



Introduction to The Basics of Selling on eBay

Important Information

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Agenda

- eBay Overview and Registration
- Preparing Your Listing
- Creating Your Listing
- Completing the Sale
- Summary

Welcome to eBay

- A global online marketplace with over 50,000 categories of merchandise
- A revolutionary way to buy and sell
- Where trust, honesty, and efficiency are rewarded
- Where over 1.3 million sellers worldwide use eBay as a primary or secondary source of income*

*ACNielsen International Research, June 2006



eBay Safe Trading Features

- Feedback
Your eBay reputation
- Buyer Protection Program
You're covered when you pay with PayPal

Meet the seller

Seller: [onegreatseller](#) (5993 ★)

Feedback: **99.5% Positive**

Member: since Dec-09-1998 in USA

since May 2007) ?

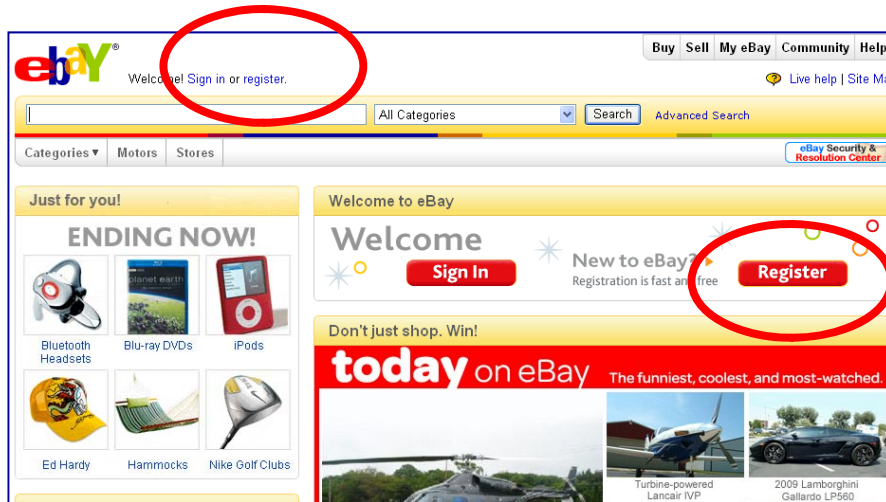
Criteria	Average rating	Number of ratings
Item as described	★★★★★	110
Communication	★★★★★	110
Shipping time	★★★★★	109
Shipping and handling charges	★★★★★	109

PayPal Pay with PayPal and you're covered. [See eligibility](#)

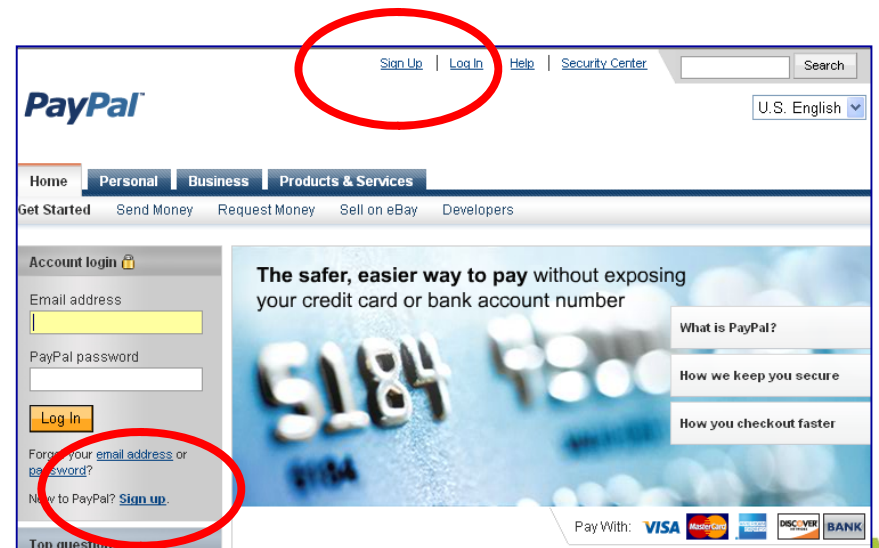
- PayPal Seller Protection
Against fraudulent chargebacks
- Security and Resolution Center
www.ebay.com/securitycenter
(link on bottom of all eBay pages)

[Announcements](#) | [Register](#) | [Security Center](#) | [Policies](#) | [Feedback Forum](#) | [About eBay](#)

Register for eBay and PayPal



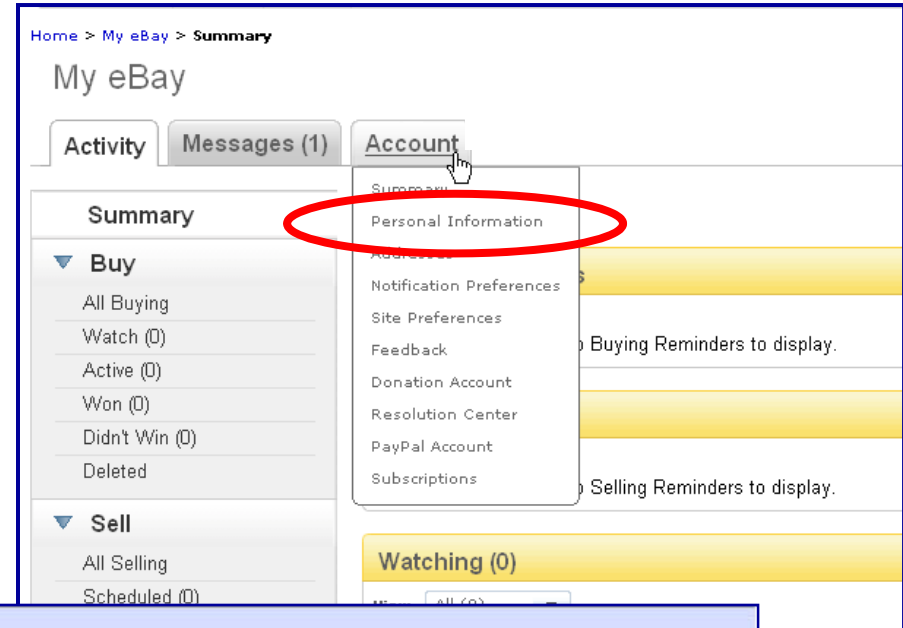
- Register at www.paypal.com
- Sign up as a Business or Premier account to accept online payments on eBay



- Register at www.ebay.com
- Create an eBay User ID and password

Become an eBay Seller


- Sign into My eBay
- Click Personal Information under the Account tab
- Click Update your automatic payment method under Financial Information
- Sign in again if necessary



Financial Information

Update your [automatic payment method](#).

You can make a [one-time payment](#) using PayPal or another payment method.

 **eBay Giving Works Donation Payment Method**

Please select a payment method for your [eBay Giving Works](#) donations. If you change your payment method, any previously chosen payment method will be deleted. At any time, you may also use a different payment method for a one-time donation.

Checking account	Not Specified	Edit
Credit card	Not Specified	Edit
PayPal Account	Not Specified	Edit

Create Seller's Account

- Choose your fee payment method
- Click Set up Automatic Payments
- Click on the [create a seller's account link](#)

Choose Automatic Payment Method


Easily pay your eBay Seller fees using PayPal, Direct Debit or Credit Card.

PayPal
PayPal
Direct Pay
Credit Card

PayPal VISA DISCOVER BANK

PayPal is a safe, convenient way to automatically pay your eBay seller fees.

Set up Automatic Payments Cancel



Please Create a Seller's Account

Before you sell on eBay, you'll need to open a seller's account for identification purposes.

Create a seller's account at no charge. It's fast and easy.

