

The Basics of Selling on eBay

student guide >>

Learn to buy
and sell like a pro!





The Basics of Selling on eBay



Version 1.0-0305



COPYRIGHT INFORMATION

© 2005 ARI Inc. All rights reserved.

PowerU and the PowerU logo are trademarks of American Research Institute, Inc.

eBay and the eBay logo are registered trademarks of eBay Inc.

Designated trademarks and brands are the property of their respective owners.

Information in this document, including fees and other pricing information, is subject to change. No liability is assumed for technical or editorial omissions contained herein.

No part of the contents of this book may be reproduced or transmitted in any form or by any means without the written permission of ARI.

Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and names or their products.

ARI disclaims any proprietary interests in trademarks and trade names other than its own.

This courseware may contain licensed images from the following sources:
Corel Corporation, Corel Gallery; Broderbund Company, ClickArt 200,000;
Nova Development Corporation, Art Explosion 125,000; Hermera Technologies,
The Big Box of Art; GRSites.com, fotosearch.com.



Table of Contents



1 Welcome Module

Module Topics	1-1
Objectives	1-1
Introduction to eBay	1-2
Copyright Information	1-2
History of eBay	1-3
GMV	1-4
Did You Know?	1-6
eBay Safety	1-7
Safety Nets	1-8
The eBay Journey – Safety Tips	1-9
Success Is Just Around the Corner	1-10
Welcome to eBay: The World’s Online Marketplace	1-11
Module Summary	1-12

2 Getting Started

Module Topics	2-1
Objectives	2-1
Setting Up an Account.....	2-2
Agenda	2-2
Registering on eBay.....	2-3
Adding a Seller's Account	2-5
Seller Account Creation	2-6
Select a Seller Fee Payment Option.....	2-7
Researching the eBay Marketplace	2-9
Agenda	2-9
Select an Item to Sell.....	2-10
eBay Listing Policies.....	2-11
Restricted Items	2-12
Preparing to Research	2-13
Summary	2-17
Creating an eBay Listing Overview	2-18
Agenda	2-18
Description and Photo.....	2-19
Summary and Questions	2-23
Module Summary	2-24

3 Enhanced Listings

Module Topics	3-1
Objectives	3-1
Pictures	3-2
Agenda	3-2
Creating Digital Pictures	3-3

Digital Cameras	3-4
Examples of Bad Photography.....	3-5
Taking Your Pictures with a Digital Camera	3-13
Transfer Pictures	3-14
Editing Photo Files.....	3-15
Taking Pictures.....	3-16
The Perfect Shot	3-17
Pricing Strategies.....	3-19
Agenda.....	3-19
Set Currency	3-20
Starting Bid	3-21
Reserve Price	3-22
Buy It Now.....	3-23
Fixed Price – What Is It?	3-30
Multiple Item Auction (Dutch Auction).....	3-31
Pricing Philosophies.....	3-32
Pricing Strategy.....	3-33
Summary.....	3-34
PayPal	3-35
Agenda.....	3-35
What Is PayPal?	3-36
Why Use PayPal?	3-37
Signing Up with PayPal.....	3-38
Welcome to PayPal	3-41
Confirm Email Address.....	3-42
Module Summary	3-43

4 Detailed Listings

Module Topics	4-1
Objectives	4-1
Putting It All Together.....	4-2
Agenda	4-2
Descriptive Title.....	4-3
A Good Description.....	4-4
Good Picture	4-5
Packaging and Weighing Items.....	4-6
Sell Your Item Form (SYI)	4-7
Category Selector	4-11
Title	4-12
Description	4-13
Pricing and Duration.....	4-16
eBay Picture Services.....	4-17
Listing Designer and Photo Layout.....	4-18
Listing Enhancements and Promotions	4-19
Payment Methods	4-20
Payment Options	4-21
Ship-to Locations	4-22
Shipping Options	4-23
International Trading	4-24
Return Policy.....	4-25
Review and Submit	4-26
Summary and Questions	4-27
Module Summary	4-28

5 Completing the Sale

Module Topics	5-1
Objectives	5-1
Monitoring the Sale	5-2
Agenda	5-2
Check Your Listing	5-3
Monitor Your Listing	5-4
My eBay	5-5
My eBay Views	5-7
Summary	5-16
After the Listing Closes	5-17
Agenda	5-17
If Your Item Didn't Sell	5-18
Unpaid Items – UPIs	5-19
If Your Item Does Sell	5-21
Contacting the Buyer	5-22
Fees Overview	5-24
Payment	5-32
How Do You Get Your Money?	5-34
Withdrawing Funds	5-36
PayPal Fees	5-39
Final Details	5-40
The eBay Shipping Centre	5-41
Leave Feedback	5-42
eBay Community	5-43
eBay Explained	5-44
eBay News & Events	5-45
Getting Help	5-46
Summary and Questions	5-48
Module Summary	5-49

Appendix A: References

Selling Example.....	A-2
Tips and Tricks for Photography.....	A-12
Options for Creating Digital Pictures	A-12
What to Look for in a Digital Camera	A-12
How to Move Your Pictures to Your Computer	A-13
Editing Your Photograph	A-13
Detailed Description Example	A-14
Set of 12 Bohemian Crystal Wine Glasses	A-14
HTML Tips.....	A-16
What Is HTML?	A-16
You Might Want/Need to Know HTML	A-16
Where to Go to Get More Information on HTML.....	A-16
HTML Tag Summary.....	A-17
Basics Fees Summary	A-19
Glossary of Acronyms and Terms.....	A-24