

eBay 1

The Basics of Selling!



Kevin Boyd M.B.A., M.S.

 BeNicheandFamous

ZOOM Controls

Mute Audio & Video (click bottom left), Ask Question (Participants then Raise Hand), Chat type question

1. eBay Overview, Open an Account (QSG pg 17 - 22)

eBay.com – My eBay, **Unsold to Relist** items. **Account** info. Use **Help & Contact** Link. If new, click on **Register**, open a **Personal** account. When ready to sell if already registered as Buyer, login and click **Sell** and eBay will ask if you want to create a **Sellers Account**. Follow their instructions. If problems, click **Help & Contact** link.

2. Open a PayPal Account (pg 10 - 15)

- **PayPal.com** - select **Personal** account. **Link** eBay and PayPal accounts with first listing.
- To Get Money: Click **Money, Withdraw Money, Transfer Money to Your Bank Account, Add Bank Account**
- **Fees: eBay** 10% only if item sells, **PayPal** 2.9% + 30 cents, so ~13% overhead

3. Take Your Photos (pg 28 -29)

- Use student project stand, white butcher paper backdrop, backdrop rolls **Savage Widetone Seamless Background Paper**, natural light is best
- **Emart 60 Watt Photo Lighting Kit** Amazon.com, tripod, digital camera
- 12 photos / listing. 500/1600 pixels min/max on longest side, less than 7MP
- Use **mini Tripods**, Free Apps for Photo Enhancements: **Snap Seed & Camera+**
- Organize photos with File Folder. Pictures > eBay Photos > YY-MM-DD

4. eBay Product Research (pg 24 - 27)

- Click **Advanced Search** enter **keywords**, on left side select **Sold Listings**, then **Search**
- Sort **Price + Shipping Highest First**. Open listings of Top Sellers. Note keywords, category, ending date and time, format (auction or fixed price), starting price (click on the number of bids to reveal), shipping cost
- Compare about 6 – 10 Top sellers. Merge their Keywords, make decisions based on how they sell, and who is bringing in the most money. Trust your research.

5. Shipping Preparation (pg 30 - 33)

- Free Flat & Regional Priority Mail Boxes - **usps.com** > Postal Store > Shipping Supplies
- Use **Uline.com** for other size boxes, packing materials.
- Place item in box, add all packing material, place on accurate scale and note weight.
- Heavy Duty hand tape dispenser Office Depot. Packing tape Costco.
- Recommended Postal Scale: **Ultraship 75#**

Break - 10 minutes

6. Create Your Listing (pg 35 - 49)

- login to eBay.com, select **Sell**
- **Write Title** (80 character limit), only use keywords people will type when searching for the item on eBay, add NEW (if new). Use the Keywords from the Top Sellers.
- Select Category, Item Condition choices will be based on category
- **Upload photo(s)** 12 photos per listing. Place/drag your Thumbnail photo in Main Photo Gallery Plus (\$0.35) to enlarge photos in search results (*free for antiques & collectibles*)
- **Write your Description:** What is item, what included, condition, color dimensions, defects, history, benefits, features, technical specs, **bold** important words and phrases
- Select **Auction-style** or **Fixed Price** tab
- **Durations: Fixed Price:** Good Til' Cancelled. Use Fixed Price to sell in Quantities
Auction: 1, 3, 5, 7, 10, Qty is always 1
- Enter **Pricing, Duration, Start Day/Time of Auction, Reserve Price (optional)**
- **Return Policies:** 30 Days. "We offer a 30 day, money back guarantee for any reason. Buyer pays return postage. Upon receipt, & item in re-sellable condition, we will gladly offer a full refund."

7. Setup Your Shipping (pg 50 - 54)

- **Flat Rate Shipping:** Select Service, enter cost, or Research Rates if needed
- **Calculated Rate:** Select Carrier, Service, Handling 2 Biz Days, Package, Dimensions, Weight, use Additional Services for Insurance, Signature Confirmation or other charges

8. Post Sale: Print Shipping Labels from Home Computer (pg 50 - 54)

- Wait for email from PayPal (*not eBay*) that says you have received a payment
- Login to eBay.com > **My eBay** > **Selling** > **Sold**, select **Print Shipping Label**
- Check the details for shipping, select **Pay & Print Shipping Label**
- **Print PayPal Packing Slip**, place inside box along with any marketing flyers, seal box
- Select **Schedule USPS Carrier Pickup**, attach *label to box*, place box outside for pickup, or take to Post Office, Office Depot, Staples, or The UPS Store

Kevin Boyd, M.B.A., M.S., a former Bell Labs engineer and Vice President of a market leading cardiology software company, is a multi award-winning eBay Education Specialist, published eBay author and the technical editor for *The Complete Idiot's Guide to eBay*. Kevin has appeared on TV, various radio shows and interviewed by *Bloomberg News* and several newspapers for his insights to online entrepreneurship. The primary objective for his writing, teaching and consulting, is to educate online sellers at all levels and equip them with the skills necessary for online entrepreneurial success.

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