

# New Seller Guide

A step-by-step guide  
to selling on eBay



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Want to join the millions of people who successfully sell on eBay?  
Here's what you need to know to get started.

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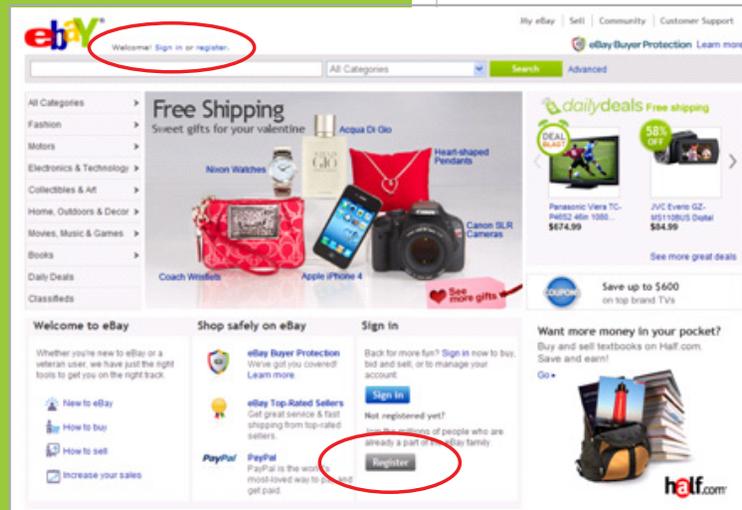
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*Let's get started!*

# 1. Get ready to sell

## Set up accounts



### Set up your seller accounts

Registration is free and takes only a few minutes.

1. Start by registering on **eBay** to create an eBay seller account.
2. Then register on **PayPal** to process your online payments. (See page 3)

### Register on eBay

- » Click on **Register** to get started.
- » Already registered on eBay? Go to the next step.

# 1. Get ready to sell

## Set up accounts



### Become an eBay seller

Next, set up your eBay seller's account. You'll be asked to verify your personal address information and provide credit or debit card information, plus checking account details. eBay will not charge any of these accounts just for registering.

### Sign in to My eBay, then

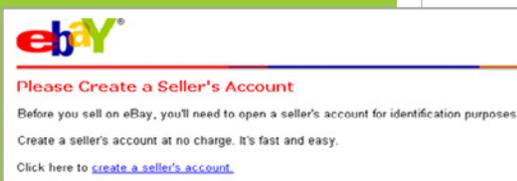
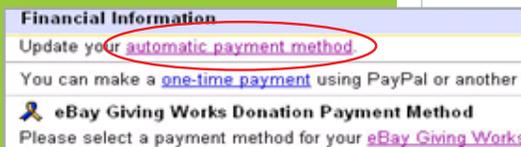
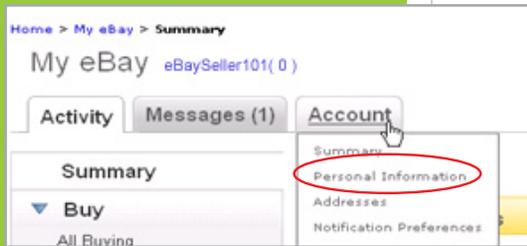
- » Click **Personal Information** under the Account tab.
- » Click **Update your automatic payment method** under Financial Information.
- » Sign in again, if necessary.

### Next, choose how you will pay your eBay fees

(You won't be charged until you have successfully listed an item for sale)

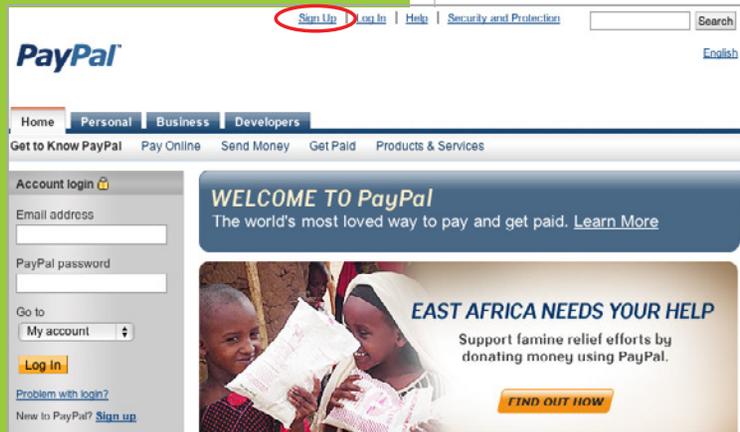
- » Click on **Set up Automatic Payments**.
- » Click on the **Create a Seller's Account** link.

