

eBay Program Dale Calvert

12/30/04
Tape 2

RANDY CHARACH – And they all have the same philosophy that people have about the stock, right? The stock market?

DALE CALVERT – Right. That's right.

RANDY CHARACH – And maybe because you know a lot more about the stock market and eBay than I do, just explain the thinking behind that. I mean, I know it's similar...but the stock market... You know... I just remember coming across a theory that it's a fair market value type of thing.

DALE CALVERT – That's right.

The thing about it is, you know, if I buy something for ten and sell it for twenty...and it's worth thirty-five...I'm happy. They got a deal, I got a deal...I doubled my money! You know, I doubled my money in a week...I'm happy. If I make 50 percent... And there's been a couple of times when I'll put something in at a "Buy It Now". Like I had an old Drag Net – 1955 Drag Net Shoot-Em Up Gallery Game – and I had no idea what it was worth. It was late and I didn't feel like doing the research. I was at the office and I was wanting to get home, but I did want to get it up. I bought it for twenty. I put it up and I put a "Buy It Now" of \$75.00 and I started at twenty, which was what I paid for it. Well, I left the office...drove home...and I had to go back when I got home...thirty minutes later...and I'm looking for something and I looked and the thing had already sold. In less than an hour it had sold for \$75.00. And my initial reaction would be, "Oh, I messed up on that!" But I still don't know what it's worth...and I don't want to know what it's worth because I want to be happy with the fact that I bought it for twenty and sold it for seventy-five and tripled my money...and I'm going to be happy with that.

T. J. ROHLEDER – Well sure. You’re trying to turn your money as fast as you can.

DALE CALVERT – That’s it. And if somebody else got a great deal...great! They’ll come back and look at what I have next week.

TED CIUBA – Well and that’s just like the market. So many people want to get out at the tip...or get in at the bottom...you know? And ride it all the way up to the very end...and you can’t ever be exact.

T. J. ROHLEDER – And all you’re doing is just focusing on just trying to turn your money as fast as you can.

DALE CALVERT – That’s it. That’s all I want to do.

ALAN BECHTOLD – And I bet in all your years of working with day trading and what have you, you very rarely were able to make that kind of money in a week. I mean, _____ mark-up on your money.

DALE CALVERT – That’s right. And you have to appreciate that and go on. It’s just...you know, they call it the “meter drop theory” where if you get in the cab and it goes two blocks...well he made his money right when the meter dropped and he started down the road to go two blocks.

T. J. ROHLEDER – Right...the Wade Cook philosophy, right?

DALE CALVERT – Yes, that’s right. That’s where it came from. So, I look at it the same way. It’s just for me it’s getting it up, getting it sold, getting it shipped, and getting something...just keep it rolling. I just want to keep it rolling and I want to make 50% and I know I can do that consistently and I’m not worried about it.

ERIC BECHTOLD – I had a question I wanted to chime in. It's kind of off topic, but you mentioned having multiple accounts...

DALE CALVERT – Yes.

ERIC BECHTOLD – What's your take? Because I know that we've heard some different comments on this, but what's your take on having multiple accounts and what's the advantage over just having one account and trying to become like a power-seller – as just moving volume through one individual account, as opposed to having maybe twelve or whatever?

DALE CALVERT – Right. I've got two accounts and they're both power-sellers. So, both my accounts...I'm power-selling both accounts and the only reason...the only reason I have two is because one is geared towards a niche market. It's geared towards entrepreneurs, information marketers, network marketers. That's my one account and that's all... That's the only thing I'll sell in that account are products or items that are going to appeal to that market. You know? If a guy is wanting to buy an Internet Marketing course or something and he comes to my store, I don't want McCoy cookie jars and antique games and all this other stuff mixed in with that. I want him to go and be able to look at that at that account and, even if he might not... I know he has at least some interest in everything that I'm listing there.

ERIC BECHTOLD – This is a stupid question, but so...one account...one person on eBay can't have multiple eBay stores in different niches? Is that correct?

DALE CALVERT – No, they can't.

ERIC BECHTOLD – Okay, so you have to create a new account any time you want to address a different niche audience.

DALE CALVERT – That’s right.

ERIC BECHTOLD – Okay. It was a stupid question, but I figured a new eBay guy might need to know that.

DALE CALVERT – Yeah. Yeah.

RANDY CHARACH – There’s no such thing as a stupid question, Eric.

T. J. ROHLER – Yeah. Absolutely. Absolutely not.

ERIC BECHTOLD – Well, I’m asking it!

DALE CALVERT – I don’t think it is either. And really, I would probably be better off if I had an account where I just sold golf items and had an account where I just sold skin care and makeup, you know? But...

