

CONTENTS

<i>Introduction</i>	00
Part I – Getting started	00
Chapter 1 – eBay basics	00
Part II – Finding and buying products	00
Chapter 2 – Searching for products	00
Chapter 3 – The Search Results page	00
Chapter 4 – Browsing for products	00
Chapter 5 – The View Item page	00
Chapter 6 – Bidding on and buying products	00
Chapter 7 – Paying for products	00
Chapter 8 – Keeping track of purchases in My eBay	
Chapter 9 – Troubleshooting purchases	00
Buying summary: 10 things you need to know about buying products on eBay	00
Part III – Selling a product (basic selling)	00
Chapter 10 – An introduction to selling	00
Chapter 11 – Registering as an eBay seller	00
Chapter 12 – Listing a product for sale	00
Chapter 13 – Keeping track of listings in My eBay	00
Chapter 14 – Accepting payment	00
Chapter 15 – Postage and handling	00
Chapter 16 – Customer service	00
Chapter 17 – eBay’s selling fees	00
Chapter 18 – Troubleshooting for eBay sellers	00
Basic selling summary: 10 things you need to know about selling products on eBay	00

Part IV – Running a profitable eBay business (advanced selling) 00

Chapter 19 – Introduction 00

Chapter 20 – Researching products, competitors
and customers 00

Chapter 21 – Sourcing products to sell 00

Chapter 22 – How to calculate profit 00

Chapter 23 – Setting up your business operations 00

Chapter 24 – Your eBay brand 00

Chapter 25 – Listing your products and managing inventory
on eBay 00

Chapter 26 – Improving your placement in Best Match 00

Chapter 27 – Creating an eBay store and other marketing 00

Part V – Running your eBay business 00

Chapter 28 – eBay, PayPal and other fees 00

Chapter 29 – Managing sales and customers 00

Chapter 30 – Accepting and tracking payments 00

Chapter 31 – Shipping and packaging 00

Chapter 32 – Reporting 00

Chapter 33 – Troubleshooting for eBay businesses 00

Chapter 34 – Creating a complete eBay business plan 00

Advanced selling summary: 10 things you need to know
about running an eBay business 00

Conclusion 00

Acknowledgements 00

Appendix: A summarised eBay business plan 00

INTRODUCTION

Toward the end of 2001, I decided to take my career in a daring, unproven direction. I'd been working for a large family-owned national book retailer whose successful future, it felt at the time, was practically guaranteed. None of my colleagues or friends could believe I would turn my back on a sure-fire industry like retail, and dive headfirst into a new world known as the eCommerce. I hadn't even heard of eBay when a colleague showed me the job advertisement but it sounded like an interesting opportunity and if things didn't work out, I could always return to the safety and security of the book or retail industries.

Who could ever have predicted that a virtually unknown US online company would become one of Australia's most recognised brands, a rare internet success story and phenomenon, and a whole way of life for hundreds of thousands of Australians? A year or so into my employment with the company I remember how exciting it was to celebrate a major milestone like one million Australian members. We threw a huge party, web company style, and couldn't believe the momentum we were experiencing. Around ten years later, eBay now attracts seven million Australians every single month. That's roughly one out of every two adult Australians who visit the site.

Divided into four parts so you can dive right in to the section that interests you most, also keep a look out for these helpful symbols throughout:



Follow a practical step-by-step guide to complete certain tasks (you may choose to check the box of each step as you complete it).



Tips for staying safe when buying and selling online



Whenever you're directed to click on a link on the eBay site or a mobile app, text in this book will be blue and underlined.

Click

Whenever you're directed to click on a button on the eBaysite or a mobile app, text in this book will be bold and italicised.



This icon will appear whenever the iPhone app is discussed.



This icon will appear whenever the iPad app is discussed.

Property of Pipeline Design

PART II

Getting Started

Questions answered in this part

Chapter 1

- How do I research my industry or category?
- How can I research eBay sales?
- What do I need to know about my prospective customers?

Chapter 2

- How do I know if a product is right to sell on eBay?
- What are the different ways of sourcing products to sell?
- What do I need to consider for expanding my product range?