Continue your registration by providing the requested information. **You'll need a valid debit or credit card as well as your checking account number.** If you do not have this information, you can use our alternative verification method, ID Verify. Find out more about ID Verify at [ebay.com/idverify](http://ebay.com/idverify).



# 1. Get ready to sell

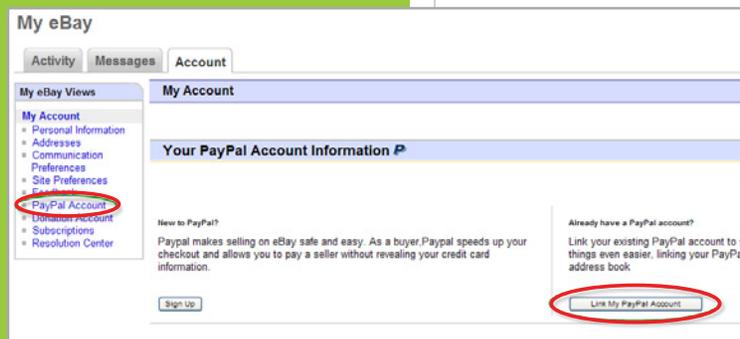
## Set up accounts



*Register with PayPal to accept secure online payments for your eBay sales*

If you haven't already, [sign up at paypal.com](https://www.paypal.com) to receive secure online payments for your eBay transactions. Learn about the PayPal Seller Protection Policy at [paypal.com/securitycenter](https://www.paypal.com/securitycenter).

PayPal lets you accept online credit card or bank account payments when your listing ends. [Register for free at paypal.com](https://www.paypal.com).



*Link your eBay and PayPal accounts*

After signing up for PayPal, return to My eBay and link your eBay and PayPal accounts.



### *Review eBay selling fees*

There are four types of fees you may be charged when selling on eBay:

- » **Insertion fee**—A non-refundable fee charged when you list your item on eBay. In many cases you may list your item without any insertion charge, and pay only if it sells.
- » **Listing upgrades**—Additional fees that are only charged if you choose optional selling features such as Subtitle, Bold, Listing Designer, etc.
- » **Final value fee**—Based upon the final sale price of your item. This fee only applies if your item sells. It's a percentage of the total item price (including shipping).
- » **PayPal fees**—If you collect payment through PayPal.

Learn more about eBay selling fees at [ebay.com/fees](https://www.ebay.com/fees).

### *What does it cost to receive payments on PayPal?*

Learn more about PayPal fees at [paypal.com/fees](https://www.paypal.com/fees).

## 1. Get ready to sell

### Choose what to sell



#### *Choose what to sell*

Your first item (or two) should be something you already own, don't want and don't care what price it brings, since you'll be learning as you go. Pick something easy to ship, too.



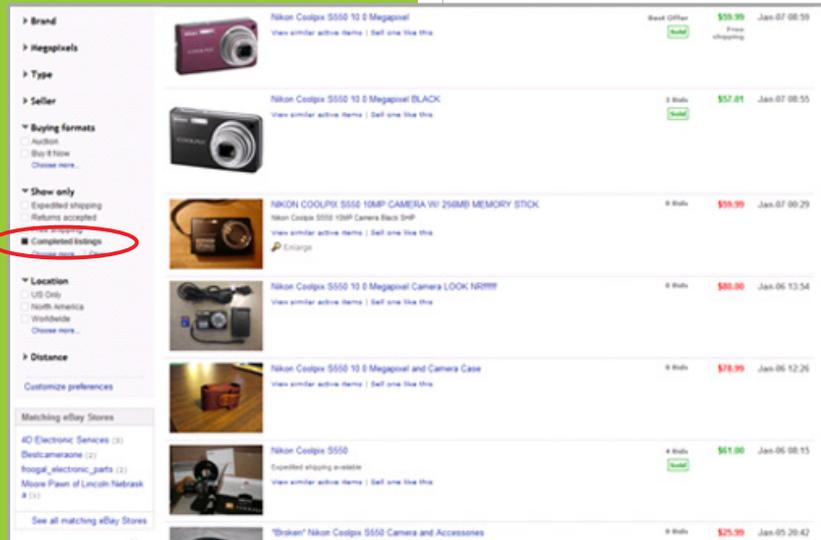
#### *Price it right through research*

To get an idea of the demand for your product and the pricing and shipping costs of your competitors, search for items similar to those you've chosen to sell. Review items currently for sale as well as completed listings. Try these tips for a successful sale:

- » **Understand the buyer's perspective.** Search for a similar item on eBay and review the item listing through a buyer's eyes. Take note of which information you find essential in making a purchase decision.
- » **Pricing it right is the key to getting the sale.** Find out what items like yours are selling for (including the shipping costs), since buyers look at the total cost of the item when making a purchase decision.