ERIC BECHTOLD – But managing all those other niche markets, too, that’s probably the kickback. Just having the time to actually go after and review all those different niche markets and stay up on it.

DALE CALVERT – Right. Right. So I have a catchall account, and then I have my niche account.

ERIC BECHTOLD – That’s cool.

T. J. ROHLER – Well yeah, and there’s something else that you said that I think is worth, you know, bringing out here to the consciousness of our listener – and that is the fact that you mentioned that you put it up... You talked about this one item that you had and you put it up. You started the bid at your cost. I think that those people that are worried about the risk-

taking nature of this and that want to protect themselves... I mean, if you just do that with every item; there could be no risk then.

DALE CALVERT – And again, it's because I trust the eBay market to bid it up to a profitable and fair level. But that comes after you've been on for 90 days or so. You know? So that mentality... I mean, I could start everything at a penny if I wanted to.

T. J. ROHLEDER – Right. Right.

DALE CALVERT – Because I know that it will be bid to a fair and profitable level. I mean, I know that.

TED CIUBA – (starts talking)

T. J. ROHLEDER – (starts talking at same time) Oh, go ahead.

TED CIUBA – Well, I was going to say...just again, for our listeners, I'd like to bring an analogy in. I remember years ago when I was a little kid and the very first time I saw my dad sell a car that he didn't even own. Now, how do you do that? You just buy it right. You're doing the same thing. When you buy these things, though, you're getting it at a price you said you wouldn't pay over 50% of what the value was. It doesn't matter where you start. You trust the market. So, in effect, you've actually guaranteed yourself a profit when you bought correctly.

DALE CALVERT – That's exactly right. Just like real estate. You make money when you buy...not when you sell.

TED CIUBA – Yep.

ALAN BECHTOLD – One thing I was going to point out that plays into what T. J. was pointing out and this whole direction we’re talking right now... I have seen countless items on eBay that look like they’re going for a really...that are starting to draw really good prices. There’s a minute and a half left on the auction, I’ll click on it and go there, and there’s zero bids. It turns out that the good price I’m thinking someone is getting for it is the starting bid price and they’ve started it so high, out of fear, they got no bids.

TED CIUBA – Yep.

DALE CALVERT – Right.

ALAN BECHTOLD – You probably have experienced that it goes a lot better if you get them bidding.

DALE CALVERT – That’s right.

T. J. ROHLER – Well sure, you create a buying frenzy.

ALAN BECHTOLD – Yeah.

DALE CALVERT – That’s right.

T. J. ROHLER – And another thing, just in a very general sort of way, you’re talking about the confidence that you develop through experience. And that’s true of any kind of endeavor that you get into. So oftentimes it happens that entrepreneurs – through years of experience and knowledge – they tend to have so much confidence that they scare newcomers in general. They scare them, because these newcomers come into the field and they say, “My God, I don’t have that kind of confidence!” And then they fail to appreciate or realize... And, of course, the entrepreneurs (the successful ones) usually aren’t telling them that that is acquired over a period of time. It tends to scare a lot of people away, Dale. You know, this general

nature that a lot of successful entrepreneurs have when it comes to making money or doing things on a big grand scale... Anyway, it's just worth repeating to the listener here.

DALE CALVERT – Yeah, and that's right. And especially with eBay, when I first started to do it to make money... I mean, I know what they're feeling because I felt the same way! I'm thinking, I don't want to spend \$75.00 on this item and have it sitting in my garage two years from now.

T. J. ROHLER – Right.

DALE CALVERT – So if you learn how to do the research, you know? You can say, “Okay, look, I can spend seventy-five...but in the last couple weeks there's been four of this particular item on eBay and the least it sold for is \$155.00.” Then I feel very confident in that. You don't have to have experience if you have the ESP (I call it).

ALAN BECHTOLD – Well, and you also mentioned a technique on stage that I thought was very powerful, in that any items that you ever run across that don't sell...you put them over into your eBay store.

DALE CALVERT – That's right. And I raise the price. And I've never had one stay there more than 90 days.

ALAN BECHTOLD – That's amazing. So you don't have a garage full of stuff sitting around?

DALE CALVERT – I have... No, everything that I have ever bought and ever put up on eBay has...its all sold. I'll list it two weeks. If it doesn't sale, I'll put it in my store, raise the price, and I've never had anything stay in my store over 90 days.

T. J. ROHLEDER – Huh! It's just another fail-safe no-risk kind of thing that you've developed. That's great!

DALE CALVERT – It is. And that's really what I've tried to do is prove to myself that you can use basic marketing ideas and basic strategies and not get burnt or not get hurt with eBay. And as long as you don't go out there and import \$50,000.00 worth of poker chips from China...you're gonna be okay!

