

# **Ebay Program**

## **Dale Calvert**

12/30/04  
Tape 1

T. J. ROHLEDER – Okay, now we have another very exciting interview with a man who's making tremendous amounts of money on eBay. Alan, since you were the one that introduced us to this expert, I would like for you to please formally announce him to all of our listeners. And then, maybe we'll come on in due time to share some of our own questions with him.

ALAN BECHTOLD – I encourage that, I look forward to it, and I'm very excited and pleased to announce that we will be presenting to you today Dale Calvert. Now Dale is the creator of some of the best-known and proven marketing training systems. He is going to tell us today how to create a \$5,000 or more monthly income with eBay in 90 days or less. And even more exciting than that, I want you to listen really closely because Dale can also tell you, literally, how to go out and pick up a quick few hundred dollars in one weekend...getting started with this. That's the power of what Dale has...the systems he's put together and the tricks and tips he's got. Now Dale has been involved in the marketing industry since the age of 20 – and especially in multi-level marketing. He put together a Leadership Team that developed an organization of over 60,000 distributors in 1994 – between 94 and 98. They generated a total of \$120-million in wholesale product sales. And now he's creating another fortune online using inexpensive powerful new strategies, including some exciting eBay moneymaking techniques which can give you an instant cash flow. And I mean we're talking fast! That's what I loved about what Dale has to teach. In fact, you'll learn how to create enough cash flow in ten days that will just literally amaze you and probably start you on your way to being an eBayer forever. Dale's company also operates a very successful online auction division where he's a power seller and sells thousands of dollars worth of books and training materials annually on Amazon.com. So this is a guy to listen to. He's going to share several of his favorite techniques – and more – and I can't wait to get started.

Dale, welcome aboard!

DALE CALVERT – Oh, it's my pleasure. I really appreciate you guys inviting me.

ALAN BECHTOLD – No, not a problem. We're just pleased and thrilled that you accepted, Dale.

Now you've got a long history of success in multi-level marketing and established yourself as a bona fide expert in getting the most out of MLS businesses. But now you're teaching amazing fast money techniques with eBay. I was wondering... One of the first questions in anybody's mind is: What led you to "discover" eBay and move in that direction?

DALE CALVERT – Really, I just backed into it. It was totally an accident. When I first heard about eBay, I was involved in the stock marketing...doing a lot of day trading and this company kept bouncing back and forth. I had no idea what eBay was. I was probably one of the last people to figure out it was an online auction site. But what really got my attention was the ability to create leads for some of my other marketing projects through eBay. I could sell an audiocassette or an eBook or an inexpensive product and create a tremendous list of active customers for my other products. I really didn't get involved in eBay in the beginning to create income. It was more to generate leads for some of my other projects.

ALAN BECHTOLD – That's interesting!

DALE CALVERT – Well if a person's not doing that, that's the minimum they need to be doing with eBay.

ALAN BECHTOLD – Oh, so... And we discussed that kind of system with Sydney Johnston...

DALE CALVERT – Right.

ALAN BECHTOLD - ...as part of this course. That's one of her focuses and that's... It is great to hear you vindicate that as another... That's the reason to be on there and we're all involved in so many different enterprises with different products to sell, that that's just an incredible thing to think about eBay as a lead generation system.

DALE CALVERT – It pays you to generate leads.

ALAN BECHTOLD – Yeah! There's not very many ways to do that, are there?

DALE CALVERT – No, there's not.

ALAN BECHTOLD – Now you use eBay all the time yourself. Can you give us a couple of your favorite examples of items you've sold at auction that surprised even you?

DALE CALVERT – Well, you know, it's just...it's just absolutely amazing when you're out there and you're in the marketplace and some of the things that we've been able to run across. But I've found a book called Harper's Review that's from 1898 and I was getting ready to go to an auction here locally – just a couple miles from my home – and I went online real quick just to see some of the things that would be selling and I saw this 1898 Harper's Review book. So I did a little research real quick and found out that it had sold for between four and five hundred dollars on eBay in the past. And so with that knowledge, I went to the auction. I ended up buying it for \$40.00 and turned around and sold it for \$480.00 the next week. I've bought huge screens – the type of screens...media presentation screens that you see at seminars. I bought a huge 9 x 12 screen. As a matter of fact, I bought three of them. I paid \$75.00 each and sold them for a total of \$481.00, \$489.00, and the last one brought \$515.00. So, you know, you're able to take \$225.00 and turn it into about fourteen or fifteen hundred dollars pretty quickly. I mean, that's a couple. But those type of deals are out there every single week all over the country.

