



ebay<sup>™</sup>

WELCOME TO SELLING ON EBAY

# TABLE OF CONTENTS

|                          |   |
|--------------------------|---|
| <b>Listing</b>           | 3 |
| <b>Selling</b>           | 6 |
| <b>Shipping</b>          | 7 |
| <b>Getting paid</b>      | 8 |
| <b>Selling checklist</b> | 9 |

**It's free to list, so you've got nothing to lose and money to gain.\***

\*Visit [ebay.com/freeinsertion](https://www.ebay.com/freeinsertion) for full terms and conditions.



# LISTING

## Use the quick listing tool

We've created a tool that guides you through the listing process step by step.

The tool offers options to help describe your item, set an asking price, determine shipping method and cost, and post your listing.

### HELPFUL TIP

If you aren't sure which listing format to choose, your best bet is an Auction-style listing; buyers are almost twice as likely to buy your item when you list it this way.

## Get your photos ready

Take photos ahead of time—up to 12 FREE per listing\*—so they're ready to upload when you list your item.

Try these tips to take photos that will really show off your item:

- Use a plain, uncluttered backdrop.
- Set image quality to "high" to allow users to zoom and enlarge photos.
- Show detail with close-up shots and photos from multiple angles, and indicate relative size by placing a common object like a penny or ruler next to your item.



\*Excluding eBay Motors Vehicles listings

# LISTING

## Create your title

To start, enter your item title using keywords like the brand, style, color, size, or dimensions. As you type, the listing tool will provide suggestions that may match or come close to matching your item. It will also help determine the best category for your item.

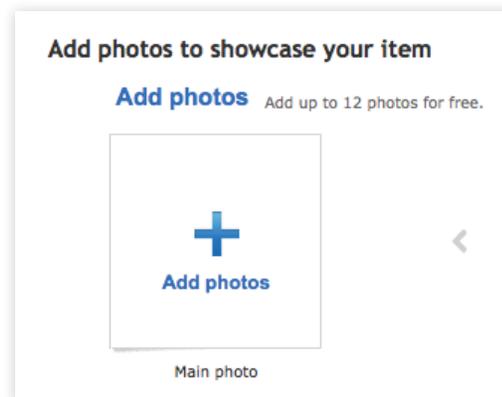
## Describe your item

Next, you'll be asked to describe your item. You'll be able to select item specifics from various drop-down menus, as well as provide a written description of your own.

Keep your written description simple and easy to read. Be sure to include the same types of keywords as you did in your title, as well as any other features or flaws buyers should know about.

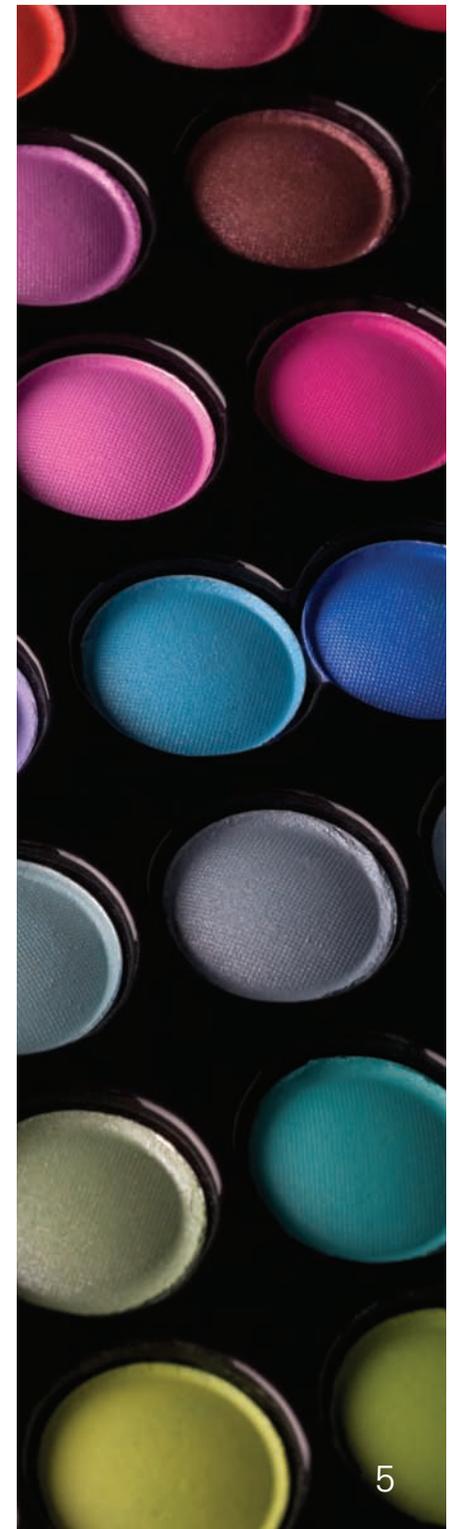
## Add your photos

The quick listing tool makes uploading your photos easy: you can include up to 12 FREE\* photos to help buyers really get a sense of your item.