ALAN BECHTOLD – Well the beauty of it is that one of the largest costs that have to be factored into most things that you sell is marketing.

DALE CALVERT – That's right.

ALAN BECHTOLD – And eBay...marketing on eBay is so inexpensive, that risk is eliminated entirely.

DALE CALVERT – Yes.

ALAN BECHTOLD – You don't have to make much to clear your marketing costs.

DALE CALVERT – No, you make money.

ALAN BECHTOLD – That's great!

DALE CALVERT – You make money marketing.

ALAN BECHTOLD – Now I have one quick question: Do you ever use wholesale sources for products to sell on eBay?

DALE CALVERT – Yes. We do. We buy from some wholesalers. We buy from liquidators.

ALAN BECHTOLD – I know you like liquidators.

DALE CALVERT – Yeah, I really like liquidators.

ALAN BECHTOLD – You mentioned wandering around...even making money wandering around in a Dollar Store.

DALE CALVERT – My fourteen year old daughter was wanting to go to a strip mall here and she was going to a specific store there and I knew she'd be in there for at least 30 minutes, so while she was in there – just as an experiment – I went to the Discount Book Store, the Discount Toy Store, and the 99 Cent Store and I ended up... I bought \$28.00 worth of just... Like I bought a candle, I bought a couple books – a Star Trek book – I bought a...found a couple Dan Kennedy books at the Bookstore. I bought a magnifying glass, a chamois...a car chamois that sold on TV. I bought that at the 99 Cent Store. And just as an experiment, I bought all this stuff for about \$28.00. I came back and listed it on eBay and at the end of a week I'd turned the \$28.00 to \$76.00. And I'm thinking, I bought all this stuff retail at the strip mall and how many college kids are out there working for six or seven bucks an hour, have no flexibility in their schedule, trying to work and go to school, and a lot of these kids are working in the strip mall where I just doubled my money in about an hour. You know? It's like this is just unbelievable! Why would you have a job when you could do what I just did there?

T. J. ROHLER – Well that is a great mystery, my friend. You know, there are so many people that are struggling. There's just so many people that are barely making it on their Social Security pensions and they're...every penny they have to carefully think about before they spend it...and there's a whole new world that's available to them if they'll only just open that door and just walk through!

DALE CALVERT – That’s right.

T. J. ROHLER – Man! That is like a... That’s one of my biggest pet peeves in life is that there’s so many ways... I see so many people struggling through life. What is that one quote? “If you ask life for a penny, you know...it’s more than a... life is more than willing to just say, ‘Okay, here’s a penny.’ And if you ask it for a million dollars, it’s...it says, ‘Okay, here’s a million dollars.’”

DALE CALVERT – Right. That’s right.

TED CIUBA – Right on!

DALE CALVERT – You know, when I started this I had an argument with my vice-president at the time, because I owned a Network Marketing Company and I gave it to him. I said, “I can’t do this anymore. I’ve got to go in this direction,” and I gave him my company. And I said, “This thing is the answer for the thousands of people that we’ve worked with over the past that just couldn’t make network marketing go.” I mean, it is the easiest way for the average person to make money I’ve ever seen in my life! And I have been absolutely amazed at the people that still want to make something simple very difficult, because it’s not. And most of it is because they don’t see the glass half empty.

T. J. ROHLER – Okay, so what...

ALAN BECHTOLD – They want to prove that their pre-determined decision that “this is just not going to work for me,” won’t.

DALE CALVERT – That’s right. It’s sad.

ALAN BECHTOLD – It is.

T. J. ROHLEDER – Right. Instead of looking for all the ways to make it work, they screw themselves up or they shoot themselves in the foot.

When you say it's the world's easiest way to make money... I mean, maybe you can break it down for those listeners of ours who are completely unfamiliar with some of the steps. They go on eBay, they look at the rules and regulations, and they don't want to take two or three hours of their time to carefully study it. And it does probably take two or three hours to carefully go through and jump through all the hoops that you've got to jump through to get started as a seller. Maybe you can just simplify it for our listeners and really break it down in its lowest common denominator and...just to show people just how simple and easy it is.

