

ebay™ ON  
STEROIDS V2



# eBay on Steroids V2 Listing Calendar



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# ebay™ ON STEROIDS V2



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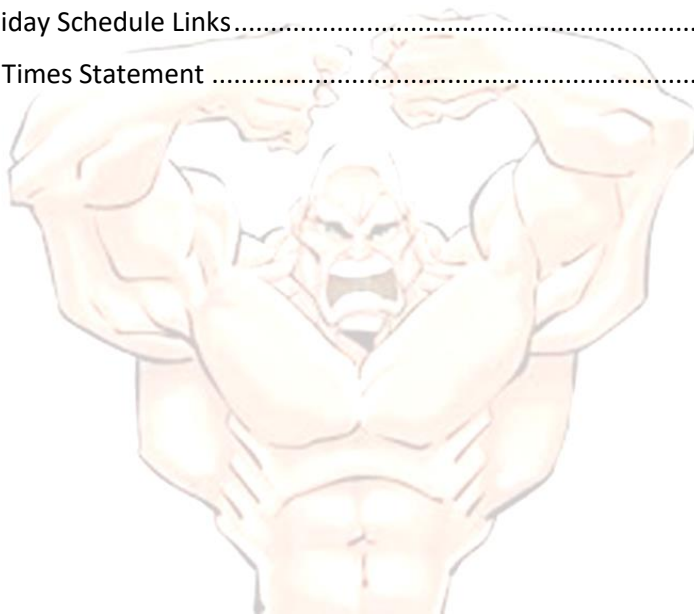
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## INTRODUCTION

The intention of this listing calendar has two key elements. First seasonal preparation and second learning exactly what type of items sell at an exact time of year. **NOTE:** *This eCommerce listing calendar can be used on any platform, it's focus is eCommerce in general.*

### Seasonal Preparation

Seasonal means much more than major holidays throughout the year. The term seasonal mean items that are popular to sell at a specific time of year. You will learn each month exactly what will sell, and what you should be listing for upcoming months.

### Daily Use or Replaceable Items

Daily use and items that break (need replaced) will provide your daily sales. A lot of these items can be found in the Home & Garden Category. I know what you are thinking...

Ok, what are they?

Think of it this way. What have you picked up and used today, yesterday, and last week? What have you broken or need to replace because its old and worn out? That is the basis of these types of items. Here are some examples:

Small Appliances

Coffee Maker

Toaster

Toaster Ovens

Microwaves

Mini Fridge

Counter Top Appliances

Dishes

Pots & Pans

Coffee Cups

Storage Containers

Bedding

Bathroom Items

Disposable Dishes

Baby Items

Curtains

Wall Décor

Indoor Rugs

Flatware

Trash Cans (Indoor)

Laundry Related Items

Home Office Furniture

Desks

Office Chairs

Dining Room Furniture

Bookcases

Whiteboards

Corkboards

Office Supplies

Computer Accessories

Entertainments Centers

TV Stands

Kids & Teens Furniture

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Lawn Mowers

Weed Eaters

Tool Sets

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## JANUARY ITEMS



### Items That Sell in January

Think New Year's Resolution for starters. Anything related to health and fitness will sell well in January. Customers will be looking for storage containers to store their holiday items, think storage. Also, new styles of furniture come out twice a year; February and July. The older styles will go on sale, normally from January to March, this is a great time to make additional profits. You can also reduce your prices on Christmas and holiday items and mark as "After-Christmas Sales".

Exercise Equipment	Birthday Gifts	Home Storage Container
Treadmill	Martin Luther King Jr Items	Furniture
Elliptical Machines	Calendars	After Holiday Sales
Exercise Bikes	Items with New Year	
Food Preparation Items	Kitchen Storage Items	

### Season Preparation in January

In January, you should be listings the following items to prepare for the month of February.

