How I Make $5,000 A Month Having $5 Sale Events

Introduction

Hello, I'm Kim Rowley. To tell you a bit about myself, I grew up in a lower middle class broken home in the middle of nowhere, otherwise known as Nebraska. While I've never labeled myself as an entrepreneur, I learned to be one from my uncle, David Sutter, who was a few years older than me. As a teenager, Uncle David had a painting business and ran a fireworks stand, and I was his apprentice.

I got pregnant at age 17, married, and had four small children before I was 25. The marriage didn't last long, and as a single mom, I learned to be very frugal and saved money by cutting coupons, sending in rebates, and buying in bulk when things were on sale. Uncle David started a web design business that grew into a very successful software company, and I aspired to be like him.

In 1998, I started dabbling with making websites and monetizing them with affiliate marketing, and my first website was about coupons! Then I made one about my preemie twins, my love for shoes, and even one for my favorite team, the Nebraska Cornhuskers! These websites were my main source of income for over twenty years. I had the luxury of working at home (before it was the norm) and being there for my children.

My children are now grown, and my nest is empty. So in 2017, I started dabbling in retail arbitrage. Retail arbitrage is the act of buying products from one retailer and re-selling them, often on another marketplace. My personal marketplace was and still is Amazon FBA. My attorney-by-day boyfriend, Ted and I would road trip on the weekends to buy inventory from various stores to resell. When the pandemic hit in 2020 and we could no longer road trip, we took up buying liquidation pallets.

When we became overwhelmed with inventory, I came up with the idea of a $5 “Liquidation Popup” sale to sell items so that I had more room (and money) to buy more inventory! The idea was a success; inventory got moved, money got made and happy customers were able to take advantage of incredible deals. The concept has been a huge success that we now have Liquidation Popup sales monthly. We even have “groupies” as we call them that follow us around from location to location.

A photo taken from our very first Liquidation Popup sale event.

Why the name Liquidation Popup?

Liquidation items are usually merchant overstocks, last year styles, store returns, and/or excess inventory and are associated with being less expensive than the newest, latest models of items. The inventory that stores such as Ross and T.J.Maxx sell are prime examples of liquidation items.

Pop-up shops are short-term, temporary retail events that are taking over the retail world. Pop-up stores were traditionally associated with fashion boutiques. And they are cool. We are taking cool to the next level by offering great deals and name brand items and having fun while doing so.

Liquidation + Popup = Liquidation Popup

We have applied to trademark the “Liquidation Popup” name for our $5 sale events, and if you are interested in using the same name and benefiting from our marketing efforts, please reach out to us about becoming a Liquidation Popup Partner. While competition is healthy, we only allow one Liquidation Popup Partner per region so you have full reign of your local territory.

Why am I telling you all of this? I wanted to introduce myself to let you know that I'm a real person. In fact, I'm probably a lot like you. The fact that you invested in buying this ebook alone tells me that we would probably be friends in real life. I bet you like to save money, and you also like to make money? I thought so. Feel free to email me anytime to ask questions, tell me about yourself or just say hi. You can reach me directly at kim@liquidationpopup.com

As for that little web business that I started 20 years ago? I sold my affiliate websites last year so I have more time to focus on having more Liquidation Popup events. I posted on my online vision board that I wanted to sell my affiliate sites for one million dollars. The offer I received wasn't quite $1 million, but it rounded up, so it was close enough for me. A new goal on my vision board is to expand and have Liquidation Popup events around the country. I'm here to help you be successful so we can both achieve new goals.

Okay, enough about me! Let's make some money together!

Get Started

Chances are if you are already selling items, you probably already have your business affairs in order for Uncle Sam and can skip to the next section. If not, or if you want to set up a separate entity for your $5 sale events, here are the suggested things you should set up.

