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About the Author

Martin Wesley had his early yard sale experience while still at school.

He helped his parents, who used to have one every year.

Martin said, "The whole family used this annual sale to clear out stuff which they no longer used or needed."

"It wasn't just about getting some spare cash, though that was handy.

"Our 'clutter' went to people who would use and treasure what they bought."

"And, what we didn't sell was welcomed by the local charities."

"I think our parents knew they were helping us develop our values while we had some fun. We also met a lot of interesting people and the experience helped us when we started our careers."

Martin's book explains how almost anyone can have a successful yard sale.

"Just reading the ebook won't guarantee you're an instant success with sales. But, it will help you save time and effort at each step."

Martin shares what he learned doing other types of sales such as flea markets, community markets run by charities or community groups.

He has advise for buyers and how to guard against scams and other problems which are becoming more common as the economy becomes tighter.

Martin said, "I made a lot of mistakes and some were very expensive.

Reading my book will help you avoid them and make your next yard sale as much fun and as profitable as those I did with my parents years ago!"

Introduction

Yard sales are a very popular way to reduce clutter around your home and get a few dollars for it, including stuff you would have otherwise thrown out or had to pay to be removed!

If you want to have a successful yard sale or other type of casual sale with minimum stress, expense and effort whenever you want or need to, you are at the right place.

Most people think that having a yard sale is a simple process. They’re right. But, many run into problems when they have a sale. So, they don’t try it again.

There’s a lot of potential problems which I’ll help you to avoid or, at least, reduce when you have the information I share in this ebook.



It won’t take much extra time. You need a couple of Sales to fine-tune the tips and strategies here for your particular circumstances. You will know how to make money and even have a growing number of people who actually look forward to your sales!

No-one can guarantee that all your sales will be super-successful. There’s a lot of factors beyond your control.

I’ll show you the steps to get started right and the ways which worked best for me and many other yard sale operators.

You can get great results if you use these tips and strategies even if you don’t like selling or had a bad experience with your previous Yard sale.

There are two “secrets” – you need knowledge and confidence.

My book will give you the best tips about:

- ✓ How to promote and run your Sale.
- ✓ Dealing with buyers, lookers and the (ugh!) scammers.
- ✓ Set prices so you make money and buyers feel they got a bargain!
- ✓ Keep your family and your home safe.
- ✓ Deal with rules and regulations.

Some suggestions won't be applicable to your situation, while others could have you making much more from your sale or avoiding an expensive mistake.

I want you to know about the risks which are glossed over by some people who write about Yard Sales.

Being prepared for and ready to deal with the tricks that some people use, will help to ensure your sales are easier and more profitable.

You can look forward to Sales which work where everybody involved is actually looking forward to the next one you have!

Martin Wesley

The Best Reasons for a Yard Sale?



The most obvious benefit of a good yard sale is the pile of money which you get in return for your effort of preparing and offering the stuff you no longer want to eager buyers and those who are just lookers.

However small the pile, that money is yours to use as you want.

But, disposing of clutter also gives everyone more space in the home. Just be careful to not just start filling it all up again!

Everyone will also feel much better because they don't have to maintain, insure or worry about all the stuff any more!

Your kids will learn some lessons about dealing fairly with people and basic sales skills which will help them in later life, like my brother and I did by working alongside our parents during their yard sales.

Your kids can interact with all kinds of people and within your sight the whole time!

Garage sales are like working from home, but you set your own hours and choose how often you have a sale.

The rewards are usually in line with the effort and thought you put in. But, careful preparation and an enthusiastic attitude can bring greater results than you expect.

Some of the main points which make yard sales enjoyable and worthwhile for me are:

- ✓ You could just do it when you want a few extra dollars or maybe a couple of hundred!
- ✓ It's a real equal opportunity, open to almost every adult.
- ✓ It can be a good way to raise money for your favorite causes and may produce more than you could easily give from your pocket at that time.
- ✓ You can involve other people, the members of a group or your neighbors. That can help them to mix a bit more and break

down the growing isolation which affects many communities today.