Chapter 3

- How do you define gross and net profit?
- How do you calculate profit margin?
- What costs are involved in running an eBay business?

(continued)

Questions answered in this part *(cont'd)*

Chapter 4

- How do I research my industry or category?
- How can I research eBay sales?
- What do I need to know about my prospective customers?

Chapter 5

- How do I know if a product is right to sell on eBay?
- What are the different ways of sourcing products to sell?
- What do I need to consider for expanding my product range?

Chapter 6

- How do you define gross and net profit?
- How do you calculate profit margin?
- What costs are involved in running an eBay business?

Property of Pipeline Design

Chapter 2

eBay basics

There are three ways you can access eBay: via the website, via your mobile phone (such as an iPhone) or via the Apple tablet, iPad. Each way of accessing and using the site varies slightly. Throughout this book, wherever the process is different between web and mobile will be explained.

eBay's website addresses

To go to eBay's Australian website, type www.ebay.com.au into your Internet browser – the first page you see is known as the homepage. You can navigate your way to most areas of the site from the homepage. Click on the eBay logo in the top left hand corner of any page to return to the homepage at any time. eBay currently has apps for:

- eBay (overall shopping)
- deals (find the latest products at the biggest discounts on the site)
- fashion (eBay US only)
- motors (eBay US only)

Tip

Choosing your user ID

Choosing the right User ID and password can help protect you for all of your future buying and selling on the site. Do not choose an ID that is the same as your email address as it could then be spammed by unsolicited email. Make sure your password is nothing like your User ID and would be difficult for others to guess. Ensure you use a combination of letters (upper and lower case) and numbers and change your password regularly, at least every three months. These steps will help ensure that your eBay account cannot be hacked into by anyone. Finally, your eBay and PayPal passwords should be different. For more information on PayPal see Part II.

Registering on eBay

Let's complete eBay's registration form together so you know you won't have to do these steps when you're midway through a purchase or listing an item sometime in the future.



Using the iPhone platform

Make sure your password is nothing like your User ID and would be difficult for others to guess; use a combination of letters (upper and lower case) and numbers, and change your password regularly — at least every three months.



Using the iPad platform

Taking these steps will help ensure that your eBay account isn't hacked into. Finally, your eBay and PayPal passwords should be different. Part II will provide more information on PayPal.

Registering on eBay

- On the eBay homepage, next to the eBay logo in the top left-hand corner of the page, click the blue text that says [register](#) OR further down the page on the right hand side under the heading “New to eBay?” click on the grey register button (see figure 1.1).
- You'll be taken to eBay's registration form for individuals (see Figure 1.2). To register as a business, click the [Want to open an account for your company?](#) link near the top of the page. For more information on business registration see Part IV.
- If you're having trouble completing the form, two links to the right hand side can help. The **Live Help** button will start an instant live chat with one of eBay's customer service agents who can help guide you through the process
- Create your password of between 6 and 12 characters. Make it easy for you to remember but difficult for anyone else to guess.
- Pick a secret question and answer – this will be used to send you a new password if ever you forget yours

(continued)

Registering on eBay (cont'd)

- Finally, enter the verification code on the screen and review the User Agreement and Privacy Policy. By checking the “I accept the User Agreement and Privacy Policy” box at the bottom of the form, you’re agreeing to abide by eBay’s rules and policies. Click the **Continue** button.

Linking your PayPal account to eBay

One of the easiest ways to receive funds for the items you sell is to accept PayPal. We’ll cover more about how to accept funds via PayPal later in Part III and in Part II we completed **PayPal registration**. Linking your PayPal and eBay accounts is a simple once-only process.

eBay will then send you an instant confirmation email to your email address. Once you receive it, click on the link to [confirm your registration](#) and enter the confirmation code eBay includes within the email. That’s it! Congratulations, you’re now an eBay member and can search, bid, buy and begin selling on the site. Buyers would be unlikely to click on our listing, which demotes our overall score of relevance under Best Match (for more information on **Best Match** see Part IV).

