

# **Cash In On Unwanted Holiday Gifts**

**How You Turn Disasterous Gifts Into Cold Hard Cash**

**by Barbara Ling**

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- Next, I am indebted to:
- **Donna Gillespie**, author of the life-changing books [The Light Bearer](#) and [Lady of the Light](#) – one of the most superb writers today.

**Last but never least:**

**My family.** My wonderful husband, Moses Ling, my terrific kids, my wondrous mooses, my absolutely fantastic parents - none of this would be possible whatsoever without their love and support. This one's for you, folks!

## Dedication

**To my husband:**

**Cash In On Unwanted Holiday Gifts** is dedicated to my husband, Moses Ling...the man in my life who keeps me sane and gives me the truest meaning to my life.

I love you the mostest. Always.

And also.....

*Barbara Ling*

**Fortune favors the bold.**

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### Cash In On Unwanted Holiday Gifts

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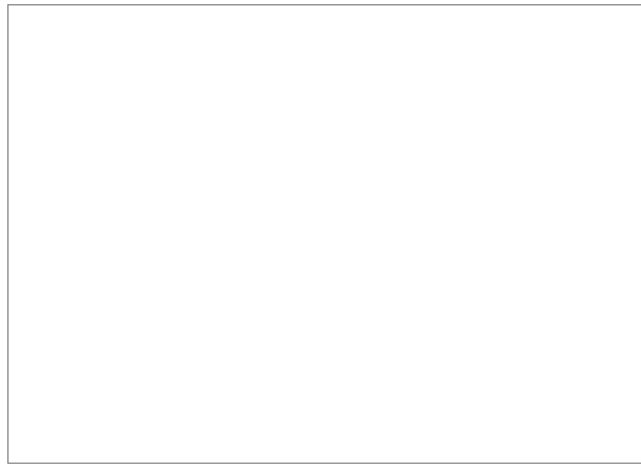
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Well, not really blank, as I've just written in it.

Actually, I typed in it.

Want a yummy snack?



It's a great way to start the day! :)



# Introduction



The holidays!

A time where you receive the most hideous gifts ever!

Wanna turn those gifts into cold hard cash?

'course you do! Which is why you should next read:

## What You Will Need

All you will need to make money with unwanted Holiday gifts is

- Internet connectivity
- Ummm....yeah. That be all.



And here's how you start!

## The Challenge

You received 23 single socks, 74 cases of Old Spice, 2 purple scarves and the complete series of 24.

Riiiiight.

Your challenge, should you choose to accept it, is to divest your household of these monuments to bad taste and replace them with money money money!

But before you do that, let's examine:

## Before You Begin

The main thing to remember when planning to change unwanted gifts into something desirable is....

Time.

It might take time.

It might take effort.

It might take (gasp, dare I say it?) creativity.

But it's entirely doable!

Let's dive right into:



## Idea #1 – Return It To Store!

Well of course, one of the first things you can consider doing is returning a gift to the store.

'course, if that store was online...you have some other issues to consider, such as shipping, handling, restocking, etc.etc.etc.

Here are some tips to ensure your return gets processed the way you want.

### 1.) Check the store's return policy online.

An easy way to do this is to simply restrict your search to the store's domain like so.

- [site:walmart.com return policy](#)
- [site:bestbuy.com return policy](#)
- [site:kmart.com return policy](#)
- [site:sears.com return policy](#)

The “site:” operator tells Google to search **only** within that particular domain.



le, visit google and type something like the following.



If you don't have a receipt, you can tack on "no receipt" like so:

- [site:walmart.com return policy "no receipt"](#)
- [site:bestbuy.com return policy "no receipt"](#)

etc. That will give you ideas on what you can expect when you bring your item in to return it.

## 2.) Restocking feeds....Do NOT unshrinkwrap it!

If your gift is something you **know** you will never ever use, don't open it just to verify!

Once you open the manufacturer's packing, we're talking a need to re-shrinkwrap stuff. Ow! And that will feed into the 'restocking' fee that you'll be hit with as well (*honestly, given how some customers treat purchases, a re-stocking fee can make sense for a business – [learn more here](#)*).



