

Hale's Tracking Spreadsheet

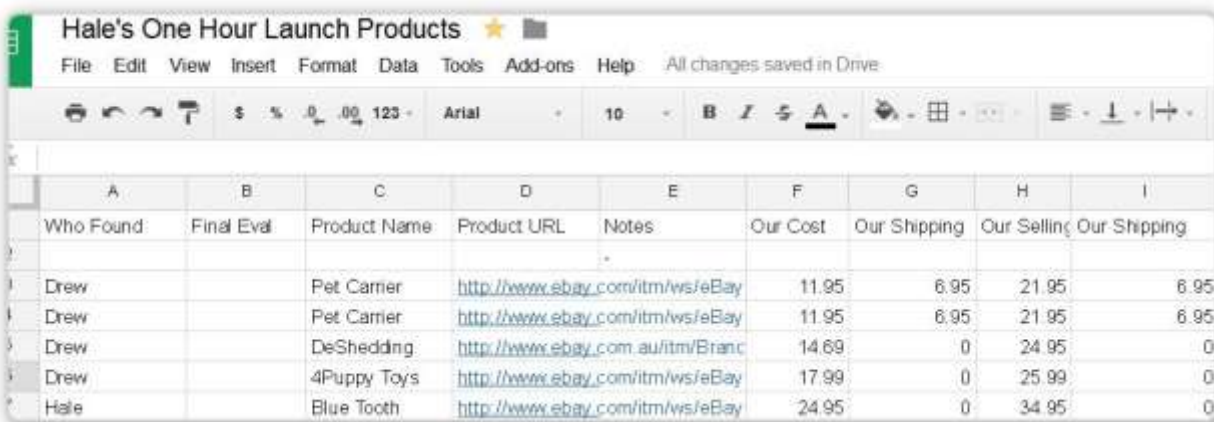
September 17, 2015

If you are reading this and I haven't shared a copy of the 2nd Google Sheet, be sure to ask me.

I use two Google Sheets (spreadsheets on the cloud). Using Google Sheets makes them available from any of my computers and anywhere in the world.

1. The first one is filled out by itDuzzIt.com and contains the sales information filled in by PayPal. I did add two columns to it. a) Did I pay the eBay seller and get this moving to my customer. B) Did I get tracking information and send that on to my customer.
2. The second one is a sheet for tracking products. Some of the products are sent to me and I share the profits. This means that I have to double check that all of the criteria are actually met.

Here are the columns in my second spreadsheet.



	A	B	C	D	E	F	G	H	I
	Who Found	Final Eval	Product Name	Product URL	Notes	Our Cost	Our Shipping	Our Selling	Our Shipping
1									
2	Drew		Pet Carrier	http://www.ebay.com/itm/ws/eBay		11.95	6.95	21.95	6.95
3	Drew		Pet Carrier	http://www.ebay.com/itm/ws/eBay		11.95	6.95	21.95	6.95
4	Drew		DeShedding	http://www.ebay.com.au/itm/Branc		14.69	0	24.95	0
5	Drew		4Puppy Toys	http://www.ebay.com/itm/ws/eBay		17.99	0	25.99	0
6	Hale		Blue Tooth	http://www.ebay.com/itm/ws/eBay		24.95	0	34.95	0

- A. Who found – where did the item come from
- B. Final Eval – did the item succeed or fail
- C. Product Name – a short name to remind me what the product is.

- D. Product URL – the Seller’s URL so I can buy the product and send to my customer when I sell one.
- E. Notes – remind myself that I want to put something in the ad or anything else important
- F. Our Cost – what is my seller selling at (what do I PAY?)
- G. Our Shipping – what is our seller’s shipping (what do I PAY?) F+G=my cost
- H. Our Selling Price – what are we going to charge
- I. Our Shipping – what are we going to charge

J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Hot	> 10	Many	price is	Buy	Good	Ship	Our	Related	Selling	Interest	Original	FB Page	Sales Page	Notes
Prod	Avail	Sold	\$7-\$13	Now	Revu	USA	Niche	Prods	Higher	Mkt?	Splinter	To Post On	Link (WP)	
5	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	General	BCF	http://i-love-my-pet.com/	
5	N	N	N	N	N	N	N	N	N	N	Beagle	PFDL	http://paradisefordoglove	
0	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Labs	PFDL		
0	Y	Y	Y	N	Y	Y	Y	Y	N	Y	Boxer	PFDL	http://paradisefordoglove	
1	Y	Y	Y	N	Y	Y	Y	N	Y	Y	??			Factory Ref
	N	N	N	N	N	N	N	N	N	N				
	N	N	N	N	N	N	N	N	N	N				
	N	N	N	N	N	N	N	N	N	N				
	N	N	N	N	N	N	N	N	N	N				