- ✓ There's no pressure on me at my yard sale. The stuff I'm selling has already given me back the price I paid for it and what I get now is a bonus.
- ✓ I haven't paid a fee for the space. I don't have to securely pack everything and transport it to a Flea Market (although they are fun too). And I don't have to bring back the gear and left-over items.
- ✓ I usually have family and/or friends around for most of time.
- ✓ The sale has probably brought in enough money for a nice restaurant meal for the family or even a trip somewhere for a weekend!

I have to pack the gear away afterward, but I'm happy to do it and even looking forward to another sale later on.

I enjoy mixing with people. Some become friends and many I come to know are reliable people that I enjoy the company of when I see them at their sales or other events from time to time.

And, the ones who try to annoy or trick me are usually gone out of my life in a few minutes!

Taxes and other Requirements



There are few areas of our lives where some level of government is not involved, often with some rules for us to follow or fees which we have to pay.

Sales of any kind may be regulated in your area. You should check

whether the sale you intend to have requires a license, payment of fees or notices in the newspaper before investing any money or time in planning the sale.

You may be able to have an occasional sale from your home to dispose of your clutter without having to declare the proceeds as part of your taxable income. Be sure to check with your accountant or tax advisor.

If you hold sales from time to time, you will attract the authorities' attention at some point, so you will need to have all your records in order then. It can be annoying when there may be many small amounts involved, but penalties can be severe and not knowing the rules is no defense.

The peace of mind is worth it.

Insurance

This is sometimes overlooked. That mistake can cost the sale operator a lot more than the money they got from their whole sale!

Two main types of risk that you may need to insure for are:

1. Theft of your property, and
2. The results of any injury to someone who comes on to your property because of the sale. In some areas, this may even include any injury to any person who tried to steal your property!

Most people have theft insurance and some kind of cover for injury to visitors as part of their regular home insurance.

But, it is important that you check with your insurance provider whether your regular cover will also adequately cover your property during the sale and the people who are there because of the sale.

Some insurance companies might say that this is not covered because you had not told them about it when taking out the insurance. They might deny the claim unless you arrange for them to agree to cover it (and possibly pay a small extra amount) before the sale.

Always check a couple weeks before you intend to advertise and hold the sale so that you can make arrangements for cover if they say it's outside the terms of your policy.

Make sure that you get their response in writing.

If your policy does not cover these situations, you may be able to get a cover note or other document from them which gives you the extra cover you need for the sale and maybe a day either side of it.

This extra cover may be free or at a small additional cost.

Safety First

This section includes health and safety tips for your Sale.

Some will be obvious but are often forgotten in the rush and bustle of the Yard Sale.

Be Prepared

Check your mobile phone is charged and have a list of emergency numbers with you so you don't have to go inside your home to call.

Check your fire extinguisher works and consider getting a fire blanket.

Make sure that everything in your first-aid kit is ready for use.

If you don't have a kit, this would be a good time to consider getting one.

No Medications: People may ask you for aspirin or other medications. Some areas have laws against an unqualified person giving them out.

What to Wear

If it is sunny, wear sunglasses as well as a hat with a brim. Many people of all ages get sunburned despite their hat because sunlight is reflected from the ground or shiny objects in the area onto their faces.

You can get sunburn even when the day is overcast because of the UV level.

Check the Area

Carefully check the area where the sale will be held and anywhere else which might be accessible by the public for anything which might injure them or which they might damage or steal.

Check all sale items are in safe condition. Make sure that containers are securely sealed.

If you have some bulky or heavy items, protect your back or possible injury to anyone that lifts anything by getting a trolley to move them around. Make sure that you follow safe lifting practices (Leaflets are usually available from your local Health Department or even your doctor's office).

The people you most need to watch are children. They are most likely to damage your property and your goods, then the parents will not accept any responsibility for them or your stuff.

Do not let your pets into the area where you have the Sale.

The main risks for them are injury by people that don't care or your dog biting or pushing over someone.

