



Introduction to Turbo Lister

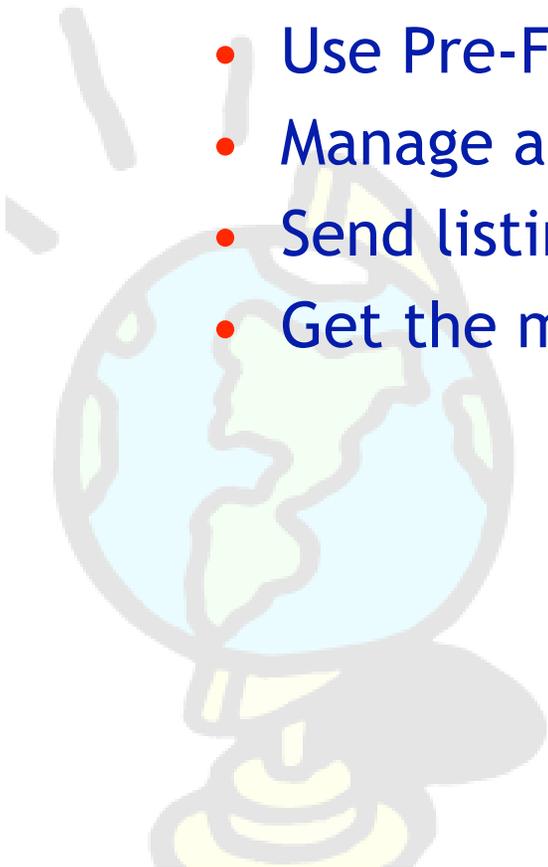


What is Turbo Lister?

- Free bulk listing tool
- Desktop based - download it or install it from a CD
- Enables medium to high volume sellers to:
 - Create listings FASTER
 - Easily create more professional looking listings
 - Add photos and preview listings offline
 - Automatically insert payment terms, tax, shipping and any messages you want to include
 - Bulk upload unlimited listings to eBay in a single click
 - Bulk edit
 - Import from eBay
 - Schedule listings (up to 3,000)

In This Course You'll Learn

- Get started
- Create a new listing
- Use Pre-Filled Item Information
- Manage and schedule listings
- Send listings to eBay
- Get the most out of Options and Preferences



Getting Started: Download eBay Turbo Lister



Free Download:

Go to www.ebay.com/turbo_lister

Click Download Now

Then select Turbo Lister Web Setup

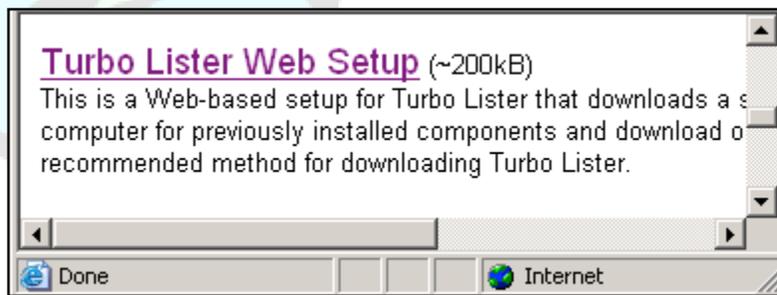
Follow the on-screen instructions

Install the CD:

Go to www.ebay.com/turbo_lister

Click "Get the CD"

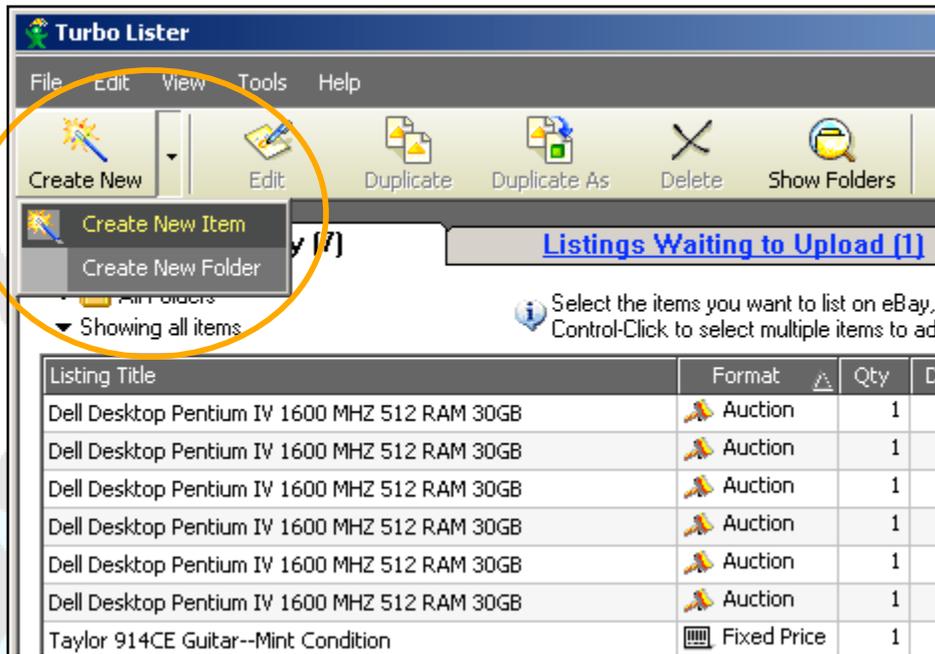
Order from The eBay Shop (free shipping and handling)



Creating a New Listing—Overview

- Choose an eBay site and listing format
- Provide the details
- Design your listing
- Add format specifics

Creating a New Listing (Cont.)



