

A printable planner for sourcing, listing & growing your flip business

# eBay Reseller Planner

Plan your sourcing trips, organize your inventory, schedule your listings, and hit your profit goals — one flip at a time.



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THIS PLANNER BELONGS TO \_\_\_\_\_

STORE NAME \_\_\_\_\_

YEAR \_\_\_\_\_

START HERE

# Welcome, reseller

Reselling rewards the people who stay organized. The sellers who win aren't always the ones who find the rarest item — they're the ones who source on purpose, list consistently, and actually know their numbers. This planner gives you a simple system to do all three, so your side hustle starts to feel like a real business.

## ● What's inside

- ✓ Monthly goals and a sales-goal calculator
- ✓ Sourcing trip plans and haul logs
- ✓ Inventory planning and listing schedules
- ✓ Weekly reviews and profit tracking
- ✓ Growth planning and monthly business reviews
- ✓ Action plans that turn goals into to-dos

## ● How to use it

- 1 **Set the month's goal first.** Everything else points back to it.
- 2 **Plan before you source.** A five-minute plan beats an impulse haul.
- 3 **List on a schedule.** Consistency matters more than big bursts.
- 4 **Review every week.** Small corrections compound fast.

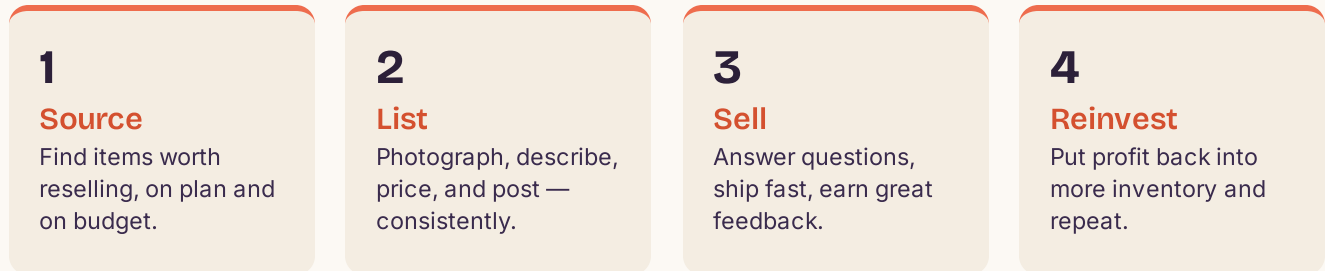
NEW HERE?

### You don't need a warehouse to start

Begin with one sourcing trip, ten listings, and one weekly review. This planner scales with you — reprint any page as often as you need, and grow into the rest when you're ready.

# The reseller flywheel

A reselling business is really one loop repeated. Each turn funds the next, so the goal is simply to keep the wheel spinning a little faster and a little smarter each month.



## ● Words you'll see in this planner

<b>Sourcing</b>	Finding and buying items to resell.	<b>COGS</b>	Cost of goods — what you paid for an item.
<b>Sell-through</b>	The share of your listings that actually sell.	<b>Margin</b>	Profit as a percentage of the sale price.
<b>ROI</b>	Profit as a percentage of what you spent.	<b>SKU</b>	A code or bin number to find an item fast.
<b>Aging stock</b>	Inventory that hasn't sold in a while.	<b>Reinvest</b>	Spending profit on more inventory to grow.

## ● Your first week as a reseller

- Pick a category you already know something about
- Source 10–15 items within budget
- Set up a simple SKU / bin system (Section 03)
- Ship your first sale within 1 business day
- Plan one sourcing trip (Section 02)
- Photograph and list at least 5 of them
- Write down your first profit goal (Section 01)
- Do a 5-minute weekly review (Section 06)

## CONTENTS

# What's inside

Ten tools, in the order a flip moves — from setting a goal and sourcing, to listing, selling, and reviewing. Reprint any worksheet as many times as you like.