DALE CALVERT – Right. And it is...and in Course One that we have, there's ten steps to selling on eBay. Basically, what we do is we sit down, we've got the screen shots and they watch each and every step. It's as simple... I've made it as simple as I possibly can and I try to tell people, "Look, if you can check your email I can get you on eBay. I can get you selling on eBay and making money within ten days. And if I don't, then there's no loss to you at all." And it is... And a lot of people...like me, I get aggravated, frustrated, miss something I was supposed to read and I understand that. But if you will fight through that...if it is a challenge for you...and just take a breath and say, "Okay, today I'm going to get myself set up. I'm going to set my eBay account up and then I'm going to set my Pay Pal account up and I'm going to get prepared." If you will bite through that two or three hours (or whatever it takes to do that), and then if you will just use some real simple strategies – start just selling some stuff you have around your house – so you put yourself in profit immediately – and if you'll do that and you'll bite the bullet and fight through the aggravation (if you have that kind of personality), then what you will be able to do – guaranteed – is put yourself in a situation where you can create cash on demand for the rest of your life.

T. J. ROHLEDER – Great!

ALAN BECHTOLD – That's worth the trouble!

T. J. ROHLER – Yeah, you go through... You go through just a couple days worth of a little bit of a learning curve and, for those that are like myself who are just not very technical in any kind of way... It probably will require a mild headache for an hour or two. And then for that little tiny bit of pain, the rest of your life is complete and total financial freedom.

DALE CALVERT – Absolutely. You will never have to worry about \$300.00 for the dance outfit that your child needs for her recital or anything like that ever again – for the rest of your life. You can create cash on demand.

ALAN BECHTOLD – I wanted to point out that I’ve seen people struggle for... It’s much harder to learn many of the new computer video games and how they work than it is to figure out how to get online, set up your account, and start selling on eBay – and those video games never pay you a dime!

DALE CALVERT – That’s right.

RANDY CHARACH – It sounds like there’s pretty much nobody who couldn’t do what you’re saying here and make an extra few grand a month easily. What about somebody who... What is the limit? We talked about “ask for a penny...ask for a million dollars.” What if somebody wanted to make a million dollars a year from eBay? Then how would they do this? It wouldn’t be from going into the dime stores and reselling stuff.

DALE CALVERT – No.

RANDY CHARACH – It would be... I would imagine... I know the answer is like through the two-step back-end marketing. But maybe you can lay that out a little bit...how this can be a million-dollar business.

DALE CALVERT – Right. And that's the... It just depends on what you want from it. You know? And that's what I try to communicate to people that, you know? The question is not, are you going to succeed? The question is, how much will you succeed? Because how big do you want to grow it? I know that there's a gentleman that makes five million dollars a year on eBay. He's got about a dozen employees. He deals in all liquidation merchandise. He runs a thousand to twelve hundred auctions a day. Now, I could do that with no problem. I've got the facilities. I could do that if that's what I wanted to do. And, you know, it's just what is your business model? I mean, you can go in, you figure out what that guy's doing, you follow his business model, and you could do that. You have your photographers. You have your people that write your ads. And really, I started eBay to prove to myself that a person could make five to ten thousand dollars a month. And I didn't do it to really make money, as much as I did to give me an alternative vehicle that I could start sharing with people and teaching to people. Because, again, you can have anything in life you want if you help enough other people get what they want. And I've been around people all my life that another three to five thousand a month is going to make a significant difference for them. So, my business model was to go out and put together a real simple system where anybody could do that, and then with the thoughts of being able to teach it.

So, if a person wants to make a million dollars a year on eBay, they can do that. They can't do it out of one bedroom in their home. They're going to have to have some type of facility to work out of and they're going to need employees.

RANDY CHARACH – And would they likely need to end up going to be the historian and doing their own shipping and buying stuff – not maybe \$100,000.00 worth of poker chips – but going out and buying clear-outs and taking a little bit of business gambles and that sort of thing?

DALE CALVERT – That's it. Do a variety. Do a variety. You know, you can have golf clubs and makeup kits and a lot of the stuff that we sell right now – and sell successfully and

make good money with. I mean, it would be very easy if I decided, okay, in the next 90 days I'm going to add 200 new items to our inventory. I could do that pretty easily.

RANDY CHARACH – Right. So it's just a matter of getting in there grassroots and building it and then understanding how you can expand, just like any other business.

DALE CALVERT – Right. Just choosing the right business model, based upon what is your ultimate goal. You know, begin with the end in mind. And so, I have chosen not to... I don't want twelve employees. I don't want that kind of an eBay business.

RANDY CHARACH – Right. Are there any software or tools that really help...would help the people listening or help us?

DALE CALVERT – Turbo Lister is a free download on eBay and we recommend that. It's a listing tool for people when they get started. If it wasn't for Turbo Lister, then people like myself probably would not be involved in eBay because it just makes it so simple that I can do it. And then, there's another Program called Auction Contact. And Auction Contact enables you to develop a mailing list of people...not that just buy from you, but people that visit your auctions. Maybe they don't buy from you this week, but if they're there and they like what you're selling, and if they want to be notified on a weekly basis of what you're selling that week, then Auction Contact is a Program where they can sign up for, basically, a newsletter. That's really good.

