

## Prints Make Profits Mini Guide

This special Mini Guide has been put together to teach you the importance of detailed research so that you make informed buying decisions.

As you read on you will learn how vital it is to look beneath the surface of a niche and really drill down into the fine detail to establish whether you can make an acceptable profit that compensates you for the time and money you must invest.

### Legal Notice

The author has striven to be as accurate and complete as possible in the completion of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the internet.

This report is a guide to starting your own ebay enterprise. In practical advice books like anything else in life, there are no guarantees of income made. Readers are cautioned to rely upon their own judgement about their individual circumstances and to act accordingly.

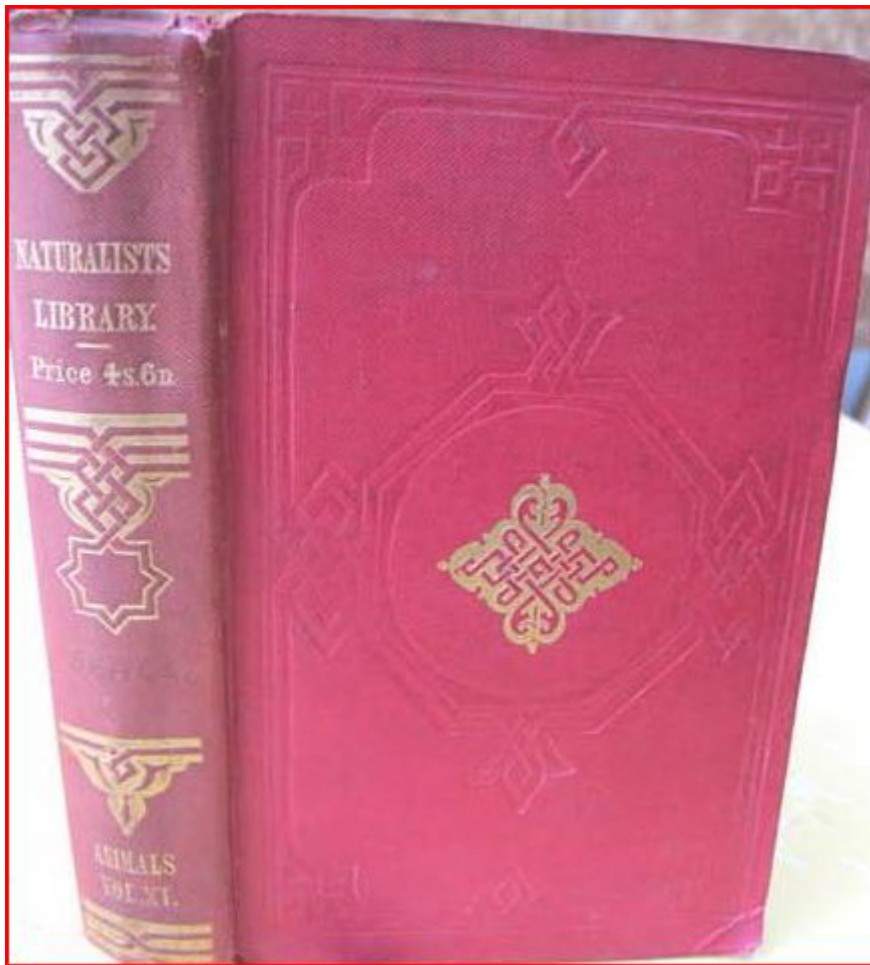
This report is not intended as a source of legal, business, accounting or financial advice. All readers are advised to seek the services of competent professionals in these fields.

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## The Naturalist's Library Sir William Jardine



Published by W H Lizars Edinburgh  
H G Bohn London  
and W H Allen & Co London

Sir William Jardine, 7th Baronet of Applegirth, Dumfriesshire (23 February 1800 to 21 November 1874) was a Scottish naturalist.

Jardine made natural history available to all levels of Victorian society by editing and issuing the hugely popular forty volumes of The Naturalist's Library (1833-1843).

The series was divided into four main sections: Ornithology (birds 14 volumes), Mammalia (mammals 13 volumes), Entomology

(insects 7 volumes), and Ichthyology (fish 6 volumes); each prepared by a leading naturalist. The artists responsible for the illustrations included Edward Lear.

The Naturalist's Library is particularly valued by collectors today because of its fine, hand colored plates with each volume containing between 30 and 35 plates.

There is an active market in both the complete books and the individual plates on ebay and it is very simple to make profits by buying the books that are suffering from age and neglect and therefore not valued by book collectors, remove the popular, hand colored plates and list them for sale individually.

The plates sell un-matted which keeps your costs down and simplifies the process.