Keep them locked inside your home or walled yard with toys and food, like the precious members of the family they are.

The Sentiment Factor

We all have our own personal views on what things may be worth. I collect things which other people would define as junk.

If they priced some of my "treasures" and sold them, I probably would be unhappy with the money I got back.

Make sure that everyone who puts any items into your sale sets the prices on all of those items. If some items have a sentimental value, they will have to decide if they want to forgo any cash amount to keep that item.

Be realistic and weigh the reasons for selling it against the strength of the bond you or the other family member feels to it. If you really want to keep it, don't put it up for sale.

Sometimes, the responsibility of caring for some family keepsake can become a burden.



You may feel that you might offend the person who gave the item to you if it was a gift. But, ask yourself whether they might be just as happy if you sold the item so that you can use the money for something which gives you more enjoyment?

Many people keep some stuff because they have a vague idea that it will be useful "some day" or it might be valuable.

Now is a good time to check out the actual worth of those "might be valuable" items so that you have the real information you need to make a firm decision about them.

Keep in mind that you could get a price closer to the actual value if you sell it when you don't need to rather than at a time when you are in serious need of cash.

If they're really valuable, decide whether you'll keep them or sell them for a good price.

If they're not, you can put them in your sale without worrying that you might be selling too cheap.

Ask an Independent Expert

Getting a reliable valuation may cost more than you think but I'd rather pay someone for their expertise than offer them to some place which offers "free" valuations. They've got to cover their costs and get a profit some way!

A good way to check the value to you of any "might be useful one day" items is to put them in specially marked box with the rest of the stuff your family are gathering for the sale.

If you don't have any need of them by the time your Sale day arrives, you can confidently sell it and buy something that you know will be useful with the money.

If you aren't really sure about it by the day of the Sale, leave it in the box when you put the other items from there into the sale.

But, make a firm commitment that you will put it in the next Sale if you have not used it by then.

Co-operative Sales

Having several people involved in a sale can be a great advantage for you if you have limited experience or you don't have many family members willing to share the work. They may be neighbors, relatives or close friends. I have had some very successful sales with other people.

This can only work if you get along really well and have full trust in each other. Sales of any kind cause pressure on people that are not used to them or who have a tendency to worry or be negative.

I think three people is a good minimum to handle a reasonably sized sale. If there are less than two people active in the sale area at all times, it can get very hard to manage.

If you and a neighbor are willing to have sales on the same day, you could share the work and any costs for licenses etc.

You may decide that you will separate the cash for each family's own items at the end of the sale. That can work if you all have a high level of confidence in each other.

However, you might attract more people if you have separate sales on your own properties alongside each other.

This could mean more parking available, more variety and more hands and eyes to help keep everything going smoothly.

This also has greater appeal to people driving past. They only have to stop once to browse a larger number and variety of items.

First Steps

Start collecting the items and the materials needed as soon as possible.

Set aside an area in a garage, basement or spare room to assemble everything.

Putting out a couple of tables or some shelving will let you keep similar items together as you gather them.

Getting the Team together

Get the whole family involved. After all, they will all benefit from the money raised even if they can't find any items to put in the sale.

I always choose two dates for each sale to allow for problems like weather or family emergencies.

Get everyone together to choose dates when as many as possible will be available to help.

Does the majority, or just the organizer, want a one or a two-day sale?

Which seems to be more common in your area?

Be sure to get enough people to commit to being available when you need as many hands as possible to prepare everything on the eve of the sale and pack up or dispose of what's left afterward.

Organization

The first rule is to KEEP IT SIMPLE.

The second rule is to show appreciation for everyone that helps during the sale and also with preparation and packing up.

Remember, this is a cooperative effort, not a business!

This is not your office, everyone is a volunteer.

It is very important to show that you value their individual contribution (and mean it!).

When your team is organized, give some specific responsibilities to each person who you believe is old enough.

Then, make sure that you check with each of them regularly.

Your computer could make a lot of the organizing much easier.

But, you could keep all your records in a paper book if you are more comfortable doing it that way.

