



**Learn the Secrets of  
the Powersellers and  
Start Your Journey To  
Success!**

Moron-Proof

By Socrates Socratous



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## Message From the Author

Let me take this opportunity to thank you for your excellent choice purchasing this e-Book. To avoid wasting your time with outdated information, please take one minute to [download](#) the latest version of this e-Book for FREE.

## Copyright Information

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Although the information provided in this document will most likely help you find the best deals and avoid the most common scams while buying items from [eBay](#), all actions you take directly related to this e-Book are yours and yours only. By taking the advice offered in this book, you are implicitly agreeing that your actions are your own, and you are responsible for them in their entirety. Under no circumstances will you hold anyone involved in the creation or publication of this e-Book liable for your actions, including the author, publisher, website host and/or distributor.

## Introduction

Throughout the following pages I will show you steps to become a savvy [eBay](#) seller that even a complete moron can follow. If you wanted to know how to sell something (or many “somethings”) on [eBay](#), and never knew where to get started, now you can learn!

This guide will take you through the entire process of selling on [eBay](#) Step-by-Step. From listing auctions one by one to listing by bulk, you will learn which shipping carriers to use, how to automate your business and more...

We will quickly explain [eBay's Turbo Lister](#) Tool, and a few other 3<sup>rd</sup> party solutions that will create ease for you and your buyers.

This guide assumes that you have a basic understanding of internet technology, and that you already know how to navigate the internet.

Have you wondered how [eBay](#) makes their money? It's simple. They charge you a [listing fee](#) for every item you list with them. They also charge you what's called a “[Final Value Fee](#)” ([FVF](#) as they refer to it). The [FVF](#) has fluctuated over the years, but as of now, It is about 5% of what the auction's highest bidder pays for the auction they win. So for example if your item sells for \$100, then [eBay](#) would bill you \$5.35. This is assuming you listed a standard auction without any enhancement options and the listing fee is \$0.35. It is generally advised to pay your auction fees within 15 days, as [eBay](#) is pretty lenient, but if you push it past the 30 day mark, they can and will disable your ability to post further auctions, or even suspend your [eBay](#) account all together. This is unlikely, but it does happen. I always use their automatic billing option so they charge my [credit card](#) whenever there are fees due. This helps to avoid any problems that may rise in case I ever forget.

Some things I discuss may appear new to you or may require you to go visit a webpage and perform an action. Don't worry! Everything I share has been tested to be MORON PROOF. For your convenience, I have embedded links into some of the words in the context. Those words are "clickable" which means you can just go ahead and click on them instead of opening a new browser and typing in the URL, or go [searching](#) for answers at a [search engine](#). You will recognize the clickable words easily because they are blue and underlined like this one. Go ahead and click it to see how it works.

I hope you have already taken the time to download the latest version as I instructed you to do so before. If you skipped that first step, you may be missing out on new information that may have been added after you purchased the ebook. If you skipped, [click here now to download the latest version](#).

Thank you!

Let's get started. . .

## Setting Up an eBay Seller Account

There are two major ways to go about setting up a Seller's Account.

1. Sign up directly by clicking on the [eBay](#) "Sell" link at the top of the every page.
2. Sign up from within your buyer's account

Using the first method, [eBay](#) will actually walk you through the signup process as if you were a buyer.



As soon as you click on the "sell" button if you don't have an account, eBay will prompt you to [create one](#) as follows, and you will need to provide the below information:

- Your first and last name
- Your street address, city, state, zip, and country.
- Your telephone number(s)
- Your Date Of Birth

- Your e-mail address, preferably an e-mail at your company's website, or a known permanent ISP, for example, [MSN](#), [NetZero](#), [Verizon](#), etc. (avoid free e-mails if you can, i.e. Yahoo!, Hotmail, etc., as it is an untold rule that eBay frowns on them, and your account will be subject to higher scrutiny than usual by eBay's Loss Prevention Team.)

Register: Enter Information
1 Enter Information
2. Choose User ID & Password
3. Check Your Email

Register now to bid or buy on any eBay site. It's easy and free!

[Live help](#) - Chat online with a Customer Support representative.

First name

Last name

Street address

City

State / Province

Zip / Postal code

Country

Primary telephone (  )  -  ext.:

Secondary telephone (Optional) (  )  -  ext.:

Date of Birth   Year

**Important:** A valid email address is required to complete registration.

Email address

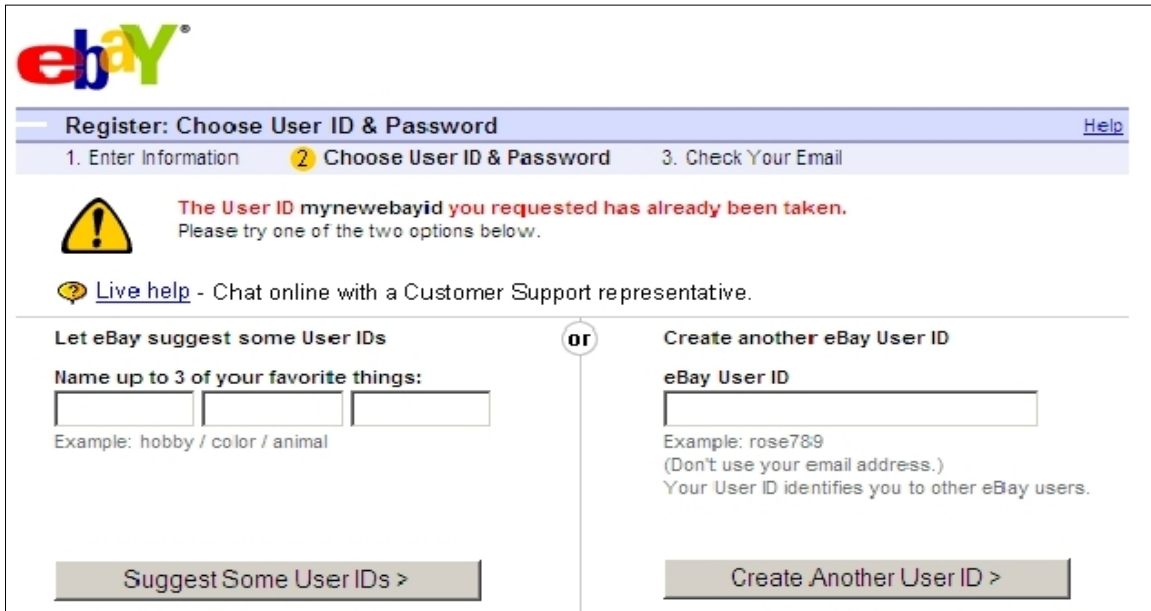
Examples: myname@yahoo.com, myname@example.com, etc.

