



PART 1

CHOOSE CATEGORY

- Search for similar items on eBay to see which categories they are listed in
- You can list in two categories for even more buyer exposure

CHOOSE A LISTING OPTION

A List the standard way

B Item Specifics and Pre-filled Item Information available for relevant categories

- Where relevant, input UPC or ISBN number.
- Item specifics and a stock photo will be added to your listing automatically!

LISTING TITLE (55 CHARACTERS)

- Use descriptive keywords, no punctuation
- Include brand names, color, size etc.
- Use the entire 55 characters for more detail!

PART 2

ITEM DESCRIPTION AND HISTORY

- History of item: (examples of information) origination, age, year or time period the item was manufactured
- Characteristics which make this unique – “only a handful manufactured in xxxx year,” “signed by the author” or “hand crafted”
- Color, size, type or design
- Brand name or item label
- Details: handmade, custom embroidered, real gold etc.
- Other

CONDITION

- Is there any condition not shown in photos? For example: “slightly worn” or “color faded in some parts.”
- Is this item new?
- Are the tags attached?

ADDITIONAL INFORMATION

- Are there specifications that you should include? (computers, hard drives or audio equipment)
- Return policy
- Shipping
- Payment information
- Other

PART 3

PRICING

Starting Price – Setting it low will encourage the most bidding activity (auction style listings)

Buy It Now – add the **Buy It Now**™ option to your Auction-style listing so that members can buy your item directly at the set price and close the listing immediately.

Fixed Price Format – Buyers click to buy at the price you have set with no bidding. Some requirements apply.

PREPARE YOUR PHOTOS

eBay Picture Services (<http://pages.ebay.com/sell/pictureservices/>) The easiest and fastest way to include pictures in your listings. Make sure your pictures have been saved as either a .gif or .jpg format

PAYMENT METHODS

Consider accepting PayPal ([link to www.PayPal.com](http://www.PayPal.com)). PayPal allows you to accept credit card or bank account payments for purchases. It's safe and easy for buyers to pay you – and for you to get paid!

PAYMENT INSTRUCTIONS

By providing clear payment and shipping information, when your buyers click on the Pay Now button, they will be told how much to pay (including payment and shipping) and where to send payment. You in turn receive an email with the buyer's address and selected payment method.

SHIPPING DETAILS

- Provide shipping costs up-front to reduce email exchanges with potential buyers
- Specify international shipping to increase your audience of potential buyers
- Speed up the time it takes to finalize the sale
- Consider providing a flat rate or using the shipping calculator so buyers can determine shipping costs quickly and easily