

# Register on eBay

1. Go to [www.ebay.com](http://www.ebay.com).
2. Click **Register**.
3. Create a user ID and password.
4. Enter information.
5. Check email for confirmation.

The screenshot shows the eBay homepage with the following elements:

- Top navigation: Buy, Sell, My eBay, Community, Help
- Header: Welcome! Sign in or **register** (circled in red)
- Search bar: All Categories, Search, Advanced Search
- Categories: Motors, Express, Stores
- Advertisement: VOSTRO™ 200 MINI TOWER, HURRY! ENDS SOON, \$379, CUSTOMIZE IT, DELL SMALL BUSINESS, Powered by intel
- Welcome to eBay: Welcome, Sign In, **New to eBay?** (circled in red), Register (circled in red), Registration is fast and free
- Don't just shop. Win! AND THE WINNER IS: Top the charts, Ahh, music to your ears —and your wallet. Get the must-haves for less. See more nominees >
- Get a sweet deal: Free shipping on Valentine's Day gifts
- Shop to Win! Behind the Red Door January 22-31, 2008
- Footer: Shop your Favorite Categories, Get 'em before they're gone

# Becoming an eBay Seller

The screenshot shows the eBay 'My eBay' interface. At the top right, the navigation bar includes 'Buy', 'Sell', 'My eBay', 'Community', and 'Help'. The 'My eBay' link is circled in red. Below this, a search bar and 'Advanced Search' link are visible. The main content area shows the user's profile 'newton@ebay.com' and a navigation menu with 'Activity', 'Messages', and 'Account'. The 'Account' menu is open, showing a list of options: Summary, Personal Information, Addresses, Notification Preferences, Site Preferences, Feedback, Donation Account, Resolution Center, PayPal Account, and Subscriptions. 'Personal Information' is circled in red, and a red arrow points to it from a text box. The text box contains the following instructions:

1. Sign in to **My eBay**.
2. Click **Personal Information** under **Account**.

Other elements on the page include 'Page options', 'General settings', and a 'Buying Reminders' section at the bottom.

# My eBay: Personal Information

The screenshot shows the 'My Account' page on eBay. On the left, there is a navigation menu with links for Personal Information, Addresses, Preferences, Feedback, and Subscriptions. The main content area is divided into several sections: Account Information, Email and Contact Information, and Financial Information. The Account Information section includes fields for Account type, User ID, Password, Secret question, and About Me page. The Email and Contact Information section includes fields for Registered email address and Registered name and address. The Financial Information section includes a link to 'Update your automatic payment method', which is circled in red. Below this link, there is a table of payment methods.

Financial Information		
Update your <a href="#">automatic payment method</a> .		
You can make a <a href="#">one-time payment</a> using PayPal or another payment method.		
<b>eBay Giving Works Donation Payment Method</b>		
Please select a payment method for your <a href="#">eBay Giving Works</a> 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	<a href="#">Edit</a>
Credit card	Not Specified	<a href="#">Edit</a>
PayPal Account	Not Specified	<a href="#">Edit</a>

3. Click the **Update your automatic payment method** link.

4. Sign in if necessary.

# Create Seller's Account

**Choose Automatic Payment Method**

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

PayPal  
PayPal  
Direct Pay  
Credit Card

MasterCard VISA DISCOVER BANK

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

Set up Automatic Payments Cancel

5. Choose how you plan to pay your eBay fees.
6. On the next page, click the **Create a seller's account** link.

**ebay**

---

**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.

[About eBay](#) | [Announcements](#) | [Security Center](#) | [Policies](#) | [Site Map](#) | [Help](#)



# Select Payment Method for eBay Fees

## Choose your payment method [Live help](#)

**Remember:** You're only charged a fee when you list or sell your items. You'll also receive a monthly invoice. Your information is not shared with anyone else and you can always change your account details by visiting My eBay. [Learn more about our seller fees.](#)

To keep eBay a safe place to buy and sell, we may also need to verify your identity by phone. Please **ensure that you have immediate access to a valid phone number** where we can call you to complete your registration.