# 1. Get ready to sell

## Choose what to sell



### Search completed listings for best practices

Completed listings are those that ended within the last 15 days, whether or not the item sold. Reviewing these will help you determine the level of demand for your product. To search for completed listings:

- » Type 2 to 3 keywords that describe your item into the search box found on any eBay page.
- » Narrow your search by checking the Completed listings box to the left of the search results.

Prices in green are items that sold; prices in red didn't. Notice the difference between sold and unsold listings' shipping costs and methods, item description and the use of titles and pictures.

### Research checklist:

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Title       | <input type="checkbox"/> Format: Auction-style or Fixed Price? |
| <input type="checkbox"/> Description | <input type="checkbox"/> Category                              |
| <input type="checkbox"/> Sold price  | <input type="checkbox"/> Shipping method                       |
| <input type="checkbox"/> Pictures    | <input type="checkbox"/> Shipping cost                         |

## 1. Get ready to sell



### **TIP:**

*Use Buy It Now with Auction-style or combine Best Offer with the Fixed Price format to appeal to all types of buyers.*

## Choose what to sell



### *Which listing format will you choose for your item?*

*Your research will help you decide.*

- » **Auction-style**—With this format, your item goes to the highest bidder, so make sure there is enough demand for your product to generate multiple bids. Keep in mind that a low starting price helps generate bidding activity.
  - » **Buy It Now price**—When you list an item in an Auction-style format, you can add a Buy It Now option so buyers have a choice of either bidding or buying the item immediately. The Buy It Now price must be at least 10% higher than the auction starting price.
- » **Fixed Price**—This format eliminates bidding entirely, and your item is available for purchase immediately at the price you set. Use this option when you know the value of the item and you want to have the item available for sale for a longer duration (30 days at a time).
  - » **Best Offer**—If you are willing to accept a little less than the Fixed Price you set, add this option for no additional fee. You are not obligated to accept any Best Offer.

Watch the Researching the Marketplace video at [ebay.com/researching](https://www.ebay.com/researching) to learn more.

## 1. Get ready to sell

### Take great pictures



#### *Take great pictures*

The saying that “a picture is worth a thousand words” really applies to eBay listings. No matter how well you describe your item, buyers want to see pictures before they purchase. In fact, the more pictures the better.

Before you sit down at the computer to list your item, take clear, close-up pictures with a digital camera and then transfer them onto your computer.

- » Show off your item from all angles. Highlight any special features, damage or flaws.
- » Show tags if the item is new with tags.
- » Use natural light whenever possible—no flash.
- » Use a plain background that contrasts with your item to make it stand out. Plain, white backdrops work well, or use a different neutral color if your item is white.

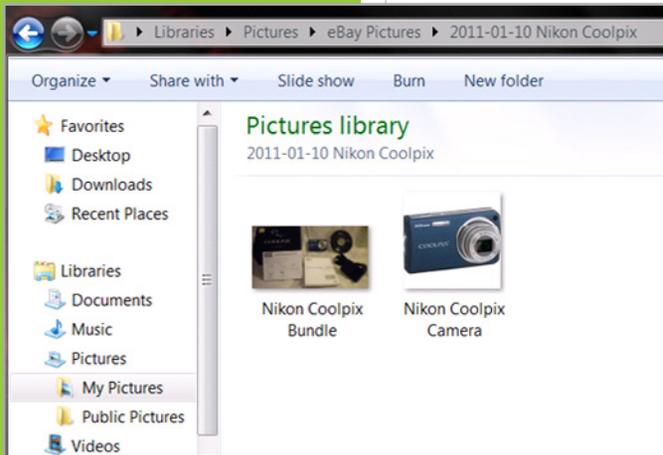
Set the camera to a medium or higher resolution (for example, 1024x768 pixels or larger).