Select 'Create New Item' from the toolbar or go to File → New→Item

Choose an eBay Site and Listing Format

Turbo Lister

Helpful Tips
To create a copy of an existing item in another format, click the "Duplicate As" button in the toolbar in the Item Inventory view and select the new format (you may have to specify some additional information).
[Learn more.](#)

Create a New Item

eBay Site
You have chosen to display your item on ▼

How would you like to sell this product?

Auction
Allows bidding on your item(s). You may also add the [Buy It Now](#) option.

Fixed Price
Allow buyers to purchase your item(s) right away at a price you set. [Learn more.](#)

Store
Lower priced listings with longer durations that appear only in your Store. [Learn more.](#)

Ad Format
Generate multiple leads for your real estate property listings. [Learn more.](#)

Save the site and format selections above as defaults and skip this step in the future. (You may edit this option by selecting 'Tools' > 'Options', and 'Seller Options' > 'Default Site and Format')

Choose the site where you want to post your listing

Select the sale format:

- Auctions
- Fixed Price
- Stores
- Ad Format

Provide the Details—Choosing a Title and Category

Turbo Lister

Helpful Tips
Be sure to include words in the title that will attract buyers to click on your listing. You might also include abbreviations such as "NR" or "NIB" for "No Reserve" or "New in Box."

[Learn more.](#)

Other Tasks
Search on eBay
Help for this page

Create a New Item

Enter an Item title
The title is what buyers will see first, so make sure it's clear and compelling.

Item Title:

Subtitle (optional):

Give buyers more information and make your item stand out. Additional fee applies. [Learn more.](#)

Select a category for your item
If you know the category number, enter it below or click the Find Category button.

Category:

2nd Category (optional):

Note: if you choose a second category, your Insertion Fee and some Listing Upgrade Fees will double.

eBay Store Category:

Tip: Create multiple items faster with **Pre-filled Item Information** and **stock photos.**

Enter Item Specifics
Help buyers find your item more quickly by specifying the information below.

Fiction & Nonfiction Books
Values selected
Condition:-; Format:-; Publication Year:-; Subject:-

Item Label - Simplify your book keeping by entering additional information buyers won't see. (optional)

- Enter the title of your item
- Enter subtitle (optional)
- Find your category or enter a category number
- For certain categories, use Pre-Filled Item Information
- Don't forget to select Item Specifics
- Enter an item label (ex. part numbers)

Provide the Details—Adding Item Specifics

Turbo Lister

Helpful Tips
Be sure to include words in the title that will attract buyers to click on your listing. You might also include abbreviations such as "NR" or "NIB" for "No Reserve" or "New in Box."

[Learn more.](#)

Create a New Item

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The title is what buyers will see first, so make sure it's clear and compelling.

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Subtitle (optional):

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Category:

2nd Category (optional):

Note: if you choose a second category, your Insertion Fee and some Listing Upgrade Fees will double.

eBay Store Category:

Tip: Create multiple items faster with **Pre-filled Item Information** and **stock photos.**

Enter Item Specifics
Help buyers find your item more quickly by specifying the information below.

Fiction & Nonfiction Books
Values selected
Condition: -; Format: -; Publication Year: -; Subject: -

- Make it easier for buyers to search for your items in the Product Finder - be sure to add Item Specifics
- Click Add/Change in the Create New Item view
- Enter Item Specifics

Item Specifics

Please enter the Item Specifics below.

Subject:

Condition

Format

Publication Year:

If you do not know the Publication Year, please leave blank.

Pre-Filled Item Information

Turbo Lister

Helpful Tips
Be sure to include words in the title that will attract buyers to click on your listing. You might also include abbreviations such as "NR" or "NIB" for "No Reserve" or "New in Box."

[Learn more.](#)

Create a New Item

Enter an Item title
The title is what buyers will see first, so make sure it's clear and compelling.

Item Title:

Subtitle (optional):

Give buyers more information and make your item stand out. Additional fee applies. [Learn more.](#)

Select a category for your item
If you know the category number, enter it below or click the Find Category button.

Category:

2nd Category (optional):

Note: if you choose a second category, your Insertion Fee and some Listing Upgrade Fees will double.

eBay Store Category:

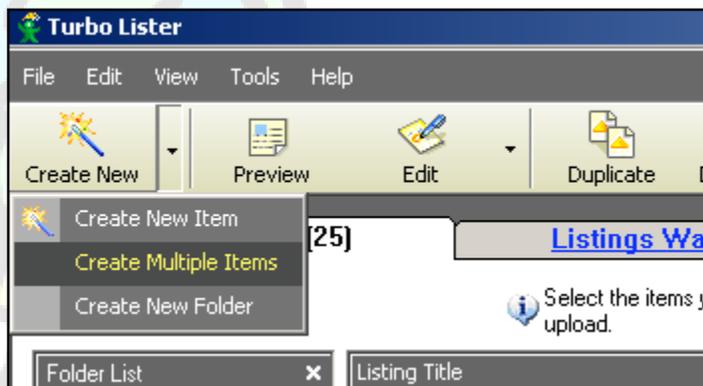
Tip: Create multiple items faster with **Pre-filled Item Information** and **stock photos**.

