

Selling on eBay



So you've purchased on eBay – what next.....?

Why sell on eBay? Most people who sell on eBay have full-time jobs. They use eBay to supplement their income, liquidate an estate, cull out items from their collection, or use it in lieu of a yard sale to sell things that they no longer want or need. Becoming even more common are those sellers who purchase new products at wholesale prices and re-sell them on eBay for a profit. You don't have to sell full-time on eBay though. You can sell as many or as few items as you want. Most eBay sellers start out as buyers. Buyers are either "garage sale style" clearing out or getting rid of unwanted items or "serious sellers" who use eBay as a business outlet, selling regularly and in large volume. These people are sometimes referred to on eBay as **powersellers**.

Important Points to Consider Before You Begin:

- ❑ eBay recommends beginner buyers sell only within the US till they are more confident and have more selling experience.
- ❑ Don't have too many listings going on at one time – listing items is labor intensive, as is answering questions, monitoring listings, collecting payment and shipping to buyers. Allow yourself time and space your sales out for better customer service.
- ❑ Don't list your items at 2:00 a.m. as that is the time the auction will close! It's better to monitor your listings at a time you are likely to be online. You CAN schedule a listing for a specific start time, but this costs more money.
- ❑ You MUST have a digital camera. Items won't sell without pictures. They have to be sent digitally to eBay.

This class will cover:

- ❖ Research – preparation for listing your item
- ❖ Creating a Sellers Account
- ❖ eBay pictures
- ❖ Listing your item
- ❖ Collecting payment & shipping the item

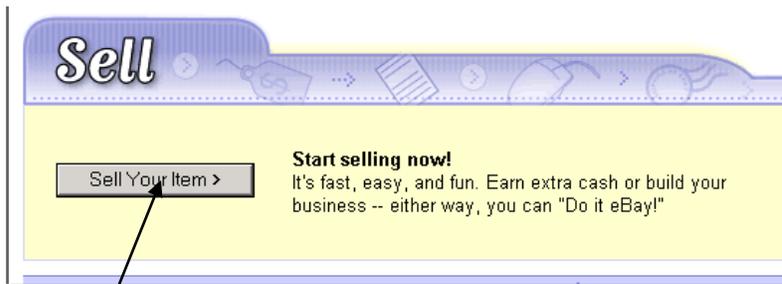
eBay Options – eBay Classified

eBay Classified – Free online ads in a format similar to craigslist. Place up to 25 ads per day in one locale for free. These ads remain on the site for 60 days and can be relisted. Unsold items from eBay are commonly listed here. Please see the Help site for additional information.

Registering for a Sellers Account

Most of the people who sell on eBay begin as sellers. Sellers have to be 18. Registering for a sellers account simply means adding financial information to your existing account. You don't need a separate username and password. You'll register your checking account and also place credit card details on their secure file system. eBay sellers pay fees. You'll specify how you want your fees to be paid to eBay, either through bank debit or by credit card. After that has been done, you are ready to sell.

It's as easy as 1-2-3 – SELL!



Click here and follow the instructions for creating your sellers account. You will have to provide eBay with a valid credit card, debit card, or bank account information. Also indicate how you would like to pay your seller fees, select the payment methods you'll accept, set up your Q & A (either auto replies, answers you create yourself, or provide access so you can answer personally), and make public your Feedback Profile.

Research

Before listing an item you *must* research similar items that have already been sold successfully on eBay. You can find information on pricing, features, and "buzz words" that attract buyers - and compare your item to others in the marketplace by searching on completed listings.

Adequate research and preparation will ensure that you are providing a fairly-priced item that meets demand. You will know how to determine your start price, what style of photos you should provide, determine interest based on the number of bids for specific items as well as the hit counters on each item page.

Researching your sales potential also means you won't be paying eBay listing fees for nothing! ☺

Poor research means you risk over-pricing an item or even listing an item (at your own expense) that nobody would want to begin with.

Just because it's eBay, doesn't guarantee a sale!

Before you start selling: try the following:-
Research Strategies

❖ Search for completed listings

Click on advanced search – enter your keywords and specify “*completed listings only*”. You have to be registered to search completed listings.



❖ Find out what's frequently searched using eBay keywords

Want to know what buyers are looking for and what keywords they frequently use to search for items? **eBay Pulse** can help. **eBay Pulse** is a daily snapshot of current trends, hot picks, and cool stuff on eBay.

Click on “Buy” at the top of the page. Select “What Hot”.

Popular Searches and Popular Products

By number of searches

1. [iPod](#)
2. [Xbox 360](#)
3. [p90x](#)
4. [iPod touch](#)
5. [iphone 3g](#)
7. [iphone 4](#)
8. [Xbox 360 console](#)
9. [ps3](#)
10. [coach handbags](#)

Popular Items

Near the bottom of the page, click on **Popular Items** which is displayed under a variety of categories.

