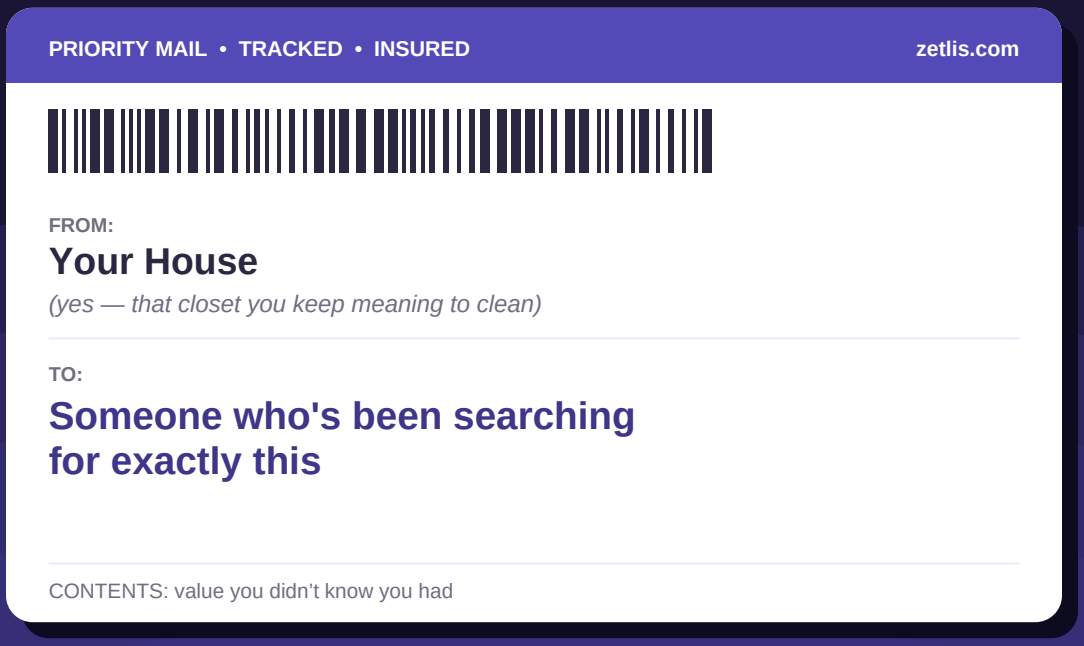
A SERIOUS, NO-HYPE GUIDE BY FABIO



THE MONEY IN YOUR HOUSE

How to turn what you already own into real extra income — starting this weekend, with $0 upfront.

By Fabio

eBay seller • almost 2,000 sales in my first year

"You're not selling junk. You're reuniting someone with the exact thing they've been searching for."

Tough times call for...

checking your inventory.

(Yes, you have inventory. It's called your closet.)

This guide is free and stays free. No course at the end. No upsell.
Just one seller's honest playbook — because things are hard out there,
and the way forward might already be sitting in your house.

READ THIS FIRST

It takes 40 seconds

A little over a year ago, I was an unemployed bartender with boxes of stranded merchandise sitting in my living room. This is what I learned.

I'm an eBay seller. Almost 2,000 sales in my first year — a 99.9% positive rating, and a store that pays my household bills — water, electricity, internet — every month.

That's all you need to know about me for now. **My full story is near the end of this guide.** If you want it, it's there. But I'm not going to make you read my life before getting to the part that helps yours.

Here's what this guide will do:

- Show you, with real data and cited sources, why money feels so tight right now — and why that's not your fault.
- Prove that you're probably sitting on anywhere from $100 to several thousand dollars worth of sellable items right now — without spending a cent. Most people have no idea how much is sitting in their house until they actually look.
- Walk you through your first eBay sale, step by step — including the parts other guides hide.

What this guide will NOT do: promise you'll get rich, show you a rented Lamborghini, or sell you a course at the end. There is no course.

One more thing: throughout this guide you'll learn everything the manual way — because understanding the process makes you a better seller. Near the end, I'll also show you the tool I built to do all of it in seconds. But first, let's get you your first sale.

Forty seconds are up. Let's go.

CHAPTER 1

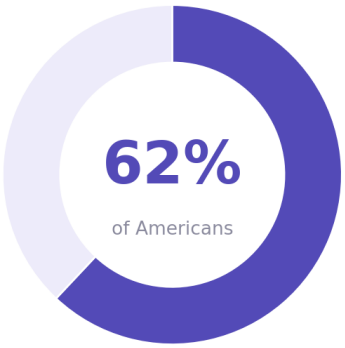
It’s Not Just You. It’s Actually Hard Right Now.

Let’s start with the truth nobody says out loud.

