

Selling on eBay

[Listing an Item](#)

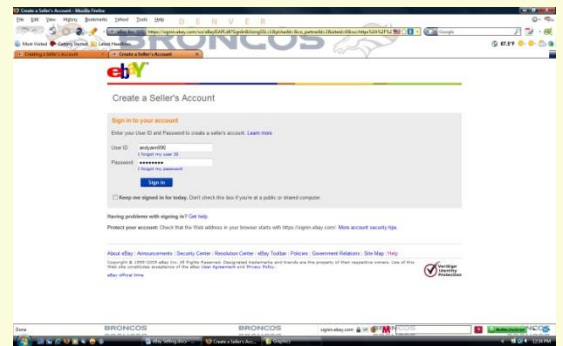
[Communicating with Buyers](#)

[Manage Your Listing](#)

[Following Up After a Sale](#)

[Site Preferences](#)

Anyone registered as a buyer on eBay can also sell. If you have registered as a buyer it is very easy to also verify yourself as a seller. You will use the same Account, User Name, and Password that you use as a buyer. You will be presented with a “Create a Seller’s Account” screen when you attempt to list your first item. **Click** here to view information on [Becoming a Seller](#). Becoming a seller will require you to verify your identity and inform eBay how you will pay your seller fees. If you are already verified as a buyer you may not have to provide any additional information.



Almost anything can be sold on eBay including opening an eBay store and automobiles. However, we will only discuss the most common sales which are smaller items sold by individuals. eBay does have a restricted list of items that cannot be sold. **Click** here to view a listing and explanation of the [Prohibited and Restricted Items](#). Prohibited items will be automatically removed from eBay.

Many people earn extra cash and remove no longer wanted items by selling on eBay. eBay offers an organized marketplace and a secure area to sell your goods. Your customer base is much greater than you can achieve by selling locally. eBay also offers sellers protection through PayPal from fraud and theft. Click here to view details on [Seller Protection](#).

To start selling on eBay you simply have to follow some basic steps. A summary of these steps can be found by a click on [Basic Selling](#).

Listing an item

You have two methods of selling an item on eBay.

Auction	An Auction listing works just like a real auction house. An opening bid is set and buyers bid higher amounts. At the end of the auction the buyer with the highest bid wins and can purchase the item. Click here to view details of Auction Format .
Fixed Price (Buy it Now)	Fixed Price lets the buyer purchase the item immediately at a known price. This option can also be combined with an Auction Format. Click here to view details of Fixed Price Format .

Listing an item makes that item available for purchase. Your listing has many options available to help you enhance your offer. It is important that your listing be as accurate as possible. Take pictures that show the items true condition. Be sure that your description is accurate and states any obvious flaws. Buyers will be able to rate you as a seller with Feedback. Click here to view details on [Feedback](#).

To start selling an item click on the [Buy Sell My eBay Community Help](#) button on your eBay Home Page then click on the [Start selling](#) button.

