

EBAY – GET STARTED SELLING – SOAR 4/30/14 & 5/7/14

CINDY BOWEN – OBSIDIAN CUSTOM VIDEO – obsidiancv@yahoo.com 315-322-1728

What you will need

- ▶ Notebook
- ▶ PayPal account
- ▶ eBay seller account
- ▶ Camera
- ▶ Internet connection
- ▶ Email account, preferably Gmail or Yahoo

First Things First

- ▶ Open a PayPal Account first
- ▶ Open eBay seller account
- ▶ Keep all login UN and PW in notebook
- ▶ Keep secret question and answers in notebook
- ▶ Log your progress

Find Something to Sell and Prepare to List

- ▶ Search eBay for similar items
- ▶ Find out what gets the most bids for similar listing
- ▶ Find out what is the going price
- ▶ See how other sellers write their descriptions
- ▶ See how others photograph and display the item
- ▶ Keep good notes. Copy and paste to Notepad and save, maintain your paper notebook.

Write your Description - What to Include:

- ▶ Key search words in the title, as many as possible “Vintage Retro New with Tags Boho Paisley Skirt
- ▶ Condition, be sure to include any flaws such as “shoulder seam has been mended” or “scratch on back left side”
- ▶ Dimensions or measurements, size
- ▶ Return Policy
- ▶ Payment method
- ▶ Shipping
- ▶ Some items, such as electronics, with brand name and model number, have specs already stored in eBay and you can magically have this added to your listing

Photograph the Item

- ▶ Make sure the background is plain and your item stands out.
- ▶ Edit the photo if need be to drop and enhance the lighting and contrast.
- ▶ Show several views, including brand label and any damage.

Estimate the Shipping

- ▶ Put the item into its shipping packaging
- ▶ Take it to UPS or Post Office to be weighed
- ▶ Estimate shipping to the furthest place in US such as San Diego
- ▶ Free Shipping – you can offer to make the item more attractive for sale. In this case, adjust your starting price accordingly so it will actually include the shipping cost. Works well on smaller items.

International Shipping

- ▶ International – you can say that the shipping will be different, or you can specify “domestic/USA sales only”
- ▶ There is a calculation performed by eBay.
- ▶ To ship out of country you must fill out export forms at the Post Office.

Posting the Listing

- ▶ Login to your seller account
- ▶ Click “Sell an Item”
- ▶ If you’ve completed the prior steps, this will be easy.
- ▶ Just plug in the info and photos and click save.

Monitoring the Listing

- ▶ Login to your seller account
- ▶ Click “My eBay”
- ▶ Click “all selling”
- ▶ View how many views, how many watchers, and whether or not there are bids.
- ▶ View how long to the end of the auction
- ▶ Check messages. Often a prospective buyer will have questions. You must answer right away to keep their interest and satisfy their need.

Sold! What Next???

- ▶ In your seller account, click “send invoice” at the end of the item listing in Sold items
- ▶ Must be sent out within 3 days of payment
- ▶ Check Paypal for payment coming in, you will also receive an email about this
- ▶ You can print a label from eBay if you wish (I choose to do my own in Word)
- ▶ Be sure to get tracking number when sending
- ▶ Enter the tracking number into the listing

How Do I Get Paid ???

- ▶ Paypal will hold your payment until the item is confirmed as delivered
- ▶ In the Paypal account screen, you can see when the funds become available
- ▶ Your Paypal account should be linked to a checking account
- ▶ You then request Paypal to transfer funds to your checking account
- ▶ TIP – always leave about \$10 in the Paypal account to cover eBay and Paypal fees

What If It Did Not Sell ???

- ▶ You can re-list your item numerous times until it finally sells.
- ▶ There is an auto-relist feature that will relist 3 times for you.
- ▶ Consider editing your listing
- ▶ Be patient. Many buyers will revisit your item and have it on their watch list, and not buy until they are ready to do so.

What If the Buyer Wants A Return??

- ▶ You should specify in your listing whether or not returns will be accepted.
- ▶ Your listing must be totally honest, including description and photo of any flaws, to prevent buyer disappointment.
- ▶ Communicate with your buyer.
- ▶ eBay has a return guarantee policy as well, so if there is truly an issue, you will need to deal with them.

What Are the Sellers’ Fees ???

- ▶ eBay Insertion fee – free for the first 50 listings per month.
- ▶ eBay Seller’s fee – calculated by eBay based upon the selling price and shipping charge – roughly 10%.
- ▶ Paypal charges a small transaction fee every time you receive payment from a buyer.

In Summary

HAVE FUN!

Resources: www.ebay.com www.paypal.com