning the box, flattening the game board, organizing the game pieces, and everything else actually worth my time?" Well, the answer to that will depend on the game. If you have a board game with a $5 profit then it might not be worth the time to properly prep the board game for sale in this way…. But if your profit is $20 or more then it just might be worth your time. It all depends on what you're willing to do for the profit potential of each individual collectible board game.

Sending board games directly to buyers

If you sell board games on eBay or you are a Merchant Fulfilled Amazon seller, then you will be mailing the board games directly to the buyer. If the board game is opened, I would suggest shrink-wrapping it. Use a shrink-wrap machine if you have one. When it arrives at the buyer's house, the buyer will see that you have taken good care to protect the game.

If you don't have a shrink-wrap machine, then I'd suggest using a large roll of cling wrap and wrapping the game closed. After you wrap the board game in cling wrap, use a blow dryer to help the wrap become more solid and better protect the game.

Sending board games to an FBA warehouse

If the board game is used (collectible) then I suggest you poly bag or shrink-wrap the box. I **do not** suggest cling wrap for sending board games to an FBA warehouse.

I highly recommend poly bagging or shrink-wrapping the box for a number of reasons. The number one reason is so that all of the items in the box stay in the box. Any item sent to an FBA warehouse will be passed from person to person, as well as travel on miles of conveyor belts at high speeds. If the box is not sealed properly, then the chances of the items in the box falling out are high.

For those of you just starting out, the most affordable way to protect the contents of a board game is to poly bag the box. You can order large poly bags

from Amazon, eBay, or any office supply store. If I'm not shrink-wrapping the game, I like to use the 16" by 24" poly bags. Once the board game is in the poly bag, tape up the bag so that the board game is secure. Be sure the taping is done well so that the bag does not come open during shipping or at the FBA warehouse. If you have an impulse sealer, you can skip the taping step and just seal the poly bag closed.

The second reason I suggest poly bagging or shrink-wrapping board games is the professional factor. When you say in your Amazon condition notes that the used (collectible) board game is "shrink-wrapped to keep all of the board game pieces safely inside the box," then the buyer knows that you take good care of your items. Some people will even pay more for shrink-wrapped board games since they know nothing could have been lost from the game.

Sealed used board game label

One of the bonuses for this book is a printable PDF with labels you should put on every board game that you poly bag or shrink-wrap. The label is there to remind the buyer that they purchased a used (collectible) board game.

It might seem weird, but sometimes when a buyer buys a used board game and it comes to them sealed, then they might assume it's a new board game (even though it's not). The buyer might even think to themselves, "I thought I bought a used board game. Maybe I didn't. I must have bought a brand new board game." When they take off the sealed wrapping, they see it's a used board game. Then they think, "I bought a new board game and they sent me a used one! I'm going to leave them negative feedback." You might be thinking this is ridiculous, and you'd be right… but it doesn't mean that it doesn't happen. It's the smart Amazon seller who is prepared for every possible situation.

Here is what the label in the bonus PDF says:

> *"This item is not brand new. It has been rewrapped in order to keep the original contents inside of the box. We don't want anything to fall out of the box and get lost. We hope you enjoy this item."*

This label can be printed out on an Avery 5160 label (30 labels to a sheet). If you have a Dymo printer, you can also make and print these labels one at a

time. You can also use this label for any other used (or collectible) items you decide to shrink-wrap or poly bag.

Conclusion

When preparing used board games, it's best to make the games look as new as possible. People know they are ordering a used (collectible) board game, but once they get the game they don't want to be reminded of that fact. The game now belongs to the buyer, and you don't want to leave anything to remind them the game was previously used by someone else. Go the extra mile and prepare every aspect of the board game so that you'll have a happy customer.

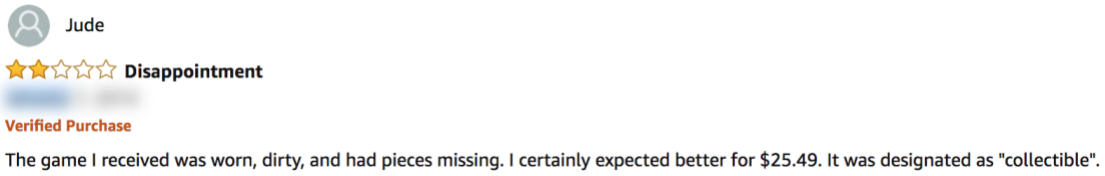
Chapter 10 – How to Find the Missing Pieces



You found a really great board game at a garage sale. You eyed the contents of the box, and you were sure all of the pieces were there. Not only that, but you got a great deal on the game! But when you got home you realized that a game piece was missing. What do you do?

Some sellers think it's ok to sell a board game with a missing piece. They make sure to comment in the description that a particular piece is missing. They even state what specific piece is missing from the game. **Not only do I think this is a terrible idea, but it's also against Amazon's policies.** The rule is that board games need to be 100% complete in order to be sold on Amazon.

If you've sold online for any amount of time, you've most likely discovered that **buyers rarely read all of the item description.** Buyers make many assumptions and decide to buy based on those assumptions. Even if you include in your condition notes that "the board game is missing some pieces," most people will simply assume that a board game is complete when they are buying it online. Do you want this to happen to you?


Jude

Disappointment

Verified Purchase

The game I received was worn, dirty, and had pieces missing. I certainly expected better for $25.49. It was designated as "collectible".

You never want to risk negative feedback from a frustrated buyer. Negative feedback is never worth it, and complaints like these could put your Amazon seller account at risk of suspension.

So how do I know if a particular piece is missing or not?

The first thing you look for when you open a board game box is the instructions. The instructions can usually be found on a paper or booklet

inside the box. Other times the instructions are printed on the back of the box or on the underside of the box top. Ninety-nine percent of the time, the contents of the game are listed on the instruction sheet or on the back of the box. Once you know what to look for, methodically go through the game pieces and make sure that you have all of the contents for the board game.

What if the game has no instruction sheet?

You can find a PDF copy of almost every board game instruction sheet online. Many times I just go to Google.com and type in the name of the board game and the word "instructions." Sometimes I also add the term PDF to the search. Most of the time I'll be able to find what I'm looking for very quickly.

If a Google search does not help you, you can always search on www.boardgamegeek.com for an instruction sheet. For some older games, you can also look here for game instructions for Mattel or Fisher Price games.

Print out the instructions, and be sure to include them with the board game when you are preparing it for shipment. Just be sure to add in your product description that the original instructions are missing, but you've replaced them with a printout of the official instructions.

What if I am missing a game piece?

There are many, many different places to find a replacement piece to complete your board game. Most require at least some form of payment, but some are actually free. **Here is a list of steps and resources to help you find your missing piece.**



1. Prepare yourself mentally. Depending on the game you need parts for, this can be a bit of a chore and requires patience. The good news is that there are an endless number of board games where taking the time to finding the missing pieces is totally worth the profits you make from selling a 100% complete board game.

2. Use your Board Game Notebook bonus PDF to record an accurate list of the part(s) you need, making sure to include the color when appropriate. Sometimes, it's best to buy multiple replacement parts at the same time so that you can save on shipping costs.

3. Be sure you know which edition you need parts for. Some games (Monopoly and Clue, for example) have had different pieces throughout the years.

4. Contact the publisher of the game (the publisher's name is usually found on the game box), assuming the company is still in existence. Do a Google search on the maker of the board game and you'll find that many of them offer replacements.

NOTE: Hasbro owns Milton Bradley, Parker Brothers, Playskool, Tiger Electronics, Tonka, Avalon Hill, and Wizards of the Coast, so if you need parts for games from those companies, contact Hasbro.
www.hasbrotoyshop.com/parts-refills

5. Search websites that specialize in board game replacement parts. I'll give you some of my favorite sites to search, but this list is not exhaustive. There are way too many of these sites out there to list in this book. Again, if you can't find what you're looking for on these websites, then just do a Google search and you'll find more.

Board Game Geek spare parts list: www.fulltimefba.com/spareparts
Board game replacement parts on Amazon: www.fulltimefba.com/AZpieces

6. If you're looking for a generic game piece to replace (like dice, a sand timer, or parts not really made specifically for a particular game) then these sites should be very helpful.

www.gameparts.net
www.boardgamedesign.com

7. Look on Facebook. There is a Facebook page that focuses on helping people find missing pieces. This is a great place to find parts for FREE! The best way to get a part free is to create a file of the parts you have to offer for free. Once you find a piece you want, just trade one of your extra pieces away. Some Facebook users prefer to sell their extra pieces, so this page is a good resource for you to buy needed parts or sell off your extras.

www.facebook.com/groups/gamepiecetraders/

8. Look on www.ebay.com and you will probably find just what you are looking for. For faster results, you can search using the eBay app on your smart phone while you're at the garage sale or thrift store. If you don't find your part, then you can set up a saved search that will email you any time a new item is listed that meets your search requirements. For example, I was looking for a Simpsons Clue pewter necklace pawn for quite some time. I finally set up a saved search on eBay, and in less than a week the part I was looking for was in my inbox.