ALAN BECHTOLD – Now that’s just an amazing turnaround on your money. I mean, it’s quick and it’s a high markup.

DALE CALVERT – Absolutely.

ALAN BECHTOLD – Can you tell me, like two of your favorite eBay tricks for getting the most out of a product?

DALE CALVERT – Well, I think one of the things that people have to understand is that eBay is an antiques and collectibles market. I mean, that’s the foundation of eBay. That’s what eBay was built upon. And I see a lot of people that they’ll ignore that part of the business and they’ll go into mainstream products. So, one of the best things that you can do in every community, all over the country, there’s usually auction houses that have an auction house once a week, or there’s a lot of estate auctions going on. The auction companies that are hosting these events will have an online catalog of what’s going to be auctioned on that particular Saturday. So what I like to do is, I like to go in and print off the catalog and then I’ll sit down and I’ll go on eBay and on eBay there’s a section called “Past Auctions” so you can go in and you can do a search for auctions that have ended in the last couple weeks. So I’ll sit down with my list and I’ll go through and I’ll search in the auctions that have ended section of eBay to see, 1) has this product or item sold? And 2) if it did, what did it sell for? So I can sit there and in 30 or 40 minutes I can have a list of 20 or 30 or 40 items that I know are going to be sold this Saturday and I know that they’ve already sold on eBay and what they brought. So my standard rule is, I’m willing to bid 50% of what I know they’ve already sold for. So it’s like going into the auction on Saturday and it’s almost like you’ve got ESP because you know there’s a market for that product. Even if I don’t know what it is, it doesn’t matter because somebody does and somebody has already paid money for it on eBay. And that is the easiest way to create a hundred, two hundred, three, four, or five hundred percent return on your money – by knowing before you go to the local auction what’s going to be sold and what has already sold on eBay and for how much.

I mean, that's probably one of the best tips I can give anybody.

ALAN BECHTOLD – That's powerful too.

DALE CALVERT – I tell ya, it's like ESP.

ALAN BECHTOLD – Now, I was going to say... You mentioned the power of this, too, is that when you're bidding at a local auction, I think you mentioned... I heard you on stage mention that the most...the largest group of people you're bidding against in a local auction was like 200 at any one time.

DALE CALVERT – Right. That's a large local auction.

ALAN BECHTOLD – And when you go on eBay, now you're putting it up with hundreds of thousands of people who are interested.

DALE CALVERT – Absolutely. And a lot of people are specifically interested in that particular item. Like I may go to a local auction and I've gone several times and I've bought a lot of just...a huge amount of antique toys and games. And it's like nobody there at the local auction is interested in antique toys or games. They're there to buy a chair to put in their dining room or it's a lot of people just buying for their own personal enjoyment. They see a lot of old games and they have no...absolutely no interest in that. But I know that there's a whole world of people on eBay that collect those games. So sometimes I can pick up lots... I went to an auction about 35 miles from here and it was an estate of a lady and she had old checkers games and she had old Rook cards and all these games that she had had there at her home for her grandkids over the years – old wooden Pick-Up Stix – and I bought the whole...everything they had (the whole lot) for \$2.00! The Rook cards themselves sold for \$76.00. They were from 1936, I think.

ALAN BECHTOLD – That's incredible!

DALE CALVERT – So, I mean, there are deals like that everywhere, all over the country, every weekend.

ALAN BECHTOLD – I wanted to stress that because that's one thing I think a lot of people miss when they think about eBay versus the local auction – the power of this. Well, how can I get that much more on eBay than I can get it at a local auction for? Why would somebody pay more? It's the competitive nature of the fact – and the fact that you're dealing with such a huge audience of people. There's going to be always a few. And the magic with auctions is, if you get more than one who are devoted to that particular item, that's when you start getting the hot prices.

DALE CALVERT – That's exactly right. You know, you start to realize that people collect everything. I mean, everything! I mean, I've sold... So much of what I've learned has just been by accident. I went and I think I mentioned this at the seminar, but I bought a box of old playing cards and it was just a cardboard box and there were probably 20 sets of old playing cards in there. I figured, well, somebody probably collects these and I paid \$10.00 for the box. I would sell three or four decks at a time and I probably put up seven or eight auctions. When it was all said and done, I sold them for \$126.00, which you know...is a little over ten times my money, which I was happy with. But at the bottom of the box was this old nappy raggedy dog collar and I just picked it up and threw it in my trash. I sat there for about two or three days looking at that thing and then finally, kind of as a joke, I pulled it out of the trash, took a picture of it, and put it on eBay – just for the fun of it. It sold for \$46.00! The guy sent me the check and it cashed, which I couldn't believe! I mean, that was kind of the straw that broke the camel's back for me. I mean, after that happened I said, I have just got to get serious and really pursue this.

