

USED BOOKS INTO GOLD

Your Step-by-Step Guide to
Selling Used Books Online

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The Perfect Product

Used books are the perfect product to sell online – here’s why.

- You can find used books everywhere. You’ll learn the best places in the pages that follow.
- Because most people don’t have any idea what a book is worth, you can buy them for pennies on the dollar.
- Amazon has already done the hard work for you, with a full page ad on their web site for every used book you’re selling
- Books are easy to ship, and not breakable.
- Buyers can choose from over 2 million books on Amazon, versus 25,000 at a typical bookstore.

This is the perfect time to get started in online bookselling. The current economic conditions have caused many more book buyers to purchase used books instead of new. Why not save 30 to 50 percent on a like-new book? Used book sales on the internet have been growing fast, with most of the sales going to small independent booksellers – just like you and I.

Don’t forget, selling used books online is not a get-rich-quick scheme. It’s an honest business, with generous rewards for those who are willing to work and learn as they go. In *Used Books Into Gold*, you’ll learn how to buy used books for a dollar or so, and sell them for eight to ten dollars. You’ll also learn to find the “hidden treasures” that cost you two or three dollars and bring twenty to thirty dollars from eager buyers. It won’t take many books before you’ve joined the thousands of other successful booksellers who enjoy the rewards and freedom of this unique and profitable business.



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Best Books To Buy

In a bookseller's dream world, every garage or estate sale would yield a dozen books that cost a dollar and sold for fifty dollars each within a week on Amazon. In the real world, it's important to pick up the books that are currently popular that can be sold for a minimum 3x markup. They will bring a steady income while you build your inventory of more valuable books.

There is a lot of money to be made in out-of-print non-fiction books if you take the time to learn which areas to specialize in. Some of the recent treasures I've found include: *Economic Theory in Retrospect*, *Telecommunications Law & Policy*, *The Poetry of Slavery*, *Offshore- The Tax Free World*, *Physical Geography of North America*, and *Patent Law Essentials*.

All these cost less than \$5 each at library sales, estate sales and thrift shops. All sold for over \$50 – one for \$300 – after being listed on Amazon. The way to find these gems in your book scouting is to be on the lookout for hardcover books in the following categories:

Children's Books

The right out-of-print children's books will bring top dollar from collectors, or even a parent who has fond memories of the book from their own childhood, and wants to share those memories with their own child.



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Pricing Your Books



For most books listed on Amazon.com, price rules. Unless it's a scarce book, you'll wait longer if you set your price much higher than other sellers. But don't be tempted to undercut prices just to make a quick sale. With millions of prospective buyers visiting the Amazon web site every day, pricing in the middle of the pack will find a customer as well as increase your profits.

An easy way to set a price if there are several other copies available is to skip the lowest and highest priced book listing, and average the rest to come up with a selling price. Here's an example:

Let's say there are seven copies for sale, all in very good or like new condition. They are priced at \$13.29, \$13.79, \$13.80, \$13.90, \$14.29, \$14.99 and \$19.99. Skip the \$13.29 and \$19.99 listing, and you'll arrive at an "averaged" price of \$14.15.

This simple pricing method can have a big impact on your profits over time. Here's why. Let's say you sell 100 books a month, on average. Most "newbies" tend to price at the bottom of the ladder, or \$13.29 for our example. Using the averaged pricing method would get you \$14.15, or 86 cents more per book. Over a year's time, you would have made \$1,032.00 more.