Enter Item Specifics
Help buyers find your item more quickly by specifying the information below.

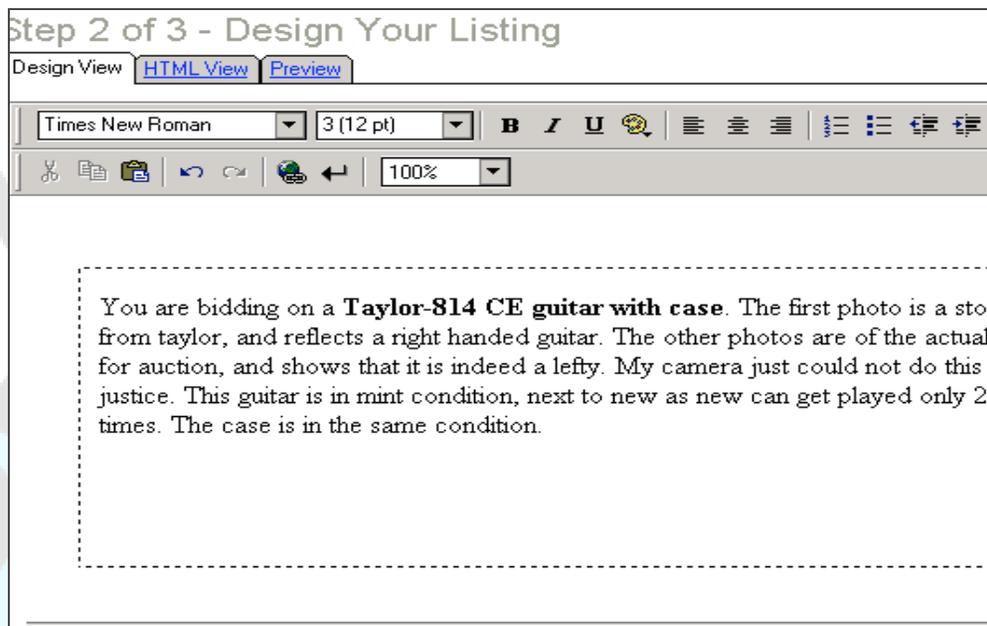
- Make it easier for buyers to search for your items by using Pre-Filled Item Information (does not apply to all categories)

- List faster with existing catalog descriptions and stock photos

- Access through "Try Now" button on Create New Item Page or go to Create New->Create Multiple Items