T. J. ROHLER – Hey, that's the...

ALAN BECHTOLD – Have you found now that it's very difficult for you to throw anything away?

DALE CALVERT – Yeah. And I'm a pack rat, but my wife will throw... Like last night she bought some Christmas decoration and she got these candles with it and she decided, "Well, I don't want these candles. There's a pack of 40 some candles and I'm going to put red ones in instead of the white ones. I'm just going to throw these away." I said, "Don't throw them away! Put them on eBay!" Anything...you can sell anything on eBay!

ALAN BECHTOLD – We just created a marketing slogan for eBay – "Don't throw it away! Put it on eBay!"

T. J. ROHLER – Oh yeah, hey, I love that. Let's sell that. Let's patent that and sell it to eBay!

ALAN BECHTOLD – We should.

I was going to ask you, Dale, now this technique of going to auctions is so fascinating to me because the stock market trader in you, obviously, has kicked in there. You've developed a system for going to the catalog and finding the auctions ahead of time – the items...

DALE CALVERT – Right.

ALAN BECHTOLD - ...and then going onto eBay and finding what they're selling for, divide that in half, and you've actually created your own stop-order.

DALE CALVERT – That's exactly right.

ALAN BECHTOLD – This is where I know to stop bidding. If it goes above that I don't need it.

DALE CALVERT – Right.

ALAN BECHTOLD – It's not going to make me the money. That's just brilliant!

DALE CALVERT – Yeah, there's too many other deals out there.

ALAN BECHTOLD – You mentioned on stage, when I was listening to you one time, that on any given auction you never know, but half the time you wind up calling your wife to bring the truck because you've got too much stuff to bring home yourself.

DALE CALVERT – That's exactly right. I mean, sometimes... I try to be careful not to get my car overloaded, but more times than not, she's got to come and... You know, I just can't pass up some of the deals. And you never know... I mean, I always will make money. Every time I go to an auction I'm going to make money. There's only twice... There's only two auctions I've been to in the last year and a half where I didn't buy anything – and they were very specialized auctions and it was a very rare occasion. But an average auction...I know that I can go out any weekend and anybody with just a little bit of education can make a thousand dollars pretty simply. And every now and then you get a homerun where it's just...you know, it's just unbelievable.

ALAN BECHTOLD – I remember a business partner of mine went to an auction and bought an old... Let's see, what was it? It was like a check printing machine from an old bank...

DALE CALVERT – Uh huh.

ALAN BECHTOLD - ...for \$25.00 and put it up for auction on eBay and somebody collected those and paid him \$2500.00...

DALE CALVERT – Yep.



ALAN BECHTOLD - ...for the same item. That's the occasional homerun you're talking about!

DALE CALVERT – That's exactly right.

RUSS VON HOELSCHER – You know, these auctions are just absolutely treasure chests of opportunity. I went to an auction once. My second wife...she loved to go to auctions and we bought a box of books, because we had two New & Used Bookstores at the time, that we owned. We bought this box of books for \$2.00 and in it were First Editions of The Grapes of Wrath by Steinbeck and also another book by Norman Mailer that was a First Edition that we sold. We made about \$200.00 from selling the \$2.00 worth of books. But the coolest thing about it is, when I was going through the books I opened one book and out fell a hundred dollar bill! So, I mean, I got paid a hundred dollars to buy \$2.00 worth of books and then sold them for another couple of hundred!

ALAN BECHTOLD – That's incredible.

DALE CALVERT – That's awesome.

ALAN BECHTOLD – Now, what I was going to say, too, is I wanted to ask you, Dale, the dynamics are so powerful here. I want to remind the listeners to really pay attention to what we've... You know, rewind or step back on your CD or whatever you have to, to listen to that again...the power... I mean, Dale just told you a way... And like you said, Dale, there are auctions all over the country every weekend by the dozen. This is a way to go out this weekend and pick up some items and by next weekend pocket some cash.

DALE CALVERT – That's right.

ALAN BECHTOLD – Just almost guaranteed...following that rule, especially you're not going to get burned doing it. Now, that dynamic is different. I hear some people actually say they buy items on eBay and then resell them.

DALE CALVERT – Right. I've done that too.

