

# Get set to sell.

Everything you need is  
now in your hands.

How to sell on eBay  
A guide for new sellers



# Welcome!

You're such an awesome eBay buyer, we want to help you become a super eBay seller, too.

**Selling starts now—the next steps are easy:**

- 1. Find something you want to sell—**  
look in your closets, garage, storage unit,  
even the trunk of your car.
- 2. Learn how to create your first listing—**  
turn the page to start selling.



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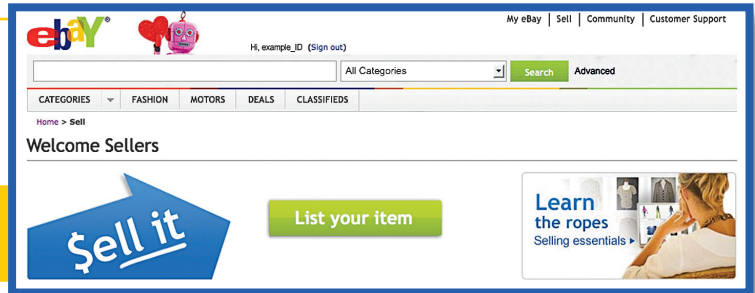
# QUICK START *As easy as 1, 2, 3!*

## 1 List it

### FILL OUT THE EASY LISTING FORM ONLINE

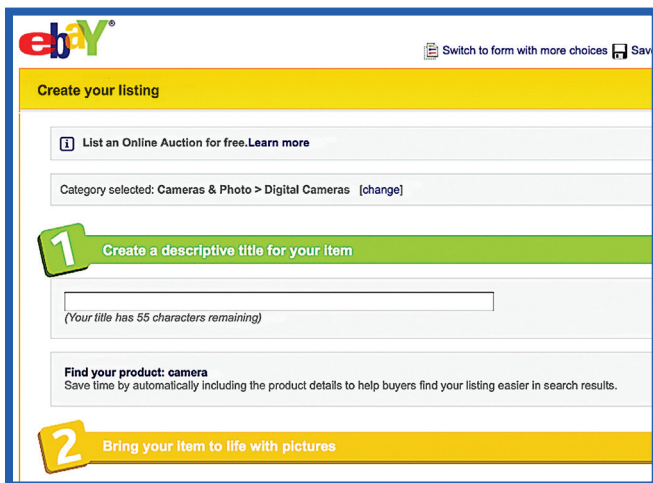
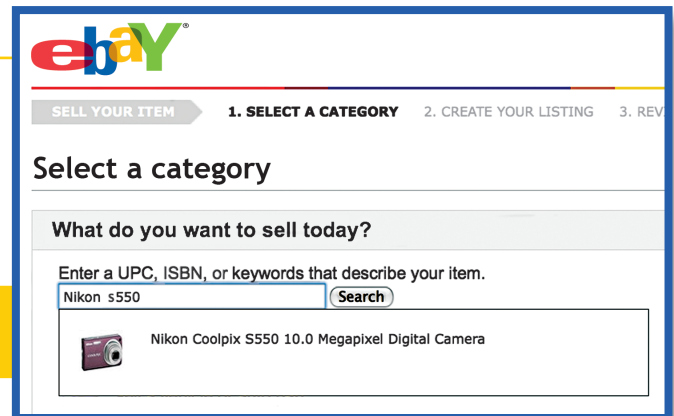
- Click **Sell** at the top of any eBay page.
- Click the **List your item** button. You may be asked to sign in.

Get more information about creating your seller's account on **page 9**.



- When asked “What do you want to sell today?” your item may show up in a handy drop-down menu. Just select the item and your listing—including a stock photo—can be created automatically for you!

If your item's not in the drop-down menu, go to **page 5** for more details on how to list.