If you’re stressed about money, you are not bad with money. You are living through one of the tightest squeezes on household budgets in decades.

> Imagine six months from now. Your car breaks down. And for the first time in years, you pay the repair bill without swiping a credit card. Not because you got a raise. Because every week you’ve been turning things you already owned into real money. That’s what this guide is building toward.

Look at where things stand today:



Living paycheck to paycheck

Roughly 62% of U.S. consumers report living paycheck to paycheck — including many households earning six figures.

Source: LendingClub / PYMNTS monthly survey of 3,000+ households (2026)

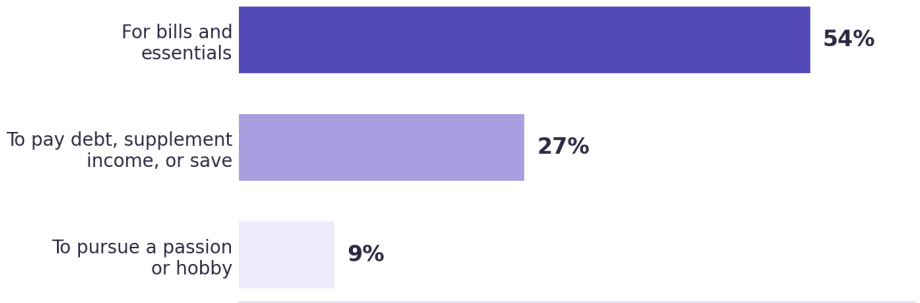
53% of Americans worry about money every single day. And 39% report losing sleep.

Source: Ramsey Solutions, The State of Personal Finance 2026 — ramseysolutions.com

More than half couldn’t cover a $1,000 emergency from savings. One car repair away from debt.

Source: Bankrate Emergency Savings Report — bankrate.com

Why Americans start side hustles



Source: Omnisend Side Hustles Report 2026 — survey of 1,370 U.S. adults, conducted by Cint

28% of Americans now have a side hustle — and 80% started for financial reasons. The #1 type? Selling things online. Not driving. Not delivery. **Selling.**

Source: Omnisend Side Hustles Report 2026, survey of 1,370 U.S. adults — omnisend.com

Most earn $500 or less a month from it. And 76% are satisfied with that. Nobody's buying a yacht. They're covering the electric bill. Sleeping a little better. Breathing.

Every single one of those sellers had a first sale. You're about to have yours.

> That's the honest promise of this guide: not wealth — **breathing room.** And unlike almost every other side hustle, this one requires no upfront money, no special skills, and no schedule. Because your starting inventory is already in your house.

CHAPTER 2

Nothing Is Worthless (Take the Tour)

Here’s a fact that sounds fake but isn’t:

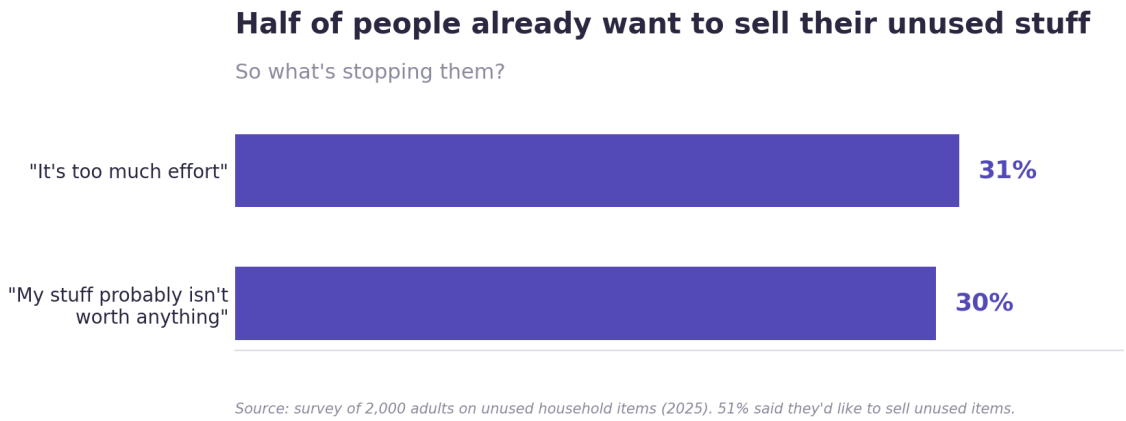
Americans hand over so much stuff to Goodwill that the organization’s retail revenue is $6–7 billion a year. In one recent year, Goodwill received nearly 120 million donations — a record.

Source: Goodwill Industries International COO David Eagles, via Retail Brew (2025) — retailbrew.com; goodwill.org/your-impact

Billions of dollars of value, given away for free, every year — much of it by people who are themselves stressed about money.