Re-enter email address

[eBay User Agreement and Privacy Policy \( Printer-friendly version \)](#)

This is how that screen looks like (above)

In the next step, [eBay](#) will ask you to select a User ID to identify yourself to the rest of the [eBay](#) community.



The screenshot shows the eBay registration page titled "Register: Choose User ID & Password". The progress bar indicates the second step, "Choose User ID & Password", is active. A yellow warning icon and red text state: "The User ID mynewebayid you requested has already been taken. Please try one of the two options below." Below this, there is a "Live help" link. The page is split into two columns. The left column, "Let eBay suggest some User IDs", asks the user to "Name up to 3 of your favorite things:" with three input boxes and an example: "Example: hobby / color / animal". The right column, "Create another eBay User ID", has an "eBay User ID" input box with an example: "Example: rose789 (Don't use your email address.) Your User ID identifies you to other eBay users." Both columns have a button at the bottom: "Suggest Some User IDs >" and "Create Another User ID >" respectively.

Make sure you choose a User ID that is VERY unique, as the most ubiquitous of User ID's are sometimes taken.

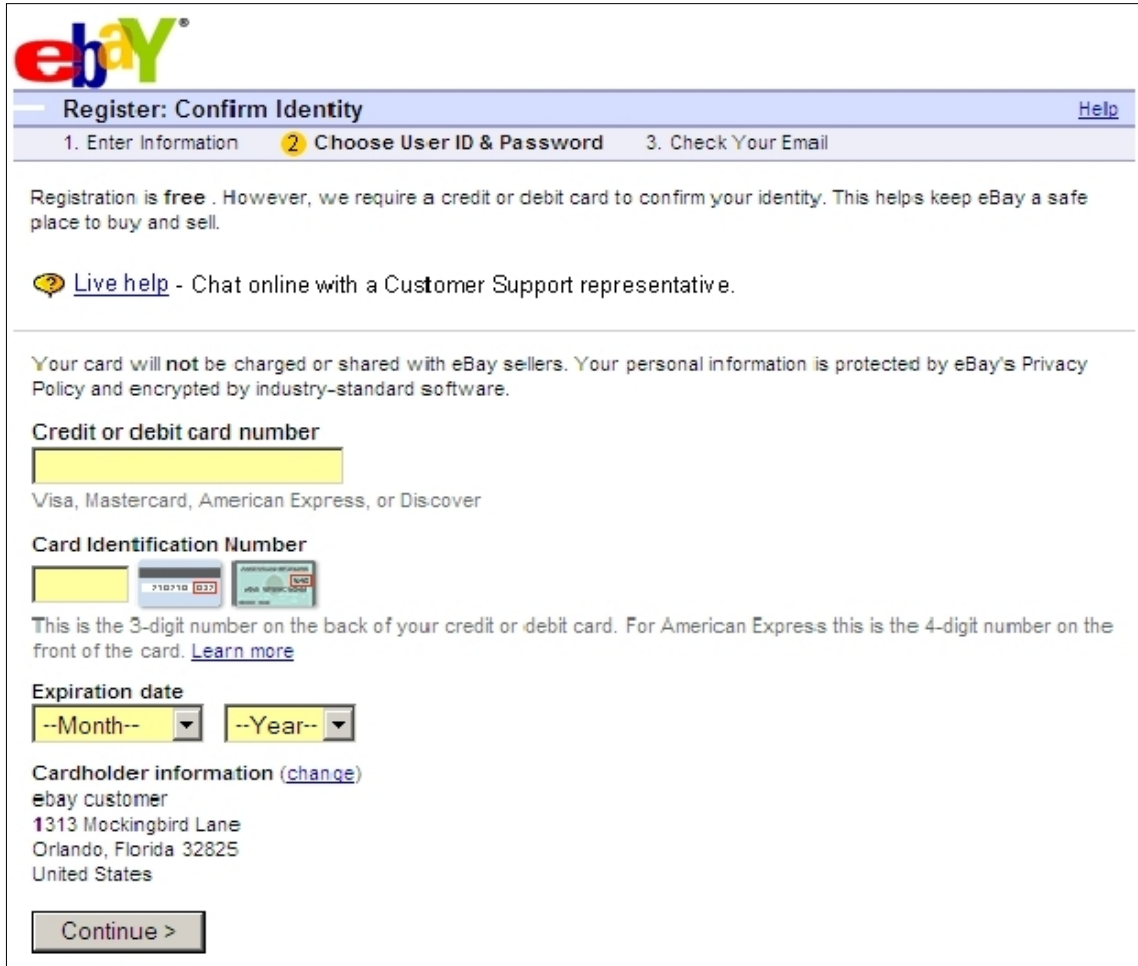


The screenshot shows the same eBay registration page, but now it displays suggested User IDs. The "Live help" link is still present. Under the heading "Choose a User ID (recommended)", there is a list of radio buttons with the following options: "mynewebayidfishing" (selected), "mynewebayidblue", "mynewebayiddog", "fishingmynewebayid", and "bluemynewebayid". Below this list is a button labeled "Choose User ID >". The right column, "Create another eBay User ID", remains the same with the "eBay User ID" input box and the "Create Another User ID >" button.

