

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3
THIRD EDITION

Learn the Basics

Transform Ratty Old Books Into
Sought After Works of Art

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This eBook is a guide to starting your own eBay enterprise. In practical advice books like anything else in life, there are no guarantees of income made. Readers are cautioned to rely upon their own judgment about their individual circumstances and to act accordingly.

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1. About the author...

Hello and thank you for investing your time and money in *Prints Make Profits*.

I'm Stuart Turnbull and I'm from the North West of England.

In 2004 I discovered eBay and used it to turn my unwanted stuff into cash.

I remember my amazement when I listed my very first auction (one of those cheap Chinese oil paintings) and a lady from the States paid me \$70 for it.

She was so delighted with her purchase that she emailed to say it reminded her of a family trip to Scotland.

This was an item that had spent the previous 15 years gathering dust in my garden shed!

From this moment on I was hooked!

Initially eBay was simply a fun way to declutter my house and garage but I soon began to realize that because it gave me access to a vast marketplace of people across the globe it represented a unique opportunity for me to realize a long held ambition to start a business and be my own boss.

As every new eBayer soon discovers selling your junk is one thing but finding inventory you can source repeatedly and sell at a profit is a completely different ball game.

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About the author (cont.)

I spent hundreds of hours burning the midnight oil researching eBay's completed listings looking for that elusive niche and eventually I found it!

I found a completed auction for a vintage art print that ended at \$160 and it had 23 bids!

I carried out a completed listing search on the seller and nearly fell off my chair when I pulled up page after page after page of successfully completed auctions, this seller was selling 90% of everything they listed and many of the auctions were reaching \$80, \$90 even \$100 plus!

As I dug a little deeper and started to read the seller's descriptions it was clear that these rare & valuable art prints were nothing more than pages removed from old books.

It was immediately obvious to me that if I could find a supply of old, out of print books then I had discovered the perfect eBay business that I had been searching for.

It didn't take me long to locate an online bookstore and during the following months & years I bought dozens of books & listed hundreds of prints on eBay.

Using a process of trial & error I gradually developed a system to identify hot sellers and locate the source books online at the lowest possible prices.

I have condensed my experience into the following eight chapters so that you can learn and copy my methods to build your own successful eBay niche business.

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About the author (cont.)

This is not some 'flash in the pan' fad business, I still make great profits today selling the same prints from the same books that I first discovered seven years ago, the collectors are still buying and I have only scratched the surface of this huge niche.

This is the third edition of *Prints Make Profits* and I will continue to update the material as my own knowledge and experience grows.

Note: All buyers receive all future updates free of charge.

There's plenty of room for everyone in this vast market.

Make yourself comfortable and read on as I reveal the techniques I use every day which made it possible for me to give up my day job & can help you achieve your goals.

To give you an idea of how profitable my business can be, I've sold a single print from a particular vintage book for \$111.00 and the whole book cost me just \$28.00!

This book contained a further 11 similar prints!

Another of my best-sellers reached \$214.00 after a bidding frenzy involving 5 bidders.

I bought the book containing this print for \$121.00 and it contained a further 26 similar, highly marketable prints.

Do click [HERE](#) to visit my blog for regular updates on my own vintage prints business plus helpful hints, tips, tools and resources for the online seller.

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About the author (cont.)

If the following list strikes a chord then Prints Make Profits 3 is definitely for you:

- This business requires no special skills or knowledge, everything you need to know is in this eBook.
- No special equipment is required other than a PC with internet connection, scanner/digital camera, craft knife, and a roll artist's & double sided tape.
- Everything you sell is easily sourced online using the skills I teach you.
- This business can be operated by anyone: a stay at home mom looking to save money for the family's annual vacation, a retired person who needs to supplement their pension, a student looking to pay their way through university, the list is endless.
- No face to face selling is required.
- You can stop/restart this business whenever it suits you.
- You can work around your own schedule at any time of the day or night: *This market place never closes.*
- This market is so huge it can never be saturated no matter how many people implement my methods.
- Profit margins can be enormous,

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2. eBay, what is it?

Founded in September 1995, eBay is a global online market place where just about anyone can trade almost anything.



- eBay has a global presence in 38 markets
- eBay has 89.5 million active users worldwide
- eBay's annual sales total \$60 Billion

At any given time there are approximately 102 million listings worldwide & around 6 million listings are added per day. eBay users trade in more than 50,000 categories.

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eBay, why use it?

According to a survey conducted by AC Nielsen International Research, there are approximately 1.3 million sellers around the world who use eBay as their primary or secondary source of income.



I am sure you'll agree that the above statistics are very impressive but what do they actually mean to you and me?

eBay is one of the largest gatherings of shoppers on the planet and it gives us the opportunity to reach a worldwide marketplace of many thousands of people who are ready to buy OUR products, all we have to do is list them in the correct way and wait for the money to roll in!

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3. Overview of my business

First things first, why do I sell vintage prints on eBay and why should you consider doing the same?

On the face of it, making money on eBay is simple, all you need to do is find out what sells well, negotiate a deal with a wholesaler to obtain inventory, list it and collect your money!

Of course it isn't quite this simple, if it was we'd all be selling high end electronic goods and be making tens of thousands of dollars profit.

The reason why is simple ~ it is because of competition.

Competition drives down the prices of these consumer goods meaning that unless you can negotiate the very best deals with the manufacturers it is impossible to make a profit.

Most of the top selling niches on eBay are dominated by a few big players who make a profit despite selling at rock bottom prices because they leverage their huge buying power to negotiate the best deals directly with the manufacturers.

It is impossible for the little guy to break into this business because even if he could obtain a supply of inventory (which often he cannot) he can't hope to beat or even match the prices paid by the big players.

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Overview of my business (cont.)

So do you join the masses trying to eek out a meager living as your profit margins are squeezed ever thinner or do you go against the herd and focus your efforts where you won't be wiped out by the competition?

My advice is to focus on vintage collectibles.

Their rarity means that you don't have the mass competition problem. Although there are hundreds of successful sellers on eBay selling vintage prints, it is extremely unlikely that the exact same print is being sold by more than one seller at any one time.

Since there is no mass competition, profit margins are a lot healthier - *I'm talking 200%, 300%, 400% and more!*

Vintage prints are easy to source.

You don't even need to leave home!

So no more scavenging amongst piles of worthless rubbish at boot sales and thrift stores.

Once purchased they are easy to store as they take up very little space. They are simple and cheap to package & ship.

No need for boxes & peanuts, all you need is an envelope!

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Overview of my business (cont.)

This business is fascinating to do...

Every print is unique and there are a million different subjects just waiting to be discovered!

My business is based on arbitrage which simply means exploiting the price differences of identical items in different markets.

I research eBay for completed auctions of vintage prints where there is a demonstrable demand. I then locate similar items for sale elsewhere on the internet, buy them and prepare them for resale. Finally, I list them for maximum exposure on eBay and sell them at a profit.

How does this work?

Imagine you are a talented but hungry artist in the late nineteenth century, you need to sell as much of your work as possible to make a living and one of the best ways you can do this is by allowing your art work to be reproduced and published in books.

Now fast forward to today and a century or so later those very same books are available to a whole new audience because of the magic of the internet.

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Overview of my business (cont.)

Today's book collector can search the inventory lists of thousands of individual book sellers from all over the world to find books to add to their collections.

Book collectors are very particular when it comes to the condition of the books they purchase and because of this the values of vintage books can vary widely. Books with broken, stained or damaged covers and bindings can often be obtained for a fraction of the prices commanded by copies in fine and good condition.

More often than not the contents of these damaged bindings are in good, clean condition which means that if we know where to look we can buy these broken old books containing many beautiful and sought after prints very cheaply.

All we have to do then is remove the plates (prints) from the old books and list them for sale on eBay.

In the next chapter I will show you the first stage of the research process as we search eBay for these hot selling prints.

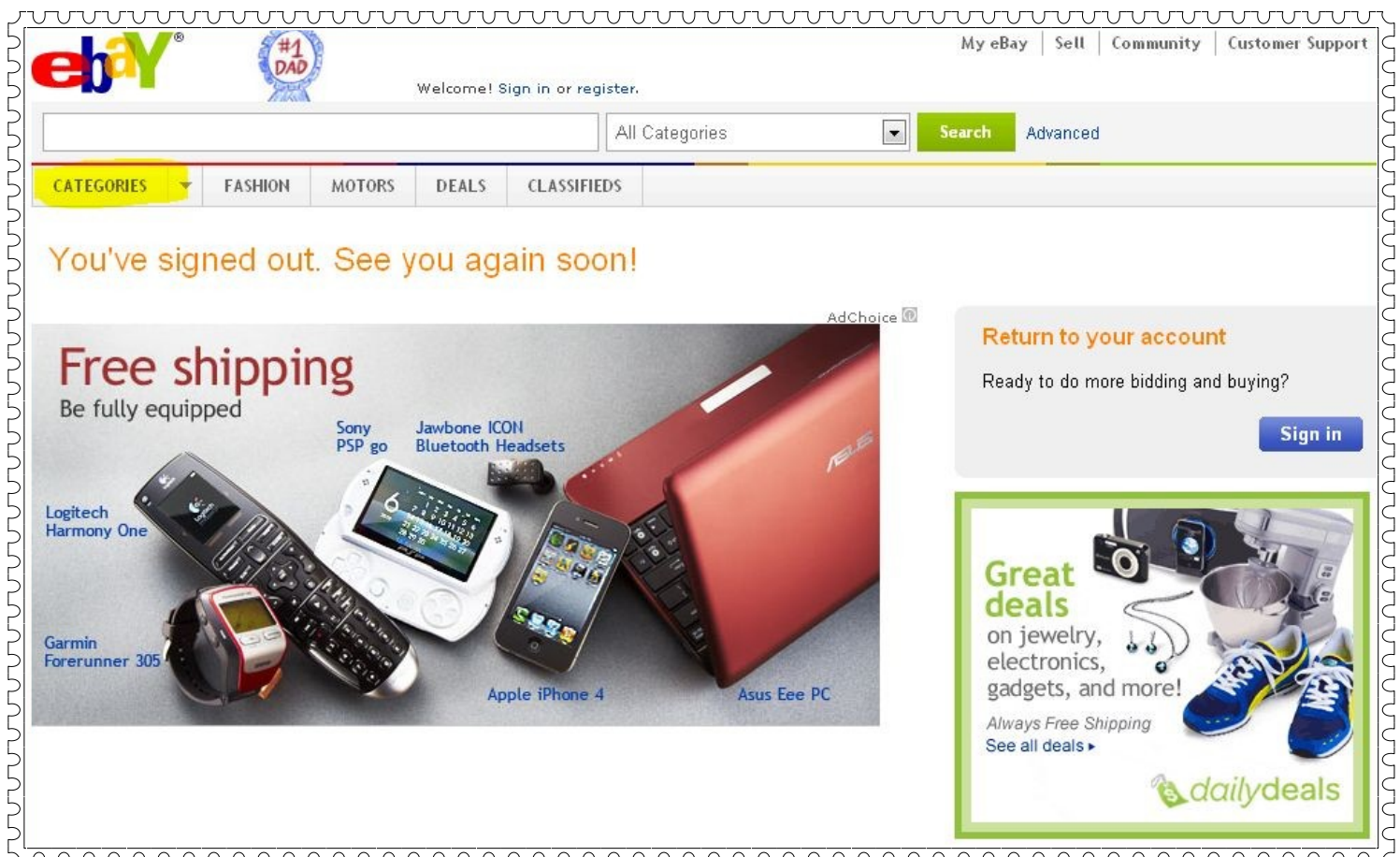
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4. Step One: Research What Sells

Step one is to set the criteria for our eBay search. I recommend you use eBay.com (the US site) for your research regardless of where you live because this is the biggest eBay site (ten times the sales volume of eBay.co.uk) which means you are likely to identify considerably more profitable print niches.

(This doesn't mean you have to list your prints for sale on eBay.com)



The screenshot shows the eBay.com homepage. At the top left is the eBay logo and a "#1 DAD" badge. To the right are links for "My eBay", "Sell", "Community", and "Customer Support". Below this is a search bar with a dropdown menu set to "All Categories" and a green "Search" button. A navigation bar below the search bar has "CATEGORIES" highlighted in yellow, along with "FASHION", "MOTORS", "DEALS", and "CLASSIFIEDS". A message says "You've signed out. See you again soon!". Below this is a large advertisement for "Free shipping" featuring various electronics: Logitech Harmony One, Sony PSP go, Jawbone ICON Bluetooth Headsets, Apple iPhone 4, and Asus Eee PC. To the right of this ad is a "Return to your account" button and a "Sign in" button. Below that is a "Great deals" advertisement for jewelry, electronics, and more, with a "dailydeals" logo.

At the eBay home page,
click on '**CATEGORIES**' (highlighted)

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Research What Sells (cont.)

The screenshot shows the eBay homepage with the search bar and navigation menu. The 'All Categories' section is expanded, displaying a grid of category lists. The 'Art' category is highlighted, and within it, 'Art from Dealers & Resellers' is highlighted in yellow.

Home > Buy

All Categories

- Antiques**
 - Antiquities
 - Architectural & Garden
 - Asian Antiques
 - Books & Manuscripts
 - More ▾
- Art**
 - Direct from the Artist
 - Art from Dealers & Resellers**
 - Wholesale Lots
- Baby**
 - Baby Gear
 - Baby Safety & Health
 - Bathing & Grooming
 - Car Safety Seats
 - More ▾
- Books**
 - Accessories
 - Antiquarian & Collectible
 - Audiobooks
 - Catalogs
 - More ▾
- Business & Industrial**
 - Agriculture & Forestry
 - Businesses & Websites for Sale
 - Construction
 - Electrical & Test Equipment
 - More ▾
- Cameras & Photo**
 - Binoculars & Telescopes
 - Camcorders
 - Digital Cameras
 - Camera & Photo Accessories
 - More ▾
- Cell Phones & PDAs**
 - Cell Phones & Smartphones
 - Cell Phone & PDA Accessories
 - Display Phones
 - PDAs & Pocket PCs
 - More ▾
- Clothing, Shoes & Accessories**
 - Baby & Toddler Clothing
 - Children's Clothing & Shoes
 - Costumes & Reenactment Attire
 - Cultural & Ethnic Clothing
 - More ▾
- Coins & Paper Money**
 - Bullion
- Collectibles**
 - Advertising
- Computers & Networking**
 - Apple Desktops
- Consumer Electronics**
 - iPod & MP3 Players

Click on 'Art from Dealers & Resellers'

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Research What Sells (cont.)

