



SELLER COMMUNITY

APRIL 2017

DEAR SELLERS,

On April 4, we hosted our first (hopefully of many!) Pjama Day at hardtofind HQ (in both our Sydney and Manila office!). It was great fun and we even attracted the attention of the media, with [articles](#) appearing in *The Sydney Morning Herald* and *The Age*. Here are some pics of the team looking very snuggly and cosy. Big thanks to Foundling, Sant and Abel, The Goodnight Society, Hickory Hill, Deshabille, Après Vélo, Gingerlilly and Sorella Organics for providing the nightwear for us to model!

Our winter catalogue has gone to print, and boy are we pleased with how it looks! This catalogue launches May 18. Sneak preview →

the hardtofind team



Winter catalogue



Our Manila team!

hardtofind.

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MOTHER'S DAY MARKETING

If you're yet to see our tongue-in-cheek Mother's Day video, check it out [here](#).



Now's the perfect time to book some last-minute Mother's Day marketing for your products, as we still have some spots left! We have attached the marketing packages doc to this email, so please have a read and, if you would like to book something in, email Erin at: marketing@hardtofind.com.au Please note, we are fully booked for the free marketing options until the end of May.

NEW, IMPROVED SEARCH

We've just released a new search feature (it was quite a big dev project for the boys) and we're currently AB testing the results. So far, so good – with the 'new and improved' version resulting in a higher conversion rate.

TRACKING STOCK

We recommend that you track stock for your products, as we're more likely to promote your products if you do (in fact, we have some exciting promotions coming up that will only be on offer to sellers who track stock!). Ask us about our Orders & Inventory API (you'll need tech support to integrate your system with ours) or to track stock manually, simply enter stock levels and ensure you have ticked the 'track inventory' box in the inventory table.

INTEGRATING THE HARDTOFIND PACKING SLIP WITH YOUR OWN

For any sellers who are using warehouses to dispatch orders, we can work with you and send over our logo etc for you to create a hardtofind packing slip. If you would like more info, please email Sarah Curtis at: sarah@hardtofind.com.au Below is an example of how this could look:

	Ellie Ellie Ltd
<small>WANT TO RETURN IT? No dramas. To return an item simply log into your hardtofind account and click on 'Orders', then select 'Return Items' to get the ball rolling. Items that cannot be returned include hardtofind gift cards, personalised products, made-to-order furniture, underwear, swimwear with the hygiene sticker removed, earrings for pierced ears and food items that have been opened. Check out our returns policy at hardtofind.com.au/page/returns_refunds</small>	
<input type="text"/>	Hard to Find
Order No:	Order Date: 11/03/2016
Product	Code Qty
Mum Life Sweatshirt - Navy - Small	<input type="text"/> 1,000
<small>Colour: Navy Size: Small</small>	

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SELLER AUDIT 2017

Our bi-annual seller audit is well underway, and many of you might have already been contacted by us as we review each seller's storefront and sales. Don't forget, if you are wanting to upload a brand new range to your hardtofind storefront (great stuff!), please email through your proposed range to: sarahford@hardtofind.com.au for review. As a curated marketplace, we'd always rather you upload a small selection of your best-selling designs, as opposed to lots of very similar products. We like to have a range of different products on offer for our customers, rather than lots of variations of the same thing.

VARIATION & PERSONALISATION MENUS: Have you set these up for your products?

Please always make sure you have created the relevant personalisation and variation menus for each product. We have noticed a lot of products live on the site without menus recently and this is a big barrier to sale! If you need any assistance with setting up variations, please email Seller Support at: sellersupport@hardtofind.com.au There is also a useful guide to setting up variations in our [Seller Help Centre](#).

AS ALWAYS, STAY SOCIAL!

Facebook Seller Community: <https://www.facebook.com/groups/1615082682052604/>
Facebook: <https://www.facebook.com/hardtofind.com.au>
Instagram: [hardtofind_](#)

'Til next time,

the hardtofind team.