Figure 1.1: registering from the eBay homepage

The screenshot shows the eBay registration page. At the top left is the eBay logo. The main heading is "Hi! Ready to register with eBay?". Below this is a "Help" link with a question mark icon. A message states: "We need a few details before you start bidding, buying or selling on eBay. Registration is free and simple to complete." There are two links: "Already registered or want to make changes to your account? Sign in." and "Want to open an account for your company?". The main form is titled "Tell us about yourself - All fields are required". It contains several input fields: "First name" (Todd), "Last name" (Alexander), "Street address" (1234 Your Street), "Town / Suburb" (Your Suburb), "State / Territory" (New South Wales), "Postcode" (2000), "Country or region" (Australia), "Primary telephone number" (02 12345678), and "Email address". To the right of the form is a "Your privacy is important to us" section with a link to the privacy policy, and a "Contact customer support" section with a "Live Help" button.

For the website (via computer) you may need to sign in each time you visit. You will find **sign in** right next to **register** at the top of the homepage and further down, you'll see the **Sign in** button (see figure 1.1).



Choosing your user ID

- Check the completed listings box to review recently sold and unsold items to set a fair market price expectation of what it is you want to buy
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title
- Check the Sale Items box to locate products whose prices have recently been reduced by the seller
- Check the Auction format box. In the Number of Bids box, enter “0” in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.

Minimum bid increments are automatically decided by eBay, depending on the current highest bid. Here is how the increments are determined:

Table 1.1: determining eBay bid increments

Current price	Bid increment
\$0.01–\$0.99	\$0.05
\$1.00–\$4.99	\$0.25
\$5.00–\$24.99	\$0.50
\$25.00–\$99.99	\$1.00
\$100.00–\$249.99	\$2.50
\$250.00–\$499.99	\$5.00
\$500.00–\$999.99	\$10.00
\$1000.00–\$2499.99	\$25.00
\$2500.00–\$4999.99	\$50.00

(continued)

Table 1.1: determining eBay bid increments (cont'd)

Current price	Bid increment
\$5000.00 and above	\$100.00

Once you have completed checkout successfully and paid for your product(s), you'll receive a success notification from eBay (see Figure 7.7), and an email for your records. On the success notification there are links to **View your order details**, track your order by clicking **Go to My eBay** and on the right hand side, links to share your purchase with friends via **email**, **Facebook** and **Twitter**.

There are a number of links beneath the header bar, and clicking any of these will show you these corresponding listings:

- [All](#) – all active listings
- [Awaiting Answer](#) – listings that have questions from buyers that you have not answered. Note that you need to have responded to questions from this page to mark them as answered.
- [Open Offers](#) – if you accept offers on your listings, any made by buyers will appear here.
- [Bids / Reserve Met](#) – auction listings that have received any bids (for Reserve Met note that eBay Australia does not allow sellers to set a reserve price).
- [Without Bids / Reserve Not Met](#) – all other listings
- [Leads](#) – applies only to classified listings.

Below is eBay Australia's fee table for casual, or private, sellers. If you sell in large volume or have an eBay Store your fees will likely be different to what is listed below.

Table 2.4: eBay's fee table for private sellers

Format type	Insertion (payable when you list)	Final value (pay only when the product sells)	PayPal (if the buyer pays with PayPal)
First 40 listings (per calendar month) All formats	\$0	9.9%	
For listings 41+ (per calendar month)	\$0.20		2.4% (+ 30c per transaction)
Fixed price Auctions	\$3.00		
Cap (maximum charge) All formats	N/A	\$100	N/A

Cost of sales = every expense you incur in the course of making a sale. This includes purchasing products, marketing costs, labour, running costs, etc. For this example let's say our cost of sales for the 100 shirts is \$2000. Net profit equals gross sales minus cost of sales. As an equation, your net profit looks like:

$$\text{Gross } p - C = N$$

For this specific example, our equation is:

$$\$3000 - \$2000 = \$1000$$

The final component is to work out your profit as a percentage, or your profit margin. As an equation it looks like:

$$\text{Gross } p \div N = Pm$$

For this specific example, our equation is:

$$\$1000 \div \$3000 = 33\%$$

Now we've covered the basics, let's put it into a practical example using a typical eBay business model. Let's use the following example as a way to write listings quickly. Write your first listing within eBay's sell your item form and capture the following information (our example is included in italics):

- **Title** – Yates Seeds Tomato Roma 0.2g Brand New Australian Free Postage
- **Item specifics** – capture any information written in the free form fields, not chosen from a dropdown such as Tomato; Roma
- **Item description** – copy all of the information you entered such as:

Tomato – Roma

Deep red, pear-shaped fruit. Ideal for salads, bottling, soups and sauces. The perfect tomato for sun-drying.