**TIP:** Watch the *How to Take Better Photos* video at [ebay.com/betterphotos](http://ebay.com/betterphotos).

## 1. Get ready to sell

### Take great pictures



#### *Store your picture on your computer*

Once you take a picture, connect your camera to your computer and save the photo in a .gif or .jpg format to your computer according to your camera's instructions. Remember to make note of where you saved the image so you can easily retrieve it to upload to eBay during the listing process.

#### *Edit your photo*

Once your photos have been saved to your computer, you can often improve them with photo editing software, which may have come with your digital camera.



#### **Photo Editing Tips:**

- » Crop your pictures to remove any unnecessary background.
- » Balance the contrast and brightness.
- » The Rotate or Flip command will turn your picture right-side-up (if necessary).
- » Save your edited picture as a .gif or .jpg file on your computer.
- » eBay recommends your picture be no smaller than 1000 pixels on the longest side.

## 1. Get ready to sell

### Description Checklist

- Brand name
- Size / dimensions
- Condition—new or used?
- Color
- Model / serial number
- Seller's terms and conditions
- Any notable features or markings
- Defects, if any

## Write a description that sells



### Write a description that sells

It's a good idea to draft your title and description in advance so you can copy and paste them into the listing form. You'll have a chance to edit them further during the listing process.

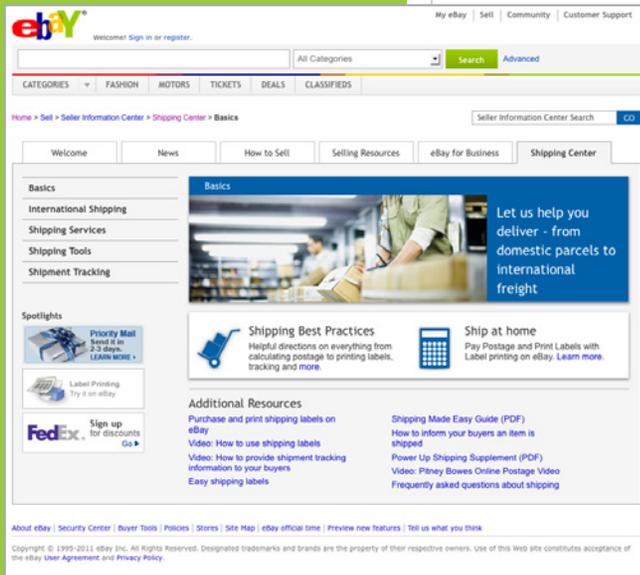
### Craft an effective title

Make the most of your title by carefully choosing keywords a buyer might use when searching on eBay. Use descriptive keywords, with no punctuation.

- » **Use all 80 characters allowed for the title.** Include the brand name, size, color, fabric, if the item is new, etc.
- » Where relevant, include dimensions (e.g., 5x8) or technical specs like 4GB.
- » **Avoid using** words like “rare,” “beautiful,” “unusual” or “L@@K.” No one uses these words when they're searching on eBay. A good example of a title for the item we are about to sell is ***Nikon Coolpix S550 10 Megapixel Digital Camera Blue with Charger and Battery.***

# 1. Get ready to sell

## Determine shipping costs



### *Pack and weigh your item to determine shipping costs*

The last step before filling out the listing form is to determine your shipping method and costs. Measure, pack and weigh your item so you know what the cost will be including the box and packing materials. Leave your package open to include a packing slip before shipping, and in case you need to check the item to respond to a buyer's question.

Set your shipping costs at a **flat rate**, or offer **calculated shipping** where the cost is automatically calculated for your buyer based on their ZIP code, the weight of the package and the type of shipping services you offer.

Visit the Shipping Center at [ebay.com/shipping](http://ebay.com/shipping) to learn more.

View the Shipping Made Easy guide at [ebay.com/shippingguide](http://ebay.com/shippingguide).



**TIP:** Order free co-branded eBay/USPS Priority Mail® shipping boxes and schedule a free USPS® pickup (if your shipment includes Priority Mail or Express Mail) at [ebay.com/USPS](http://ebay.com/USPS).