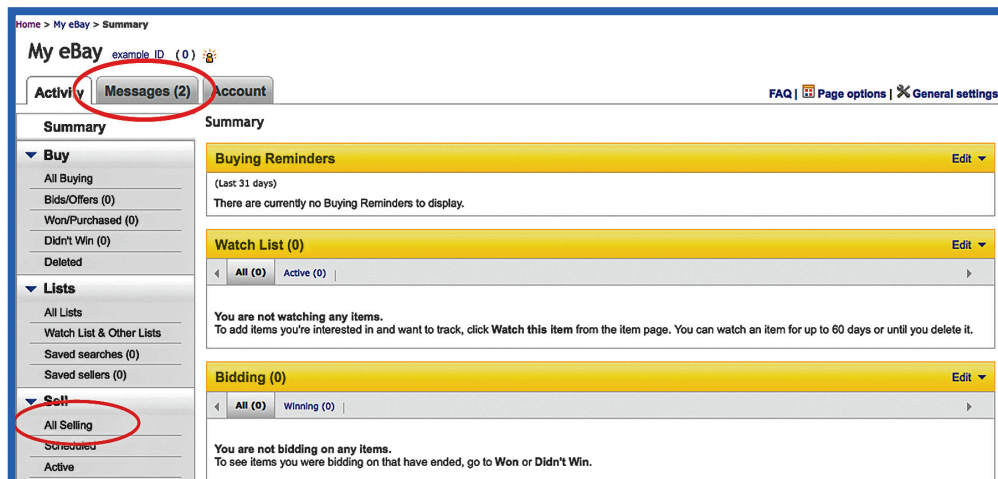
- For the fastest, easiest way to list, choose the **Keep it simple** form. Price your item as low as possible to jump-start bidding. You can also add a Buy It Now price to capture a buyer who doesn't want to wait for the bidding to end.

Get more tips on how to price your item on **page 6**.

## 2 Sell it

### FOLLOW THE ACTION ON YOUR ITEM

If an interested buyer has a question about your item, you'll get an email from eBay letting you know. Be sure to answer promptly.



- Click the **All Selling** link for a quick view of the status of what you have for sale. Both you and the buyer will be notified of the sale via email.

## 3 Ship it

### SHIP IT THE SAME DAY YOU SELL IT

You can ship your item without even leaving home. Pay for discounted postage and print a shipping label automatically prefilled with your buyer's address—right from eBay. Your buyer gets an email with tracking information so they know when to expect delivery. You can even schedule a carrier to pick up your package for Priority Mail® and Express Mail®.

### CONGRATULATIONS ON SELLING YOUR FIRST ITEM ON EBAY!

See **page 8** for more tips  
to make shipping easy.

## HELPFUL DETAILS

### HOW TO WRITE THE TITLE THAT GETS YOUR LISTING IN FRONT OF INTERESTED BUYERS

When you're listing an item on eBay, your item may appear in a drop-down menu on the "What do you want to list today?" page. Just select that item and the best possible title for getting your item in front of interested buyers will be written automatically.

If you're listing an item that doesn't appear in the pull-down menu, you'll need to write your own title. Here are a few guidelines for writing a title that is clear, easy to read, and gives your item the best position in eBay search results:

- Use up to 55 characters allowed for the title. Include the brand name, the size, color, fabric, whether the item is new, etc.
- Where relevant for your type of item, include dimensions (e.g. 5" x 8") or technical specs like 4GB. (Please don't duplicate information like "4GB" and "4 GB" in a title. It isn't necessary and makes a title harder to read.)
- Avoid using words like "rare," "beautiful," "unusual," or "L@@K." People rarely use these words when they are searching on eBay.

### HOW TO WRITE A GREAT DESCRIPTION

When you're listing an item on eBay and your item appears in a drop-down menu on the "What do you want to list today?" page, most of the important information is automatically added to your item. Use your description to give buyers all the distinguishing details.

If your item isn't brand-new, is still in the original packaging, or was never worn and has the original tags, the description is the place to clearly spell out the details so your buyer's expectations are clearly set.