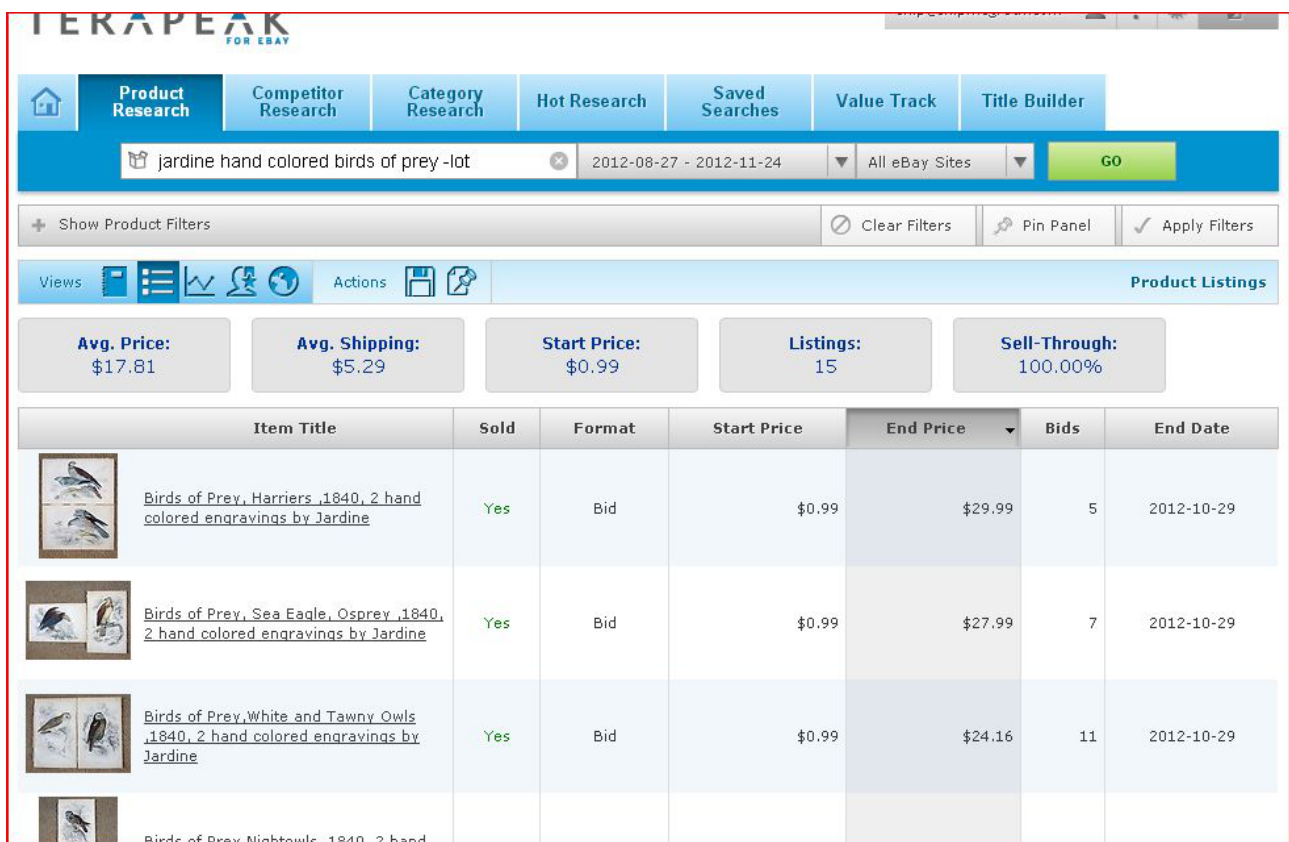
I have researched this popular niche extensively and will share my knowledge with you by focusing on each of the four main sections (birds, insects, mammals and fish) in turn.

# Birds




The subject "Birds" covers a huge variety of different types and species from around the world.

It is apparent from my research that some bird types are more popular than others and [Terapeak](#) is an invaluable tool for drilling down into the niche.

In this screen shot you can see that birds of prey are particularly sought after:



The screenshot displays the Terapeak for eBay interface. At the top, there are navigation tabs: Product Research, Competitor Research, Category Research, Hot Research, Saved Searches, Value Track, and Title Builder. The search bar contains the query "jardine hand colored birds of prey -lot" with a date range of "2012-08-27 - 2012-11-24" and "All eBay Sites" selected. Below the search bar, there are options to "Show Product Filters", "Clear Filters", "Pin Panel", and "Apply Filters". The interface shows a summary of search results: Avg. Price: \$17.81, Avg. Shipping: \$5.29, Start Price: \$0.99, Listings: 15, and Sell-Through: 100.00%. The main table lists three items:

Item Title	Sold	Format	Start Price	End Price	Bids	End Date
 Birds of Prey, Harriers, 1840, 2 hand colored engravings by Jardine	Yes	Bid	\$0.99	\$29.99	5	2012-10-29
 Birds of Prey, Sea Eagle, Osprey, 1840, 2 hand colored engravings by Jardine	Yes	Bid	\$0.99	\$27.99	7	2012-10-29
 Birds of Prey, White and Tawny Owls, 1840, 2 hand colored engravings by Jardine	Yes	Bid	\$0.99	\$24.16	11	2012-10-29