ALAN BECHTOLD – Is that actually possible too?

DALE CALVERT – Yes. In our course we teach eleven ways to create products...or to find products to sell on auctions...local auctions and auction houses is one. But when I first got started being involved in marketing, I would go through and do a search on eBay for Marketing or Direct Mail or Network Marketing or Seminars or Home Study Courses. I would find a lot of great products that I wanted to go through, but every now and then I would find some that are just ridiculously cheap, or maybe I already owned the Home Study Course, but I would buy it and turn around and resell it. I still... You could just do eBay just with that model only. If you have a niche...if you have an understanding of a certain product or market or industry. But I bought a course...an Internet Marketing course that sells for about \$299.00. I bought it for twenty and turned around and sold it for \$96.00 the next week.

But in one of my accounts, that's all I sell are training programs and books and items that are geared towards entrepreneurs, so I know that I have a niche there and I have a lot of people that are going to look at my auctions every week because they know I have a lot of that type of material in one of my accounts.

But you literally could go through eBay every week, pick a niche that you're familiar with, and go through and do some searches, look for items that aren't listed very well and look for the bargains, buy the bargains, and then re-list them and make 50 percent pretty easily on your money. I mean, there's no question about it.

RANDY CHARACH – Dale, Randy Charach here.

When you say “list them really well” what are some of your points on that to attract more attention per item?

DALE CALVERT – Number one is, don’t put adjectives in your description. People want to say “beautiful, unique” and those types of things. You have to remember that people don’t search for “beautiful” anything on eBay. If they want a vase, they put “brand name vase” or whatever the brand name is. They aren’t going to put “beautiful vase.” So the word “beautiful” is a waste of search term. So number one is, don’t use adjectives in your description.

And then number two, use just basic copywriting skills. The number one thing that I try to communicate with our students is when you’re writing an ad, understand that people... Why are they buying this? Are they buying it because they need to use it? You know, is it some type of home appliance that they need? Are they buying it... Most people are buying things on eBay because they’re collecting it and they’re buying it to brag about it...to show it off. So remember that when you’re writing your copy. You know, you want to say things like “When was the last time you ever saw one of these? Your friends are going to be astonished!” You know, that type of basic copywriting. But as you write your ad you have to ask yourself, why are they buying this? And then if you keep that in your mind when you’re writing your descriptions, you’re going to write much, much better descriptions.

RANDY CHARACH – And when you said about mentioning the brand name... Let’s say, for example, what if you were to say, “Not a Cartier”. Is that a waste of time?

DALE CALVERT – No, because there’s people that will be searching on Cartier.

RANDY CHARACH – Well that’s what I mean. Like you would do that to attract the people searching for Cartier, but do not find a Cartier.

DALE CALVERT – Right, you can do that. I mean, I’ve done that... “Better than Longaberger” or something like that. Or, “Better made than Longaberger.” Because I know “Longaberger” for Longaberger baskets is searched quite often.

RANDY CHARACH – Okay, so that is a good...

DALE CALVERT – Yeah, you can do that.

ALAN BECHTOLD – I’ve seen a lot of them that are like “McCoy like pottery.”

DALE CALVERT – Right.

ALAN BECHTOLD – Or, “Similar to McCoy”.

DALE CALVERT – Right. Yeah. “Similar to Hall,” “Similar to McCoy.”

ALAN BECHTOLD – Yeah.

DALE CALVERT – Yes.

ALAN BECHTOLD – That’s a good tip.

DALE CALVERT – Yes.

ALAN BECHTOLD – Now what other things would someone look for, I mean, to identify something that’s’ pretty easy to re-sell – that they would pick up right off of eBay, because that boggles my mind? Because now you’re buying from that huge group of people where you’ve got all the other competitive bidders and then turning around and making a profit by re-selling it to them. I take it that poor presentation is one of the keys.

DALE CALVERT – Right. And items that are listed wrong, items that are misspelled in the description or in the search terms. You know, they’ll misspell a particular item. So really, the key to doing that – to being able to buy and sell on eBay is creating a niche and a following of customers that... You know, instead of going on and searching for “Network Marketing” they go on and they see what MLM Auctions is selling this week, which is our account in one of our accounts. So once you have a following in a specific niche, then a lot of times those people just come to your particular site because they know you’re going to have new interesting items to sell this week. A lot of people don’t bother searching by particular search terms. They just have certain sellers that they like and trust and do business with, and they’ll go in and search what they’re selling this week. They don’t do as much of broad searches on eBay.

