



Present

現在





Past

過去



Once
upon
a
time...

Most people ask me what is the best item to sell?

許多人問我賣什麼商品最好？



Choosing the right product to sell online.

Which product sells
the most?

A green road sign with the word "Certainty" written on it in white, set against a blue sky with white clouds. The sign is mounted on a wooden post and has a white border. The background is a bright blue sky with scattered white clouds. The sign is tilted slightly to the right.

Certainty



Knowledge

知識

Experience

經驗

Adaptation

適應

Growth

成長

buyers GUIDE





People Don't buy because of logic. People buy with emotion and they justify with logic.

人的購買決策並非理性，而是衝動促使人們進行購買行為

People don't buy their way into something. They buy their way out of something.

人們為了解決問題而進行購買

People Don't buy products and service, they buy stories

顧客不買產品與服務，他們買的是故事

Passion Outstrips Experience

熱情勝過經驗



Constantly be hiring people or work with people smarter than you

不斷地雇用比你更聰明的人加入團隊

Knowing your arrogance will cost you

傲慢會使你付出代價

Getting some serious Industry BFFS

與不同產業的人學習



**Your Shipment of Fail
has Arrived**

**ITAL FLORIDA
TRIESTE**

1109308038

2) Shipping Fail

Customer Happiness/Patience Over Time



Tips

01

Go to a Third Party Logistics Quickly
快速的第三方物流

02

Fight with your Vendors More
與供應商協商議價

03

Set Good Expectations with customers
與客戶建立良好的期望

04

Worth discounting when you screw up
發生問題時給予折扣

Shipping Rate

運費表

| | TOLL | DHL | | | | 通標包裹 | | | 航空 | EMS / 85 折 | | |
|-------|------|------|------|------|------|------|------|------|------|------------|-------|------|
| | 澳洲 | 澳洲 | 英國 | 美國 | 德國 | 澳洲 | 英國 | 美國 | 美國 | 澳洲 | 美國/英國 | 歐洲 |
| 0.5kg | 270 | 374 | 364 | 407 | 402 | 310 | 380 | 220 | | 510 | 621 | 476 |
| 1kg | 370 | 470 | 524 | 455 | 524 | 415 | 495 | 380 | 250 | 608 | 748 | 595 |
| 1.5kg | 465 | 566 | 568 | 504 | 568 | 520 | 610 | 540 | | 706 | 876 | 714 |
| 2kg | 545 | 660 | 611 | 552 | 612 | 625 | 725 | 700 | 450 | 804 | 961 | 833 |
| 2.5kg | 655 | 756 | 655 | 601 | 655 | 730 | 840 | 860 | | 914 | 1020 | 952 |
| 3kg | 735 | 852 | 737 | 684 | 737 | 835 | 955 | 1020 | 650 | 1016 | 1071 | 1071 |
| 3.5kg | 845 | 947 | 817 | 768 | 818 | 940 | 1070 | 1180 | | 1118 | 1182 | 1182 |
| 4kg | 925 | 1044 | 899 | 852 | 899 | 1045 | 1185 | 1340 | 850 | 1220 | 1292 | 1292 |
| 4.5kg | 1035 | 1139 | 981 | 936 | 981 | 1150 | 1300 | 1500 | | 1322 | 1403 | 1403 |
| 5kg | 1115 | 1235 | 1062 | 1020 | 1062 | 1255 | 1415 | 1660 | 1050 | 1424 | 1513 | 1513 |
| 5.5kg | 1225 | 1319 | 1114 | 1077 | 1114 | 1360 | 1530 | 1820 | | 1526 | 1624 | 1624 |
| 6kg | 1305 | 1320 | 1165 | 1135 | 1166 | 1465 | 1645 | 1980 | 1250 | 1628 | 1734 | 1734 |
| 6.5kg | 1410 | 1486 | 1217 | 1193 | 1218 | 1570 | 1760 | 2140 | | 1730 | 1845 | 1845 |
| 7kg | 1490 | 1570 | 1269 | 1251 | 1270 | 1675 | 1875 | 2300 | 1450 | 1832 | 1955 | 1955 |
| 7.5kg | 1600 | 1654 | 1321 | 1309 | 1322 | 1780 | 1990 | 2460 | | 1934 | 2066 | 2066 |
| 8kg | 1680 | 1737 | 1373 | 1366 | 1374 | 1885 | 2105 | 2620 | 1650 | 2036 | 2176 | 2176 |
| 8.5kg | 1790 | 1821 | 1425 | 1424 | 1426 | 1990 | 2335 | 2780 | | 2138 | 2287 | 2287 |
| 9kg | 1870 | 1905 | 1477 | 1482 | 1478 | 2095 | 2335 | 2940 | 1850 | 2240 | 2397 | 2397 |

Margins you can't fix

利潤無法固定

01

Test Upfront (Then test more.)
預先測試，不斷測試收集數據

02

Avoid Discounting
避免折扣

03

Make Tough Price Switch Early
盡快調整價格

04

Pick unique products or sell things differently
挑選獨特商品或銷售不同的商品

Most People Suck at marketing

行銷沒有那麼厲害



You have to try 10 things to get 1 to work

你必須不斷嘗試去找到可行方式



Learn to ankle bite the big dogs well

追隨市場領先者

Assume 100% of your sales comes from 2nd visit

銷售來自回頭客

+ We appreciate your positive feedback **+**

| | | |
|-----------------------|-------|-----------------------------|
| Item as Described | ★★★★★ | ebay user ID: SUPERHAPPY |
| Communication | ★★★★★ | |
| Shipping time | ★★★★★ | |
| Shipping and handling | ★★★★★ | |

We want your transaction with us to be a five star experience.
Please look over your item carefully and make sure the item is in the condition you expected and as described.
We stand behind all of our **ebay** transactions.

SPECIAL OFFER

For customers who leave 5 Star on all detail rating we do offer 5% discount on the next purchase.
Please notify us if you are a return customer.



All types of knowledge, ultimately mean self
knowledge.

(Bruce Lee)



Why are you in this business?

為什麼你從事這項工作？



What motivate you to be in this Business?

是什麼促使你進入從事這個工作？

The background features a complex network of white lines and dots on a black field, with several translucent teal geometric shapes (polygons) overlaid on the right side.

Does this business fit your talents and strength?

這個工作適合你的天賦與才能？




What qualifies you to be in this business?

你從事這個工作的資格是什麼？

What's your edge?

你的優勢是什麼？



What's your plan for growth? 3-4-5 Years?

你的成長計劃是什麼？3-4-5年？

If you do. 如果你有規劃

**Do you have the right people or right team
to take to next level?**

你有適合的人才與團隊進入下個階段嗎？



If you are not producing the results you are looking for.

如果你沒有產生您正在尋找的結果。

**What skills do you need to learn or develop
in order to achieve the results?**

你需要學習或開發哪些技能才能取得成果？

**Maybe it is marketing, exposure, price, generating
traffic to site or negotiating skills.**

或許是行銷，曝光，價格，產生網站流量或談判技巧。



Future

未來



*Thank
you*