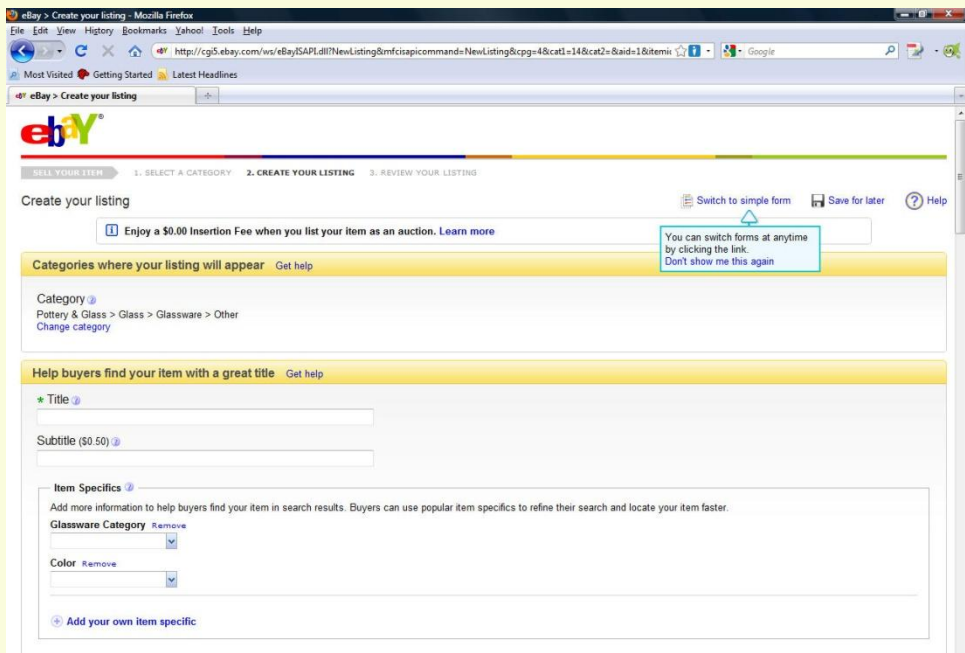


eBay will open the “Create Your Listing” page. There is both a Simple listing and Full listing version available. The Simple form is easier to fill out but does not contain all the options available. We will cover the Full form with all options here. Fields marked with a * are mandatory.

The Categories setting will let you revise the categories you previously selected if needed.

The Title and Subtitle fields let you describe your item with a catchy name.

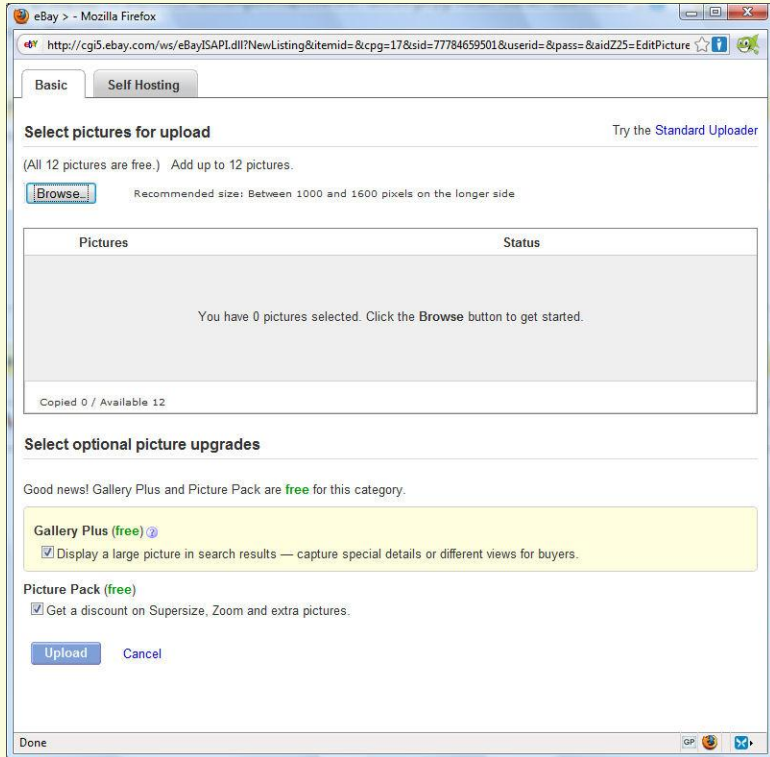
Item specifics let you enter details about your item.



The Bring your item to life with pictures will display those pictures you will display in the listing. Click on the **Add pictures** button and the picture upload dialog box will open. Browse for the pictures you want.



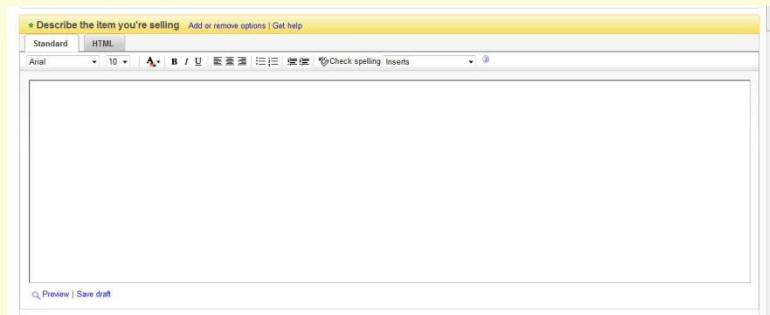
The Basic tab will let you select pictures on your computer. The Self Hosting tab will let you select pictures located on the internet.