Click here to [create a seller's account.](#)

Get Ready to Sell Your First Item

- Select an item to sell
 - Something you already own
 - Easy to ship
 - Permitted on eBay
(check HELP > Rules & Policies > Prohibited and Restricted Items)
- Search for matching Completed listings
 - Adopt sellers' best listing practices
 - Determine item's current market value (CMV) on eBay
- Check eBay Selling Fees

Completed Listing Search

- Click Advanced Search
- Enter Keywords
- Check Completed listings box
- Click Search





The screenshot shows the eBay Advanced Search interface. The top navigation bar includes a search input field, a category dropdown set to 'All Categories', and a 'Search' button. Below this, the 'Advanced Search' section is highlighted with a red circle. The main search area contains a 'Find items' section with a text input field containing 'Canon Powershot S110' and a dropdown menu set to 'All of these words'. Below this is an 'Exclude words from your search' field. The 'In this category' section has a dropdown set to 'All Categories'. The 'Search including' section has three checkboxes: 'Title and description' (unchecked), 'All items including Store Inventory' (unchecked), and 'Completed listings' (checked). The 'Search' button at the bottom is also circled in red. The left sidebar contains navigation links for 'Items', 'Stores', and 'Members'.

Matching Completed Listings

6 results found for Canon Powershot S110 [Save this search]

Preferences: Completed listings [See only active listings | Edit preferences]

View as: List [Customize view] Sort by: End Date: recent first

			Price	Date Ended	Shipping to 95125, USA
	Canon Powershot S110 Digital ELPH 2.1 Megapixel View similar active items Sell one like this	2 Bids Sold	\$30.99	Oct-05 17:29	+\$6.00
	Canon Powershot S110 Digital ELPH 2.1 Megapixel as is View similar active items Sell one like this	4 Bids Sold	\$10.50	Sep-30 14:55	+\$5.99
	Canon Powershot S110 2.1MP Digital Camera View similar active items Sell one like this	Buy It Now Sold	\$34.99	Sep-29 19:50	+\$6.99
	Canon Powershot S110 Digital ELPH Digital Camera 2.1 MP View similar active items Sell one like this	9 Bids Sold	\$46.00	Sep-26 10:07	+\$9.00

Results page shows:

- Number of bids
- Final price (in green)
- If price is red or black, it was not sold
- Shipping cost

	Canon Powershot S110 2.1MP Digital Camera View similar active items Sell one like this	Buy It Now Sold	\$34.99	Sep-29 19:50	+\$6.99
	Canon Powershot S110 Digital ELPH Digital Camera 2.1 MP View similar active items Sell one like this	9 Bids Sold	\$46.00	Sep-26 10:07	+\$9.00

Seller Fees Overview

- 4 basic fees for listing and selling on eBay
 - Insertion Fees—To list an item (5 free every 30 days*)
 - Listing Upgrade Fees—Options to promote your listing
 - Final Value Fees—Commission based on final price
 - PayPal Fees—If you collect payment through PayPal
- Complete fee schedule:
 - [HELP > Selling & seller fees](#)

*For auction-style listings using the Sell Your Item Form

Listing Preparation

- Create an effective title including searchable keywords
- Prepare a good description
- Take good photographs
- Set competitive pricing
 - Based on your research
- Sign up for PayPal at www.paypal.com
 - To accept online payments open a Premier or Business account
- Pack and Ship preparation
 - To determine shipping cost or use the shipping calculator

Title & Description

- Title should include ONLY keywords buyers will use
 - Effective
Canon Powershot S110 ELPH 2.1 Megapixel Digital Camera
 - Ineffective
L@@K best camera on eBay... Wow!
- A good description:
 - Includes complete item details
 - Includes detailed terms of service
 - Is professional, positive and friendly

Make Your Photos Look Professional

First try... Not Good



Problems...

- Background visible
- Inadequate light

Better



Add...

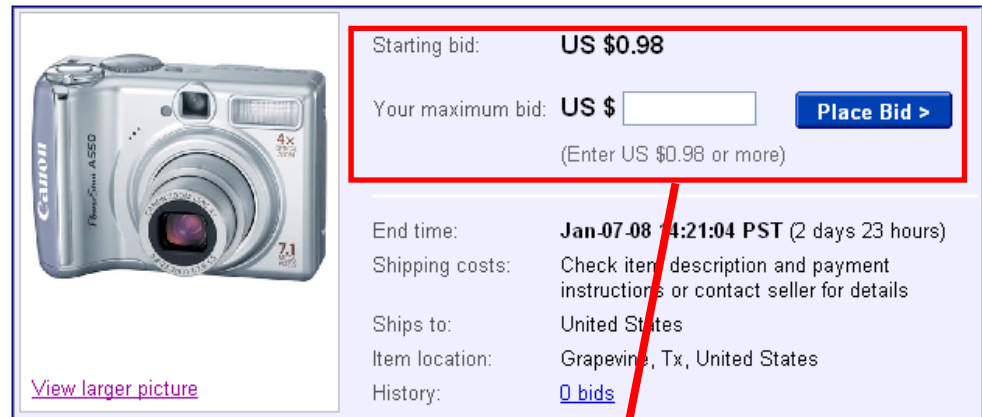
- Backdrop
- More light

Pricing Considerations—Auction-Style

- Set as low as \$0.01
 - Low starting bids tend to encourage first bids

or

- Set as high as needed but...
 - High starting bids tend to discourage bidding
- Insertion fee determined by starting bid



Starting bid: **US \$0.98**

Your maximum bid: US \$ **Place Bid >**
(Enter US \$0.98 or more)

End time: **Jan-07-08 14:21:04 PST** (2 days 23 hours)

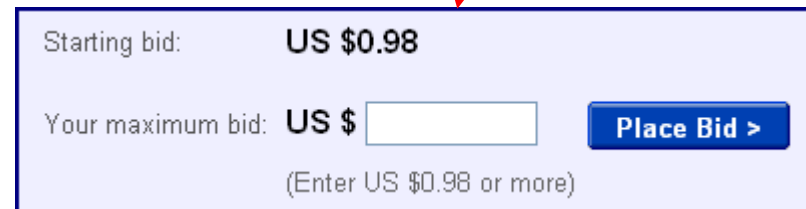
Shipping costs: Check item description and payment instructions or contact seller for details

Ships to: United States

Item location: Grapevine, Tx, United States

History: [0 bids](#)

[View larger picture](#)

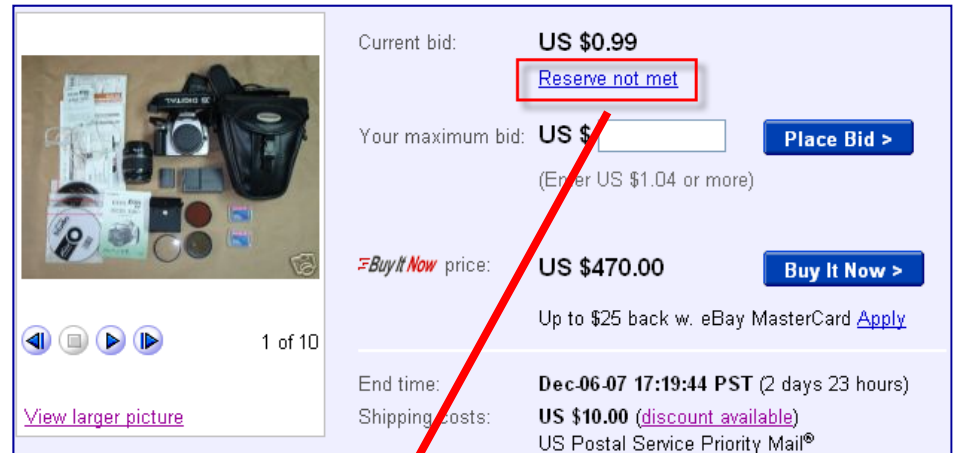


Starting bid: **US \$0.98**

Your maximum bid: US \$ **Place Bid >**
(Enter US \$0.98 or more)

Auction-Style with Reserve Price

- Optional
- Hidden
- Your minimum selling price
- Allows you to keep the starting bid low
- Incurs a fee



Current bid: **US \$0.99**
Reserve not met

Your maximum bid: **US \$** **Place Bid >**
(Enter US \$1.04 or more)