The screenshot shows an eBay search results page. At the top, the eBay logo is on the left, and navigation links for 'Go', 'My eBay', 'Sell', 'Community', and 'Customer Support' are on the right. Below the logo, there's a 'Welcome! Sign in or register.' message. A horizontal menu contains 'CATEGORIES', 'FASHION', 'MOTORS', 'DEALS', and 'CLASSIFIEDS'. A search bar is present with a dropdown menu set to 'Art from Dealers & Resellers' and a green 'Search' button. Below the search bar, it says 'Related Searches: art, oil painting, painting, poster hanger, picasso, or browse this category' and an 'Include description' checkbox. The main results area shows '1,319,821 results found' and a 'Save search' link. On the left, a 'Categories' sidebar lists various art types, with 'Prints (726,957)' highlighted in yellow. The main content area displays a list of items. The first item is 'Framed Art Handmade Landscape Wall Oil Painting Php646' by a 'Top-rated seller', priced at '\$149.99' with 'Free shipping' and '29d 18h 6' remaining. The second item is '"Summer Breeze" BIG Art Deco Print by Erte' by a 'Top-rated seller', with '0 Bids' and a price of '\$49.99'. The third item is 'Heddy Kun. Sunnv Garden. signed serigraph. great price!' with '0 Bids' and a price of '\$20.00'. The page is 'Page 1 of 26300'.

Then click on *'Prints'*

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Research What Sells (cont.)

Seller
eBay Top-rated sellers
Specify sellers...

Buying formats
Auction
Buy It Now
Choose more...

Show only
Expedited shipping
Returns accepted
Free shipping
Completed listings
Choose more...

Location
US Only
North America
Worldwide
Choose more...

Distance
Customize preferences

	A Gold Book, c.1957 Art Print by Andy Warhol, 11x14 Enlarge	Top-rated seller	Buy It Now	\$9.99	12d 18h 44m
	French Landscape Oil on Board signed and dated 1940 Enlarge	Top-rated seller	2 Bids	\$22.50	8m
	SUPERMAN SMALLVILLE TOM WELLING PRINT 22X13.5" MOVIES Enlarge	Top-rated seller	0 Bids Buy It Now	\$7.99 \$8.99	10m
	Framed Oil Painting Silver Antique Italy Mediterranean	Top-rated seller	0 Bids	\$0.01	10m

Working your way down the left side of the screen tick the little box for '*Completed listings*' as we are looking for prints that have sold.

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Research What Sells (cont.)

The screenshot shows an eBay search results page. At the top, there's a navigation bar with 'eBay' logo, 'DAD' logo, and a welcome message. Below that, there are category tabs: 'CATEGORIES', 'FASHION', 'MOTORS', 'DEALS', and 'CLASSIFIEDS'. A search bar contains the text 'Art from Dealers & Resellers' and a green 'Search' button. Below the search bar, there are related search suggestions and a checkbox for 'Include description'. The main content area shows '319,815 results found' and a 'Save search' link. On the left, there's a 'Categories' sidebar with a list of art-related categories and their item counts. The main listing area shows two items: 'Framed Art Handmade Landscape Wall Oil Painting' for \$149.99 with free shipping, and 'Surreal aceo by GERLEVE Camel Money Illuminati Pyramid' for \$0.99 with 1 bid. The 'Sort by' dropdown menu is highlighted in yellow, and the 'Price + Shipping: lowest first' option is selected.

Moving back up to the top right of the screen
click where I have highlighted.

Choose *'Price + Shipping: lowest first'*
from the drop down menu.

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Research What Sells (cont.)

Our final search refinement is to set a price criteria so we don't waste our time wading through pages and pages of high priced prints that we won't be able to source.

I recommend a maximum price of \$100.

The minimum price ensures that we are focusing on items that will allow us to earn an acceptable profit, you will have your own ideas, but a figure around \$25 works for me.

Do feel free to revise these minimum and maximum figures to suit your own preferences as your experience grows.



The screenshot shows a search results page with a left-hand sidebar and a main content area. The sidebar includes filters for Price, Print Type, and Edition Type. The Price filter is set to \$25 to \$100. The Print Type filter lists various techniques with their respective counts. The Edition Type filter shows Limited Editions with 4,938 items. The main content area displays two search results. The first result is an 'ANTIQUE RELIGIOUS PRINT, ENTOMBMENT OF JESUS, 1835' priced at \$25.99 with free shipping. The second result is a 'RELIGIOUS PRINT, JESUS HEALING THE WOMAN, ANTIQUE, 1835' also priced at \$25.99 with free shipping. Both results include a small image, a 'Top-rated seller' badge, and a 'Best Offer' label.

▼ Price
\$ 25 to \$ 100
Clear

▼ Print Type
 Engraving (4,360)
 Lithograph (2,567)
 Heliogravure, Photogravure (898)
 Etching (756)
 Copper Plate (711)
 Woodcut & Block (515)
 Offset Lithograph (98)
 Serigraph & Silkscreen (67)
Choose more...

▼ Edition Type
 Limited Editions (4,938)

ANTIQUE RELIGIOUS PRINT, ENTOMBMENT OF JESUS, 1835
View similar active items | Sell one like this
Enlarge
Top-rated seller
Best Offer
\$25.99
Free shipping

RELIGIOUS PRINT, JESUS HEALING THE WOMAN, ANTIQUE, 1835
View similar active items | Sell one like this
Enlarge
Top-rated seller
Best Offer
\$25.99
Free shipping

After typing in the amounts,
click on the little grey box to the right.

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Research What Sells (cont.)

The screenshot shows an eBay search results page. At the top, the eBay logo is on the left, and a navigation bar contains 'CATEGORIES', 'FASHION', 'MOTORS', 'DEALS', and 'CLASSIFIEDS'. A search bar is present with the text 'Art from Dealers & Resellers' and a green 'Search' button. Below the search bar, it says '1,319,815 results found' with a 'Save search' link. On the left side, there is a 'Categories' sidebar with 'Art from Dealers & Resellers' selected, listing various art types like Digital Art, Drawings, Folk Art & Primitives, etc. The main content area shows a list of items. The first item is 'Framed Art Handmade Landscape Wall Oil Painting Php646' with a 'Buy It Now' price of \$149.99. The second item is 'Surreal aceo by GERLEVE Camel Money Illuminati Pyramid' with 1 bid and a price of \$0.99. The third item is 'OUTSIDER ART DECO OIL CANVAS PAINTING MODERN POP ARTS' with 0 bids and a price of \$0.95. The third item's image is highlighted with a green border.

Return to the top of the screen and click to save the search criteria.

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Research What Sells (cont.)

The screenshot shows the eBay website interface. At the top, there's the eBay logo and a '#1 DAD' badge. The user is logged in as 'victorianaprint!'. Below the search bar, there are navigation tabs for 'CATEGORIES', 'FASHION', 'MOTORS', 'DEALS', and 'CLASSIFIEDS'. A banner for 'Great deals on jewelry, electronics, gadgets, and more!' is visible. The 'My eBay' section is active, showing a 'Summary' tab. Under 'Summary', there are sections for 'Buy' and 'Selling'. The 'Selling' section is highlighted in yellow and contains the text 'Where is my selling activity?' and a dropdown menu with 'Sell' circled in red. To the right of the dropdown, there's a message: 'You can now access all of your selling activity in the "Sell" menu on the left side of My eBay pages.'

To run the saved search click on *'Advanced'*.

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Research What Sells (cont.)

Hi, victorianaprint! (Sign out)

Art Search Advanced

CATEGORIES FASHION MOTORS DEALS CLASSIFIEDS

Home > Buy > Advanced Search

Advanced search Favorite searches: Completed listings \$25 - ... Go

Items

Find items

On eBay Motors

By seller

By bidder

By item number

Stores

Find items

Enter keywords or item number

Exclude words from your search

See general search tips or using advanced search options

In this category

Then choose the search from the *'Favorite searches'* drop down menu & click *'Go'*

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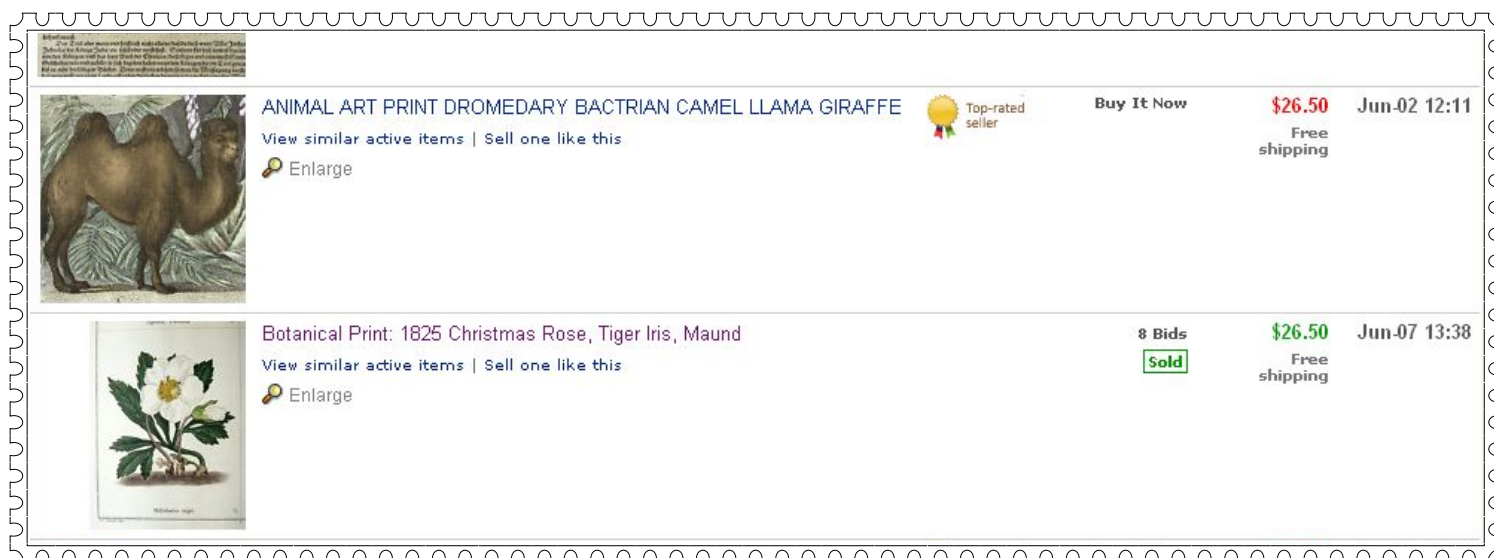
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Research What Sells (cont.)

Work your way down the list of completed items looking for prints that sold.

Note: The final ending price is displayed in green, not red.

As you continue down the list you can ignore any prints that are described as '*numbered edition*' or '*pencil signed*', also ignore any listings where the image shows a framed print which again is unlikely to be sourced from a book.



The screenshot displays two eBay listings. The first listing is for 'ANIMAL ART PRINT DROMEDARY BACTRIAN CAMEL LLAMA GIRAFFE' with a 'Buy It Now' price of \$26.50 and a 'Top-rated seller' badge. The second listing is for 'Botanical Print: 1825 Christmas Rose, Tiger Iris, Maund' with 8 bids and a final price of \$26.50. Both listings include an 'Enlarge' link and a 'View similar active items | Sell one like this' link.

Item Title	Price	Shipping	Time
ANIMAL ART PRINT DROMEDARY BACTRIAN CAMEL LLAMA GIRAFFE	\$26.50	Free shipping	Jun-02 12:11
Botanical Print: 1825 Christmas Rose, Tiger Iris, Maund	\$26.50	Free shipping	Jun-07 13:38

This screenshot shows the kind of search results returned

The '*Botanical Print*' caught my eye because the image looks like a bookplate and there is clearly a demand for it as it received 8 bids and achieved a final value of \$26.50.

In the next chapter we will use this listing in order to identify & find the plate's publication source.

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5. Step Two: Locate source & buy

AddAll.com is a book search & price comparison site which brings together over 40 online book stores, 20,000 individual book sellers and millions of books.

If an old, out of print book is available for sale then chances are it will be listed on AddAll.com

In this chapter you will learn how to research AddAll.com for the out of print books we previously identified.

Step one is to visit the homepage of AddAll.com:

The screenshot shows the AddAll.com homepage. At the top, the logo reads "AddALL Book Search and Price Comparison" with the tagline "Be smart: don't buy any book without comparing the price. Save your TIME and MONEY with AddALL.com in your book shopping." Below the logo are navigation tabs for "Ebooks", "In print books", "Used books", "Magazines", "Music", "Movie", and "Credit card". A secondary navigation bar includes links for "FAQ/About us", "Recommend us", "Browse", "Memo", "Book Reviews", "Random Quotes", and "Help".

On the left side, there is a "HELP Topics" section with a list of links: new books, used books, use a coupon, Memo, Printer friendly, Customized search result, No cookie option, Match this title, Refine it, Search books at eBay, Slow link, Tips & Tricks, Frequently asked questions, Glossary, and Useful links. Below this is a "Multiple Title Comparison" section with the text "Compare price for more than one book."