9. Search Craigslist or Freecycle. Someone might want to give away his or her board games, and you can replace your missing parts from the contents of those games.

10. If all else fails, you can find them while out sourcing for other resale items. I have a few parts for games that I just can't find. I keep a list of these game parts on a note in my smart phone. Whenever I am out at garage sales and thrift stores, I look for those games to buy. If the price is right, I'll buy that whole game just to get the one missing piece I need. For example, I once had a used Simpsons-themed board game that I purchased at a garage sale for $2, but there was a piece missing. I looked online for a replacement piece, but the asking price for the replacement piece was simply too high. A few days later, I came across the same used Simpsons-themed board game being sold at Goodwill. They were only asking $1.15 for the game, so I bought the whole game just to get the one missing piece. I sent the completed board game to Amazon, and a few weeks later it sold for $25.

Tips to remember

1. Be patient. If a game parts website doesn't have what you need this week, it's possible that they'll obtain it next week or next month.

2. Be persistent. Bookmark sites so that you can easily return and check whether the piece you're looking for is being offered. You don't want to start collecting too many incomplete games in your garage. I know from experience – this does not make your spouse happy!

3. Don't be afraid to buy an entire game for replacement parts. Older used games can often be bought for just a few bucks at garage sales and thrift

stores. Buying entire games could give you a complete collection of replacement parts in case you need them for that game in the future.

Organizing incomplete board games

I currently have a shelf in my garage that contains all of the board games I want to sell online but are currently incomplete. For me, saving these games until I can find an affordable replacement piece is worth both the time and space involved in storing the games.

Here are some tips on how to best organize your incomplete board games.

1. Keep all of your incomplete board games in one spot.

2. Put a Post-It note on the board game that includes a list of all the missing pieces. That way, all you need to do is glance at the Post-It note and you don't have to open the box to recheck what piece is missing.

3. Be sure that all of the board games with missing pieces are recorded in your **Board Game Notebook (one of your bonus PDFs).**

4. Put a note in your smart phone (in Evernote or your favorite notes app) that contains the title and corresponding missing pieces. That way, if you are out at a thrift store, all you need to do is look on your notes app to see what games have missing pieces. Sometimes it's worth buying another incomplete board game at a thrift store in order to complete the one you have at home.

5. Double check throughout the year if the board game that you are hoping to complete is still profitable to sell. Prices can go up, but they can also go down. You don't want to waste time looking to complete a board game that is no longer profitable. Check free tools like Keepa to check on pricing trends. Even if prices go down, the history might show that prices recover around the same time each year (possibly Q4). For a free training video on how to read and understand Keepa graphs, go to www.fulltimefba.com/readkeepa.

Conclusion

Again, remember that finding missing pieces of board games can be a bit of a chore. You need to ask yourself if your time is worth it to search for and find the missing pieces. If you bought a board game at a garage sale for $2 and the missing piece cost $5 (plus 20 minutes of your time), then selling that board game for $10 might not be the best use of your time. But if you could sell that game for $50, then maybe you'd take the time to find the missing piece, complete the board game, and send it to FBA as soon as possible.

It seems obvious to say it, but games that are not complete and available to be sold won't make you any money. So find those missing pieces and list the games on Amazon as soon as possible.

Chapter 11 – Where to Sell Board Games

Amazon



Amazon is my absolute favorite place to sell board games for many reasons. First off, Amazon.com is the number one source for people who want to buy items online. The Amazon website makes it very easy to sell.

There are two ways to sell on Amazon: Merchant Fulfilled and Fulfillment by Amazon. Merchant Fulfilled means that you store the item yourself and once the sale occurs, you ship the item directly to the buyer. Fulfillment By Amazon (FBA) means that you ship all of your items to Amazon, and they store your inventory in one of their many fulfillment centers. Once the sale takes place, Amazon takes care of boxing and shipping the item to the customer for you. **FBA costs a bit more in fees, but the convenience factor is well worth the fees, in my opinion.** With selling via FBA, you could also set a higher price point for your board game. There are many Amazon buyers who only buy items with Prime shipping. This, too, makes all the FBA fees worth it.

To sell an item via Merchant Fulfilled, all you have to do is click on the "Sell On Amazon" link on the product page. You tell Amazon the condition of the game, fill in some condition notes for used/collectible items, and decide how much you want for it. You can easily have the game up for sale within a few minutes.

If you sell FBA, then it takes more time, but it's very much worth it. You can list items on FBA through different third-party programs, such as InventoryLab, or directly through Amazon's Seller Central.

NOTE: If you sell via FBA, be aware of possible oversize charges on larger board games. Many board games do not have an oversize charge, but some do. Be sure you are aware of Amazon's current guidelines on selling oversized items. This link has all of the up-to-date information on sending oversized items to Amazon: www.fulltimefba.com/oversizefees. For a breakdown of all the fees associated with storing and selling specific items on Amazon, you can check out this link: http://www.fulltimefba.com/calculator.

Another reason Amazon is my favorite place to sell board games is that I don't have to pay any fees until the game sells. I can wait for the game to sell at the price I have chosen. The only up-front fee that I might pay is if I'm selling via FBA and the game doesn't sell within the first month. FBA charges a monthly

storage fee, but it only costs about 15 cents per month to store each of my games at the Amazon fulfillment center.

eBay

My second favorite place to sell board games is eBay. It does require a lot more time and energy to sell on eBay; however, in some circumstances eBay remains a great alternative to Amazon.

Selling on eBay gives you so much more control than selling on Amazon. With Amazon you are stuck with their pictures and description. Sometimes you can update Amazon with your own keywords and photos, but on eBay everything can be exactly how you want it. You can add many pictures of exactly what you are selling, write up an amazing title and item description, and choose when you want the auction listing to be live. You can also add the best key words possible to drive more traffic to your item. With selling on eBay, the buyer knows they are getting exactly what you are representing.

Selling on eBay does take more time, but can still be very profitable.

Craigslist

Craigslist is a good option for selling board games when it's the holiday season. Once December hits, many of the board games that people want to buy for gifts are either sold out or won't arrive in the mail fast enough. Selling the board games on Craigslist is a good idea for those of you who are still storing the games at home (either to sell via eBay or Merchant Fulfilled on Amazon). As always, be sure when you're meeting a buyer who wants to buy your board game to meet in a well-lit public place – preferably with a friend (the more the merrier… and safer).

Half Price Books

If you don't think you can sell the game on any of the above platforms, or you have tried unsuccessfully, you can always sell your new or used (complete) board games to Half Price Books. They will give you an offer that they think is fair. Getting something from selling your games to Half Price Books is better than just throwing your games away.

Conclusion

Overall, I think that sending board games to an Amazon fulfillment center to be sold via FBA is the best option at any time of the year. Even after the busy holiday season, people will still be buying board games in January and throughout the rest of the year. Some people will even return gift items to Amazon and use their refund money to buy what they really want. Having an inventory of board games at an Amazon fulfillment center is a good way to make the most of the board games you want to sell.

Chapter 12 - Setting Up Your Board Game Description

A quality description within the condition notes of your board game can make or break your profit margin. It's often the little things that help sell your item for more profit than others selling the exact same thing.

Selling new board games on Amazon

If the board game is in new condition, then that's all the work you have to do as Amazon does not allow any condition notes for a game that is brand new.

Selling used (collectible) board games on Amazon

1. Pick a condition

Collectible - Like New: An apparently untouched item in perfect condition. The original protective wrapping, if any, may be missing, but the original packaging is intact. There are absolutely no signs of wear. Suitable for presenting as a gift.

Collectible - Very Good: A well-cared-for item that has seen limited use but remains in great condition. Item and instructions are complete and undamaged but may show some signs of wear.

Collectible - Good: Item shows wear from consistent use, but it remains in good condition. The original instructions are included and in acceptable condition. The item may be marked, identified, or show other signs of previous use. The item works perfectly and is in good shape overall.

Notice that there is not a Collectible - Acceptable condition in my list above. While Amazon does allow you to list items in the Toys & Games category as Collectible – Acceptable, I don't think it's wise to sell a game in that condition. It seems to me that most people would not be happy with a toy or game that arrives in "acceptable" condition, even if the buyer chose to get an item in that condition. In my experience selling board games on Amazon, an "acceptable" condition is simply not acceptable. For the current Amazon guidelines for the Toys and Games category, just click here.

Overall, it's smart to grade items very conservatively. I'd rather have a customer get a collectible – good board game that they think is in very good condition than get an item I graded as very good but they think is only in good condition. I have this motto when it comes to picking a condition: **When in doubt, round down.**

Now, if by chance the buyer gets the game and has a problem with the condition, then I try to go above and beyond to correct the problem and make the buyer happy. I immediately send them a full refund, and if it's not a very expensive board game, I tell them they can keep the game. These actions help me avoid any negative feedback from an unhappy buyer.