The computer would be a great way to produce signs and flyers for your sale.

Gathering Your Sale Items



You may need a few weeks to set up your sale so that you can produce as many items as possible and check them thoroughly.

After you have recovered from that first sale, you will need less time to prepare for later ones because you will

have a proven routine and more confidence about the outcome.

The first task is to find a secure area where you can store and prepare the items and the equipment you need for the actual sale day.

While you are collecting the items, you will probably find some which need some cleaning or even repair before the sale.

Put them in a separate section and start on them as soon as possible so there is not so much to do close to your actual sale.

You may decide to sell some items "as is" rather than invest the time to do a proper repair job because of the time or cost involved. You will get less for that item but the time you save could be better used on other items.

No Use to You

This could be anything which is broken or an accessory for gear you no longer have.

How much gear do you have which has not been used for a long time?

Here's a quick list of items which probably are of no further use to you.

1. Electronics not used in the previous 6 months to 3 years.

The period from novelty to museum piece is getting shorter all the time.

But, some people use the old gear and may be looking for more to use as spare parts. You're better off advertising those items or looking for the name of the item online to find users rather than hoping they will turn up at your sale.

2. Spare parts and accessories for obsolete gear.

These may be obsolete, unavailable parts, for tasks or hobbies which you don't do anymore.

Remember, if you aren't using it, sell or give it away while other people are still using it.

Some hobbies have cycles of popularity but others just disappear.

3. Clothes and accessories which you haven't worn for 12 months.

Uniforms and sports clothes which you aren't likely to ever use.

Anything which doesn't fit you comfortably.

4. Office equipment which you have replaced or not used for twelve months.

Displaying Your Items

Tools, Games and Electronics

If you offer electronic games, have the owner or someone else who knows how they operate demonstrate them and talk to potential buyers. If they can't get their questions answered, they won't buy or will only pay very low prices.

Have some DVDs or a USB stick with some entertainment on it to demonstrate more expensive items. Don't forget to retrieve your DVDs before they take the appliance!

If you offer electrical or motorized items, test them before the day of the sale and make sure everything works.

Run a heavy-duty extension cord from your home or garage with a shock-blocking extension board on it.

Have cheap, new batteries close to your electronic items but only bring them out if someone asks about it and seems a potential buyer.

I usually say, "I have checked it and will give you a new set of batteries with it."



If you have some gear that doesn't work, pack it in an open box and have a sign which says, "Not working - Make Offer" or "Parts only Make Offer". Don't expect to get much but it's better to get something than to have to pay someone to take it away!

Treat your items with care when handling them during the sale.

Also, take care in the way you display them if you want to get a reasonable price.

If you have a heap of assorted clothing on a plastic sheet, you may attract bargain hunters but not get much above a quarter an item.

And the visitors are likely to leave them looking even worse because you don't seem to care about them.

Put clothes on racks or in neat piles wherever possible. Clothing racks are fairly cheap and widely available.

Make sure your displays are stable or someone is sure to tip them over. Check folding tables carefully. Many fold too easily and people can catch their fingers in the hinges.

If someone is hurt by anything at your sale, you could be sued!

Interaction with Customers

Early Birds

Some sellers get very irritated about people that arrive well ahead of the advertised time of the sale.

If you want to stop most of them, put "NO EARLY BIRDS" on a sign in front of your sale area and in your adverts.

Tell any that still try their luck, that you won't show or sell anything until that time in fairness to people that come at the set times and so you can enjoy some family time like everyone else.

Just remember that they are looking to buy for cash and they won't waste your time or theirs.

Most early birds are dealers or yard sale fanatics who have lists of sales they will visit as quickly and as early as possible.

If I'm prepared, I let them look but watch everything.

They usually make low, take-it-or-leave-it offers.

Then, I accept or decline the offer and they go.

That's no problem.

These sales are usually quick and can give your confidence a boost. Some friends say they kept the early birds out at their first sales. They didn't have much confidence in their ability at that point and accepting those sales could have given them a boost which would have probably improved their results through the whole day!