In the last step of the [signup process](#), eBay will ask you to provide a [credit card](#). Your [credit card](#) will not be charged during this process; it will be used to



confirm your identity, and will also be used to pay your [eBay](#) listing fees as a seller.




The screenshot shows the eBay registration process at the 'Confirm Identity' step. The page has a blue header with the eBay logo and a navigation bar with three steps: '1. Enter Information', '2. Choose User ID & Password' (which is highlighted), and '3. Check Your Email'. A 'Help' link is in the top right. The main content area explains that registration is free but requires a credit or debit card for identity confirmation. It includes a 'Live help' link with a chat icon. Below this, a security notice states that the card will not be charged or shared with sellers and that information is encrypted. The form fields include: 'Credit or debit card number' (a yellow input box), 'Card Identification Number' (a yellow input box with a small card icon showing the number 710210 017), and 'Expiration date' (two dropdown menus for month and year). At the bottom, there is a 'Cardholder information' section with a '(change)' link, showing the user as 'ebay customer' with an address in Orlando, Florida. A 'Continue >' button is at the very bottom.

**Register: Confirm Identity** [Help](#)

1. Enter Information    **2. Choose User ID & Password**    3. Check Your Email


Registration is **free**. However, we require a credit or debit card to confirm your identity. This helps keep eBay a safe place to buy and sell.

 [Live help](#) - Chat online with a Customer Support representative.

Your card will **not** be charged or shared with eBay sellers. Your personal information is protected by eBay's Privacy Policy and encrypted by industry-standard software.

**Credit or debit card number**

Visa, Mastercard, American Express, or Discover

**Card Identification Number**  
 

This is the 3-digit number on the back of your credit or debit card. For American Express this is the 4-digit number on the front of the card. [Learn more](#)

**Expiration date**  
--Month-- --Year--

**Cardholder information** ([change](#))  
ebay customer  
1313 Mockingbird Lane  
Orlando, Florida 32825  
United States

Don't worry, because you can change your method of payment later in your seller console (My [eBay](#)) after your account is setup. [eBay](#) accepts [PayPal](#) payments, checks (they will electronically debit your bank account), and most [credit/debit](#) cards to cover listing fees.

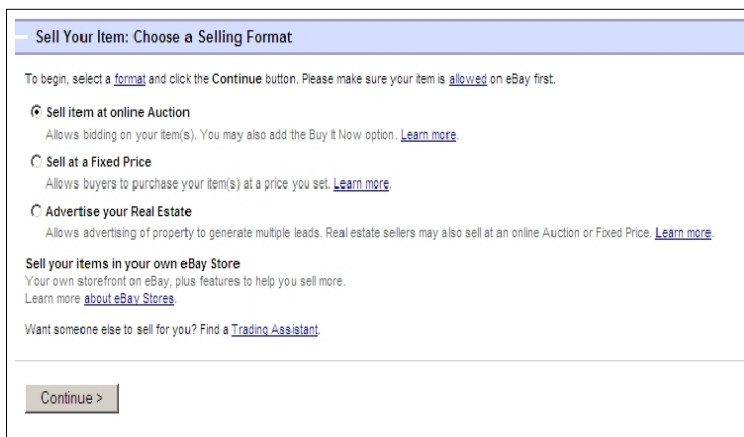
Now, we're pretty much ready to sell our first item, so let's walk through the process:

Step 1: Click on the “Sell” button at the top of the [eBay](#) window

Step 2: Click on the “Sell Your Item” button



Step 3: Select your auction type (Buy It Now [Fixed Price], Online Auction [Standard]), for our demonstration, we're going with the standard auction type.



We now need to choose a category. For our demonstration, we will list a book with the biography of Frank Sinatra so we need to choose the appropriate book category. [eBay](#) has a “books” category, and also provides a “subcategory for “non-fiction” books. So we will choose that one.

Next, we will choose a second category if we would like to have our item listed in two categories for more exposure (*This feature is optional and costs extra*)

Be sure to choose the proper category. [eBay](#) has been known to suspend auctions where the item is listed in an incorrect category. Be as specific as possible, this is a very important step.

Next, we'll decide what second category we want our item to be listed in. Here it is

equally important to choose a proper category, or [eBay](#) will remove your listing for listing in a category where your item doesn't belong!

Next, we decide on a good title and description for our item. The title should be very descriptive, but also needs to contain the keywords for our item, so that [eBay](#) buyers can find it when doing a search for this item, or items like it.

The screenshot shows the 'Sell Your Item: Describe Your Item' form on eBay. The progress bar at the top indicates the current step is '2. Title & Description'. The form includes fields for 'Item title' (with a character count and a 'Learn More' link) and 'Subtitle' (with a character count and a 'See example' link). Below these is the 'Item specifics' section, which shows a category dropdown menu set to 'Biography & Memoir' and a 'Music' dropdown menu.

**Sell Your Item: Describe Your Item**

1. [Category](#) 2. **Title & Description** 3. [Pictures & Details](#) 4. [Payment & Shipping](#) 5. [Review & Submit](#)

**Item title** ★Required

An American Legend by Nancy Sinatra

20 characters left; no HTML, asterisks, or quotes.  
Include specific details about your item. Get tips on writing a good title. [Learn More](#).

**Subtitle** (\$0.50)

Free Shipping If Book Sells For More Than \$25.00!