2. Include key information in the condition notes

You may have 1000 characters (including spaces) to write up the specific details of your board game, but you should only use the space that is needed to accurately describe the condition of your game. You don't want to write too much because the customer will just most likely skim the description and scroll on to the next listing. **Be appropriately detailed, yet concise.**

Be sure to state that all of the item pieces are accounted for, including the game instructions (if any pieces or instructions are missing, be sure to read Chapter 10 on how to find them).

If you poly bag or shrink-wrap the board game (and I hope you do), be sure to note this in your item description. If a buyer saw two similar board game listings and only one stated that the board game was re-shrink-wrapped, then most likely they would choose the listing that was shrink-wrapped. It shows that you, the seller, are taking good care of the board game and that the game will not lose any pieces.



Again, if the game is electronic and runs on batteries, be sure to test the game to see that it still works. If you want to go above and beyond (and I hope you do), include in your item listing that "new batteries are included in the box." Don't forget to actually include the new batteries in the box. You can get cheap batteries

in bulk from Sam's, CostCo, and many dollar stores. The fact that you add new batteries to your electronic board game means that you can ask more for it. Most people would pay $5 more for a board game that states that new batteries are included. Be sure that the batteries are NOT left in the battery compartment. If you leave batteries in the game's battery compartment, then there is a chance that the batteries will leak and ruin the game. You want the batteries to be in the box with the board game, but not installed in the battery compartment.

If applicable, state that the board game comes from a smoke and pet free house. This is one more thing that can separate you from your competition.

Lastly, be sure to list all of the board game's defects, if any. This includes the any defect in the board game box, any defect in the game pieces, and anything else in the box that has a defect. Is there any tape residue on the box? Any part of the box torn? Any game piece dirty? Think about the condition of every part of the board game and list it.

Awesome Sample Description:

> *Condition: Collectible - Very Good*
> *Description: All game pieces and instructions accounted for. This electronic game includes NEW batteries and is re-shrink-wrapped to keep all of the pieces safely inside the box. Originally comes from a smoke and pet free house. Board game box has small scratch on the back, and one of the game cards is slightly bent. Other than that, the board game is in very good condition.*

Terrible Sample Description:

> *Condition: Collectible - Very Good*
> *Description: Great game with most items in very good condition. Might be missing instructions.*

If you were a board game customer and saw the condition notes from above, you would probably feel most comfortable buying that board game form the Awesome Sample Description than any other board game available.

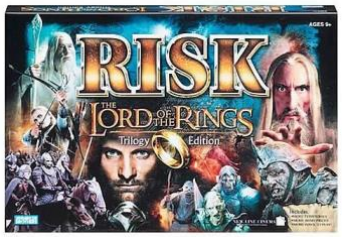
3. Don't add anything to your condition notes that is not about the condition of the board game.

Some people like to add in extra information in their condition notes that

doesn't have anything to do with the condition. This practice goes against Amazon's guidelines, but it's a rule I've seen broken numerous times. Some sellers like to add a line or two to their condition notes that remind the buyer the board game is being shipped directly from an Amazon warehouse, has a money back guarantee, includes guaranteed shipping, includes free shipping, or anything else they can think of that helps sell the board game.

The only problem is that adding information from the above paragraph in the condition notes is a violation of Amazon's condition guidelines. Only put information about the condition in the condition notes. While I see many people breaking this rule, I don't recommend using this strategy. As with everything else related to selling on Amazon, I want to protect the integrity of my Amazon account, and this issue is no different.

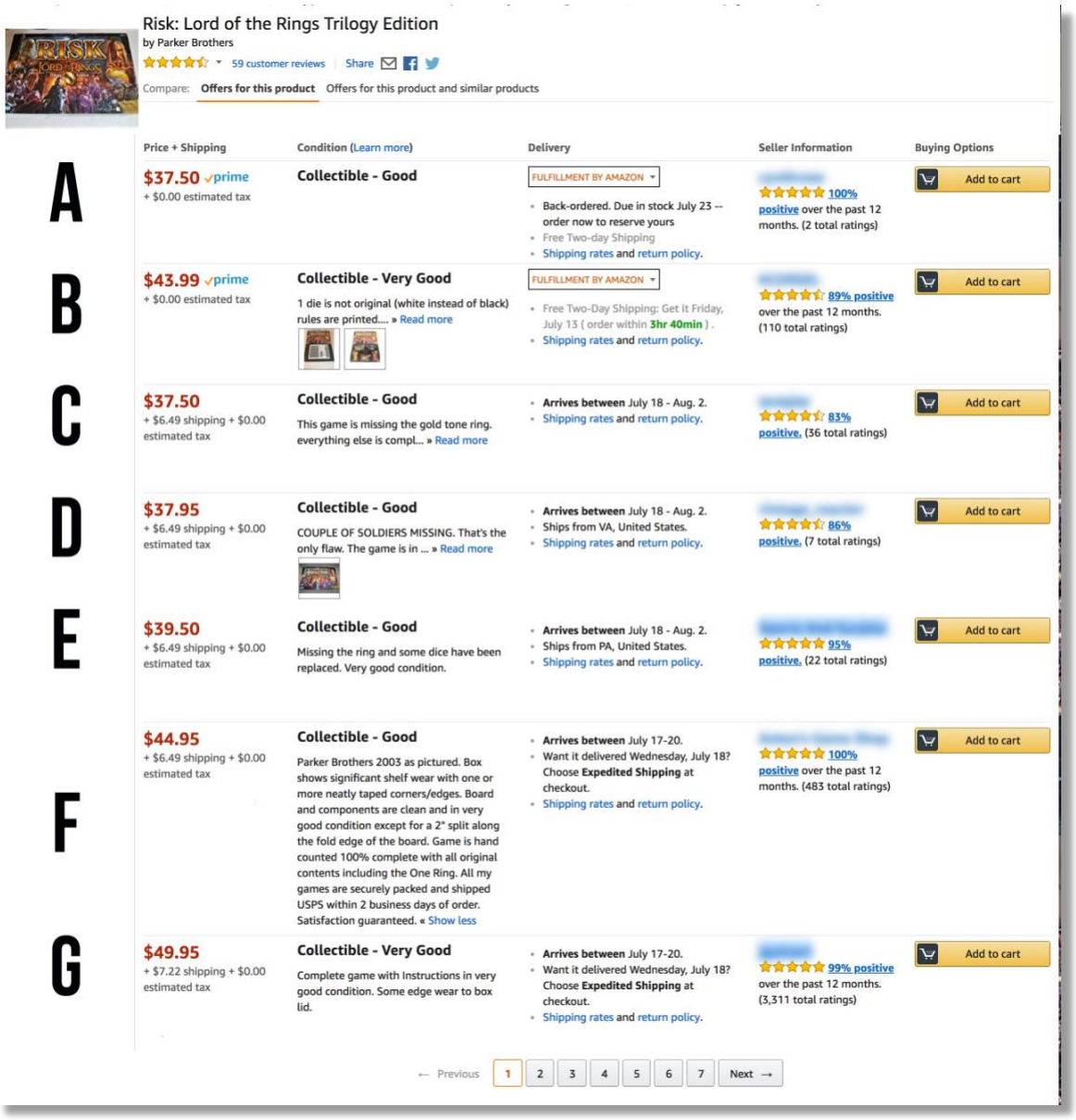
Real life examples of good and bad condition notes



As an example, let's say you want to buy a Risk board game with a Lord of the Rings theme. You've read the Lord of the Rings books, seen all the Lord of the Rings movies, and your favorite board game is the original version of Risk. Now you want to combine your favorite board game with your favorite book/movie series.

You search on Amazon and see that the lowest price of a Lord of the Rings Risk board game in brand new condition is priced at over $150. Whoa! That's out of your budget. You'd rather pay somewhere around $50 for this board game. You decide you want to save some money and search for a collectible/used game to buy instead.

Let's take a look at the search results for collectible Lord of the Rings Risk board game (next page):



Let's take a look at each of the offers above from the customer's perspective.

A. This is the most affordable option, but it has no condition notes. I don't know what I'm getting here. The seller has 100% positive feedback, but only has 2 feedback scores registered, so that's not really an indication of a complete board game. Plus, it's backordered, and I want to order now.

B. The notes say something has been replaced and does not include all original pieces. I don't want an incomplete board game here. Plus the seller only has 89% feedback score. That's horrible. The only good

thing is that the seller included images of the actual board game they are selling (more on how to add additional images specific to your item later in this chapter).

C. This one has a missing piece – the gold ring. If you know anything about the Lord of the Rings books/movies, you know the gold ring is a pretty important part of the story – and likely an important part of the game, as well.

D. More missing pieces? Do these sellers even know it's against Amazon's rules to sell board games with missing pieces? I want a complete board game.

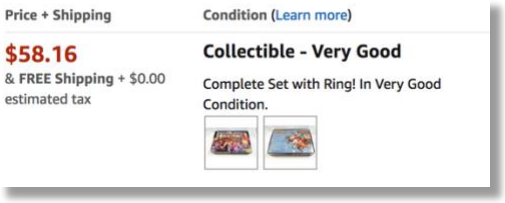
E. Missing the ring? That's a deal breaker for this Lord of the Rings fan. If that's missing, what else could be missing?