If they are hard to get along with, I get rid of them as soon as possible.

Some people that come during the advertised times may be disappointed if something they saw in your advert is not available because an early bird took it. But, you have to balance taking the first offer against the possibility of not getting any more offers for that item through the whole day.

Any items which people buy, they take with them unless they are paying me to deliver them.

I don't hold items (paid for or not) until later. If they haven't paid for them, they may buy a similar item at another sale, run out of spare money or never actually intended to return.

If they paid for it and get another one cheaper or better elsewhere, they may come back and want a refund, ignoring the fact that I might have sold the item to someone else if I had not done them a favor!

So, I always have a sign "All Sales Final" prominently displayed. If people find that you are reasonable and reliable, that sort of condition is no reason to stay away from your sales. And, you can make an exception when you are comfortable doing so in a particular situation.

Haggling

This is the part of casual sales which gives many people the most aggravation. But, the truth is that haggling is not a problem unless you take the remarks people may make personally.

Don't put your personal feelings into it. It's just a part of business. Almost everyone does it when they are at these sales because it is common practice.

The other rules for my haggling, as a seller or buyer is, "I never have to accept their price" and, "They don't have to accept mine."

Sometimes, you will sell the item and others you won't.

Always treat the other person as you expect to be treated. If they offer you a price too far off what you actually want, politely decline it.

Don't take the attitude that they are trying to insult you or suggest the item is not worth what you priced it. That view will prevent any real chance of the sale occurring and probably stop any future deals between you.

They may not know the value of the item or they may not have enough desire to offer a better price.

I don't recommend you have a "All Prices Firm" sign because it will reduce the number of people that talk to you about your items.

Discussing an offer with a potential buyer gives you a chance to emphasize the item's good points for them and other people that are near you at the time.

Give them Space

You want to help your potential buyers and keep an eye on those who might want to get your stuff for free.

But, you need to consider how your attitude to your visitors appears to them.

Too much talk is a common mistake. Most people only have a limited time to go to yard sales and probably other activities planned for the same day.

Be ready to assist anyone that seems to be looking for help but let them alone or they may just go to another sale where they won't feel pressured.

Make everything as easy as possible for them to appreciate the worth of your items and to pay for them.

I only accept cash because I don't want to have to handle checks or pay fees when people offer credit cards for fairly small purchases.

But, having alternative methods of payment available will probably give you more sales. You decide if the bottom line will get a big enough boost to make it worthwhile.

You know that early birds will come even if they know you don't want them.

So, you will be in your sale area before the advertised start time.

That's important because people do schedule their arrival at different sales to save as much time and back-tracking as possible. If you aren't open for business, you miss out!

People don't go to an address where they've had a disappointment at a previous sale. There are always plenty of competing sales each time.



Keep Your Home Off-limits

You may feel some obligation to allow your prospective buyers into your home but there are some downside factors to consider first.

You need to have someone in there while they are there. That's one person who is not active in the sale area. Something could be damaged or stolen.

Or, they may be checking out your security and planning a visit when you're not there.

The number and seriousness of casual intrusions to private homes is increasing.

They could get information about the people in your family and the layout and contents of your home.

They could quietly unlock a door or loosen the latch on a window to make it easy for them or someone else to enter unnoticed at a later time.

Security for You and Your Property

Keep your home locked.

Mark off areas which you keep private. Many people will assume that anything in the area around the sale is for sale.

Get some tape with "Private" or a similar word on it from a hardware store and put it around the off-limits areas. If no tape is available, make some large signs and put them around the area.

You will still have to watch for people that ignore the signs and be ready to act quickly. Be polite but firm.

Tricks and Thieves

Don't change large notes. Some people will drain your cash reserve by wanting you to change a large note for their small purchase.

This gives them change to spend at other sales and you get nothing for the favor.

It can quickly drain the change you have on site and you have ask someone to get you some change before you run out!

Beware: Some people use this as a way of getting more in their change than they should. They try to confuse you by stopping you as you count their change and ask you to take a different value note.