With a sell through rate of 100% and an average price of \$17.81

Contrast that with the statistics for other birds (excluding the birds of prey)

**TERAPEAK FOR EBAY**





Product Research | Competitor Research | Category Research | Hot Research | Saved Searches | Value Track | Title Builder

🏠 |  | 2012-08-27 - 2012-11-24 | All eBay Sites | **GO**

+ Show Product Filters | Clear Filters | Pin Panel | Apply Filters

Views | Actions | **Product Listings**

**Avg. Price:** \$6.99 | **Avg. Shipping:** \$4.87 | **Start Price:** \$1.29 | **Listings:** 119 | **Sell-Through:** 58.82%

Item Title	Sold	Format	Start Price	End Price	Bids	End Date
 Birds,1835, 2 hand colored engravings, by Jardine, GUINEA FOWL	Yes	Bid	\$0.99	\$51.00	4	2012-09-03
 Birds,1835, 2 hand colored engravings, by Jardine, TURKEY, MALE, FEMALE, YOUNG	Yes	Bid	\$0.99	\$18.27	5	2012-09-03
 Birds, Auk, Razor Bill, 1837, By Jardine, 2 hand colored engravings	Yes	Bid	\$0.99	\$18.27	7	2012-11-12
 Birds, West Africa, Bee Eaters, #2, 1840						

Both the sell through and the average price are considerably lower.

Another important point to note is that the majority of plate sales in the bird niche are for a pair of plates as you can see in the Terapeak images above.

Copies of the Naturalist's Library come up for sale regularly on ebay as in this example:

	<p>1838 JARDINE'S NATURALIST LIBRARY, ORNITHOLOGY, V9 pt1, BIRDS OF PREY, 1ST ED</p> <p>From United Kingdom Returns: Accepted View similar active items   Sell one like this</p>	<p>14 bids</p> <p><b>Sold</b></p>	<p><b>\$112.20</b></p> <p>Nov-22 12:16</p>
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This particular book contains 33 plates;

VOL IX.

**BIRDS OF GREAT BRITIAN  
AND IRELAND.**

PART 1.

**BIRDS OF PREY.**

**WILLIAM JARDINE**

**EDINBURGH**

**W.H. LIZARS**


**1838**

Selling here is volume IX only of Sir William Jardine's 'The Naturalist's Library-Ornithology', this being part 1 of the birds of Great Britain & Ireland-Birds of Prey. Published in Edinburgh by W.H. Lizars, 1838, first edition..

12mo, bound in worn period green half calf, label to spine indicating that the binding contains vols IX and X: volume X has been removed from the rear, lower endpaper joint subsequently broken (see pictures).

The book measures 12.5cm by 16.5cm.

The main body of text is complete, lacking half title only. Our collation: [8], xi-xiv, 17-315, [1] pp, with engraved title, portrait frontispiece and 33 of the 34 numbered hand coloured plates. Lacking plate no.33: 'Scops Eared Owl'.



[Click to view supersized image](#)

[Click to view supersized image](#)

[Click to view supersized image](#)

We can calculate the cost of each individual plate by dividing the total cost of the book (don't forget to include shipping) by 33 which comes out at \$3.55

Is this a good investment?

The birds of prey plates are fetching \$8.90 each (\$17.81 divided by 2)

Deducting say 15% to cover ebay and PayPal fees leaves a gross profit of \$7.56 and a net profit of \$4

The sell through rate is excellent at 100% so the book represents a total potential profit of  $33 \times \$4 = \$132$

Obviously, different people have different ideas regarding what constitutes an acceptable profit, personally I like to at least double

my money so I would be interested in similar books at or around this price.

We can, of course also search [addall.com](http://addall.com) to source our plates:

26 <b>The Naturalist's Library. Volume I. Ornithology. Birds of Great Britain and Ireland. Part I. Birds of Prey</b>	Jardine William	122.00	Biblio.co.uk	Barter Books Ltd	Edinburgh: W H Lizars. G: in Good condition without dust jacket as issued. Leather spine scuffed. 5 plates missing. [1838]. Reprint. Brown half-leather cover with maroon boards. 315pp + plates :: 29 (of 34) hand-coloured plates + b/w frontis plates :: 170mm x 110mm (7" x 4") . W H Lizars GB
--	-----------------	--------	--------------	------------------	---

Do pay particular attention to the descriptions as books of this type often have plates missing as in both of these examples.

Don't ignore the non-bird of prey plates, you can make money with these too but you need to buy at the right price.

Here, for example is an auction lot consisting of loose bird plates removed from a copy of the Naturalist's Library

LOT 27 JARDINE  
Naturalists Library  
Ornithology Birds Hand  
Colored Plates

1 bid  
**Sold** \$34.99 Sep-17 10:15

Expedited shipping available  
Returns: Accepted within 14 days  
View similar active items | Sell one like this

(lots like this come up for sale on ebay occasionally so get your search saved to 'my ebay' for email notification.)

These birds are not birds of prey so will fetch lower prices but the lower purchase price still allows us to double our money.