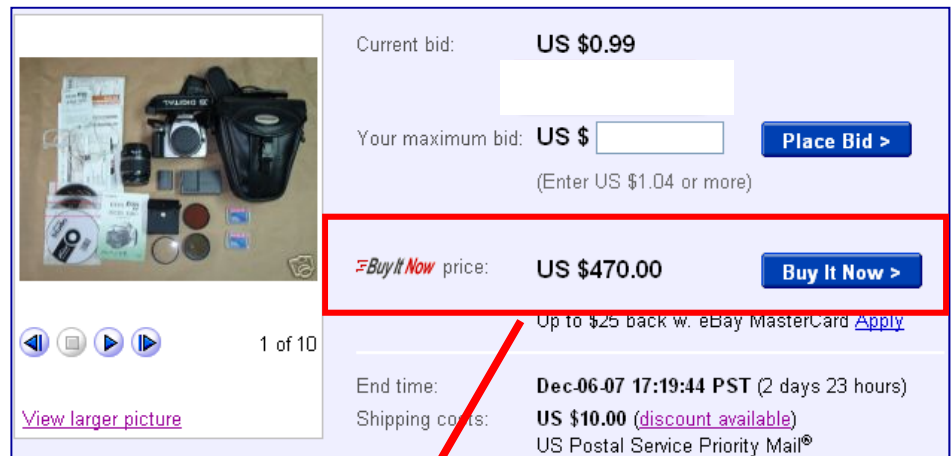
Buy It Now price: **US \$470.00** **Buy It Now >**
Up to \$25 back w. eBay MasterCard [Apply](#)

End time: **Dec-06-07 17:19:44 PST** (2 days 23 hours)
Shipping costs: **US \$10.00** ([discount available](#))
US Postal Service Priority Mail®

Reserve not met

Auction-Style with Buy It Now

- Your “sell it now” price
- Optional
- Helps encourage quick purchase
- Disappears once a bid is placed (or reserve is met)*
- Incurs additional fee
- Must be at least 10% higher than the starting bid



Current bid: US \$0.99

Your maximum bid: US \$

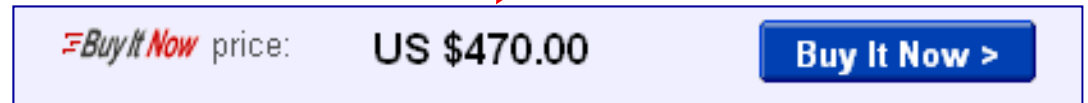
(Enter US \$1.04 or more)

Buy It Now price: US \$470.00

Up to \$25 back w. eBay MasterCard [Apply](#)

End time: Dec-06-07 17:19:44 PST (2 days 23 hours)

Shipping costs: US \$10.00 (discount available)
US Postal Service Priority Mail®



Buy It Now price: US \$470.00

Buy It Now >

*Some categories such as Cell Phones, Clothing Shoes and Accessories, Tickets and eBay Motors Parts & Accessories will allow the BIN to remain on the listing until bidding reaches 50% of BIN

Fixed Price Format

- No bidding
- Best for one or more commodity items
- Single insertion fee
- Fixed Price presented as BIN to buyers (starting price must be \$1.00+)
- Minimum Feedback required
- Eligible for Best Offer and longer durations

The screenshot shows an eBay listing for a silver digital camera. The listing includes a product image, navigation controls, and a 'Supersize' link. The right-hand side of the listing contains the following information:

- Buy It Now price: US \$95.00** with a **Buy It Now >** button.
- Best Offer** with a **Make Offer >** button.
- End time: 21 hours 26 mins** (Dec-04-07 15:22:08 PST)
- Shipping costs: US \$10.00** (US Postal Service Parcel Post® Service to [United States](#))
- Ships to: United States**
- Item location: Sioux Falls, SD, United States**

Red arrows point from the 'Buy It Now' and 'Best Offer' buttons in the original listing to their respective buttons in a simplified, zoomed-in view below. The zoomed-in view shows the 'Buy It Now' button with the price 'US \$95.00' and the 'Best Offer' button.

Pricing Tips: Keep in Mind...

Low starting price

- Encourages bidding
- Use when high demand

Reserve price

- Insures selling price
- May discourage bidding
- Incurs a fee (non-refundable)

High starting price

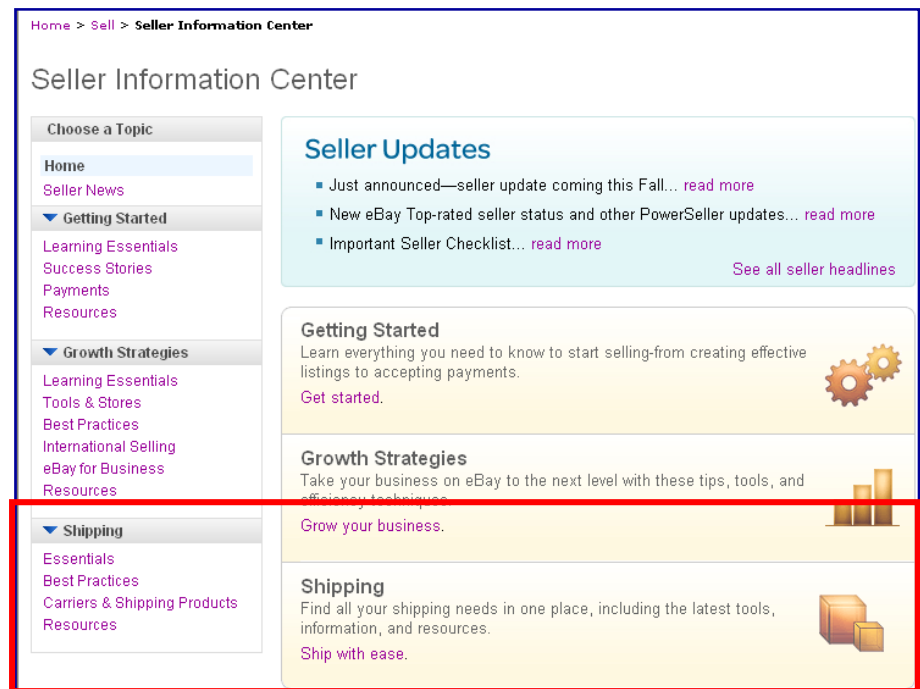
- Protects seller
- May discourage bidding

Buy It Now (Fixed Price)

- Suited for “commodity” items
- Can help sell an item faster
- Longer durations and low insertion fees

Pack & Weigh Your Item

- Visit the Shipping Center to learn how to:
 - Pack items properly
 - Use the eBay shipping calculator
 - Print shipping labels with PayPal
 - Ship internationally
 - Track packages
 - Obtain FREE shipping boxes
 - Find out about shipping discounts for eBay sellers

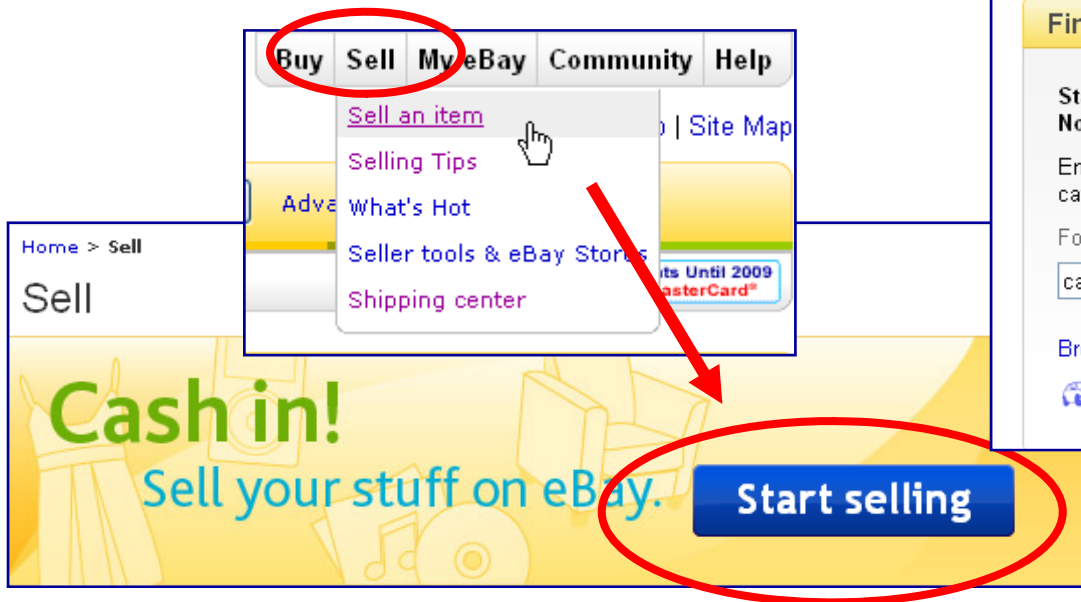


The screenshot shows the eBay Seller Information Center page. The breadcrumb trail at the top reads "Home > Sell > Seller Information Center". The main heading is "Seller Information Center". On the left, there is a "Choose a Topic" sidebar with a tree structure: Home, Seller News, Getting Started (with sub-items: Learning Essentials, Success Stories, Payments, Resources), Growth Strategies (with sub-items: Learning Essentials, Tools & Stores, Best Practices, International Selling, eBay for Business, Resources), and Shipping (with sub-items: Essentials, Best Practices, Carriers & Shipping Products, Resources). The "Shipping" section is highlighted with a red border. The main content area on the right includes "Seller Updates" with three bullet points and a "read more" link, "Getting Started" with a description and a "Get started" link, "Growth Strategies" with a description and a "Grow your business" link, and "Shipping" with a description and a "Ship with ease" link. The "Shipping" section is also highlighted with a red border.