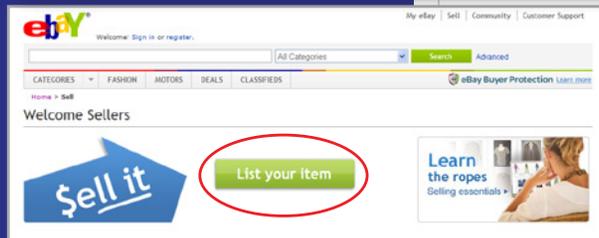
## 2. List your item

### Select a category

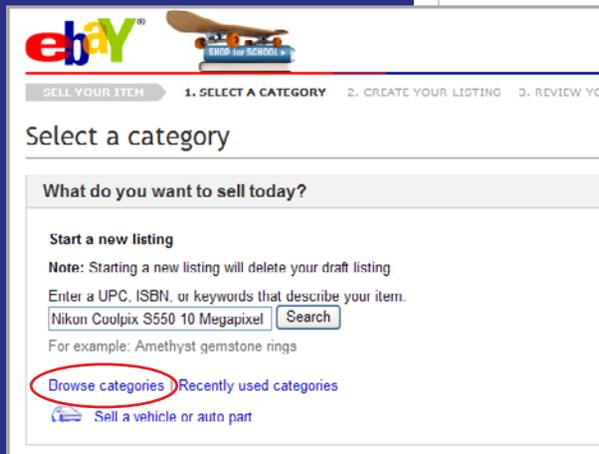


Now you'll enter all the important details about your item, including price, payment methods, shipping costs, return policy and pictures.

» To begin, click **Sell** at the top of any eBay page.



» Click the **List your item** button to access the selling forms (you may be asked to sign in).



### Select a category

Enter some descriptive keywords into the textbox. Some items such as cameras, electronics, books, CDs and video games may be available in the eBay Catalog and will appear as you type in your item, or you can click the **Search** button.

When your item matches content already in the eBay Catalog, the description, item specifics and a stock photo are automatically added to your listing. Some items require you to use the eBay Catalog.

You may also browse categories to select the best fit for your item.

## 2. List your item

### Choose a listing form



#### Choose a listing form



**More listing choices**  
Includes more options to help attract buyers:

- Additional selling formats
- Upgrades and extra photos

[Go](#)



**Keep it simple**  
A short form with selling essentials:

- Auction format with a fixed price option
- Up to four photos (first one free)

[Go](#)

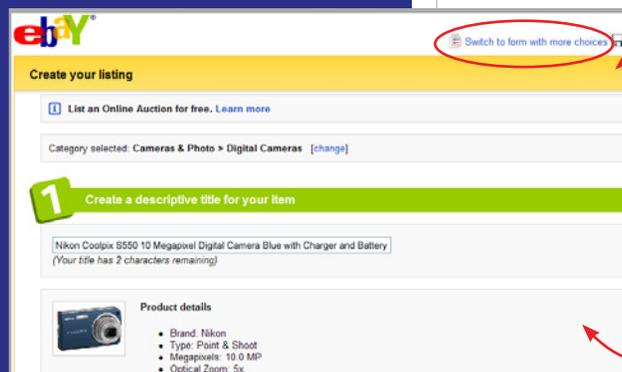
Don't show me this page again

**Start with the “Keep it simple” form on the right**

If you have never listed an item on eBay, use the short form. It's a great way to get started and learn the ropes.

**Or use the “Sell your item” form with more listing choices**

Once you have sold a few items using the “Keep it simple” form, you'll probably want to graduate to the form that has more options, such as Fixed Price format and additional payment methods. Since all the preparation work you did in Step 1 applies to both, we will demonstrate the more advanced form here.



Switch to form with more choices

**Create your listing**

List an Online Auction for free. [Learn more](#)

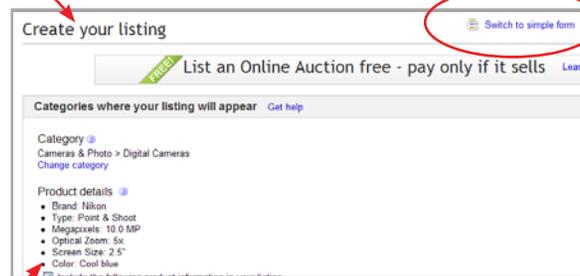
Category selected: Cameras & Photo > Digital Cameras [\[change\]](#)

**1** Create a descriptive title for your item

Nikon Coolpix 8550 10 Megapixel Digital Camera Blue with Charger and Battery  
(Your title has 2 characters remaining)

**Product details**

- Brand: Nikon
- Type: Point & Shoot
- Megapixels: 10.0 MP
- Optical Zoom: 5x



Switch to simple form

**Create your listing**

List an Online Auction free - pay only if it sells [Learn more](#)

Categories where your listing will appear [Get help](#)

Category [\[change\]](#)  
Cameras & Photo > Digital Cameras  
[Change category](#)

Product details [\[change\]](#)

- Brand: Nikon
- Type: Point & Shoot
- Megapixels: 10.0 MP
- Optical Zoom: 5x
- Screen Size: 2.5"
- Color: Cool blue

**Switching between forms**

It's easy to switch between the two forms by using the link in the upper right of the form.