As with all items that you purchase for resale on ebay you make your money when you buy so it is vital that you source your plates at the right price and you aren't tempted to overpay (particularly if you are buying through an ebay auction)

Terapeak analysis:

TERAPEAK FOR EBAY

Product Research Competitor Research Category Research Hot Research Saved Searches Value Track Title Builder

jardine hand colored birds of prey -lot 2012-08-29 - 2012-11-26 All eBay Sites GO

+ Show Product Filters Clear Filters Pin Panel Apply Filters

Views Product Top Sellers

Rank	Seller ID	Total Sales	Total Listings	Successful Listings	Bids	Items Sold	Average Price	Sell-Through
#1	d_raynes	\$267	15	15	99	15	\$17.81	100.00%

Go to page:  GO

Analysis took 5.03 seconds. Page generation took 0.79 seconds.

The presence of only one seller on all of the major ebay sites in the last 90 days represents an opportunity for new entrants to this niche.



**TERAPEAK FOR EBAY**

Product Research | Competitor Research | Category Research | Hot Research | Saved Searches | Value Track | Title Builder

🔍 jardine hand colored birds of prey -lot | 2012-08-29 - 2012-11-26 | All eBay Sites | **GO**

+ Show Product Filters | Clear Filters | Pin Panel | Apply Filters

Views | Key Stats | Actions | Product Overview

**Avg. Price:** \$17.81 | **Avg. Shipping:** \$5.29 | **Start Price:** \$0.99 | **Listings:** 15 | **Sell-Through:** 100.00%

**Overview**

**Day of Week:** Mon  
**Duration:** 7 Days  
**Keywords:** by, engravings, 1840  
**Time of Day:** 12-1PM  
**Listing Promotions:** No Features  
**Listing Types:** Bid Auctions  
**Categories:** -  
**Start Price:** \$0.99

**Day of Week**

**Sell-Through**

**Pricing**

Pricing	Items Sold
0.01 - 8.99	3
9.00 - 17.99	4
18.00 - 26.99	6
27.00 - 36.00	2

**Highest Priced Items**

**End Price:** \$29.99 | **Bids:** 5 | **End Date:** 2012-10-29

**End Price:** \$27.99 | **Bids:** 7 | **End Date:** 2012-10-29

**Time of Day**

**Listings**

**Listing Types**

Listing Types	Total Listings	Average End Price	Sell-Through
Bid Auctions	15	\$17.81	100.00%

**General Stats**

Total Sales	\$267
Total Listings	15
Successful Listings	15
Total Bids	99
Items Offered	15
Items Sold	15
Bids per Listing	6.60
Sell-Through	100.00%
Sellers per Day	0

**Duration**

**Listings**

**Keywords**

**Listings**

These screen shots from Terapeak provide a guide to the best listing format (auction as opposed to buy it now) the start price, auction duration and the keywords for your titles.

It is always helpful to be guided by successful sellers but in





this case as there is only one seller in the market place it makes sense to test different formats – maybe the demand and lack of competition would support a higher priced buy it now listing?

# Insects

The insect world also covers a multitude of different species but for the purposes of this guide I will focus on butterflies/moths and beetles because they are the most popular of the Jardine insect plates.

Here are the Terapeak stats for butterflies:

The screenshot shows the Terapeak for eBay interface. The search term is 'jardine hand colored butterflies'. The results table is as follows:

Item Title	Sold	Format	Start Price	End Price	Bids	End Date
 British Butterflies,1836,2 hand colored engravings,By Jardine,Caterpillars, etc	Yes	Bid	\$0.99	\$29.78	4	2012-09-25
 Butterflies,1837, Hand colored engraving, By Jardine, ARETHUSA	Yes	Bid	\$0.99	\$28.99	12	2012-09-11
 Butterflies,1837, Hand colored engraving, By Jardine,JULIANA, ETC	Yes	Bid	\$0.99	\$28.36	6	2012-09-11
 Butterflies,1837, Hand colored						

Approximately half of the ebay sales are for pairs of plates.

Again, there is a near 100% sell through rate!

The source books are regularly sold on ebay:



**1836 Naturalist's Library Jardine Entomology bk 4 'British Moths, Sphinxes etc.'**

Like Want Own

Item condition: --

Ended: Sep 11, 2012 13:26:40 PDT

Winning bid: **GBP 42.00** [ 2 bids ]  
 Approximately **US \$67.32**  
 Add to list

Shipping: **GBP 4.99** (approx. US \$9.00) Standard Shipping | See details  
 Item location: South coast, United Kingdom  
 Ships to: Europe, Asia, United States, Australia, Canada  
 See exclusions

Delivery: Estimated within 2-3 business days

Payments: **PayPal** | See details

Returns: Returns accepted | Read details

**Seller information**  
**bookfolly** (414) ★  
 100% Positive feedback

Save this seller  
 See other items

Registered as a Business Seller

**eBay Buyer Protection**  
 Covers your purchase price plus original shipping.  
 Learn more

### Description

The Naturalist's Library edited by Jardine, Entomology bk 4 'British Moths, Sphinxes etc.' by James Duncan, dated 1836 on title page, published by Lizars in Edinburgh, Highley in London and Curry in Dublin. In original brown covers.