www.ebay.com/shipping

Starting Your Listing

- Click “Sell” on any eBay page
- Click “Start selling”
- Enter a few words about your item and click “Search”

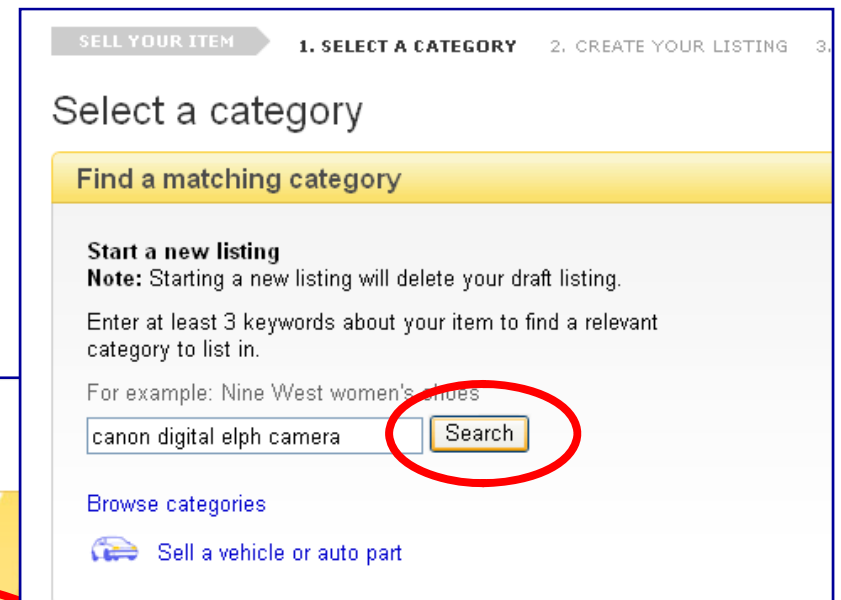


Home > Sell

Sell

Cash in!
Sell your stuff on eBay.

Start selling



SELL YOUR ITEM 1. SELECT A CATEGORY 2. CREATE YOUR LISTING 3.

Select a category

Find a matching category


Start a new listing
Note: Starting a new listing will delete your draft listing.

Enter at least 3 keywords about your item to find a relevant category to list in.

For example: Nine West women's shoes

canon digital elph camera

Browse categories

 Sell a vehicle or auto part

Select a Category

Select a category

Find a matching category

Enter at least 3 keywords about your item to find a relevant category to list in.
For example: Levis 501 women's jeans

Buyers will see your listing in the category that you select.

Cameras & Photo

- Digital Cameras
- Camera Accessories > Digital Camera Accessories > Batteries > Camera-Specific
- Camera Accessories > Digital Camera Accessories > Chargers > Camera-Specific
- Camera Accessories > Bags, Cases & Straps > Fitted Camera Cases
- Camera Accessories > Digital Camera Accessories > Memory Cards
- Camera Accessories > Digital Camera Accessories > Underwater Housings
- Camcorder Accessories > Cables, Cords & Connectors
- Camcorders
- Camera Accessories > Digital Camera Accessories > Accessory Kits
- Camera Accessories > Digital Camera Accessories > Other

Tip: Reach more buyers by selecting two categories. (Fees apply)
Categories you have selected
• Cameras & Photo > Digital Cameras | [See sample listings](#) | [Remove](#)

- Categories are used when buyers browse listings
- eBay suggests the most popular options – select one
- For more options select the Browse categories tab

Enter Item Specifics

Find a product

Search for a product

Category selected:
Cameras & Photo > Digital Cameras [[change](#)]

Enter this information so we can find your product and add a description to your listing.

Digital Camera Brand
Canon

Manufacturer part number

Product Line
PowerShot

Resolution
2.0 - 2.9 MP

Search

[Skip this step](#)

OR

25 cameras found for Resolution (Megapixels): 2.0 - 2.9 MP, Brand: Canon

Select a product — a description will be added to your listing.

NO IMAGE	Canon PowerShot, S300 Digital ELPH 2.1 Optical Zoom 3x MPN 6742A001AA Select Show details	NO IMAGE	Canon Pow 2.1 Optical Zoom MPN 6742A
NO IMAGE	Canon PowerShot, Pro90 IS 2.6 Optical Zoom 10x MPN 4042652 Select Show details	NO IMAGE	Canon Pow 2.1 Optical Zoom MPN 6742A
NO IMAGE	Canon PowerShot, S110 Digital ELPH 2.1 Optical Zoom 2x MPN 7016A001, 7016A001AA, 74016A Select Show details	NO IMAGE	Canon Pow 2.1

Can't find a product? [Add it to our catalog.](#)

Skip this step

- Enter information about your product and click “Search”
- Choose the product that matches yours
- If unavailable, skip this step or add

Create an Effective Title

Help buyers find your item with a great title [Add or remove options](#) | [Get help](#)

* Title [?](#)

Subtitle (\$0.50) [?](#)

- Title should include ONLY keywords buyers will use
 - Effective
Canon PowerShot S110 ELPH 2.1 Megapixel Digital Camera
 - Ineffective
L@@K best camera on eBay... Wow!
- You have 55 characters to use including spaces

Include Additional Item Information

Help buyers find your item with a great title [Add or remove options](#) | [Get help](#)

* Title [?](#)
Canon PowerShot S110 Digital ELPH 2.1 Megapixel Camera

Subtitle (\$0.50) [?](#)

Type
Compact, Point & Shoot

Brand
Canon

Resolution (Megapixels)
2.1

Optical Zoom
2x

Bundled Items

<input type="checkbox"/> Battery Charger	<input type="checkbox"/> Camera Bag
<input type="checkbox"/> Extra Battery	<input type="checkbox"/> Extra Memory
<input type="checkbox"/> Flash	<input type="checkbox"/> Lens
<input type="checkbox"/> Lens Cleaning Kit	<input type="checkbox"/> Memory Reader
<input type="checkbox"/> Neck Strap	<input type="checkbox"/> Printer
<input type="checkbox"/> Tripod	<input type="checkbox"/> Other

Manufacturer warranty
Please check "Yes" if camera comes with manufacturer's or factory warranty.
 Yes

Condition
Used [v](#)

Add Photos


- First photo (free) is used for Gallery and on listing
- Include additional pictures to show features or flaws


Bring your item to life with pictures [Add or remove options](#) | [Get help](#)

The first picture is free. Each additional picture is \$0.15. [?](#)