That's an old trick where you end up losing money as well as whatever they bought!

If someone pays you with several notes which they count from hand to hand, count them yourself onto your table. They may have counted one or more notes twice, like magicians do!

Beware of Distractions

If someone falls over or some item is dropped, make sure that someone keeps watching the cash and your more valuable items.

Many thieves will try to move your attention away so that they can snatch and run. This is also a favorite tactic of pickpockets.

Butt-bags with plastic clips can be opened or even removed very quickly. Some thieves will slice through thin straps with knives.

Use a strong cash-bag with a fastener or a carpenter’s apron with deep pockets for your cash.

Don’t carry more than \$100 on you, if possible. Have your partner or trusted friend carry a similar or greater amount using similar security.

Your other cash should be locked away. You can get cash drawers to bolt in place under a table, but I prefer to not display any money other than the float in my apron.



Check Currency Carefully.

More forged currency is appearing as home printers get more sophisticated and people get more desperate.

Get an Ultra-Violet kit or special marking pen to check notes if you have a few yard sales.

It really will pay for itself, unfortunately.

Supplies

Gather quality packing material, strong boxes and bags for the items you sell. Packaging tape and string or plastic cord are often overlooked.

Consider your own comfort as well as that of the potential buyers.

Chairs with good support are vital. You should be able to sit with your knees bent at a right angle.

If you are getting occasional rain but decide to go ahead, you need some way to protect the displayed items.

Sheets of thick, clear plastic can work but be awkward to handle. Also, be careful that you don't let water run off the plastic onto anyone's clothes when you are taking the sheets on or off!

Look after your own comfort.

You should have chairs for the number of people who are working at any one time on the sale. Apart from those, I suggest that you have no more than two others in sight.

More chairs will encourage people to sit for long periods, not buying anything and often just browsing some of your books and then putting them back. They may also block potential buyers from getting close to some of your items.

I'm not mean or uncaring. We find a chair for someone that needs one, but most buyers only use them if they need to sit while they examine an item like a pair of shoes.

Little Touches that Impress

If we see someone is really interested in an item, we'll help them as much as we can.

We have paper and pencils (for people that want to write notes), a small tape measure and even a large, low power magnifier on hand!

If you do this, do not have these items on display for people just to pick up. Just offer them to people that need them which will give them a good impression of your sale.

I will give anyone a squirt or two of sunscreen on their hand or a tissue. We even have some moisturizer sachets and small packs of tissues which I'll offer anyone for free.

They are appreciated by most people. Don't worry about those who grab and go - you didn't do it with any thought of reward, just to help someone.

It's not Personal

Although it may be at the weekend and at your home, remember this is a money-making event and keep your feelings out of it as far as possible.

People tend to be a bit abrupt but you will be the one who suffers if you take their comments about you, your house or your sale personally.



Setting Your Prices

My routine for setting the marked selling price for most items is to ask the family member who owns it:

- ? Do you just want to get rid of it?
- ? What is the minimum you will accept?
- ? How much do they sell for in that condition at yard sales?

Then, we can set a price which is about what they want with a little bit added for the hugglers to trim away.

If you aren't sure of the Value

Check current values of items which might be valuable. You can use printed pricing guides in your local library or find sites which relate to the value of that sort of item on the Internet.

Always remember that chips or any other damage will reduce the actual value a lot.

And, whatever the price is in a book, the price you can get today will depend on whether you get someone who really wants that item. The best outcome is for two people to want the item and be at your sale at the same time.

The best time to sell is when you are not under financial pressure. If you hold an item to sell on a rainy day when you really need the money, there may not be any great interest in the type of item.

Pricing To Sell

You will probably get some people that are interested in an item but won't ask about the price if it is not marked.

That's why I always put a price ticket on almost every item.



Other experienced sellers believe they do better by only pricing a few significant items and waiting for someone to express interest before they let them know their price on any of the others.

You might want to put several cheap items in a box and offer a discount to anyone that buys a few at a time. It might surprise you how much this can help you boost your total for the day.