ALAN BECHTOLD – That's excellent.

T. J. ROHLER – Yep, that is. Because that's the key to making a lot of money is just to have that different kind of mindset, that more long-term looking at people at customers – rather than just one-time shot buyers.

And so, what about the future of eBay? Where do you see it headed?

DALE CALVERT – Well, I think that like any business, as it evolves, the people that really start to learn how to use good marketing are the ones that are going to really do well. But the other thing about eBay that I love is that as more and more buyers come into the marketplace, those people also... I mean, more and more sellers come into the marketplace, there's also...those people become buyers. You know, I buy... Anything that I buy now, pretty much, I go look on eBay first. So I'm a seller, but I do a lot of purchasing as well. So that's the cool thing about it if you stop and think about it, because the supply and demand kind of stays in tact as the whole thing grows. So that's the most exciting thing that I see as far as the future, is I don't see it slowing down at all in the next few years. And really, anytime. I mean, I'm sure they'll come... There's something I'm not seeing, but with most businesses the bell curve exists and with eBay – from what I can tell – the buyers and the sellers are kind of become one and the same. So, it kind of feeds off itself.

TED CIUBA – Well, and doggone it, haven't auctions been around for centuries and maybe millennia?

DALE CALVERT – That's exactly right.

T. J. ROHLEDER – Well yeah, the oldest... The say that prostitution is the oldest profession, but I disagree.

TED CIUBA – Someone had to charge for that, didn't they?

T. J. ROHLEDER – I just think the oldest profession is just buying... Somebody bought some stuff and put it on the back of a camel and moved it a couple hundred miles and sold it for twice or three times what they paid for it. I think that's probably the oldest profession.

ALAN BECHTOLD – I think they called that CamelBay.

T. J. ROHLEDER – Right. Right. Well this is just like a new way to do something that’s very, very old. It’s kind of pretty cool, too. It’s the wave of the future and... I mean, you’re just basically just buying low and selling high, right?

DALE CALVERT – Right. And everybody should be doing it. Even if you say, “Well Dale, I don’t want to go to these auctions, and I don’t want to do this, and I don’t want to do that.” Well, if you’re going to be... Everybody, at the very least...if they’re in business...should have a Marketing Division... or an eBay Division in their marketing model. Everybody...at the very least they should be doing that.

T. J. ROHLEDER – Just to get all the leads, right?

DALE CALVERT – Just for the lead generation. If nothing else, everybody should be doing it at least for that.

ALAN BECHTOLD – Well picture the power of this... If you think about it for a minute, what they charge in any given mall for rent on a store space – every month...thousands usually a month.

T. J. ROHLEDER – Absolutely. Even for a little kiosk they charge thousands a month.

TED CIUBA – Yeah.

ALAN BECHTOLD – And that mall... And the only reason retailers pay that money is for the traffic that mall brings by their door – and eBay does that right into your living room for pennies.

DALE CALVERT – That’s right.

ALAN BECHTOLD – It’s just phenomenal!

DALE CALVERT – It’s like having your products in the largest mall in the world.

T. J. ROHLEDER – Absolutely.

And speaking of world, now what do you do about foreign orders? How do you handle that?

DALE CALVERT – I’ve gone back and forth on that on two or three different occasions. At this point right now, for what we’re doing and what our overall business model is, we only ship in the U.S., Canada, and Australia.

T. J. ROHLEDER – Okay.

DALE CALVERT – If somebody contacts me and they say, “Look, I really want this item. If I bid on it will you ship it to me?” Then I’ll usually do business with those people and I haven’t had any problems since we’ve just gone on strictly U.S., Canada, and Australia.

T. J. ROHLEDER – Smart.

DALE CALVERT – Yeah.

T. J. ROHLEDER – Well, and what... I mean, you’ve seen some newcomers crash and burn. What are some of the common denominators that you think that caused them to fail where everybody else is succeeding?

DALE CALVERT – There’s a lot of people that when eBay started it was a small group of people and they would... And, basically, from my viewpoint, a lot of computer oriented people and they were just kind of selling stuff around their house. Of course, it started with the Pez dispensers. And then all of a sudden somebody says, “Well let me see, is anybody selling

leather jackets? No, there's nobody selling leather jackets," so they would find a wholesaler and they would start selling leather jackets until they had two or three competitors – and then they would look for another niche item, whether it be watches or shirts or whatever. And that was kind of the business model that everybody that started with eBay used. They weren't... Some were in the antiques and collectibles, but most of the people that were operating eBay as a business were looking for a specific product – a niche product – and trying to build a business by dominating the market within that particular niche (dominating eBay within that niche). And unfortunately, a lot of the eBooks and a lot of the early materials and a lot of the early people that were teaching people how to do eBay were teaching that model. "This is what you do... And you go out and you find a unique product and you sell that particular product."

