

THE FENPLUG AUTHENTIC RESELLER GUIDE

Buy Real, Price Right, Ship Smart

How to source 100% authentic products, sell with confidence, and keep buyers coming back

Everything we sell is 100% authentic retail. No fakes. No 1:1. No confusion. Just original products you can resell with 100% confidence.

This guide covers: Pricing for Profit · Where to Resell · Proving Authenticity · Shipping & Customer Trust.

Built from the exact system Fenplug runs daily — from sourcing sealed stock to pricing, posting, and shipping with tracking.

1. Pricing for Profit

The goal is simple: buy low enough that you can sell at market price and still keep margin. Most new resellers fail because they price by feeling instead of math. Here is the formula that works.

Your landed cost = product price + shipping to you + any platform or payment fees. Your target sell price should be at least 1.5x-2x your landed cost, depending on the platform.

Quick margin check: If you buy AirPods at \$20 and sell at \$45, your gross profit is \$25. After platform fees (10-15%), shipping to the buyer (\$5-\$12), and payment fees, your real profit is closer to \$12-\$15. Still strong — but only if you accounted for it up front.

Platform fees to remember:

eBay takes roughly 13-15% on most categories.

PayPal / card processors take 3-4%.

Social selling (DMs) has no platform fee, but you handle trust and shipping yourself.

Pro tip: Build a simple spreadsheet with columns for buy price, sell price, fees, shipping, and net profit. Before you buy anything, the net profit cell should be green.

2. Where to Resell

You do not need a website to start. Most Fenplug resellers move their first units through direct messages and short-form content. Pick one platform, post consistently, and scale from there.

Snapchat Spotlight & TikTok

Short videos of unboxing, packaging, or 'plug prices' get massive reach. Show the product, flash the price, and tell people to DM you. Keep it under 15 seconds and post daily.

Instagram

Stories and Reels work best for building trust. Use polls, Q&A stickers, and 'DM for price' captions. A clean highlight reel with reviews and tracking screenshots converts browsers into buyers.

eBay / Facebook Marketplace

Best for local, fast cash. Take clear photos, write honest titles, and ship tracked the same day. Avoid dropshipping language — buyers want to buy from a real person.

Local markets & campus

Cash in hand, no fees. Bring a few sealed pieces, a phone with real photos, and a simple price list. Repeat customers are built face to face.

Pro tip: Do not try to be on every platform at once. Master one channel until you have consistent sales, then repurpose the same content across the others.

3. Proving Authenticity

Buyers are skeptical online — and they should be. Your job is to remove doubt before they pay. The best resellers sell trust first, product second.

Photos that sell: Take clear shots of the sealed box, serial number, model number, and any hologram or factory sticker. For cologne, show the batch code on the bottle. For tech, show the serial on the device and box matching.

Receipts & sourcing: When available, share a blurred receipt or invoice showing the item was sourced from an authorized channel. You do not need to show your cost — just proof of legitimacy.

Packaging checks by category:

AirPods: sealed Apple wrap, model A#### on the box, matching serials.

Cologne: intact cellophane, batch code etched or stickered, no leaking.

Streetwear: tags, wash labels, and stitching should match retail photos online.

Watches / accessories: model numbers, weight, and clasp quality.

Pro tip: If a buyer asks 'is it real?', answer with evidence, not emotion. Send photos before they ask. It cuts objections in half.

4. Shipping & Customer Trust

A tracked package is a happy customer. Untracked shipping is the fastest way to lose money and reputation. Ship smart, communicate often, and buyers will come back.

Services to use: USPS, UPS, FedEx, and DHL all offer tracked domestic and international options. For high-value items, add signature confirmation or insurance. For international, use a carrier that provides end-to-end tracking and customs support.

Packaging: Use a box or padded mailer that fits the item without room to rattle. Wrap fragile items in bubble wrap. Add a branded thank-you note or sticker — it costs almost nothing and drives repeat orders.

Communication rhythm:

- Send a photo of the packed item before shipping.

- Send the tracking number within a few hours of drop-off.

- Follow up 2–3 days after delivery to ask for a review or repeat order.

Handling issues: If a package is delayed, tell the buyer before they ask. If something arrives damaged, offer a partial refund or replacement quickly. One bad review avoided is worth more than the small loss.

Pro tip: Repeat buyers are 5x cheaper to keep than new ones. Treat your first 50 customers like VIPs and they become your marketing team.

Ready to Start Reselling?

Follow this guide and build a reseller business based on trust, not tricks. Start with one product, one platform, and one happy customer. Then repeat.

Get first access to new drops: Join the Fenplug drops list for restock alerts, new reseller stock, and coaching updates before anyone else.

Start a vendor order: Message @Fenplug on Telegram or WhatsApp at +1 249 617 0652 with what you want to sell, where you ship, and your budget. You will get real photos, landed prices, and a restock plan.

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