The main content area features a search form with the heading "Looking for a book? Want a deal? No problem AddALL! Search and Compare among 40+ sites, 20,000 sellers, millions of books!". The form includes a search input field, a "Find it" button, and dropdown menus for "Search by: TITLE", "Shipping Destination: Select One", "U.S. State: AK - Alaska (for sales tax)", and "Display in: US\$". There are "Find it" and "Start Over" buttons at the bottom of the form. A link "Searching for Out of Print Books? [Click Here]" is highlighted in yellow.

On the right side, there is an "Add search bar" section with instructions for Firefox and IE users and a "CLICK HERE" link. Below that is an "AddALL new" plugin icon and a link to "AddALL plugin usage". At the bottom right, there is an "Other Comparison Sites" section with links for "Credit Card", "Out of Print Books", "Magazine", "Music CD/Tape", and "Movie DVD/VHS".

Click where highlighted to search for 'Out of Print Books'

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Locate source & buy (cont.)

Remember the plate from the last chapter that caught my eye?



The screenshot shows an eBay listing for a botanical print. On the left is an image of a white flower with green leaves. To the right of the image is a 'FREE shipping' badge. The listing title is 'Botanical Print: 1825 Christmas Rose, Tiger Iris, Maund'. Below the title, it says 'Item condition: --', 'Ended: Jun 07, 2011 13:38:21 PDT', and 'Bid history: 8 bids'. A grey box contains the 'Winning bid: US \$26.50' and an 'Add to list' button. Below that, it says 'Shipping: FREE Economy Int'l Shipping | See all details' and 'Delivery: Varies for items shipped from an international location'. On the right side, there is a 'Seller info' section for 'albion-prints (7266)' with a 99.7% positive feedback rating. Below that are links to 'Save this seller', 'See other items', and 'Visit store: albion-prints'. At the bottom right, there is an 'Other item info' section with a partially visible item number '20079724966'.

In the description from the listing (shown below),
the seller has provided us with
the book title, the author & publication dates:
"The Botanic Garden", "Maund", "1825-51"

Antique Steel Engraving Published 1825-51, London for "*The Botanic Garden...*" By Benjamin Maund.
Good paper, reverse side blank. Fine hand colour as issued

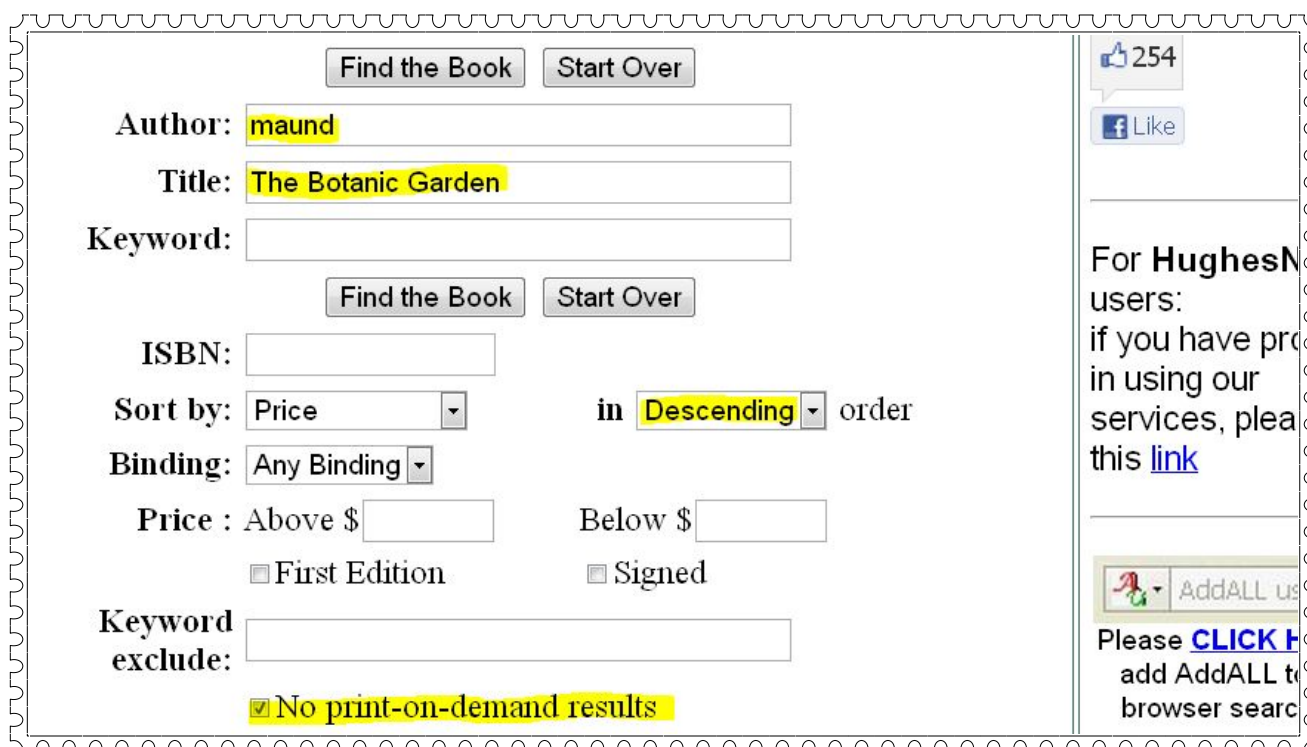
Using this information (above),
we can now perform our search on AddAll.com.

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Locate source & buy (cont.)

Below is the exact search terms I used
to locate the book described above:



The screenshot shows a search interface with the following fields and options:

- Buttons: Find the Book, Start Over
- Author: maund
- Title: The Botanic Garden
- Keyword: (empty)
- Buttons: Find the Book, Start Over
- ISBN: (empty)
- Sort by: Price (dropdown), in Descending (dropdown) order
- Binding: Any Binding (dropdown)
- Price: Above \$ (empty) Below \$ (empty)
- Options: First Edition, Signed
- Keyword exclude: (empty)
- Option: No print-on-demand results

On the right side of the interface, there is a social media section with a 'Like' button (254 likes) and a text block: "For HughesN users: if you have pro in using our services, plea this link". Below that is an 'AddALL us' button and text: "Please CLICK H add AddALL to browser search".

Ticking the *'No print-on-demand results'* box ensures we don't get pages & pages of modern reprints that have no value to us.

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Locate source & buy (cont.)

Make sure that all of the stores are ticked.

Select your preferred stores by checking the boxes below

- Check all stores
- ABAA.org
- Abebooks.com
- Abebooks.de
- Abebooks.co.uk
- Amazon.ca
- Amazon.de
- Antiqbook
- Biblio.co.uk
- Bibliopoly
- find-a-book.com
- Livre-rare-book.com
- World Book Market **NEW**
- Alibris
- Abebooks AUS
- Abebooks.fr
- Amazon.com
- Amazon.co.uk
- Amazon.fr
- Biblio
- Bibliophile
- Booksandcollectibles.com.au
- Half.com
- Powell's Books
- Choosebooks / ZVAB

Find the Book

Start Over




Click *'Find the Book'*

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Locate source & buy (cont.)

We are presented with several pages of search results and our task is to identify the cheapest copy that matches the book in our eBay example:

	169. The Botanic Garden [Buy it!] [show this book only]	Maund B.	198.38	AbebooksUK	gpbrookes	Part 8 only with 12 hand coloured plates with 48 figures Large paper copies in orig. printed boards, which are loose. Title page foxed otw. in fine condition, with excellent colouring of the plates [presteigne, ., United Kingdom]
	170. The Botanic Garden [Buy it!] [show this book only]	Maund B	157.51	Alibris	G C Books Ltd via Alibris	Simpkin and Marshall 1000 Hard Back Very Good First Edition. dated 1835 but appears a modern style of cloth binding. The Botanic Garden consisting of highly finished representations of hardy ornamental flowering plants cultivated in great britain with their names, classes, orders, history, qualities, culture and physiological observations. colour plates. Part X1. Binding is tight and apart from odd spot to tissue guard text and plates are clean. First Edition.
	171. The Botanic Garden- Spigelia Marilandica, etal. [Buy it!] [show this book only]	Maund, Benjamin (FLS).	150.00	ILAB	Lowry-James Rare Prints & Books (ABAA)	Consisting of Highly Finished Representations of Hardy Ornamental Flowering Plants, Cultivated in Great Britain.... London: Baldwin, Cradock and Joy, 1826. First edition A Fine original hand-colored copperplate engraving on watermarked rag paper. Octavo (7 x 8.5 inches). French matted in Ivory rag with single gilt line decoration, sized to 12 x 14 inches and suitable for framing. Established in 1825, The Botanic Garden was written and edited by Benjamin Maund, Fellow of the Linnaean Society and was printed at his own Bromsgrove Press in Worcestershire. This

The first thing you will notice when you start to read the bookseller's descriptions is that a lot of the terminology is unfamiliar. To help you I have provided a list of the most commonly used terms and their definitions in the appendix at the end of this eBook.

Do bear in mind that there are often several different editions of the same book published at different times & each edition doesn't necessarily contain the same prints.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Locate source & buy (cont.)

It is important to look for an exact match to our eBay sold item description.

If you are ever in any doubt as to the contents of a particular book simply click on the actual *book title* (to the left of the description).

The following screen will be displayed:

The screenshot shows the AbeBooks.com website interface. At the top, there is a navigation bar with links for 'sign on', 'my account', 'basket', and 'help?'. Below this is a red navigation bar with links for 'Advanced Search', 'Browse', 'Booksellers', 'Community', 'Sell Books', 'Textbooks', and 'Rare Books'. A search bar is present with the text 'Search Books: By Keyword' and a 'Find Book' button. The main content area displays the book 'The Botanic Garden' by Maund B. The book cover image is missing, showing 'image not available'. The book is sold by 'gpbrookes (presteigne, .. United Kingdom)' with a 5-star rating and a quantity of 1 available. The price is listed as US\$ 198.38, with shipping costs of US\$ 6.58. The page also features a 'Bookseller & Payment Information' tab, which is highlighted in yellow. The description of the book is: 'Part 8 only with 12 hand coloured plates with 48 figures Large paper copies in orig. printed boards, which are loose. Title page foxed otw. in fine condition, with excellent colouring of the plates. Bookseller Inventory # 000067'. Bibliographic details include a publication date of 1832.


Click '*Bookseller and Payment Information*'

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Locate source & buy (cont.)

On the next screen you can send an email to the seller:



The Botanic Garden
[Maund B.](#)

Bookseller: [gpbrookes](#) (presteigne, ., United Kingdom)
Bookseller Rating: ★★★★★
Quantity Available: 1

[Add to Basket](#)
Price: US\$ 198.38
[Convert Currency](#)
Shipping: US\$ 6.58
From United Kingdom to U.S.A.
[Destination, Rates & Speeds](#)
[30 Day Returns Policy](#)

[About the Book](#) **Bookseller & Payment Information**

Bookseller: [gpbrookes](#)
Address: presteigne, ., United Kingdom
AbeBooks Bookseller Since: October 22, 2009
Bookseller Rating: ★★★★★ [Ratings History](#)

Terms of Sale: tba

Shipping Terms: Orders usually ship within 2 business days. Shipping costs are based on books weighing 2.2 LB, or 1 KG. If your book order is heavy or oversized, we may contact you to let you know extra shipping is required.

Payment Methods
This bookseller accepts the following methods of payment:

- American Express
- JCB
- MasterCard
- PayPal
- Visa

[\[Search this Seller's Books\]](#)
[\[List this Seller's Books\]](#)
[\[Ask Bookseller a Question\]](#)


Click *'Ask Bookseller a Question'*

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Locate source & buy (cont.)

Researching the AddAll.com search results does take a little detective work. You won't necessarily find all of the information you need to match the book to the eBay description in any one of the bookseller's descriptions.

	184. The Botanic Garden [Buy it!]	Maund, B	151.26	AbebooksUK	Sue Lowell Natural History &Travel Books	[publisher: Groombridge and Sons, London] First Edition With 24 hand coloured plates each originally divided into four sections with an illustration of a plant in each section. In this copy there are 19 complete plates, 4 plates each with one illustration cut out and one plate with 3 illustrations cut out. Binding damaged. Plates nice and clean and bright. [London, .., United Kingdom]
	[show this book only]					

It is much more likely that you will construct a full picture of the actual source book by gleaning snippets of information from various book descriptions.

For example in the image above, we have the cheapest copy of the book '*The Botanic Garden*' listed on AddAll.com, but the publication date isn't mentioned in the description.

Clicking the book title (above on the left)...

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Locate source & buy (cont.)

Takes us to this page:

The screenshot shows the AbeBooks.com website interface. At the top, there is a navigation bar with links for 'Advanced Search', 'Browse', 'Booksellers', 'Community', 'Sell Books', 'Textbooks', and 'Rare Books'. A search bar is present with a 'Find Book' button and a link to 'Advanced Search'. The main content area displays the book 'The Botanic Garden' by Maund, B. The book's cover image is missing, indicated by 'image not available'. The seller is Sue Lowell Natural History & Travel Books (London, United Kingdom) with a 5-star rating. The price is US\$ 151.26, and shipping is US\$ 16.32. The publication date is highlighted as 1843. The binding is Half Leather, and the edition is 1st Edition. The page also includes a '30 Day Returns Policy' link.

As highlighted in the image above, this screen does provide the publication date and we can safely conclude that this book matches the date range in our eBay description.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Locate source & buy (cont.)

The next question is:

Does this book represent a potentially profitable purchase?

The description tells us it contains 19 complete plates, 4 plates each missing 1 illustration & 1 plate missing 3.

If we divide the total cost of the book (\$151.26) by 19 we know that each of the complete plates costs us \$7.98

We will ignore the 5 incomplete plates in our cost calculation, which effectively reduces our cost to \$0.00

We know from our Completed Listings research that there is sufficient demand on eBay to push the price of a single plate up to \$26.50

Taking eBay & PayPal fees into account & ignoring the value of incomplete plates, there is a potential profit of *about \$14 per plate or \$266 for the whole book.*

Based on these calculations & the apparent demand on eBay, I would purchase this particular book as a source for listing these plates on eBay.