Employer Identification Number

The first step is getting an Employer Identification Number (EIN). You don't need an EIN per se if you want to remain a self-employed individual, but I believe most accountants would suggest it as you can still be self-employed but have an EIN for your DBA (Doing Business Name) name. You can register for an EIN online at the IRS.gov website for free.

I started out years ago as a self-employed individual, but my accountant suggested that I create an S-Corporation for tax advantages. Many of my colleagues/peers have Limited Liability Corporations (LLC) which also provide savings on taxes and ensure that you're not on the hook for business liabilities, but have simpler record-keeping rules. You may want to consult an accountant or attorney to see which is right for your business. Many people use an attorney to set up their business, but being the cheapskate that I was (still am) and my internet savviness, I used an online service such as Legal Zoom to set up mine.

Sales Tax Permit

A sales tax permit, also known as a sales tax certificate or sales tax registration in some states, is an agreement with the state tax agency to collect and remit sales tax on items sold by your business, i.e. Uncle Sam wants his cut.

To register with your state to collect sales tax, visit your specific state's Department of Revenue website. Every state and every website is slightly different, but you can usually search or click on the "Sales and Use Tax" section of their website and click the link to register your business using your EIN that you created earlier.

Banking

You'll need to decide what types of payment you will accept at your $5 sales.

Cash

While cash is king (and we will discuss tips on accepting cash further on), offering other payment options at sales equates to more revenue as the nation appears to be moving into a cashless society. I have to admit that I rarely have cash on me. I almost always use a credit card. I have that credit card synced to my online Quickbooks account that pulls in and categorizes all my transactions which is a huge bookkeeping timesaver. Bonus: Get a free $50 Visa Card when you sign up for Quickbooks through my link! P.S. I personally use the "Simple Start" least expensive plan that satisfies my needs.

If you're wondering why I use a credit card instead of a debit card, my answer is two-fold. First, I earn rewards on all purchases I make with my credit card, but I do pay it off every month to avoid finance charges (otherwise the rewards may not outweigh the charges). Secondly, should your card number get stolen, it is easier to dispute charges on a credit card than a debit card. I had my debit card stolen via a gas pump skimmer once, and to dispute all the charges, my bank required me to call each place where a transaction had been posted and fill out a page-long form for each fraudulent transaction documenting when I called, who I talked to, etc. I've also had my credit card stolen, but it took all of a minute to dispute those unauthorized charges with a click on my computer. That's your financial tip of the day from me to you.

Venmo

Venmo was originally popular among the millennials to send and receive money, but they now offer Venmo for Business and actually frown upon people using a personal Venmo account for business purposes. Venmo for Business is free to set up and easy to use. I printed out my business QR code (and put the piece of paper inside of a plastic transparent sleeve) so customers can simply scan the QR for safe touch-free payments. The best part is the user may choose to share their purchases on their Venmo feed which is free advertising!

Debit/Credit Cards

We include in all marketing materials about our Liquidation Popup that we accept Venmo and credit cards as people are apt to spend more when not limited to the amount of cash that they have on hand. And, although I don't condone it, many customers will spend even more when they can buy on credit and make payments if they don't have currently accessible money in their bank account. There is a fee associated with processing debit and credit cards, but I feel that the fees are worth getting customers to spend more. Plus with the rising spread of Covid cases, the CDC is recommending merchants do more cashless transactions to avoid direct contact. So which payment processor should you use to accept debit and credit cards?

PayPal

This was the first option that I used. You need to have a PayPal business account to apply for their PayPal Here program that accepts debit and credit cards (and it's free to convert a personal PayPal account to a PayPal business account). PayPal will even send you a free chip and swipe reader to use with your smartphone which I thought was cool. It is wireless and connects via Bluetooth with your phone. I found though that every time my phone went to sleep (between most sales), it took a while for the reader to reconnect to Bluetooth, and I lost patience waiting for it to reconnect, so I would try to speed up the transaction by manually inputting the card numbers (which is a pain).