I’m not against donating. I’ve donated plenty myself. But here’s my confession: **some of the things I gave away, I still think about — because I learned later exactly what they would have sold for.**

Donate because you choose to. Not because you didn’t know your stuff was worth money.



Source: survey of 2,000 adults on unused household items (2025). 51% said they'd like to sell unused items.

Here’s what’s interesting: 51% of people say they’d like to sell their unused stuff. But most never do. The chart above shows the two biggest reasons why — and this guide kills both excuses.

> ***"You’re not selling junk. You’re reuniting someone with the exact thing they’ve been searching for."***

The blender lid isn’t clutter. It’s the rescue of someone’s favorite blender. The View-Master isn’t junk. It’s somebody’s childhood, findable again.

The Tour: what’s hiding in plain sight

In the closet: brand-name jeans, dresses with tags still on, winter coats, handbags, scarves, vintage jewelry, old buttons in a tin. Seamstresses hunt for specific discontinued buttons they can’t find anywhere else.

In the garage: hand tools (especially older quality brands), fishing gear, car parts, owner’s manuals for old cars, vintage signs.

In the “junk” boxes: View-Masters, film cameras, Walkmans, iPods, old phones (even cracked — they sell for parts), loose remote controls (someone lost the remote to that exact TV model), discontinued cables and chargers.

In the kitchen: a blender lid. Just the lid. Someone loves their 15-year-old blender; the lid broke and the company doesn’t make it anymore. Pyrex, vintage dishes, discontinued appliance parts.

In the kids’ room from 20 years ago: vintage toys, LEGO by the pound, video game cartridges, trading cards, character plushies.

★ FABIO'S TIP

Even if it’s a brand you’ve never heard of — search it. You’d be surprised. Niche brands often have dedicated collectors who will pay more than you’d ever guess for something you’ve been ignoring.

Why nostalgia economy?

The 70s, 80s, 90s — and now even the 2000s — are back. About 40% of everything sold on eBay is pre-owned. Searches including “thrifted” jumped 400%+ in a single year. Your buyers are already there, hunting.

Sources: eBay reported data; ZIK Analytics eBay Statistics (2026)

That a-ha CD you’re sure nobody wants? Somebody wants it. I won’t tell you it’s worth $1,000 — it’s probably worth $10. But you made $10, and you made a stranger genuinely happy. What’s better than that?

■ Still not convinced your stuff is worth anything?

Here's a challenge. Open eBay right now. Go to any of these searches and filter by **Sold Items**:

- **Vintage shirt buttons** — items like these have appeared sold for $200, $300, even more. Old buttons in a tin that most people would throw away without a second thought.
- **Walkman** — those old Sony cassette players from the 80s and 90s can appear sold for $100, $130, $150+. The one gathering dust in a box might be exactly that.
- **Vintage earrings** — costume jewelry, old clip-ons, retro styles from decades past can appear sold for $80, $150, $200 or more, depending on the piece.
- **Old hand tools** — vintage wrenches, planes, chisels, and specialty tools can appear sold anywhere from $10 for common items to $400–$500 for rarer or branded ones.

I said *"can appear sold for"* deliberately — not every item hits those numbers, and condition matters enormously. But these are real completed transactions on eBay, not wishful asking prices. Go see for yourself. It takes 60 seconds.

And here's what makes it even more interesting: **your buyer might not be in your country at all.** eBay operates in 190+ markets worldwide. The person who wants your vintage buttons could be a seamstress in France. The collector hunting for that exact Walkman model could be in Japan. The tool that nobody in your town needs could be exactly what a craftsman in Germany has been looking for.

You're not listing for your neighborhood. You're listing for the world.

■ The most extreme example: check your coin jar

True story. I was at the grocery store, dumped a handful of coins from my bag onto the counter to pay — and the cashier stopped, picked one up, and said: "You know you have a golden dollar coin, right?" I didn't. I hadn't even noticed it was there. It wasn't that the coin was worth a fortune — it probably isn't. But it made me realize I'd been walking around with something in my own bag that I'd never bothered to look at. Since that day, I look at every coin that passes through my hands. And here's why that habit matters:

- **2004 Wisconsin "Extra Leaf" quarter — $2,530.** Found in change, in Arizona, by ordinary people.
- **2000 Sacagawea "mule" — $264,000.** Found in an ordinary roll of coins from a bank.
- **1943 copper penny — $1.7 million.** Found by a kid in his school cafeteria change in 1947.

Also: dollar bills with rare serial numbers (00000001, or "ladders" like 12345678) can sell for hundreds to thousands.