Additionally, if we go back to the eBay item listing we see that the seller has listed the plate unmatted/unmounted (loose), so no additional cost or effort on our part would be necessary to list and sell these plates successfully.

In Chapter 7, I will discuss the pros/cons of whether or not it is best to sell a print matted or as a loose plate.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

6. Further researching results

After researching and sourcing the botanical print discussed in the earlier chapters, I am ready to continue to analyze my search results and see what other treasures I can find.



1860 LOT of 6 Pratt Antique Botanical FERN Prints FERNs

Item condition: --

Ended: May 04, 2011 09:47:56 PDT

Bid history: 8 bids

Winning bid: **US \$118.50**

[Add to list](#)

Shipping: **\$5.50** USPS First Class Mail International | [See all details](#)

Delivery: Varies for items shipped from an international location [?](#)
Seller ships within 1 day after receiving cleared payment.

Returns: 3 day money back, buyer pays return shipping | [Read details](#)

eBay Buyer Protection
Covers your purchase price plus original shipping.
[Learn more](#)

After scrolling through the search results, above is another item that appears to fit our criteria, these prints look like book plates and the number of bidders and final value achieved confirm there is a demand.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

DESCRIPTION

Anne Pratt (1806-1893) was one of the more successful botanical artists of her gender and time. These brilliantly colored CHROMOLITHOGRAPHS are actual plates from the rare second edition of Pratt's "The Ferns of Great Britain" - circa 1860s. . A copy of the title page will be included. Each plate measures approximately 5 5/8" x 8 7/8". The heavy-weight paper is blank on the reverse side. The prints (book-plates) are over 150 years old and in EXCELLENT condition. The top left print has some light creases. Some minor imperfections are to be expected with prints of this age. I guarantee these prints to be original antiques. These antique Victorian prints would look great framed. The Latin and common names are listed at the bottom of each print. Delivery Confirmation is included in the shipping charge within the U.S. I will gladly combine items for shipping. Please email with any questions.

The seller's description

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

As shown on the previous page, again the seller provides the title, author and date of the source book.

Below is the AddAll.com search I ran to locate this book:

Author:

Title:

Keyword:

ISBN:

Sort by: in order

Binding:

Price : Above \$ Below \$

First Edition Signed

Keyword exclude:

No print-on-demand results
 No Quote

Rule Match: Loose Strict

Display in :

Response Time:

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

The description confirms the date (1860) & the edition (2nd)

It also tells us that the book contains:

'41 full-page chromolithograph plates'

143. Ferns of Great Britain and Their Allies: The Club Mosses Pepperworts and Horsetails [Buy it!]	Pratt Anne	125.00	Biblio	Harvest Book Co	London: Society for Promoting Christian Knowledge, c. 1860. Second Edition. Hardback: original green blind-stamped cloth with elaborate decoration and gilt spine title. Pages gilt-edged. . Good condition./No dust jacket, a issued.. Color and B&W illustrations. Influential study by this noted English Victorian botanical illustrator. Moderately edgeworn and rubbed with fading to spine. Corners bumped. Binding firm. Front endpaper absent. Some light toning to page edges of text. Contents otherwise clean and very good with 41 full-page chromolithograph plates with tissue guards. * * * Selling books of merit since 1988. * * * Prompt, Professional
[show this book only]					

This works out at \$3 per plate (\$125 divided by 41)

**The eBay price was \$118.50 for 6 plates
which equals \$19.75 per plate.**

Profit per plate after eBay and PayPal fees is \$13.78

Potential profit for the book is \$564.98

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

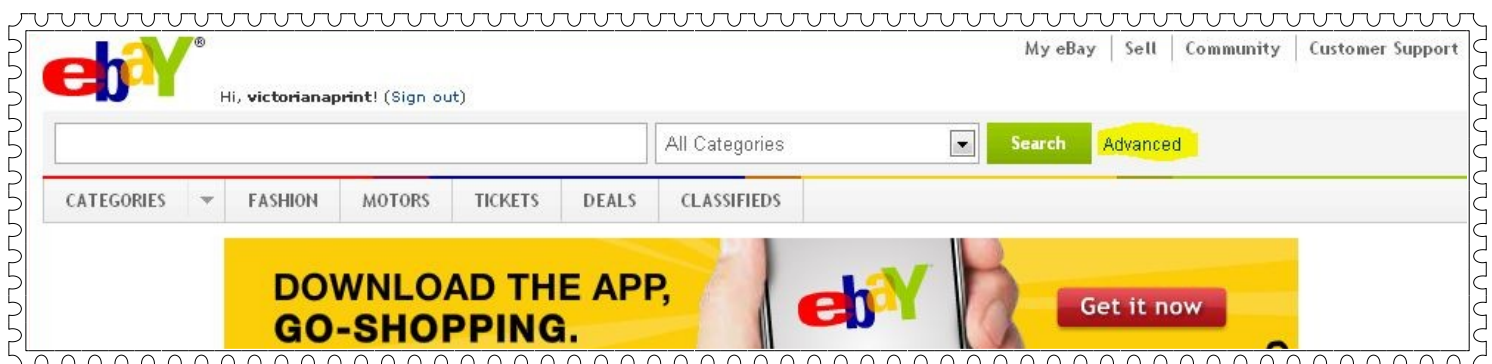
My final example is for a "Buy It Now" listing.

A lot of professional print sellers list their items with a fixed "Buy It Now" price.

With these sales we don't have several bidders to confirm the demand for the prints because the winner is the first bidder to pay the asking price.

I recommend that you look for other similar sales in these circumstances to confirm there is a demand for the items.

Often you will find the seller has listed several prints from the same book and carrying out a completed listing search on the seller will confirm if there is a real demand for the items.



To do this, go to the search bar on the top of the page and select 'advanced'

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

Advanced search

Items	Find items
Find items	<input type="text"/> <input type="button" value="Search"/>
On eBay Motors	<input type="text"/> All words, any order <input type="button" value="Search"/>
By seller	Exclude words from your search
By bidder	<input type="text"/>
By item number	See general search tips or using advanced search options
	In this category
	<input type="text"/> All Categories <input type="button" value="v"/>
	<input type="checkbox"/> Save this search to My eBay
	Search including
	<input type="checkbox"/> Title and description
	<input checked="" type="checkbox"/> Completed listings

Tick the box for '*Completed listings*' (highlighted yellow)

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

Sellers

Only show items from:

- Specific sellers (enter seller's user IDs)
Include
Separate names by a comma or a space.
- My Saved Sellers list
- Sellers with eBay stores
- eBay Top-rated sellers ?

Sort by:

View results

Results per page

Scroll down the page & insert the seller's ID,
sort by *'Price: highest first'*



PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

The 'Buy It Now' listings I am referring to are the 'Lynd Ward Beowulf' prints.

We can see there are two completed sales for similar items

	Lynd Ward Beowulf 1952 KILLING THE DRAGON Print Matted View similar active items Sell one like this Enlarge	Top-rated seller	Buy It Now	\$28.00	Jun-09 15:22
	Lynd Ward Beowulf 1952 SOLDIER w SHIELD Art Matted View similar active items Sell one like this Enlarge	Top-rated seller	Buy It Now	\$28.00	Jun-09 15:23

	Lynd Ward Beowulf 1952 KILLING THE DRAGON Print Matted Item condition: -- Ended: Jun 09, 2011 15:22:32 PDT Sold For: US \$28.00 Add to list Shipping: \$11.00 Standard Int'l Shipping See discounts See all details Delivery: Varies for items shipped from an international location Seller ships within 5 days after receiving cleared payment. Returns: 7 day money back, buyer pays return shipping Read details	Top-rated seller allthingsbrooklyn (3974 ★) 99.8% Positive feedback Consistently receives highest buyers' ratings Ships items quickly Has earned a track record of excellent service Save this seller See other items Visit store: ALL THINGS BROOKLYN
	eBay Buyer Protection Covers your purchase price plus original shipping. Learn more	Other item info Item number: 140557093875 Item location: Brooklyn, NY, United States Ships to: Worldwide

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

Antique, bevel-matted PRINT from BEOWULF, published in 1952 and illustrated with woodcuts by Lynd Ward. Read more about this wonderfully talented, unique and acclaimed illustrator from the deco / modernist era below below.

TEXT: UNTITLED

ARTIST: LYND WARD

CONDITION: EXCELLENT / PERFECT — Clear, clean and bright. No marks, tears, creases or folds and GOOD MARGINS. GREAT DEFINITION. A REALLY INTERESTING IMAGE. [NOTE: THE PRINTS IN THIS SERIES ARE ALL IN SHADES OF BLUE, BROWN AND WHITE.]

This PRINT is about 60 years old and guaranteed to be original. It's an original ILLUSTRATION from the aforementioned book, and NOT A MODERN REPRODUCTION.

The print is 7" x 9 1/4" (including the border around the actual image). Matted the print measures 11" x 14". This is a standard size mat that will fit into a standard size frame—no costly custom frames required. Best to buy several, frame and cluster in a nice grouping.

ALL OF OUR MATTED PRINTS ARE WRAPPED IN CLEAR CELLOPHANE ENVELOPES, PERFECT FOR GIFT GIVING.

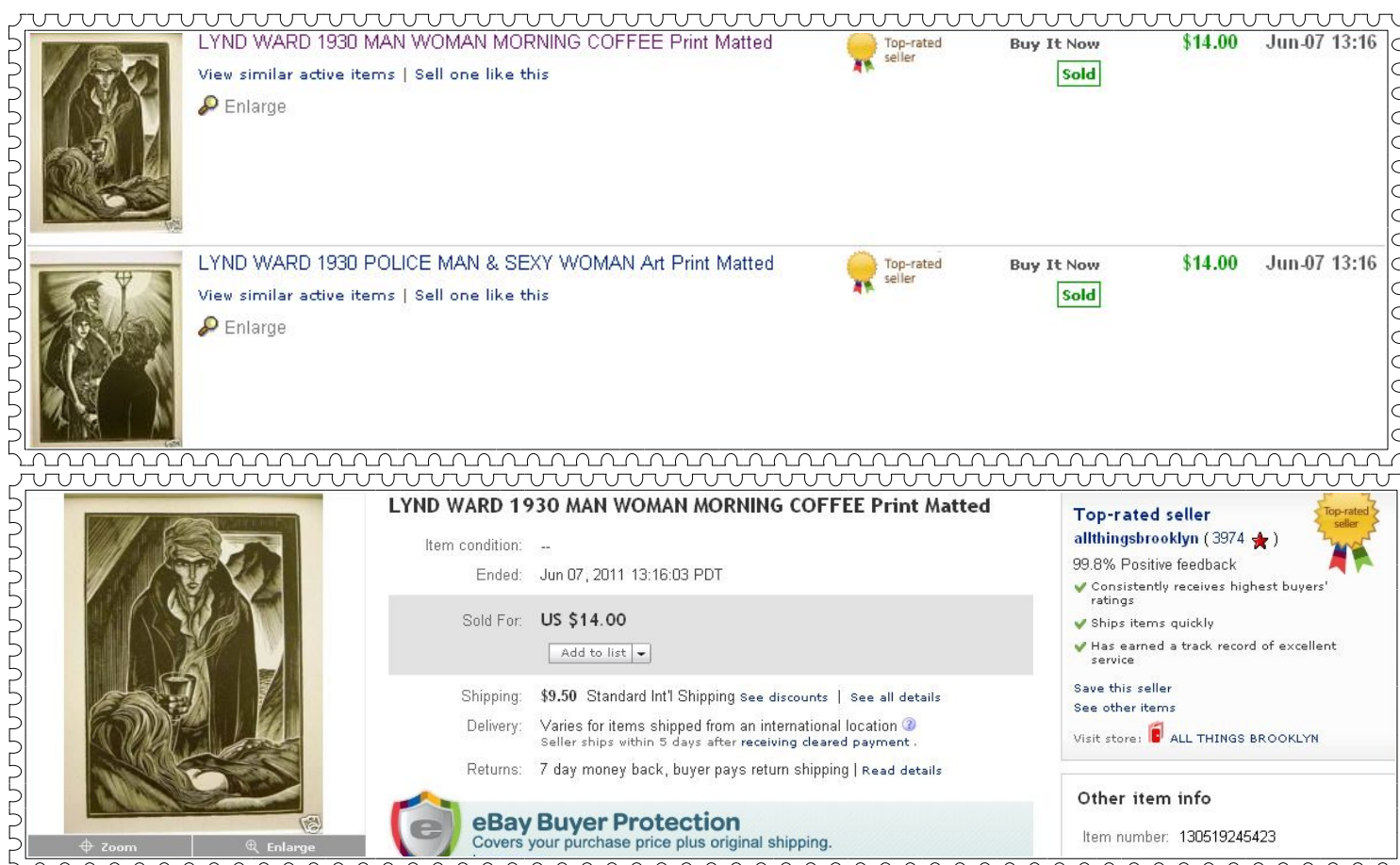
Above is the seller's description

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

While researching the seller's completed listings you will often find additional examples of successful print sales that fit our criteria.



The screenshot shows two search results for the same item. The top result is a 'Buy It Now' listing for \$14.00, sold on Jun-07 13:16. The bottom result is a detailed view of the same listing, showing the item condition as '---', ended on Jun 07, 2011 13:16:03 PDT, and sold for US \$14.00. The seller is 'allthingsbrooklyn' (3974), a top-rated seller with 99.8% positive feedback. The seller's profile highlights that they consistently receive the highest buyers' ratings, ship items quickly, and have an excellent track record. The item is listed under 'Other item info' with the number 130519245423.

In this case, the seller has successfully sold other prints from another publication illustrated by the same artist.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

For Auction: Antique, bevel-matted PRINT from GOD'S MAN, A NOVEL IN WOODCUTS, published in 1930 and illustrated with woodcuts by Lynd Ward. The entire book is comprised of woodcuts...no words at all. Read more about this wonderfully talented, unique and acclaimed illustrator from the deco / modernist era below below.