**Choose a payment method for your fees:**

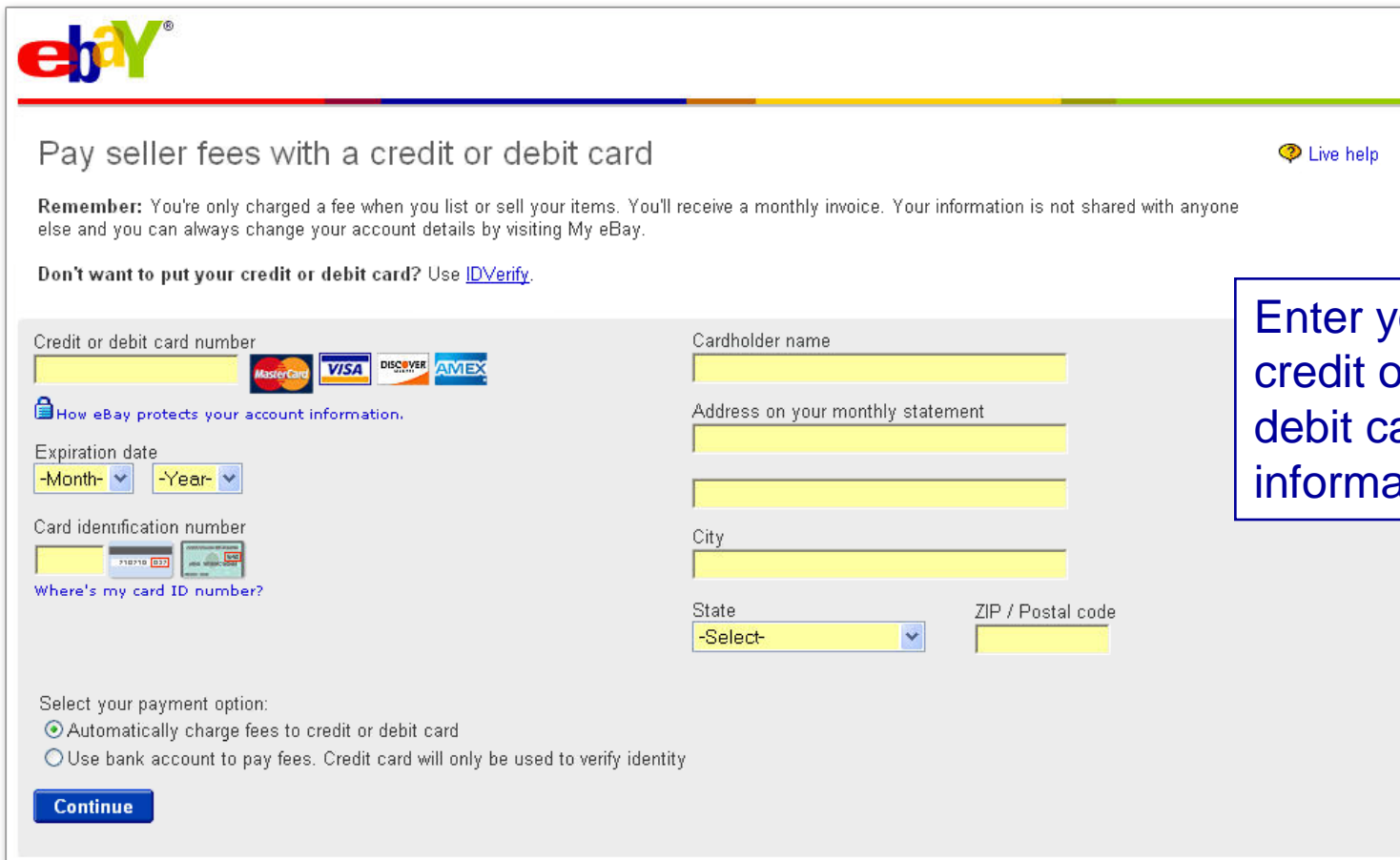
PayPal is the easy, safe way to pay your selling fees and accept credit card and bank transfer payments from your buyers.

Credit or debit card  
Pay for your seller fees with your Visa, MasterCard, Discover, or American Express card.

Bank account  
To keep eBay a safe place to buy and sell, proof of identity (with a credit card) is required to use a bank account to pay your fees.

[Continue](#)

# Placing Credit or Debit Card on File



**ebay**





## Pay seller fees with a credit or debit card


[Live help](#)

**Remember:** You're only charged a fee when you list or sell your items. You'll receive a monthly invoice. Your information is not shared with anyone else and you can always change your account details by visiting My eBay.

Don't want to put your credit or debit card? Use [IDVerify](#).

Credit or debit card number



   

 [How eBay protects your account information.](#)

Expiration date

-Month-  -Year-

Card identification number

[Where's my card ID number?](#)

Cardholder name

Address on your monthly statement

City

State

-Select-

ZIP / Postal code

Select your payment option:

Automatically charge fees to credit or debit card

Use bank account to pay fees. Credit card will only be used to verify identity

[Continue](#)

Enter your credit or debit card information.