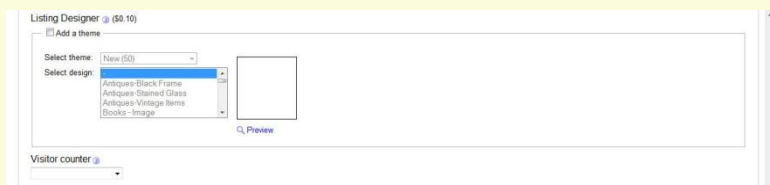
We will be using pictures on our computer only. Pictures should be taken with a good digital camera. Take pictures at a resolution of 1024 x 768 or higher. After selecting up to 12 pictures click the **Upload** button to complete the process.

Click [Adding pictures to your listing](#) to view more details on this process.

The “Describe the item you’re selling” section under the Standard tab is a mini word processor where you can type in a full description of the item. The HTML tab will let you enter HTML code. If you are not familiar with HTML code use the Standard tab. Click [Titles and Descriptions](#) to view suggestions on writing good Titles and Descriptions.



The “Listing Designer” section will let you apply a theme to your listing page. Put a check in **Add a theme** and select a theme. Click [Preview](#) to view a sample of the theme. Selecting a Web counter will track the number of visitors to your listing.



In the “Choose how you’d like to sell your item” area you will detail pricing and duration of your listing. There are fees associated with many of these items. Click [Selling Fees](#) to view a detailed listing of all fees. Fees are your cost of doing business. eBay occasionally runs specials on fees and sometimes offers some features for no fee. Always check the latest listing for updated information.

Choose how you'd like to sell your item | Add or remove options | Get help

Get ideas about pricing by searching completed listings.

Online Auction | **Fixed Price**

Enjoy a **\$0.00 Insertion Fee** when you list your item as an auction. [Learn more](#)

* Starting price (see listing fees) | Buy It Now price (see listing fees) |

\$ 0.99 | \$

No Reserve price set for this item. [Change](#)

* Quantity
1 item

Duration |
7 days

Start listing immediately
 Schedule start time (\$0.10) | 12 | 00 | AM | PDT

eBay Giving Works
Donate 10-100% of your sale to your favorite nonprofit and eBay will give you a credit on basic selling fees for sold items.
 I do not wish to donate at this time

- California Dictionary Project
- Feeding America

Or, select another nonprofit you love

Donation percentage
Select %

The “Decide how you’d like to be paid” section lets you select from those payment options you have specified in your sellers account. eBay has recently revised its payment policies. The biggest change is that it is no longer allowing payment by cash or check except in certain circumstances. You must select at least one of the online payments options. Click [Accepted Payments](#) to view the latest payment policy.

Decide how you'd like to be paid | Add or remove options | Get help

Select at least one payment method, or click "Add or remove options" above to add a payment method.
• [Learn more about recent changes to the eBay Accepted Payments Policy.](#)

Electronic payment methods(fee varies)

PayPal |

Accept credit or debit card and bank payments safely and easily with PayPal.

PayPal
VISA | MASTERCARD | AMERICAN EXPRESS | DISCOVER

Your PayPal account email address (to receive payments) |
example@gmail.com

Require immediate payment when buyer uses Buy It Now |

The “Give buyers shipping details” section lets you tell the buyer the method of shipping and the cost and if you are including insurance options.

Give buyers shipping details | Add or remove options | Get help

We will soon be removing the shipping insurance option.

* U.S. shipping | Shipping Wizard

Flat same cost to all buyers
Services | Research rates | Cost | \$ | Free shipping |

FREE shipping
Offer free shipping
• Attract more buyers.
• Get better visibility in search results.