Key features

Medium fruit, ideal in containers, doesn't need staking. Browse the entire Yates Gardening range. Be sure to add Yates Gardening to your favourite eBay seller list!

Payment

We prefer PayPal but also accept bank deposit. Please ensure you label your payment clearly with your eBay User ID to ensure speedy delivery.

- **Price** - \$2.75
- **Quantity** – 50
- **Assign automation rules** – you can apply any one of a number of automatic listing rules including:
 - List according to my schedule – if you have utilised the schedule listing function in the sell your item form.
 - Relist once if an item does not sell – automatically sends your listing live to eBay again if it is not successful the first time.
 - Relist continually whether it sells or doesn't sell – keeps relisting your product indefinitely.
- **Remove automation rules** – removes any automated rules you have previously applied to this product.

Table 2.5: monthly and transaction fees

Account type	Monthly fee	Monthly prepaid payment value*	Transaction fee**	
			Percentage	Fixed fee
Standard	\$0	\$0	2.475	
Regular	\$8.25	\$500	2.20	\$0.55
Professional	\$33.00	\$2000	1.925	
Business	\$165.00	\$10,000	1.65	

* You pay no fees until your transactions exceed this amount.

** On transactions exceeding your prepaid payment value

N.B. Accepting payments in foreign currencies attracts a further 2.5% charge.

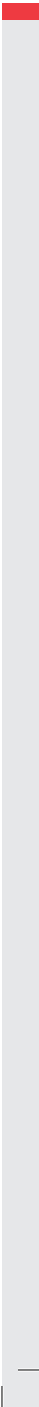
Property of Pipeline Design

Basic Selling TOP 10

10 things you need to know about selling products on eBay

- 1 Conduct a completed listings search to gauge average prices, popularity and good listing practices for you to emulate.
- 2 Take clear, plain and well-lit photographs of your products – pictures are often the way buyers shop and it's the first thing they notice.
- 3 Think like a retailer when you describe your item – entice your buyers by being thorough, accurate and professional.
- 4 Use eBay's pre-filled, category and item specific information to help keep buyers informed and assist with the exposure of your listing on eBay.
- 5 Accept PayPal and be aware of its Buyer and Seller Protection guidelines so both you and your buyer can transact with complete peace of mind.
- 6 Specify shipping costs for your buyers and consider offering free postage where you can absorb the cost of shipping into the item's price.
- 7 Pack your products carefully and professionally to ensure their safe arrival.
- 8 When you sell an item on eBay you're providing a customer service – treat your buyers with respect and professionalism.
- 9 Track your listings within My eBay and keep your buyers informed of their payment and shipping progress.
- 10 Leave encouraging feedback for buyers when they pay for their product – it's a positive first step in the transaction process.

Property of Pipeline Design



Appendix:

A summarised eBay business plan

Following is a summarised business plan that borrows heavily from the Australian Government website but incorporates eBay-specific factors you'll need to plan for.

Business summary

Include as much relevant information as possible - note that the summary section of this plan may only be able to be completed towards the end of writing your plan – fill in more details as you gather them.

My business

- Business name
- ABN
- Business logo
- eBay user ID

The opportunity

Create a summary of what your future in this category could be like.

- Existing eBay sales:
- Number of eBay sellers:

Vision statement

Provide a brief three line statement about where your business will be in three years. Do not specify financial goals but be visionary.

- Three-year vision
- Ten-year aspiration

Inventory

- Potential products

First create a list of potential products and sources. Highlight links to sources for information that can help you provide a convincing business case for resale on eBay.

- Contact Name
- Company Name
- Contact Details:Product(s)
- Contact Name
- Industry information
- eBay information
- Meeting scheduled
- **Existing** inventory
 - Product Name
 - Product Number
 - Warehouse Location
 - eBay Compliant?

