KNOW IT. SELL IT.

FREE SAMPLE FROM THE 15-MINUTE MARKETPLACE PLAYBOOK

PLAY 1
Choose What to Sell

Take a few photos of things around your house, then let ChatGPT help you choose which items to sell first.

INSIDE THIS FREE SAMPLE

The complete first play, a copyable ChatGPT prompt, and lessons learned.

Explore the full Playbook:

knowitsellit.com/marketplace-playbook/

By Jeff Goldstein | Works with the free version of ChatGPT

PLAY 1 | Choose What to Sell

You probably have more than one thing around the house you could sell. The question is where to start.

THE PLAY — What to Do

You don't need to research everything you own before deciding what to sell. Start by taking a few pictures and let ChatGPT help you figure out which items are worth your time.

1. Look around your house. Find five to ten things you no longer use and might want to sell. Take one or two quick photographs of each. Don't worry about getting perfect pictures at this stage.

2. Upload the pictures to ChatGPT. You don't need to write detailed descriptions. Let ChatGPT examine the photographs and make a preliminary identification of each item. If it needs to know something important that isn't visible, it can ask you.

3. Ask for a quick report. Have ChatGPT list the items, estimate their potential resale value and consider how easy each might be to sell. It should look at likely buyer demand, the effort involved and how easy the item would be to transport or hand over.

4. Choose your top three. Ask ChatGPT to rank the three items it would recommend selling first and explain why. Pick one and get started. We'll come back to the others later.

THE SHORTCUT — The ChatGPT Prompt

Take a few pictures, upload them, and use this prompt. You don't need a full inventory of everything you own.

> I've uploaded photographs of several things around my house that I might want to sell on Facebook Marketplace. I'm located in [city, country].
>
> Please examine the photographs and prepare a short report that:
>
> 1. Identifies each item as accurately as possible from the pictures.
>
> 2. Estimates a broad potential resale price range for each item in my local currency. If you're uncertain about an identification or price, tell me.
>
> 3. Assesses how easy each item might be to sell, considering likely buyer demand, potential selling price, the effort required to prepare the listing, and how easy it would be to transport or arrange pickup.
>
> 4. Recommends the top three items I should sell first, ranked in order, with a brief explanation of why you chose them.
>
> Keep the report simple and easy to scan. Don't spend time on detailed research yet. Ask me only about information that could materially change your recommendations.

If you disagree with its ranking, ask: “Would you change your recommendations if I cared more about selling quickly than getting the highest price?”

THE LESSONS LEARNED

Looking back at the things I've sold, I've learned that the most valuable item isn't necessarily the best one to start with.

The specialized converter.

My Decimator MD-HX wasn't an everyday household item. It had a relatively small group of potential buyers, but the right person recognized it and bought it in three days. A specialized item can be worth selling even when it doesn't appeal to a broad audience.

The Montblanc pen.

My StarWalker rollerball was relatively easy to photograph and describe because I knew where I'd purchased it and how long I'd owned it. It sold for C$280 cash in about a day. Sometimes a small, easy-to-handle item can be a good place to start.

Lessons Learned

- **Start with something manageable.** An item that's easy to photograph, describe and hand over can be a better first choice than something more valuable but complicated to sell.
- **Don't overlook specialized items.** A smaller group of potential buyers doesn't mean an item won't sell. Sometimes finding the right buyer is all that matters.
- **Let ChatGPT narrow the choices.** You don't need to research ten items before getting started. A quick comparison can help you decide where to put your effort.

The goal isn't to figure out the value of everything in your house. It's to identify a few promising items, choose one and get your first listing underway.

Ready for the Other Nine Plays?

You've seen how ChatGPT can help you choose what to sell. The full Playbook takes you through the rest, from photographs and pricing to negotiating with buyers and closing the sale safely.

EXPLORE THE FULL PLAYBOOK >