[eBay Pulse](#) | [eBay Reviews](#) | [eBay Stores](#) | [Half.com](#) | [Austria](#) | [France](#) | [Germany](#) | [Italy](#) | [Spain](#) | [United Kingdom](#) | **Popular Searches** | [Free Local Classifieds](#) | [PayPal](#) | [ProStores](#) | [Apartments for Rent](#) | [Shopping.com](#) | [Skype](#) | [Tickets](#)

Click here to access popular items in categories

Prohibited Items

Think about the things that you aren't able to sell! Is your item on that list? eBay has a comprehensive list of prohibited items ranging from the obvious (nuclear warheads!) to the obscure (Lottery tickets) A full list of items that are either 1) prohibited or 2) regarded as "questionable" can be obtained by clicking on the Help Menu and selecting the options under "Selling". Recalled items also are prohibited.

The screenshot shows the eBay Help page. On the left, there is a sidebar with 'eBay Help' links: [Help Topics](#), [A-Z Index](#), [eBay Acronyms](#), [eBay Glossary](#), and [Contact Us](#). Below this is a 'Related Links' section with [Learning Center](#), [eBay University](#), [Security Center](#), and [About Customer Support](#). The main content area has a 'Search Help' box at the top. Below it is the 'Selling' section, titled 'Top Questions about Selling', with a list of six questions. The fourth question, '[What items can I not sell on eBay?](#)', is highlighted in pink and has an arrow pointing to it from a callout box on the right. The callout box contains the text: 'Click here to find out what you CAN'T sell on eBay.'

Listing Your Item

The next step is to specify which types of listing you require for your item – will it be auction format or will you sell your item at a fixed price only?



[home](#) | [pay](#) | [services](#) | [site map](#)

[Buy](#) | [Sell](#) | [My eBay](#) | [Community](#) | [Help](#)

Hello, scottiewench! ([Sign out.](#))

Sell Your Item: Choose a Selling Format

✔ Congratulations, scottiewench! Your seller's account has been created and

To begin, select a [format](#) and click the **Continue** button. Please make sure your item is [allowed](#) on eBay first.

Sell item at online Auction

Allows bidding on your item(s). You may also add the Buy It Now option. [Learn more.](#)

Sell at a Fixed Price

Allows buyers to purchase your item(s) at a price you set. [Learn more.](#)

This is the most popular format for your listing

The easy to follow **List Your Item Form** guides you through a few simple steps to a successful item listing.

Describe Your Item

You may describe your item via ISBN, UPC, or by name. eBay will provide you with the most relevant categories for your item. A screen in the right margin will walk you through the process and offer helpful suggestions.

Category listings are YOUR responsibility. If you do not agree with the categories suggested by eBay, either revise your keywords or choose a more appropriate category yourself. This is the category where potential buyers will browse for your item!

You also have the option to list your item under additional category headings, however, this costs extra. It *may* increase your item's exposure and sales potential. eBay will try to find your item or product and fill in the title and item description for you. Or you may wish to describe the item yourself.

Choose a Listing Format

Keep it simple

A short form with selling essentials:

- Auction format with a fixed price option
- Up to four photos (first one free)

More listing choices

Includes more options to help attract buyers:

- Additional selling formats
- Upgrades and extra photos

Write a Title - Be clear, complete, and descriptive.

Item Description - Remember that buyers search for items based upon the words in the item titles, so be sure to include words that buyers would search for. Make sure to include the condition of your item and any other details that a buyer should know. Here's your chance to really describe and promote your item.

Pricing and Duration - How long do you want your listing to run? How many items are you selling? What will your starting price be? Would you like to use a reserve price or sell with Buy It Now?

Enter Payment and Shipping Information - How will you accept payment from your buyer when your listing ends? Will you accept PayPal? Bill Me Later, Moneybookers, Paymate or Credit cards and debit cards? Where will you ship your item and who will pay for that cost?

Review and submit your listing.

Now you'll see a preview of your listing and a summary of its details. Look this over carefully. If you're satisfied and finished, submit your listing.

Now your listing begins!



Photographs

See handout on advice for taking good eBay pictures. Pictures must be transferred to eBay in digital format. Check *Consumer Reports* or the Internet for advice on buying a digital camera and the features you need to look for (try buying one on eBay!). You send a picture to eBay on an item listing form – much in the same way that you would attach a photograph to an email. The picture attaches itself to your listing from its stored location on your computer.



eBay Fees

(prices subject to change – see website for updated info)

There's no two ways about it – eBay makes its money from sellers. Buyer's pay eBay nothing for the privilege of buying, but having listings hosted on eBay *will* cost you some money. The payment structure is 2-fold. 1) You pay a fee to list the item -the insertion fee. 2) If the item sells, you pay a final value fee. There is no final value fee if it does not sell. If you list your item by auction, the first 100 items listed in a calendar month do not have an insertion fee. (Starting price is \$.01 -\$.99) and no reserve price. This does not apply to Buy It now items.