Will your coin jar hold $264,000? Almost certainly not. But checking costs nothing and takes seconds. **Value hides in plain sight. The people who find it are simply the ones who look.**

CHAPTER 3

The Closet Test (10 Minutes, $0)

Enough theory. Stand up.

Step 1. Open your closet — or that drawer, or that box in the garage.

Step 2. Pull out **5 things you haven't used in the past year.**

Step 3. Find out what they're worth:

- Open eBay (no account needed for this part)
- Search your item — specific: **brand + model + size**
- Tap **Filters** → **Sold Items**
- Look at what buyers actually paid

■ DON'T SKIP THIS

"Sold Items" is the most important trick in this entire guide. Regular search shows what sellers are *asking*. Sold Items shows what buyers *actually paid*. If your jacket sold three times this month at $35, you are holding $35.

Typical sold ranges:

From your closet	Typical sold price
Brand-name jeans	$15–40
Sneakers (Nike, Adidas, New Balance)	$20–80
Dresses with tags still on	$15–50
Winter coats & jackets	$25–75
Handbags (brand name)	$20–150+

From drawers & garage	Typical sold price
Old smartphones (working)	$30–150+
Video games & consoles	$10–100+ (sometimes much more)
Headphones & earbuds	$15–60
Power tools	$25–100+
Small kitchen appliances	$15–60

Ranges based on typical eBay sold listings. Always verify current prices for your item. Rare or discontinued items can go far higher.

> Found NOTHING similar in Sold Items? Even better. That could mean you have something rare or unique. Scarcity is your friend: if you're the only one listing it, you set the price.

Stop here. Do this now. Write down the 5 items you found and check their Sold Items value:

Your 5 items:	Estimated value:
1. _____	$_____
2. _____	$_____
3. _____	$_____
4. _____	$_____
5. _____	$_____
TOTAL found in your house:	**$**_____

Most people who do this exercise find anywhere from $100 to well over $1,000 in their first pass. When you write that number down, something shifts — this stops being abstract and becomes real money you already have. Money that could pay a bill that's been stressing you out — and it's already in your house.

CHAPTER 4

“But Nobody Buys on eBay Anymore” (I Thought So Too)

Quick chapter, because this objection almost stopped me.

I thought eBay was dead — a website from another era, killed by Amazon. I only tried it because I was out of options after losing my job.

I was completely wrong. Here’s the data:

134M	2.4B	40%	190+
active buyers worldwide	live listings	of items sold are pre-owned	markets reached

Sources: eBay Inc. reported results & Fast Facts; ZIK Analytics eBay Statistics (2026)

Sellers moved about **$79.6 billion in goods** through eBay in 2025 alone.

Sources: eBay Inc. reported results and Fast Facts; ZIK Analytics (2026)

Amazon is where people buy new stuff cheap. **eBay is where people hunt** — for the discontinued part, the vintage jacket, the blender lid. Your buyers are there specifically looking for what you have.

■ REALITY CHECK

From my house in a town of 30,000 people in South Carolina, I’ve sold to buyers in many parts of the world — including the UAE. What were the odds I’d ever reach that customer on my own?

Never think you’re selling to your neighborhood. eBay operates in 190+ markets worldwide. The blender lid buyer might be in Italy or Lithuania — someone who loves an appliance whose parts stopped being made years ago.

CHAPTER 5

Your First Listing (Including the Fears Nobody Admits)

I know exactly what you're thinking right now: *"This sounds good on paper, but what if something goes wrong? What if nobody buys? What if I mess up the shipping?"*

Here's what I was actually afraid of before my first sale:

- That people would complain
- That other sellers had better stuff, and mine wasn't good enough
- That I'd ship to the wrong address
- That it would arrive late and the buyer would be angry

■ REALITY CHECK

In nearly 2,000 sales — all in my first year — I've had exactly one negative review. The fears were 95% imagination. The other 5% — real problems that do happen — are all fixable, and I'll show you how in Chapter 6.

Step 1 — Create your free eBay account (15 min, once)

Completely free. **250 free listings every month** — eBay only takes a percentage when something actually sells. Zero risk.

Source: eBay selling fees — ebay.com/help/selling/fees-credits-invoices/selling-fees

Step 2 — Photos (5 min per item)

Your phone is enough. Natural light near a window. Plain background. 5–8 photos: front, back, labels, and any flaws up close. Honesty in photos prevents returns.

★ FABIO'S TIP

Honesty is not just ethical here — it's strategic. A scratch shown clearly in photo #6 means zero surprises, zero disputes, five-star reviews.

Step 3 — Title and description (5 min by hand... or 30 seconds with AI)

Title formula: **Brand + Item + Size + Color + Condition.**
"Levi's 501 Original Jeans Men's 34x32 Dark Blue — Very Good Condition"

Description: 3–4 honest sentences. What it is, condition, measurements, what's included.