Use as much information as possible to write a complete, well-formatted description of your item. Here are some questions to consider when writing your item description:

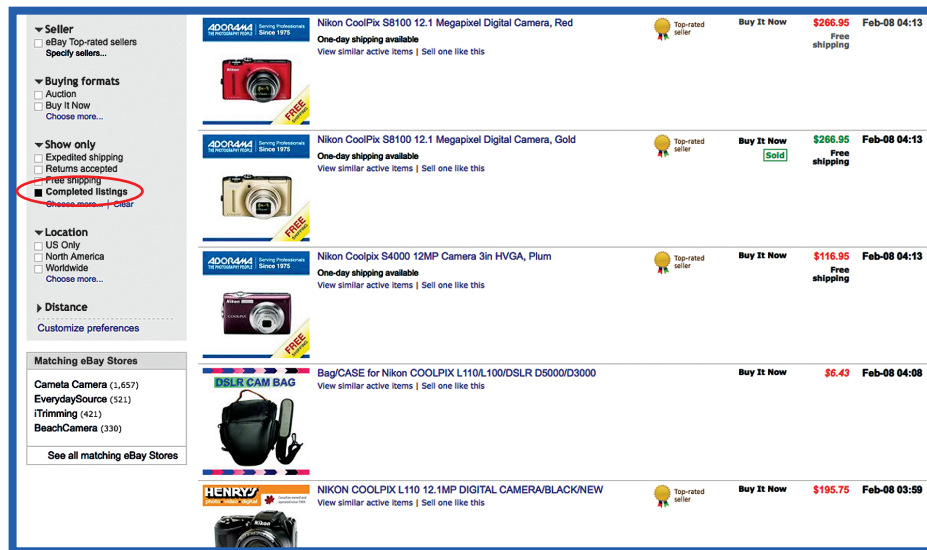
- What is the item?
- What is the model or serial number?
- What material is it made of?
- When was it made?
- What company/artist/designer/author made it?
- Is the item new, used, or still under warranty?
- What condition is it in?
- What are its dimensions?
- What country/location is it from?
- Does it have any notable features or markings?
- Does it have a special background or history?
- Is there a significant savings for your buyer?
- What are the terms and conditions of the sale? Be clear about payment methods you accept and shipping costs.

# HELPFUL DETAILS

## HOW TO PRICE YOUR ITEM TO SELL

How you price your item is key to getting it seen by interested buyers. You also want to get a price you're happy with. Follow these tips to get an idea of the demand for your product and how to price it to sell:

- Do a search for the same or similar items to find out what other sellers are charging.
- Search for completed listings to see what items like yours have been selling for. Completed listings are listings that have ended within the last 15 days, regardless of whether the item sold.



To search for completed listings:

- In the search box of any eBay page, type 2 or 3 keywords that describe your item.
- Narrow your search by checking the **Show only Completed listings** box on the left of the search results. Prices in green tell you the item sold, red prices indicate the item was not sold.
- While you are researching price, also notice the difference between sold and unsold item shipping costs and methods, and the use of titles, pictures, and item descriptions.

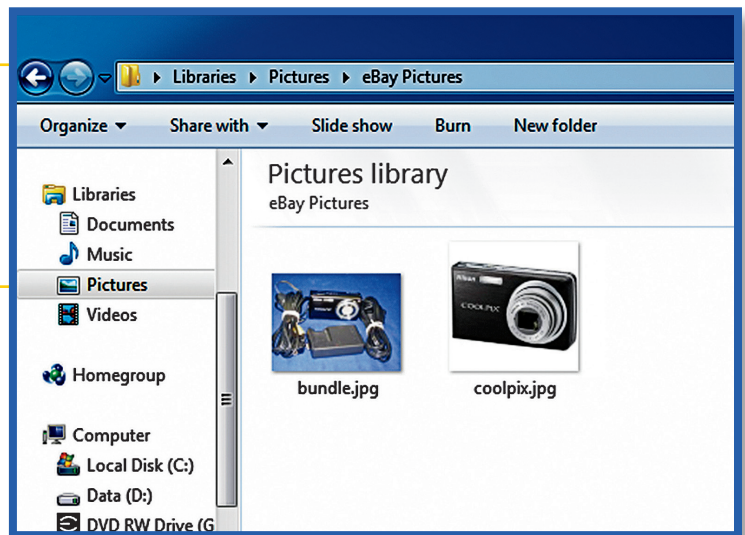
- Consider using a low starting price to stimulate bidding.
- Decide the lowest selling price you'd be happy to accept. Add a Buy It Now price for this amount to capture buyers who don't want to wait.
- Keep in mind that buyers look at both item price and shipping cost, and what you charge for shipping can make or break the sale. Consider offering free shipping.

