

eBay 1

The Basics of Selling!



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 BeNicheandFamous

ZOOM Controls

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

1. eBay Overview, Open an Account

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 follow their instructions. *Need:* Password, email, link bank account, credit card. **Help Line: 866-961-9253.**

2. PayPal

PayPal.com – **Personal** Account. *Need:* Password, email, link bank account, credit card.

PayPal Help: 888-221-1161

Fees: Free listings for first 200 listings per month. 35 cents after 200.

eBay Final Value Fee 10% only if item sells

PayPal 2.9% + 30 cents, so ~13% overhead (*Managed Payments, 2.7% + 25 cents*)

3. Take Your Photos

- eBay Portable Lighting Kits. 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 Marketplace Research

- Click **Advanced Search** enter **keywords**, on left side select **Sold Listings**, then **Search**
- Sort **Price Highest First**. Open listings of Top 6-10 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, free shipping?
- Compare the 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

- 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

- login to eBay.com, select **Sell**, select **Switch to Business Tool**
- **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:** Arial, 12 pt, B&W. What is item, what is included, condition, color, dimensions, defects, benefits, features, special history, brief but complete, positive, informative, conversational style, never all caps, short paragraphs, bullet lists, bold important words & phrases, spelling & grammar, review top seller descriptions.
- Select **Auction-style** or **Fixed Price** tab
- **Format:** **Fixed Price:** Good Til' Cancelled. Use Fixed Price to sell in Quantities
Auction: 1, 3, 5, 7, 10, **Qty is always 1** in an auction
- Enter **Pricing, Duration, Start Day/Time of Auction, Reserve Price** (optional)
- **Return Policies:** 30 Days. Buyer pays return shipping.

7. Setup Your Shipping

- **Flat Rate Shipping:** Select Carrier, 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

- 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.

eBooks (optional)

BeNicheAndFamous.com

Home Page > Online Classes > Course eBooks

Password: **discount2day**