Square

When I originally signed up for Square years ago, they sent me a free card reader that plugs into your phone, but then the iPhone dared to be different and changed its plug-in capabilities. I then bought an iPhone compatible reader that worked immediately compared to the PayPal Bluetooth reader. As we grow, I ended up buying a few more readers for those that help me with checkout as you can add more devices (phones) to your account for free. The only cards that I've had to manually enter were ones that were bent and the magnetic stripe was not readable. One thing I really like about the Square app is that I can set it to automatically add the sales tax to the charge amount. Example: If the customer bought six items, I'd input $30 ($5x6), and it would add the 6.5% sales tax to bring the total to $31.95.

There are other payment processors available, such as ProPay and Stripe. Even your local bank may offer payment processing, but I advise you to review and compare fees before using. Both PayPal and Square that I mentioned above don't have any monthly fees and the lowest processing rates that I've seen.

Get Social

Before I even picked a date and location for my first event, I wanted to set the groundwork for my proposed $5 event as the majority of people hearing about this at first would have no idea what a "Liquidation Popup" was so I needed to promote it.

The first thing I did was set up a website, but setting up websites is my forte, and honestly, this is not totally necessary. If you do think you'd like a website but are not a web designer, you can set up a free basic website with Weebly.

I suggest setting up at least two social network accounts to help promote your upcoming event. Pick the social networks that you personally use the most and are most comfortable using. I personally use Instagram and Facebook, so I went with those two, and since Facebook owns Instagram, it's easy to manage them. When I post to Instagram, I can pick to have the post automatically post to Facebook or vice versa. And I can check and respond to messages from both platforms within my Facebook account.

If you are good at making videos (I am not but wish I was), I definitely recommend utilizing YouTube and/or TikTok as one of your platforms as videos are great content. The most viewed content on my social media accounts has been Facebook live videos and videos I've uploaded to Instagram.

Other networks to consider (but you are not limited to) are Twitter, WhatsApp, WeChat, QZone, Tumblr, LinkedIn, Pinterest, and MySpace (just kidding, no one uses MySpace anymore).

Then start posting photos of the items that you know you will be selling with some teaser text. Here is the text of the very first post I posted before our first event (with a photo of a Sperry's sneaker):

> Sperry's anyone? These will be at our first Liquidation Popup shop next month for only $5 a pair! Who wants some? #liquidation #liquidationsale #shoesale

That post only warranted 3 likes - me and my daughter. But I didn't give up hope. I reshared on my personal accounts and started generating some buzz.

Picking A Date / Location

For your very first event, I recommend holding your event alongside another fair or festival as people in your area may not know what a $5 Sale or "Liquidation Popup" is, but trust me, they soon will! We held our first popup sale at an outdoor vendor/craft fair.

A "vendor" is a general term used to describe a supplier of goods or services. A "vendor fair" will consist of many vendors coming together in one place. Many vendors will be peddling multi-level marketing (MLM) products for a commission. Examples of MLM vendors include AdvoCare, Arbonne, Beachbody, Discovery Toys, LuLaRoe, Mary Kay Cosmetics, Melaleuca, Monat, Pampered Chef, Tastefully Simple, Young Living, Younique, and thousands of others. A vendor fair will usually limit that only one vendor per company will be allowed to showcase so there isn't direct competition (i.e. only one Tupperware consultant will be allowed).

A “craft fair” (also called a “craft show” or “craft bazaar”) is different in that people sell primarily handcrafted items that they have made. These items will be things similar to what you see on Etsy.

There are other types of events, such as flea markets, swap meets, antique shows, and farmer’s markets, but from our experience, the combination of a vendor/craft fair has fared the best for us. In fact, at that very first sale, we ended up being the busiest and most profitable booth of all. And here’s my theory why… visitors usually walk by every booth and most have the mentality that “I have to buy something” from the fair or their time is wasted. Our prices were by far the cheapest at only $5 per item, and the value of each item exceeded $5 so people were getting a bargain to boot. If you’ve bought any MLM products in the past, you will know that those items are not cheap!