So if you can specialize... That’s why I have two accounts. I mean, one of our accounts is our gifts and antiques and collectibles market. But our other account is in our niche where we started. And we really just started that, as I mentioned earlier, to generate leads. But that’s more towards the entrepreneurs and the home study courses and the information marketers and the direct mailers and those types of products and courses is what we sell there. And then our catch-all is another account that we use. But once you’ve got a niche and you’ve got a following, it makes being able to turn over whatever you’re selling in that niche a lot easier and quicker.

ALAN BECHTOLD – That’s great.

Now, you just mentioned you sell... Obviously, you sell a lot of information products on eBay?

DALE CALVERT – Right, we do.

ALAN BECHTOLD – I know some people struggle with that and have said that they don’t sale that well. I’ve actually heard other sellers say, “Well information products...they sell, but they don’t sell that well.” So are there any special tricks that you would suggest someone

use to get the most money possible from information products? Or do you just use them primarily as lead generation?

DALE CALVERT – No, we... Initially, we were just doing it for lead generation. But now it's a very profitable part of our business.

A couple things that... Most information products that we sell... I mean, we have probably 80 products that we sell over and over and over, the same exact product every week and they do well. But the biggest problem people have, that I've seen, with the information products is trying to sell eBooks on eBay. So what we do is, we have three books that we sell every week and we sell probably – out of those three we'll probably have five sales a week – but we do not sell them at auction. We put them in our eBay store and we sell them at full price – and they're \$17.00 books. If they go to our Web-Site and purchase them, it's going to be \$17.00. If they buy out of our eBay Store, it's going to be \$17.00. So we put them in our store because it doesn't cost a nickel. I can put it in my eBay Store...the listing fee is nominal...and in general, eBooks selling at auction do not sell very well.

ALAN BECHTOLD – Okay.

DALE CALVERT – But as far as audiocassettes, I mean...we sell audiocassettes every week and most of our audiocassettes are nothing more than... They're good content, but they usually are leading to a bigger product. So we'll put a flyer in the package regarding a bigger product.

I remember, not too long ago I got a CD from T. J. through Dan Kennedy and I'm thinking... "I wish I had about a hundred of these CD's and about a hundred of the Home Study Course that he was talking about at the end," because I...

T. J. ROHLER – Well I know exactly what CD you're talking about, and let's... We can easily do something after this call!

DALE CALVERT – Because I’m thinking, “This is perfect because I would sell the CD and then put a flyer and promotion material in there for the bigger course.” And that’s where people will miss it. They’ll go in a lot of times and they’re just trying to sell the big course. But, you know, I sell a lot of audios and CDs to promote a bigger item because, again, once people know you, like you, and trust you...then it starts that relationship to where you can kind of pull them through the follow.

ALAN BECHTOLD – I’m hearing a theme here, guys.

T. J. ROHLEDER – Hey, absolutely! You know... Well, the cool theme that I’m hearing that I’m so excited about is the fact that using eBay as a lead generation and doing more business with the people that buy from you the first time.

DALE CALVERT – Yeah, in our niche account...I would say that probably 40 percent of our winning bidders, on a weekly basis, are people who have already bought from us once.

ALAN BECHTOLD – That’s amazing.

T. J. ROHLEDER – Yep. Yep.

DALE CALVERT – That’s in our niche account, you know? Because it’s just... And then we do a lot of other things, like we... You know... Another good idea...and I’ll just share this. It’s kind of off the topic a little bit, but I got a... I bought an infomercial product that sold for \$149.95. It’s three videos. It’s all around how to do your makeup correctly. It had mirrors and brushes and it’s a whole set and it sold for \$149.95 on TV. I bought out all the existing inventory. By the time I got it shipped to me and everything, I’ve got like \$5.00 into each box – less than five dollars (a little bit less). So the first thing I know is, 1) I’m going to be selling a lot of these for a while. So the first thing I do is I say, “Okay, now what is going to be my back-end for this? What other products or services can I offer as a package insert when I sell this

product?” Because it’s not just selling the product, but it’s like right now... I guess this has been a couple years ago, but I’ve got a list of 230 people that I know have an interest in makeup and skin care. I might use that a year from now or two years...but I’ve got the list and it was all created from eBay. But more importantly, because of the inserts that I’ve put when I mail out the package, I’ve created another several thousand dollars in income that I wouldn’t have had if I hadn’t used the inserts. So when I buy a lot of product...or buy a closeout, like I’ve got a golf club that I’m selling now...my first thought is, “What’s going to be the back-end? What else can I sell to a person who has an interest in a golf club?” And then we use a lot of digital products for that.