The problem is, that doesn't work at any level, the way it used to, today. So there's a lot of people that are picking up a book that's teaching the what I call "the old eBay business model" and they're trying to develop a business around that model and it makes it very, very difficult. So don't do that. I mean, do not do that! You've got to understand the antique and collectible end of this business, because that's where your big profits are going to be. Yes, you can buy from liquidators. Yes, you can buy from wholesalers. Yes, you can get into specific niches. But if you try to build your whole eBay business around one niche; eventually you're going to have more competition and then people are going to end up selling below what they paid for it and you're gonna have problems. So you have to have the right mindset and the right mental attitude and the right business model when you start your business. And that's why people fail, because they're trying to use outdated business models that aren't working. And so you've got to make sure that what you're doing will work right now – today – in today's eBay market. And if you do that and do a little bit of homework and make sure you're on the right track – and you know what you're putting together is going to work from the time that you start – you're going to have success and you're going to have a lot of fun and it's gonna be amazing for you to realize that it really is as easy as people say it is...if you do things right.

T. J. ROHLER – And then, as you gain experience, you try some new things. And as you gain confidence... So go with the tried and true methods in the beginning, get your feet wet,

develop a solid foundation, and then... You mentioned something earlier on our Program where you said most of what you've learned you've learned by accident, which I really loved because that indicates that you're trying new things. You know, you're never afraid to throw something out there. And as long as you do it on a small scale, you never have to worry about losing big.

DALE CALVERT – That's right. And when I decided to move in this direction and say, "Okay, this is what I'm going to do. This is the courses I'm going to put together," I wanted to be out there every week walking the walk and doing what I'm teaching. You know? Because I've read a lot of the eBooks, I've went through a lot of the Programs that a lot of people have gone through, but realized that hey, that's not going to work. So what I wanted to do is prove to myself that the average person – with a little bit of desire, a little bit of determination, with average intelligence – could go into the market and create a \$5,000.00 monthly income with eBay. Can that be done? And if it couldn't be done, I wouldn't be talking with you guys today. So I had to prove to myself that that could be done...and by doing it myself, not by what somebody else was telling me to do.

And so that's the approach we took and I know that it can be done because I'm doing it and I've taught other people to do it. So don't tell me eBay doesn't work. The model that you used didn't work, but that doesn't mean eBay doesn't work. Look at the numbers and look at the number or people that are joining eBay every day – and there's no emotion in numbers. Numbers are facts and only a fool argues with facts. So if you want to do it, you can do it. You know? But you're going to have to get your thumb out of your mouth and you're going to have to follow somebody that knows what they're doing.

T. J. ROHLER – Good strong words...get your thumb out of your mouth! We don't know anybody that has their thumb in their mouth, do we guys?

TED CIUBA – No, not anybody.

RANDY CHARACH – Not in their mouth anyway.

T. J. ROHLEDER – Because we see people in general, in business all the time, no matter what business it is they do things very haphazardly, very weak hearted. They make small attempts that are weak, at best. The first time any adversity comes their way...and I do mean the very first time...boy, their tail is between their legs and they are retreating just so quickly. And then, here's what happens. They all go, "Well, I knew it wouldn't work."

TED CIUBA – Yep. "I tried that eBay once. It won't work."

DALE CALVERT – Right. Yeah, it's aggravating because every one of us probably have failed more than we've ever succeeded.

T. J. ROHLEDER – Amen!

DALE CALVERT – That's just part of it!

T. J. ROHLEDER – Amen! And you've got to be stupid to believe that you can go out there and... You know? And on your own, working out of your home... You've got to be a little stupid to believe that you can bring in five, ten, twenty thousand dollars a month just selling on eBay, because all your neighbors and your friends and your relatives and all your associates...they're all going to look at you and say, "What? You're going to stay home and make five to twenty thousand dollars a month on eBay?" They're all going to look at you and think that you're absolutely crazy, because they're going to a job. To me, they're the ones that are crazy! Every day they're going to a job that they absolutely detest – looking at that clock every day, counting the hours down, counting the days and the years before they can retire. I mean, to me, they're the ones that are insane!

TED CIUBA – You've got that right, T. J. How ironic that they turn the whole equation around emotionally.

RANDY CHARACH – Dale, how are you handling your fulfillment these days? You know, once somebody does get into multiple products, multiple niches, selling lots of stuff, and they kind of outgrow their rec room or basement or whatever? Is it typical...you know, find a fulfillment house and get them to stock all your different items? Or maybe you can tell us what you're doing.