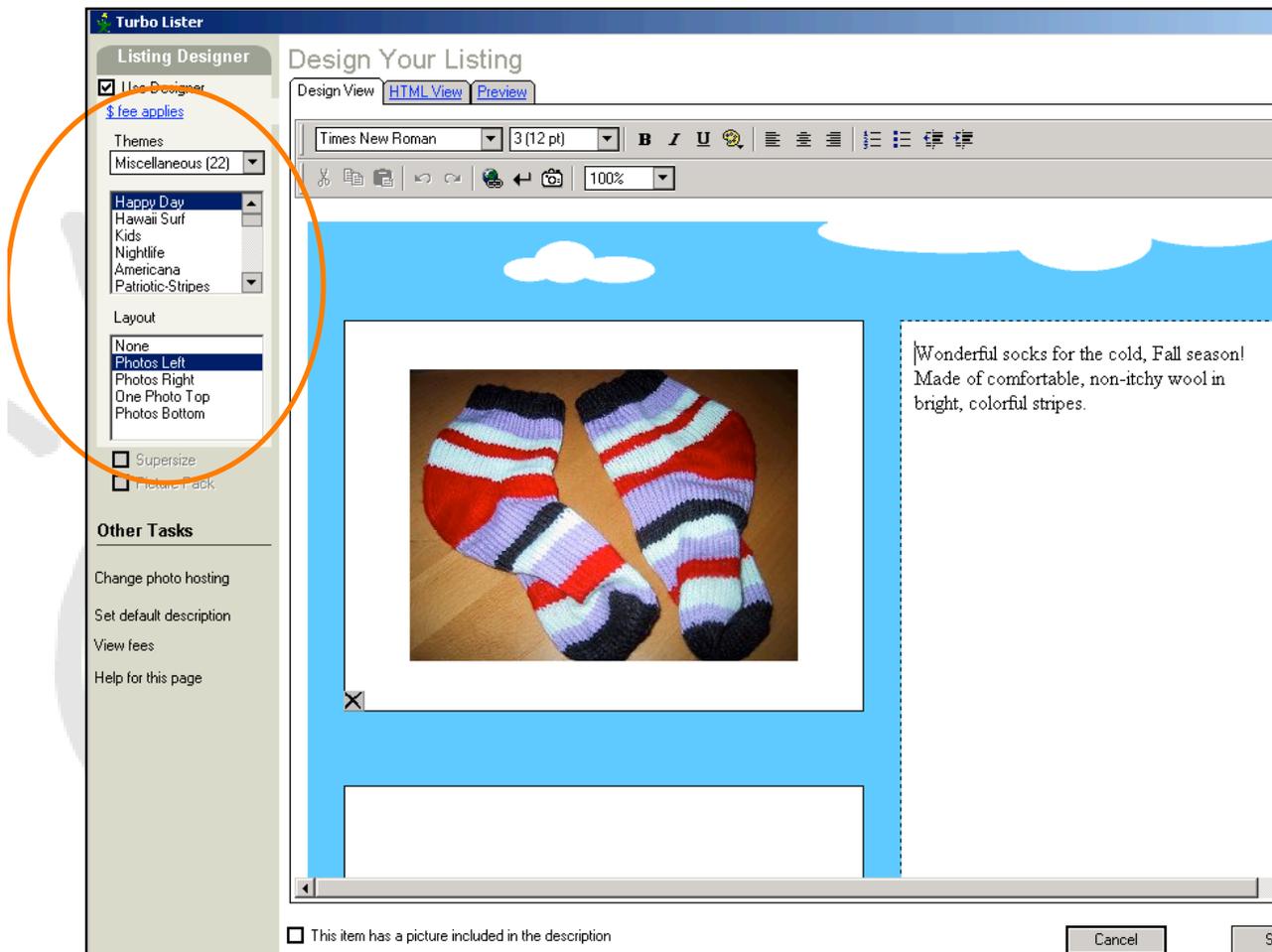


Use Design Tools to Format Your Description



- Specify the style, font and/or font size
- Add bold, italic, and/or underline
- Align the text to the left, center, or right
- Make a bulleted list
- Change the color of your font
- Cut, copy, and paste as needed

Use Listing Designer: Themes and Layouts



- Jazz up your listings with Listing Designer themes and layouts*
- No need to know HTML

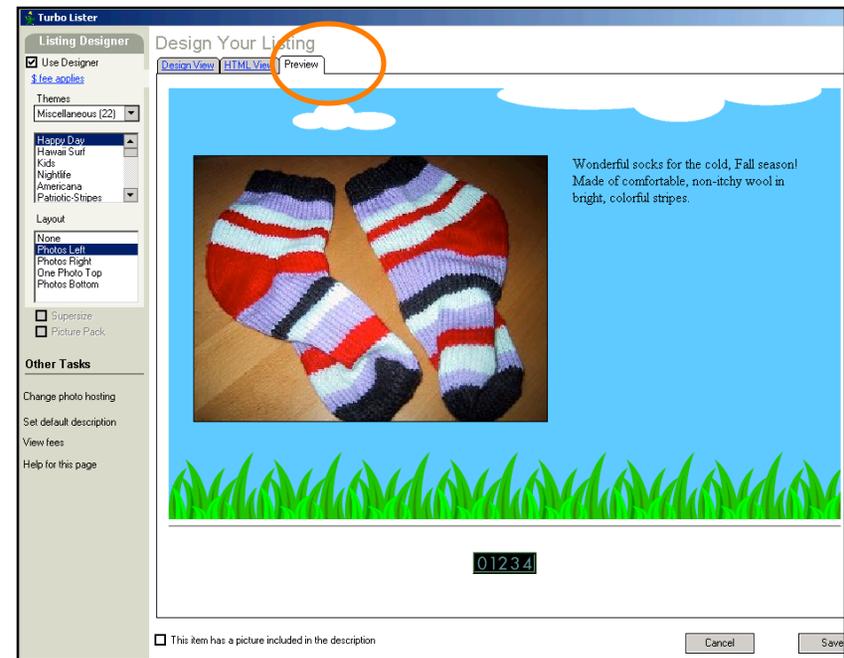
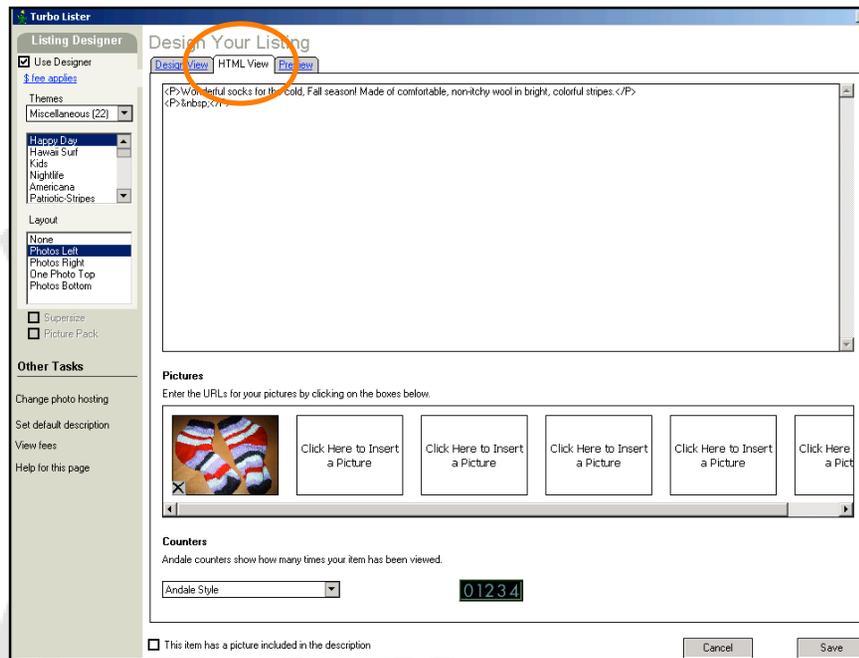
*Listing Designer \$0.10 fee applies