## HELPFUL DETAILS

### TIPS FOR TAKING GREAT PICTURES

- Use a digital camera so you can upload pictures to your computer and then to your eBay listing.
- Use natural light whenever possible—no flash.
- Use a plain background that contrasts with your item to make it stand out. Plain, white backdrops work well, or use a different neutral color if your item is white.
- Set the camera to a medium or higher resolution (for example 1024 x 768 pixels or larger). Your picture should be at least 1000 pixels on the longest side.
- Take close-ups and multiple views (front, back, side, top).
- Include close-ups of any flaws so interested buyers can see the true condition of the item.
- Include close-ups of special features and details.
- Show tags if the item is new with tags.

Once you take a picture, connect your camera to your computer and save the photo on your computer according to your camera's instructions.



- Once your photos are on your computer, you can often improve them with the photo-editing software that comes with your digital camera.
- Crop your pictures to remove any unnecessary background.
- Balance the contrast and brightness.
- Use the rotate or flip command to turn your picture right-side up (if necessary).
- Save your edited picture as a .gif or .jpg file on your computer.
- Make note of where you saved the file so you can easily retrieve it to upload to eBay when you list your item.



**TIP:** Watch the video, *How to take better photos—layout and lighting*. Go to **page 12** to see where you can watch it online.



# HELPFUL DETAILS

## SHIPPING MADE EASY

Before your item sells, get it all ready for shipping. You can order free Flat Rate boxes of different sizes from the U.S. Postal Service® and have them delivered right to your door. That way you can ship the same day your buyer pays. You'll know that your buyer paid when you see a colored dollar sign next to your item in My eBay. If for any reason you can't ship the same day, be sure to send them an email to keep them informed.

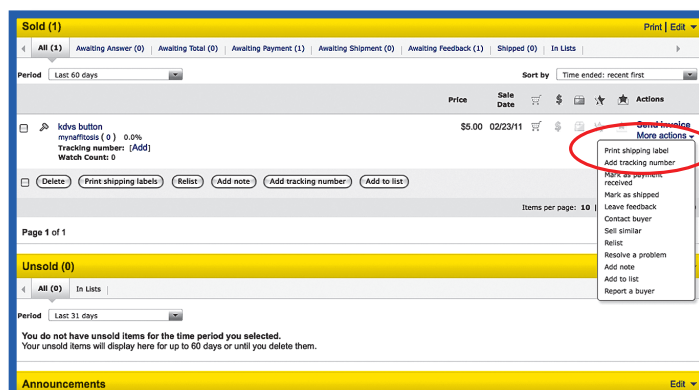
### You can ship your item without even leaving home.

Selling is even easier when you ship from home! Right from My eBay you can pay for discounted postage, print shipping labels, and upload tracking info—with just a few clicks.

Here's just some of what you can do with eBay labels:

- Print labels fast from almost any printer.
- Preview your labels before you print.
- Pay for discounted postage and Delivery Confirmation instantly through PayPal.
- Add a customized packing slip to your order with your return policy, and a personalized thank-you note.
- Reprint a label at no extra charge.
- Easily manage all your shipping from the "Track and manage shipments" page in My eBay.

To learn more about shipping your item, visit the **eBay Shipping Center**.



**Use eBay labels to ship from home.**  
You can pay postage and print shipping labels right from My eBay.

Go to **page 12** to learn more online about easy shipping.

### Visit the Shipping Center to learn how to:

- Pack items properly.
- Use the eBay shipping calculator.
- Get FREE Priority Mail® shipping boxes.
- Find out about shipping discounts for eBay sellers.
- Print shipping labels on eBay.
- Track packages.