# Verifying Your Identity

The screenshot shows the eBay Seller's Account verification process. At the top, the eBay logo is visible. Below it, the page title is "Seller's Account: Provide Check Identification" with a "Need Help?" link. A progress bar indicates three steps: "1. Verify Information", "2. Provide Identification" (the current step), and "3. Select How to Pay Seller Fees".

The main instruction reads: "Please place a checking account on file. Why? This assures eBay of your identity and increases overall site safety. eBay will **not** deduct funds from your account unless you specify so on the next page."

There are two input fields: "Account owner" with the placeholder "xxxxx" and "Bank name" with "US Bank" entered. Below these is the text "US bank accounts only".

A preview of a check is shown with fields for "Your Name", "Your Street", "Your City, State, zip", "Pay to the order of", and a dollar amount of "1000".

At the bottom, there are two input fields: "Bank routing number" (placeholder: "xxxxxxx") and "Checking account number" (placeholder: "xxxxxxxxxx"). The routing number field has a note: "9 digits between the # symbols". The checking account number field has a note: "Approximately 10 digits usually before the # symbol". A note to the right says: "If you don't have these numbers, please call your bank for this information."

Enter data:

Bank routing number

Checking account number

Enter bank account information.

# Confirm Your Identity

## Confirm your identity by phone

 [Live help](#)

We will call and give you a confirmation code. Return to eBay and enter your confirmation code in the page you'll see after you click the "Call me" button below.

Is this your correct phone number?([change](#))

( 408 ) 626 - 4938

Valid phone numbers only. The number you provide will be your primary contact number for your account.

By clicking on "Call me", I authorize eBay to make this call to my number.

**When would you like us to call you?**

- Call me now
- Call me in 2 minutes

**Call me**

[No thanks, verify my identity another way](#)

**Please note:** eBay uses the services of third parties to assist in its verification process. By clicking "Call me", you are expressly consenting to the disclosure of eBay of your contact information to such third parties (including in the US) and to your information being used strictly for verification purposes. If you do not want to disclose your information to eBay or these third parties, do not click "Call me".

# Fee Payments

## Seller Account

### My Seller Account Summary

Latest invoice amount: [View invoices](#) -US \$1.92  
Credits, payments and refunds applied to latest invoice: [Show details](#) US \$0.00

**Total Amount:** -US \$1.92  
New activity not applied to invoice: US \$0.00



**Balance:** -US \$1.92

View recent [account activity, fees, credits, payments & refunds](#). [Learn more](#)

---

### eBay Seller Fees

PayPal is a convenient option for paying your eBay seller fees.

**Automatic PayPal Payments** [Sign Up Today](#)  
The simplest way to pay your seller fees.

---

**Automatic payment method**  
None [Change](#)

---

**Backup payment method**  
None

---

Update your [automatic payment method](#).

---

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

---

[Download Files](#) [Edit](#) [Download Preferences](#)

**Tip!** Change your fee payment method at any time.  
Click **My eBay > Account > Seller Account**

# Alternative Verification with




When you become ID Verified, you can override feedback requirements to:

- Open an eBay Store
- List with Buy It Now and Best Offer
- Sell Multiple Items in the Fixed Price Format
- Bid on or buy items priced over \$15,000



**ID Verify™**

**ID Verify™**

Establish your proof of identity with ID Verify - an easy way to gain others' trust as their trading partner. Signing up for ID Verify is quick and secure. After you're successfully verified, members will see an ID Verify icon  in your feedback profile. [Learn more.](#)

**Fee:**  
Verification costs \$5.00 and is valid until your name, address, or phone number change. This fee will be charged to your eBay account within 24 hours of your successful verification.

**Note:** Before you start this process, please make sure that the phone number you have on file is accurate. If you wish to update your number, please [click here](#). After successful verification you will not be able to change your contact information for 30 days.

<http://pages.ebay.com/services/buyandsell/idverify-login.html>

# Summary

---

1. Register as an eBay member
2. Become an eBay seller
  - Go to My eBay and edit your personal information
3. Use ID Verify as additional or alternative verification
4. Ready to sell (almost...)