- J. Hot Product – is this designated by eBay as a HOT PRODUCT? – not necessary, but nice to see
- K. > 10 Avail – More than 10 available – need a seller with lots of stock
- L. Many Sold – You would like to see thousands sold
- M. Price is \$7-\$13 – Is there room to add \$10 to \$15 and still be in the “impulse buy” range. Usually that range tops at around \$25-\$30
- N. Buy Now – You do NOT want an “Auction Only” product
- O. Good Revu – You would like to see a seller with lots of good reviews
- P. Ship USA – Critical that the product ships from the USA.
- Q. Our Niche – not critical, but it would be nice if the product is in a niche that we are planning to grow.

- R. Related Prods- Are there Related Products we can sell to the same people if the product takes off (Selfie Stick is an example of a standalone product that is difficult to find products to sell to the same people.)
- S. Selling Higher – CRITICAL – can we see this product selling on Amazon or WalMart or somewhere else at a higher price. Note that it is not enough to see the product on Amazon at a higher price. If it has no reviews and a BSR in the stratosphere then it isn't selling well.
- T. Interest Mkt? - Can we identify Interest Groups to Market the product to. Generic Sunglasses or Retro Sunglasses are VERY difficult to target a group who would be very interested. Cycling Sunglasses is much easier to ID an interest group – Cycling Enthusiasts.
- U. Original Splinter – You would like to find products in a group that can be broken into splinter groups (babies 0-2 month, 2-6 months, etc for babies, Pit Bulls, Collies, German Shepards, etc. for dogs.) What is the splinter group we think is most likely to buy the most. This is not necessary if we can't splinter the target audience.
- V. Facebook Page to Post to – What Facebook page will we post our ads on (or place our Dark Posts on)
- W. Sales Page Link (WP) – This is the link to your sales page for this splinter
- X. Notes – a place for notes about the ads.

Y	Z	AA	AB	AC	AD	AE	AF	AG	AH
FB - Dark	FB-Live	Email	Other	AWeber	Custom	Ad Post	Campaign	Reset	Review
Pretty Lnk	Pretty Lnk	Pretty Lnk	Pretty Lnk	List	Audience	Created	Starts Date	Timer	Date
carrier-fb1	carrier-fb-l	carrier-ml		Done		Y	9/7/2015	9/14/2015	9/18/2015
beagle-carri	beagle-ca	beagle-carrier-ml				N			
large-desh	large-desh	large-deshedder-ml			http://para	N			
4squeaky-f	4squeaky-	4squeaky-ml				N			
lurb						N			
						N			

- Y. FB- Dark Pretty Link – I use a plugin called Pretty Link Lite. You add a short link to the end of the website URL and then redirect the viewer to the Sales Page. You get a count of how many clicks and you can change where the

link goes to (to split test ads) This Pretty Link is the short code I use to link Dark Posts to the Sales Page. I usually use a word to describe the product and add –fb to the end to indicate Facebook. The default here is Dark Post.

Z. FB- Live Pretty Link – this is the link I use if I post an ad on the Facebook page (Live) where visitors to the page can actually see it. It would be nice to know if any actually clicked on the post. I usually add fb-LV to the end of by one word item description to indicate it is Facebook – LIVE.

AA. Email Pretty Link. I suggest putting a link at the bottom of the email you send to people who get opted into your AWeber list because they bought. This link is the only way they know to get back to where they bought the product so they can buy again. –ml at the end of the word I use to describe the product tells me that this link came from the emails I sent out.

BB. (Note: this is AB in the Spreadsheet.) Other Pretty Link – if I do Google ads or something else, here is where I put that link

CC. Aweber List Done – have I create an AWeber lists for this group and linked it to the WordPress Ad Page?

DD. Custom Audience – Have I created a Custom Audience in Facebook for this product? Enter the name for the Custom Audience here.

EE. Ad Post Created – Have I started the Ad Campaign

FF. Campaign Start Date – When did it start

GG. Reset Timer – when should I reset the timer in the Ad Page (WordPress site)

HH. Review Date – when should I check on sales and decide to scale or kill

NOTE: The last two I want to figure a better what to remind myself about thest)