\*Excluding eBay Motors Vehicles listings

# LISTING



## Price your item

After you've added photos and completed your description, you'll need to choose a selling format and determine your asking price.

You can choose between FREE Auction-style listings with an optional "Buy It Now" price, or Fixed-price listings.

To start, we recommend you choose an Auction-style listing—your first 50 Auction-style listings are FREE, and you won't pay any fees until your item sells.\*

## Select a shipping option

The next step to listing your item is deciding how to ship your item, and determining how much it will cost to send. To make it easy, often times the shipping option most often selected for an item like yours will be highlighted.

By offering FREE shipping, your listing becomes more appealing to buyers.

**List as an auction** | Alternate option: [Fixed price](#)

---

**Enter a starting price \***

Start your auction at or below **\$0.99** to attract more buyers.

\$  [How other sellers priced it](#)

Add a Buy It Now option so buyers can get it without bidding

**Enter a Buy It Now price**

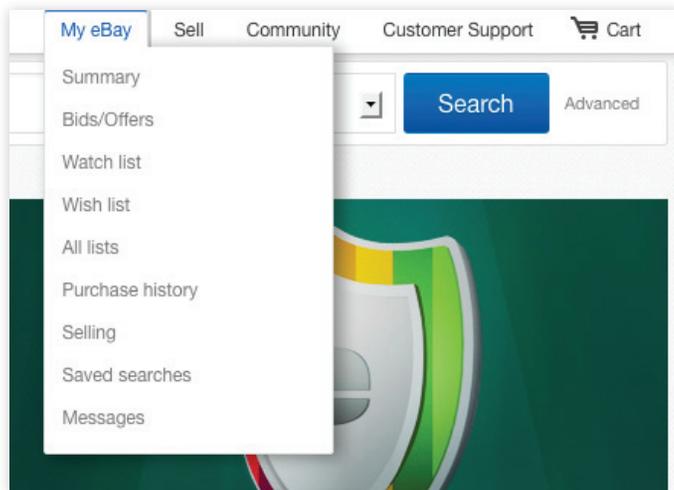
\$

\*See full terms and conditions at [ebay.com/freeinsertion](https://www.ebay.com/freeinsertion)

# SELLING

## Stay on top of your listings and sales

You can manage your listings in one place with My eBay. Track what you sell, communicate with buyers, view bids, and more—just look for “My eBay” at the top of most pages and log in.



## Sell easily with eBay mobile

With the eBay mobile app, selling on eBay has never been easier. Just grab your phone and start selling in four simple steps:

- Take some pictures
- Describe your item
- Set your price
- Start selling

Visit [mobile.ebay.com](https://mobile.ebay.com) to learn more about the FREE app.

### HELPFUL TIP

Make listing items even easier with the eBay mobile app's barcode scanner—it pre-populates listings with all the info you'll need to sell your item.



# SHIPPING

## Order shipping supplies in advance

Get shipping supplies like padded envelopes, packing materials, tape, and FREE eBay/USPS® co-branded Flat Rate boxes ahead of time through eBay so you can pre-package and ship your item as soon as it sells.

Get everything you need to package and ship your item at [ebay.com/shippingsupplies](https://www.ebay.com/shippingsupplies).

## Ship from home with eBay labels

eBay labels makes shipping from home simple because you can pay directly with PayPal for discounted postage and print the labels right from your home printer.

When you're ready to send, contact USPS to schedule a FREE pickup or drop your package off at your selected carrier's nearest location.