6 characters left.  
Add a Subtitle (searchable by item description only) to give buyers more information. [See example](#).

**Item specifics**

*Nonfiction Books*

Category

Biography & Memoir

Music

The description follows next. This is where we state what our item is, its condition, as well as anything the potential [eBay](#) buyer needs to know in order to have a successful transaction when purchasing this item from us. I cannot even begin to stress how important the item description is. We used a pretty basic description in our demonstration; however, you should put a lot more detail into your item descriptions. They should be very informative, and give the buyer enough information to make a decision.

Item description ★ The "Complete Moron's" Guide to Selling on eBay - Page 13 of 54

Describe your items features, benefits, and condition. Be sure to include in your Nonfiction Books description: Co tips for Nonfiction Books; and American.

Standard Enter your own HTML

NEW! Select Inserts from the drop-down list below to quickly and easily build your listing.

Arial 10 Color B I U

Inserts

Very good autobiography on Frank Sinatra written by Nancy Sinatra.

Signed by Nancy Sinatra as well.

Book will be shipped FREE if this auction sells for more than \$25.00

Preview description Can't view our description editor? Use this alternative

You can add pictures and themes on the next page.

Note: After you click Continue, you may be asked to download a small file. This file will help you add pictures to y

Some [eBay](#) sellers, use sophisticated JavaScript and Flash images to catch our buyers' eyes, and also to convey a professional image. I will go into more details about this later in the Tips Section.

Remember, in your item description, you can use your own HTML just by clicking on the "Enter your own HTML" tab.

This is a good way to create your [eBay](#) descriptions if you are familiar with HTML. There were days where I would actually hand type HTML to create an [eBay](#) item description, which naturally took up most of my time, eventually I stumbled across [eBay's Turbo Lister](#), and a few other 3<sup>rd</sup> party auction automation tools which will be explored in more detail in the tips section.

During the next step, we will set our pricing, learn how long our auction should last, upload some pictures of our item to [eBay](#), and we also can choose some options to make our auction stand out from the rest.

Pricing is so important that it will actually decide whether or not your item sells on [eBay](#)! In order to price you item properly, consider your profit margin on the item, (or how much money you would like to take home at the end of the auction for the item). When deciding pricing you should also factor in shipping the item securely with a trackable carrier (USPS w/ Delivery Confirmation, [FedEx](#),

[UPS](#), and [DHL](#)). We strongly urge against shipping WITHOUT a tracking number (when the profit margin allows it of course).

If you are planning to sell many items on [eBay](#), this is even more important for you to consider. You will come to rely on your **feedback** as a seller to separate you from the rest of the [eBay](#) sellers. If you ship the merchandise

Sell Your Item: Enter Pictures & Item Details

1. [Category](#)
2. [Title & Description](#)
3. **Pictures & Details**
4. [Payment & Shipping](#)
5. [Review & Submit](#)

Title

An American Legend by Nancy Sinatra

Subtitle

Free Shipping If Book Sells For More Than \$25.00!

Pricing and duration

Price your item competitively to increase your chance of a successful sale.

New!

Get ideas about pricing by searching [completed items...](#)

Starting price \*Required

\$ 1.00

A lower [starting price](#) can encourage more bids.

Buy It Now price ([Fee Varies](#))

\$

Sell to the first buyer who meets your [Buy It Now price](#).

New!

Donate percentage of sale

No nonprofit selected

Select %

Remove

A [\\$10 minimum donation](#) is required if your item sells (does not apply to nonprofits selling on their own behalf). Learn more about [eBay Giving Works](#).

Duration \*

7 days

When to use a [1-day duration](#).

Start time

☒ Start listing when submitted

☐ Schedule start time (\$0.10)

Select a date...

Select a time...

PDT

Reserve price ([fee varies](#))

No reserve price. [Add](#)

Private listing

No private listing. [Change](#)

without tracking, and your buyers do not get their merchandise, they will leave negative feedback, and if they paid with [PayPal](#), you will have more trouble because [PayPal](#) expects you to produce proof of shipping. If you cannot, [PayPal](#) will happily snatch the payment right out of your account, and give it back to the buyer. So you'll have negative feedback, no item, and no money. Is it really worth shipping with out tracking? Considering the odds, I'd say it's a pretty safe bet to ship with tracking. In 85% of your auctions, the highest bidder will

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receive the item, and leave you a positive feedback with no trouble; it is the other 15% of the time where tracking will help to save you. After you've shipped a countless amount of items as we have, you start to develop an idea of what each item costs to ship. This is what you will need to factor in when determining your pricing. . .

As a rule of thumb, we start ALL of our auctions at \$1. Some say that \$0.01 is better. Everyone's opinion on this is different. We have had much success with starting auctions at \$1. The only exception we make to this is when we sell something for someone else and our profit margin on an item has to be at a certain rate. The item in our demonstration actually sold for \$341. Now, we started the bidding at \$1, and the item actually cost us \$0. It was a gift from someone, and we decided to sell it on [eBay](#). We sold that item in 2001 on [eBay](#). See our "Buy It Now" price was \$75.00, but the way [eBay](#) works is, if someone places a bid before someone uses the "Buy It Now" option, the auction proceeds as usual, as if a "Buy It Now" option never existed.

Duration periods vary. While most may suggest that the longer the better, in our experience, it seems that a standard 7 day auction does the trick. On a RARE item, however, a shorter auction does better. For example, a 1, 3 or 5 day auction would be better for an item that is hard to get a hold of, for example, a rare record,

watch, or some other type of rare antiquated item. [eBay](#) will also allow you to delay the

starting time of an auction, but there is usually never a reason to actually do so.