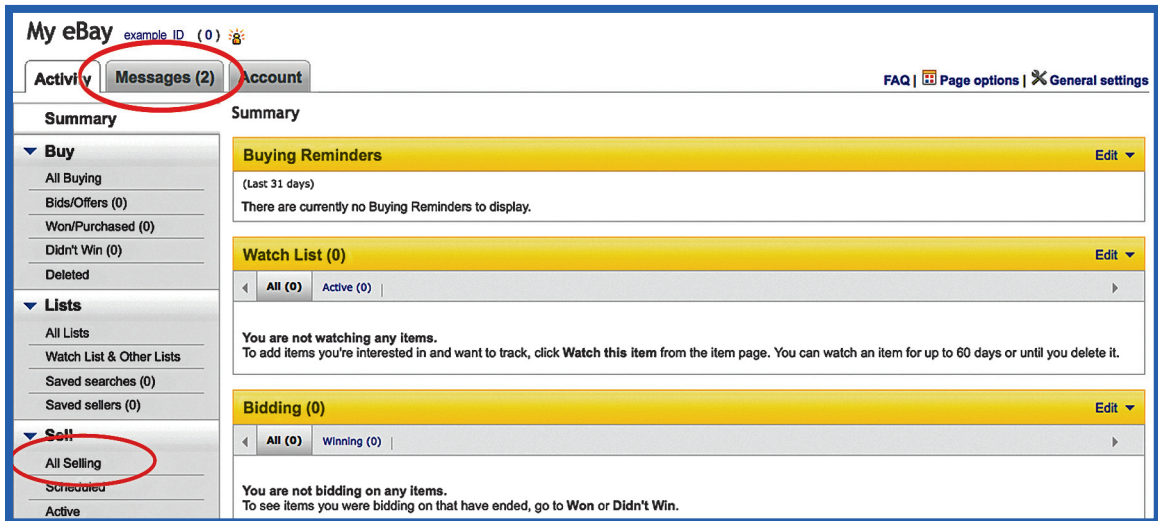
**TIP:** Watch a quick 2-minute Shipping Labels video online. To see where, go to **page 12**.

**TIP:** Order free co-branded USPS® Priority Mail shipping boxes and schedule a free USPS pickup (if your shipment includes Priority Mail or Express Mail®).

## HELPFUL DETAILS

### HOW TO COMMUNICATE WITH YOUR BUYERS

The easiest way to keep track of all your buying and selling is with your own, private My eBay page. Be sure to check the **Messages** tab frequently to view any potential buyers' questions and answer them promptly.



### SETTING UP YOUR EBAY AND PAYPAL SELLER'S ACCOUNTS

Even if you are already registered as a buyer on eBay, you need to create a seller's account as well as an account to process your online payments through a secure payment processor like PayPal. It's free and only takes a few minutes.

#### Step 1 – Set up your eBay seller's account.

Just click the **Sell** tab at the top of any eBay page and click the **register** button, or you can log into My eBay to set up your seller's account.

## HELPFUL DETAILS

### Step 2 – Set up your PayPal account.

If you haven't already, go to **paypal.com** and sign up for an account. You'll need to upgrade to a premier account to accept online credit card or bank account payments when your listing ends. It's easy, and it's free.

### Step 3 – Go to My eBay and link your eBay and PayPal accounts.

Now you're all set to get paid when your item sells.

## WHAT DOES IT COST TO SELL ON EBAY?

There are 4 types of fees you may be charged when selling on eBay:

- **Insertion Fee** – A nonrefundable fee may be charged to your account when you list your item on eBay. In many cases you may list your item without any Insertion Fee and pay only if it sells. If your listing ends without a winning buyer you may qualify for a credit by relisting the item.
- **Listing upgrades** – Additional fees that are only charged if you choose optional selling features such as: Subtitle, Bold, Listing Designer, etc.
- **Final Value Fee** – Based upon the final sale price of your item and only applies if your item sells. It's a percentage of the final selling price.
- **PayPal Fees** – If you collect payment through PayPal, visit the eBay Selling Fees page for a more detailed explanation of how these fees work.