Valentine Day Cards (kids)	President's Day	Boots
Valentine Coffee Cups	Football Items	Mardi Gras
Valentine Gifts for Her	Super Bowl Items	St Patrick's Day
Valentine Gifts for Him	Umbrellas	Spring Break
Mardi Gras Items	Raincoats	All Furniture

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## February Items



### Items That Sell in February

One very important missed season in eCommerce is from February to April is "Spring Break". Spring break is normally held at a beach, so think of items that people use at the beach, and travel items. Mattresses or bed sets are very popular in February. Ski & Snow Gear including snow skis, snow boards, etc. will be marked down in February & March, to get rid of the winter inventory. February can be a slower than usual month, however staying consistent will produce consistent sales.

Valentine's Day Kids Cards

Coffee Related Items

Whiskey Glass Sets (Men)

Gift Sets for Men

Sports Related Items

Ski & Snow Gear

Gift Sets for Women

Man, Cave Type Items

Kitchen Items

Make Up Accessories

### Season Preparation in February

Spring Holiday Items

Easter Baskets

Gardening Supplies

St. Patrick's Party Supplies

Plastic Easter Eggs

Gardening Hand Tools

St Patrick's Day Décor

Easter Grass

Gardening Carts

Easter Toys

Gardening Items

Spring Break Items



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## March Items



### Items That Sell in March

One major overlooked thing that happens from March to May is Tax Refunds. During this time people will look to make larger purchases.

You do not want to miss Spring Break which we covered earlier. St Patrick's day is huge for March, not to mention early Easter shoppers.

Spring Break Items

St Patrick's Day Items

Easter Toys

Gardening Items

Easter Items

Furniture

### Season Preparation in March

More Easter Items

Graduation Items

Landscaping Tools

Spring Related Items

Graduation Decor

Solar Outdoor Lights

Travel Items

Outdoor Furniture

Hunting

Luggage

Pools

Fishing

Carry-On Bags

Pool Accessories

Camping

Home Improvement

Pool Floats

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## April Items



### Items That Sell in April

Tax Season means refunds. We also have early graduation shopping, home improvement, travel and vacations, outdoor activities coming up in May.