TEXT: UNTITLED

ARTIST: LYND WARD

Condition: EXCELLENT / PERFECT — Clear, clean, bright and white. No marks, tears, creases or folds and GOOD MARGINS. GREAT DEFINITION. A REALLY INTERESTING IMAGE. [NOTE: THE PRINTS IN THIS SERIES ARE DARK BLACK AND WHITE AND NOT AT ALL FADED AS THEY MAY APPEAR IN THE PICTURE PROVIDED. THEY ARE REALLY OUTSTANDING.]

This PRINT is about 80 years old and guaranteed to be original. It's an original ILLUSTRATION from the aforementioned book, and NOT A MODERN REPRODUCTION.

The print is 4 1/2" x 5 1/2". Matted the print measures 8" x 10". This is a standard size mat that will fit into a standard size frame—no costly custom frames required. Best to buy several, frame and cluster in a nice grouping.

ALL OF OUR MATTED PRINTS ARE WRAPPED IN CLEAR CELLOPHANE ENVELOPES, PERFECT FOR GIFT GIVING.


This gives us another item to research on AddAll.com

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

Below is the cheapest available copy of the 1952 edition of '*Beowulf*' on AddAll.com

	6 Beowulf Buy	Translated Into Modern Verse	50.00	Abebooks	Mannings Books & Prints, ABAA	[publisher: Limited Editions Club] #559 of 1500. Signed by Lynd Ward. FINE condition. Slip case shows some shelf wear. [Pacifica, CA, U.S.A.]
	it!	William Ellery Leonard				
	[show this book only]					

Again we don't get the full picture from this description and we need to click the book title to go to the purchase page to confirm the date of publication.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

It was also necessary to use the 'Ask Bookseller a Question' feature to find out how many plates the book contains.

Search Books: By Keyword [Advanced Search](#)

[Home](#) > Book Details

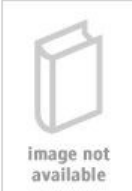


image not available

Beowulf

[Translated Into Modern Verse William Ellery Leonard](#)

Bookseller: Mannings Books & Prints, ABAA (Pacifica, CA, U.S.A.)
Bookseller Rating: ★★★★★
Quantity Available: 1

[Add to Basket](#)
Price: US\$ 50.00
[Convert Currency](#)
Shipping: US\$ 8.50
Within U.S.A.
[Destination, Rates & Speeds](#)
[30 Day Returns Policy](#)

About the Book [Bookseller & Payment Information](#)

Description:
#559 of 1500. Signed by Lynd Ward. FINE condition. Slip case shows some shelf wear. Bookseller Inventory # 003090

Bibliographic Details
Publisher: **Limited Editions Club**
Publication Date: **1952**
Illustrator: **Lynd Ward**

About the Book [Bookseller & Payment Information](#)

Below is the email I received a few hours later in reply

Greetings,

This title is complete with all 16 full page color plates, as well as an illustrated title page. Please let us know if you have any other questions or would like to place an order.

Thank you for your inquiry,

Mike

----- Original Message -----
From: "AbeBooks" <inquiries@abebooks.com>

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

This information enables us to calculate the cost per plate

* Not including the title page *
(which is certainly worth listing on eBay as well)


\$50 divided by 16 is \$3.12 per plate

Profit per plate is \$19.07
(after eBay & PayPal fees and the cost of the mat kit)

Potential profit for the book is \$305.12

You'll remember that we identified a 2nd Lynd Ward book in our eBay research.

Plates from '*God's Man A Novel In Woodcuts*' published in 1930 had sold for \$14 each.

	12 God's Man : A Novel In Woodcuts By Lynd Ward [Buy it!] [show this book only]	Ward, Lynd	136.77	World Book Market	John T. & Pearl Lewis	(Has Photo) Fourth Printing March 1930. A Novel by Lynd Ward told only in illustration with 144 full page woodcut plates. Book - in Good Plus Plus illustrated paper covered boards - some grubbiness to the boards and light bumping and some rubbing to the extreme corners, rubbing to the extreme edges and some bumping to the extreme ends of the spine, sunning has completely faded the lettering away to the paper label on the spine. Contents, minor mark to the black free front end paper, previous owner, John Turpie's, attractive book plate to the front paste down and details in pencil to the free front end paper otherwise clean, bright and tightly bound. Size: 8.25 inches tall by 5.75 inches. Unpaginated. Illustrated with 144 woodcut plates. Quantity Available: 1. Shipped Weight: 251-750 grams. Category: Art & Design; Fiction. Inventory No: 6096. [Publisher: Cape & Smith, New York, 1930] {Located in Helston, Cornwall, England}
--	--	------------	--------	-------------------	-----------------------	--

Above is the result of my AddAll.com search

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Researching results (cont.)

These Lynd Ward woodcut plates work out to *less than a dollar each* & we have seen them selling repeatedly on eBay at \$14 each!

\$136.77 divided by 144 is \$0.95 per plate

The potential profit per plate is \$9.33
(after eBay & PayPal fees and the cost of the mat kit)

A total potential profit of \$1343.52 for the whole book!

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

7. Step Three: Mat/Mount bookplate

To Mat or Not To Mat - That Is the Question

The first point I want to stress on the subject of matting your prints is that it is possible to make very healthy profits by selling your prints 'as is' unmattd/unmounted.

The majority of serious print sellers that I've researched on eBay do exactly this and I recommend you do likewise particularly if you are just starting out.

The key thing is to jump in, gain confidence, build your reputation (feedback) and make some money.

Buy a low cost book, remove the plates & list them 'as is'.

Once you have mastered the research and listing basics and you have regular money coming in you can begin to develop your business by buying a small supply of mats and testing whether the final values achieved justify the additional money and time invested.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Mat/Mount bookplate (cont.)

Removing The Plates

The best method for removing the plates really depends on the way they are held in the book.

Plates can be bound in with the other pages or 'tipped in' which means the inside edge of the plate is glued to the following text page.

If tipped in, usually the glue is weak (because of age) and gentle pulling pressure will remove the plate.

If the plates are bound into the book close inspection will reveal that the pages are bound in groups and at the center of each group of pages you will see fine cord that holds the group into place, snipping these cords with a sharp craft knife will allow you to pull the group of pages free.

Your Matting Supplies

My UK mat supplier is Kadinsky.co.uk I have used them for over 5 years and have always found their quality, prices and service to be top notch.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Mat/Mount bookplate (cont.)

When ordering your mats you need a 'mat kit' consisting of mat, backing board and self seal cellophane bag. Kadinsky are happy to custom cut mats to your specification and their current price for 12 x 16 inch mat kits with custom cut apertures is £1.35 plus VAT and carriage (this works out at around £2 per kit inclusive which is approx \$3.23)

Mats measuring 12 x 16 inches are large mats. I obtained quotes for this size because you are unlikely to need anything bigger, this gives you an idea of the maximum cost.

I have done some research to find a US supplier and the company I recommend is buxlpicturematting.com

They also operate an eBay store buxlmatting with 100% feedback score of 12,899.

They provide a custom mat cutting service and a comparative quote for 12 x 16 inch mat kits comes out at \$4.43 per kit (inclusive of postage).

All of my email enquiries were answered promptly & helpfully and a purchase of 20 custom cut mat kits was shipped and received within 4 business days by Deb (located in the US).

Your mat/mount should have an aperture (the inside 'hole') that frames the image and you need about 2 inches of mat on all sides framing the image.

The external mat dimensions should fit a standard frame size (8x10, 12x16 etc.)

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

* Pictorial Guide To Matting Your Plate - Step One *



Begin matting your plate by laying it with the image face down (if your plate has images on both sides as in the example photos, the one that you are selling should be face down). It is best to use a hard work surface.

Using artist's masking tape, peel off a 2-3 inch strip from the roll and affix one to each side of the plate, adhesive side down (see pictures). After you have affixed both pieces of tape, carefully peel the plate off of your work surface, taking care to keep the two affixed pieces of tape intact.



PRINTS MAKE PROFITS WORKSHOP

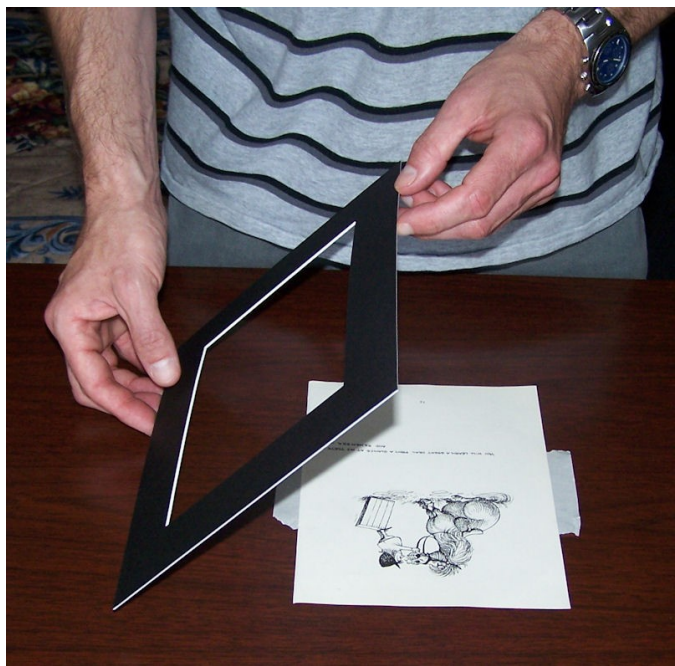
PRINTS MAKE PROFITS 3

* Pictorial Guide To Matting Your Plate - Step Two *



After you have removed your plate from your work surface, flip the plate over and place it image side up (again, if your plate has images on BOTH sides, the image you are selling should now be facing up). The artist's tape will also be adhesive side up at this point.

Next, take your mat and position it above your plate, taking care to center the plate image on all four sides.



PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

* Pictorial Guide To Matting Your Plate - Step Two, cont. *



Gently place the mat on top of the plate and again check to make sure that the plate image is centered on all four sides.

Once you are satisfied with the mat's placement, run your fingers along the mat on both sides to affix the artist's masking tape to the back of the mat.

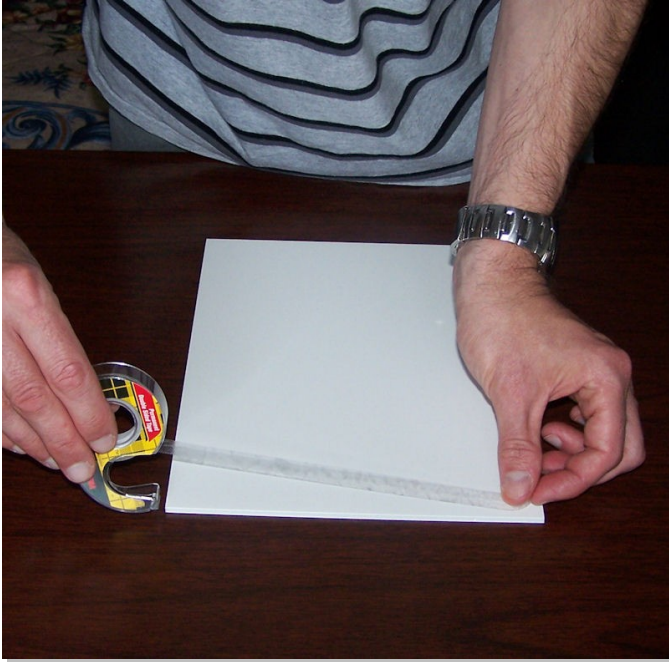
Next, flip the mat (and attached plate) over and run your fingers along the artist's tape to firmly affix the plate to the mat.



PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

* Pictorial Guide To Matting Your Plate - Step Three *



Next, using a roll of acid free double sided tape, affix a strip along the edge of the archival safe foam back board.

Continue affixing tape along each edge of the foam back board.

Once you have completed affixing the tape along all four sides of the foam back board you are then ready to attach the foam back board to the matted plate.



PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

* Pictorial Guide To Matting Your Plate - Step Four *



The easiest way to attach the matted plate to the foam back board is to line up one edge of each as illustrated by the pictures shown.

Carefully bring the two pieces together, taking care to keep the long edge and corners together and aligned. Once you have attached the mat and the foam back board, make sure you are satisfied that all four edges are flush and run your thumb along all four edges to assure that the two pieces are firmly attached.



PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

* Pictorial Guide To Matting Your Plate - Step Five *



Now that your plate is completely matted, your final step is to place it in a crystal clear cellophane bag. The cellophane bag is self-sealing, and it is important that you place the matted plate into the bag so that the folded flap and adhesive is located on the back of the matted plate.

After you have placed the matted plate into the bag, peel off the strip covering the self seal adhesive and fold the flap over. Run your finger along the flap to seal the bag. Congratulations! You now have a perfectly matted plate!



PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

8. Successful print sellers

I have discovered many successful sellers during my own research and you should save the ID's of the successful sellers that you come across because you can learn so much by studying their listings.

Firstly, you can learn about WHAT they sell. Most sellers will quote the details of the source publication including title, author/artist, date of publication and often even the publishing company.

All you have to do is simply copy and paste these details into the appropriate search fields on AddAll.com to locate similar books that you can buy.

You can also learn HOW they sell.

- Do they use auctions with low starting prices or listings with a higher, fixed price 'Buy It Now'? Do they accept 'Best Offers'?
- Do they sell their vintage prints matted/mounted or simply as unmatted (loose) plates?

I note from my own research that the vast majority of sales are unmatted which is great news for us.

If you can buy an old book, remove the plates and sell them 'as is' you avoid the additional up front cost of the mats and you reduce your time investment.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Successful print sellers (cont.)

Without the added work and materials for fulfillment, you will have more time to research new genres & books and more money available to invest in your business.

When you are looking through the examples I have provided in this guide take note of the way the sellers describe their prints, the way they focus on the rarity of the plates and the quality of the vintage printing techniques. The way that they often provide the history of the work and biography of the artist.