Property of Pipeline Design

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

Tip

Choosing your user ID

- Check the completed listings box to review recently sold and unsold items to set a fair market price expectation of what it is you want to buy
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title
- Check the Sale Items box to locate products whose prices have recently been reduced by the seller
- Check the Auction format box. In the Number of Bids box, enter "0" in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.

(continued)

Choosing your user ID *(cont'd)*

- Check the Auction format box. In the Number of Bids box, enter “0” in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title

Choosing your user ID

Tip

Choosing the right User ID and password can help protect you for all of your future buying and selling on the site. Do not choose an ID that is the same as your email address as it could then be spammed by unsolicited email. Make sure your password is nothing like your User ID and would be difficult for others to guess. Ensure you use a combination of letters (upper and lower case) and numbers and change your password regularly, at least every three months. These steps will help ensure that your eBay account cannot be hacked into by anyone. Finally, your eBay and PayPal passwords should be different. For more information on PayPal see Part II.

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

Tip

Choosing your user ID

- Check the completed listings box to review recently sold and unsold items to set a fair market price expectation of what it is you want to buy
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title
- Check the Sale Items box to locate products whose prices have recently been reduced by the seller
- Check the Auction format box. In the Number of Bids box, enter "0" in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.

(continued)

Choosing your user ID *(cont'd)*

- Check the Auction format box. In the Number of Bids box, enter “0” in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title

Tip

Choosing your user ID

Choosing the right User ID and password can help protect you for all of your future buying and selling on the site. Do not choose an ID that is the same as your email address as it could then be spammed by unsolicited email. Make sure your password is nothing like your User ID and would be difficult for others to guess. Ensure you use a combination of letters (upper and lower case) and numbers and change your password regularly, at least every three months. These steps will help ensure that your eBay account cannot be hacked into by anyone. Finally, your eBay and PayPal passwords should be different. For more information on PayPal see Part II.

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

Tip

Choosing your user ID

- Check the completed listings box to review recently sold and unsold items to set a fair market price expectation of what it is you want to buy
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title
- Check the Sale Items box to locate products whose prices have recently been reduced by the seller
- Check the Auction format box. In the Number of Bids box, enter "0" in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.

(continued)

Choosing your user ID *(cont'd)*

- Check the Auction format box. In the Number of Bids box, enter “0” in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title

Tip

Choosing your user ID

Choosing the right User ID and password can help protect you for all of your future buying and selling on the site. Do not choose an ID that is the same as your email address as it could then be spammed by unsolicited email. Make sure your password is nothing like your User ID and would be difficult for others to guess. Ensure you use a combination of letters (upper and lower case) and numbers and change your password regularly, at least every three months. These steps will help ensure that your eBay account cannot be hacked into by anyone. Finally, your eBay and PayPal passwords should be different. For more information on PayPal see Part II.

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

Tip

Choosing your user ID

- Check the completed listings box to review recently sold and unsold items to set a fair market price expectation of what it is you want to buy
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title
- Check the Sale Items box to locate products whose prices have recently been reduced by the seller
- Check the Auction format box. In the Number of Bids box, enter "0" in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.

(continued)

Choosing your user ID *(cont'd)*

- Check the Auction format box. In the Number of Bids box, enter “0” in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title

Tip

Choosing your user ID

Choosing the right User ID and password can help protect you for all of your future buying and selling on the site. Do not choose an ID that is the same as your email address as it could then be spammed by unsolicited email. Make sure your password is nothing like your User ID and would be difficult for others to guess. Ensure you use a combination of letters (upper and lower case) and numbers and change your password regularly, at least every three months. These steps will help ensure that your eBay account cannot be hacked into by anyone. Finally, your eBay and PayPal passwords should be different. For more information on PayPal see Part II.

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1). For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

For the website (via computer) you may need to sign in each time you visit. You will find sign in right next to register at the top of the homepage and further down, you'll see the Sign in button (see figure 1.1).

Tip

Choosing your user ID

- Check the completed listings box to review recently sold and unsold items to set a fair market price expectation of what it is you want to buy
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title
- Check the Sale Items box to locate products whose prices have recently been reduced by the seller
- Check the Auction format box. In the Number of Bids box, enter "0" in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.