Oh heck, here's more resources:

- <http://www.pcguide.com/buy/pur/prob/comFees-c.html>
- <http://www.smartmoney.com/spend/family-money/taking-stock-of-restocking-fees-20014/>
- <http://blogs.smartmoney.com/paydirt/2011/06/03/when-to-fight-store-restocking-fees/>

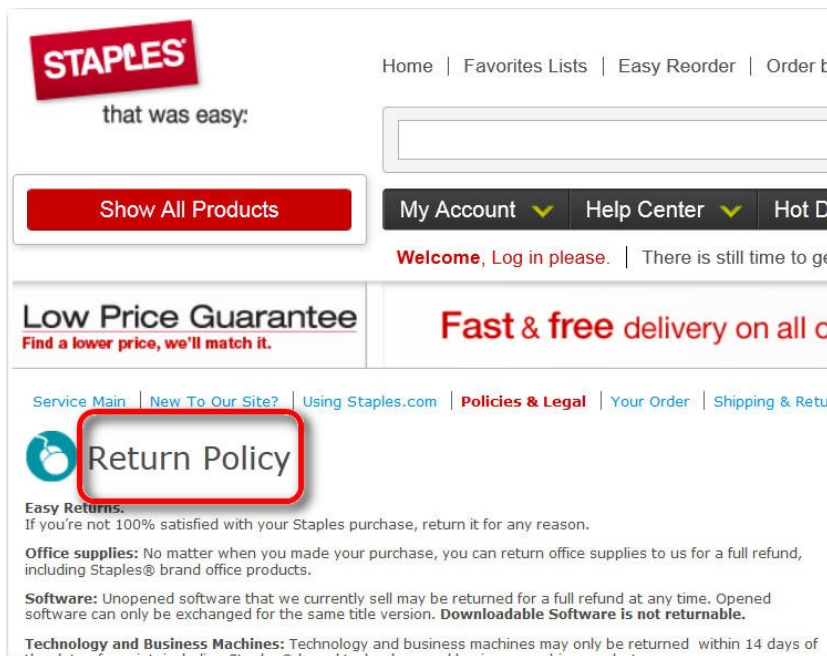
### 3.) Shipping/Handling

Shipping/handling fees can be another pain in the earlobe when returning gifts.

You can refer back to your handy-dandy Google for insights into that:

- [site:walmart.com](http://site:walmart.com) shipping handling fees
- [site:nordstrom.com](http://site:nordstrom.com) shipping handling fees
- [site:abercrombie.com](http://site:abercrombie.com) shipping handling fees

You'll find pages like:



Check out:

- Now, let's say that you do NOT want to return it...in that case, consider:

A man sits at a desk cluttered with large stacks of cash. He has a contemplative expression. Above his head is a thought bubble containing the text "...beats being buried under a bunch of Tribbles...". The word "eBay" is repeated multiple times in various colors (red, blue, green, yellow) across the foreground, partially obscuring the money.

© 2008 BarbaraLing.com

There's bunches and bunches and bunches and bunches and bunches  
and bunches and bunches and bunches and bunches and bunches and  
bunches and bunches and bunches and bunches and bunches and  
bunches and bunches and bunches and bunches and bunches and  
bunches and bunches and bunches and bunches and bunches and

bunches and bunches and bunches and bunches and bunches and bunches and bunches and bunches and bunches and bunches of resources for successful eBay selling.

And here they be!

### How to Sell on eBay



- <http://pages.ebay.com/help/sell/sell-getstarted.html>
- <http://www.wikihow.com/Sell-on-eBay>
- <http://www.free-ebooks.net/ebook/Ebay-Marketing-101-Everything-You-Need-to-Know-About-Buying-and-Selling-on-Ebay>
- <http://www.mahalo.com/how-to-sell-on-ebay-for-beginners/>
- [http://www.skipmcgrath.com/auction\\_sr/77-tips-tools-selling-ebay.shtml](http://www.skipmcgrath.com/auction_sr/77-tips-tools-selling-ebay.shtml)