With thirty hand coloured plates, plus title vignette and portrait of Madame Merian in black and white. Total 32 plates.

This I believe is a first edition because there is a list of the titles in the Naturalists Library at the front of the book and only 14 books are listed.


I would really like to say this book is in good condition, but since plate 15 is detached, but present, I don't think I can. So lets say, near good. The binding is fragile as you can see from the photo of the fore edge, but still holding pretty well. The main thing is though, it is all here, including the tissue guards, all the plates are clean, no marks, no foxing and all in the original binding.

We have sold quite a lot of Jardine, so far so good, please check our feedback. Best wishes from bookfolly. Postage cost will include insurance and tracking.

### Shipping

All postage is at cost or less than cost. Items are well wrapped and usually posted the next working day.

### About Us



Click to view supersized image

Click to view supersized image

In this example the book contains 30 hand colored plates which works out at \$2.50 per plate.

So even if we halve the average sale price of \$14.54 (allowing for the plates that are sold in pairs) giving \$7.27 per sale then deduct the ebay and PayPal fees at 15% leaving \$6.17 we can still more than double our investment.



LOT 41 JARDINE  
Naturalists Library  
Entomology Hand Colored  
Plates Moth Butterfly

2 bids **\$91.00** Sep-11 12:45  
**Sold**

Expedited shipping available  
Returns: Accepted within 14 days  
View similar active items | Sell one like this  
Enlarge

This recently sold lot includes some beetle plates which are also very popular:

TERAPEAK FOR EBAY





Product Research Competitor Research Category Research Hot Research Saved Searches Value Track Title Builder

Search: jardine hand colored beetles | 2012-08-27 - 2012-11-24 | All eBay Sites | GO

Show Product Filters | Clear Filters | Pin Panel | Apply Filters

Views | Actions | Product Listings

Avg. Price: \$14.84 | Avg. Shipping: \$4.30 | Start Price: \$0.99 | Listings: 12 | Sell-Through: 100.00%

Item Title	Sold	Format	Start Price	End Price	Bids	End Date
 <a href="#">Insect,Beetles,1835,2 Hand colored engravings, by Jardine,Buprestis Bicolor, etc</a>	Yes	Bid	\$0.99	\$26.00	7	2012-09-16
 <a href="#">Insect,Beetles,1835,2 Hand colored engravings, by Jardine,Lamias, etc</a>	Yes	Bid	\$0.99	\$26.00	10	2012-09-16
 <a href="#">Insect,Beetles,1835,2 Hand colored engravings, by Jardine, Chrysomelas, etc</a>	Yes	Bid	\$0.99	\$21.50	6	2012-09-16
 <a href="#">Insect,Beetles,1835,2 Hand colored</a>						

Again, a 100% sell through confirms the demand. All of the sales in this niche were for pairs of plates.



1835 JARDINE'S  
NATURALIST LIBRARY,  
ENTOMOLOGY, V2,  
BEETLES, 30  
HANDCOLOUR PLATES

From United Kingdom  
Returns: Accepted  
[View similar active items](#) | [Sell one like this](#)

15 bids

**\$112.20** Nov-22 12:32

**Sold**

### *Description*

## THE NATURALIST'S LIBRARY.

### ENTOMOLOGY

VOL II

### BEETLES

JAMES DUNCAN

EDINBURGH

W.H. LIZARS

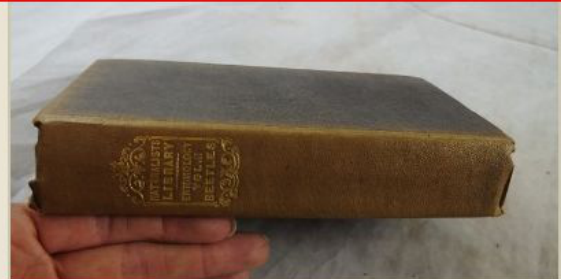
1835

Selling here is James Duncan's 'Beetles' vol II of Entomology taken from Sir William Jardine's 'Naturalist's Library' printed in Edinburgh in 1835.

12mo, bound in its original brown publishers cloth, upper endpaper joint split. Original green endpapers.

The book measures 11.5cm by 16.5cm.

The contents are complete, meeting collation: [4], vii, [i], 17-269, [3] iv pp, with hand coloured title, portrait frontispiece and the 30 hand coloured plates as called for.



[Click to view supersized image](#)



[Click to view supersized image](#)



In this example the plates cost \$3.90 each and sell for an average price of \$7.42 each (\$14.84 per pair)

This gives a potential profit of \$72 for the whole book.