[Remove all pictures](#) Your pictures: 1 | 11 can be added

1

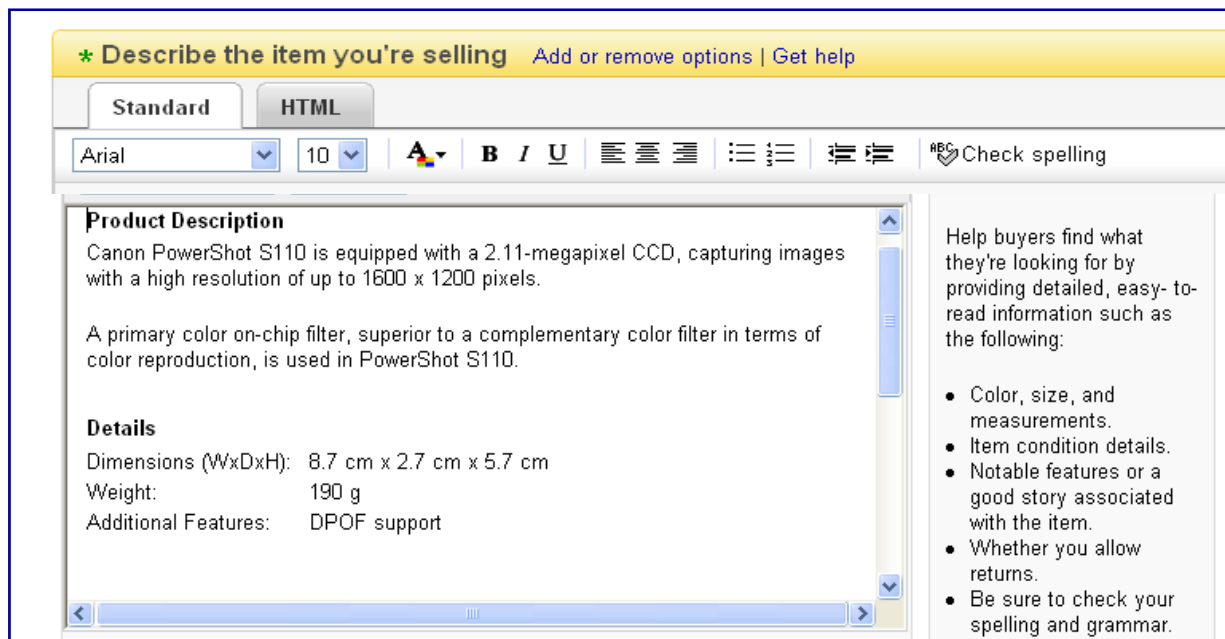


<< >> 

i Good news! Gallery Picture is free. Add a picture and we'll show your item to buyers in search results. [?](#)

Describe Your Item

- A good description:
 - Includes complete item details
 - Includes detailed terms of service
 - Is professional, positive and easy to read



* Describe the item you're selling [Add or remove options](#) | [Get help](#)

Standard HTML

Arial 10 A B I U [List Icons] [List Icons] [List Icons] Check spelling

Product Description

Canon PowerShot S110 is equipped with a 2.11-megapixel CCD, capturing images with a high resolution of up to 1600 x 1200 pixels.

A primary color on-chip filter, superior to a complementary color filter in terms of color reproduction, is used in PowerShot S110.

Details

Dimensions (WxDxH): 8.7 cm x 2.7 cm x 5.7 cm
Weight: 190 g
Additional Features: DPOF support

Help buyers find what they're looking for by providing detailed, easy-to-read information such as the following:

- Color, size, and measurements.
- Item condition details.
- Notable features or a good story associated with the item.
- Whether you allow returns.
- Be sure to check your spelling and grammar.

Set Starting Price and Duration (Auction-style)

Choose how you'd like to sell your item [Add or remove options](#) | [Get help](#)

Online Auction Fixed Price

* Starting price ([see listing fees](#)) ? Buy It Now price ([see listing fees](#)) ?
\$ \$

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

* Quantity items

Duration ?

Start listing immediately
 Schedule start time (\$0.10) - PDT

[eBay Giving Works](#) ?
Donate part 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
 AmeriCares Foundation Inc.
 Tia Foundation
 Hands On New Orleans

[Or, select another nonprofit you love](#)

Donation percentage

- Set opening bid (determines insertion fee)
- Set an optional reserve and/or “Buy it Now” price (additional fees apply)
- Set listing duration
- Donate a percentage of the sale (optional)

Set Price, Quantity and Duration (Fixed Price)

Choose how you'd like to sell your item [Add or remove options](#) | [Get help](#)

Items like yours that sold successfully have an average sold price of **\$21.00**. Get ideas at [eBay](#)

Online Auction **Fixed Price**

* Buy It Now price ([see listing fees](#)) ?
\$

Best Offer ?
 Allow buyers to send you their Best Offers for your consideration

* Quantity ?
 items

Duration ?
7 days
3 days
5 days
7 days
10 days
30 days
Good 'Til Cancelled

ately (\$0.10) - AM

OR

- Set “Buy it Now” price
- Minimum \$1.00
- Best when you know market value and when you have multiples of the same item
- Single insertion fee regardless of quantity, price or duration

Add Payment Options

Decide how you'd like to be paid [Add or remove options](#) [Get help](#)

PayPal (fee varies) [?](#)
Accept credit card and bank payments online.

PayPal

MasterCard VISA DISCOVER BANK

Email address for receiving payment [?](#)
seller@example.com

Additional payment methods [?](#)

Cash On Pickup Merchant credit card
 Visa / MasterCard
 Discover
 American Express

- Add your PayPal account to collect payment via PayPal
- Include additional electronic payment methods
- Click “Add or remove options” to reveal more payment options

Set Shipping Details (Flat Rate)

Give buyers shipping details [Add or remove options](#) | [Get help](#)

i We now require that all listings include a shipping service and cost. You can use the [Shipping Wizard](#) to help you select a service and calculate cost.

*U.S. shipping [?](#) [Shipping Wizard](#)

Flat: same cost to all buyers

Services Research rates	Cost	<input type="checkbox"/> Free shipping
<input type="text" value="US Postal Service First Class Mail (2 to 5 business days)"/>	<input type="text" value="\$ 3.95"/>	<input type="checkbox"/>

US Postal Service Priority Mail (2 to 3 business days)		
US Postal Service Priority Mail Flat Rate Envelope (2 to 3 business days)		
US Postal Service Priority Mail Flat Rate Box (2 to 3 business days)		
US Postal Service Priority Mail Large Flat Rate Box (2 to 3 business days)		
US Postal Service Express Mail (1 business day)		
US Postal Service Express Mail Flat Rate Envelope (1 business day)		
US Postal Service Parcel Post (2 to 9 business days)		
US Postal Service Media Mail (2 to 9 business days)		
US Postal Service First Class Mail (2 to 5 business days)		

UPS Ground (1 to 6 business days)		
UPS 3 Day Select (1 to 3 business days)		
UPS 2nd Day Air (1 to 2 business days)		
UPS Next Day Air Saver (1 business day)		
UPS Next Day Air (1 business day)		

Standard Flat Rate Shipping Service		
Int Expedited Flat Rate Shipping Service		
Overnight Flat Rate Shipping Service (1 business day)		
Other (see description)		

- Ship to the United States, worldwide, or any country
- Select shipping service or add additional services
- List the shipping cost per service
- Use Shipping Calculator to determine sample rates

Set Shipping Details (Calculated)

- Use Shipping Wizard: Enter type, weight and dimensions of shipment package
- Select shipping services
- Choose handling time from drop down menu
- Customer enters zip code to determine shipping costs

Give buyers shipping details [Add or remove options](#) | [Get help](#)

i We require that all listings include a shipping service, shipping cost, and handling time. You can use the [Shipping Wizard](#) to help you select a service and calculated cost.

*U.S. shipping [?](#) [Shipping Wizard](#)

Calculated: Cost varies by buyer location [v](#)

Package type [?](#)

Large Envelope [v](#)

Irregular package

Weight

1+ to 2 lbs [v](#)

Services [?](#) [Research rates](#)

US Postal Service Priority Mail Flat Rate Envelope (2 to 3 business days) [v](#) Free shipping [?](#)

Offer additional service

Handling time [?](#)

4 business days [v](#)

Select a handling time

- 1 business day
- 2 business days
- 3 business days
- 4 business days
- 5 business days
- 10 business days
- 15 business days
- 20 business days
- 30 business days

State States

Set Your Return Policy

Other things you'd like buyers to know [Add or remove options](#) | [Get help](#)

*Return policy [?](#)

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

Returns Accepted
Select One
Returns Accepted
Returns Not Accepted

7 Days
After the buyer receives the item, it can be returned within the timeframe selected.



Refund will be given as
Money Back

Return shipping will be paid by
 Buyer
 Seller

Additional return policy details
The buyer has 7 days to return the item (the buyer pays shipping fees). The item price will be refunded.