Where to Find Vendor / Craft Fairs near you

Most of the opportunities that I hear about are from word of mouth. I guess it helps that my mother showcases her handmade sewn goods at various events. If your mom isn’t as crafty as mine, there are other ways to find the vendor and craft fairs being held near you.

1. **Google -** search “vendor fair near me” and variations of such swapping out vendor for craft and/or using an exact location instead of “near me”.
2. **Facebook Groups -** My google searches actually led me to a few groups in my area/state that list local vendor and craft shows, bazaar, and fairs. But be wary of scammers! I’ve read many tales of scammers collecting fees for fake events. Before paying for an event online, I recommend calling the venue and asking if the event is in fact real. If paying via PayPal, do not pay as a friend/family (some recipients will request this to avoid paying PayPal fees). If you pay as goods/service, you have the protection to dispute the charge with PayPal if it turns out to be a scam. I also personally don’t recommend paying via Venmo if you don’t know the person as I was scammed once in Time Square New York. I’m embarrassed to admit that I bought tickets to a comedy show claiming Tina Fey was the headliner. It was a comedy show alright, but it was amateur night and no signs of Tina Fey. When I tried to request my money back, the Venmo account was closed. Just remember the saying, “If it’s too good to be true, it probably is.”
3. **Facebook Events -** Most vendor and craft fairs create a Facebook event to help advertise their events to not only attendees, but to potential exhibitors. If they don’t include information on how to be a vendor, you can usually message the event itself or look for “hosts” of the event and message them via Facebook. You will want to create your own Facebook Events as well for your events, but we will cover that momentarily.

Indoor vs Outdoor?

There are pros and cons to picking an indoor event versus an outdoor event for your $5 sale event, and here they are:

Outdoor Pros

- Usually less expensive
- Usually more room to spread tables/items/boxes out
- Can usually include a vehicle within/beside your location to keep extra inventory or use as your “booth”. We started with a van (a Dodge Ram Promaster City and then upgraded to a Dodge Ram Promaster 2500). We are now considering getting a towable walk-in trailer where we can have clothes and shoe racks installed inside for customers to shop.

Outdoor Cons

- The only con here is the weather! I live in Nebraska where the weather is unpredictable and can change drastically in a matter of minutes. The weather has literally rained on our parade more than once. We have had to hurry and pack up everything as fast as we could to avoid our inventory getting wet and/or blowing away.

  The weatherman had predicted rain for another 2-day event (before we realized 1-day events were better) that we had scheduled, so we ended up renting a carnival tent. You can rent carnival tents for less if you set them up and take them down yourself, and remembering my fireworks tent glory days, figured this was a no-brainer and a way to save money. But at the end of the day(s), I was exhausted and would’ve gladly paid the extra to have someone else take the tent down!

  Another meteorologic element that you need to consider is the sun. Our very first event was a beautiful sunny day with a slight breeze. Not too hot, not too cold, the temperature was perfect. But those are the kind of days that you get sunburnt to a crisp when you don’t apply sunscreen. I learned this lesson the hard way.

  The next event, I was more prepared, slathered in sunscreen and wearing a brimmed sun hat. But the temperature was hotter, and there was no breeze. I ended up getting sick and feeling miserable. After consulting Dr. Google, I diagnosed myself with dehydration and heat exhaustion. This lesson learned was: pack a lot of water to drink while working.

Indoor Pros

- Protection from the weather! This is not only a plus for you and your inventory, but if the weather is bad outside, you are more apt to get more visitors/customers who want to be indoors as well.
- May be able to set up early. As we became more well known, our “groupies” started coming early (before the official start time) to get the best deals, and it got harder and

harder to ward them off from rummaging through our boxes that we were trying to set out. Some indoor venues even let you set up your booth the night before which is super helpful. We have actually grown so much that we approached the owner of an empty storefront in a small nearby town (small town = less rent) and have been having sales there. This way we can leave everything set up (tables, clothes racks, etc) and bring in inventory at any time. The small town is close enough that most of our customers drive at least 15 miles to attend. Our last sale yielded a block long line of customers waiting to get in when the sale started and doors opened.