### How to Take Auction Pictures

- <http://cameras.about.com/od/cameratips/ht/auctiontips.htm>
- <http://www.betterphoto.com/article.asp?id=39>
- <http://www.auctionbytes.com/cab/abu/y203/m08/abu0100/s02>
- <http://www.dummies.com/how-to/content/great-tools-for-staging-your-ebay-photos.html>
- <http://reviews.ebay.com/How-To-Take-Great-Photos-for-eBay-Auctions?ugid=1000000003237115>

### How To Write Auction Headlines

- [http://reviews.ebay.com/Nine-ways-to-write-Ebay-Auctions-to-make-More-Sales\\_W0QQugidZ1000000001418311](http://reviews.ebay.com/Nine-ways-to-write-Ebay-Auctions-to-make-More-Sales_W0QQugidZ1000000001418311)



- <http://www.internetbasedmoms.com/online-auctions/auction-headlines-descriptions.html>
- <http://auctions.onlinetips.co/auctioneer-guide/how-to-write-attention-getting-ebay-auction-titles.html>
- <http://ebay-selling-guide.blogspot.com/2007/02/writing-good-auction-titles.html>
- <http://reviews.ebay.com/Ebay-Auction-Headline-Secrets?ugid=10000000004009952>
- <http://www.catchtheniche.com/misspelled-ebay-items-%E2%80%93-how-to-create-a-good-title>

### Make Your About Me Page Sell!

- [Silent Sales Machine](#)
- [http://reviews.ebay.com/Creating-a-High-Performing-About-Me-Page-on-eBay\\_W0QQugidZ100000000000000742](http://reviews.ebay.com/Creating-a-High-Performing-About-Me-Page-on-eBay_W0QQugidZ100000000000000742)
- <http://tamebay.com/2010/09/how-to-write-an-effective-about-me-page.html>
- [http://ebay.about.com/od/ebaylifestyle/a/el\\_aboutme.htm](http://ebay.about.com/od/ebaylifestyle/a/el_aboutme.htm)

That takes care of eBay – let's now tackle:

## Idea #3 – Sell It on Amazon!

Yes, you can sell unwanted gifts on Amazon!

And here's how. Keep in mind the category on Amazon must exist, so if it's an antique or something otherwise indescribable, stick to eBay.

- <http://www.amazon.com/gp/seller/sell-your-stuff.html>





- <http://www.amazonservices.com/content/sell-on-amazon.htm?Id=SCSOAlogin#how-it-works>
- <http://www.amazon.com/gp/help/customer/display.html?nodeId=1161232>
- <http://askville.amazon.com/successfully-sell-stuff-Amazon/AnswerViewer.do?requestId=128096>
- <http://www.makeuseof.com/tag/sell-stuff-amazon/>

Done with Amazon? Alrighty then, let's move next to that all-time fav...

## Idea #4 – Sell It on Craigslist!

Yes indeed.

Not only can you find your [One True Love](#) on Craigslist...you can sell your unwanted gifts too!



Here's some nifty resources for that....

- <http://lifehacker.com/305845/a-sellers-guide-to-craigslist>
- <http://www.simpleorganizedliving.com/2011/06/24/craigslist-101-how-to-sell-successfully/>
- <http://www.howtoselloncraigslistebook.com/>
- <http://www.howtoselloncraigslistebook.com/staying-safe-craigslist.html>
- <http://www.craigslist.org/about/best/eug/957568595.html>
- <http://glassvisage.hubpages.com/hub/How-to-sell-anything-on-Craigslist>
- <http://hillenblog.blogspot.com/2009/06/how-to-sell-on-craigslist-4-idiots.html>
- <http://clhandbook.com/> (really good!)

Where else can you make money online from your unwanted gifts?

Why, you can:

## Idea #5 – Sell It On Facebook!

Yes!

