

## EBAY

### Getting started:

1. Go to EBay – read – how to register – etc.
2. Register: EBay – Credit card required. Email address required.
3. Register: PayPal – credit card required. Why? Options – Preferred member – bank registration.
4. Goto EBay: run tutorials, read Buying and Selling, etc. etc.
5. EBay feedback system – key to EBay's success.
6. EBay toolbar, EBay TurboLister, and EBay Desktop –download each.
7. About me page.

### Next Steps:

Buy first to establish feedback rating (before you sell).

Buying (Download free EBay Desktop from EBay. Download BidSage and JBid Watcher)

1. Research – Similar items, seller feedback, bidders.
2. Read description in detail – ask questions about item, shipping, etc.
3. Bidding – Proxy bidding, sniping. Bid increments.
4. Pay promptly –PayPal only. Email if necessary.
5. Feedback-leave after you receive item. If problem, contact seller first, then call EBay problem resolution center.

Selling: (Download free Turbo Lister from EBay)

1. Research similar items for descriptions, pricing, shipping, return policy, etc.
2. Prepare listing – Use Turbo Lister or online.
  - A. Make many Pictures (Scanner or Digital camera) – most important.
  - B. Edit pictures.
  - C. Outside hosting. Your ISP or free 20MB at [upload.mypics.com](http://upload.mypics.com)
  - D. Title & description “honest & complete”
  - E. Shipping info.
  - F. Payment info & return policy.
  - G. Fees & pricing.
3. Revisions
4. Billing & payment – use email to thank payment – notify shipment date.
5. Shipping – Worldwide –
  - A. USPS, UPS, Fedex – registration, websites fees & delivery confirmation. Postal scale.
  - B. Packing materials
  - C. Labels
  - D. Insurance – [u-pic.com](http://u-pic.com)
  - E. Ship – email shipping notification stating feedback policy.
6. Followup – feedback.
7. Miscellaneous
  - A. Good communications – Use form email letters
  - B. Cross promotions.
  - C. Books on using EBay in library.

Software:

Turbo lister and EBay Desktop from EBay

Instant converter

Sniping software – JBid Watcher, Snipeville, BidSage at [auctionsagesoftware.com](http://auctionsagesoftware.com)

FTP software – Core FTP Lite or FTP Commander.