Pictures for you items are important. I have seen many auctions go without bids because they had no images, or an image of the item that was



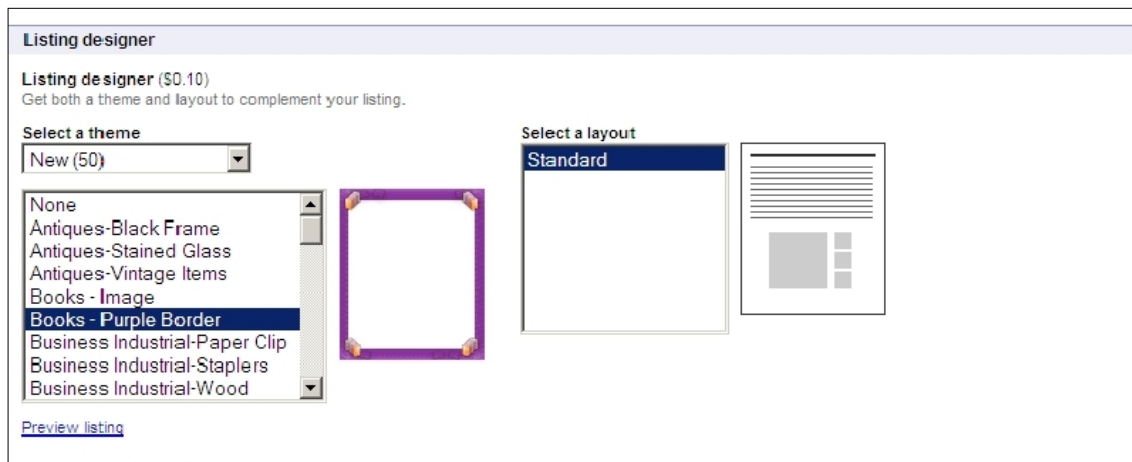
blurry, or out of focus. A clean, crisp, professional, looking image of your item is the perfect touch, and will definitely help sell your item. It is worth setting up lights around your item, in order to get the best looking, professional image of it. If you do not have a [digital camera](#), and you plan to sell items on [eBay](#) on a regular basis, it is a good idea to invest in a high quality [digital camera](#). Do not go low end on a [digital camera](#). A low end [digital camera](#) will naturally create low end, blurry images. Make the investment in a good [digital camera](#). At least 3 Mega Pixels or higher is recommended. Don't buy a "quick snap" type [digital camera](#), or a [digital camera](#) that you can buy for \$30-\$50. These will produce terrible images. Expect to spend anywhere from \$200 to \$500 for a quality, [digital camera](#). When you do purchase a [digital camera](#), make sure you build your feedback by purchasing on [eBay](#), but you already knew that right? As an alternative, you can buy a disposable camera to take your images, and when you have developed at the local "foto-mat" you can have them store the images to a CD which you can then manipulate on your computer. Naturally, there are many disadvantages with this method, and one of the biggest specifically, is the fact that you cannot preview the image as you could with a [digital camera](#).

When adding your images to [eBay](#), the first one is free, and every image after that is \$0.15. Too expensive you say? [eBay](#) does allow you to host your own images, simply click on the tab to provide the URL to your images. There are many reliable image hosting sites that have sprung up all over the internet once the demand was born. [www.ImageWiz.net](#) is one of them, however, they can be a little bit expensive if you're selling MANY items. [Andale.com](#) is another 3<sup>rd</sup> party image hosting company. The best value for your money I've seen for image hosting would have to be [www.DotEasyHosting.com](#). these guys give you 100MB of space for \$25 per YEAR. The best part is, the \$25 gets you your own domain name as well ([www.yoursite.com](#))!

You can use any of the 3 image hosting companies we provided. We've tried all 3 of them, and they all have their own strengths and weaknesses, but you can be your own judge.



You can use the [eBay](#) listing designer to create an attractive border, or something decorative around your auction page itself. To be completely honest, they are not the best, and are too widely used by most auction sellers. To separate ourselves from the rest we create all of our auctions using our own HTML, and we also utilize services like [Andale.com](#) and [SpareDollar.com](#) which is a cheaper alternative to Andale (I hear most people pronounce this wrong surprisingly, so far arguments sake, it's pronounced "Ahn-De- Lay". Not "Ahn-Dale"). Andale, and SpareDollar have much better templates that you can use to compliment and personalize your auction page.



You can also choose from the many options that [eBay](#) offers, in a well spent effort to make your auction stand out from the rest. Unless your item is in high demand, there will be many other sellers offering the same item. It is generally not advised to utilize beyond, the "Gallery", "Subtitle" and "Bold" options. The other options, while giving your auction more precedence can be quite costly if you start selling many items on [eBay](#), and will quickly cut in your profits.

## Auction Options

**“Gallery”** is an option that allows you to show an image in the [eBay](#) image gallery when someone lands on an auction page, after doing a search. They will see an image of your item next to your auction. This option is highly recommended, as it is widely known that most will not even view an auction if it doesn't have an image associated with it. Cost for this option adds \$0.35 to your [eBay](#) listing fees.

**“Subtitle”** option allows you to create a ‘mini-statement’ below your actual auction title. This is also a very highly recommended option, and I've seen many sellers waste this space by stating nonsense like: “The Cheapest Around” or similar rhetorical statements. The best thing to do with this, is to state something that your potential buyer would not know without actually clicking on your listing. For example: “Free Shipping If This Item Sells For \$100!” This is something your buyer would not otherwise know unless they actually clicked on your auction. Another effective way to use this space is to inform the buyer of your accepted payment methods: “We accept [PayPal](#), [credit cards](#), Check and Money Orders!” Again, this is something that the buyer wouldn't otherwise know unless they actually clicked and viewed your listing. This use of the subtitle option drives up your auction prices, and nets you more bids, since your buyer is in a sense pre-qualified. If they see your available payment methods, and were planning to pay by check, they'll click your auction, since they don't want to continue searching for sellers that accept checks. Conversely, if they know shipping is free once the auction reaches \$100, they can simply look at the highest current bid without clicking your auction yet. So, this method, can be used as a way to qualify your buyers. Cost for this option is \$0.50.