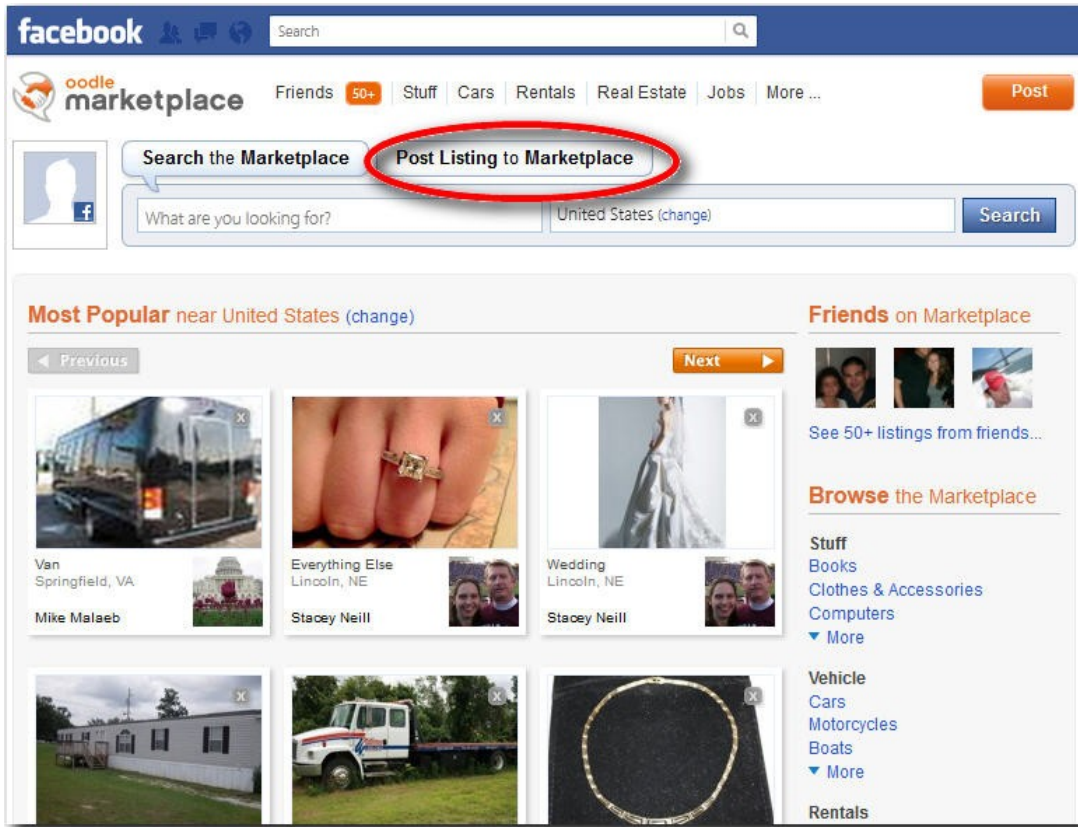
Facebook has a Marketplace with a capital M!

You can access it over at

<https://apps.facebook.com/marketplace/>



It looks like:



Want tips for it?

Check out:

- <https://www.facebook.com/blog.php?post=57525537130>
- <http://www.keithsmoneymakingtips.com/how-to-use-the-facebook-marketplace-to-sell-all-your-crp-and-promote-your-biz/?replytocom=347>
- <http://knol.google.com/k/kris-olin/facebook-marketplace-guide/wk8n3xgupw6d/1#>
- <http://tips4facebook.com/how-to-sell-on-marketplace-on->

[facebook/](#)

- <http://www.pixeldust.net/2010/06/sell-your-swag-on-facebook-marketplace/>

Now, what if you simply don't want to expend the effort of actually taking pretty pictures of it and writing the title and the description and then schlepping over to the post office and...

So glad you asked! Move now to:

## Idea #6 – Regift It!

Just because an automatic chocolate dipper doesn't flap your earlobes, it might flap someone else's!

So...you can simply keep the gift in a nice area (kinda like your Gift Stock Room) and whenever the situation arises, bring it, re-wrap it and voila – you don't have to spend additional moola!



But as always, there are ways you can make your regifting experience far more profitable.

And here they be!

- <http://www.regiftable.com/>
- <http://articles.moneycentral.msn.com/SavingandDebt/Advice/12RulesForRegiftingWithoutFear.aspx>
- [http://www.msnbc.msn.com/id/22132580/ns/business-motley\\_fool/t/dos-donts-regifting/](http://www.msnbc.msn.com/id/22132580/ns/business-motley_fool/t/dos-donts-regifting/)

Now if you want to regift and not be caught, make sure you do the following.

**Never regift without common sense.**

le, don't give your burly cousin Phil a My Lil' Ponies tie or briefcase.