<b>01</b>	<b>Monthly Reselling Goals</b> Set the target for the month	<b>05</b>
<b>02</b>	<b>Sourcing Trip Planner</b> Plan the hunt — and log the haul	<b>06</b>
<b>03</b>	<b>Inventory Planning Pages</b> Organize what you have	<b>08</b>
<b>04</b>	<b>Listing Schedule Planner</b> List on a steady rhythm	<b>10</b>
<b>05</b>	<b>Sales Goals Worksheet</b> Turn a profit goal into a plan	<b>11</b>
<b>06</b>	<b>Weekly Review Pages</b> Reflect and reset each week	<b>12</b>
<b>07</b>	<b>Profit Tracking Pages</b> Know what you really made	<b>13</b>
<b>08</b>	<b>Growth Planning Worksheet</b> Decide where to grow next	<b>14</b>
<b>09</b>	<b>Monthly Business Review</b> Score the month, plan the next	<b>15</b>
<b>10</b>	<b>Action Plan Pages</b> Make goals into to-dos	<b>16</b>

*Plus: a 30-day consistency tracker (page 18) and a notes & ideas page (page 19).*

# 01

## SECTION 01

## Monthly reselling goals

MONTH \_\_\_\_\_

Set your targets before the month begins. Keep them realistic but a little bit of a stretch — goals you can picture hitting are the ones you chase.

### ● This month's numbers

PROFIT GOAL \$ _____	REVENUE GOAL \$ _____	ITEMS TO SOURCE # _____
ITEMS TO LIST # _____	ITEMS TO SELL # _____	AVG PROFIT / ITEM \$ _____

MY TOP 3 PRIORITIES THIS MONTH

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

MY WHY – WHAT THIS PROFIT IS FOR

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

GOAL STATEMENT – COMPLETE THE SENTENCE

"This month I'll source \_\_\_\_\_ items, list \_\_\_\_\_, and earn \_\_\_\_\_ in profit."

### ● Last month, for reference

PROFIT MADE _____	ITEMS SOLD _____	WHAT WORKED _____	ONE THING TO IMPROVE _____
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02

SECTION 02

# Sourcing trip planner

A good haul starts before you leave the house. Plan where you're going, what you're hunting for, and how much you'll spend — so you buy on purpose, not on impulse.

TRIP DATE

BUDGET FOR TODAY

TIME AVAILABLE

STOPS TO HIT (IN ORDER)

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CATEGORIES / ITEMS I'M HUNTING FOR

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WHAT'S SELLING WELL RIGHT NOW

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BRING WITH ME

- |   |   |
|---|---|
| <input type="checkbox"/> Phone + charger        | <input type="checkbox"/> Cash / cards       |
| <input type="checkbox"/> Reusable bags          | <input type="checkbox"/> Tape measure       |
| <input type="checkbox"/> Hand sanitizer / wipes | <input type="checkbox"/> Comp-checking app  |
| <input type="checkbox"/> Snacks + water         | <input type="checkbox"/> List of what sells |

**RULE OF THUMB**
**Only buy it if it can sell for 3× what you pay**

After fees and shipping, that's roughly what it takes to make a worthwhile profit. When in doubt, check recent sold prices before you buy.



## 03

## SECTION 03

# Inventory planning

Inventory you can't find is inventory you can't sell. Set up a simple system now and future-you will list faster and lose nothing.

WHERE MY INVENTORY LIVES (SHELVES, BINS, ROOM)

MY SKU / BIN LABELLING SYSTEM

STOCK ON HAND GOAL

ITEMS TO LIST PER WEEK

## ● Aging inventory plan

**0-30 days**

Fresh — keep listing

**31-60 days**

Refresh photos / title

**60+ days**

Mark down or bundle

## ● Weekly inventory routine

- Photograph + measure new items
- Mark down stock aging past 60 days
- Restock packing supplies
- List anything bought >7 days ago
- Reorganize / re-shelf returns



•04

SECTION 04

# Listing schedule planner

Consistency beats intensity. Pick a realistic number to list each day and protect that time — a steady drip of listings keeps sales coming.

