

Title:

How To Build Your Online Consignment Business

Word Count:

487

Summary:

Get the Word Out!

Consignment is a simple concept taking other people's products and selling them for a percenta

Keywords:

consignment, eCommerce, home, business, entrepreneur

Article Body:

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Consignment is a simple concept taking other people's products and selling them for a percenta

1. Advertising: the market you're in will determine your course of action here. The Retail Market

- Door hangers
- Classified ads in small to medium-sized market newspapers
- Flyers
- Posters
- Radio spots
- Attorneys' estate executors and bankruptcy processors

The Business to Business Market selling excess inventory for retailers and manufacturers:

- Classified ads in business journals
- Direct mail
- Attorneys' bankruptcy processors
- Local charities and not-for-profits rather than always asking their supporters for money, th

2. Public Relations.

- Write a press release, print out a copy and mail it to all your local newspapers they'll pro
  - Community groups the Lions, the Jaycees, your local chamber of commerce. These are especiall
- If you sign up for a community group, volunteer for something. You'll make more contacts and b

3. Networking

- The McGrath 3-foot Rule. Explains McGrath, "I always have business cards on me and anyone tha
- Cold call on potential customers. Walk around the business section of town (or your neighborh
- Build a database of your customers. Collect business cards and stay in contact periodically.

4. Create a website

- Try to include your city and the word "consignment" in the title these are very popular sear
- Have a link from your site to your consignors so they can check the status of their own auct
- Send out emails or newsletters through your website to your customer database.

You may find some methods work for you better than others, but the main thing is just to let t

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