Give him [Apocalypse Ponies](#) instead.

**Always regift with style.**

Rewrap the gift, make it appealing.

Don't hand it over with the original ripped wrapping!

**Don't regift the giver with the gift!**

Ummm...yeah.

That's the ultimate of F U!

If regifting doesn't make you dance with glee, consider instead:

## Idea #7 – Donate It!

Did you know if you donate to an acceptable charity, you can get a tax write off of the gift too?

- <http://taxes.about.com/od/deductionscredits/a/CharityDonation.htm>
- <http://www.irs.gov/newsroom/article/0,,id=106990,00.html>

has info about that, and you can learn about the forms over at

- <http://www.irs.gov/publications/p526/index.html>

Grab the form itself over at

- <http://www.irs.gov/pub/irs-pdf/p526.pdf>

There's online listings:

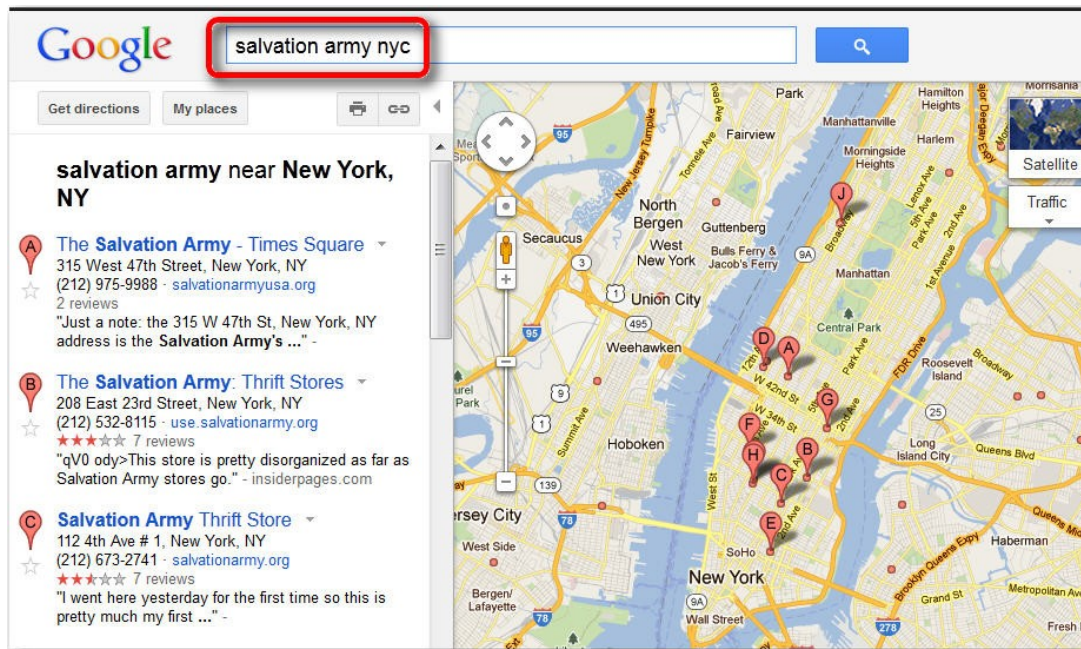
- <http://thegivingeffect.com/>

- <http://www.charitynavigator.org/>
- <http://www.bbb.org/us/charity/>

and once you find a charity, you can contact them to see if there's a local drop-off place.

For example, let's say that you want to donate to the Salvation Army

You can go to [Google Maps](#), search on Salvation Army, and see the closest location to you like so.



Call them up, schedule a visit, get your tax deduction and woot!

You can also take advantage of your local [Freecycle](#) too – that's a network of 100s of email groups for local communities. You can offer things for free and ask for things for free as well!

Don't want to go that route either?

Well then, how 'bout:



## Idea #8 – Swap It!

Did you know there are online swap sites?