# Terapeak analysis:

**TERAPEAK FOR EBAY**

Product Research | Competitor Research | Category Research | Hot Research | Saved Searches | Value Track | Title Builder

🔍 jardine hand colored butterflies | 2012-08-29 - 2012-11-26 | All eBay Sites | **GO**

+ Show Product Filters | Clear Filters | Pin Panel | Apply Filters



Views | Key Stats | Actions | **Product Overview**

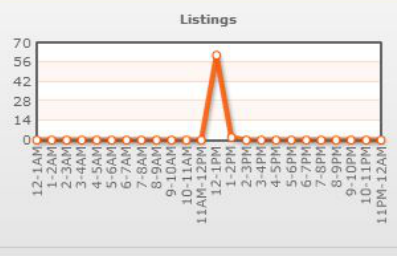
**Avg. Price:** \$14.22 | **Avg. Shipping:** \$5.10 | **Start Price:** \$0.99 | **Listings:** 63 | **Sell-Through:** 98.41%

Overview	
Day of Week	Tue
Duration	7 Days
Keywords	engraving
Time of Day	12-1PM
Listing Promotions	No Features
Listing Types	Bid Auctions
Categories	-
Start Price	\$0.99

Day of Week	
Tue	100%
Thu	100%

Pricing	
Pricing	Items Sold
0.01 - 7.99	13
8.00 - 11.99	13
12.00 - 15.99	15
16.00 - 23.99	13
24.00 - 32.00	8

Highest Priced Items	
	<p>British Butterflies, 1836, 2 hand colored engravings, By</p> <p><b>End Price:</b> \$29.78</p> <p><b>Bids:</b> 4</p> <p><b>End Date:</b> 2012-09-25</p>
	<p>Butterflies, 1837, Hand colored engraving, By Jardine, ARETHUSA</p> <p><b>End Price:</b> \$28.99</p> <p><b>Bids:</b> 12</p> <p><b>End Date:</b> 2012-09-11</p>

Time of Day	
	

Listing Types			
Listing Types	Total Listings	Average End Price	Sell-Through
Bid Auctions	63	\$14.22	98.41%

General Stats	
Total Sales	\$881
Total Listings	63
Successful Listings	62
Total Bids	364
Items Offered	63
Items Sold	62
Bids per Listing	5.78
Sell-Through	98.41%
Sellers per Day	0

Duration	
5 Days	18
7 Days	28
10 Days	18

Keywords	
engraving	45

[Home](#)
[Product Research](#)
[Competitor Research](#)
[Category Research](#)
[Hot Research](#)
[Saved Searches](#)
[Value Track](#)
[Title Builder](#)

Views 
Product Top Sellers

Rank	Seller ID	Total Sales	Total Listings	Successful Listings	Bids	Items Sold	Average Price	Sell-Through
#1	<a href="#">d_raynes</a>	\$881	62	62	364	62	\$14.22	100.00%
#2	<a href="#">katskillkat</a>	\$0	1	0	0	0	\$0.00	0.00%

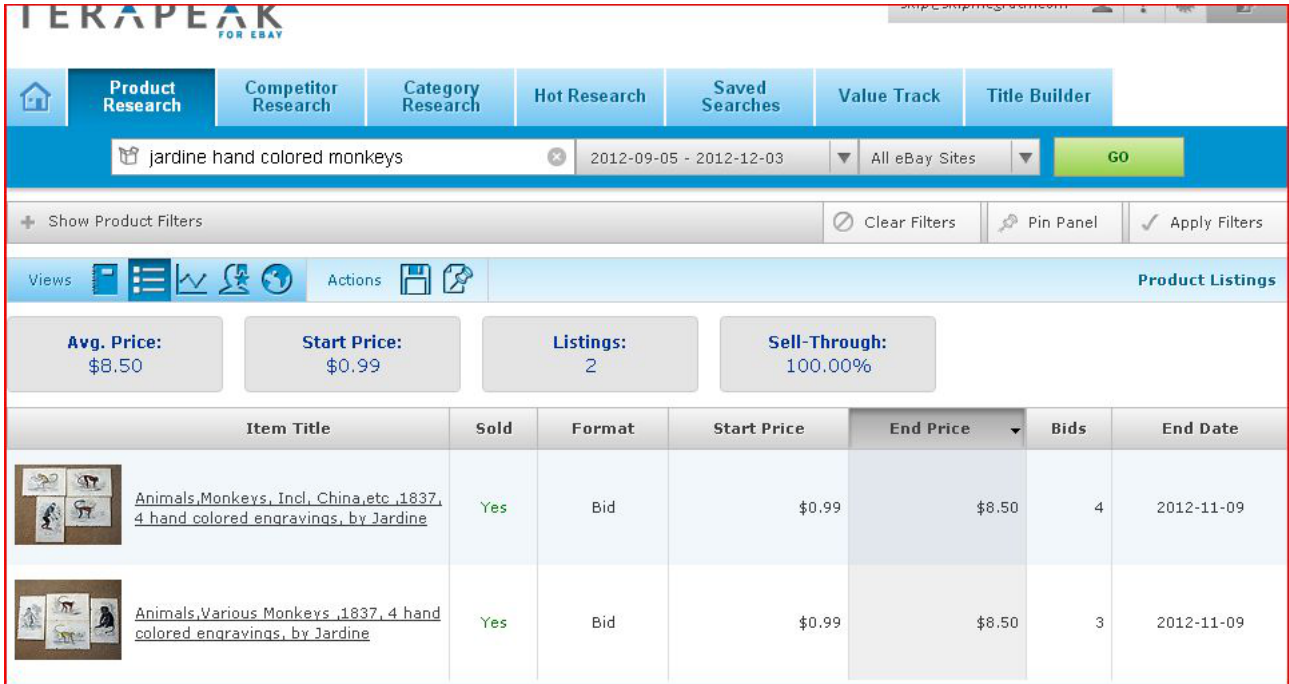
As with the birds niche, this niche is also dominated by the same seller who is using the same listing format, pricing, duration etc.