## 2. List your item

### Add a title and pictures



#### Fill out the "Sell your item" form

Enter the item title that you prepared during Step 1 and any specific details about your item. If your item is in the eBay Catalog, some of this information may be pre-filled for you.

Help buyers find your item with a great title [Get help](#)

★ Title [?](#)  
Nikon Coolpix S560 10 Megapixel Digital Camera Blue with Charger and Battery

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

★ Condition [?](#)  
Used [v](#)

Item Specifics [?](#)  
Add more information to help buyers find your item in search results. Buyers can use popular item specifics to faster.

Bundled Items [Remove](#)

<input type="checkbox"/> Case or Bag	<input type="checkbox"/> Extra Battery
<input checked="" type="checkbox"/> Extra Battery Charger	<input type="checkbox"/> Flash
<input type="checkbox"/> Lens	<input type="checkbox"/> Lens Cleaning Kit
<input type="checkbox"/> Lens Filter	<input type="checkbox"/> Memory Card

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

The first picture is free. [?](#)

**Add pictures**

First picture is free. Click to add pictures!

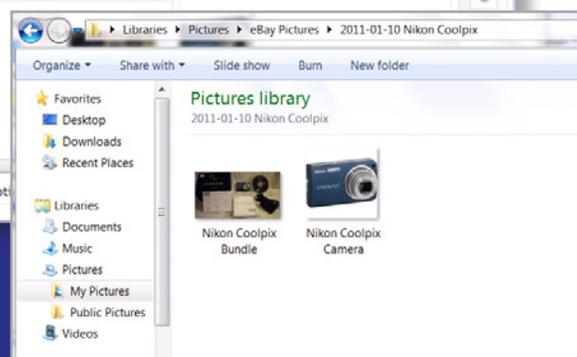
Standard Basic

Select pictures for upload [Having trouble? Try the Basic Uploader](#)

Add up to 12 pictures. (First picture is free. Each additional picture is \$0.15.)

**Browse...** For the best quality, use pictures that are more than 1000 pixels in height or width.

You have 1 picture(s) selected. Click the Browse button to get started.



» Click on **Add pictures**

» Click on **Browse** to find the pictures you saved on your computer during Step 1, and add them.



## 2. List your item

### Select payment and shipping methods



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

Select at least one payment method, or click "Add or remove options" above to add a

- Learn more about recent changes to the [eBay Accepted Payments Policy](#).

Electronic payment methods (fee varies)

PayPal [?](#)

Accept credit or debit card and bank payments safely and easily with PayPal.



Your PayPal account email address (to receive payments) [?](#)

### Select how you want to get paid

If you haven't already, sign up for PayPal to receive secure online payments for your eBay transactions. (See page 3)

If you'd like to add additional safe payment options to your listing, click **Add or remove options** in this section.

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

\* U.S. shipping [?](#)

Flat: same cost to all buyers [?](#)

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

UPS Ground (1 to 5 business days) [?](#) \$ 4.95  Free shipping [?](#)

Add a surcharge for Alaska, Hawaii, and Puerto Rico

USPS Priority Mail (2 to 3 business days) [?](#) \$ 6.95 [Remove service](#)

[Offer additional service](#)

Handling time [?](#)

1 business day [?](#)

Exclude shipping locations [?](#)

No locations are excluded.

[Create exclusion list](#)

Item location [?](#)

Belmont, CA, 94002, United States

[Change location](#)

### Select how you want to ship

Next, indicate how much the buyer will pay for shipping

- » Use your research of the shipping costs offered by your competitors (see the Get ready to sell, Research prices section, page 5), as well as your estimated cost to ship the item that you determined in the Getting ready to sell, Determine shipping costs section, page 11.
- » Have on hand the weight and dimensions of your item, including the box and packing materials, if you want to use the shipping calculator.
- » Click on **Research rates** to see actual costs for your package's size and weight.
- » Consider offering at least two services to your buyers – one that is inexpensive or free and one that is fast.
- » Make sure to include your handling time so buyers know when to expect their shipment.