For overall stuff, check out:

<http://www.swap.com>

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

<http://www.swap-online.com/>

And for specifics, meander to:

### Baby Swap Sites

- <http://www.babyswap.net/>
- <http://www.swapbabygoods.com/>
- <http://www.shopandswap4baby.com.au/>

### Gadgets Swap

- <http://flipswap.com/>
- <http://gadgetxchange.co.uk/>
- <http://www.buymytronics.com/>
- <http://www.gazelle.com/>

### Fashion Swap

- <http://www.swapstyle.com/>
- <http://www.bigwardrobe.com>
- <http://www.swapandmedowns.com/>



### Cds/Books/etc.

- <http://www.swapacd.com>
- <http://www.titletrader.com/>
- <http://bookmooch.com/>
- <http://www.switchplanet.com/>

Swapping doesn't excite you?

Wah! But don't despair...you can:

## Idea #9 – Barter It!

If the item you were give is rather good, but you really have zero desire for it...you can barter it for services.

For example, I built a website for a friend and part of the fee consisted of a glorious quartz crystal that is now residing on my desk.

Thus, keep in mind that you can use unwanted gifts as a bartering chip too!



This works best if you're managed to infuse said gift with immense perceived value, so the service provider would jump without thinking onto its magnificence.

Now, what if instead of a physical gift, you were given a gift card?

Did you know you could sell/barter/make art with that as well?

Onto:



## Idea #10 – Gift Card Magic!

There's lots of gift card exchange sites, including:

- <https://www.plasticjungle.com/>
- <http://www.giftcards.com/>
- <http://www.cardpool.com/>
- <http://www.giftcardswapping.com/>

These sites will also give you cash for giftcards too!

Thus, you don't have to be dismayed if you have zero desire for the gift card you received.

You can turn it around for cold hard cash!

Lots of people sell their gift cards on eBay too as you can see:

- [Gift Cards on eBay](#)

Woot!

Now, here's a nifty creative use for Internet Marketers...



## Idea #11 – Use It As A Bonus!

Were you given duplicates of an item your own mailing list would appreciate?

In that case, you can use it as a prize for an affiliate marketing contest, providing the best answer for a survey and more!

You'd have to pay shipping and handling, of course...but hey.

It would make for great copy!

And finally, for a grand finale, you can....

## Idea #12 – Make A Celebrity Out Of It!

I got this idea from a craze that rocked the Internet back in 2003.



Anyone remember...

- <http://www.ghoststudy.com/monthly/jun03/jar.html>

Here's the whole story!

- <http://www.ghostinjar.com/>

This is an example of a item that simply went viral (*Youtube not being available back then*).

So, as a final suggestion for how to cash in big on unwanted holiday gift items, you can craft an entire viral marketing campaign around it (but please, do tie it into your business)!



Here are some tips for that:

- <http://www.mrgreen.am/affiliate-marketing/the-power-of-copywriting-sell-a-used-wetsuit-for-20000/> (good stuff!)
- [http://www.shinyshiny.tv/2011/03/how\\_to\\_make\\_an\\_advert\\_for\\_a\\_wetsuit\\_go\\_viral\\_on\\_ebay.html](http://www.shinyshiny.tv/2011/03/how_to_make_an_advert_for_a_wetsuit_go_viral_on_ebay.html)
- <http://techcrunch.com/2010/08/13/five-viral-rules-video/>
- <http://www.fastcompany.com/magazine/135/made-to-stick-getting-your-ideas-to-fly.html>
- <http://www.crazy-auctions.com/>
- <http://www.invesp.com/blog/sales-marketing/viral-marketing-101-the-complete-guide.html>

Remember...getting people **to** your video or auction or site etc. is just the first step...once you do that, you need to ensure you have a way to capture email addresses and build up your list, create a community and more.



You're only limited by your imagination!

## Conclusion

This concludes **Cash In On Unwanted Holiday Gifts**.

Good stuff, isn't it? As you can see, there's bunches of ways you can transform unwanted gifts into something you'd really enjoy.

Heck, why not take advantage of it!

Hope you enjoyed this special report! And don't forget, if you want to beef up your 2012 income in affiliate marketing, the following is peachy:



### [100% Affiliate Commission Secrets](#)

It walks you thru how to uncover those products that deliver to you 100% of all the profits. Woot!

Grow strong,

Barbara Ling

## About The Author



Success...it's an attitude!



Welcome! My name is Barbara Ling, and in a nutshell, I'm all about sharing what I've learned over the past decade about creating and running a profitable business online.