Here is a photo from one of our events where we rented an empty retail store. People started lining up two hours before the sale started!

Indoor Cons

- Usually more expensive as there are more overhead costs associated with renting the space in a building.
- Usually, less room as vendors are placed closer together.
- More labor is involved in having to carry your goods into the building. I usually reach out to the person organizing the event and explain that we have a van that we keep

inventory in and ask if they can accommodate it. Most event centers have several entryways and even overhead doors so we've been able to park right beside our booth.

Get Ready

Now that you have a date set, let's get ready to go!

Pricing

Obviously $5 sales events are known for "everything being $5". $5 is nice because it's a great price point to entice customers, and you don't need to individually mark the items (which also makes things much easier at checkout). But that doesn't mean you need to necessarily stick to having absolutely everything priced at $5.

If you have some items you want to mark higher than $5, simply mark them as such. For a group of items, I'll print a sign saying such, i.e. Headphones $20. Or if it's just an item or two, I'll include a post-it on that item saying how much it is. I do recommend keeping your pricing amounts in multiples of $5 for easier checkout.

If you paid $7 for an item and would really like to get at least your $7 back but you are not sure if someone would pay $10, I recommend keeping that item priced at $5. Sure, you'll lose a couple of bucks, but you may gain a new customer that brags to all their friends about all the good deals they found, which leads to many new customers. That would be considered a "loss leader" and well worth the $2 loss.

A loss leader is a product intentionally sold at a loss to attract customers. Walmart and Target do this on Black Friday, and I do this as well. For instance, I bought three pallets of new Squishmallow stuffed animals that I paid $9 apiece for. I thought this was a great price as I had previously bought some of these for $15 each and resold them for $50 each. Well, it turned out that I could not resell these particular $9 stuffed animals on Amazon, and it was not worth it (to me anyway) to sell them on eBay or Facebook Marketplace. Now I bring a few Squishmallows to every sale and consider them my loss leader.

You may want to limit certain popular items, categories or loss leaders to one or two items per person, or even per family (because one person may bring along a bunch of kids). At one of our sales, one lady came early with a big black trash bag and held it open while her son threw every single hair tool (curling iron, hairdryer, flat iron, etc) that we had available into the bag. In her defense, I did post in the event asking people to bring their own shopping bags. Within an hour after purchasing, the same lady posted some of the hair tools for sale in a local Facebook group. I had several angry customers that had come to our sale specifically looking for the hair tools that I had posted about and then saw her Facebook posts and "reported" them to me.

While we don't turn away resellers (because hey, I don't have the time or energy to post specific products and meet up with people to deliver them), I really don't like angry customers. Plus, I would rather have a customer brag that she got a great deal on a straight iron for her daughter at our sale than have a reseller who probably doesn't want to tell anyone her sources for her goods that she resells for a profit.

Another idea for your "$7 item" is to offer it as a free gift with purchase. Another "purchase gone wrong" item that I bought on impulse was 6 pallets full of headphones. These headphones were valued at $100, and I bid on them for what I thought was a steal at $10 each. With one minute left in the auction, I didn't have time to do the proper research to see if I could actually resell them on Amazon. After I won the auction, I realized that the seller was a big Amazon seller themselves. I was afraid that if they couldn't sell them on Amazon, I bet I couldn't either (and I can't). I ended up offering the headphones free with a $50 purchase (and pointing out the fact that they were valued at $100). In many cases, people intentionally increased their order size to hit the $50 threshold for the free gift.