- Choose from the drop down menu
- State policy clearly
- How will you issue refund/exchange?
- Indicate who pays for return shipping
- Is a return authorization needed?
- Restocking fee?

Preview and List

Item Title	Price	Shipping	Bids	Time Listed
 Canon PowerShot S110 Digital ELPH 2.1 Megapixel	\$0.99 \$25.00	\$3.95	Buy It Now	Sep-30 11:16
 Nice Canon Powershot A560 7.1 MP Digital Camera 4x zoom	\$89.95	\$9.95	Buy It Now	Sep-30 11:15



Canon PowerShot S110 Digital ELPH 2.1 Megapixel Camera

Item condition: **Used**

Time left:

Bid history: **0 bids**

Starting bid: **US \$0.99**

Your max bid: US \$

[Place bid](#)

(Enter US \$0.99 or more)
or

Price: **US \$25.00**

[Buy It Now](#)

This item is being tracked in [My eBay](#).

Shipping: **\$3.95** US Postal Service Priority Mail
| [See all details](#)
Estimated delivery within 3-4 business days

Returns: 14 day money back, buyer pays return shipping | [Read details](#)

Coverage: Pay with **PayPal** and your **full purchase price** is covered | [See terms](#)

Save this listing as a template and use it to sell similar items

[List your item](#)

| [Preview your listing](#) | [Edit listing](#)

Description

Shipping and payments

Item specifics - Digital Cameras

Type: Compact, Point & Shoot
Brand: Canon

Optical Zoom: 2x
Digital Zoom: 2.5x

Completing the Sale

- Using My eBay
- After the listing ends
- If your item doesn't sell
- If the buyer doesn't pay
- Payment with PayPal
- Shipping methods
- Leaving & receiving feedback

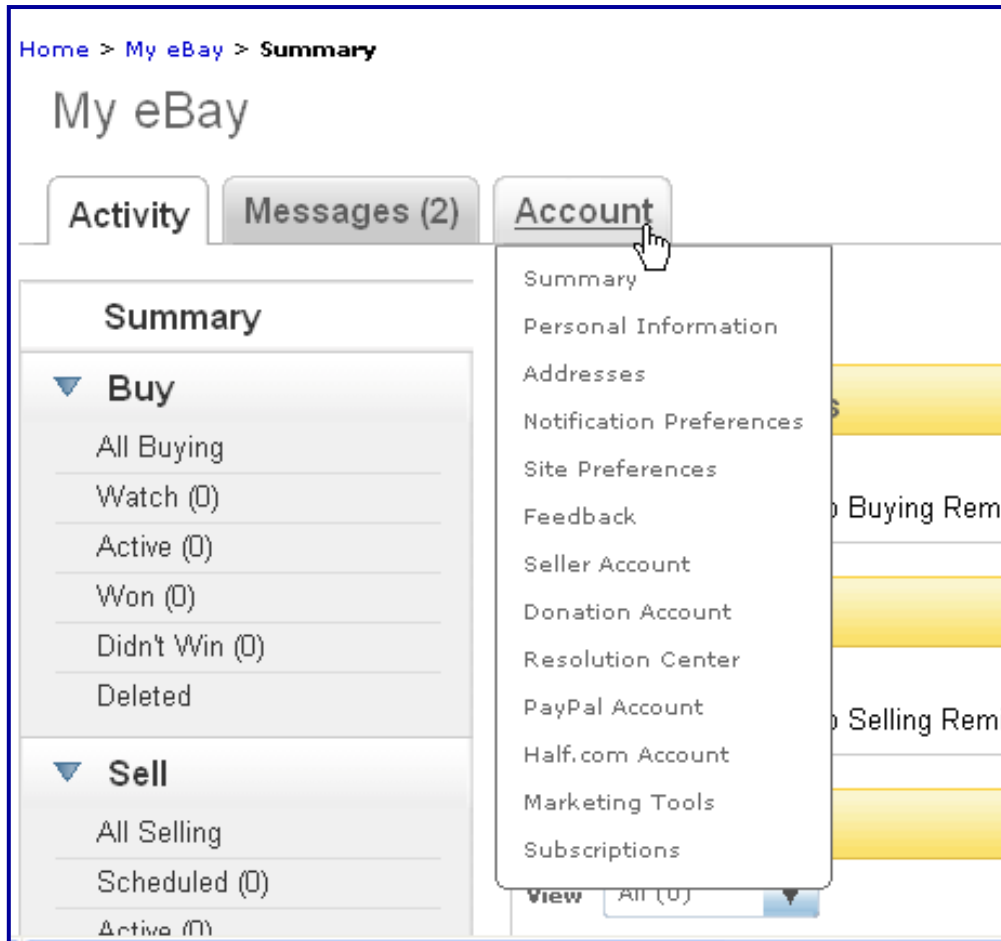
My eBay: Your Personal Dashboard

- All Selling to manage:
 - Active, sold, unsold, and scheduled listings

The screenshot displays the 'My eBay' dashboard for 'All Selling'. The left sidebar contains navigation options: 'Didnt Win (0)', 'Deleted', 'Sell' (circled in red), 'All Selling', 'Scheduled (0)', 'Active (68)', 'Sold (4)', 'Unsold', and 'Deleted'. Below these are 'Organize' options: 'Lists (3)', 'Saved searches (0)', and 'Saved sellers (0)'. The 'Totals' section shows 'Selling totals' and 'Active (current)' with 68 items listed, 0 will sell, and a total amount of \$0.00. The main content area is divided into 'Scheduled (0)' and 'Active Selling (68)'. The 'Active Selling' section includes filters for 'View' (All (68)), 'Format' (All), 'Sort by' (Time left: ending(...)), and 'Store Category' (All). Below these are buttons for 'Edit', 'Send To Online Auction', 'Send To Fixed Price', 'Add to list', and 'End'. A table of active listings is shown with columns for 'Watchers', 'Bids', 'Price', and 'Time left'. The first listing is 'The moths & violets of Vito & me: The story of a poem' with a price of \$5.09 and 8d 22h left. A context menu is open over the 'Sell' link in the first row, listing options: 'Search in want it now', 'Revise', 'Add to description', 'End item', 'Add note', and 'Add to list'.

	Watchers	Bids	Price	Time left
<input type="checkbox"/> The moths & violets of Vito & me: The story of a poem Shipping cost: \$3.95	0	--	\$5.09 Buy it Now	8d 22h Sell
<input type="checkbox"/> The Axeman's Jazz (Skip Langdon Novels) Shipping cost: \$3.95	0	--	\$1.95 Buy it Now	
<input type="checkbox"/> The Canterbury Tales Shipping cost: \$3.95	0	--	\$195.03 Buy it Now or Best Offer	