I note that some sellers include a copy of the title page from the source publication with their prints.

This is an easy, cost effective & creative way of providing a COA (Certificate of Authenticity).

Not only does this add value to the print, but it also is a means of providing provenance (source & ownership history) for the source publication and the bookplate itself.

Other details to look out for:











- . Do they offer free shipping?
- . Do they combine 2,3 or more plates as a lot to increase the auction's value?

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Here are a few successful sellers
I have learned from (cont.)

Successful seller:

	<p>Hummingbird bird original color print artist TRAVIES View similar active items Sell one like this Enlarge</p>		6 Bids	\$43.55	Aug-21 11:33
	<p>Cancer crab littoral zone marine seafood art print 1829 View similar active items Sell one like this Enlarge</p>		3 Bids	\$36.16	Aug-21 11:31
	<p>Leech bloodletting comic art print Grandville 1867 View similar active items Sell one like this Enlarge</p>		12 Bids	\$34.00	Aug-21 11:33
	<p>Crown jelly marine life animal antique art print 1829 View similar active items Sell one like this Enlarge</p>		8 Bids	\$32.22	Aug-21 11:32
	<p>Pot marigold animated flower art print Grandville 1867 View similar active items Sell one like this</p>		7 Bids	\$29.77	Aug-21 11:35

eBay ID '77!!77' - feedback score 5,980











Notice that all of this seller's prints were
sold as Auction Listings

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Here are a few successful sellers
I have learned from (cont.)

Successful seller:

	1895 Antique SMITHSONIAN BIRD EGG Print 4~ Raven View similar active items Sell one like this Enlarge	 Top-rated seller	Buy It Now	\$39.95	Aug-26 05:18
	1851 Antique HC Emmons Fruit Print 48~RACES RED APPLE View similar active items Sell one like this Enlarge	 Top-rated seller	Buy It Now	\$34.95	Aug-18 22:33
	1895 Antique SMITHSONIAN BIRD EGG Print 6~ Meadowlark View similar active items Sell one like this Enlarge	 Top-rated seller	Buy It Now	\$29.95	Aug-26 05:17
	1805 *SET OF 3* Antique CURTIS Botanical Prints E View similar active items Sell one like this Enlarge	 Top-rated seller	Buy It Now	\$29.95	Aug-28 10:11
	1903 - 2 Antique Hopi Indian KATCINA Kachina Prints F View similar active items Sell one like this	 Top-rated seller	Buy It Now	\$24.95	Aug-16 19:21

eBay ID 'ahintofhistory' - feedback score 1,856











Notice that all of this seller's prints were
sold as 'Buy It Now' listings

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

Here are a few successful sellers
I have learned from (cont.)

Successful seller:

	<p>GREAT SEDGE WARBLER BIRD NEST & EGG ANTIQUE ART PRINT</p> <p>View similar active items Sell one like this</p> <p>Enlarge</p>		<p>Best Offer</p> <p>Sold</p>	<p>\$36.00</p>	<p>Aug-24 12:54</p>
	<p>GOLDEN ORIOLE NEST & BIRDS EGG COLOR ANTIQUE ART PRINT</p> <p>View similar active items Sell one like this</p> <p>Enlarge</p>		<p>Best Offer</p> <p>Sold</p>	<p>\$36.00</p>	<p>Aug-24 12:56</p>
	<p>15 VINTAGE COLOR OLD ANTIQUE ART PRINTS COLLECTION</p> <p>View similar active items Sell one like this</p> <p>Enlarge</p>		<p>Best Offer</p> <p>Sold</p>	<p>\$36.00</p>	<p>Aug-25 14:52</p>
	<p>WAR & GRIM REAPER SWORDS 1814 HOLBEIN DANCE OF DEATH</p> <p>View similar active items Sell one like this</p> <p>Enlarge</p>		<p>Best Offer</p> <p>Sold</p>	<p>\$35.00</p>	<p>Aug-17 09:58</p>
	<p>JEWISH POLAND KRACOW ETCHING RARE ANTIQUE ART PRINT</p> <p>View similar active items Sell one like this</p>		<p>Best Offer</p> <p>Sold</p>	<p>\$35.00</p>	<p>Aug-22 14:46</p>

eBay ID 'rrparks' - feedback score 24,812

Notice that all of this seller's prints were
sold as 'Best Offer' listings

This means the seller set a higher 'Buy It Now' price
but is willing to entertain lower offers.

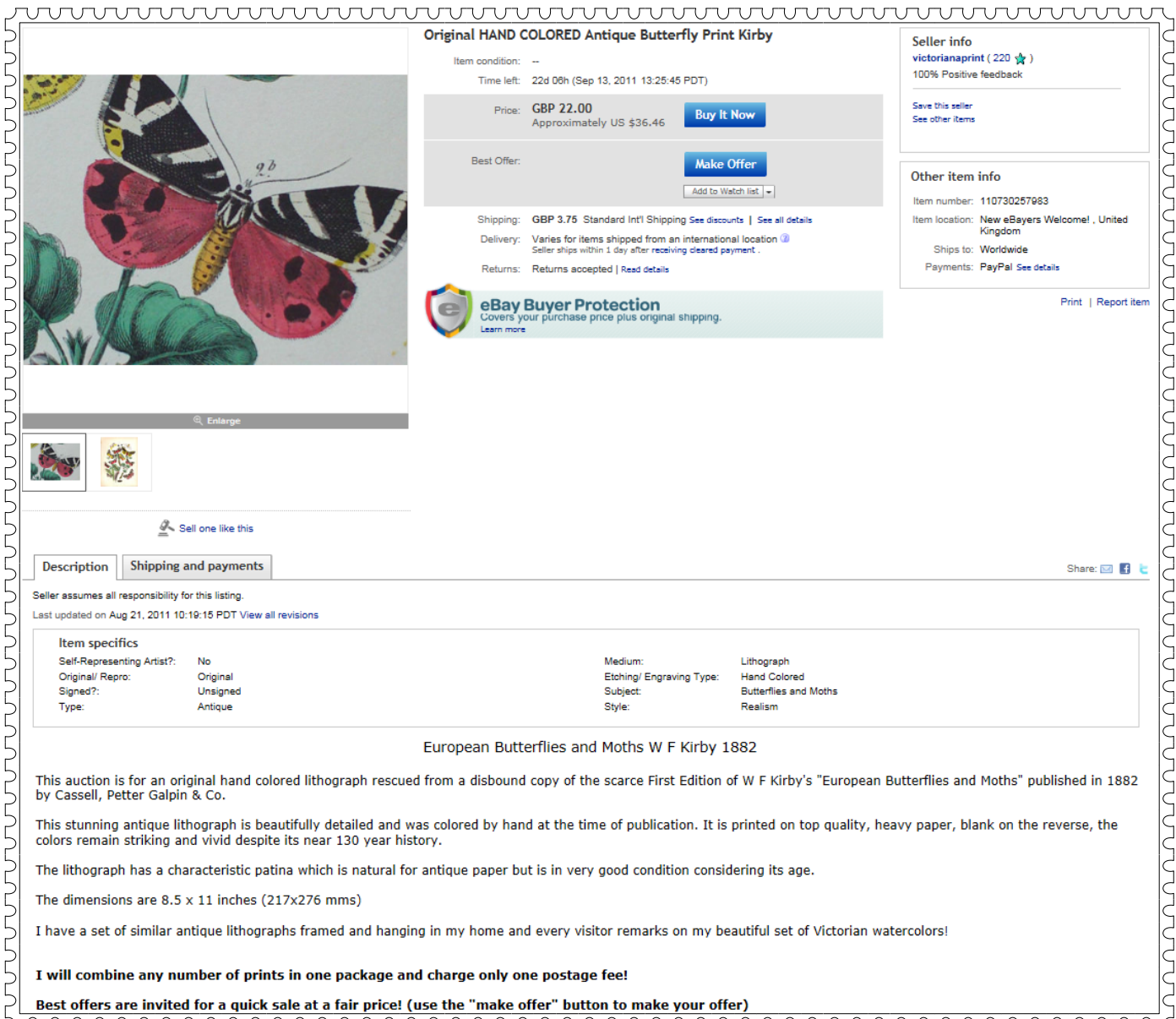
PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

9. Step 4: List On eBay

Essential components of an effective auction listing:

To illustrate my "*best practices*" I will work my way through an auction listing pointing out all of the important details that encourage multiple page visits and subsequent bids.



The screenshot shows an eBay listing for an antique butterfly print. The main image is a detailed lithograph of a butterfly with black and white wings and a red body with black spots. The listing includes a price of GBP 22.00 (approximately US \$36.46) and a shipping cost of GBP 3.75. The seller is 'victorianprint' with a 100% positive feedback rating. The listing is titled 'Original HAND COLORED Antique Butterfly Print Kirby' and is categorized as a lithograph. The description mentions that the print is a First Edition of W F Kirby's 'European Butterflies and Moths' published in 1882. The listing also includes a section for 'Item specifics' and a 'Description' section.

Original HAND COLORED Antique Butterfly Print Kirby

Item condition: --
Time left: 22d 06h (Sep 13, 2011 13:25:45 PDT)

Price: **GBP 22.00**
Approximately US \$36.46 [Buy It Now](#)

Best Offer: [Make Offer](#)
[Add to Watch list](#)

Shipping: **GBP 3.75** Standard Int'l Shipping [See discounts](#) | [See all details](#)
Delivery: Varies for items shipped from an international location [i](#)
Seller ships within 1 day after receiving cleared payment.
Returns: Returns accepted | [Read details](#)

eBay Buyer Protection
Covers your purchase price plus original shipping.
[Learn more](#)

Seller info
victorianprint (220 ★)
100% Positive feedback
[Save this seller](#)
[See other items](#)

Other item info
Item number: 110730257983
Item location: New eBayers Welcome! . United Kingdom
Ships to: Worldwide
Payments: PayPal [See details](#)
[Print](#) | [Report item](#)

[Enlarge](#)

[Sell one like this](#)

Description | **Shipping and payments** | [Share](#) [f](#) [t](#)

Seller assumes all responsibility for this listing.
Last updated on Aug 21, 2011 10:19:15 PDT [View all revisions](#)

Item specifics			
Self-Representing Artist?:	No	Medium:	Lithograph
Original/ Repro:	Original	Etching/ Engraving Type:	Hand Colored
Signed?:	Unsigned	Subject:	Butterflies and Moths
Type:	Antique	Style:	Realism

European Butterflies and Moths W F Kirby 1882

This auction is for an original hand colored lithograph rescued from a disbound copy of the scarce First Edition of W F Kirby's "European Butterflies and Moths" published in 1882 by Cassell, Petter Galpin & Co.

This stunning antique lithograph is beautifully detailed and was colored by hand at the time of publication. It is printed on top quality, heavy paper, blank on the reverse, the colors remain striking and vivid despite its near 130 year history.

The lithograph has a characteristic patina which is natural for antique paper but is in very good condition considering its age.

The dimensions are 8.5 x 11 inches (217x276 mms)

I have a set of similar antique lithographs framed and hanging in my home and every visitor remarks on my beautiful set of Victorian watercolors!

I will combine any number of prints in one package and charge only one postage fee!

Best offers are invited for a quick sale at a fair price! (use the "make offer" button to make your offer)

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

[Back to My eBay](#) | [Art > Prints > Modern \(1900-79\) > Limited Editions](#)

Your item is for sale

- [Revise your item](#)
- [Sell a similar item](#)
- [Create shipping discounts](#)

Listing info

Page views:
Duration: 30 days
Start time: Aug 07, 2011 11:58:59 PDT



John Craxton First Edition Lithograph 'The Poets Eye'

Item condition: --
Time left: 15d 05h (Sep 06, 2011 11:58:59 PDT)

Price: **GBP 22.00**
Approximately US \$36.46

[Buy It Now](#)

Best Offer:

[Make Offer](#)

[Add to Watch list](#)

Shipping: **GBP 2.75** Standard Int'l Shipping [See discounts](#) | [See all details](#)

Delivery: **Varies** for items shipped from an international location [?](#)
Seller ships within 1 day after receiving cleared payment.

Returns: **Returns accepted** | [Read details](#)



eBay Buyer Protection
Covers your purchase price plus original shipping.
[Learn more](#)

Seller info

victorianaprint (220 [★](#))
100% Positive feedback

[Save this seller](#)
[See other items](#)

Other item info

Item number: 110726360110
Item location: **New eBayers welcome!**, United Kingdom
Ships to: **Worldwide**
Payments: **PayPal** [See details](#)

[Print](#) | [Report item](#)

John Craxton Original Lithograph from 'A Poet's Eye'

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

[Back to My eBay](#) | [Art > Prints > Antique \(Pre-1900\) > Sporting](#)

You did not sell this item | [Relist](#)

[Sell a similar item](#)

Listing info

Page views:
Duration: 5 days
Start time: Aug 16, 2011 07:16:17 PDT
Start price: GBP 47.00



Cecil Aldin Original Fishing Angling Fish Print c1900

Item condition: --
Ended: Aug 21, 2011 07:16:17 PDT
Bid history: 0 bids

Starting bid: **GBP 47.00**
Approximately US \$77.89
[Add to list](#)

Shipping: **GBP 4.97** Standard Int'l Shipping [See discounts](#) | [See all details](#)

Delivery: **Varies for items shipped from an international location**
Seller ships within 1 day after receiving cleared payment.

Returns: **Returns accepted** | [Read details](#)



eBay Buyer Protection
Covers your purchase price plus original shipping.
[Learn more](#)

Seller info

victorianaprint (220)
100% Positive feedback

[Save this seller](#)
[See other items](#)

Other item info

Item number: 110730937330
Item location: **New eBayers welcome!**, United Kingdom
Ships to: **Worldwide**
Payments: **PayPal** [See details](#)

[Print](#) | [Report item](#)

[Enlarge](#)



Cecil Aldin Original Angling Print

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Category:

Your item must be listed in the correct category as many eBayers search through categories as opposed to searching for a specific item.