F. An awesome and appropriately detailed condition notes that tells me exactly what I want to know about the board game. The board game box seems to have most of the defects, but I don't mind that as long as the actual game is in excellent condition. The seller looks like they did some research on the condition notes of their competition as they stated it has all items, INCLUDING the ring! Seller has 100% feedback over 483 total ratings – and surely it is condition notes like this one that help the seller maintain that awesome feedback score. That's great! And the board game is in my price range!

G. A pretty good description. Could use a few more details, but still makes me feel better than any of the condition notes above from A – E. The seller has 99% feedback score on more than 3000 sales, so that helps me feel comfortable too.

You might think that preparing for a customer with this type of thought process is overthinking things. But the truth is when you assume every customer is this picky and methodical, your entire Amazon business will improve because *you* will improve as a seller. **Creating quality condition notes will set your apart from your competition and will lead to higher profits – especially for selling high dollar used/collectible board games.**

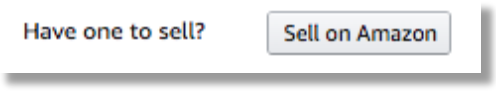
How to add images to your condition notes



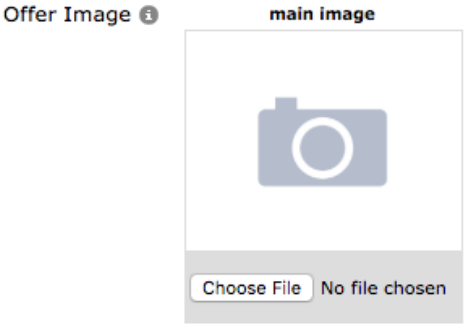
One really good way to set yourself apart from your competition is to include an actual image (or more than one image) of the board game you're selling. It's one thing to include in your condition notes that the edges of the board game box are scratched up – it's another thing to actually show an image of the box edges to your potential customer. Quality images of your complete board game can actually make you more profits than your competitor who only uses words to describe their listing. A well-informed customer is more likely to buy from a seller they can trust. With a quality description and pictures, you're quickly earning the trust of the buyer.

Here's how to add images to your specific product when first listing the item on Amazon:

1. Go to the Amazon product page for the board game you're wanting to sell.
2. Click the "Have one to sell? Sell on Amazon" button, usually found on the far right side of the product page under the box containing "Other Sellers on Amazon." If you're not logged in to Seller Central, you'll be asked to do so.



3. This opens up the "Offer Details" tab for that item. From this page, turn on the "Advanced View" to see more options.
4. Choose the condition of your board game from the condition drop down menu. You can't add images until you first pick a Collectible condition.
5. A new option called "Offer Image" will appear. You can then click on "Choose File" and then pick an image from your computer to upload to Amazon.



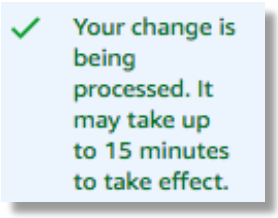
6. Fill out all the other necessary information (indicated by the asterisk – such as SKU, Price, etc.), as well as any additional information you want to add in the optional lines of information.
7. Choose if you want to Merchant Fulfill or sell this item via FBA.
8. Click "Save and Finish" at the bottom of the Offer tab. If you're Merchant Fulfilling the item, your item will be live on Amazon usually within 15 minutes and will include your image in the condition notes of

your item. If you're selling the item via FBA then you'll see a shipment created in Seller Central that you can add more items to. If you get any error messages, go back and see if you missed something.

Note: If you use InventoryLab to prepare shipments to Amazon, you can follow this link to see how to combine working shipments made in InventoryLab with a working shipment first started in Seller Central.

If your used/collectible item is already listed on Amazon and you want to add an image (my preferred method), then this is the process for doing so:

1. Log in to Seller Central.
2. Hover over the "Inventory" tab and select "Manage Inventory."
3. Search (via UPC, ASIN, etc.) for the used/collectible item you want to add an image to the condition notes.
4. Click on the "Edit" option or "Manage images" option for that item. Both options will lead you to the page where you can add an image.
5. Click on the "Offer" tab if you're not already on that tab.
6. Scroll down and find the "Offer Image" section. You can then click on "Choose File" and then pick an image from your computer to upload to Amazon.
7. Click "Save and Finish" at the bottom of the Offer tab. Amazon will then apply the changes and (usually within 15 minutes) the image will be in your condition notes on your listing. If you get any error messages, go back and see if you missed something.



The old saying that "a picture is worth a thousand words" is also true when it comes to using images in your condition notes to help your customer know that the board game they are buying from you is their best option and worth every penny.

Selling new and used board games on eBay

For selling new and used board games on eBay I suggest the exact same description advice as selling on Amazon, but on eBay you have the job of providing quality pictures of the new/used board game. I would take multiple pictures from all different angles. If the board game is new, I would take a picture of the top, bottom, and side of the board game. If the board game is

used, then I'd take multiple pictures of the box, but also set out the board game as if it was about to be played and take multiple pictures of that too.

Be sure there is nothing else in your item photos but the board game. You don't want anything else distracting the buyer from the board game. I can't tell you how many times I've seen pictures of board games on a kitchen table with other junk on the table too. Other times, I see pictures of board games on a dirty work table in a garage. It's just unprofessional and plants a seed of doubt in the buyer's mind that *you* are unprofessional. Take quality photos, and you'll attract more buyers.

Conclusion

When it comes to setting up your board game description, you want to be sure to take advantage of the multiple opportunities you have to positively set your board games apart from the competition. A detailed yet concise description combined with high quality images can help the customer choose your board game over the others and potentially pay even more for an item that they know will arrive the same way it's described.

Chapter 13 – Pricing Board Games for Higher Profits

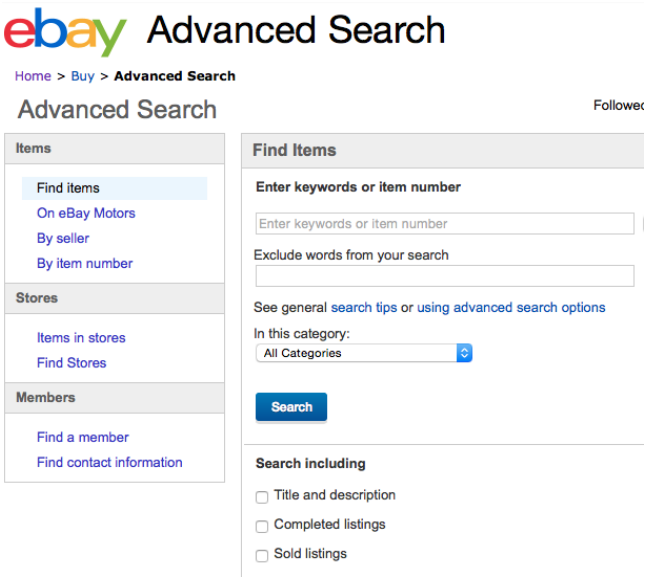
The power of perfect pricing

Entire books have been written on profitable pricing strategies. I actually own and have read a few of those books. The psychology of pricing fascinates me. While I won't go too deep in this *Reseller's Guide to Board Games* into the mental aspect of pricing, in this chapter I will give you what you need to form a solid foundation for picking the perfect price to quickly get the most profits from your board games.

How to price board games on eBay

If you're following my advice, then probably the only board games you're selling on eBay will be the very rare or vintage board games. **Amazon is almost always the best place to sell both new and used (collectible) board games that have been produced more recently, while eBay is best for the older, vintage games.**

When pricing your vintage game on eBay, you can use the eBay advanced search options to search the sales history of the board game you want to sell. When you open up eBay, type in the name of the board game in the search bar and click on the "*Advanced*" link to the right of the search bar. This will open up the Advanced Search page.



On the Advanced Search page, you can search completed listings as well as sold listings. Looking through the sold listings will give you a good idea of the prices that other sellers were able to sell their items for, and completed listings will give you a good idea of what percentage of each listing actually sold.

Be sure when you are on the advanced search page to also

pick the condition of your board game to get more accurate results.

Look through all of the sold items and see if you can tell what price is best. Some board games will get a higher sales price if you set a "buy it now" price, while other board games will get a higher sales price because of competing bidders. Do some research on the advanced page to see if you should set your own price or let the bidders compete for a possibly higher price.

If you set your price and the board game doesn't sell after one week, it might still sell at the same price next week. After a few weeks of no bids or sales, you might consider lowering your price. Keep playing with the price until your board game sells.

How to price board games on Amazon

No matter if you are selling a brand new board game or one that is used (collectible), **you are most likely to get a higher sales price selling the game via FBA as opposed to selling via Merchant Fulfilled.** The only time I would sell a board game Merchant Fulfilled would be after December 10. The reason for this is because if I decided to send a board game to an Amazon warehouse after December 10, it would possibly take up to a week or longer to get to the fulfillment warehouse, get checked in, and finally go active on Amazon. While the game might still sell before Christmas in time to get to the buyer's home, it's cutting it very close. I'd rather sell a high profit board game Merchant Fulfilled between December 10 and Christmas.