T. J. ROHLEDER – And Dale, that’s... Those kind of ideas are extremely clear to us because that’s what...you know, that’s the business that we’re in.

DALE CALVERT – Well yeah, I learned it from you guys!

T. J. ROHLEDER – But then the question is, why don’t more people on eBay use that kind of thing? Why is this so foreign to all of the thousands of people that are selling on eBay?

DALE CALVERT – Because eBay is made up of computer nerds.

RUSS VON HOELSCHER – Well said.

DALE CALVERT – I mean...that’s just... You know? And I have... Thank goodness for computer nerds!

ALAN BECHTOLD – Yes!

DALE CALVERT – I mean, you know? But they aren’t marketers. They’re people that love the Internet. They kind of hung around on eBay and they thought, “Well this is kinda cool,” and they were kinda there in the beginning when it all started, when nobody else knew what was



going on. But they aren't marketers. I mean, when I started selling audiotapes and some of the things that we started selling on eBay to generate leads, I told my wife... I said, "In six months everybody I know is going to be doing this." It's three years later and nobody is.

ALAN BECHTOLD – Untapped.

You know what's funny? People listening need to remember, you look at eBay and how many people are on it selling today, and you might think, "Oh, it's getting so crowded," but it's crowded full of people not doing what you're learning to do...which will make you one of the few.

T. J. ROHLEDER – Absolutely. And the fact that there's tens of millions of people shopping aboard eBay ever week, and there's 80,000 new people (according to eBay and their own numbers)...there's 80,000 new shoppers every single day!

DALE CALVERT – Signing up...that's right.

T. J. ROHLEDER – And so... And none of them know what the hell they're doing!

DALE CALVERT – No, they don't. They really don't.

ALAN BECHTOLD – They know the right keys to press, but they don't understand marketing...and that's not going to help you.

DALE CALVERT – That's right.

TED CIUBA – Along those lines, I'd like to get a point of clarification from you. You talk about finding these items and then doing them as a lead generator. When you're back-ending...you're not finding... Or back-ending other stuff that you purchased at an auction or elsewhere, you're actually selling courses or other materials that relate to that product?

DALE CALVERT – Yeah, that’s right. A lot of affiliate programs.

TED CIUBA – Uh huh.

DALE CALVERT – A lot of affiliate programs like...Ted, your book?

TED CIUBA – Uh huh.

DALE CALVERT – It’s a great product to sell on eBay.

TED CIUBA – In fact, you do sell it...don’t you?

DALE CALVERT – Yeah, I do!

TED CIUBA – And what kind of people do you... What would you offer people on the back-end that purchase that \$19.95 book?

DALE CALVERT – That book... That book... I’ve probably been selling it for a year. That book has generated...right now generates me about \$96.00 extra in monthly income. Because when that book goes out, I send a little flyer that’s half a page on a membership site that pays me \$6.00 a month when they enroll – Internet Marketing.

TED CIUBA – Cool! So you’re creating a residual income out of that one-time sale?

DALE CALVERT – There you go. That’s right.

TED CIUBA – That is clever.

DALE CALVERT – So when I sell... When they know...the girl who runs our shipping... When Ted's book goes out, this half-page flyer goes in. And from that, right now, I just got my check two days ago...but just from that one book...from that one Membership site, it's \$96.00. Well, it's not... You know, I'm not going to get rich on it. But \$96.00 is \$96.00 I wouldn't have had! And it's surely worth putting a half-page of paper in with the book!

TED CIUBA – Absolutely.

ALAN BECHTOLD – Are you saying that this half-page to this Membership site isn't even your Membership site? It's an affiliate program.

DALE CALVERT – No, not even mine. It's just an affiliate's site.

ALAN BECHTOLD – So, this would be very easy for someone to do ten times – ten different ways – and make \$960.00 a month.

T. J. ROHLEDER – Absolutely.

DALE CALVERT – That's right. And see, I buy a lot of products...not because I want to sell the product, but because I want to sell what I know is on the back-end of that product.

T. J. ROHLEDER – You know what? I mean, that is... The thing that's just sort of... And Randy Charach made a joke about it this morning...how all of that has been right under our nose and we didn't even really realize it until we did the interview with Sydney Johnston. I mean, this is just a strategy that all direct response marketing companies live or die by – and it's so funny how so few of people on eBay actually know it.

DALE CALVERT – It's amazing to me. Like I said, when I started I knew that everybody would be doing it within six months. I just knew it! And it hasn't happened.