### What does it cost to receive payments on PayPal?

There are no monthly fees to maintain your account. Fees apply when your item sells and are a percentage of the sale. Visit PayPal's fee page for more details.

**! TIP:** For more information about eBay and PayPal fees, go to **page 12** to see where you can find it online.

## HELPFUL DETAILS

### CUSTOMER SERVICE AND FEEDBACK: YOUR PROMISE AS AN EBAY SELLER

If you buy on eBay, you know you can buy with confidence—eBay stands behind every purchase with eBay Buyer Protection. When you sign up to sell on eBay, you promise to follow a few common-sense rules of the road and deliver good service to your buyers.

- Describe your item accurately.
- Charge reasonable shipping and handling costs.
- Respond promptly to buyer questions—before and after the sale.
- Be courteous and professional throughout the transaction.
- Pack your item securely.
- Ship your item as soon as it sells.

Follow these few simple rules and your buyer is likely to leave you good Feedback. Buyers pay attention to your Feedback—it's a mark of your reputation on eBay. The more you sell and the more you deliver great service, the better your Feedback.

**!** **TIP:** For more information about Feedback, eBay policies, and making your buyer happy, go to **page 12** to see where you can find it online.

### NEXT STEPS—WHAT ELSE CAN YOU SELL?

Some great ideas for items that are hot sellers right now: sporting equipment such as golf clubs, tech gadgets, musical instruments, automotive parts and accessories, cell phones, best-selling books, and designer clothing. For more inspiration on what to sell next, check out some of these resources online:

- Seller Information Center's seller stories share what others have sold and selling tips.
- The eBay Pulse page is a good resource to see what's currently selling on eBay.
- The What to Sell page on eBay lets you virtually walk through your home and gives you ideas for your next listing.
- Other listing categories on eBay—even combing through the category list and their listings may give you some ideas of what to sell next.
- Look out for your seller newsletter in your email for more ideas and tips every month. *(Make sure you're opted-in to receive this in your My eBay account's communication preferences.)*

**For more tips on selling and education to take your selling to the next level, go online to the Seller Information Center. Happy selling!**

## ADDITIONAL RESOURCES ONLINE

### INDEX OF LINKS

#### Page

- 3**     **Sell tab/sell hub**  
<http://cgi5.ebay.com/ws/eBayISAPI.dll?SellHub3Visitor>
- 8**     **Easy shipping**  
<http://pages.ebay.com/sellerinformation/shipping/easyshipping.html>
- 7, 8**   **Videos for beginners**  
<http://pages.ebay.com/sellerinformation/howtosell/videosforbeginners.html>
- 8**     **eBay Shipping Center**  
<http://pages.ebay.com/sellerinformation/shipping/basics.html>
- 9**     **PayPal Seller Protection Policy**  
<http://paypal.com/securitycenter>
- 10**    **PayPal.com**  
<https://www.paypal.com/>
- 10**    **eBay Selling Fees page**  
<http://pages.ebay.com/help/sell/fees.html>
- 10**    **PayPal's fee page**  
[https://www.paypal.com/cgi-bin/webscr?cmd=\\_display-fees-outside](https://www.paypal.com/cgi-bin/webscr?cmd=_display-fees-outside)
- 11**    **Listing policies**  
<http://pages.ebay.com/help/sell/policies.html>
- 11**    **eBay Seller Information Center**  
<http://pages.ebay.com/sellerinformation/index.html>
- 11**    **eBay Pulse page**  
<http://pulse.ebay.com>
- 11**    **What to sell house page**  
[http://pages.ebay.com/sellercentral/whatwouldyousell/what\\_to\\_sell\\_house.html](http://pages.ebay.com/sellercentral/whatwouldyousell/what_to_sell_house.html)
- 11**    **Listing categories**  
<http://shop.ebay.com/allcategories/all-categories>



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