DALE CALVERT – Well we... You know, when I started I had the facilities available, so I ship... We do all of our... We have one girl that handles all our shipping right now.

RANDY CHARACH – Have you rented like a warehouse...that sort of thing?

DALE CALVERT – Yeah. Yeah, and I've got a little... You know, I don't have that much square footage – probably, at the most, two thousand square feet for my warehouse. I've got about 7,000 total – which is about... You know, I could do it in... I could run my whole operation in 2500 to 3,000 square feet if I needed to. And again, it comes down to economics. It comes to the point where, you know, I've talked to people and they're doing seven, eight, ten thousand dollars a month profit – and they're running it out of their basement with their family. And it's, do you really want to make the move to take it up to the next level? Because if you do, you know, you're going to have to do three-times the sales to make twice the money.

T. J. ROHLEDER – Right.

DALE CALVERT – You know? And you have to look at that real carefully. So I try to tell people, “Before you make that move, we really need to talk and make sure that that's the right move for you.” But I think the main thing for people is if they'll just begin with the end in mind, know ultimately where they want to go with eBay, and find a business model that works. If they want to build a multi-million dollar company and they want to have the facilities and employees to do that, they can do that – no question about it! If they want to make an extra five thousand a month – they can do that. If they want a \$10,000.00 a month income and they're operating totally out of their home – they can do that. So it just depends, you know?

I was talking with a guy the other day and he said, “I don’t know anything about coins, but I’m going to start learning about coins because I want to get into eBay and I know coins will be easy to ship.” I thought, well...

RANDY CHARACH – What is it?

DALE CALVERT – Coins.

RANDY CHARACH – Oh...coins!

ALAN BECHTOLD – It’s his southern accent there!

DALE CALVERT – Yeah, sorry about that.

RANDY CHARACH – Okay. I wanted to be sure it wasn’t colons.

DALE CALVERT – Pennies and nickels.

RANDY CHARACH – Right.

DALE CALVERT – Yeah.

RANDY CHARACH – And I suppose, also, there’s outsourcing. If somebody wants to expand, but not set up a warehouse, they could outsource to fulfillment places, use drop shipping more in their business model, and that sort of thing.

DALE CALVERT – Yeah, they could. And then, another thing that we have locally within a couple miles of our office is we have what’s called The Boxstop – but they’ll ship. So any larger items that we sell, they’ll crate it up and send it for us. You know? Most

communities have some place like that that you can depend on. And he was telling me the other day that more and more of his business every month is people that are selling on eBay.

We sold a car on eBay a couple weeks ago and went down to a real small little town in Kentucky to have the guy that was going to transport it out to Oregon. He told me that this year he would do 400 transactions – either moving a car or bringing a car into Kentucky – that were done just from eBay. Four hundred!

T. J. ROHLEDER – Well listen now, we're coming to a close here. We've got about seven minutes left. But Dale, let's talk about this. Those people that want to sell cars and make a thousand or two thousand profit per car – by buying right and selling right – what's some advice you can give to those people?

DALE CALVERT – Find somebody that knows something about cars and take them to a car auction.

T. J. ROHLEDER – Okay.

DALE CALVERT – I mean, for me personally, I've got a guy that I go to church with and he runs a car lot... good guy... I trust him. We got to the car auction, figure out what we want to buy, buy a couple of cars, bring them back, put them up, sell them, and move them out! And again, that's a good thousand, fifteen hundred, two thousand dollar hit. I'm just now getting into that end of it, you know?

T. J. ROHLEDER – And then you have some company that moves them for you?

DALE CALVERT – Yeah, uh huh.

T. J. ROHLEDER – They're like a carrier company?

DALE CALVERT – Yeah, they're a carrier.

T. J. ROHLER – National?

DALE CALVERT – Yeah.

T. J. ROHLER – Okay.

DALE CALVERT – And so...that's kind of the latest project that I'm working on with him, because we're wanting to really get that systematic and get that...you know, figure that end of the business out because that's the fastest growing segment of eBay right now.

T. J. ROHLER – Well yeah, and from what I understand, those car auctions...sometimes you can get just absolutely incredible deals!

DALE CALVERT – That's right. But you've got to make sure that it is a deal and you've got to have somebody that can check it out for you and knows what they're looking at. See, for me, that's not my niche. You know?

T. J. ROHLER – Right.

DALE CALVERT – But I can find people that understand and do a joint venture with them.

ALAN BECHTOLD – You have to have that knowledge base to begin with.

DALE CALVERT – Yeah. Just joint venture with those guys. So that's what we're working on and we're actually wanting to take a video camera to the car auction and buy two or three cars and video the whole process and put together a course just on that.