You may provide one flat rate for all buyers regardless of their location, or use the shipping calculator to charge rates based on your buyer's shipping address.

## 2. List your item

### Select payment and shipping methods



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

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

Calculated: Cost varies by buyer location

Package type [?](#) Dimensions [?](#)

Large Package [?](#) 9 in. X 12 in. X 6 in.

Irregular package

Weight

1+ to 2 lbs [?](#)

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

USPS Parcel Post (2 to 9 business days) [?](#)  Free shipping [?](#)

Offer additional service

Handling time [?](#)

1 business day [?](#)

Additional options

- Handling cost: US \$0.00

[Change](#)

» With calculated shipping, enter the weight, size and method of shipping so buyers can see the cost specific to their ZIP code.

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

Customize your listing with more information such as a return policy.

\*Return policy [?](#)

[?](#) We now require that all sellers specify whether they accept returns or not.

Returns Accepted [?](#)

Item must be returned within

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

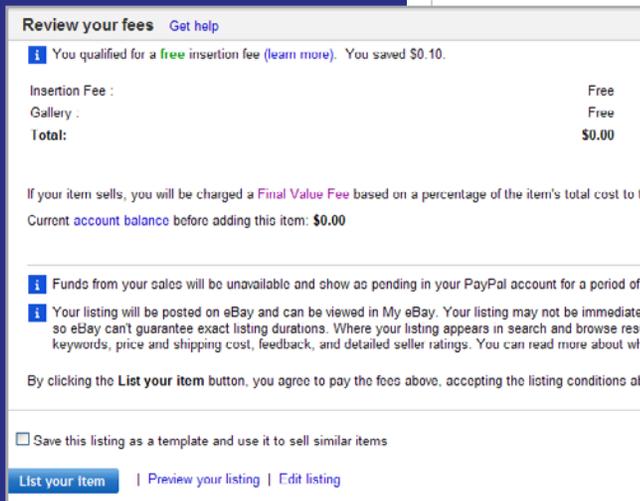
Please notify seller should you need to return item. Buyer pays return shipping costs.

Your fees so far: [?](#) \$0.00

» **Now enter your return policy—it's mandatory** to set one even if your policy is not to accept returns.

## 2. List your item

## Complete your listing



### Complete your listing

Preview your listing to see how it will appear in search results. Edit anything you'd like to change. You can also preview your listing before it goes live.

Last, you'll have a chance to review your selling fees. In many cases you pay only when your item sells, and have low or no fees to list. You may have chosen optional features that have a small extra charge, and this is your chance to make sure they're a good fit. If your item sells you will be charged a Final Value Fee, based on the sale price.

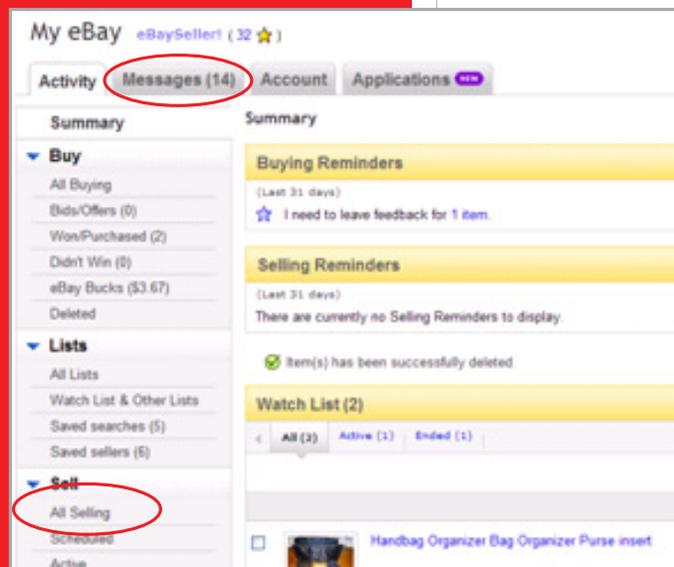
Before you submit your item for sale, use the handy checklist below to make sure you have a listing that sells.

- Appropriate category
- Relevant keyword title
- Good-quality pictures
- Complete, well-formatted description—free of spelling errors
- Competitive pricing
- Safe payment options such as PayPal
- Reasonable shipping costs
- Clear terms and conditions
- Professional look

Once you're ready, click on **List your item** to publish your listing on eBay.