Expect that some people will claim that the item(s) they got was in a lower-priced lot.

Impulse Sales Work!

Just like the big supermarkets, I always put some cheap impulse items near where we collect the buyers' money. They probably feel that they have just got a great bargain, so they are in the mood to spend some of their change instead of putting it away.

Another way to add to your bottom line is to offer buyers a similar item to one they bought at an extra discount.

I sell more low-priced books with bundles on similar topics or by the same author. If you have a large quantity have a prepared sign offering two or three at a discount and bring that out when interest wanes in the remaining books.

Feed the Crowd?

I see people offering cans of soda and popular snacks at their sales. This can work out and your family will ensure that any which are left aren't wasted.

You can avoid extra stress and potential risk by not offering any home-made or loose food items unless you have a license from your Health Department. Even if you can get the permit, think about the effect on

your reputation and potential for future sales if someone claimed that they were affected by food you sold them, even if the claim was false!

I'd rather use the space for stuff I can get more money for and avoid any such risks.

Stick to your Times

You should stay set up during the period you advertised you would be open.

But, you can wind down your efforts if it's obvious that there is less activity.

Let some helpers go away on condition that they come back in time to help clear everything away at the end of the day. If the sale is for more than one day, you might say those who get away early the first day stay back on the other one if required.

Promoting Your Sale

Getting the word out is much easier today with the Internet.

You can use sites which are focused on advertising sales of various kinds, general social media sites like Twitter and Facebook, and your own lists of contacts.

But, you need to make sure that you don't give too much personal information to people you might not want to know it.

And, you also have to be careful that you don't upset people by pushing your advertisements at them for a sale or anything else.

Check the local Bylaws which may restrict what signs you can put on posts or other public areas. If you are doing a sale for more than one day, get someone to check that your signs are still in place early on each day!

Look for signboards in stores, malls and community buildings where you can get permission to advertise your sale.

Community groups may have a newsletter where you can put a small advert. Some of these may not have many members and even less may read the newsletter, but you might regard it as a donation and a means of becoming known to more people in your area.

Check if any of these groups run their own flea markets or boot sales. You could pay for a spot there and also perhaps have some flyers for your next yard sale on your table or in the bags you put the sold items into.



It's still worthwhile advertizing in your local newspaper's classified section even though most are getting less readers. Many papers will also put your classified ad on their website free or for less than the website advert would cost separately.

Check how many of the paper's print ads for yard sales are also on the Internet site to get some idea how well this works for other

people. Scan the other adverts for ideas to use yourself, but do not copy anyone else's work.

You can use your computer to produce simple signs for your sale.

I made stencils from basic signs after producing just the outlines of letters in the computer.

I glue the paper sheets to cardboard and then cut out the stencils.

Then, I use spray paint or sponges dipped in paint to color the signs.

That saves my computer ink, which costs about the same as expensive perfume!

Some people demonstrate their artistic ability or show photos of special items on the signs.

Other people let their children make signs for the sale.



But, most of those signs are too hard for motorists to read easily when they are driving. They may not bother to stop and walk back to check it out even if there is somewhere near the sign for them to park.

So, keep everything simple with thick letters like the signs your Roads Department makes. **Never** use the same shapes or symbols which are on official signs – that might cost you a substantial fine!

Let your kids express their artistic urges by coloring in the stenciled signs.

Use the same designs and colors for all the signs you use in one Sale.

That will make it easy for everyone to know which signs relate to your Sale.

Some people use flashing lights to attract attention at their sale. I don't because I believe that they should only be used by police and other services. There may even be restrictions in your area about their use.

Save Time and Effort Placing your Signs

After you have checked for the rules about placement of your signs, you can plan how you or a volunteer will go about putting them up.

There is a best way to do this which seems very obvious once you hear about it.

Instead of going along a street for several blocks putting up your signs and then doing the cross-streets in turn, you go round one block. Then, you move one block further out and go around those blocks.

This gives you a way to ensure good coverage without missing any street and you just go around the same route after the sale to collect your signs.