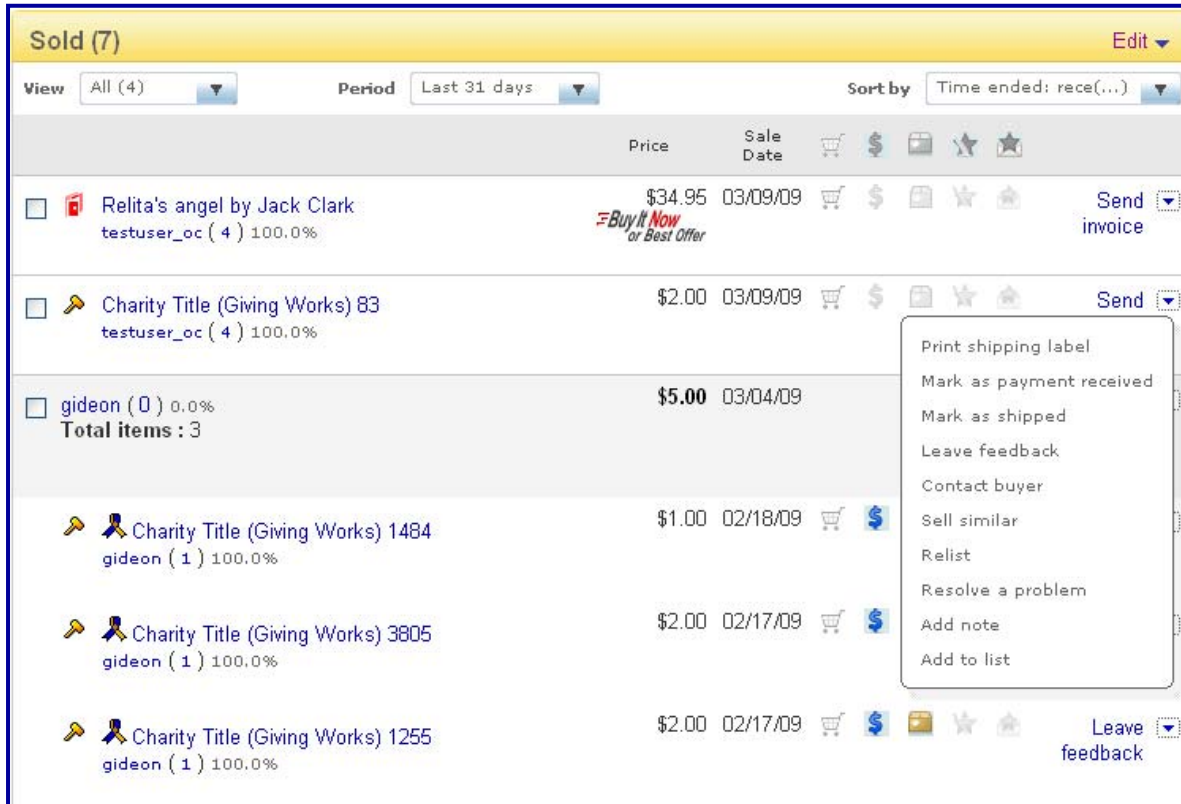
My eBay: Account Tab



Access to

- Personal information
- eBay preferences
- Seller account information
- Resolution Center
- PayPal

My eBay: Sold



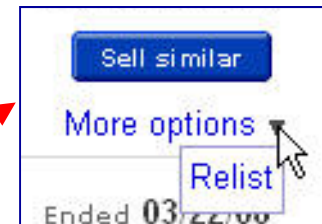
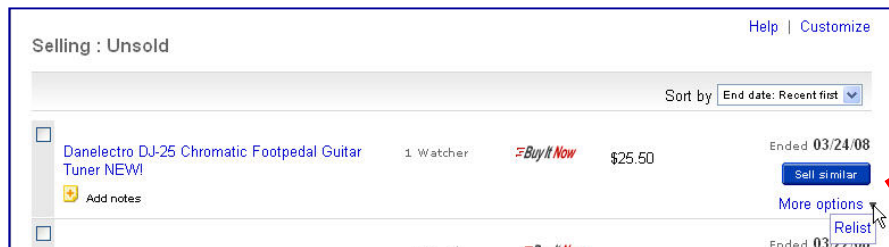
The screenshot shows the 'Sold (7)' page on eBay. The page has a yellow header with 'Sold (7)' and an 'Edit' dropdown. Below the header, there are filters for 'View' (All (4)), 'Period' (Last 31 days), and 'Sort by' (Time ended: rece(...)). The main table lists sold items with columns for Price, Sale Date, and various action icons. A context menu is open over the item 'Charity Title (Giving Works) 83', showing options like 'Print shipping label', 'Mark as payment received', 'Mark as shipped', 'Leave feedback', 'Contact buyer', 'Sell similar', 'Relist', 'Resolve a problem', 'Add note', and 'Add to list'.

	Price	Sale Date							
<input type="checkbox"/> Relita's angel by Jack Clark testuser_oc (4) 100.0%	\$34.95	03/09/09							Send invoice
<input type="checkbox"/> Charity Title (Giving Works) 83 testuser_oc (4) 100.0%	\$2.00	03/09/09						Send	
<input type="checkbox"/> gideon (0) 0.0%	\$5.00	03/04/09							
Total items : 3									
Charity Title (Giving Works) 1484 gideon (1) 100.0%	\$1.00	02/18/09							
Charity Title (Giving Works) 3805 gideon (1) 100.0%	\$2.00	02/17/09							
Charity Title (Giving Works) 1255 gideon (1) 100.0%	\$2.00	02/17/09						Leave feedback	

- Send Invoice
- View Payment Status
- Mark as shipped
- Second Chance Offer
- Leave Feedback

If Your Item Didn't Sell

- Determine why
- Make changes to description and/or terms
- Change or add photos
- Adjust starting bid or reserve amount
- Consider another selling format
- Second Chance Offer (for unmet reserves)
- Relist once for free using the Relist button in My eBay > Unsold



Unpaid Items (UPIs)

- My eBay > Sold > Resolve a problem
 - Report the issue
 - Relist item using the Relist item link, OR:
 - Offer item to lower-bidder with Second Chance Offer

The screenshot displays the eBay Resolution Center interface. At the top, two listings are visible: 'Selected Poems, 1933-1988 by Gavin Ewart' for \$5.97 and 'Charity Title (Giving Works) 361' for \$2.00. A dropdown menu is open for the second listing, showing options: 'Leave feedback', 'View order details', 'Contact buyer', 'Send invoice', 'Mark not shipped', 'Sell similar', 'Relist', 'Resolve a problem', 'Add note', and 'Add to list'. The 'Relist' option is circled in red. A red arrow points from this circle to the 'Tell us your issue with this transaction' section of the 'Resolve a problem' form. The form has a yellow header and two radio button options: 'I sold an item and haven't received my payment yet.' (selected) and 'I sold an item and want to cancel the transaction.' Below the options is a 'Continue' button and a link 'My problem is not listed here'. The 'education specialist trained by eBay' logo is in the bottom right corner.

Prevent Unpaid Items (UPIs)

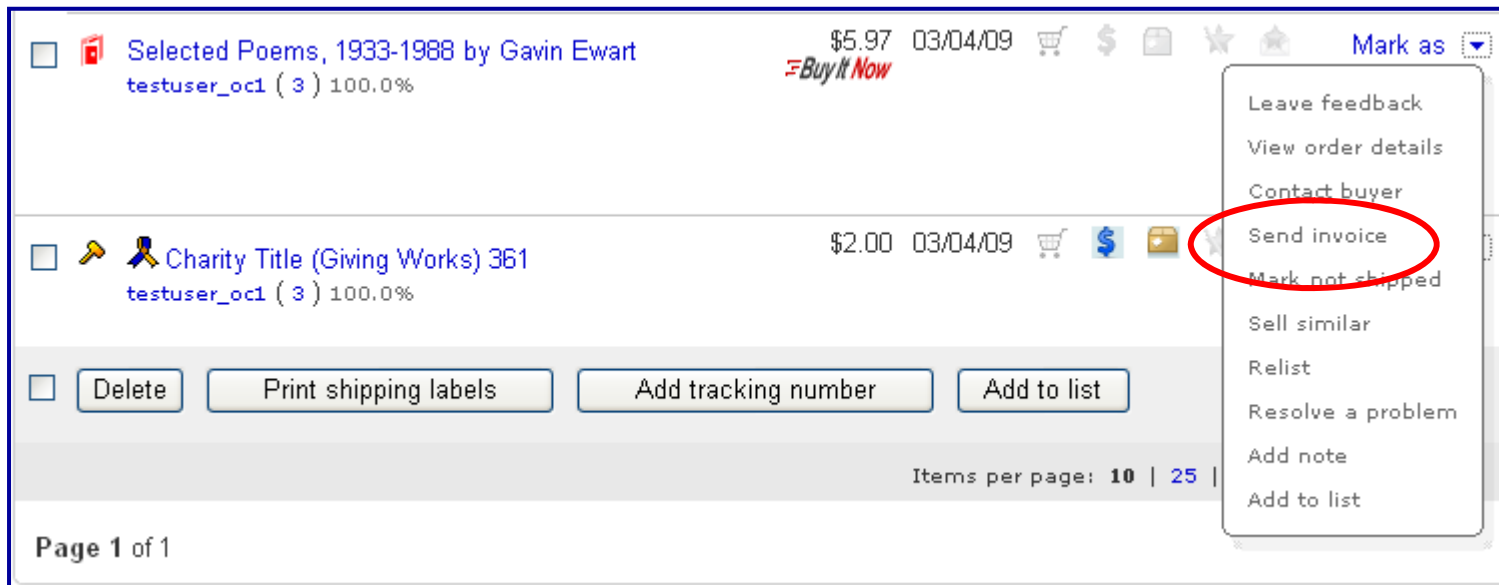
- How does eBay handle UPIs?
 - Payment reminder at buyer sign-in
 - UPI process request to buyer
 - Unpaid Item “strike” for the buyer if no response
 - Seller receives insertion fee credit
- Prevent UPIs
 - Fully integrate PayPal
 - Use Immediate Payment option
 - Include clear payment instructions in your listings
 - Use flat shipping amount or eBay shipping calculator