About insertion fees

- An insertion fee is a fee for listing your item for sale.
- This fee is charged to your seller account at the time of listing.
- The insertion fee charged is based on the reserve price if a reserve price is set. If there's no reserve price, it's based on the starting price.
- As with a newspaper ad, you need to pay this basic listing fee, even if your item doesn't sell. If the item sells, you'll also be charged a final value fee.
- If your listed item doesn't sell or if your buyer doesn't pay, you may qualify for an [insertion fee credit](#) by relisting the item.

About final fees

- Final value fees differ according to the type of selling method selected – auction- format listing format or fixed price listing format.
- Final value fees for fixed price listing format also differ according to the category – Electronics, Clothing, Shoes and Accessories, Books, DVDs & Movies, Music, Video games, and All other categories.
- Final value fee is determined by the final sales price.
- If the item does not sell, no bids meet your reserve price, or you decide to relist it in the eBay Classified Ad format, there is no final fee.

Additional Fees

Pictures

You get one Gallery picture free in your listing. Browsers need to see the item before they click on an item listing description. When buyers browse categories or search for items, they see items with Gallery pictures directly in search results. Your free Gallery picture increases your chances of a successful sale. Additional pictures are 15¢ each.

Backgrounds

You can choose colorful backgrounds from a wide selection that can make your listing look more attractive – for only 10¢ extra. This is called designer listing.

Bold/Subtitle

Adding **bold** text to your item title or including a subtitle in your item listing can increase its visibility, maximizing sales potential. **Bold** text costs \$1.00 and a subtitle costs 50¢.

10 Day Duration

If you want to increase the visibility of your listing and keep it posted on eBay for longer – then consider a 10-day listing. It costs 40¢ extra.

30 Day Duration or until cancelled (Fixed Price Format Only)

If you have an expensive or unusual item, try the 30 day listing. Free with Fixed Price listing.

Buy It Now

To post a buy it now option for your item, the cost is 50¢. Final value fee depends on the cost and category of your item.

Scheduling a Listing

Your listings begin their time as soon as you post them. If you post at 3:00 a.m., then that's when they will end! You might want to schedule your listing to begin at a certain time but this costs extra – only 10¢.

eBay promotions and special offers

Keep an eye out for special eBay promotions and cut price offers. For example, "All listings 10¢" or "Subtitles free." Offers are generally good for one day only. There is no real timetable for these offers and they are not pre-promoted. You'll just see certain offers on certain days when you go to sell.

Second Chance Offers

Second Chance Offers can be sent to any of the non-winning bidders if the winning bidder does not pay the seller, if a seller has duplicate items, or the reserve price is not met in a Reserve Price Auction. Second Chance Offers can be created immediately after a listing ends for up to 60 days. See eBay.com for more details on how this works.

Payment

PayPal is a very easy transaction. Funds clear instantly (unless you receive a PayPal e-check) and you will receive an email message telling you the item has been paid for. Remember you will be subject to PayPal fees. (see www.paypal.com for fee structure). Please see other payment options in eBay Help.

eBay does **not** recommend personal checks or cashier checks. If you decide to accept them, wait until the money has cleared before you ship the item. Be sure to specify to your buyer that you intend to wait before you ship the item until the funds clear! This can take up to ten days and the buyer needs to know this.

Unsold Items

The profile for your unsold item is saved on your my eBay homepage. If you want to relist the item then simply click "relist". You may also list the item on

eBay Classified for free. However, transactions are not handled by eBay and there is no protection against fraud. Buyer contacts the seller either through email or by telephone and agrees to meet face to face.

Shipping and Handling

Ship quickly after payment has been 1) received and 2) cleared. Buyers rate speedy delivery highly and will leave positive feedback to reflect this.

The Post Office has a very good website www.usps.com which offers shipping advice as well as information on rates and other useful topics.

Shipping tips: To avoid undercharging (or even over-charging) your buyers, get a digital scale to calculate more exact shipping costs. Don't lose out by undercharging your buyer for shipping. Guesswork is never the best way

Why not send a friendly note in with the package, thanking them for their business, telling them to keep an eye on your other auctions, and promising good feedback for them?



A good example!

And last but not least – don't forget to leave feedback when the transaction is completed! This can be done from within My eBay which keeps a log of all the feedback you receive and that you need to leave for others.