## Include a tracking number

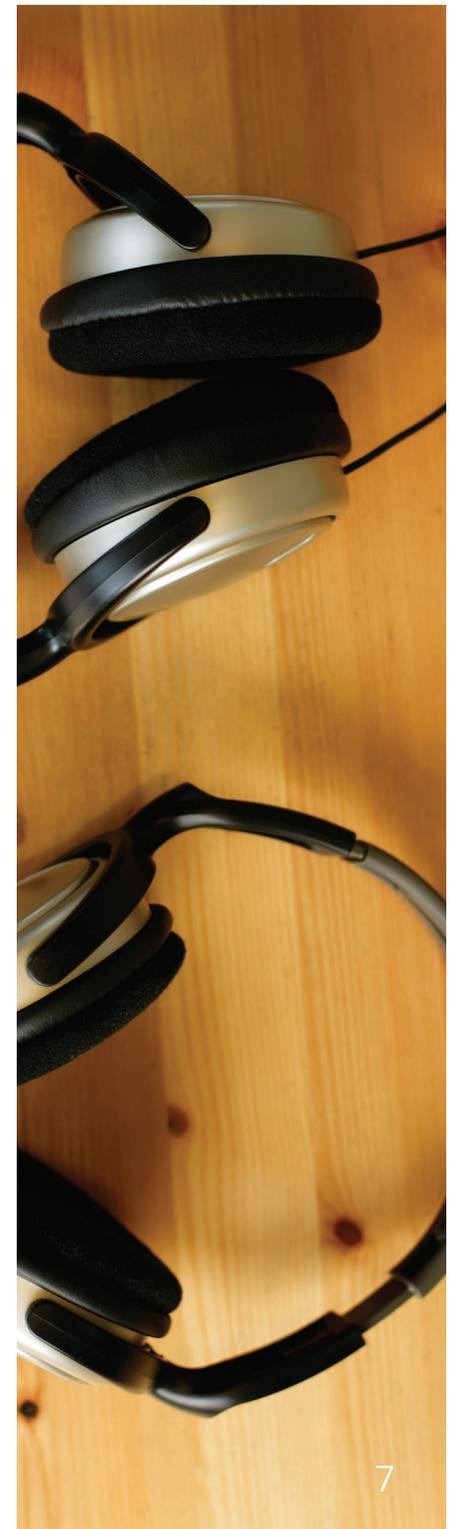
eBay shipping labels are auto-filled with your buyer's information and have a pre-assigned tracking number.

If you choose not to use eBay labels to ship your item, include tracking numbers with every shipment and share them with your buyers by uploading them to the "Sold" section of My eBay.

Tracking numbers are important for confirming delivery of your shipments.

## HELPFUL TIP

When packaging your sold item, consider including a thank-you note. It makes the experience seem more personal for your buyer and is a great way to help ensure positive seller feedback.



# GETTING PAID

## Get paid quickly

To access your funds as quickly as three days after eBay can confirm delivery of your shipment, use eBay labels and ship within 24 hours after your buyer has paid you.

Always remember: Just because your item sold does not mean your buyer has already made a payment. Before you ship, verify that your buyer has paid by selecting your listing in the “Sold” section of My eBay to confirm that a payment has been made.

## Get paid through PayPal

After eBay has received delivery confirmation of your item, the payment from your sale, less any selling fees, will be made available in your PayPal account.

To withdraw your payment from PayPal, simply log in to your PayPal account at [paypal.com](https://www.paypal.com) and go to the “Withdraw” section. You can transfer the money directly to your bank account, request a check from PayPal, or request a PayPal debit card.

## HELPFUL TIP

If after a day or two you haven't received payment from your buyer, you can send an email through My eBay as a reminder.

If you do not receive payment after four days, visit the **Resolution Center** for information at [resolutioncenter.ebay.com](https://resolutioncenter.ebay.com).



# SELLING CHECKLIST

## Your selling checklist

Using this helpful checklist is a great way to make sure you're setting yourself up for selling success.

- Take your photos—remember, you get up to 12 for FREE\*
- Use the quick listing tool to list your item
- Stay on top of your listings with My eBay
- Confirm that your buyer has paid you
- Print eBay labels
- Ship your sold item
- Leave feedback for your buyer
- Check your PayPal account to see how much money you've made

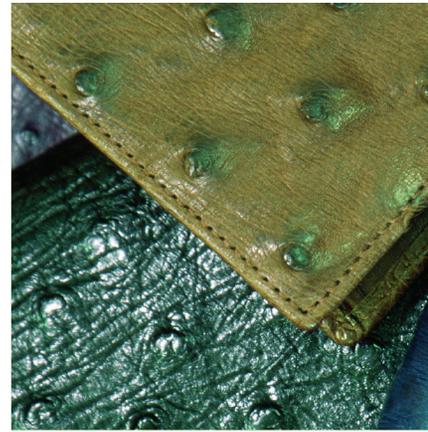
## HELPFUL RESOURCES

Learn about the eBay mobile app:  
**[mobile.ebay.com](https://mobile.ebay.com)**

Order shipping supplies:  
**[ebay.com/shippingsupplies](https://ebay.com/shippingsupplies)**

Learn about Seller Protection:  
**[ebay.com/sellerprotection](https://ebay.com/sellerprotection)**

Get ideas on what to sell:  
**[ebay.com/sellinginspiration](https://ebay.com/sellinginspiration)**



\*Excluding eBay Motors Vehicles listings