The easiest way to identify the correct category is to search for items similar to your own and list yours in the same category.

As you can see on the previous page, I have selected suitable subcategories that accurately describe the actual print by age, subject matter and/or edition size.

For both prints I have chosen the top level categories of "*Art > Prints*" and then have chosen the time period that each of the books was originally published as stated in the front title page of the sourced book.

Finally, I have selected the genre "Sporting" for the Cecil Aldin print & "Limited Edition" for the John Craxton print.

Since the John Craxton print is from an out of print book and the book is a stated first edition, I have chosen to describe the print as a 'Limited Edition' Please note that I have NOT described the print as a '*numbered*' limited edition or as an '*artist signed*' limited edition as neither of these terms would be accurate and would be misleading to the bidders and buyers.

You will want to select the final category for your listings based on what your research determines is the best strategy.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Title:

The most important component of your listing is the title as it contains the words that your potential buyers are searching for. If your title does not contain the right keywords or misspelled keywords your item will not appear in your buyers search results.

Although the default eBay search engine doesn't search subtitles, they ARE searchable if the bidder/buyer clicks to search both '*Title & Description*'.

With that said, subtitles can be used to point out details about your item that may set it apart from your competition.

You may decide to offer "Free Shipping" on all your items, or on any additional items if you are selling only the bookplates without mats. One way to catch the eye of a potential buyer is to put 'Free Shipping' or 'Multiple Item Shipping Discount' right in your subtitle.

Since an unmatted book plate is merely a piece of paper, adding additional plates (more pieces of paper) will not increase the overall shipping weight by much, if at all.

This is of course a win-win situation for both you as a seller and the buyer. It will not cost more to post the bookplates, and the buyer gets a HUGE price break on their final shipping costs.

This alone can increase sales as buyers may be motivated to try to win multiple auctions!

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3


List On eBay (cont.)

The screen shot below is an example of a poor title and poor choice of category. The two books are by Cecil Aldin and are sought after by collectors, *especially in this condition*.

[Back to My eBay](#) Listed in category: [Books, Comics & Magazines](#) > [Collections & Lots](#) > [Books](#)

DO YOU LOVE DOGS? Item number: 220193697257

You are signed in [Watch this item](#) in My eBay



[View larger picture](#)

Current bid: **£0.99**

Your maximum bid: £ [Place Bid >](#)

(Enter £1.04 or more)

End time: **26-Jan-08 14:50:54 GMT** (2 days 4 hours)

Postage costs: **£3.00**
Royal Mail Standard Parcels
Service to [United Kingdom](#)

Post to: United Kingdom

Item location: Crymych, Pembrokeshire, United Kingdom

History: [1 bid](#)

Meet the seller

Seller: [betsybutlin](#) (46 ★)

Feedback: **100% Positive**

Member: since 16-Jul-04 in United Kingdom

- [See detailed feedback](#)
- [Add to Favourite Sellers](#)
- [View seller's other items](#)

Ask seller a question

[Email the seller](#)

Buy safely

1. [Check the seller's reputation](#)

A quick search on AddAll.com reveals that they retail around \$70.00 each

I would have listed them in the category:
Books, Comics & Magazines > Antiquarian & Collectible

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

A good tip when creating your title is to check eBay Pulse.

Click on the '*Site Map*' link located on the bottom of any eBay page. eBay Pulse is located in the '*More ways to find items*' column on the left.

eBay Pulse is a continually updated list of the most popular search words in each category.

Choose your category and try to incorporate as many of the top 10 search terms as you can in your title.

In this case the word '*Books*' is number 4 on the Pulse list. The author's name is also essential. The only word I would use from our example title is '*Dogs*'.

So a better title might read:

'Cecil Aldin Books Dogs of Character & Just Among Friends'

This keyword rich title includes the author's complete name, the keyword '*Books*' and the titles of each of the two books.

Remember eBay allows 80 characters in titles (which includes spaces & special characters) so don't waste this your allotted space on words that buyers wouldn't search for.

A further tip from my experience is that these books would fetch considerably more if listed separately.

Another mistake that this seller makes is to restrict his marketplace to the UK. I would estimate that 40% of my sales are to overseas buyers so you MUST sell internationally.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Item Location:

I see so many eBay sellers putting new eBayers off bidding with phrases such as:

*'new eBayers must email me BEFORE bidding' or
'contact me if your feedback is less than 10'*

This is counter productive and unnecessary.



The screenshot shows an eBay listing for an antique butterfly print. The item is titled "Original HAND COLORED Antique Butterfly Print Kirby". The listing includes a price of GBP 22.00 (approximately US \$36.46) and a "Buy It Now" button. The seller is "victorianaprint (220)" with 100% positive feedback. The item location is "New eBayers Welcome!, United Kingdom". The listing also features a shipping cost of GBP 3.75 and an eBay Buyer Protection logo.

In the image above you can see how I use the space in the *'Item location'* field to encourage new eBayers.

Experience has shown me that new eBayers are often swept up in the excitement of their first auctions & often overpay.

I have personally never found new eBayers any less likely to pay than established eBayers.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Price:

My '*opening price*' policy is a result of extensive testing of various opening price levels.

Many eBayers will tell you that a low, low opening price will attract more bidders and result in higher final values and while this may be true for some items on eBay it is certainly not true for vintage prints.

A higher start price adds to the perceived value of the print and my advice is to start high, if your print doesn't sell the first time then relist it with a slightly lower price and so on until you find the optimum opening price.

Auction Term:

Again, extensive testing confirms that 7 days is the optimum auction term. Anything less reduces the number of potential buyers who see your listing and with 10 day listings I find it doesn't improve final values.

The important thing is that your term covers a weekend and that your item doesn't end during the day when last minute bidders are at work.

Also, make sure you don't forget overseas buyers operating in different time zones.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Payment Method:

Include as many different payment methods as possible, one of which MUST be PayPal.

eBay rules prohibit cash, unless you list local pickup as a shipping option. If you select that as your delivery method, then you can dictate the payment types that you will accept.

Item Specifics:

Description	Shipping and payments		
Seller assumes all responsibility for this listing.			
Last updated on Aug 21, 2011 10:14:42 PDT View all revisions			
Item specifics			
Self-Representing Artist?:	No	Medium:	Lithograph
Original/ Repro:	Original	Etching/ Engraving Type:	Hand Colored
Signed?:	Unsigned	Subject:	Butterflies and Moths
Type:	Antique	Style:	Realism

Do make sure you use this section, a lot of sellers don't bother but again this will impact your final values as this section contains your key selling points.

This section is also used when eBay performs their 'Best Match' search algorithm. The more 'Item Specifics' you add, the greater the chance of your listing appearing higher up in the final search results displayed to the potential bidder/buyer. Also, if you have custom Item Specifics that pertain to your item, add those in too.

The more information you can provide that makes your item seem more desirable, the better your chances are of sparking a bidding war, which will increase your final ending prices.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

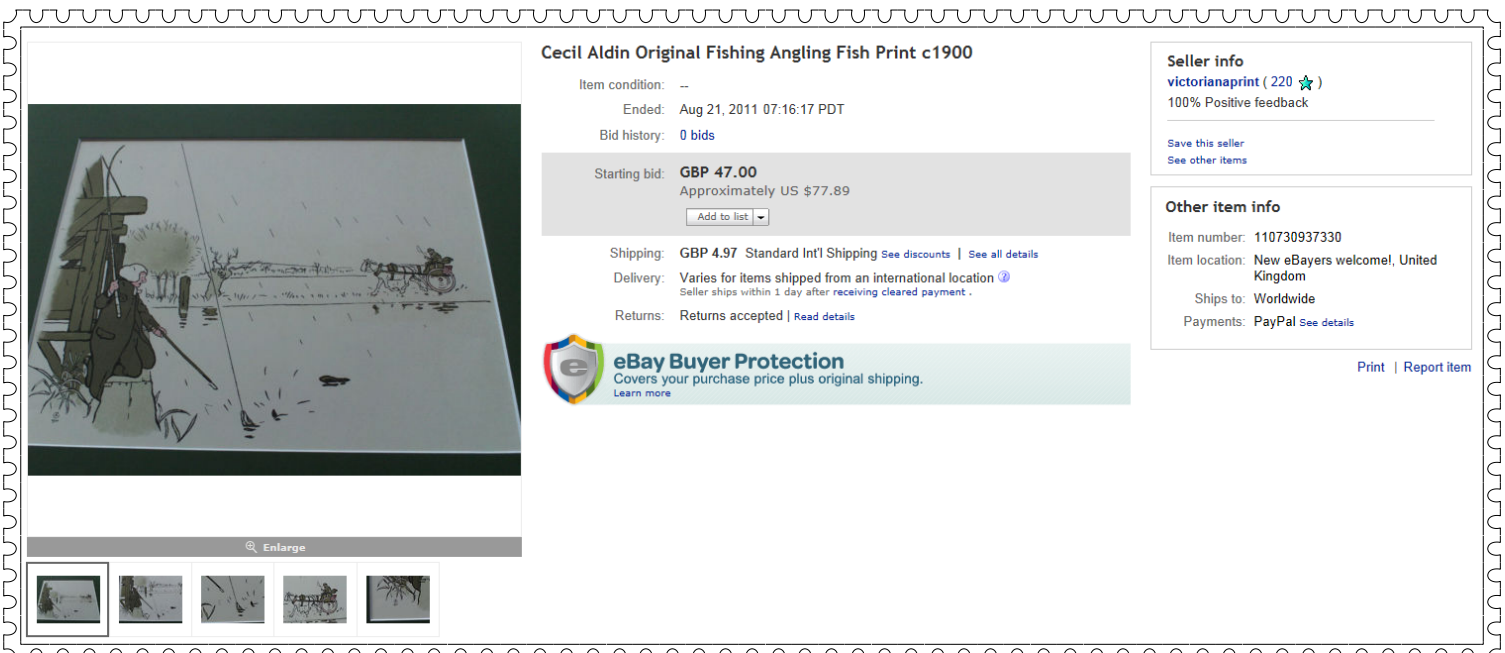
List On eBay (cont.)

Pictures:

Your pictures are the second most important component of your listing, a good quality picture will sell your item.

A scanner is essential when selling prints (a printer incorporating a scanner can be purchased very cheaply).

To achieve a sharp image, scan the print before it is matted



The screenshot shows an eBay listing for a 'Cecil Aldin Original Fishing Angling Fish Print c1900'. The main image is a large print of a fisherman in a boat. Below the main image are four smaller thumbnail images showing details of the print. The listing includes the following information:

- Item condition: --
- Ended: Aug 21, 2011 07:16:17 PDT
- Bid history: 0 bids
- Starting bid: GBP 47.00 (Approximately US \$77.89)
- Shipping: GBP 4.97 Standard Int'l Shipping
- Delivery: Varies for items shipped from an international location
- Returns: Returns accepted
- Seller info: victorianaprint (220 stars), 100% Positive feedback
- Other item info: Item number: 110730937330, Item location: New eBayers welcome!, United Kingdom, Ships to: Worldwide, Payments: PayPal
- eBay Buyer Protection: Covers your purchase price plus original shipping.

I often include several pictures, perhaps an enlarged one of the artist's printed signature and maybe an enlarged one of the main subject of the print. As you can see in the example above I have included 4 additional detail images.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

If you use eBay's picture service you not only receive a free gallery image but eBay also allows you to add an additional ELEVEN images for free**

In order to receive this listing upgrade, you **MUST** list your print under the 'Art' or 'Collectibles' category.

**** NOTE:** *As of this update, this is valid on eBay.com, but is NOT on ebay.co.uk*

Description:

As you can see below, I use the AIDA method for my listing

Cecil Aldin 1870-1935

This auction is for an original antique chromolithograph print by the celebrated sporting artist Cecil Aldin.

This print is from a particularly scarce set of fishing/angling themed prints published around 1900.

Cecil Aldin had a rare gift for capturing the character of his human and animal subjects, indeed his obituary in the Times asserted that "there never yet has been a painter of dogs fit to hold a candle to him".

This print is in fine condition considering it is 100 years old with no foxing or damage, it has been professionally mounted/matted in a conservation grade Daler Rowney mount/mat in dark green which sets the image off beautifully, the mount/mat measures 41 x 31 cms (16 x 12 inches) externally.

Prints from this series appear maybe once in twelve months on eBay such is their rarity, I am selling with a LOW start price and NO RESERVE!

I am listing one other print from this series so click "see other items" just below my eBay ID top right

The 3rd most important component,
your description **MUST** incorporate AIDA

- Attention
- Interest
- Desire
- Action

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Firstly we need an ATTENTION grabbing headline:

'Once in a lifetime opportunity to obtain this rare & sought after print!'

This is a little over the top but you get the idea!

Next we must generate INTEREST by describing the features that make our print so desirable:

'This antique print is in fine, original condition and shows no signs of its first 100 years'

The DESIRE for the item is based on benefits and not features. In other words we must convince our buyer that his collection will be enhanced or his family & friends will be impressed by his new acquisition.

This is 'What's in it for me?'

Finally we have our 'call to ACTION'.

Why must our buyer act 'NOW', this minute?

Is it the scarcity of our item, with other eager buyers waiting to snap it up for themselves?

...and it must achieve all of this in 15 to 20 seconds!

If a potential buyer is not given all of the above, quickly, he will click back to his search list & continue his search.

If we have done our job properly he will click on

'Watch This Item' or place a bid or *'Buy It Now'* (if we have added that option) before he leaves our page.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Postage Policy:

eBay research confirms that sellers overcharging for postage is a major reason for buyers not purchasing items.