Offer additional service

Local pickup
 Buyers can pick up the item from you

Combined shipping discounts |
No combined shipping discount rules have been created.
[Create rules](#)

Handing time |
3 business days

Additional options |
You haven't selected insurance options for this listing.
[Change](#)

Item location |
Colorado Springs, CO, 80919, United States
[Change location](#)

The “Other things you’d like your buyers to know” section lets you block certain buyers, specify your return policy, and enter additional checkout instructions.

Click the [Continue >](#) button to proceed.

Other things you'd like buyers to know | Add or remove options | Get help

Buyer requirements |

Use Buyer Requirements to block certain buyers from bidding on or purchasing your items.

Block buyers who:
• Have received 2 Unpaid Item Strike(s) within 1 month(s)
• Have 4 Policy violation report(s) within 1 month(s)
• Have a feedback score equal to or lower than -1
[Change buyer requirements](#)

*Return policy |

We now require that all sellers specify whether they accept returns or not.

Select One

Additional checkout instructions

Your fees so far: | \$0.00

* indicates a required field

[Continue >](#)

About eBay | Announcements | Security Center | Resolution Center | eBay Toolbar | Policies | Government Relations | Site Map | Help

Copyright © 1999-2009 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay User Agreement and Privacy Policy.
eBay official time

You will now be offered a chance to “Review your listing” and make some final changes. Each change you make will show in the listing preview. There are costs associated with these features so read carefully. Your total costs are shown at the bottom of the page. Once you click the **List your item** button your listing is completed and will appear on eBay.

The screenshot shows the 'Review your listing' page on eBay. The page is divided into several sections:

- Make your listing stand out:** Offers two packs: 'value pack' for \$0.65 (save \$0.05) and 'pro pack' for \$29.95 (save \$15.95).
- Maximize your listing's visibility:** Includes options for 'Featured Plus' (\$9.95), 'Featured First' (\$24.95), and 'Home Page Featured' (\$59.95).
- Review your fees:** Shows a table of fees:

Insertion Fee:	Free
Picture Pack:	Free
Gallery Plus:	Free
Subtitle:	\$0.50
Total:	\$0.50
- Item Preview:** Shows a listing for 'Akro Agate Dart Vase' with a price of \$0.99, shipping of \$2.00, and a time listed of Sep-19 16:36.

[Return to Table of Contents](#)

Communicating with Buyers

Listing your item on eBay is just the start of the process. As with all businesses you will have to interact with your customers. Good customer interaction is important because buyers have the ability to rate you as a seller with [Feedback](#). All potential buyers can view your feedback rating and it could affect their buying decision.

Buyers will have many questions. They may have questions about procedures or further clarification about your listing. Your responses could affect both the sale and your feedback rating.

There are two methods for you and buyers to communicate.

Ask a Question	By clicking on Ask a question the buyer will be able to send you an e-mail. Your e-mail address can be masked. You “reply” to the e-mail with your response using reply in your inbox. Ask a Question is always available and cannot be removed.
Q & A	Q & A can be activated in addition to Ask a Question. It will give automatic answers to things selected in your listing. You can also add questions and their answers to Q & A. Only general questions can be in Q & A because it is the same for all your listings.

Q & A will appear when the buyer clicks [Ask a question](#). If they do not see their answer they can then click and send you an e-mail.

Click [Answering Buyer's Questions](#) to view details on setting up your Q & A for buyers.



[Return to Table of Contents](#)

Manage Your Listing

Maintenance of your listing can be done after posting on eBay. You can view the bidding on items in “My eBay” under “Selling”. You can also change how your listing functions by changing your preferences in [My eBay, Site Preferences](#).

You can also change your listing within guidelines. Any setting that cannot be changed will be grayed out. You can revise any settings not grayed. Click [Change Your Listing](#) to view details on how to revise listings.

[Return to Table of Contents](#)

Following Up After a Sale

Once the sale has closed and you have a high bidder you must complete the sale.