### 3. Sell and ship

## My eBay



### *Stay on top of questions and activity in My eBay*

The easiest way to keep track of all your buying and selling is with your own private My eBay page.

Click the **All Selling** link to get a quick view of the status of all the items you have for sale. Once your item moves from “Selling” to “Sold” and you confirm that the buyer has paid for the item, you’re ready to ship! Both you and the buyer will be notified of the sale via email.

» It’s a good idea to check the **Messages** tab frequently so you can respond to any buyer questions and answer them promptly.

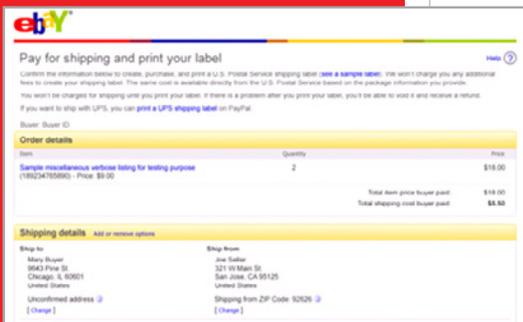


### *Ship packages promptly*

eBay buyers expect their items shipped immediately after payment has been made. A dark-blue dollar sign next to your item in the Sold section indicates the item has been paid for. The dollar sign is gray when payment has not been made. If there is an unforeseen delay in shipping the item, email the buyer. Shipping promptly helps ensure that the proceeds from the sale will be released to you from PayPal quickly.

### 3. Sell and ship

## Print shipping labels



### Pay for and print shipping labels from My eBay

When you print shipping labels from My eBay, tracking information for your item is automatically updated within My eBay for your buyer to see, and an email is sent notifying the buyer of shipment.

- » Go to the **Sold** view of My eBay and select **Print Shipping Labels** from the dropdown menu. You'll be asked to log in to PayPal.
- » Choose the shipping carrier option you'd like to use.
- » Enter the package weight, verify that the **Ship From** and **Ship To** information is correct, then select **Pay and Print**. Your buyer will automatically be notified that the item is on its way.
- » Ship your item promptly, and include a packing slip with a personal note as a nice touch showing you appreciate the business. **Make sure your buyer knows how to contact you with any issues.**

If you don't print shipping labels from eBay, it's still important to upload tracking information for your item to My eBay so your buyer can stay informed.

If your carrier doesn't offer tracking services, let your buyer know when you've shipped the item by marking the item as Shipped in My eBay.

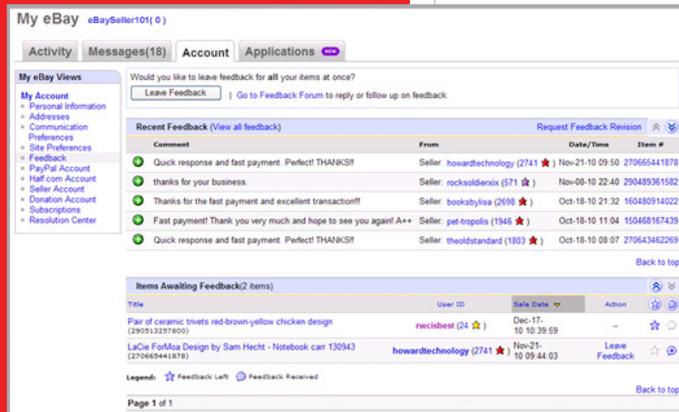
To learn more about shipping your item, visit the eBay Shipping Center at [ebay.com/shipping](http://ebay.com/shipping).



**TIP:** Watch the *Shipping Labels* video at [ebay.com/shippinglabelsvideo](http://ebay.com/shippinglabelsvideo) to learn more.

### 3. Sell and ship

## Congratulations!



### Wrap up with your buyer—leave feedback

Let your buyers know that you appreciate their business by leaving positive feedback after you have been notified of their payment. Leaving feedback is a token of good customer service and can encourage repeat business.



**TIP:** In most cases, transactions are completed successfully. If something ever goes wrong, visit the Resolution Center at [ebay.com/resolutioncenter](http://ebay.com/resolutioncenter).

### Congratulations

You've completed your first sale!

[Now start selling](#)

Visit the eBay Seller Information Center at [ebay.com/sellerinformation](http://ebay.com/sellerinformation) to learn more.