■ MISTAKE I MADE

When I started, writing each title took forever. I'd stare at the screen wondering what keywords buyers actually type, write something, doubt it, rewrite it. Multiply that by every single item, after a full day of work, with merchandise sitting in boxes for 4–5 days waiting for me to have energy.

And when I tried using AI? It helped — but it was still slow. Upload the photo somewhere, type a prompt, copy the response, paste it into eBay, adjust, repeat. After enough listings, the AI would start hallucinating titles and I'd have to open a fresh chat and start over.

Here's the math that hurt: 15 minutes per listing. 50 products. That's more than 12 hours of just writing listings — not sourcing, not shipping, just filling out forms. That's what made me build something different. More on that shortly.

Step 4 — Price (2 min)

Sold Items. Price near what buyers actually paid recently. First goal: your first sale, not maximum margin. Momentum is worth more than profit right now.

Step 5 — Shipping (3 min)

When your item sells, eBay sends you an email with a **QR code.** You show it to the USPS clerk at the counter — they scan it and print the label for you, no printer required. Or use the self-service kiosk, which reads the QR code too. Done.

■ MISTAKE I MADE

I started out buying envelopes at Walmart for about $1 each. "In case it doesn't work out." When sales picked up: Amazon bulk — still pricey. Eventually found poly mailers for about 10 cents each. At 30–40 packages a week, going from $1 to $0.10 per envelope is real profit. You don't need bulk on day one, but know where you're headed.

The moment everything becomes real

I was home, unemployed, spending the day refreshing the screen. How many views? Anyone watching? How many people saw that listing in the last 24 hours?

Then the notification came. **Your item sold.**

Two things hit me at the same time: pure excitement — and pure panic. *"My God. It sold. What do I do NOW?"* I ran to check how much I'd made (you're going to do this too, everyone does). Then the question nobody had prepared me for: okay, so what actually happens next?

Here's what I discovered, and what will calm you down right now: **eBay takes you by the hand.** It tells you exactly what to do, step by step. The QR code arrives in your email. You show it at USPS. They print the label. You hand over the package. The tracking updates automatically. Money lands in your bank account a couple of days after delivery.

The “what do I do now” panic lasts about ten minutes. Then it becomes routine. A routine that pays bills.

I still remember exactly where I was when I saw that first sale. You will too.

Start free. List from anywhere. No credit card.

Scan to try Zetlis free

Start free • List from anywhere • No credit card

Your first weekend:

- **Saturday morning:** Closet test — find 5 items, fill in the table from Chapter 3.
- **Saturday afternoon:** Sold Items check — keep the best 3.
- **Sunday:** Photograph and list all 3.
- **Next two weeks:** Answer questions (there won’t be many). Ship what sells.

Worst case: nothing sells, you lost a Sunday afternoon. Best case — the more common one: something sells within days.

CHAPTER 6

When Things Go Wrong (Because Sometimes They Will)

Almost 2,000 sales in my first year. One negative review. But I'd be lying if I said nothing ever went wrong.

Principle 1: Honesty, before they ask

A personal problem once kept me from getting to the post office on time for a whole batch of orders. I could have said nothing and hoped nobody noticed.

Instead I emailed every buyer: *"I'm so sorry — I had a serious personal problem. Your package will be at the post office within two days. Please forgive the delay."*

You know what came back? **Only kindness.** Every single reply was positive.

Buyers don't expect perfection. They expect you to be human and honest. A delay with an apology builds MORE trust than silence.

Principle 2: The $10 refund that buys you a friend

Sooner or later, a difficult buyer. Maybe you're 100% right. My advice: **refund them. Apologize. Even when you're right.**

A dispute is worth $10. A negative review sits on your profile forever and can cost you dozens of future sales. Ten dollars against dozens of sales — it's not close.

★ FABIO'S TIP

I've had buyers who complained at the start turn into regulars — almost friends. People remember how you treated them when something went wrong. Nobody remembers a smooth transaction.

Combined shipping: the trick that wins reviews

A buyer picks three items and pays three shipping charges. I lost buyers over this before I understood what was happening.

Fix: combine everything in one box and charge for one shipment (look up "combined shipping" in eBay seller preferences). And — critically — **if a buyer already paid for multiple shipments and you shipped in one, refund the difference. Every time. Without being asked.**

I've received many reviews specifically praising this. Buyers are so used to being nickel-and-dimed that an unprompted refund genuinely shocks them.