**“Bold, Border and Highlight”** options are used to make your auction stand out against the rest. The bold option causes your title to be produced in a bold font when your auction goes live, as shown in the image. The border option causes a

purple border to surround your auction listing, and the highlight option causing your entire listing to be shaded in purple. The costs for these options are \$1.00, \$1.00, and \$5.00 respectively. These options, again, are not recommended unless competition is fierce, and your profit margin can absorb their costs.


### “Featured Plus, Gallery featured, Home Page Featured, and Gift Services”

options are used to give your items even more exposure on the [eBay](#) platform. “Featured Plus”, places your auction at the top of EVERY auction page that is searched for your item, and includes the gallery feature. “Gallery featured” only shows an image of your item at the top of those pages, and [eBay](#) buyers can click the image to be whisked off to your auction listing. “Home Page Featured”,

**Increase your item's visibility**

☐ Remember my selections in the section below.  
Selections will be saved for the next time I list.

**Preview your listing in search results**



**Your picture appears here**

**Item Title** PayPa

[This is an example with Gallery](#)

**An American Legend by Nancy Sinatra** P

Free Shipping If Book Sells For More Than \$25.00!

[This is an example with Bold](#)

☒ **Gallery** (\$0.35) [Requires a picture, [add a picture now](#)]  
Add a small version of your first picture to Search and Listings. [See example](#)

☒ **Subtitle** (\$0.50)  
Add a Subtitle (searchable by item description only) to give buyers more information. [See example](#)  
  
6 characters left.

☒ **Bold** (\$1.00)  
Attract buyers' attention and set your listing apart - use Bold. [See example](#)

☒ **Border** (\$3.00)  
Get noticed - outline your listing with an eye-catching frame. [See example](#)

☒ **Highlight** (\$5.00)  
Make your listing stand out with a colored band in Search results. [See example](#)

**Promote Your Listing on eBay**

☐ **Featured Plus!** (\$19.95)  
Requires a feedback rating of 10+-. [Learn more.](#)

☐ **Gallery Featured** (\$19.95) [Requires a picture, [add a picture now](#)]  
Add a small version of your first picture to Search and Listings and showcase your picture in the Featured area of the Gallery view. [See example](#)

☐ **Home Page Featured** (\$39.95 for 1 item, \$79.95 for 2 or more items)  
Requires a feedback rating of 10+-. [Learn more.](#)

puts your item on [eBay](#)'s home page, or the first page that potential buyers see when they come to [eBay](#)'s website. This feature is only recommended for high priced items where the profit margin can absorb the \$39.95 cost of listing this item on [eBay](#)'s home page. “Gift services” gives you the opportunity to stipulate if you will gift wrap the item, ship to someone other than the person who paid for the item, and/or express ship the item. I recommend this service, for every item listing, since you can express ship in most cases, and if necessary, you can

probably ship to someone other than the person that paid for the item, and the option gives your listing more exposure too! Costs for these features are \$19.95, \$19.95, \$39.95 and \$0.25 respectively.

As you can clearly see, most of these options are designed to help you enhance your own listing, but do keep in mind that most of these options are only available to [eBay](#) sellers with a feedback rating of 10 or higher. How can you accumulate enough feedback quickly to do what you need to do? We will cover that in the tips section. Read on. . .







The last option we need to cover is the “**counter**”. You can choose from 3 different counter styles. The first one is the same type that [Andale.com](#) uses for [eBay](#) auctions, ergo [eBay](#) dubbed it correctly: “Andale Style”. The other is a green led type counter, while the last one is hidden, and will only show page views to you, when you are logged in, and viewing your auction. Buyers will simply see “Thanks for Looking”. There is no strategy with the counter, choose the one you like best.

Next, we cover payment methods. . .

## Payment Methods

**Payment methods**

Choose the payment methods you'll accept from buyers.



PayPal allows you to accept credit card payments in multiple currencies from buyers in 45 countries worldwide.

☒ PayPal payment notification will go to: **orders@everydayhomepillows.com**  
This method is required for the listing format and features you have selected. [Fees may apply.](#)

To require buyers to pay immediately when they purchase Buy It Now items, [sign-up for a PayPal premier or business account.](#)

**Other payment methods**

☒ Money Order / Cashier's Check

☒ Personal Check

☒ Other / See Item Description

**Merchant credit cards**  
Only for sellers accepting credit card purchases through their own merchant account.

☒ Visa/MasterCard ☒ Discover ☒ American Express

**Ship-to locations** ★ Required

☒ Will ship to the United States and the following (check all that apply):  
Reach more buyers - learn more about [shipping internationally.](#)

<input checked="" type="checkbox"/> Worldwide	<input checked="" type="checkbox"/> N. and S. America	<input checked="" type="checkbox"/> Europe	<input checked="" type="checkbox"/> Asia
<input checked="" type="checkbox"/> Canada	<input checked="" type="checkbox"/> Mexico	<input checked="" type="checkbox"/> United Kingdom	<input checked="" type="checkbox"/> Australia
		<input checked="" type="checkbox"/> Germany	<input checked="" type="checkbox"/> Japan

☐ Will not ship - local pickup only  
Specify pickup arrangements in the Payment Instructions box below.