Add Photos

The screenshot shows the 'Turbo Lister' application window. On the left, the 'Listing Templates' sidebar is visible, with 'Happy Day' selected under 'Themes'. Below that, 'Layout' options include 'None', 'Photos Left', 'Photos Right', 'One Photo Top', and 'Photos Bottom'. There are also checkboxes for 'Supersize' and 'Picture Pack'. Under 'Other Tasks', 'Change photo hosting' is circled in red. The main area is titled 'Design Your Listing' and has tabs for 'Design View', 'HTML View', and 'Preview'. The 'Design View' is active, showing a text area with HTML code: `<P>Wonderful socks for the cold, Fall season! Made of comfortable, non-itchy wool in bright, colorful stripes.</P>` and `<P> </P>`. Below the text area is a 'Pictures' section with the instruction 'Enter the URLs for your pictures by clicking on the boxes below.' It contains a photo well with a striped sock image and three buttons labeled 'Click Here to Insert a Picture'. At the bottom, there is a 'Counters' section.

- Insert photos by clicking on photo wells in the Design View or HTML View
- Add photos using eBay Picture Services or if you host your own photos, you can insert URLs

The HTML View and Preview



Click on "HTML View" to create or fine-tune your listings using HTML

Click "Preview" tab to see how it will look

Add Format Specifics

Turbo Lister Step 3 of 3 - Format Specifics

Helpful Tips
You'll be able to preview the listing fees prior to uploading items to eBay.
Click on [Learn More](#) to find out how eBay fees are calculated.

Duration 7 days **Buy It Now** \$ 800.00
Quantity 1 **Reserve** \$ 600.00
Starting Price \$ 500.00 Private Auction

Who will pay to ship the item?
 Buyer pays all shipping and handling costs.
 Seller pays all shipping and handling costs.
 Will not ship (local pickup only).

Shipping Costs
Shipping cost: \$50.00
Insurance optional: \$25.00
Tax: 8.000% State: CA
Shipping is taxable [Change](#)

Payment Instructions
Use PayPal or send check or money order.

Other Tasks
Set defaults
Help for this page

Payment Methods
PayPal
See item description
Billpoint: credit cards
Billpoint: eChecks
Buyer pays escrow fees [Change](#)

Ship-To Locations
United States Only [Change](#)

Payment Address [View](#)

Item Location
San Francisco, CA
United States
Do not list regionally. [Change](#)

Listing Upgrades
Attract more buyers with upgrades like Bold, Featured Plus!, Gallery and more... [Change](#)

< Previous Cancel Save

- Enter duration, quantity and pricing information
- Specify shipping and payment information
- Select Listing Upgrades
- Save information for future listings



Item Inventory View

All listings you create will be saved in the Item Inventory Page

The screenshot shows the Turbo Lister application window. The title bar reads "Turbo Lister". The menu bar includes "File", "Edit", "View", "Tools", and "Help". The toolbar contains icons for "Create New", "Preview", "Edit", "Duplicate", "Duplicate As", "Delete", "Search", "Upload All", and "View Online". Below the toolbar, there are two tabs: "Item Inventory [24]" and "Listings Waiting to Upload [0]". A message above the table says: "Select the items you want to list on eBay, set the start time below, and then click the Add to Upload button. Control-Click to select multiple items to add upload." On the left, a "Folder List" pane shows a tree structure: "My Items" (expanded), "All Items", "Garden Gnomes (3)", "My Items (21)", "Parts (0)", and "The Real Deal (0)". The main table has the following columns: Listing Title, Format, Qty, Duration, Start Price, Buy It Now Price, and Item L.

Listing Title	Format	Qty	Duration	Start Price	Buy It Now Price	Item L
F. Scott Fitzgerald's the Great Gatsby (2002)	Auction	1	7	15.99		
Fitzgerald's the Great Gatsby by Henry Dan, Comp Pip...	Auction	1	7	0.99	5.00	
Harry Potter (1999)	Auction	1	7	4.99	5.00	
Lord of the Rings NEW DVD	Store	1	GTC		1.00	
Lord of the Rings NEW DVD	Fixed Price	1	7		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	6518768
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	
Star Wars NEW DVD	Fixed Price	1	5		1.00	

Import from eBay

Turbo Lister - Import from eBay

Import from eBay

Choose the criteria with which Turbo Lister will import active or completed items from your eBay account.

To preview and select the listings before you actually import them from eBay, click the Show items to import button below.