When you have the signs placed as far out from your sale location as you want them, you can easily check them each morning before the sale starts.

That's is a necessary precaution to ensure your signs still look good. You may find that some people have actually stolen or torn down some of your signs. Sometimes they are changed so they promote someone else's sale!

I carry a few spares with me just in case.

Under the by-laws in this area, we have to collect the signs after each sale. This is easy for me to do.

It is a good idea to do this even if it is not required. Leaving your signs out will add to litter and make the area less attractive.

Some of the people who see the old signs still in place may remove them and also any new ones you put up for future sales.

I always store any which are in good shape for use with a later sale. That cuts costs and some people may actually start watching for your new signs.

What do your Visitors See?

A lot of little things can affect the success of your sale.

We may not realize that some simple things we do may actually turn off some potential customers.

Provide chairs for the helpers. Your family may think they would be upset you if they asked for a chair, so have enough available for them.

Sit when you can, but not so much that your legs become stiff.

Move around from time to time.

I like to look busy but very approachable. We look more approachable if we stand and look relaxed.

SMILE: Your smile is important. Share them around as much as possible. But, avoid the forced cheesy grin. Check your smile in a mirror. You may have been using it so long, it looks frozen and insincere.

If you want to perk up your smile quickly, just imagine that you can bring your smile up and out through your eyes. It sounds strange but can be very effective!

People will pick up on your energy level. If you act tired or disinterested, you will not make as good a connection with the potential buyers.

Be firm but stay as pleasant as possible to everyone. Keeping cool can be hard sometimes when people are aggressive, rude or demanding.

If you lose your temper, you'll lose them as customers and also give other people that are watching a poor impression.

What you wear can affect your sales.

Don't wear business clothing at your sale unless perhaps you are selling the contents of your home office. It looks out of place.

Dress like you do when you go to a sale; neat and comfortable.

You must wear strong shoes which give you good support.



I had to move some furniture and large tools when we moved here. So, I bought some gym shoes with steel toecaps which are available from stores selling work gear.

They are what I wear for my sales. They protect my feet and give good support too.

Wear sun-screen and a hat or cap.

Always keep your cash on you, not in a container on your table.

I use a carpenter's apron with deep pockets and pass that to anyone who takes over collecting the payments when I have a break.

Always thank people for coming to your sale, especially everyone that buys something. That little courtesy is fairly rare in today's fast-paced world and people appreciate it.

Don't treat people according to your opinion of whether you think they are likely to be just looking or potential customers. People often dress down when they go to sales because they sometimes get better prices that way!

Resources

Promoting Your Sale

Yard Sale Search

<http://www.yardsalesearch.com>

Provides tagged lists of sales by location. Covers the U.S.A.. They are actively adding new features, including letting you sign up for email notification of new sales in your area!

Craigslist

<http://www.craigslist.org>

This is an international network of online classified advertising sites. Categories include "local classifieds and forums for jobs, housing, for sale, personals, services, local community, and events".

Check the list on this central site for the one nearest you.

Garage Sales Tracker

<http://www.garagesalestracker.com/>

Offers individuals in the U.S.A. ways to advertize their sales and find sales they want to visit and buy from. Free to register with paid options as well.

It also lists flea markets and other sales.

They have a phone app available.

Note: A site with a similar name, garagesaletracker.com (no "s" on sales), was being set up by someone else when I was preparing this ebook. There was not much information available about it.

Start Planning Your Sale Today!



This ebook is based on my experience and advice I've been given by other experienced marketers.

I know it works but you will tweak some of the tips to improve the results you get because of factors in

your area.

Give yourself plenty of time for planning and setting up your first yard sale. Do some research by checking advertisements in your area for popular items, sale times and such details.

Visit a few sales on different weeks to see what is working for others and what you might do better.

Not every sale will always be more profitable than the previous one because there are many outside factors which can affect the outcome.

But, with these tips and your own experience and family support, you will find every sale is a highly enjoyable and profitable adventure!

Martin Wesley

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