If you have inventory items that you don't consider to be worthy of selling for $5, combine a few items together to make them worth more. I'll put 3 similar or the same makeup items in a polybag or Ziploc bag or use packing tape to put a few shampoo bottles together. After the initial big rush and lull in the crowd, I also walk around and if I see some things appear untouched, I take that as a sign that it may be priced too high at $5 and I may decide to bundle the items right at that moment.

If an item doesn't sell at the first event, I will keep it around for a couple more events before deciding to trash it, give it away (we usually have a giveaway box as well), or donate it for a worthy charity. If you donate your items to a charity, be sure to ask for a receipt to write the donation off on your business income taxes (you can write off the cost of the inventory). We take turns donating to various charities that will allow people to benefit without cost, such as The Mission and The Orphan Grain Train. We avoid places such as Goodwill that profits from marking up the items to resell.

Usually near the end of a sale (like the last hour), we will lower the price of everything to half price because at this point, I would rather sell stuff for less than pack it back up! We have even been known to lower the price of everything to $1 near the end of a 2-day event. This is similar to how bin stores work. They start out with a certain price point on items on a certain day of the week and mark them down as the days go on, for example, $10 on Tuesdays, $5 on Wednesdays, $3 on Thursdays, $2 Fridays, $1 Saturdays, take Sunday and Monday to restock and start over again on Tuesday.

The beauty of $5 sales compared to bin stores is that you can hold these sales whenever and wherever you choose with little to no overhead costs. Bin stores have rent to pay, employees to rely on, and their biggest challenge right now is getting inventory on a consistent basis. If they have a couple of weeks with crappy or little inventory, they may lose customers. Our Liquidation Popups are planned and held when inventory is abundant and are gaining a cult-like following.

Then, we have to remember Uncle Sam wants his share! At our first sales, we included sales tax in the price just to make everything easier for everyone, and most people paid cash. But you have to realize that you aren't really making $5 per item. To get the pre-tax sales amount, divide the sales amount by 1 plus the tax rate of the location where your popup sale was held. Example: If the tax rate is 8.4%, the gross amount subject to tax is $4.61 ($5/1.084).

I made a Google spreadsheet to keep track of the dates, sales, locations, and tax rate of each sale to give my accountant at the end of the year to file the sales tax due. (Download a copy here). Google has been right about every location I have searched for the tax rate, but I usually double-check with the city just to make sure.

Here is a checklist of items that I recommend you have for your sale.

Items Needed

- **Tables / Display -** We started out with four 8' folding tables and sorted items/clothing in fruit boxes (from the grocery store). We eventually bought a few more tables and had my cousin weld us some contraptions to hold long black plumbing pipes to hang up clothing on (normal clothing racks couldn't stay upright with any bit of wind).
- **Banner -** I ordered a vinyl banner from BannersOnTheCheap.com. They have templates you can customize or upload your own image. If you purchase a Liquidation Popup license, you will get access to the exact image we used for our banner.
- **Signs -** I printed a bunch of "signs" using Word simply stating "Everything is $5" because no matter how many signs you have, people will still ask "how much?". Also, I recommend creating signs that include what payment types you accept. Many people will presume we only take cash, but if they know we accept other payment types, they are apt to spend more.

  I also print signs for different categories, i.e. Women, Men, Kids, Shoes, Toys. If there is something I have a lot of, I'll create a specific sign for a subcategory or specific product, i.e. Girls' Shirts, Blankets, Candles, etc. Someone once asked me, "Why put a sign up saying 'Toys' when they can clearly see that those are toys?" I responded because if people are scoping the shopping area, they may not be able to make out what all the items available are, but they should be able to read the signs.

  If you have a lot of one particular item that you are making a sign for, be sure to include the retail price so people know they are getting one heck of a deal. Example: Carter's Hooded Baby Towels $5, Originally $24.99. I've switched out the word "originally" with "regularly" and "retail price" to test, and the items tend to sell out every time no matter what words I use.