Most people price a board game (or any item, really) to sell on Amazon by matching the current lowest price. Unfortunately, many people lose out of some profits by using this method. **Let's go over some different variations of pricing strategies:**

1. **Match current Merchant Fulfilled (MF) low price** – If you are selling via FBA, then you are actually losing money by matching the current low MF price. The MF price does not include shipping, so you can actually charge more than the MF price by selling via FBA.
2. **Match current FBA low price** – This is the best strategy for most (but not all) of the items you sell on Amazon. This strategy is good for items that sell often and have a sales rank that is consistently in the top 5% of the category.
3. **Price higher than the current FBA low price** – This is the best strategy when pricing an item in the top 5% of sales rank during Q4

or in the top 1% of sales year round. During Q4, if you match the price of the current low price on December 1, when the item finally gets checked into an Amazon warehouse, the price may have risen substantially. During Q4, it's best to price your board games a little higher than the current low price (check Keepa to predict the pricing trend). As with any shipment during Q4, you'll want to double check prices of items that get checked in to make sure your item is priced competitively. Here is a quick lesson on how to easily manually reprice your items. Remember, this method is not just for Q4, but also applies to items that are in the top 1% of sales rank year round.

4. **Price lower than the current FBA low price** – What? Why would anyone price lower than the current low price? Well, if the sales rank of an item is really high (like a board game that is ranked 850,000, but priced at $150), then the reason the item might be ranked so high is because the item is priced too high. Again, look at the Keepa data, to see if the game has sold before, but at a lower price. You could play with the price and see if it will sell at a lower price. Odds are it will.

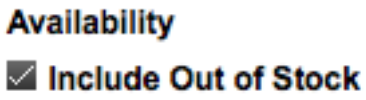
What if I can't find the game on Amazon?

Contrary to what some may believe, Amazon (The "Everything" Store) does not sell every item known to man. When you find a board game that does not have a product page on Amazon, you could potentially have a high-priced and very profitable item on your hands. But before we get too excited, let's make sure this board game is still a good find.

First, you might not be able to find the board game for sale on Amazon, but that doesn't mean that it's not for sale. Many times, when an item goes out of stock on Amazon, the search algorithm does not include these items in the search. Amazon is all about providing the best customer experience, so they don't want customers to find product pages of items that are sold out (sold out product = unhappy customer). If you can't find the board game on Amazon then it might be because Amazon has suppressed that item from their search results (even though it does already have a product page).

But there is still a way to find sold out/suppressed items on Amazon. Here is how to do it:

1. Enter in the Amazon search bar the item you are looking for.
2. Scroll through the results to see if you can find your item.
3. If you can't find it, scroll up to the top of the page and pick a category to narrow your search results. Pick the most likely category (for board games, it's Toys & Games).
4. After you pick a category, a new search button will appear on the left column. Near the bottom of the "*Show Results For*" section, you can click the button for "*Include Out of Stock*."



5. Now, you can scroll though the results again and see the items that are both in and out of stock. You might find what you are looking for.

If you find the board game you are looking for, then you can follow the same instructions above for researching on Keepa for price and sales rank history to know how to competitively price your item.



Again, if you want a free training video on how to use and understand Keepa, then click the link below:

How to Read and Understand a Keepa Graph

If you don't see the board game you are looking for on Amazon, then you can either create a product page for that board game or consider selling it on eBay. I'll share with you at the end of this chapter some resources to help you create your own product page on Amazon, but first let's finish up the conversation on pricing your board game.

If Keepa does not contain enough data for you to make an informed pricing decision and you still need help pricing a board game for Amazon, then another tip is to look on eBay. You can use the *Advanced Search* link to see what buyers are paying for the board game. To find out how to use the Advanced Search method, read the section above on "**How to price board games on eBay**."

BONUS TIP – If you found a board game so rare that both Amazon and eBay are not selling it, then here is a tip that might make you a lot of profit. If you

are patient and don't need to make a quick return on this very rare board game, then I would price it at least four times what I assume I'd actually be able to sell it for. Since you are the only person offering this board game, you could possibly command a huge price, like $500. If, after a month or so, you don't get a sale, then I'd start to lower the price by about $25 a month until it finally sells. Remember, if you only have one left of an item in stock, Amazon puts that information on the sales page with a statement like "Only 1 left in stock – order soon," increasing your chances that someone will want to pay a high price for this very rare game.

Bonus Strategy

Even with the instructions on how to find suppressed items on Amazon that are sold out, if you're still not able to find the board game you are looking for, then you can be the first to sell this game on Amazon by creating a product page for that board game. **If you want to create a product page, then here are a couple of resources to help you create and optimize your Amazon product page:**

1. Amazon's "Create a Listing" Page – This is a simple walkthrough by Amazon on how to add a listing to Amazon's catalog of products. This is only a "how to" page and does not show you any strategies or tactics on how to create a listing that will attract buyers.

2. *Amazon Advantage: How to Create Product Listings That Sell* ebook – One missing ingredient in creating an Amazon product page is knowing the right keywords, how to use them, and how to convince a customer to purchase your item instead of a competitor's item. This ebook is a great resource to help you know how to write great titles, descriptions, and keywords within your Amazon listings.

3. *Amazon Product Description Bootcamp* video series – If you prefer video teachings and in-depth training on creating Amazon product page descriptions that will lead to more customers, more sales, and higher profits, then I highly recommend this training. Use the code **BOOT20** to save 20% off today.

Conclusion

If you are the type of person who prices an item and then that's the last time you ever think about it, then you need to break that habit. The best price for you might continually change as some of you competition sells out and new competition comes into the listing. The best price in July is *almost never* the best price for October and is *definitely not* the best price for early December. Keep an eye on your prices and make sure they remain competitive. A well-priced item sells faster, giving you money to reinvest in more inventory.

Chapter 14 – Shipping Board Games

No matter if you're shipping your board games to an Amazon warehouse or directly to an individual in another state, you want the board games you ship to arrive in the best condition possible. Nothing is more frustrating as a customer than when the products you order get damaged. As a reseller, dealing with a disappointed customer, returns, and refunds are not the best use of your time, but they are necessary when things go bad. In this chapter, we'll talk about how to best ship your board games.

Preparing to ship a single board game

If you're only shipping one board game, then you've either sold the game on eBay or you've sold it on Amazon as a Merchant Fulfilled seller. My suggestions for shipment preparations in these situations are somewhat different than if you were shipping the game to Amazon to sell via FBA.

In shipping only one board game, I suggest you wrap the game in bubble wrap and put it in a corrugated cardboard box to be shipped. Make sure there is no empty space in the box where the board game would wiggle around and get damaged in the box. If there is any empty space in the box, be sure to add some sort of filler (blank newsprint, packing peanuts, extra bubble wrap, air pillows, etc).



If you're planning on shipping via USPS, the postal service has board-game-sized priority shipping boxes. You can order board game boxes for free online, and USPS will ship them to your doorstep. If you ship another way (UPS, FedEx, etc.), then you could order boxes in bulk from websites like Uline or Papermart.

If you don't want to order boxes in bulk and only need to ship one or two board games, you have other options. You could go to an office supply or home improvement store and find a size that works best for you. Even if those boxes are too big, you could always cut them down to size with a knife or box cutter. I've also seen people get free boxes from grocery stores. If you go to a grocery store late in the evening or early morning, chances are they are stocking the shelves and have plenty of empty boxes you can get for free. All you have to do is ask.

After the board game is wrapped, protected, and boxed, then it's time to label the box and print postage. Don't forget to get a tracking or delivery confirmation number. This confirmation number is key to protect yourself from a buyer claiming they never got the item. Drop the box off at the correct shipping location as soon as possible. You want your buyer to get this item super fast. The faster it arrives, the happier the buyer is, and the more likely you will get positive feedback.

Preparing shipment for multiple board games

If you're shipping out multiple board games at once, then most likely you are sending them to an FBA warehouse. Again, if the board game is new, then it's ready to be placed in a box with all of the other items that you are sending to the warehouse.



To send in multiple board games, you'll need boxes that are big enough and strong enough to support the games. If you live near a Walmart, Home Depot, or Lowe's home improvement store, then they offer moving boxes that are 18x16x16 and 24x18x18. Those boxes cost from $1.20 to $1.40 in the stores listed above. I think those prices are very good. Again, if you want to get boxes for free, you could always go to a grocery store and pick up boxes after they stock their shelves. With these larger boxes, you could fit around 10 board games in each box.

EXCEPTION - If the board game is a VERY expensive board game, then it might be in your best interest to box up the board game in its own individual box with added bubble wrap protection. Then you could send that box to FBA inside the main box you ship all your items in. If I'm selling a board game that is valued at over $200, I'll always box up the board game in a separate box, ship it to Amazon with a note on the box that says "ready to ship," and include the FBA FNSKU bar code sticker on the outside of the shipping box. This way, the workers at the FBA warehouse know not to open up this box. It's already labeled and ready to be shipped out in a way that you know is protected.