Active Listings

Ended Listings Last 24 hours

Sold only

Unsold only

Sold and Unsold

 Show Preview

Another way to add items to Item Inventory is to import them from eBay

Click File>Import Items >Import from eBay

Select type of item and time period to be imported

Managing and Scheduling Listings

- Editing and deleting listings
- Duplicating listings
- Working with folders
- Scheduling listings



Editing and Deleting Listings

The screenshot shows the Turbo Lister software interface. The main window displays a list of items with columns for Listing Title, Site, Item #, Format, Qty, Duration, Buy It Now Price, Start Price, Item Label, and Modified. The 'Edit Item - Fixed Price Details' dialog box is open, showing fields for Item Title, Category, Description, Photo 1, Fixed Price Specifics (Duration, Buy It Now, Quantity, Shipping Costs), Shipping Costs, Payment Instructions, Payment Methods, Ship-To Locations, and Listing Upgrades. The 'Edit' and 'Delete' buttons in the main window's toolbar are circled in orange. A green arrow points from the 'Edit Item' dialog box back to the main window.

Listing Title	Site	Item #	Format	Qty	Duration	Buy It Now Price	Start Price	Item Label	Modified
Size 6 socks with Colorful Stripes	US		Fixed Price	5	7	3.50		859482-084444	3/25/2004 4:10 PM
Size 6 socks with Fall Leaves pattern	US		Auction	1	7		3.50		1/12/2004 4:09 PM
Size 6 socks with Spring Flowers Pattern	US		Auction	1	7		3.50		1/12/2004 4:09 PM
Size 6 socks with Summer Beach Ball pattern	US		Auction	1	7		3.50		1/12/2004 4:09 PM
Size 6 socks with Winter Snowflake Pattern	US		Auction	1	7		3.50		1/12/2004 3:44 PM

- Select listings you want to edit or delete
- Edit listings individually or in bulk
- One-page edit panel makes creating additional listings a breeze!

Bulk Edit

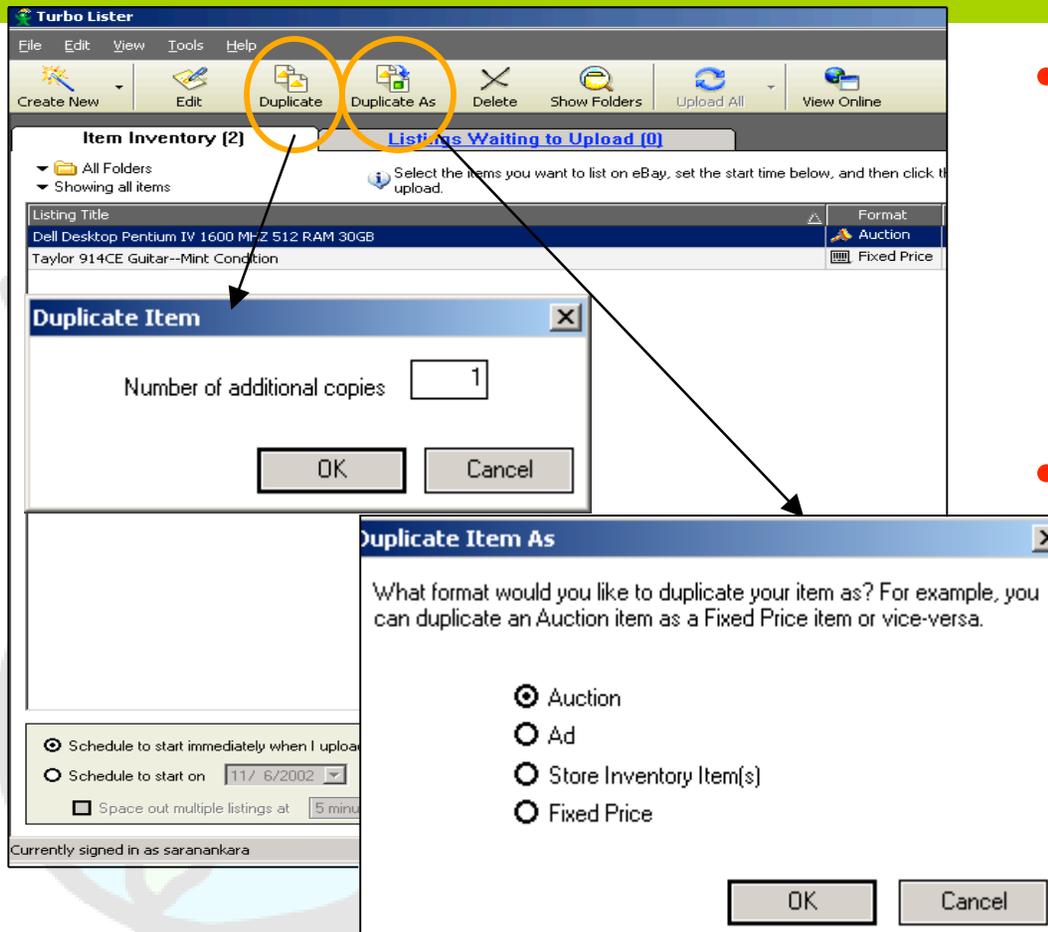
The screenshot shows the Turbo Lister software interface. The main window displays a table of items with columns for Listing Title, Item #, Format, Qty, Duration, Start Price, and Buy It Now Price. A red circle highlights the 'Edit Multiple Items' button in the top menu. An 'Edit Multiple Items' dialog box is open, showing details for the selected items. The dialog box is titled 'Edit Multiple Items - Fixed Price Details' and contains several sections:

- Fixed Price Item Basics:** The information shown below will apply to all items you have selected. You can edit any information displayed. Tip: If you want a text box to have no value for all edited items, enter a "0." Click the Save button to apply the information on this page to all edited listings. Click the Reset Values button to restore the original listing's information.
- Category:** 3356 --> Coins\Coin: US\2, 3 & 20 Cents (Find)
- 2nd Category:** (Find)
- eBay Store:** Books
- Fixed Price Specifics:** Duration: 5 days, Buy It Now: \$ 1.00, Quantity: 1, Shipping Costs: Buyer pays all shipping costs.
- Shipping Costs:** Not specified! Click the Change button to set up automatically calculated shipping and insurance rates based on your buyer's location. (Change)
- Payment Methods:** See item description. (View / Change)
- Ship-To Locations:** United States Only. (Change)
- Payment Address:** (View)
- Item Location:** (View / Change)
- Listing Upgrades:** Attract more buyers with upgrades like Bold, Featured Plus!, Gallery and more... (Change)
- Item Label (optional):** (Text input field)

At the bottom of the dialog box are 'Reset Values', 'Save', and 'Cancel' buttons.

- Select multiple items from Item Inventory
- Click Edit->Edit Multiple Items
- Items must be of the same site, format and currency
- Items with Pre-Filled Item Information can currently be edited only with other items with Pre-Filled Item Information
- Bulk Remove Listing Designer Templates by clicking Edit->Edit Listing Designer

Duplicating Listings



- List faster by duplicating your primary listings and editing those copies to create new listings
- Change formats of existing listings by clicking “Duplicate As”

Scheduling Listings

The screenshot shows the Turbo Lister software interface. At the top, there is a menu bar (File, Edit, View, Tools, Help) and a toolbar with icons for 'Create New', 'Preview', 'Edit', 'Duplicate', 'Duplicate As', 'Delete', 'Search', 'Upload All', and 'View Online'. Below the toolbar, the main window is titled 'Item Inventory [24]' and 'Listings Waiting to Upload [0]'. A folder list on the left shows 'My Items' with sub-folders like 'Garden Gnomes (3)', 'My Items (21)', 'Parts (0)', and 'The Real Deal (0)'. The main area displays a table of listings with columns for Listing Title, Format, Qty, Duration, Start Price, and Buy It Now. The table contains several listings, including 'F. Scott Fitzgerald's the Great Gatsby (2002)', 'Fitzgerald's the Great Gatsby by Henry Dan, Comp Pip...', 'Harry Potter (1999)', and multiple 'Star Wars NEW DVD' listings. At the bottom of the window, there are scheduling options: 'Schedule to start immediately when I upload to eBay' (selected), 'Schedule to start on' (4/ 8/2004, 12:30 PM, eBay U.S. Time (PDT)), and 'Space out multiple listings at' (5 minutes intervals). A note at the bottom right states: 'Note: A fee will apply to start at a later time.'

- Schedule listings to start immediately or set a later start time*
- Space listings out by a specific interval

*Scheduled listings fee applies: \$0.10/listing

Search

The screenshot shows the Turbo Lister application window. The menu bar includes File, Edit, View, Tools, and Help. The toolbar contains icons for Create New, Preview, Edit, Duplicate, Duplicate As, Delete, Search (highlighted with a red circle), Upload All, and View Online. The main window is titled 'Item Inventory [12]' and 'Listings Waiting to Upload [0]'. A search panel is open, showing a search for 'Fall' in the 'All Items' folder, resulting in 3 items found. The search criteria are: Search for: Fall, Folder: All Items, and Title Only. The results table is as follows:

Listing Title	Site	Item #	Format	Qty	Duration	Buy It Now Price	Start Price	Item Label	Modified
Size 6 socks with Fall Leaves pattern			Auction	1	7		3.50		1/12/2004 4:09 PM
Size 7 socks with Fall Leaves pattern			Fixed Price	1	7	3.50			1/12/2004 4:10 PM
Size 7 socks with Fall Leaves pattern			Auction	1	7		3.50		1/12/2004 4:08 PM

Search by title, description and folder

Sending Listings to eBay

The screenshot shows the Turbo Lister application window. The menu bar includes File, Edit, View, Tools, and Help. The toolbar contains buttons for Create New, Preview, Edit, Duplicate, Duplicate As, Delete, Search, Upload All, and View Online. The main window has two tabs: 'Item Inventory [24]' and 'Listings Waiting to Upload [3]'. Below the tabs, a message states: 'Below are your scheduled listings waiting to be uploaded. Click the Upload All to eBay button to connect to eBay now.' A table displays the following listings:

Listing Title	Start Date & Time	Format	Item Label	Qty	Duration	Start Price	Buy It Now Price	Fees	Modified
Star Wars NEW DVD	ASAP	Fixed Price		1	5		1.00		4/8/2004 5:46 PM
Harry Potter (1999)	ASAP	Auction		1	7	4.99	5.00		4/8/2004 5:46 PM
Fitzgerald's the Great Gatsby by Henry Da...	ASAP	Auction		1	7	0.99	5.00		4/8/2004 5:46 PM