My credentials include:

- **Writing 40+ books/ebooks** about various/sundry ways for people to generate income online (entrepreneur, recruiting, real estate, auctions, SEO, finding a job, safe weight loss, hidden customers, etc.etc.etc.)
- Being quoted/featured/etc. in various publications/blogs online like:
  - [Barbara Ling: Secrets of a Veteran Webmaster](#)
  - [Empower Your Children To Out-Earn Their Professors](#)
  - [Nailing a good contractor](#)
  - [Microsoft Small Business Success Story](#)

There's 'way too much to write here....you can visit my [Barbara Ling About Me](#) page to learn more!

## Appendix A – 100% Affiliate Commission Program

As well as making my own products, I also run a 100% affiliate commission program over at [Virtual Coach affiliates!](#)



And don't forget:



Confused as to why anyone would offer a 100% affiliate commission? Methinks you'll greatly enjoy:

### [Why Marketers Offer 100% Affiliate Commissions To People](#)

The program uses [Rapid Action Profits](#), so you're paid instantly to your Paypal account!

Want to see 2 of the goodies you'll find that I use meself?

Turn the page....



## Appendix B – Recommended Resources

Here's some of the products I really like and use myself!

### **Ecover Black Pack**



This is wonderful collection of 35 Photoshop actions you can use to make your own professional 3d eCovers. **Love it love it love it, I now design all of mine myself.** [Click HERE](#) to learn more!

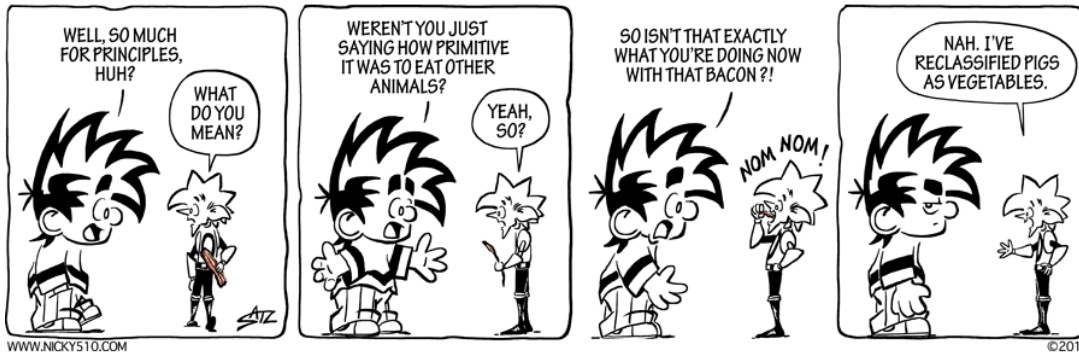
### **Classic! 501 Online Business Graphics Package**



A truly nifty way to jazz up boring websites with 100 great people images, 250 editable PSD header files and much more! [Click HERE](#) to learn more!

## Appendix C – Humor!

Humor makes the world go 'round, and you just can't get any better than [Nicky510](http://www.nicky510.com).





## Appendix D – Gifting Resources

Want some cool sites on exciting gifts?

Check out:

### Luxury Gifts:

- <http://www.luxuo.com/>
- <http://www.bornrich.com/>
- <http://www.blavish.com/>

### Geek Gifts:

- <http://www.thinkgeek.com/>
- <http://www.x-tremegeek.com/>
- <http://www.uncommongoods.com/>
- <http://www.scientificsonline.com/>

### Customizable Gifts:

- <http://www.zazzle.com>
- <http://www.etsy.com>
- <http://www.cafepress.com>

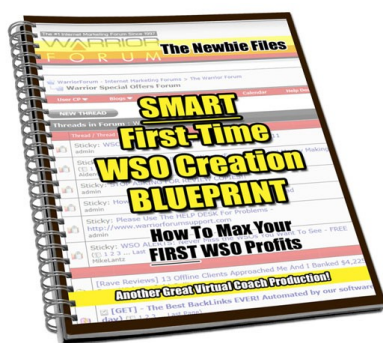
### Awesome Gifts

- <http://www.mcphee.com/shop/>
- <http://www.perpetualkid.com/>

## Appendix E – Other Writings

Over the past few centuries, I've written other books and ebooks you might find peachy! They include:

### **SMART First-Time WSO Creation Blueprint**



This is my personal guide that shows you all the mistakes I made when creating my first WSO...so you don't have to!