So now is the big 'doozy' as some might call it. This is deciding how you will accept payment. Now, here's the truth from a 3<sup>rd</sup> party individual who favors no particular company when it comes to accepting payment. The truth is, [eBay](#) pushes [PayPal](#) like crazy, because [PayPal](#) is now owned by [eBay](#). In reality, [PayPal](#) does process many, many transactions. However, it should not be the only method of payment you accept, especially if you are planning to sell many items. The reason why is because [PayPal](#) has a lot of administrative hassles associated with it. However, [PayPal](#) is the fastest and easiest way for your buyers to pay you, and has improved a lot since [eBay](#) has taken over the company. You also increase the likelihood of your buyers completing checkout by about 80% as most buyers on [eBay](#) have a [PayPal](#) account.

We also recommend accepting [credit cards](#), money order, and checks. In the next section we will cover the processes, safeguards, and measures you need to implement for each payment type.

### **PayPal:**

Visit [www.PayPal.com](http://www.PayPal.com) to setup an account with [PayPal](#). If you will be selling many items on [eBay](#), it is highly recommended you setup a business account with [PayPal](#), since the other accounts you will setup have transaction limits. Imagine that, you can only receive a set amount of money! With the [PayPal](#) business account, there are no transaction limits.

The good: Low startup costs, most [eBay](#) buyers have [PayPal](#) accounts, and as long as the information used to send you a [PayPal](#) payment for an item is legitimate, and [PayPal](#) tends to have good seller protections. The only catch is, you must ship to the [PayPal](#) confirmed address, which may not be the address your buyer wants their item shipped to, especially in the case of a gift.

The bad: [PayPal](#) does not insure you if you ship to an address other than the confirmed address for the buyer. This is really bad for you in a situation where the buyer asks you to ship it the item as a gift to someone else.

The ugly: [PayPal](#) provides no way for you to screen the orders. If you do ship to the buyer's confirmed address, and the [credit card](#) number is stolen, [PayPal](#) will not protect you, they will just pass the inevitable chargeback right on to you. They are not in business to lose money, they are in business to make money, and if they absorbed chargebacks for too many sellers, they'd be out of business.

### **credit cards:**

Visit [this website](#) to setup your own merchant account for \$79 (the cheapest I've seen by the way – we paid \$600 to setup our merchant account back in 1999). This will allow you to accept [credit card](#) payments directly. Meaning you will be able to accept and process [credit cards](#) directly through your own merchant

account (which works with most 3<sup>rd</sup> party services like [Andale.com](http://Andale.com) and [sparedollar.com](http://sparedollar.com)) and have the money deposited to your own bank account.

The good: You can scrutinize your transactions on your own, since you see the customer's actual information with your own eyes. With [PayPal](http://PayPal), you have to rely on [PayPal](http://PayPal) to scrutinize the transactions, which they usually do not do. Buyers also tend to believe that sellers on [eBay](http://eBay) are "bigger" than they really are when they accept [credit card](#) payment directly. In other words, most buyers will think you are a company – even if you are selling items on [eBay](http://eBay) out of your basement. You can learn how to scrutinize orders, and even utilize the free experience of those who have been in the 'field' accepting [credit card](#) longer than you have. [www.Merchant911.org](http://www.Merchant911.org) is a good place to start. Merchant911 is a system setup for merchants, by merchants who compare stolen [credit cards](#) to databases, etc., so that we can all catch fraud before it happens. Joining and using Merchant911's services are free of charge.

The bad: Since you will be scrutinizing your own orders, there is a possibility that one or two will slip by, and you will be charged back for them later on - even 6 months or so down the road!

The ugly: Larger orders will be scrutinized by the Merchant Processing unit more closely, but these orders will have to exceed \$5,000 in most cases, and their 'scrutiny' doesn't involve freezing your accounts, they simply take 2-3 extra days to deposit the money into your bank account.

### **Checks:**

Anyone can accept checks, but you may consider in investing in ACH (Automated Clearing House) or drafting software. [123ach.com](http://123ach.com) allows to simply put in the customer's checking account information, and have the funds debited from their bank account, and deposited into ours. This puts you in a position of power, as I will explain later.

The good: Most checks are good, and buyers will rarely bounce checks or not reimburse you when they do, as most buyers want the merchandise, and will

consider the merchandise and their feedback when deciding to reimburse you for a bounced check. Also, if you go the ACH or draft route, and a buyer sends you a check in the wrong amount (i.e. they forget to include shipping or handling costs), you can simply create a draft for the new amount, and deposit into your bank account just like the buyer's check, or ACH the correct amount from the buyer's account.

The bad: Checks do bounce, and when they do, they bounce hard, especially if your bank charges you for them, if you have to deposit over 200-300 checks into your bank account as we did when we first started selling on [eBay](#), this can be a drag if any of them bounce. This is why we switched to the ACH/drafting method. Using ACH method, if the funds are not available at the time of debit, you're notified immediately preventing any bounced checks causing you to be charged a fee by your bank. The drafting method has the same drawbacks as a check, with one exception, if you structure a proper policy, you will be able to submit the draft again against your buyer's bank account to collect for the auction, plus any fees you were charged by your bank. Since the draft is created by you, the amount can easily be changed.

The ugly: Believe it or not, you will have unscrupulous buyers from time to time who will give you a check on an account that is closed, or some other similar situation which prevents you from getting the money for the auction in addition to other undue frustration.

### **Money Orders:**

Money order is generally safe all the way around.

The good: Guaranteed money.

The bad: Some buyers have tried to pass fake money orders before, and the possibility always exists.

The ugly: Buyers will occasionally send you a money order for the wrong amount, and you're stuck with no recourse.





## Shipping

Shipping locations are kind of tricky, since there are some countries outside of the U.S.A., and Canada, where possibility of fraud is higher than usual. However, to give yourself the widest possible audience for your auctions, it is recommended that you offer to ship worldwide. Shipping outside the U.S.A. is pretty much the same as shipping within the U.S.A., with a few important things to note.