Communicate with your buyer after they complete [checkout](#). Checkout lets your buyer pay you online for the item. If you have fully specified payment and shipping information in your listing then checkout is the easiest way to complete payment. If you did not specify full payment details contact your buyer with any missing information. If you disabled checkout contact your buyer with full payment and shipping details. Always verify that you have received payment and that the payment has been properly credited to your account before shipping the item.

After payment has been verified you should ship the item to the buyer quickly and safely. If you specified the method of shipping in your listing be sure you use that method. [Shipping labels and Packing Slips](#) can be printed directly from eBay if you included full shipping details in your listing.

[Packaging your Item](#) properly ensures your buyer receives the item safely.

You have a wide choice of shipping companies to use. Prices and delivery times vary widely based on company and method of shipping. [SHIPGooDer](#) is a website where you can compare shipping rates for you based on criteria you enter. You can also visit any of the various shipping company's websites to view rates.

[USPS, United States Postal Service](#)

[Fedex](#)

[DHL](#)

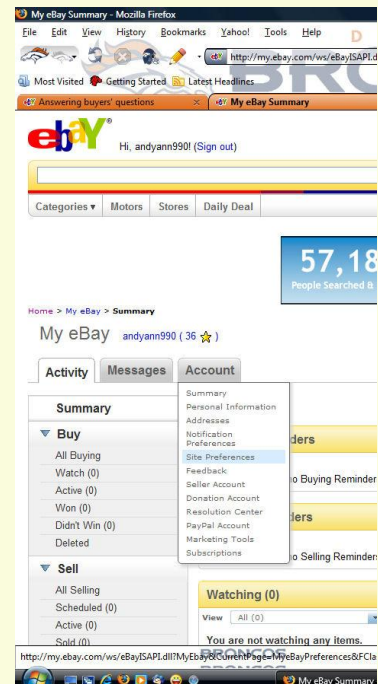
[UPS](#)

[Return to Table of Contents](#)

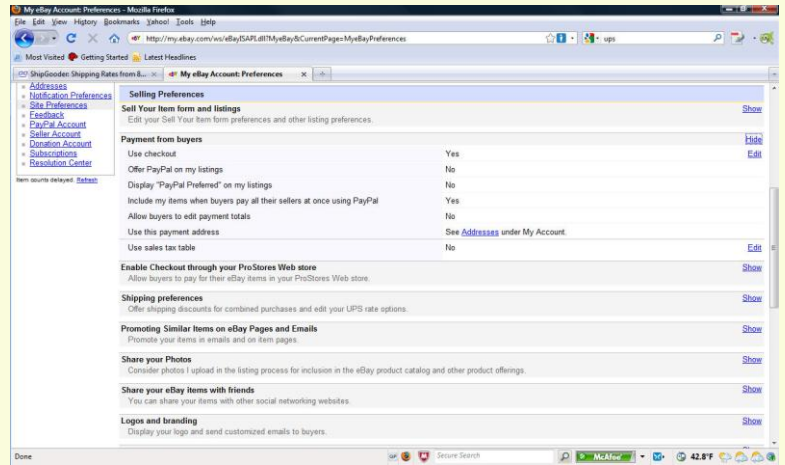
Site Preferences

Site preferences are located in **My eBay, Account, Site Preferences**. This location lets you manage how all of your Listings function. From here you manage how you want to sell, communicate, ship, receive payment, and much more for every item you list.

To view more details on using My eBay click [Using My eBay](#).



Under **Selling Preferences** are the various categories you can revise. To revise categories click the **Show** link at the right side. Then **click** the **Edit** link to actually make changes.



After a click on Edit you can make changes to preferences. Then the information to effect the changes. Remember that any revisions made to Selling Preferences affect all listings.

To view details on the various preferences available use the following links,

[Payment Preferences](#)

[Invoice Preferences](#)

[Buyer Requirements](#)

[Shipping Discounts](#)

[Automation Preferences](#)

[Using Checkout](#)

[Account Information](#)

[Return to Table of Contents](#)