(continued)

Choosing your user ID *(cont'd)*

- Check the Auction format box. In the Number of Bids box, enter “0” in the maximum field, then in the Show items priced box, enter a low dollar figure in the maximum field.
- Check the title and description box to reveal some hidden gems – sellers only have 80 character spaces to complete their item title so it's impossible to add every relevant keyword in the item title

Tip

Choosing your user ID

Choosing the right User ID and password can help protect you for all of your future buying and selling on the site. Do not choose an ID that is the same as your email address as it could then be spammed by unsolicited email. Make sure your password is nothing like your User ID and would be difficult for others to guess. Ensure you use a combination of letters (upper and lower case) and numbers and change your password regularly, at least every three months. These steps will help ensure that your eBay account cannot be hacked into by anyone. Finally, your eBay and PayPal passwords should be different. For more information on PayPal see Part II.

Chapter 27

Listing your products and managing inventory on eBay

There are three ways you can access eBay: via the website, via your mobile phone (such as an iPhone) or via the Apple tablet, iPad. Each way of accessing and using the site varies slightly. Throughout this book, wherever the process is different between web and mobile will be explained.

eBay's website addresses

To go to eBay's Australian website, type www.ebay.com.au into your Internet browser – the first page you see is known as the homepage. You can navigate your way to most areas of the site from the homepage. Click on the eBay logo in the top left hand corner of any page to return to the homepage at any time. eBay currently has apps for:

- eBay (overall shopping)
- deals (find the latest products at the biggest discounts on the site)
- fashion (eBay US only)
- motors (eBay US only)

PART IV

Running A Profitable Ebay Business (Advanced Selling)

Questions answered in this part

Chapter 1

- How do I research my industry or category?
- How can I research eBay sales?
- What do I need to know about my prospective customers?

Chapter 2

- How do I know if a product is right to sell on eBay?
- What are the different ways of sourcing products to sell?
- What do I need to consider for expanding my product range?

Chapter 3

- How do you define gross and net profit?
- How do you calculate profit margin?
- What costs are involved in running an eBay business?

Registering on eBay ... (cont'd)

- Finally, enter the verification code on the screen and review the User Agreement and Privacy Policy. By checking the “I accept the User Agreement and Privacy Policy” box at the bottom of the form, you’re agreeing to abide by eBay’s rules and policies. Click the **Continue** button.

Linking your PayPal account to eBay

One of the easiest ways to receive funds for the items you sell is to accept PayPal. We’ll cover more about how to accept funds via PayPal later in Part III and in Part II we completed **PayPal registration**. Linking your PayPal and eBay accounts is a simple once-only process.

eBay will then send you an instant confirmation email to your email address. Once you receive it, click on the link to [confirm your registration](#) and enter the confirmation code eBay includes within the email. That’s it! Congratulations, you’re now an eBay member and can search, bid, buy and begin selling on the site. Buyers would be unlikely to click on our listing, which demotes our overall score of relevance under Best Match (for more information on **Best Match** see Part IV).

Figure 1.1: registering from the eBay homepage

The screenshot shows the eBay registration page with the following content:

Hi! Ready to register with eBay? Help ?

We need a few details before you start bidding, buying or selling on eBay. Registration is free and simple to complete.

Already registered or want to make changes to your account? [Sign in.](#)
 Want to open an account for your company?

Tell us about yourself - All fields are required

First name: Last name:

Street address:

Town / Suburb:

State / Territory: Postcode: Country or region:

Primary telephone number:

Please enter your Area Code followed by your Phone Number.

Email address:

Your privacy is important to us
 eBay does not rent or sell your personal information to third parties without your consent. To learn more, read our [privacy policy](#).