Conclusion

To avoid the hassle of returns or damaged board games and to avoid an angry or dissatisfied buyer, you will want to go the extra mile to make sure that the board games arrive at the buyer's address in the best shape possible. It's what you would want them to do for you, so do the same for them. In the end, everyone wins.

Chapter 15 - How to Sell Individual Board Game Pieces

Got extra pieces of a game? Sell them on eBay!

Have you ever heard of someone selling a broken down car for its parts? Sometimes the parts of a car are worth more than the whole car put together. This is true with some board games as well. Just as you would look on eBay to buy replacement parts, **you can also make money by selling your extra game pieces on eBay.** I even know of a few sellers who spend all their time buying incomplete board games at garage sales and thrift stores just so they can sell off the parts individually.

First you need to decide if the incomplete board game you have is worth more as a whole or in parts. If the board game is worth more as a whole, then you will want to track down the missing pieces and sell the game as a complete set.



On the other hand, some board games you will come across will be more profitable by selling its parts separately. I once bought a Star Wars Monopoly game from a garage sale for $2. The box was taped up and I hadn't yet learned the lesson of making sure all of the pieces were in the box before buying. When I got home, I found that all of the Star Wars "money" was gone, as were a few of the property cards. I thought I had wasted my money, but then thought about selling the parts on eBay. I was able to sell the pewter tokens, some of the individual property cards, as well as the game board on different eBay auctions. I was able to make about $40 in profit from that incomplete game.

Steps for selling board game pieces for parts on eBay

1. Make a game piece log (or use the bonus Board Game Notebook)

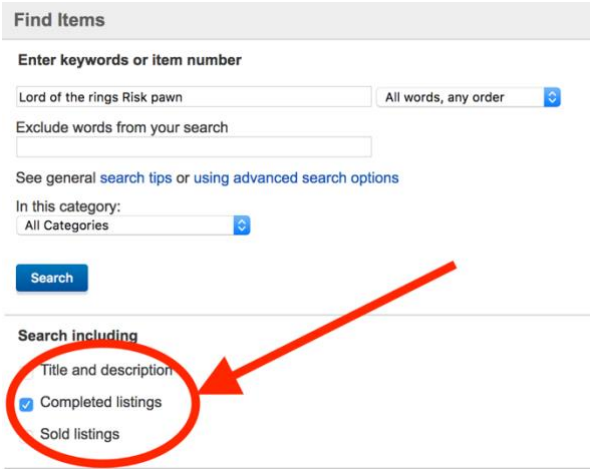
Start a list of all the board game pieces that you currently have. This is important because, over time, you might end up with many different pieces you're searching for. You'll want to have a list of the game pieces and the

games they belong to. Be sure to log the *exact* board game the individual game pieces go to. I'd even write down the board game UPC number so that there is no confusion (some games have different editions with different game pieces). As you get more game pieces, add those pieces to this log.

2. Research the "sold listings."

In the advanced search option on eBay, you can enter in the item you have and then click on the "sold listings" box. This will give you a list of all of the auction listings with your item that actually sold. With the "sold listing" option, you can see how often that item has sold on eBay and for how much. Be sure to look at the individual auction listings to see if that price includes free shipping or if shipping is added to the sale price. This will make a difference in how you price your game pieces.

3. Research "completed listings."



Search eBay's "completed listings" to see all of the auctions (sold and unsold) for your game piece. To do this, you'll need to unclick the "sold listings" option and choose the "completed listings" box. When you perform this search, you'll get an idea of how many people are trying to sell this game piece. This is important information. If you only look at the "sold listings," then you might see that your game piece sold 4 times for an average price of $8. But you could also find out in the "completed listings" that there were 150 auctions being offered for that item, and only 4 sold. With that information, you might decide not to spend the time on eBay selling this item, since the percentage chance of selling your game piece is so low.

BONUS TIP - If you buy and sell on eBay or Amazon a lot, you might want to look into a service called Terapeak. Currently, eBay only gives you 90 days of eBay auction search history. If you use Terapeak, then you can get a full year's worth of eBay auction history. With 52 weeks of search history you can make

a much more educated decision on how to price your item. Terapeak also offers research data to help with what time of day to list your items, what key words to use in your title, "buy it now" and auction price data, and more. Terapeak definitely helps equip you to make more profit on your eBay auctions than without it. The monthly fee for this service is completely worth it if you sell on eBay frequently.

4. Take quality pictures.

Make sure the lighting is good and the background is clean. I sometimes take the pictures of my game pieces on a sheet of white paper with another sheet of white paper as the background. That way, the only thing in the picture is the game piece. Take pictures from different angles to show the buyer that the piece is of high quality. eBay allows up to 12 pictures in an item listing. You probably won't need that many as a general rule, but on some listings you may.

5. Write your listing title.

Be sure to put as many key words in the title as possible. Use every character that eBay gives you (currently, you can use up to 80 characters in an eBay title). For example, a Star Wars Monopoly C-3PO piece might have a title like this:

Star Wars Monopoly pewter C3PO Classic Trilogy Edition board game token C3P0

In the title example above, I tried to add as many key words that buyers might be using to look for this item. I included the name of the board game, the edition, and details about the piece. I even included "C3P0" (note the zero instead of the letter O) because many people make that spelling mistake. Again, with Terapeak I can research and see what the most successful key words are when this item is being sold. It turns out, enough people misspell C3PO that it makes C3P0 a good key word to use. (Note - I know that his name is actually spelled C-3PO, but eBay doesn't include the dashes with their search results, so if you search C-3PO and C3PO, it will return the exact same data.)

6. Write your listing description.

This is where you write up as much quality information as you can on your game piece. Include, in sentence form this time, all of the information from the title, as well as other important details. Include the item condition, size, etc. Make sure the potential buyer knows you are going to take good care of their item when you ship it. If applicable, be sure to add that the item is stored in a pet and smoke free home. Don't go overboard with the item description. Most people only have enough patience to read seven or eight sentences. Just be sure all of the info you include is helpful.

7. Pick your selling price.



Again, by searching eBay's completed listings or Terapeak, pick the price you want for your game piece. You have the option of picking a starting price for an auction or a final price for a "buy it now." I would suggest picking a final price for a "buy it now." Most eBay shoppers today want to buy their item now and not have to wait for the auction to end days later. Unless the game piece is rare and/or high-priced, I would pick a final "buy it now" price. In my opinion, you'll get more sales that way.

BONUS TIP - eBay buyers love free shipping. But that doesn't mean that you have to lose money by offering free shipping. Statistics have proven that people will actually spend more on an item with free shipping than they would the same item at a lower price including shipping. To put it another way, most buyers would rather buy an item for $10 with free shipping than to buy an item for $6 with $3 shipping. It doesn't make sense, but it happens all the time. There is something psychological that happens when you offer free shipping. I've tested it out, and it works! So pick the price you want for your game piece, add what it would cost to ship it (postage and packaging) and then set up your auction to have a "buy it now" at the total cost. For example, if I wanted to get $8 for my C-3PO token and it costs about $2.50 to ship it, I would set up the "buy it now" auction to be $10.50 plus free shipping. I might even just round it up to $10.99 and see what happens.

8. Pick the time and day the auction ends.

The time and day of the week for the end of the auction is very important for those of you who are selling your game piece via an eBay auction. Even if you are selling the item via "buy it now," it's still important to have the most eyes on your auction listing as the time runs out. There are two different schools of thought about when to end an auction. Some say it's good to end the auction in the evening after dinner and before bedtime. That's when people are free to be on their computers and might be searching for your game piece. That's one way to do it, but the most popular time people end their auctions is in the afternoon. Yes, people are at work, but most people (whether on their work computers or their personal smart phones) are still surfing online during work hours. The afternoon time is the most popular time to sell items on eBay.

9. List the auction.

Double check all of your information, and then list the item on eBay. If you are new to eBay, they offer step-by-step help with listing your item. List your item, and then wait for it to sell.

10. Ship your board game pieces.

Be sure you ship out the game piece as soon as you can once the auction ends and you've received payment. You want the buyer to get it as fast as possible. The faster it gets there, the happier the buyer will be. Include a little note in the package thanking the buyer for their business and asking them to come back anytime for more game pieces. Also ask them politely if they could give you 5-star positive feedback. Include in the note how important a 5-star positive feedback is to you and for them to contact you if they feel you did not earn a 5-star review. This feedback request is important to help you become a trusted eBay seller.

Selling board game pieces on Facebook

Besides eBay, there is another place where you can sell or trade your extra board game pieces. The Game Piece Traders Facebook group (www.facebook.com/groups/gamepiecetraders/) is not only a place to find missing pieces, but it's a place to sell extra pieces. If you are having trouble on

eBay, you could always offer your pieces for sale on this Facebook group. The main benefit of selling through this group is that you can skip the eBay fees. Additionally, if someone in that group has a piece you are looking for, you could make a trade. I've both sold and bought board game pieces from this Facebook page. The group has really good moderators, and everyone in the group gets along great.