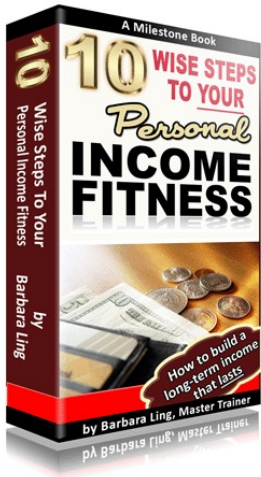
### **WarriorPlus Affiliate Profits**



This is my extreme newbie guide for how to make money with the Warrior Plus affiliate system...and how to uncover 100% affiliate commission, best-selling products and more!

More WSOs can be found [HERE!](#)

## **Complete 4 Course Gourmet Meal – Income Fitness**

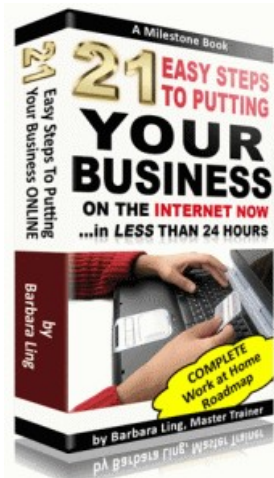


Make no mistake about this, this is *\*the\** single most **comprehensive guide** you can find out there for **dominating your particular niche**, be it home, living, fitness, health, parenting, moose-wrangling, ice carving, soap making, accounting, new-aging, life-coaching, sky-diving, PTA'ing, baking, sewing, MOPARing.... Get the idea? :)

Close to 200 pages in length, this blueprint takes you by the hand and walks you through how to set up all of your personal blogging and social networking...and then how to methodically start to build up your own authority status.

It's the exact methods I follow meself. [Click HERE to check it out!](#)

## **21 Easy Steps To Putting Your Business on the Internet in LESS than 24 Hours**



Do you already have your own business in real life....and now want to attract a whole new set of eager buying customers and clients *\*online\**?

If so, you'll *\*love\** what you read here!

Honestly, there's so much hand-holding and secrets revealed...let me let you read it for yourself (*you'll see the story about Lingstar Learning too!*).

[Click HERE to learn more!](#)

## And if you'd like to see all of what I produce over at the Warrior Forums...

Click [HERE](#) to see 'em! (This picture was taken 2 days after my latest release. As you can tell...I'm a wee bit prolific. :) **And notice how I offer 100% affiliate commissions on the front end!**

### Available Offers from *barbling* ([View All Offers](#))

PRODUCT / VENDOR	WSO DATE	SALES	VISITOR CONV.	VISITOR VALUE	AVG. PRICE	BUMPS	COMM RATE
<a href="#">Twitter Profit Secrets OTO</a> <i>barbling</i>	2011-12-21	10+	16%	\$2.76	\$17.00	0	50%
<a href="#">Twitter Profit Secrets</a> <i>barbling</i>	2011-12-21	100+	13%	\$0.62	\$4.76	0	100%
<a href="#">Wheel Spinning Rescue Part 1</a> <i>barbling</i>	2011-12-18	100+	8%	\$0.42	\$5.01	1	100%
<a href="#">Wheel Spinning Rescue Part 1 OTO</a> <i>barbling</i>	2011-12-18	10+	28%	\$2.80	\$9.97	1	50%
<a href="#">100% Affiliate Commission Secrets OTO</a> <i>barbling</i>	2011-12-14	25+	18%	\$1.76	\$9.97	1	50%
<a href="#">100% Affiliate Commission Secrets</a> <i>barbling</i>	2011-12-14	100+	7%	\$0.30	\$4.09	1	100%
<a href="#">Cash In On The Holidays With Angry Birds OTO</a> <i>barbling</i>	2011-12-11	25+	27%	\$2.73	\$9.97	1	50%

**Remember.....**

**Fortune Favors the Bold.**

**Go out and make yourself  
fortunate...**

**TODAY!**