T. J. ROHLEDER – That’s smart. And I see a lot... I see a hundred grand a year just buying right and selling right with just automobiles.

DALE CALVERT – That’s right. I’ve got a friend of mine that’s buying and selling houses on eBay.

T. J. ROHLEDER – Well now, how in the world do you buy and sell houses on eBay?

TED CIUBA – No kidding! That sounds preposterous!

DALE CALVERT – It does. But, I mean, this guy is a real estate investor and what he’s doing is he’s buying houses and then when he sells a house on eBay, you’re actually bidding on the down payment. He says, “Look, this is the house. This is what it appraised for. It appraised for one forty-nine. I’m going to sell it for one thirty-two. I’m going to finance everything. No qualifying. What you’re bidding on is the down payment. Whoever bids the highest down payment, I’ll deduct it from the one thirty-two – which is the sale price – and I’ll finance the rest for you.”

I mean, it’s an unbelievable model but it’s working for him.

T. J. ROHLEDER – You know what? And that’s probably a good place to start wrapping this up. It’s a little confusing, I know, to the listener that’s listening to all the different interviews we’re doing with experts like yourself, Dale. But there are, just like with all businesses, a million different people will do it a million different ways. No two businesses are exactly alike, based on the reflection of the people behind them...the businesses. So how do you avoid some of that confusion? You know...the listener who’s listening to all the different experts that we’re interviewing and they’re hearing great ideas from you, Dale, and they’re hearing great ideas from all of our other experts. What do you say about helping them through some of their confusion?

DALE CALVERT – The most important thing is... The first thing you're going to have to do, regardless of what business model you choose, is get yourself set up on eBay with an account, with a Pay Pal account, get your foundation built. And before you start say, I want to do cars... Well that's great. I want to do...whatever. That's great. But start with putting up 20 items that you have around your home. Find a book, find a...whatever. It doesn't matter. Just get 20 things up and then go through the process. Understand the flow of eBay. Understand you put your items up, you answer your email if they have questions, when the auction closes this is the email you send out to them to let them know it's closed. Once you get your payment...okay, now package the item, ship the item, leave the feedback Go through that cycle five, ten, twenty, thirty, forty times. Complete 30 or 40 auctions with anything you can find to understand the flow and the rhythm of eBay. Once you're confident with that...now you know "Hey, I can create cash on demand for the rest of my life just buying it and selling it, if that's all I ever wanted to do." Once you get in the flow and you understand the rhythm of eBay and how it works...then take a breath and sit back and say, "Okay, what do I really want to do with this? Do I want to build a million dollar business? Do I want to make five to ten thousand to twenty thousand out of my home? Do I want to buy and sell cars? What do I want to do?" And then seek out the mentors that can lead, guide, and direct you in whatever your particular business model is.

But the first thing you've got to do is get yourself in that rhythm. Get yourself set up, because you've got to do that first anyway. And if you're listening to this and you don't do this...then it has just been a waste of your time.

T. J. ROHLER – Right. Right.

Well speaking of that now, Dale, what about those listeners who definitely know that now they want to get a hold of you, they want to buy your materials, they want to become a student of yours? How can they get a hold of you?

DALE CALVERT – Okay, the easiest way is you can go to onlineauctionu.com. It's onlineuactionu.com and you can sign up. We do an online Web seminar. We do about one a week and when you sign up for the seminar – on that site – then you'll be notified a few days before our next Web seminar. Normally, we do them every Thursday evening. They can reach me by email at dale@webcashleads.com....webcashleads.com....dale@webcashleads.com. My office phone number...and I'll be happy to try to help anybody. I ask people...don't abuse my time, but I'll be happy to answer any questions I can. It's 502-868-6199. I'll be happy to help any way we can.

ALAN BECHTOLD – I just wanted to insert here, too, about the “don't abuse it”. As a buyer of this Program, Dale is welcoming you to help you with your specific questions. Don't just take advantage of this incredible resource being offered and don't make him sorry he offered.

DALE CALVERT – Yeah, I hear ya.

T. J. ROHLEDER – Well Dale, I'm speaking on behalf of all of us and all of our listeners. I want to thank you so much for your time and your knowledge and experience. Thank you for so freely sharing the secrets to making five to ten thousand dollars a month on eBay.

DALE CALVERT – It was a pleasure, guys. I appreciate each one of you. Like I said, I've listened to you guys over the years and it was a pleasure being with you today.

ALAN BECHTOLD – Well thank you, Dale.

RANDY CHARACH – Thank you.

TED CIUBA – Thanks.

DALE CALVERT – Okay, guys.