Easter Items

Travel Items

Pool Accessories

Graduation Decorations

Luggage

Pool Floats

Graduation Gifts

Carry-On Bags

Landscaping Tools

Kitchen Items

Home Improvement

Solar Outdoor Lights

Kids Luggage

Graduation Items

Hunting

Outdoor Kids Toys

Graduation Decor

Fishing

Easter Items

Outdoor Furniture

Camping

Spring Related Items

Pools

Season Preparation in April

Weddings

Luggage

Prom

Vacations

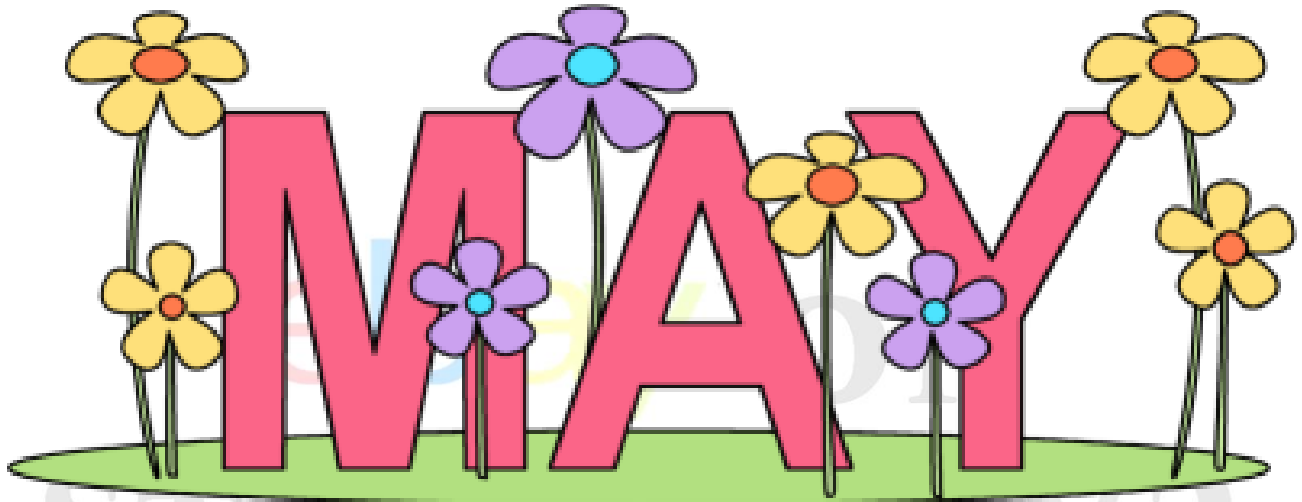
Mother's Day Gifts

Homecoming

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## May Items



## Items That Sell in May

During this time of year Gardening tools are the highest in the year. Summer is right around the corner. Kids will be out of school, think outdoor activities. Backyard BBQ's, Pool Parties, Mother Day Gifts, Mattresses and Bedroom Furniture is very popular during this month.

Prom	Memorial Day	Serving Platters
Homecoming	BBQ Grills	Women's Gift Sets
Increase Wedding	BBQ Grill Accessories	Mattresses
Graduation Gifts	Mother's Day	Bedroom Sets
Cinco De Mayo	Ice Chests	

## Season Preparation in May

Pool Floats	Golf Items	Outdoor Cooking Items
Pools	Cologne Gift Sets	Portable Fans
Beach Items	Canada Day	Air Conditioners
Father's Day Items	Outdoor Furniture	
Ties	Pool Side Furniture	

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## June Items



### Items That Sell in June

Gardening supplies will keep selling through late August. It's all about summer, outdoor activities, traveling & vacations. And let's not forget Father's Day.

Summer Items

Add More Summer Items

Pool Floats

Pools

Beach Items

### Season Preparation in June

July 4<sup>th</sup> Decorations

More Summer Items

Father's Day Items

Ties

Golf Items

Cologne Gift Sets

Canada Day

Trampolines

Slides

Outdoor Furniture

Pool Side Furniture

Outdoor Cooking Items

BBQ Grills

Patio Furniture

Pools

Kids Outdoor Activities

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## July Items



### Items That Sell in July

As mentioned earlier new styles of furniture come out in February and July. Furniture will sell frequently during July. Independence Day is very popular. Think anything with a US Flag. Backyard BBQ's, Pool Parties, serving dishes and outdoor activities.

July 4<sup>th</sup> Decorations

Summer Items

Pool Accessories

July 4th Party Supplies

Outdoor Furniture

Serving Dishes

Pool Supplies

Items with US Flag

Pool Games

### Season Preparation in July

Back to School Items

Lunch Kits

Dorm Furniture

Backpacks

School Supplies

Beds

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Desks

Mini Fridge

Bedding

Small Kitchen Appliances

Storage Trunks

Bookcases

Toasters

Storage Containers

Cubbies

Microwaves Small

Bathroom Sets

## August Items



## Items That Sell in August

Not only back to school items sell heavily during this month, but office furniture, and dorm room items are very popular in August and September. Office furniture will sell well through mid to late October more often than the rest of the year. Think of August and September as a time of the year for school and office. Another thing that is overlooked is Patio Furniture. Many shoppers will wait until August, September and October to buy patio furniture. Remember retail stores drop prices during this time to reduce inventory before the end of the year.

Back to School Items

Dorm Appliances

Bathroom Accessories

School Supplies

Backpacks

Outdoor Furniture

Dorm Room Supplies

Lunch Boxes

Office Desks

College Supplies

Lunch Kits

Filing Cabinets

Dorm Furniture

Bedding

Office Furniture

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## Season Preparation in August

This is the period that you should be listing items that will sell in the 4<sup>th</sup> quarter for October, November and December. The one crucial thing to remember is it is so much more than toys.

## September Items



## Items That Sell in September

September will continue to sell back to school type items. Patio furniture, BBQ Grills prices will drop, Labor Day sales are also big during September. Mattresses & Bedroom sets will bring in sales due to the lower prices.