The screenshot shows the 'Shipping and payments' section of an eBay listing. It includes a 'Description' tab and a 'Share' button. The seller assumes all responsibility for the listing. The shipping and handling section states 'Free shipping for each additional eligible items you buy from victorianaprint.' The item location is 'New eBayers Welcome! , United Kingdom' and shipping is to 'Worldwide'. The change country is set to 'United States'. A table shows shipping and handling costs: GBP 3.75 to the United States via Standard Int'l Shipping, with an estimated delivery that varies for international locations. Below the table, it notes that estimated delivery dates include handling time and depend on the shipping service. The return policy states 'Buy with confidence NO QUIBBLE GUARANTEE! I will refund 100% of your money if you are not DELIGHTED for whatever reason.' The payment details section shows 'Payment method' as 'Preferred / Accepted' and 'Payment method' as 'PayPal Preferred', with logos for MasterCard, VISA, AMEX, DISCOVER, and BANK. The seller's payment instructions state: 'I am a fully verified PayPal member and promise: Fast dispatch, Top class packaging, Great communication, Check out my feedback to see if I have lived up to my promises. Overseas buyers please use PayPal.'

Shipping and handling	To	Service	Estimated delivery*
GBP 3.75	United States	Standard Int'l Shipping	Varies for items shipped from an international location Seller ships within 1 day after receiving cleared payment.

I always charge postage at cost (weigh your package & price it before listing the item). You should always quote this rate in the listing for all buyers (domestic and overseas).

I also find that offering a postage discount for multiple purchases is a very cost effective way of increasing your sales. It often costs no more to post two or three prints than it does to post one. This is especially true if you are not matting your prints and selling only the bookplates.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Return Policy / Satisfaction Guarantee:

I cannot stress enough how important this is. A strong, no questions asked, guarantee will reassure your buyer that he has nothing to lose by bidding on your item.

The screenshot shows the 'Shipping and payments' section of an eBay listing. It includes a 'Description' tab and a 'Share' button. The seller assumes all responsibility for the listing. The shipping and handling section states 'Free shipping' for eligible items, with an item location in the United Kingdom and worldwide shipping. A table shows shipping details for the United States, including a service of 'Standard Int'l Shipping' and an estimated delivery time that varies for international locations. Below the table, it notes that estimated delivery dates include handling time and depend on the shipping service. The return policy section offers a 'NO QUIBBLE GUARANTEE' with a 100% refund. The payment details section shows 'Preferred / Accepted' methods, including PayPal Preferred and various credit cards. The seller's payment instructions state they are a verified PayPal member and promise fast dispatch and top-class packaging.

Shipping and handling	To	Service	Estimated delivery*
GBP 3.75	United States	Standard Int'l Shipping	Varies for items shipped from an international location Seller ships within 1 day after receiving cleared payment.

* Estimated delivery dates include seller's handling time, and will depend on shipping service selected and receipt of cleared payment. Delivery times may vary, especially during peak periods.

In my opinion this is the most important paragraph of information in the whole listing.

In my experience returns are virtually non-existent in this business (less than half of 1%) so don't be afraid to offer the strongest possible guarantee, it *will* make a huge difference to your final values.

PRINTS MAKE PROFITS WORKSHOP

PRINTS MAKE PROFITS 3

List On eBay (cont.)

Payment Instructions:

Finally, the screen shot below shows the 'Seller's payment instructions' section. Notice how I have used the space to reinforce my credibility and convey the message that buyers will have a pleasant experience doing business with me.

Description Shipping and payments Share: [icon]

Seller assumes all responsibility for this listing.

Shipping and handling
Free shipping for each additional eligible items you buy from victorianaprint.

Item location: New eBayers Welcome, United Kingdom
Shipping to: Worldwide
Change country:

Shipping and handling	To	Service	Estimated delivery*
GBP 3.75	United States	Standard Int'l Shipping	Varies for items shipped from an international location Seller ships within 1 day after receiving cleared payment.

* Estimated delivery dates include seller's handling time, and will depend on shipping service selected and receipt of cleared payment. Delivery times may vary, especially during peak periods.

Domestic handling time
Will usually ship within 1 business day of receiving cleared payment.

Return policy
Buy with confidence NO QUIBBLE GUARANTEE!
I will refund 100% of your money if you are not DELIGHTED for whatever reason.

Payment details
Payment method Preferred / Accepted
PayPal Preferred
MasterCard VISA AMEX BANK

Seller's payment instructions
I am a fully verified PayPal member and promise: Fast dispatch, Top class packaging, Great communication, Check out my feedback to see if I have lived up to my promises. Overseas buyers please use PayPal

Many sellers provide a long list of 'rules' here which only serves to deter buyers, so don't make the same mistake.

By delivering on my promises of:

'Fast Shipping, Top Class Packaging and Great Communication'

I will be practically guaranteeing myself *glowing* feedback.

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List On eBay (cont.)

Fast Shipping:

Aim to dispatch your prints no later than the day after payment is received. Buyers value quick dispatch and will comment on dispatch times in your feedback.

Top Class Packaging:

This is very simple in our business, all we need is a supply of board backed rigid envelopes which you can buy cheaply in bulk on eBay or Amazon.

They usually come printed with the words 'Do Not Bend'.

NOTE: If you are a smoker, do not smoke in the same room that you use for preparing and packaging your prints.

Great Communication:

Keep your buyer informed at every stage of the transaction:

Invoice: Send as soon as your auction ends. Offer thanks & congratulations for the purchase. Advise buyer that you will email to confirm dispatch as soon as payment clears.

Payment received: Thank buyer for their prompt payment. Confirm dispatch and ask the buyer to contact you if they have any problems or questions.

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Conclusion

I hope you have enjoyed reading *Prints Make Profits 3* & that it has inspired *you* to join the thousands of others around the world who are using eBay either full time to build profitable businesses or as part time income supplement.

I truly believe that we are all blessed to be living in the '*Internet Age*'. Today, anybody, anywhere can quickly and easily set up an online business with little or no capital from their own home.

I have done this and have thoroughly enjoyed delighting my customers while earning amazing profits and you can too.

All it takes is a little determination & the right guidance and you too can join the '*internet entrepreneurs*' who have discovered the secret to real freedom.

I am always available to give support & advice, email me at:

support@printsmakeprofits.com

I will respond personally within 24 hours (often sooner).

Remember, I run my own eBay vintage prints business every day so rest assured I will be there if you need me.

To follow my internet marketing adventures and get lots of free advice & reports: www.stuart-turnbull.com

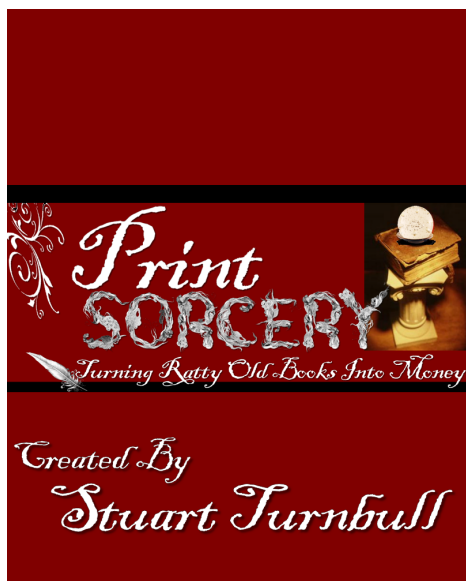
To your success,

Stuart Turnbull

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Deb n Stuart's Recommended Products:



In my advanced research and sourcing guide, 'Print Sorcery' you will learn via seven videos & six PDFs everything that you need to know in order to find your own niche artists and genres as well as how to easily research, identify and locate the vintage & antique book sources on AddAll.com

Print Sorcery is available as an online self guided tutorial OR as a boxed DVD with an interactive Table of Contents that you can run and use locally on your computer without the hassles of a slow Internet connection.

Purchase the online course [HERE](#).

Purchase the DVD version [HERE](#).

Need a bit more help?

Are you looking for real PROOF?

Don't worry, I've got you covered!

I've done the research for you!

Each PROOF focuses on ONE artist or ONE theme. From there I have researched what sells well on eBay as far as prints go and also feature additional income ideas that use the theme or artist, but with a creative twist!

Purchase PROOF Guides [HERE](#).



COMING SOON... DEB n STUART PRESENT:

PRINTS MAKE PROFITS WORKSHOP

VINTAGE & ANTIQUE PRINT BUSINESS IN A BOX

Our newest product includes EVERYTHING that you need to kick start your own eBay print business & start making money immediately!

THIS KIT IS PACKED TO THE BRIM WITH TOOLS, INFORMATION & SUPPORT!

CUSTOMIZED, SOURCED & RESEARCHED JUST FOR YOU!

We source an antique or vintage book filled with desirable prints just for YOU!

We order a supply of custom cut mat/mount kits to fit & coordinate with the prints in YOUR book.

We also send you all of the tools we use, start-up supplies and our suppliers list.

You can start your new business without ever having to leave home!

* videos to teach you * PDFs & printed manuals *
* listen to audio files * UNLIMITED email support *

CLICK [HERE](#) TO BE NOTIFIED WHEN IT'S AVAILABLE!
QUANTITIES ARE LIMITED!



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Appendix

Book Dimensions

Definitions

IOBA Book Condition

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Appendix

When you are reading the book descriptions in the AddAll.com search results for the first time you will see some unfamiliar terms and abbreviations such as:

ffep, 4to... etc.

I have included this section as a useful guide to the meanings of these terms.

Book Dimensions

Folios:

Double Elephant	...up to 50" (inches) tall.
Atlas	...up to 25" tall.
Elephant	...up to 23" tall.
Folio	...up to 15" tall.

4to...	...up to 12" tall.	aka Quarto.
8vo...	...up to 9½" tall.	aka Octavo.
12mo...	...up to 7½" tall.	aka Duodecimo.
16mo...	...up to 6½" tall.	aka Sextodecimo.
24mo...	...up to 5½" tall.	aka Trigesimo-secundo.
32mo...	...up to 5" tall.	aka Trigesimo-secundo.
48mo...	...up to 4" tall.	
64mo...	...up to 3" tall.	

Note:

Remember the value of vintage prints tends to increase with size.

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Definitions

- Board(s)..... ...The book cover(s).
- Book Plate..... ...A label bearing the owner's name & an individual design or coat of arms pasted on the inside cover of a book.
- Book Plate..... ...Refers to a full page illustration either bound or tipped in to the interior of the book.
- ep..... ...End paper.
- Etching..... ...Print produced from etched metal plate
- Ex-Library..... ...A former library book generally containing library acquisition and ownership stamped markings.
- Ex-Libris (adj)... ..."From the collection or library of"
- Ex-Libris (noun).. ...The same term can be used as a noun to describe a book plate.
- Ffep..... ..."Front free end paper".
- Foxing/foxed... ...Small brown spots on the plates in old books caused by excessive humidity, extreme temperature or the aging of the inks. Caution is required when ordering books described as foxed or with foxing as this will have a serious impact on the plate value.

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Definitions (cont.)

- Gatefold..... ...An oversized page in a book or magazine folded to the same size as the other pages but intended to be opened out for reading.
- LP..... ...Limited Print
(only printed in limited numbers).
- Mezzotint..... ...A print made from an engraved copper or steel plate.
- Pagination..... ...The sequence of numbers assigned to pages in a book.
- Photogravure.... ...An image produced from a photographic negative transferred to a metal plate and etched in.
- Plate..... ...Full page illustration.
- Tipped In..... ...A method of adding illustrated pages to a book where the page is placed in between bound pages and glued to an adjacent page.
- Recto..... ...The right hand page or the front side of a leaf. (other side of the verso)
- Verso..... ...The left hand page of a book
(reverse of a leaf)

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IOBA Book Condition Definitions

"IOBA (independent Online Booksellers Association) members should guard against using language in their book descriptions which might conceal material defects, overstate a book's condition, or mislead buyers in any other respect."

IOBA Book Condition Definitions are here for two reasons:

1. To inform buyers of various terms used for condition of Hardcover, Dust Jackets, Softcovers & Paperbacks listed by IOBA Book dealers. In this manner, IOBA members create mutual trust & respect between booksellers & clients.

AND

2. To inform Booksellers of the standardization of definitions of book descriptions, as used by the IOBA Booksellers. Booksellers are individuals and as such may have what they think is the best book description definitions. The IOBA Book Condition Definitions standards codify these condition definitions so that IOBA Booksellers have a guideline for describing their books. If IOBA booksellers do not use these guidelines they will prominently display their own definitions.

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IOBA Book Condition Definitions (cont.)

These IOBA Book Condition Definitions are used to describe both the book and the dust jacket, if applicable.

Thus the word 'book' may be replaced by 'dust jacket' in the definitions below:

AS NEW; FINE; MINT: Without faults or defects.

NEAR FINE: a book approaching FINE (or AS NEW or MINT) but has a couple very minor defects or faults (must be noted).

NOTE: From here on, there may be "+ (Plus)" or "- (Minus)" in a grade, which will mean that it is above the grade noted but not quite to the next higher grade for "+", and that it is below the grade noted but not quite to the next lower grade for "-".

i. e., Very Good + (or Plus)/Very Good - (or Minus)
"The book is better than Very Good & dust jacket grade is less than Very Good".

VERY GOOD: A book showing some signs of wear. Any defects or faults must be noted.

GOOD: The average used book that is totally complete (as issued) and intact. Any defects must be noted.

FAIR: A worn book that has complete text pages (including those with maps or plates) but may lack endpapers, half-title page, etc. Any defects or faults must be noted.

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IOBA Book Condition Definitions (cont.)

POOR or READING COPY: A book that is sufficiently worn that its only merit is the complete text, which must be legible. Any missing maps or plates must be noted. May be soiled, scuffed, stained, or spotted, and may have loose joints, hinges, pages, etc.

IOBA Book Faults

EX-LIBRARY: Must always be designated as such no matter the condition of the book.

BOOK CLUB: Must always be noted as such no matter the condition of the book.

BINDING COPY: A book in which the text block & illustrations are complete but the binding is lacking or in such poor condition that it is beyond realistic restoration efforts.

REMAINDER MARKS, BOOKPLATES, PREVIOUS OWNER'S NAME:

These are faults and must always be noted if they apply.