---

# Getting Started – Researching the eBay Marketplace

# Agenda

---

- Select an item to sell
- Search for matching “Completed listings”
- Determine item’s current market value (CMV) on eBay
- Adopt successful sellers’ “best listing practices”

# Select an Item to Sell

## Your first eBay item should be:

- ✓ Something you already own
- ✓ Of moderate value
- ✓ An unwanted gift (re-gift!)
- ✓ Easy to pack and ship
- ✓ Brand name a plus \*

Our first item: a digital camera



\* **NOTE:** If listing a brand name item, be certain it is authentic and not a replica or “knock-off.” Click the [Help](#) link at the top of any eBay page and follow links for: [Membership & account > Rules & policies > Rules for Sellers > Rules about Intellectual Property](#)

# eBay Listing Policies

Lawn darts
Puppies
Replica designer handbag

**What do these items have in common?**

# Items Prohibited on eBay!

Lawn darts	Recalled product
Puppies	No live animals
Replica designer handbag	Trademark infringing items are prohibited

Stay informed! Before you list an item, click:

[Help](#) > [Membership & account](#) > [Rules & Policies](#) > [Rules for Sellers](#) > [Prohibited and Restricted Items](#)



# Completed Listing Search

- Click **Advanced Search**
- Check **Completed listings** box
- Enter keywords
- Click **Search**






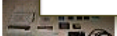
The screenshot shows the eBay Advanced Search interface. At the top, there is a search bar with a dropdown menu set to 'All Categories' and a 'Search' button. A red circle highlights the 'Advanced Search' link next to the search bar. Below the search bar, there are navigation tabs for 'Categories', 'Motors', and 'Stores'. The main heading is 'Advanced search' with a link to 'Learn more about saving favorite searches'. On the left side, there are sections for 'Items', 'Stores', and 'Members'. The 'Items' section has a red circle around the 'Find items' link. The 'Stores' section has a red circle around the 'Find Stores' link. The 'Members' section has a red circle around the 'Find a member' link. The main search area is titled 'Find items' and contains a search input field with the text 'Canon Powershot S110' and a dropdown menu set to 'All of these words'. Below this is an 'Exclude words from your search' input field. There is a link to 'See general search tips or using advanced search options'. The 'In this category' section has a dropdown menu 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). A red circle highlights the 'Completed listings' checkbox. At the bottom, there is a 'Search' button and a 'Clear options' link. A red circle highlights the 'Search' button.

# 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 <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	2 Bids <b>Sold</b>	<b>\$30.99</b>	Oct-05 17:29	+\$6.00
	Canon Powershot S110 Digital ELPH 2.1 Megapixel as is <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	4 Bids <b>Sold</b>	<b>\$10.50</b>	Sep-30 14:55	+\$5.99
	Canon Powershot S110 2.1MP Digital Camera <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	<b>Buy It Now</b> <b>Sold</b>	<b>\$34.99</b>	Sep-29 19:50	+\$6.99
	Canon Powershot S110 2.1MP Digital Camera <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	<b>Buy It Now</b> <b>Sold</b>	<b>\$34.99</b>	Sep-29 19:50	+\$6.99
	Canon Powershot S110 Digital ELPH Digital Camera 2.1 MP <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	9 Bids <b>Sold</b>	<b>\$46.00</b>	Sep-26 10:07	+\$9.00
	Camera & Charger <b>Sold</b>				

Results page shows:

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

# Researching on eBay

## Comparison Points:

<input checked="" type="checkbox"/>	Title	Which keywords garner the most bids?
<input checked="" type="checkbox"/>	Starting price	Low, reasonable, or high?
<input checked="" type="checkbox"/>	Description	How much information is provided?
<input checked="" type="checkbox"/>	Photos	High or poor quality? No photos?
<input checked="" type="checkbox"/>	Selling format	Auction, Buy It Now, or Fixed Price? Reserve?
<input checked="" type="checkbox"/>	Number of bids	Few, many, or none?
<input checked="" type="checkbox"/>	Payment options	Which safe payment options?
<input checked="" type="checkbox"/>	Shipping/handling fees	Fixed or calculated?
<input checked="" type="checkbox"/>	Return/refund policy	Terms?
<input checked="" type="checkbox"/>	Category/subcategory	Was the item properly categorized?
<input checked="" type="checkbox"/>	Hit counter	How many hits?



Let's research our camera!

# Summary

- Select item from your possessions
- Avoid listing prohibited items
  - Check the prohibited items list on eBay first
- Search for similar “Completed listings”
  - Check how sellers have listed similar items
  - Determine and adopt sellers’ “best practices”
  - Avoid listing practices that don’t work
  - Determine the Current Market Value of your item