Your Item Sold

- Collect payment
- Print shipping label
- Ship the item
- Leave feedback

Invoice the Buyer if Necessary

- Send a manual invoice if:
 - You haven't set up eBay and PayPal automatic invoicing
 - You are combining and discounting shipping per request for multiple purchases to one buyer



The screenshot displays an eBay order management interface. It shows two items in a list:

- Item 1: "Selected Poems, 1933-1988 by Gavin Ewart" with a price of \$5.97 and a date of 03/04/09. The status is "Buy It Now".
- Item 2: "Charity Title (Giving Works) 361" with a price of \$2.00 and a date of 03/04/09.

Below the items, there are buttons for "Delete", "Print shipping labels", "Add tracking number", and "Add to list". A dropdown menu is open for the second item, with the "Send invoice" option highlighted by a red circle. Other options in the menu include "Leave feedback", "View order details", "Contact buyer", "Mark not shipped", "Sell similar", "Relist", "Resolve a problem", "Add note", and "Add to list".

At the bottom of the page, it says "Page 1 of 1" and "Items per page: 10 | 25 |".

There's Money in Your Account!

- If you listed your item with shipping rates and PayPal, your buyer could pay you instantly!

PayPal The way to send and receive money online

Dear Seller Name,

You have an Instant Payment of \$11.12 USD from buyer_ID (buyer_email@mail.com).

View the details of this transaction online at:
<https://www.paypal.com/us/vst/id=76W53715TG617783X>

Payment Details

Purchased From: buyer_ID
Transaction ID: 0W369834AC4510

Item #	Item Title	Quantity	Price	Subtotal
120162542153	Wow Hits 2007 (CD) NEW- NO RESERVE!!!!!!!!!!!!	1	\$7.99 USD	\$7.99 USD

Shipping & Handling via Standard Delivery to 681XX (includes any seller handling fees) \$3.13 USD
Shipping Insurance (not offered): --

Total: \$11.12 USD

Shipping Information

Address: Buyer Name
1 Main St
Anytown, ST 68135
United States

Shipping Method:

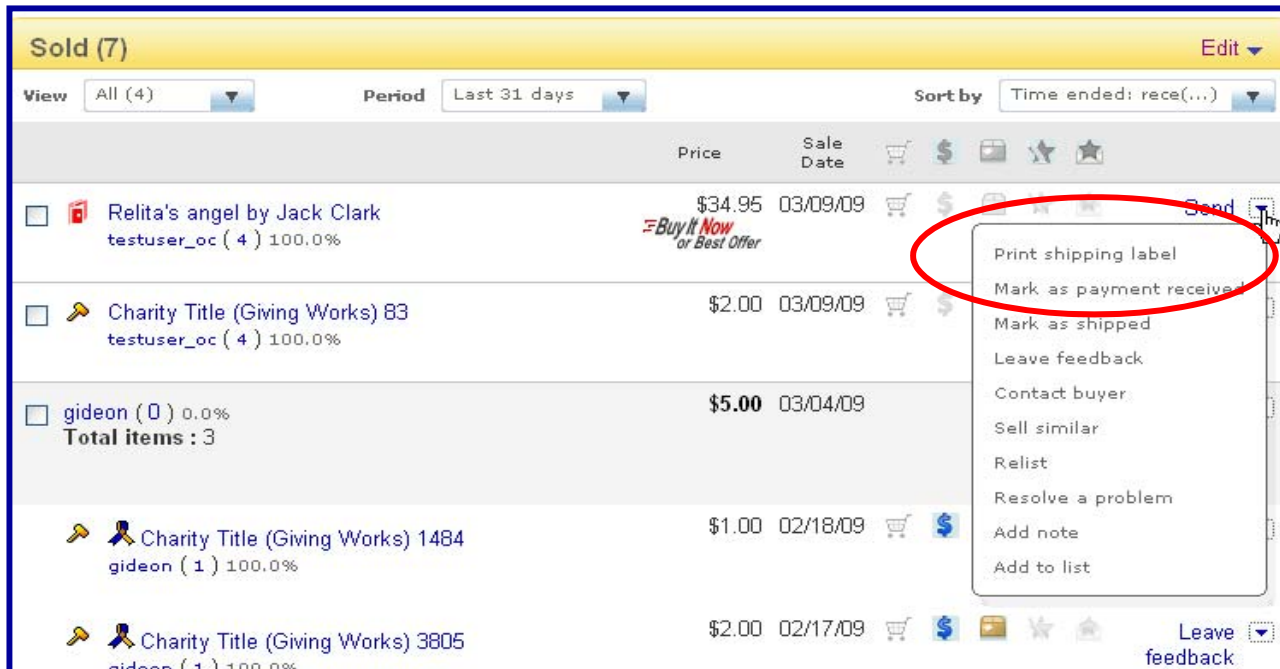
Address Status: Confirmed [?](#)

Thank you for using PayPal!
The PayPal Team

PayPal Email ID PP753

Printing Shipping Labels with PayPal

- My eBay: Sold
 - Locate the option for Print Shipping Label in the drop down menu next to the item (wait for payment before shipping)
- Use funds in your PayPal account to pay shipping fees



The screenshot shows the 'Sold' page on eBay. The page title is 'Sold (7)' with an 'Edit' dropdown. Below the title are filters for 'View' (All (4)), 'Period' (Last 31 days), and 'Sort by' (Time ended: rece(...)). The main table lists items with columns for 'Price', 'Sale Date', and icons for shipping, currency, and feedback. A red circle highlights the dropdown menu for the first item, 'Relita's angel by Jack Clark', which includes the option 'Print shipping label'. Other items listed include 'Charity Title (Giving Works) 83', 'gideon (0) 0.0%', 'Charity Title (Giving Works) 1484', and 'Charity Title (Giving Works) 3805'.

	Price	Sale Date				
<input type="checkbox"/> Relita's angel by Jack Clark testuser_oc (4) 100.0%	\$34.95	03/09/09	Buy it Now or Best Offer	Shopping Cart	Currency	Feedback
<input type="checkbox"/> Charity Title (Giving Works) 83 testuser_oc (4) 100.0%	\$2.00	03/09/09		Shopping Cart	Currency	Feedback
<input type="checkbox"/> gideon (0) 0.0%	\$5.00	03/04/09				
Total items : 3						
<input type="checkbox"/> Charity Title (Giving Works) 1484 gideon (1) 100.0%	\$1.00	02/18/09		Shopping Cart	Currency	Feedback
<input type="checkbox"/> Charity Title (Giving Works) 3805 gideon (1) 100.0%	\$2.00	02/17/09		Shopping Cart	Currency	Feedback

Leave Feedback

- Sellers: when payment is received (only positive allowed)
- Buyers: upon receipt of the item (enclose a note in your shipment!)
- In addition to Feedback ratings for sellers of Positive, Neutral or Negative, buyers may also leave **Detailed Seller Ratings** (anonymous) on 4 levels:
 - Item as described
 - Communication
 - Shipping time
 - Shipping and handling charges
- Dispute? Contact buyer or go Resolution Center > Resolve a problem or use Feedback Revision request

Summary

- Register with eBay and PayPal
- Research the marketplace
- Create a compelling title and description
- Take photos that look professional
- Pack & weigh your items and determine shipping options and cost; always include in your listing
- Monitor your listing using My eBay
- Pay for postage and print labels online with PayPal
- Ship item promptly and in secure packaging
- Provide great customer service
- Ask for and leave feedback