LISTINGS GOAL THIS WEEK

BEST TIME OF DAY FOR ME TO LIST

DAY	TARGET #	WHAT I'LL LIST
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

## LISTING WORKFLOW FOR EACH ITEM

- Photograph  
  Measure  
  Describe  
  Price (check solds)  
  List  
 Promote / share

05

SECTION 05

# Sales goals worksheet

Big goals feel vague until you do the math. Work down this ladder and your profit goal turns into exactly how many items to sell, list, and source.

1

## Monthly profit goal

Start with the profit you want to make.

\$ \_\_\_\_\_

2

## Average profit per item

Your typical profit after fees + shipping.

\$ \_\_\_\_\_

3

## Items to SELL

Profit goal ÷ average profit per item.

# \_\_\_\_\_

4

## Sell-through rate

Roughly how many listings sell (e.g. 1 in 3 = 33%).

% \_\_\_\_\_

5

## Items to LIST

Items to sell ÷ sell-through rate.

# \_\_\_\_\_

6

## Items to SOURCE

Items to list, plus a little buffer.

# \_\_\_\_\_

WEEKLY SELL TARGET

WEEKLY LIST TARGET

WEEKLY SOURCE TARGET



SECTION 06

# Weekly review

WEEK OF \_\_\_\_\_

Five minutes every week keeps you on track. Look at the numbers, celebrate a win, and pick one thing to do better.

## ● This week's numbers

ITEMS SOURCED

\_\_\_\_\_

ITEMS LISTED

\_\_\_\_\_

ITEMS SOLD

\_\_\_\_\_

REVENUE

\_\_\_\_\_

PROFIT

\_\_\_\_\_

### \* A WIN WORTH CELEBRATING

### BEST-SELLING ITEM THIS WEEK

### WHAT DIDN'T WORK / GOT STUCK

### ONE LESSON I'M TAKING FORWARD

### NEXT WEEK'S #1 FOCUS

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08

SECTION 08

# Growth planning worksheet

Once the basics click, growth is about doing more of what works and removing what slows you down. Map your next level here.

**WHERE I AM NOW****WHERE I WANT TO BE IN 6 MONTHS****CATEGORIES THAT MAKE ME THE MOST PROFIT****CATEGORIES TO EXPAND INTO****A NEW SOURCING CHANNEL TO TRY****A SKILL THAT WOULD SPEED ME UP****MY BIGGEST BOTTLENECK RIGHT NOW****HOW I'LL REINVEST MY PROFIT**



SECTION 09

# Monthly business review

MONTH IN REVIEW \_\_\_\_\_

## ● The month by the numbers

SOURCED _____	LISTED _____	SOLD _____	REVENUE _____	PROFIT _____	MARGIN % _____
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### DID I...

- Hit my profit goal
- Listed on schedule
- Sourced on budget
- Reviewed every week

### BEST-SELLING ITEM / CATEGORY

\_\_\_\_\_

VS. LAST MONTH

WHAT I'LL CHANGE NEXT MONTH

### WHAT WORKED THIS MONTH

\_\_\_\_\_

### NEXT MONTH'S #1 FOCUS

\_\_\_\_\_

\_\_\_\_\_

## •10

## SECTION 10

# Action plan

Goals don't move — actions do. Take your three biggest goals and break each into the small, concrete steps that get you there.

**Goal 1****Goal 2****Goal 3****MY ONE 90-DAY MILESTONE**

"In 90 days I will have..."

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## WORKSHEET · SECTION 10

# This week's action steps

Plan one needle-moving task for each day, plus your top three priorities for the week. Tick the box when it's done.

## TOP 3 PRIORITIES THIS WEEK

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

DAY	ONE TASK THAT MOVES THE NEEDLE	DONE
Mon		<input type="checkbox"/>
Tue		<input type="checkbox"/>
Wed		<input type="checkbox"/>
Thu		<input type="checkbox"/>
Fri		<input type="checkbox"/>
Sat		<input type="checkbox"/>
Sun		<input type="checkbox"/>

# 30-day consistency tracker

The fastest way to grow is to show up daily. Shade a box for every day you list at least one item — then try not to break the chain.

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

## ● Weekly habit check

	M	T	W	T	F	S	S
Sourced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shipped same/next day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviewed numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