  If you are putting a limit on the number of specific items that can be bought, be sure to make a sign for that as well. And be specific! Diapers and baby wipes are big hits at our sales, so I made a sign saying “Limit 2 Diapers/Wipes”. I intended it to mean there was a limit of two either/or (i.e. two diapers, two wipes, or a combo of one diapers and one wipes). Well, several people are upset as they interpreted the sign to mean limit two diapers AND two wipes.

- **Boxes / Bags** - Start saving your plastic bags from the grocery store, and save all your medium-sized boxes for customers to use as “shopping carts” and then to carry all their purchases out. As previously stated, we’ve even encouraged shoppers to bring their own portable reusable shopping bags.
- **Money Aprons / Cash Box** - For the first few months, Ted and I wore nail aprons that I had gotten free after rebate from Menards. I kept $5 and $10 bills in one side pocket and bigger bills and my phone with the Square reader in the other side pocket. As we grew and decided to add sales tax on top of the item price instead of including it in the price, we felt we needed to invest in a money box. Back in my fireworks stand days, we used an old tackle box that served us well over the years. You can buy similar cash boxes, but I feel like they expose the money which could be tempting to some to try to steal. I spent a few more dollars and bought a cash drawer which keeps the money more out of sight (and it’s quite heavy for one to try to run off with). Here is the exact money box I bought.

Starter Money To Make Change - We usually start out with $500 in cash although we probably never need that much. I just like to be prepared.

If including sales tax in price, I recommend starting with:
40 - $5 bills ($200)
20 - $10 bills ($200)
5 - $20 bills ($100)

If adding sales tax on top of the price, I recommend:
2 rolls pennies ($1)
1 roll nickels ($2)
1 roll dimes ($5)
2 rolls quarters ($20)
72 - $1 bills ($72)
32- $5 bills ($160)
18 - $10 bills ($180)
3 - $20 bills ($60)

Speaking of money aprons, cash boxes, and starter money, remember I said we’d discuss tips on accepting cash? Well, now is the time for that. When a customer pays with cash, do not put their cash directly in the till; always leave the customer payment in sight of both of you and the customer while getting their change for the sale. This not only reminds you how much they gave you if you forget but it will also be so the customer cannot pull a fast one on you by saying they gave you a bigger bill than they really did to get back more change.

This happened to me when I was a teenager at the fireworks stand. A customer gave me a twenty dollar bill. I put the $20 in our old tackle box (that exposed we had bigger bills), and when I gave the customer their change, they claimed they gave me a $50 bill. I second-guessed myself and didn't want to argue with them in front of other shoppers so gave them an extra $30 back. I learned that lesson right then and there.

I also recommend learning how to count change back to a customer. This is not only so the customer can visibly see that you are giving them the correct change, but also so there is no need for a calculator! My math teacher always told us we needed to learn such things because we won't have a calculator with us at all times. This may show my age, but it also shows how technology has changed, and people do have calculators on their phones at nearly all times now. But if you know how to count change back, there is no need to use it.

Counting change back uses mental match. How you do this is by counting out change from the purchase price and stopping when you get to the amount paid. Begin with the smallest coins and work your way up. For example, if the sale price is $12.48, and the customer gave you a $20, here is how to count the change back:

1. Count out the pennies starting at $12.48: $12.49...$12.50 (2 pennies)
2. Count out quarters starting at $12.50: $12.75...$13.00 (2 quarters)
3. Count out dollar bills starting at $13.00: $14.00...$15.00 (2 dollars)
4. Count out five-dollar bills starting at $15.00: $20.00 (1 five-dollar bill)
5. Total change owed is $7.52

Get The Word Out

Now it's time to market your Liquidation Popup sale!