Conclusion

No matter if you buy board games to sell for a profit or if you decide to break up a board game to sell for the parts, the options to make some nice profits on board games are many. If you end up having a board game that never seems to sell on Amazon, or if you can just never can find the missing piece of a board game you want to complete, choosing to sell the individual board game pieces online can be very profitable.

Chapter 16 – Final Thoughts



It may seem like a lot of hard work, but of course most things that provide you with a high return on investment are going to be hard work. **Here is my promise:** once you put these tips into practice, they will soon become second nature. After buying and reselling board games for so long, I now have my system down to a science. I usually know pretty fast if a board game is going to be a good reseller or not. I have a list in my mind of what board games I always buy and which ones I'll never touch. Over time, you can develop your own methods for making the most money on board games.

Continuing to learn new things is something I always try to do. I know that things change. A board game that might not sell well today might sell for $100 a year from now. I don't ever assume that I know everything about the sales possibilities of a particular board game and always double check things with my current sourcing app (Scoutify).



Like I said at the beginning of the book, I've been able to take my knowledge of reselling board games, as well as many other products, and turn part-time hours of selling on Amazon (and eBay occasionally) into a full-time income. If you're ever interested in tips, tricks, how-to articles, training videos, or more information that can help you make a full-time income selling on Amazon, then come on over and join the conversation at www.fulltimefba.com. I hope to see you there!

Stephen Smotherman
www.fulltimefba.com

Bonus Chapter – Resources

In this bonus chapter, I'll give you the link to purchase the tools that have helped me best in reselling board games. All of these resources can be used to help you save time and money.

Scotty Peelers - The best tool for easily peeling off price stickers or anything else stuck to a board game. You can find Scotty Peelers on Amazon here.

Goo Gone - My favorite liquid for cleaning up sticky spots. You can find Goo Gone here.

Poly Bags – The most affordable way for new board game sellers to protect their board games during shipment and storage. The size that will work with most board games can be found here. Once you start bagging up a lot of board games, it might become more economical to upgrade to a shrink-wrap machine.

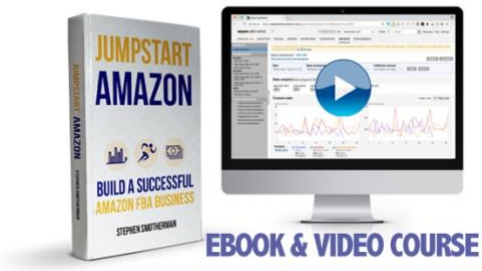
Shrink Wrap Machine - This machine is also called an Impulse Sealer. They come in many different sizes from 4 inches to 16 inches. When dealing with shrink-wrapping board games, I highly recommend getting at least a 16-inch model. When I first got started reselling I bought the 14-inch model, and there were just too many times I wished I had the 16-inch model. Don't make the same mistake I made. The shrink-wrap machine I currently have is the Easyway 16" Heat Sealer, Impulse Sealer with Spare Kits.

Shrink Wrap Plastic - I currently own two rolls of plastic shrink-wrap. One is for most of the items I shrink-wrap and is 14 inches long at a .75 Gauge. Many board game sizes work well with 14-inch plastic shrink-wrap. The other roll I have is for shrink-wrapping my oversized items. This includes many larger sized board games. The larger roll I have is 24 inches long and .75 Gauge. On Amazon you can find different sized shrink wrap rolls here.

Heat Gun - The heat gun is the tool that actually shrink-wraps the plastic over the board games. You can search "heat gun" on Amazon and find hundreds of results. The one I use is the BLACK+DECKER Dual Temperature Heat Gun.

Box Re-Sizer - This handy tool helps you re-size a large shipping box to better fit your items, rather than filling the extra space with paper or packing peanuts. You can find this tool right here.

More Resources from Full-Time FBA



JumpStart Amazon: Build a Successful Amazon FBA Business

Since 2012, we've been able to make a full-time income by only spending part-time hours selling quality merchandise on Amazon… and you can too! Instead of you needing to spend thousands of dollars for me to coach you into an Amazon business, we've instead created an affordable course that will teach you everything you need to know.

JumpStart Amazon is a combination video course (10+ hours) and ebook (200+ pages). The content in both the book and videos is almost identical, so you can decide which way you would like to learn best – watching or reading. The ebook and video course are both filled with the content and strategies you need to start a successful Amazon business from scratch. This course is set up to help you build a solid foundation and then know how to find growth and success on top of the basics. This course is the best place to start building a profitable Amazon FBA business. Use the coupon code **FIFTY** to get $50 off *JumpStart Amazon* today.



Next Level Amazon: Make a Full-Time Income with Only Part-Time Hours via Amazon FBA

Selling on Amazon can be a great way to build up an income to help you reach your long-term goals like supporting your family, paying off your debts, and saving for retirement. But there comes a time in every Amazon seller's business where your growth levels out.

That's why we created the course *Next Level Amazon: Make a Full-Time Income with Only Part-Time Hours via Amazon FBA*. In this course we outline everything you need to know in order to work less, but make more take-home pay. It's a strategy that has helped so many people go from working 60 hour weeks just to make ends meet… to truly only working 20 or so hours each week, while still bringing home a full-time paycheck.

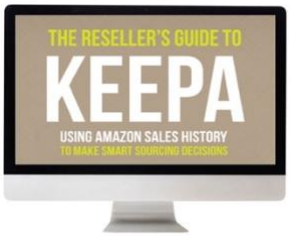
The *Next Level Amazon* course includes an ebook with over 160 pages of results-oriented content and a video component with 12 content-packed modules featuring a total of 18 videos adding up to over 5 and a half hours of video training. If you are ready to take your Amazon FBA business to the next level, you can use the code **THIRTY** to save $30 off the *Next Level Amazon* course today.



The Reseller's Guide to a Year in FBA: A Month by Month Guide to a Profitable Amazon Business

This course includes a book and monthly webinars. The book is over 220 pages jam-packed with tips, resources, and strategies that will help you have your best Amazon FBA year ever. The monthly webinars are each uniquely designed to get you ready for the months ahead to take advantage of every possible opportunity a reseller has throughout the year to grow their profits.

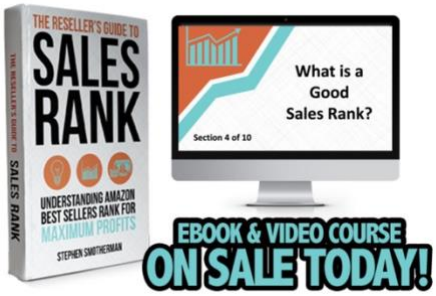
The course covers, month by month, exactly what to expect and what you need to prepare for when it comes to maximizing your profits for selling via Amazon FBA. Don't get left behind on the countless opportunities to grow your Amazon business to the next level. From January to December, *The Reseller's Guide to a Year in FBA* will help you stay ahead of the game! Use the code **TWENTYFIVE** to save $25 off the cost of the course.



The Reseller's Guide to Keepa: Using Amazon Sales History to Make Smart Sourcing Decisions

Have you ever wondered what it would be like to buy inventory that almost always sells quickly? Do you ever get frustrated because it seems like by the time your inventory arrives at Amazon, your competition has "tanked" the price and you're not able to sell your inventory at the prices you wanted? If it seems like your Amazon sourcing is more of a gamble than a sure thing, then this course is for you.

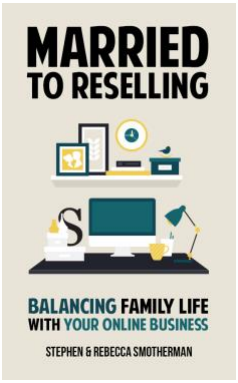
The Reseller's Guide to Keepa is a full course featuring over 5 hours of video content that will walk you through how to use the valuable online resource Keepa to make smart sourcing decisions. Keepa records vital pricing and sales rank history for almost every item sold on Amazon. When you can properly read a Keepa graph, then you can use the data to make well-informed predictions about the future of prices and sales on Amazon. With this knowledge you can make the best sourcing decisions possible. Use the coupon code **TWENTY** to save $20 off the cost of *The Reseller's Guide to Keepa.*



The Reseller's Guide to Sales Rank: Understanding Amazon Best Sellers Rank for Maximum Profits

Amazon sales rank is easily one of the most complicated and misunderstood aspects of selling online. Too many Amazon sellers assume if an item on Amazon has a certain "good" sales rank, it will automatically sell quickly. This assumption falls apart when the seller realizes most of their inventory is not selling at all, and to make things worse the prices of their inventory items have tanked.

The Reseller's Guide to Sales Rank mini-course is a combination ebook and video course that will walk you through how to best understand and interpret sales rank numbers on Amazon. The book is over 30 pages filled with teachings and illustrations that will help you understand not only how sales rank works, but also how to best use sales rank info to dramatically improve your inventory sourcing buys. The video course contains about 2 hours of content where you can see every aspect of sales rank explained in detail. Find out more here and use the code **FIVE** for $5 off the *Sales Rank* mini-course today.

