



SELLER COMMUNITY

AUGUST 2017

IT'S BEEN A HUGE FATHER'S DAY this year, so a big thank you to all our fantastic sellers – your men's products totally rock and there were lots of happy Aussie dads when Father's Day rolled around last Sunday!

In case you missed our Father's Day video, here's the [link](#).

We love it when sellers pop in to visit, so you can imagine how happy we were when Danielle from Ellie Ellie made a cameo at hardtofind HQ this week, all the way from the UK! Danielle was over for her best friend's wedding and said she couldn't come all this way and not meet us.

We get loads of awesome PR each month, but the trend page in this month's *House & Garden* magazine was a standout. Eduards Accessories Sweden with their gorgeous nubuck wallet and Stow with their leather stud travel boxes were both featured. Yay!

Don't forget to check out our new and improved [blog](#)! Our Head of Copy, Alice, has been coming up with lots of fun and engaging content for our readers. You can check out the latest trends, feed your cat obsession, be inspired by interior styling, and read interviews with other sellers and members of the hardtofind team.



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SELLER GROWTH PROGRAM

We hosted our first Seller Growth Program event in Sydney last week with retail guru, Ken Tickle.

The day was a massive success and every seller who attended left with a workbook jam-packed with good advice, plus Ken's brilliant retail spreadsheet. The feedback from the sellers who attended has been incredibly positive – some are even going to be working with Ken on a consultancy basis going forward, which is fantastic to hear.

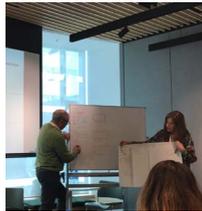
We are hoping to hold more of these Seller Growth Program events in the not-too-distant future, so please let Sarah C know if you'd be interested in attending at sarah@hardtofind.com.au.

Here are some quotes and photos from the day:

"It really was a light-bulb moment listening to Ken and I'm so happy you guys arranged it for us. Thank you! It really makes such a difference." – *Emma, Recreational*

"I really enjoyed the HTF seminar. Ken's content was great and the information Erica and the team provided was invaluable. I hope this can become an annual event." – *David, Best in Store*

"Thanks a gazillion... My head is still spinning re the numbers and how to accurately populate everything... A great day." – *Andrew, D&C Lifestyle*



CHRISTMAS MARKET

We're excited to confirm that our annual Christmas Market is going ahead!

Location: [Precinct75](#)

Dates: 16th and 17th December

In partnership with [The Market Tales](#). Here is a [link](#) to images of a previous market by The Market Tales.

We'll be promoting the market to our network including 350K social media followers, 300K email subscribers and the hundreds of thousands of people who visit our site in Nov/Dec.

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In addition, The Market Tales team will focus on all the PR, reaching out to their extensive media network (The Market Tales team moonlight as PR gurus). There will be live music, a local coffee roaster, booze bars, street food and a general hipster vibe.

We're expecting thousands of shoppers over the two days.

Cost: \$325 + GST per day (\$650 if you want to book a stall over the two days). The cost includes a fabulous market tent. Hardtofind will not take commission on any sales you make through the market.

Spots are limited, so please email Erin at marketing@hardtofind.com.au ASAP if you're keen to take part, and whether you'd like to book both days or just the one.

CHRISTMAS MARKETING

Christmas marketing is booking up fast! To secure your marketing packages in October/November and December please email Erin at marketing@hardtofind.com.au.

CHEAPER DELIVERY FOR AUSTRALIAN SELLERS!

We are partnering with both Sendle and Shippit to help pass on more competitive shipping rates to our Australian sellers. We're currently beta testing Shippit with a handful of sellers, and all sellers can now sign up to Sendle via our [co-branded page](#).

Here's some [recent press](#) about our exciting new partnership.

SHARED WAREHOUSE SPACE

A few of our sellers have been speaking to us about the possibility of co-sharing warehouse space with other hardtofind sellers. Please email Sarah C at sarah@hardtofind.com.au and she will initiate the discussion.

NON-AUSTRALIAN SELLERS – DELIVERY TIMES

You can now choose to have a 14-21 day standard delivery time for your products if you are concerned the 10-14 day standard delivery time is not going to work. If you would like this enabled for your store/products, please email Sarah C at sarah@hardtofind.com.au.

UPDATING YOUR BANK ACCOUNT DETAILS

If you need to change your bank details, please email our Accountant, Debbie, and let her know at accounts@hardtofind.com.au.

GST UPDATE FOR NON-AUSTRALIAN SELLERS

The recent changes to GST legislation in Australia will come into effect on **July 1, 2018**. The good news is that **there is nothing you need to do** in preparation for this date – you **won't** need to register

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for GST as hardtofind will collect and remit the tax on your behalf. Only non-Australian sellers who are selling into Australia of their own accord ie) separately to hardtofind, and who have an annual turnover (in Australia) of AU\$75K+ will need to register. We'll be communicating more about this closer to the time.

HOT TIP! THE PRICE IS RIGHT!

Did you know that prices ending in .99 instead of whole numbers convert better? (see breakdown below)

And here's the best part: It's been proven that the number 9 can sell more products, even when the price is higher than items that don't use the number 9 in their prices. For example, if the same product is priced at \$34, \$39 and \$44. The product listed at \$39 will sell the most, even though it isn't the cheapest.

price	conversion rate	price	conversion rate
.99	3.06%	1.99	5.2%
1	1.88%	2	2.39%
2.99	3.44%	3.99	3.21%
3	2.11%	4	2.39%
4.99	4.67%	5.99	1.56%
5	3.84%	6	1.42%

AS ALWAYS, STAY SOCIAL!

Facebook Seller Community: <https://www.facebook.com/groups/1615082682052604/>

Facebook: <https://www.facebook.com/hardtofind.com.au>

Instagram: [hardtofind_](https://www.instagram.com/hardtofind_)

'Til next time,

the hardtofind team.