Facebook Event

The first step I recommend is creating a Facebook event. You do not need a Facebook page to create an event. Be sure to include all of the following details:

- Date
- Time (beginning and ending times)
- Location (use address that will show Google maps location), but also include specific instructions if need be that will be easier to understand, i.e. Across the street from Walmart or 2 blocks south of CVS.
- Make sure the "Privacy" is set to "Public" to be seen by anyone.
- For description, here is a blurb to use, but you will also include here the specific location instructions and payment types that are accepted.
    - Get new name brand items for only $5 each! Items are overstocks, last year styles, store returns, excess inventory, and liquidation items. There will be a

variety of something for everyone including clothing, toys, household goods, shoes, and more.

- For the image, I suggest using a photo of a past sale or if it's your first sale, take a photo of your banner. Or if you don't have your banner yet, use the image of your banner. If you created the banner with a template within BannersOnTheCheap.com, log in to save your image or screenshot your banner image to use.
- Once your event is created, invite all of your friends that live in the surrounding area of your event (Facebook does allow you to invite all of your friends at once, but chances are you have some friends that are not local, and you do not want to spam them). If you created the event as a Facebook page, you will need to switch to your personal profile to be able to invite people. Salesmen always approach their friends and family first when trying to make a sale, whether it's an automobile or insurance policy, and marketing is no different. Invite your friends and family to your spectacular event!
- When adding new posts to your social media account about items to be sold, be sure to add the same posts to your Facebook event discussion as well.

Marketing

Now that you are completely ready for your event, it's time to advertise it.

Free Advertising

By now, you should know that I'm the freebie queen, so I'm all about getting advertising for free!

- Join local Facebook exchange groups such as local buy/sell groups and local garage/rummage sale groups to post about your sale.
- If you are having your sale during or part of another event, post about your sale on their Facebook event page.
- Post on online classified ad websites and local apps, such as Craigslist and NextDoor.

Paid Advertising

I am not opposed to throwing a little bit of money into advertising if it is effective. I have found the following two options worth the money spent.

- Facebook Ads - You can "boost" a Facebook post or Facebook event and choose the audience that sees your post. I recommend picking the audience to be those in the zip code of the event. If it says that area is not big enough, add some surrounding zip codes. For a budget, I usually only spend $10 and have never even spent more than $20. I usually start the ad the Monday before the sale (and most sales are on Saturdays, although we do an occasional Friday and/or Sunday) and end it the day prior to the event. I do not start it earlier than the week prior as I don’t want people confused about the dates.

- Roadtrip Event Booklets - Our local city-wide garage sale tries to coordinate with a “Bargain Buyway” road trip event of several towns in our part of the state. We pay to be added to the garage sale map as well as advertise in the road trip event booklet. These advertisements are usually inexpensive ($7-$10 in our case).

Last, But Not Least

Join our secret Facebook group exclusively for other $5 sale hosts. You can ask questions that are answered personally by me and other veteran members, share your own tips and ideas, brag about how much you made at your latest sale, and learn from others.

You can even offer unwanted or extra inventory you may have to other members. For example, I got a ton of Tennessee Titans junior-sized shirts in a pallet shipment. I tried to give them away to anyone I knew they would fit, but no one was interested. I then tried to give them away at our Liquidation Popup sales, but no one was interested there either! I ended up donating them to The Orphan Grain Train, and now there are probably hundreds of women in Africa wearing Tennessee Titans shirts. I would have rather sent those shirts to someone in Tennessee that could’ve resold them to the correct fan base that would appreciate them. Turning the tables, I’d gladly take any Nebraska Cornhuskers gear off anyone’s hands!

Or say Todd (a real member) has a bunch of Nom Nom playsets that are selling on Amazon for $85, and although he sells on Amazon, he is gated and cannot sell that particular brand. He can sell these at his $5 sales at a more expensive price point, but he has hundreds of these and probably can’t sell them all. He can post in our Facebook group asking if anyone is interested in these. Since I am ungated in Nom Nom on Amazon, I would love to sell these! I can then make a deal with Todd to pay him for the product plus extra to prep the items with my labels and have him ship them directly to Amazon with a label I provide him. This way there is no need for him to send it to me to prep and send off again, saving time and money.