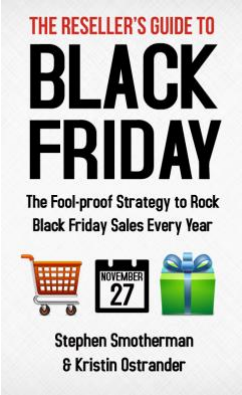


Married to Reselling: Balancing Family Life With Your Online Business

Working from home sounds easy, but if you've done it for any amount of time, you know that it can be difficult. There are times at home when you need to be working, but your spouse or kids are demanding your attention. You don't want to ignore them, but sometimes it could really interfere with the work that needs to get done. And the opposite is true as well. Sometimes we can get so caught up in the life of a reseller that we begin to neglect the people we love most, who are often in the next room wondering when we're going to take a break and spend some time with them.

In *Married to Reselling*, my wife Rebecca and I will walk with you through ways we can all find success in balancing our time with family while working from home. We'll tackle both the business and personal sides of life as a reseller, and we'll help you explore a system that works best for you and your family. This package includes the book plus some great bonuses (including videos).

If you're looking for ways to balance your family life with your online business and find success with both, then this book is for you. You can use the coupon code **TEN** to save $10 on your purchase of *Married to Reselling*.

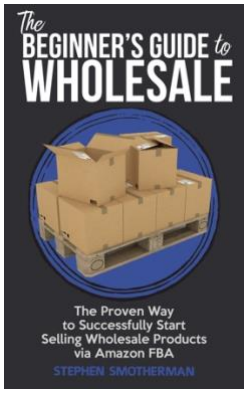


The Reseller's Guide to Black Friday: The Fool-proof Guide to Rock Black Friday Sales Every Year

I'd love to share with you about making big money on Black Friday. In fact, there is so much I want to tell you, it fills up a whole book on the topic! I decided to ask the Queen of Black Friday herself, Kristin Ostrander, to add in her own strategies, and together we published the definitive guide on Black Friday. It's called *The Reseller's Guide to Black Friday: The Fool-proof Guide to Rock Black Friday Sales Every Year*.

The Reseller's Guide to Black Friday is a combination ebook and online master class that will help you be properly prepared for all you need to do (and avoid doing) in order to help you save time and maximize your profits on Black Friday. From the "leaked" pre-Black Friday ads to the big shopping day and beyond, we'll walk you through everything you need to know. Covering important deadlines, multiple sourcing strategies, and how to make the absolute best use of your time and capital, this ebook will help you know how to rock Black Friday sales year in and year out. The ebook also comes with replays of previous years webinars, a Black Friday checklist, and other special bonuses that will help you make Black Friday your best Friday ever.

Notice: This book is only available for a few weeks in November. To access the book, all you need to do is click here. If the book is not available for sale right now, you can sign up for a mailing list to be notified when the book goes on sale again. Those on the Black Friday guide notification mailing list may get an exclusive coupon code to save money when the next version is released.



The Beginner's Guide to Wholesale: The Proven Way to Successfully Start Selling Wholesale Products via FBA

Selling on Amazon isn't a get-rich-quick scheme; it's a lot of hard work. But with a little guidance, the right mindset, and a good work ethic, you can build an Amazon business to the level where it can provide great profits for the long run. In this Kindle book, I want to share with you how I believe wholesale sourcing is a key component of that long term success, as well as how you can get started finding Amazon inventory through wholesale sources.



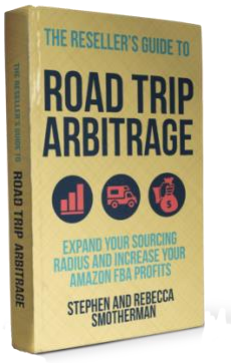
Overcoming Your FBA Fears

Too many times in our FBA businesses, we let our fears hold us back from achieving our fullest potential. In this book we address ten of the most common fears in running an FBA business. The goal of this book is to replace your fears with truths and challenge you to take actions that will propel you further down the road of success. You no longer have to let these fears hold you back as a reseller! Available now for Kindle.



Overcoming Your FBA Fears, Volume 2

We are back with more on how to overcome your FBA fears! In volume 2, we cover ten more fears that could potentially stall your Amazon FBA business from achieving maximum profits and maximum success. Available now for Kindle.



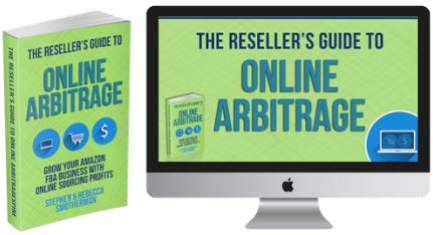
The Reseller's Guide to Road Trip Arbitrage: Expand Your Sourcing Radius and Increase Your Amazon FBA Profits

Retail arbitrage can be a lot of fun, but it's even more fun when you get outside of your normal sourcing radius and take an arbitrage road trip! In fact, some of our most profitable sourcing times were day-long trips where we sourced all day in a new location. The results were awesome with more inventory and more profits than usual.

We would love to help you plan your first arbitrage road trip with *The Reseller's Guide to Road Trip Arbitrage: Expand Your Sourcing Radius and Increase Your Amazon FBA Profits*. The course is a 60-page ebook, plus 4 time-saving, money-making bonuses.

Now, don't assume that all you need to do is travel a bit to find success with road trip arbitrage. There is so much more than that. There are ways to make an arbitrage road trip more successful, and there are ways you can ruin an arbitrage road trip. We're here to help you have the most success and make the most of your time and money doing road trip arbitrage. Plus, we'll show you how to have some fun doing it too. For $15 off *Road Trip Arbitrage* today, be sure to use the coupon code **GAMES15**.

The Reseller's Guide to Online Arbitrage: Grow Your Amazon FBA Business with Online Sourcing Profits

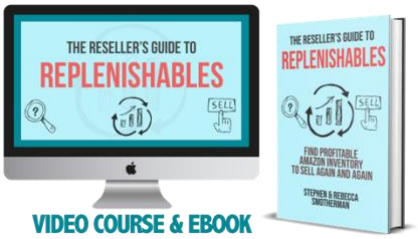


For many Amazon FBA sellers, staying home to source for inventory is an important aspect of the flexibility of running your own business. Online arbitrage (OA) allows you to source for Amazon FBA inventory from the comfort of your own home – or from anywhere in the world!

If you want to add or improve your existing OA sourcing skills, then check out our course: *The Reseller's Guide to Online Arbitrage: Grow Your Amazon FBA Business With Online Sourcing Profits.*

The course is a combination video course (5+ hours of OA training) and a 100+ page ebook. The videos and book both share the exact same content (so you can pick the format you most like to learn from). The course also comes with six time-saving and money-making bonuses all at no additional charge. For $20 off *The Reseller's Guide to Online Arbitrage*, use code **OAPLAY20** today!

The Reseller's Guide to Replenishables: Find Profitable Amazon Inventory to Sell Again and Again



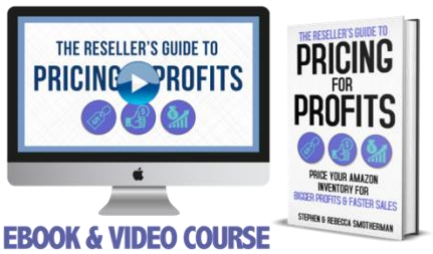
Let's be honest. If you really want to turn part-time hours into a full-time income, the sourcing activities of clearance aisles, liquidation lots, garage sales, and thrifting are not the strategies that will make a full-time income.

The most efficient and profitable way to make a full-time income is to focus on replenishables. Buying and selling replens is easily one of the most lucrative strategies for stable, long-term Amazon success.

If you've been frustrated with your current sourcing strategies, and if you'd like to learn more about how to source inventory that you can buy multiples of, sells consistently, and rarely ever runs out of stock, then our course, *The Reseller's Guide to Replenishables: Find Profitable Amazon Inventory to Sell Again and Again*, is for you.

With this course, you'll finally have the skills to source for inventory that you can buy multiples of, and you'll grow your Amazon business to the next level by selling your inventory faster and at higher prices! For $20 off *The Reseller's Guide to Replens*, use code **20GAMES** today!

The Reseller's Guide to Pricing for Profits: Price Your Amazon Inventory for Bigger Profits & Faster Sales



Do you have a strategic pricing strategy for the items you're selling on Amazon? Your pricing game plan can determine whether your Amazon FBA business succeeds or fails.

In *The Reseller's Guide to Pricing for Profits*, we'll help you craft and execute the perfect pricing strategy that will help you increase your profits while still consistently selling your inventory. With this course (3+ hours of video training with 70+ page ebook) you'll be able squeeze more ROI out of every single item in your inventory. With increased profits you'll be able to grow your Amazon business faster and set yourself up for long-term success. Use coupon code **GAME20** and save $20 when you enroll in *The Reseller's Guide to Pricing for Profits* today.