T. J. ROHLEDER – And probably won't because of the level of... It requires you to think about eBay in a whole new way, doesn't it?

DALE CALVERT – Yeah, it does. It really does.

ALAN BECHTOLD – On another topic....or another track here a little bit, Dale... What, in your opinion, are three to five of the easiest items to sell on eBay? I'm talking for lead generation purposes or for generating profit?

DALE CALVERT – I think 1) not for lead generation, but people have to understand and get this burnt in their mind that it's an antiques and collectibles market. I mean, if you neglect that you're leaving a lot of money on the table, because that's where you're going to find the items that you can make ten times your money on. And it is an antiques and collectibles market. And I think that that's number one. The other thing is, don't get... There's a lot of people out there that are aggravated and frustrated because they said, "Okay, I'm going to sell scooters on eBay," and maybe they import a carton from China of scooters. Or poker chips is another thing right now. Poker chips were real hot for two years and now you can buy them below wholesale on eBay. And you'll see a lot of items that people think, how are they selling it this cheap? And the reason is, is because somebody got stocked up on one item. They've put all their time, energy, and resources into that one item and maybe they were first or second in the market, but they're going to have major competition quickly. You don't have to worry about that if you never get out of the antique and collectible market. So if you can stay focused there, and then expand. We do a lot of... We sell a lot of close-out items and a lot of other merchandise, but we don't get all caught up in putting all of our eggs in one basket. That's where you see a lot of frustration from some of the sellers, because they just...most of them were advised wrong and they started focusing on one item and trying to dominate that market. You aren't going to, because you're going to have major competition. If what you do works...you're going to have competition.

So, for us, the easiest thing to sell is antiques and collectibles and then anything that's brand name – Minolta, Canon, Sharp...anything that has a brand name, even clothes. So you're looking for antiques and collectibles. And then you're looking for brand name items...would be probably the second thing that I would advise. Whatever your interest is, develop a niche in that interest. I don't care what...it doesn't matter.

ALAN BECHTOLD – Now a super power punch, then, would be brand name collectibles.

DALE CALVERT – Yeah.

ALAN BECHTOLD – Now, you mentioned people getting locked up into one item and wanting to dominate the market. That kind of falls into one of the questions I had down here I definitely wanted to ask you. Maybe you have two more...or maybe you want to say that's one of the biggest mistakes. But I wanted to ask you, "What, in your opinion, are the two most avoidable mistakes you see being made by other eBay sellers," and "How best can we avoid those?"

DALE CALVERT – Well, number one, when you get started you have to see the glass half full. I mean, you have to understand the power of eBay. You have to understand the numbers, because there's no emotion in numbers. I mean, the reality is, eBay is bringing you tens of thousands of new customers every single day – for whatever you're selling. And you have to understand it's worked for other people and there's absolutely no reason why it can't work for you. And if the model that you're using isn't working, then realize that and if the horse is dead...get off of it and change. You know? Because people will get... "Dang gone it, I'm going to make this work!" No, if the model that you've been taught or the model that you're using is not working...then figure out a model that's going to work, because the customers are there! That's the thing that eBay brings you that nobody else... I mean, it's phenomenal! You know? Most businesses don't make it because of lack of customers. Ebay brings you all the customers you could ever have, but you've got to have the right business model.

T. J. ROHLEDER – Well, and Dale, you've got to think of them as customers! You know, that's the whole thing! Most of these eBay sellers...they don't even think of these people as customers. They're so locked into that one time selling mentality that they kind of just sort of, in my ways, they're very short-sighted. They only think beyond that one sale. And what a real customer is, is somebody that comes back again and again and again and does more business each time. Am I right about that?

DALE CALVERT – That's absolutely, positively... That's... And the reason is, is because it is fairly easy for the average person that doesn't know anything about any kind of marketing to make five hundred or a thousand dollars a week. And, for a lot of people... I mean, if they can make a thousand dollars a week, it's like (you know) they don't have to get any better. You know? They don't have to do any... They don't have to get educated or learn what they're doing. They're making a thousand dollars a week just not doing anything right!

ALAN BECHTOLD – That's incredible.

T. J. ROHLEDER – They're asleep at the wheel, making a thousand bucks a week!

ALAN BECHTOLD – It's like, "I'm making a thousand bucks a week. I work all week and make five hundred. I work on the weekend on eBay and make a thousand. Why would I work harder?"

DALE CALVERT – That's right. "Why would I get any smarter about what I'm doing?"