# Mammals

My research into the mammals niche is not particularly encouraging.

Here, for example are the Terapeak stats for monkeys:



The screenshot shows the Terapeak for eBay interface. At the top, there are navigation tabs: Product Research, Competitor Research, Category Research, Hot Research, Saved Searches, Value Track, and Title Builder. Below these is a search bar with the query 'jardine hand colored monkeys', a date range '2012-09-05 - 2012-12-03', and a dropdown for 'All eBay Sites'. A 'GO' button is to the right. Below the search bar is a 'Show Product Filters' section with 'Clear Filters', 'Pin Panel', and 'Apply Filters' options. The main content area is titled 'Product Listings' and features a summary box with the following statistics: Avg. Price: \$8.50, Start Price: \$0.99, Listings: 2, and Sell-Through: 100.00%. Below this is a table of listings.

Item Title	Sold	Format	Start Price	End Price	Bids	End Date
 <a href="#">Animals, Monkeys, Incl. China, etc. ,1837, 4 hand colored engravings, by Jardine</a>	Yes	Bid	\$0.99	\$8.50	4	2012-11-09
 <a href="#">Animals, Various Monkeys ,1837, 4 hand colored engravings, by Jardine</a>	Yes	Bid	\$0.99	\$8.50	3	2012-11-09

as you can see, the seller has listed lots consisting of four plates and achieved final values of only \$8.50

That is \$2.12 per plate before we take our selling fees and the cost of the plates into account.

**TERAPEAK FOR EBAY**





Product Research | Competitor Research | Category Research | Hot Research | Saved Searches | Value Track | Title Builder

jardine hand colored dogs | 2012-09-05 - 2012-12-03 | All eBay Sites | GO

+ Show Product Filters | Clear Filters | Pin Panel | Apply Filters

Views | Actions | Product Listings

**Avg. Price:** \$5.96 | **Avg. Shipping:** \$2.69 | **Start Price:** \$5.95 | **Listings:** 34 | **Sell-Through:** 11.76%

Item Title	Sold	Format	Start Price	End Price	Bids	End Date
 c1840 DOGS GREYHOUND JARDINE VINTAGE HAND COLORED ANTIQUE PRINT	Yes	Bid	\$7.94	\$7.94	1	2012-11-20
 c1840 DOGS BRITISH GREYHOUND JARDINE VINTAGE HAND COLORED ANTIQUE PRINT	Yes	Bid	\$7.94	\$7.94	1	2012-11-20
 c1840 DOGS NEWFOUNDLAND ORIGINAL JARDINE VINTAGE HAND COLORED ANTIQUE PRINT	Yes	Bid	\$6.32	\$6.36	1	2012-11-22
 ANTIQUE ART PRINTS DOGS SHEEP DOG HAND COLORED ORIGINAL	Yes	Bid	\$1.58	\$1.58	1	2012-11-29




Similarly with the dogs niche the warning sign is the low sell through rate of 11.76%

On balance, I must conclude that there is very little demand for Jardine plates featuring mammals and you will most likely lose your investment if you buy the source books – definitely ones to avoid.

# Fish

The fish niche is a popular one as can be seen from this screen shot:

The screenshot shows the TERAPEAK FOR EBAY interface. The search bar contains 'jardine hand colored fish' with a date range of 2012-08-29 to 2012-11-26 and 'All eBay Sites' selected. The interface includes navigation tabs like Product Research, Competitor Research, Category Research, Hot Research, Saved Searches, Value Track, and Title Builder. Below the search bar, there are filters for 'Show Product Filters', 'Clear Filters', 'Pin Panel', and 'Apply Filters'. The main content area displays a table of product listings with columns for Item Title, Sold, Format, Start Price, End Price, Bids, and End Date. The table shows three listings, all of which are sold. The first listing is 'Fish, New Zealand Gurnard, 1840, fine hand colored engraving, By Jardine' with a start price of \$0.99 and an end price of \$29.99. The second listing is 'Fish, 1835, 2 hand colored engravings, By Jardine, PLECTROPOMOS' with a start price of \$0.99 and an end price of \$21.78. The third listing is 'Fish, 1835, 2 hand colored engravings, By Jardine, SPINED and LETTERED SERRANUS' with a start price of \$0.99 and an end price of \$16.65. Above the table, there are summary statistics: Avg. Price: \$8.19, Avg. Shipping: \$3.70, Start Price: \$0.99, Listings: 54, and Sell-Through: 96.30%.