Labor Day Items

Back to School

College Dorm Items

## Season Preparation in September

Halloween Costumes

Thanksgiving Cookware

Portable Tables

Portable Chairs

Bedroom Furniture

Dining Room Furniture

Mattresses

Kitchen Storage Containers

Serving Platters

Dishes

Roasting Pans

Bedroom Sets

Patio Furniture

BBQ Grills

Turkey Fryers

Halloween Decor

Flashlights

Dining Room Sets

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## October Items



### Items That Sell in October

Summer items, yes customers that avidly shop online will buy summer items from September to October due to the lower prices. Remember, retailers are dropping prices to clear out inventory before the end of the year. A great strategy is to use the words "Year-End Clearance", On Sale, etc. on these items. Now we all know that Halloween Items will sell very well during October, but it is also important to list items for November.

Halloween Costumes

Serving Platters

Patio Furniture Sales

Thanksgiving Cookware

Dishes

Dining Room Sets

Portable Tables

Roasting Pans

Lawn Equipment

Portable Chairs

Turkey Fryers

Bikes

Kitchen Storage Containers

Halloween Decor

### Season Preparation in October

Christmas Items

Christmas Decoration

Snow Related Items

Christmas Trees

Christmas Yard Decorations

Snow Blowers

Christmas Lights

Heaters (Gas & Electric)

Gas Generators



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Blankets

## November Items



### Items That Sell in November

There are many items that sell in November. This is a great month to take advantage of Black Friday deals. This is also a time when colder weather starts, so people will be shopping for items related to snow and heat. Also, a lot of people will be looking for last minute items related to Thanksgiving; including extra seating, portable tables for company, Serving Dishes, Cookware, Bakeware. Think of it this way any items used for the Thanksgiving Holiday Dinner.

Winter items	Blankets	Last Minute Thanksgiving
Heaters	Last Minute Christmas	Christmas Trees
Gloves	Christmas Ornaments	Black Friday Deals
Hats	Veteran's Day Items	BBQ Grill Sales
Scarves	Snow Blowers	Tents
Wreaths	Snow Shovels	Camping / Hiking Gear
Last Minute Thanksgiving	Gas Generators	Cookware

### Season Preparation in November

More Christmas Items                      New Year's Decorations                      New Year's Party Supplies

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Christmas Items Sales

Pet Beds

Christmas Pet Toys

Pet Supplies

## December Items



### Items That Sell in December

This is a great time of year. Since October, as mentioned earlier retailers will place a lot of items on sales to get rid of inventory before the end of the year. December can be the most profitable month when selling on eBay. One crucial thing to remember is on December 20<sup>th</sup> you want to update your handling time to make sure there is no possibility of and out of stock issue. Consider dropping prices after December 26<sup>th</sup> and mark as clearance or on sale.

(You can find an example statement in the next section)

Pearl Harbor Items

Heaters

Scarves

Last Minute Decorations

Gloves

Wreaths

Winter items

Hats

Blankets

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Last Minute Christmas

Snow Shovels

New Year's Items

Snow Blowers

Gas Generators

Toys

## Season Preparation in December

New Year's Decorations

Cardio Equipment

Bedroom Furniture

New Year's Resolution Items

Health & Fitness Items

Home Improvement

Workout Equipment

Gym/Workout Bags

Bedding

Yoga Supplies

Meal Preparation Containers

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Shipping Carrier Holiday Schedule Links

[UPS Holiday Schedule Information](#)

[2017 FedEx Holiday Schedule Information](#)

[2017 USPS Holiday Schedule](#)

## December Shipping Times Statement

It is very important that your items you sell in this period have at least 2 backup sources.

Christmas Delivery Guarantee:

We cannot guarantee delivery of items that are shipped after December 18, 2017 to arrive before Christmas day. In some instances, delivery will be made on time. However, depending on issues that can arise from the shipping carrier delays we cannot guarantee delivery.

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## Popular Movies

Marvel

Spiderman

Justice League

Guardians of the Galaxy

Thor

Star Wars

Wonder Woman

It

## 2018 Movies

Avengers: Infinity War

Black Panther

Solo: A Star Wars Story

Deadpool 2

Ant Man & the Wasp

Aquaman

Xmen: Dark Phoenix

Venom

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