

FAILURENAIRE



Failurenaire: Buying & Selling Sports & Pokémon Cards Checklist

Because cardboard is the new crypto — except you can actually hold it.



Why Cards?

If you're broke but nostalgic — or just a degenerate flipper looking for your next quick win — trading cards are a hot (and growing) market. From **PSA 10 Pokémon Charizards** to **rookie cards of future GOATs**, there's real money hiding in dollar boxes at card shows, eBay lots, and your uncle's attic.

But don't just throw money at shiny paper. Here's your beginner's guide to doing it right — jabroni-style.



The Step-by-Step Checklist for Card Hustling Glory

1. 🎯 Choose Your Lane: Sports? Pokémon? Both?

Before you buy anything, pick a path:

Checklist:

- Are you more into **Pokémon** (TCG, nostalgia, modern sets)?
- Or **sports cards** (NFL, NBA, MLB, UFC, F1)?
- Pick 1–2 sports or card games to **focus on** first
- Follow a few YouTubers/IG sellers in that space for 7 days before spending

Pro Tip: If you can't explain the difference between a PSA 10 and a raw card, you're not ready to buy yet.

2. **Learn the Lingo & Values (FAST)**

Know the difference between a \$2 card and a \$200 one before you blow your budget.

Checklist:

- Learn card grading: PSA, BGS, SGC — what a 10 means
 - Research “comps” (past sold prices on eBay)
 - Use tools like:
 - eBay Sold Listings
 - 130Point.com
 - Market Movers (paid)
 - Join card Discords or Reddit (r/baseballcards, r/pkmtcgtrades)
 - Know which brands matter:
 - Sports: **Prizm, Select, Bowman Chrome, Topps Chrome**
 - Pokémon: **Base Set, Evolutions, 151, Crown Zenith**
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3. **Start Buying Smart (Not Like a Jabroni)**

Don't just impulse buy a foil Pikachu from Wish. Be strategic.

Checklist:

- Start small: \$5–\$50 budget per card
- Buy *lots* (group cards) on eBay and flip the singles

- Search **underpriced listings** using keywords like:
 - “card lot”, “garage find”, “not sure what this is”, “PSA 10?”
 - Target:
 - Rookies
 - Short prints (SP)
 - Low-pop PSA 9s/10s
 - Set completions (Pokémon)
 - Avoid fakes: Cross-check real vs. fake videos on YouTube
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4. 🧠 Sort, Clean, and Store Your Cards

Treat your cards like tiny, valuable pieces of art. Not like gum wrappers.

Checklist:

- Use soft sleeves + top loaders for valuable cards
 - Store bulk in card boxes (BCW or Ultra Pro)
 - Wipe gently with microfiber if prepping for grading
 - Never eat hot wings and sort cards. Ever.
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5. 🎯 Sell Like a Pro, Not a Clown

This is where you go from hobbyist to hustler.

Checklist:

- Take clean, well-lit pics with solid backgrounds

- Sell on:
 - eBay
 - Whatnot (live auctions)
 - Mercari
 - Instagram
 - Local shows/Facebook Marketplace
 - Include keywords in title: “2023 Prizm RC PSA 10 Luka Doncic”
 - Offer bundles to move bulk
 - Ship safely: Card in sleeve → top loader → team bag → bubble mailer
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6. Understand Grading (Optional But Powerful)

Grading adds value, but don't grade everything — just the good stuff.

Checklist:

- Use PSA or SGC for mainstream grading
 - Submit only if:
 - The card is high-value raw (\$100+ ungraded)
 - Centering, corners, edges, surface look clean
 - Track turnaround time + fees (usually \$15–30 per card)
 - Use PSA pop reports to understand supply
 - Flip raw → graded for profit (aka slab-to-riches play)
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7. Scale Up and Reinvest

Once you've sold a few cards and made some flips, reinvest in smarter inventory.

Checklist:

- Create a spreadsheet (or use Notion) to track:
 - What you bought, sold, profit, grade, etc.
 - Attend local card shows
 - Build relationships with collectors, breakers, and dealers
 - Buy in bulk → cherry-pick the gems → flip the rest
 - Experiment with sealed product: booster boxes, hobby boxes
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8. Maximize Profits With These Bonus Moves

Checklist:

- Bundle with merch (e.g., Jabroni All-Star “Chase Pack” w/ T-shirt + random card)
 - Run giveaways to grow your audience
 - Start a TikTok or YouTube Shorts channel for card rips, reactions, fails
 - Offer consignment for friends who have no clue what they own
 - Build a brand around your hustle (logos, stickers, custom sleeves)
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Final Jabroni Wisdom:

Cards are fun. Profitable. Nostalgic. And extremely addictive. You will:

- Overpay at least once.
- Pull a \$1 card from a \$30 pack.
- Get ghosted by a Facebook buyer named “Derek.”

But if you play it smart, stick to the checklist, and keep learning, this can go from hobby... to hustle... to full-on cardboard empire.