Item Title	Sold	Format	Start Price	End Price	Bids	End Date
 Fish, New Zealand Gurnard, 1840, fine hand colored engraving, By Jardine	Yes	Bid	\$0.99	\$29.99	8	2012-09-24
 Fish, 1835, 2 hand colored engravings, By Jardine, PLECTROPOMOS	Yes	Bid	\$0.99	\$21.78	13	2012-09-03
 Fish, 1835, 2 hand colored engravings, By Jardine, SPINED and LETTERED SERRANUS	Yes	Bid	\$0.99	\$16.65	8	2012-09-03

The sell through is excellent at 96.3% but the average price is low bearing in mind that around two thirds of the listings are for pairs of plates.

This, of course means that it is crucial to source the plates at the right price to allow for an acceptable profit.

The screenshot shows an eBay listing for 'Jardine's Naturalists Library Complete Volume 1835: All 36 Hand Colored Perch PI'. The listing includes a photo of the book's spine, which is purple and has the numbers '1597' and 'J37' written on it. The listing details include: Item condition: --, Ended: Nov 07, 2012 11:39:33 PST, Winning bid: US \$66.75 [9 bids], Shipping: \$9.50 Standard Shipping, Item location: Cleveland, Ohio, United States, Ships to: Worldwide, Delivery: Estimated within 3-7 business days, Payments: PayPal, Returns: 14 days money back, buyer pays return shipping. The seller information shows 'cirqlar' (13308) with a 100% Positive feedback rating. The listing also features 'eBay Buyer Protection' and 'eBay Seller Protection' logos.

This book of 36 hand colored fish plates recently sold on ebay at \$66.75 which means that the plates cost around \$2 each.

Dividing the average sale price by 2 to allow for the pairs leaves us with \$4.09 from which we must deduct 15% to cover our ebay/PayPal fees.

This leaves \$3.48 – a profit of \$1.48 per plate.

A profit is a profit but you must consider whether this is an acceptable return for the time you must spend scanning, listing and shipping the plates.

## Conclusion

The Naturalist's Library by Jardine is a fascinating and potentially profitable niche but it is vital that you focus your sourcing efforts in the right areas and that you pay the right prices to leave you with a satisfactory return for your time and money investment.

My intention with this guide is to demonstrate how vital it is to carry out thorough research before buying any books.

The key points are to always base your calculations on average sale prices. As you can see in the examples in this guide the ebay sale prices can vary widely.

Also be careful when the sellers are listing two or more plates in one lot and take this into account in your calculations.

Finally, be sure to drill down to the subject matter within the niche as this can have a huge effect on the final values.

I use [Terapeak](#) which is an excellent research tool however, you do have to pay a monthly subscription.

There are free ebay research tools available if your budget doesn't stretch to a paid tool – do a Google search for “free ebay research tools”

This Mini-Guide has provided a detailed insight into the niche so you can make informed buying decisions that lead to healthy profits!

Don't hesitate to drop me a line if you have any questions or just need a bit of encouragement!

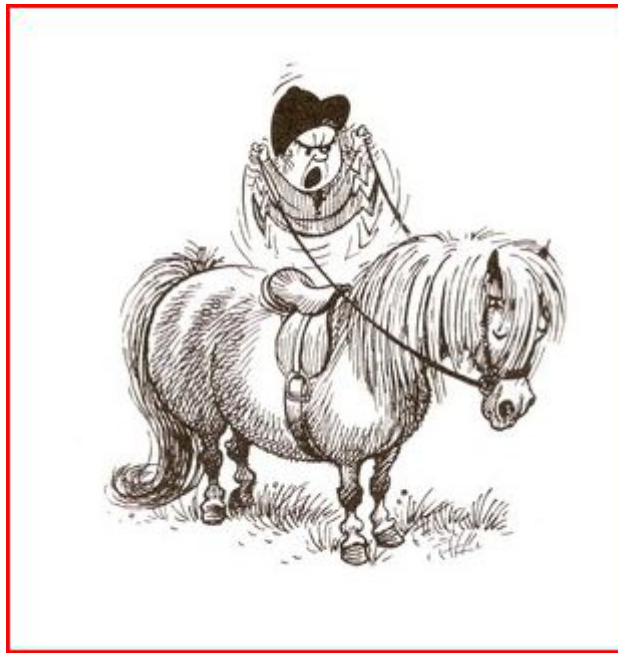
[miniguidesupport@printsmakeprofits.com](mailto:miniguidesupport@printsmakeprofits.com)

Best of luck and don't forget to keep me posted with your progress!

*Stuart Turnbull*

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