T. J. ROHLEDER – Well sure. Without even realizing that the potential to do five thousand a week... If somebody really wanted to be a go-getter and they really wanted to dedicate themselves and get real serious about the game, they could crank it up easy.

DALE CALVERT – That's right.

ALAN BECHTOLD – Well what I learned, too, is your antique method. You know, going to the auctions... I mean, going to auctions and buying stuff is fun, isn't it?

DALE CALVERT – For me it is. I mean, it's a treasure hunt for me. I mean, it's a big game. I totally enjoy it.

You know, I had some guy last week and he's been telling me how he needs... You know, he's spending a thousand... His bills are a thousand dollars more a month than he's bringing in and he needs to make a thousand dollars to keep even – and he needs another... You know, he'd like to make another thousand or two thousand. I said, "So you're looking for three thousand a month?" "Yeah." I said, "Well look, this is the answer." I'm talking to him about going to the auction...and he says, "Well, that seems like a lot of work." I said, "Buddy, anything you do is gonna be work! It's a business!"

ALAN BECHTOLD – This is fun work!

DALE CALVERT – You know...this can be a blast!

T. J. ROHLER – Yeah, and if people have never... They think that "work" is a four-letter word.

DALE CALVERT – Yeah. I mean, it's like...well, just keep buying your lottery tickets then. You know, if you can't do this...you might as well forget it!

ALAN BECHTOLD – That's funny, because that does go so much into the attitude of the mainstream. You know, I think what it amounts to is work has a negative connotation because they're thinking of the work they do day in and day out, punching that clock, and...

DALE CALVERT – That's right.

ALAN BECHTOLD - ...this is more work. But they don't realize that... It's like in my business, the reason I'm in my business is it's so much fun. I don't feel like I'm working – and I work endless hours.

DALE CALVERT – That's right. And if you love what you're doing...and this is something that... It is. It can be so much fun for people. I mean, I know families that we're working with and they take their kids. You know? And their kids get \$50.00 to spend at the auction. You know?

ALAN BECHTOLD – Uh huh.

DALE CALVERT – And it's just so... They make it a family thing. And it's awesome from that standpoint, and they love to go!

ALAN BECHTOLD – Well yeah. In fact, Todd mentioned that at the conference.

DALE CALVERT – Yeah, he's got his kids involved.

ALAN BECHTOLD – He got his kids involved and they're now...now they're building up savings accounts and growing money just by playing around on eBay. And they're kids!

DALE CALVERT – Yeah, they're both... I mean, they're both under ten years old and they're both going to be power-sellers!

T. J. ROHLER – Hey, I can't think of a better way to teach kids capitalism and...

DALE CALVERT – That's right.



DON BICE – On these antique auctions, do you keep good records of what sells at what price, so that when you go to these various auctions you just know from previous history things that you encounter there that you may not have expected...that you know you can sell?

DALE CALVERT – Yes. I mean, it's just from attending. I mean, I didn't know McCoy. I didn't know that word. I didn't know Hall. I mean, a lot of the things that I've learned have just been from being around it.

DON BICE – So after a period of time, you don't have to even spend as much time finding out what's for sale...as much as you do as look to see that they have the type of items that you're interested in?

DALE CALVERT – Right. In almost every auction – estate auction – I know that there's going to be profit there.

DON BICE – Yeah.

DALE CALVERT – I mean, I just have that assurance. And I still like to go in and do some research because I'll learn another market. I know now... Like salt and pepper shakers... I mean, I can't believe the number of people that collect salt and pepper shakers. And I've bought a box just, you know, on a whim one time and now that's one of the things that I sell a lot of.

DON BICE – Well on those type of items, do you set very low opening bids?

DALE CALVERT – Uh, normally I do because I just want the action to start. I want people... Because one of the attitudes that you have to develop, if you're going to be successful on eBay – and this is something I try to drill in the people that we work with – is you've got to get yourself to a position where you respect and you believe and you have confidence in the eBay market from the standpoint that no matter where you start something at... If it's a dollar or

you start at a penny or ten dollars, that the eBay market will bid it up to a fair price. That's reality. The eBay market...there's enough people out there... There's enough customers that are looking for a specific item, that if you have something that's very unique or rare, that you don't have to worry about... "Will this vase... I bought it for a dollar, so I'm going to start it at ten." You don't have to worry about the thing being worth ten thousand and you missing it because it sold for \$10.00. There's no way it will sell for ten. The eBay market and the people looking will bid it up to a level that's fair.