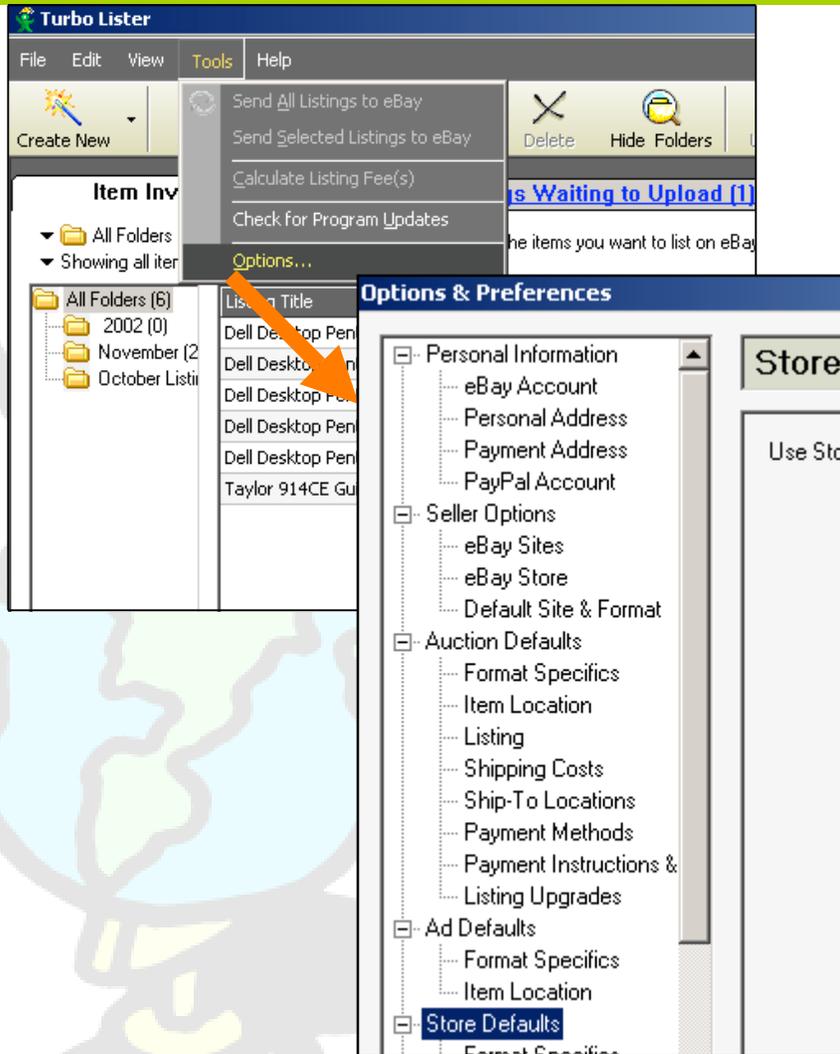
An 'Upload Options' dialog box is open, containing the following options:

- Reschedule to start immediately when I upload to eBay
- Reschedule to start on: 4/ 8/2004 07:00 PM eBay U.S. Time (PDT)
- Space out multiple listings at 5 minutes interval

A note in the dialog states: 'Note: A fee will apply for each listing scheduled to start at a later time.' Buttons for 'OK' and 'Cancel' are present. At the bottom of the main window, there are buttons for 'Calculate Listing Fee(s)', 'Change Start Time', and 'Upload All to eBay'. A footer note says: 'Click 'up' and 'down' arrows to change the upload order of selected listings.'

- Select listings from Item Inventory and click “Add to Upload”
- Click on “Listings Waiting to Upload” tab
- Calculate listing fees and if desired, change start time
- Upload to eBay

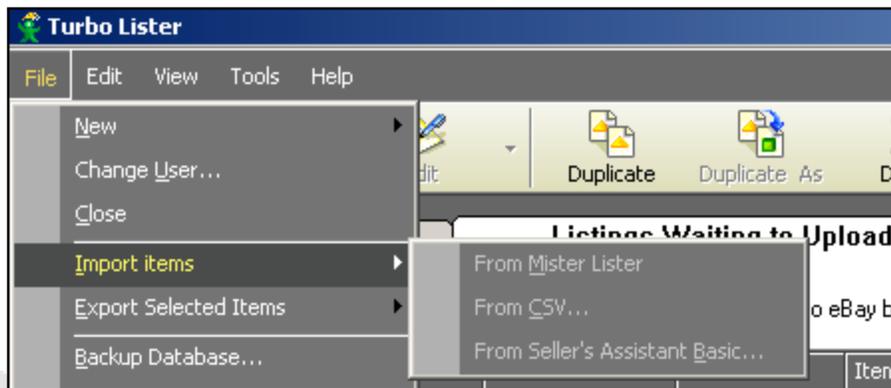
Preferences and Options



Manage and set your default information:

- Personal information
- Seller options
- Auction defaults
- eBay Stores defaults
- Ad Format defaults
- Fixed Price listing defaults
- Advanced options
- Importing and exporting listings
- Using your Activity Log

Importing and Exporting Listings



Import data from:

- eBay
- CSV (can use with Excel)
- Mister Lister
- Seller's Assistant Basic

Export data to:

- CSV format



Using the Activity Log



- Keep records of item numbers and other important listing information

- Click "View" and select "Activity Log"