Contact customer support
 If you have a question, you can chat online to one of our customer service staff anytime.
[Live Help](#)

Basic Selling TOP 10

10 things you need to know about selling products on eBay

- 1 Conduct a completed listings search to gauge average prices, popularity and good listing practices for you to emulate.
- 2 Take clear, plain and well-lit photographs of your products – pictures are often the way buyers shop and it's the first thing they notice.
- 3 Think like a retailer when you describe your item – entice your buyers by being thorough, accurate and professional.
- 4 Use eBay's pre-filled, category and item specific information to help keep buyers informed and assist with the exposure of your listing on eBay.
- 5 Accept PayPal and be aware of its Buyer and Seller Protection guidelines so both you and your buyer can transact with complete peace of mind.
- 6 Specify shipping costs for your buyers and consider offering free postage where you can absorb the cost of shipping into the item's price.
- 7 Pack your products carefully and professionally to ensure their safe arrival.
- 8 When you sell an item on eBay you're providing a customer service – treat your buyers with respect and professionalism.
- 9 Track your listings within My eBay and keep your buyers informed of their payment and shipping progress.
- 10 Leave encouraging feedback for buyers when they pay for their product – it's a positive first step in the transaction process.

Basic Selling TOP 10

10 things you need to know about selling products on eBay

- 1 Conduct a completed listings search to gauge average prices, popularity and good listing practices for you to emulate.
- 2 Take clear, plain and well-lit photographs of your products – pictures are often the way buyers shop and it's the first thing they notice.
- 3 Think like a retailer when you describe your item – entice your buyers by being thorough, accurate and professional.
- 4 Use eBay's pre-filled, category and item specific information to help keep buyers informed and assist with the exposure of your listing on eBay.
- 5 Accept PayPal and be aware of its Buyer and Seller Protection guidelines so both you and your buyer can transact with complete peace of mind.
- 6 Specify shipping costs for your buyers and consider offering free postage where you can absorb the cost of shipping into the item's price.
- 7 Pack your products carefully and professionally to ensure their safe arrival.
- 8 When you sell an item on eBay you're providing a customer service – treat your buyers with respect and professionalism.
- 9 Track your listings within My eBay and keep your buyers informed of their payment and shipping progress.
- 10 Leave encouraging feedback for buyers when they pay for their product – it's a positive first step in the transaction process.

Basic Selling TOP 10

10 things you need to know about selling products on eBay

- 1 Conduct a completed listings search to gauge average prices, popularity and good listing practices for you to emulate.
- 2 Take clear, plain and well-lit photographs of your products – pictures are often the way buyers shop and it's the first thing they notice.
- 3 Think like a retailer when you describe your item – entice your buyers by being thorough, accurate and professional.
- 4 Use eBay's pre-filled, category and item specific information to help keep buyers informed and assist with the exposure of your listing on eBay.
- 5 Accept PayPal and be aware of its Buyer and Seller Protection guidelines so both you and your buyer can transact with complete peace of mind.
- 6 Specify shipping costs for your buyers and consider offering free postage where you can absorb the cost of shipping into the item's price.
- 7 Pack your products carefully and professionally to ensure their safe arrival.
- 8 When you sell an item on eBay you're providing a customer service – treat your buyers with respect and professionalism.
- 9 Track your listings within My eBay and keep your buyers informed of their payment and shipping progress.
- 10 Leave encouraging feedback for buyers when they pay for their product – it's a positive first step in the transaction process.

Basic Selling TOP 10

10 things you need to know about selling products on eBay

- 1 Conduct a completed listings search to gauge average prices, popularity and good listing practices for you to emulate.
- 2 Take clear, plain and well-lit photographs of your products – pictures are often the way buyers shop and it's the first thing they notice.
- 3 Think like a retailer when you describe your item – entice your buyers by being thorough, accurate and professional.
- 4 Use eBay's pre-filled, category and item specific information to help keep buyers informed and assist with the exposure of your listing on eBay.
- 5 Accept PayPal and be aware of its Buyer and Seller Protection guidelines so both you and your buyer can transact with complete peace of mind.
- 6 Specify shipping costs for your buyers and consider offering free postage where you can absorb the cost of shipping into the item's price.
- 7 Pack your products carefully and professionally to ensure their safe arrival.
- 8 When you sell an item on eBay you're providing a customer service – treat your buyers with respect and professionalism.
- 9 Track your listings within My eBay and keep your buyers informed of their payment and shipping progress.
- 10 Leave encouraging feedback for buyers when they pay for their product – it's a positive first step in the transaction process.