Be honest — but don't be played for a fool

There are scammers. Here’s the field manual:

- **“Item never arrived.”** Check tracking first. Still in transit? Reply calmly and wait. Carrier lost it? Work through eBay's process — tracking protects you. Delivered per tracking but buyer says no? Let eBay handle it. You did your part.
- **Never ship to a different address** than the one on the eBay order. Classic scam.
- **Never take the deal off eBay.** The fee is the price of the shield.
- **Ship fast.** Fast handling = better reviews = better ranking.

■ REALITY CHECK

After a few months, your account shows hundreds of on-time shipments and positive reviews. In over a year of selling, I can count on one hand the times I had a real problem. A spotless track record is armor. Scammers pick easy prey. A seller with 100% on-time tracking history isn’t it.

■ A quick, honest word about taxes

As of current rules (restored by federal law in July 2025), eBay only sends a 1099-K tax form to the IRS if you cross BOTH $20,000 in sales AND 200 transactions in a year. Casual closet-cleaners won’t come close.

Personal items sold for less than you paid are generally not taxable income. As you grow into reselling for profit, keep receipts (what you paid for items, packaging, eBay fees) — your taxable profit is sales minus all of that, never the gross number.

Source: eBay Seller Center / IRS — ebay.com/sellercenter/resources/changes-to-ebay-and-your-1099-k

CHAPTER 7

Dead Listings, the Algorithm, and Why It’s Not Your Fault

You’ll list 10 items. Two or three will get views. The rest: silence. Your first thought: “I did something wrong.” Probably not.

The algorithm: a secret guarded behind seven locks

eBay’s algorithm is a secret guarded behind seven locks. Nobody knows how it works. Not me, not 20-year veterans, not YouTube gurus who claim to have “cracked” it.

Here’s the funny part: with time, you’ll start to understand it. *“Understand a secret nobody understands? Fabio, which is it?”* What I mean is: you’ll develop a feel for it. Like a fisherman who can’t explain the ocean but knows where the fish are.

Until that feel develops: **the weirdness is not personal. It’s like this for everybody.**

And the only thing that actually matters: **despite all the mystery — it sells. It works. You don’t need to understand the ocean to catch fish.**

Rule 1: Views are unevenly distributed. Always.

A fraction of your listings get most of the attention. Not a defect in your listings — it’s how the platform works. Don’t quit over it.

Rule 2: The one-month rule — refresh dead listings

- First, check the title: is it specific? Are the keywords buyer language? Are item specifics filled in? Sometimes the “dead” listing just needs a better title.
- If it still looks right and still gets no views: **delete it and create a brand-new listing for the same item.** Not “relist” — new. Fresh start with the algorithm.

Rule 3: Don’t post everything on the same day

Spread listings across days. The algorithm favors active stores. A store that adds something new regularly looks alive; one that dumped 50 listings in one Saturday and went quiet looks abandoned.

Rule 4: Patience is a strategy

Some items sell in two days. Some take a year. Those necklaces I was sure would sell fast? They sold slowly over the following year — often to buyers who came for something else and added one to their order. Yesterday’s flop becomes today’s add-on sale.

> The summary: views are random-ish, dead listings get remade (check the title first), new items get spread across days, nothing is truly dead while listed. The algorithm is a mystery — your response to it doesn't have to be.

CHAPTER 8

The Snowball: From $50 to a Real Side Business

Stage 1: Reinvest, don't spend

Your first $50–100 is your sourcing fund: garage sales, thrift stores, clearance racks. Buy low, check Sold Items, list, repeat.

Stage 2: Recruit family and friends (free inventory, forever)

Tell everyone what you're doing. Then make the offer nobody refuses: **"Before you donate it — let me look. I'll sell it and we split the money."**

And think about this: **imagine how much value is sitting in your grandparents' house.** Decades of accumulated treasures — vintage dishes, old tools, jewelry, toys from your parents' childhood. That's not a house; that's a museum with a gift shop nobody opened yet.

(And please — ask first. Don't rob your grandma. We want extra income, not family drama. She'll probably say yes anyway, and throw in cookies.)

And don't overlook online sourcing. Once you've sold your own stuff and want to expand, sites like Shein, Temu, and AliExpress let you buy small batches of products to resell. A common concern: 'Will I get hit with surprise import taxes?' The short answer is no. These platforms have already built current tariffs into their prices — what you see at checkout is what you pay, no unexpected bill at the door. Just make sure the price still leaves you enough margin to resell profitably on eBay. Always run your numbers before you order.

Stage 3: Test small — never bet big on a guess

I tested about $300 in a small batch in one niche after researching what was actually selling. It took off. But an earlier product I was SURE would sell fast? Flopped. The market decided, not my gut. Test with $20–30 first.

■ DON'T SKIP THIS

Before giving up on any product that isn't selling: **check the listing first.** Is the title specific? Are keywords buyer language? Item specifics complete? Many "dead products" are really dead listings. The product is fine — the words around it aren't.

