



THE EASY WAY TO SELL ON EBAY

STUDENT GUIDE

WHAT TO SELL?

- Electronics Selling Guide
All you need to know to successfully sell electronics
- Fashion Selling Guide
All you need to know to successfully sell fashion
- Collectibles Selling Guide
All you need to know to successfully sell collectibles
- Inspiration House
Get ideas on what is selling on eBay. Go room by room & get ideas for what you might have that can earn you extra money.

http://pics.ebaystatic.com/aw/pics/pdf/us/sellercentral/pdf/tech_selling_guide_091611q.pdf

http://pics.ebaystatic.com/aw/pics/pdf/us/sellercentral/pdf/New_Seller_Guide.pdf

<http://www.ebay.com/gds/collectibles-selling-guide/132/g.html>

<http://pages.ebay.com/sellerinformation/what-to-sell.html>

AUCTION WITH BUY IT NOW

Listing style

<http://pages.ebay.com/help/buy/questions/buy-it-now.html>

PHOTO CENTER

Ideas and tips to make the most of the photos in your listing

pages.ebay.com/sellerinformation/sellingresources/photo-center.htm

USPS PRIORITY SHIPPING BOXES

Ordering boxes to ship your items

ebaysupplies.usps.com

EBAY SHIPPING CENTER

The place to learn everything you need to know about shipping your item

www.ebay.com/shipping

SELLER INFORMATION CENTER

The place to go for selling best practices and tips across topics and categories

www.ebay.com/sellerinformation

TOP TEN TIPS

1. Find great items to sell
2. Research the marketplace
3. Create a compelling title and description
4. Take professional looking photos
5. Pack & weigh your items and determine shipping options and cost
6. Monitor your listing using My eBay
7. Pay for postage and print labels online
8. Ship item promptly and in secure packaging
9. Provide great customer service
10. Ask for and leave feedback

CONSIDERATIONS WHEN PRICING YOUR ITEMS

Pricing Considerations	
Low Starting Price	High Starting Price
Encourages bidding	Lowers risk for seller
Possible low selling price	May discourage bidding

Listing Format Considerations	
Auction with Buy It Now	Fixed Price
Attracts a variety of buyers	Best for multiple quantity listings
Ability for a quick sale	Can help sell an item faster
Buy It Now can go away	Ability to accept Best Offers