"But can't buyers just order it themselves?"

Smart question. Answer: **you're not selling the product. You're selling the wait and the trust.**

- **The wait.** Overseas sites often take 15–20+ days. Someone needs a gift by Saturday.

- **The trust gap.** Many buyers — especially older ones — won't order from an overseas site they've never heard of.
- **Returns.** Sending something back overseas feels impossible. Through eBay it's a few clicks.
- **The security.** eBay's money-back guarantee, your reviews, your rating. A buyer who chooses you over the direct source isn't uninformed — they're buying peace of mind.

I've sold items for $15–20 that cost me a few dollars from these sites. The buyer knew they could find it cheaper. They chose me anyway. **Peace of mind was what they were buying.**

Honest fees

You'll hear sellers complain about eBay fees. My honest take: they're fair. You get a free store, payment processing, discounted shipping, buyer protection, and access to 134 million buyers worldwide. Factor the percentage into your prices and move on. Give Caesar what is Caesar's.

CHAPTER 9

The Five Mistakes That Kill Beginners

1. Waiting for perfect. Your first listing will be mediocre. Mine were. List anyway. You learn by shipping, not planning.

2. Pricing from emotion. “I paid $80!” The market doesn’t care. Sold Items sets the price. Always.

3. Quitting after the first flop. Something won’t sell right away. That’s data, not failure. List the next item.

4. Ignoring buyer messages. Answer fast, answer kindly. The cheapest competitive advantage that exists.

5. Being “creative” with condition. Calling something “like new” when it’s “good” earns returns and negative reviews. Honesty is profitable.

CHAPTER 10

My Story (You Made It to the Optional Part)

A little over a year ago, I was working as a bartender in a small town in South Carolina. Our town has a weekend community market — local crafts, food, handmade things. Here's the connection: **the wife of the bar's owner ran that market.** So I had a plan: I ordered a batch of small items to resell there — straw beach hats, necklaces, bracelets — and went on vacation.

I came back and found out I'd been let go. The bar had changed its whole system. And with it, honestly, my market plan died too — the market was run by the owner's wife, and I was too angry to even try. So there I was: no job, no sales channel, and boxes of merchandise in my living room.

I almost didn't try eBay. I thought it was dead — a website from another era, killed by Amazon. I was wrong, and out of options, so I listed my stuff on a free account and learned by doing.

The necklaces sold slowly — painfully slowly at first. But I researched what actually sold, tested $300 in a niche with real demand, and it took off. First sale came two days after listing. First month's money: modest. By month three I was reinvesting everything.

No printer. I'd walk to the post office, ask them to print my QR code label at the counter. Then I found the self-service kiosk. Then the kiosk had a queue too, and one day I thought: I need to just buy a printer. When I did, I stopped and thought: *this is actually real. This actually works.*

Then came the part that nearly wore me out: listings. After a long day, merchandise would sit in boxes 4–5 days waiting for me to have energy. Titles, keywords, descriptions, categories — over and over. I tried AI tools. Helped, but still slow: photo here, prompt there, copy, paste, fix, repeat. After enough listings, the AI would start hallucinating titles and I'd have to open a fresh chat and start over.

One day the obvious question hit me: *why isn't this just one tool?* Photo in, finished listing out, publish to eBay. Simple enough that the version of me from day one wouldn't be scared of it.

That's Zetlis (zetlis.com).

You just spent this entire guide learning how to do everything manually — titles, keywords, descriptions, categories, item specifics. Now imagine doing all of that in 30 seconds.

Take a photo of your item — from your phone or computer — and Zetlis generates the complete, optimized eBay listing: title, description, keywords, category, item specifics. You review, you publish.

Remember the math from Chapter 5? 15 minutes per listing. 50 products. 12+ hours. With Zetlis: a folder of photos becomes 50 listings in about half an hour.

Built by a seller who was tired of the blank page. Free to try. No credit card. **zetlis.com**

Today my store has almost 2,000 sales — all in my first year — with a 99.9% positive rating, and pays my household bills — water, electricity, internet — every month. Nobody can lay me off from it.

That's the whole story. It started with stranded merchandise and a lost job. Yours can start with five things from your closet.

CHAPTER 11

The Note in the Package

One last story.

I have a customer who buys from my store regularly. The first time, she asked me to put a little handwritten note inside the package — a surprise for her husband. She gave me total freedom to write whatever felt right.

Her husband loved that first note. She loved it. And now, every time she orders, she comes back for another — always a new note, always my words, always for him.

She doesn't just trust my products. She trusts my *words* to be part of something between her and her husband.

That's the part nobody tells you about. The buyer who writes "this was EXACTLY what I'd been searching for — thank you!" The difficult customer who becomes a regular, almost a friend. The person reunited with a piece of their childhood because you bothered to list it.

> ***The money is good. But when the money comes with THAT?***

The money comes with something more.

You have things in your closet, your garage, your kitchen drawers — worth anywhere from $100 to thousands of dollars. Someone out there is searching for exactly what you're about to throw away.

Open the closet. That's step one.

— Fabio

THE 5-ITEM CHALLENGE

Take the first step. Right now.

You've read the guide. You know the method. Now there's only one thing left:

Here's the challenge:

- Find 5 items from your house.
- Check their Sold Items price on eBay.
- List at least one this weekend.
- When it sells — come back here:

zetlis.com/firstsale

At that page you'll find a free checklist for your next 10 listings, a short video walkthrough, and a special offer to try Zetlis free — because that's usually the moment people realize listing is the bottleneck, and they want it solved.

Thousands of people are exactly where you are today. They found something in their closet. They listed it. They heard that first "Your item sold!" notification. And they never looked at their unused stuff the same way again.

You're next.

zetlis.com/firstsale

Scan to try Zetlis free

Start free • List from anywhere • No credit card

THE ONE-PAGE CHEAT SHEET

Print this. Stick it on the fridge. The whole guide in 60 seconds.

START (this weekend)

■ Pull 5 unused items from the closet

■ Check each on eBay → Filters → **Sold Items**

■ Nothing similar sold? Could be rare — list it, price bravely

■ List the best 3: natural light, plain background, flaws shown

THE TITLE FORMULA

Brand + Item + Size + Color + Condition — *"Levi's 501 Jeans Men's 34x32 Dark Blue — Very Good"*

THE RULES THAT PROTECT YOU

■ Always ship with tracking, always to the eBay order address

■ Never take a deal off eBay

■ Ship fast — buyers reward it in reviews

■ Honest about flaws = fewer returns = better rating

WHEN THINGS GO WRONG

■ Problem on your end? Tell the buyer BEFORE they ask

■ Difficult buyer over $10? Refund, apologize, move on

■ "Item not received"? Check tracking first

■ Multiple items? Combine shipping, refund the difference — always

THE ALGORITHM (the 7-lock secret)

■ Uneven views are normal — it's like this for everybody

■ Dead for a month? Check the title, then delete + relist as NEW

■ 30+ items? Spread listings across days

THE SNOWBALL

Closet → first $50–100 → garage sales & thrift stores → "let me sell it, we split it" (ask grandma first ■) → test new niches at $20–30 → reinvest, repeat

THE 5 KILLERS

Waiting for perfect ✗ • Pricing from emotion ✗ • Quitting after one flop ✗ • Ignoring messages ✗ • Lying about condition ✗

Scan to try Zetlis free

Start free • List from anywhere • No credit card

Open the closet. That’s step one. — Fabio • zetlis.com • zetlis.com/firstsale

SOURCES

Financial pressure

- LendingClub / PYMNTS, paycheck-to-paycheck monthly survey (3,000+ households) — pymnts.com
- Ramsey Solutions, The State of Personal Finance 2026 — ramseysolutions.com
- Bankrate, Emergency Savings Report — bankrate.com

Side hustles

- Omnisend, Side Hustles Report 2026 (1,370 U.S. adults, Cint) — omnisend.com/side-hustles-report-2026

Unused items & donations

- Survey of 2,000 adults on unused household items (2025) via SWNS
- International household survey, 18,000 respondents, 20 countries
- Goodwill Industries International via Retail Brew, COO David Eagles (2025) — retailbrew.com

eBay marketplace

- eBay Inc. reported results and Fast Facts — investors.ebayinc.com
- ZIK Analytics, eBay Statistics 2026 — zikanalytics.com
- eBay selling fees — ebay.com/help/selling/fees-credits-invoices/selling-fees
- eBay / IRS, 1099-K thresholds — ebay.com/sellercenter/resources/changes-to-ebay-and-your-1099-k

Collectible coins (documented auction results)

- 2004-D Wisconsin Extra Leaf quarter: $2,530 (2006 auction)
- 2000-P Sacagawea / State Quarter mule: $264,000 (Heritage Auctions, PCGS MS67)
- 1943 copper Lincoln cent: $1.7 million (2010, Legend Numismatics)

All statistics are drawn from the sources above. Prices vary by condition and demand — always verify current values using eBay's Sold Items filter. This guide is for educational purposes only and is not financial, legal, or tax advice. eBay is a trademark of eBay Inc.; this guide is independent and not affiliated with or endorsed by eBay.

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Turn product photos into complete eBay listings in seconds. Free to try, no credit card.

zetlis.com/firstsale