**Shipping & sales tax \***

Specify a flat cost for each shipping service you offer, or have costs calculated

**Flat:** same cost to all buyers

**Calculated:** based on buyer's address

**Domestic Shipping (offer up to 3 services)**

US Postal Service First Class Mail \$ 7.75

Select a shipping service

- US Postal Service Priority Mail
- US Postal Service Express Mail
- US Postal Service Parcel Post
- US Postal Service Media Mail
- US Postal Service First Class Mail
- UPS Ground
- UPS 3 Day Select
- UPS 2nd Day Air
- UPS Next Day Air Saver
- UPS Next Day Air
- Standard Flat Rate Shipping Service
- Expedited shipping service
- Other (see description)
- Local Delivery/Pickup

**Tip:** You can reduce non-paying buyer rates by providing a shipping cost for you

Using USPS is kind of a hit or miss with foreign orders. Unless you're using Global Priority Mail, tracking is usually not available with the USPS, which puts you in a position where your buyer could actually try to trick you. For most foreign orders, we ship via [FedEx](#), [UPS](#) or [DHL](#), and simply charge the bidder a higher shipping rate. Be especially careful with Australian, German, and Italian orders. It generally costs exponentially more to ship to these countries than any

others. I shipped a 5 ounce package to Australia a few days ago (something that costs \$1.42 to ship to anywhere in the US, and only \$1.00 more to ship to Canada), and it cost \$18.90 with USPS!! [FedEx](#), [UPS](#), and [DHL](#) are typically more expensive than the USPS, so you can probably imagine what their rates would have been, but you can use them when necessary. As it turns out the customer I shipped the item has been a long time customer of ours, so I shipped with USPS because I know I don't have to worry about fraud, or this customer claiming to not have received the merchandise.

It is highly recommended that you setup shipping accounts with all of the carriers mentioned above.

For USPS, simply visit [www.stamps.com](http://www.stamps.com) where you can setup an account to print your own postage from your computer. [FedEx.com](#) is [www.FedEx.com](http://www.FedEx.com), [www.UPS.com](#) is [UPS](#), and [DHL](#) is [www.DHL-usa.com](http://www.DHL-usa.com).

It is also highly recommended that if you are planning to sell many items on [eBay](#) that you invest in a laser printer, as an inkjet or desktop printer will not be able to handle the volume with which you will need to print invoices, shipping labels, etc. We use 3 HP 1200 series LaserJets to get the job done. They cost us about \$300 or so each, when we bought them (and are probably cheaper now), but were worth every last penny, since they use toner instead of ink cartridges. Ink cartridges need to be replaced every few hundred sheets, while laser toner cartridges need to be replaced every few thousand sheets. The toner cartridges are more expensive (averaging about \$60 each), but they are replaced about once every 6 months, as opposed to once every 2-3 weeks (assuming you print as much as we do) with the inkjet!! They also print much faster, on average about 10-12 pages per minute compared to inkjets which typically prints only 4-6 pages per minute. Think volume!

[eBay](#) does offer a 'calculated' shipping option, but we usually like to charge rounded shipping, as we do make a small profit on most shipping charges, and exact shipping would cut into our profit margin. I recommend unless you have a high profit margin on the actual item, that you also charge rounded shipping (also known as flat rate shipping).

If you choose to use a 3<sup>rd</sup> party auction automation site like [Andale.com](#), or [Sparedollar.com](#) these services will allow you to specify this value for each item you list which is a tremendous time-saver.

It is also recommended that you provide your buyers the option to purchase shipping insurance. For the most part, every item you ship will make it to its destination safely. But there are times when it won't. If you sell multiple items that are the same, this is a great way to make some extra profit, since you do not actually have to insure the item with the carrier, if it gets lost in transit, damaged or otherwise, you can just ship the buyer an exact replacement. That's sort of an 'in-house' insurance policy if you will. The good part about this is that in most cases, your item will arrive at its eager buyer's residence or office in perfect condition, allowing you to pocket the insurance costs! Now, this strategy has worked for us by adding to our profit margins because we sell our items in volume. If you sell one or two items at a time, you will not see much of a difference, but if you do sell in volume, \$1.30 (which is the typical cost for insurance of \$50) on each auction can add up quickly, and help to finance part of your [eBay](#) listing fees! However, if you do not have multiple of the same item, you will need to simply pay for the cost of

Shipping & sales tax \*

Specify a flat cost for each shipping service

Flat: same cost to all buyers [Calculate based on actual shipping](#)

Domestic Shipping (offer up to 3 services)

US Postal Service First Class

[Add shipping service](#) | [Remove service](#)

International Shipping (offer up to 3 services)

[Add shipping service](#)

Shipping Insurance

Optional \$2.60

Not offered

Optional

Required

Included in S&H

Shipping insurance is an optional service that can be added to your shipping cost. If you select "Required", the buyer will be charged for shipping insurance. If you select "Optional", the buyer will be given the option to purchase shipping insurance. If you select "Included in S&H", the shipping insurance cost will be included in your shipping and handling charges.

insurance for that buyer's merchandise, this way if it is lost, damaged or otherwise, you can simply contact the carrier to make a claim.

## Return Policies

Return policies can be a fairly touchy issue, as some people will believe you have a bad return policy, and some will think it's good. However, the main thing to keep in mind is that your return policy is setup to protect you. Not your buyer. You are assuming your buyer will be happy with the product. Now, the truth is some buyers, probably less than 10% of your total sales will not be happy with the product you deliver them, no matter how nice you packaged it, how nice the pictures were, etc.

Return policy

☒ Returns Accepted - Specify a return policy. [Learn More.](#)

Item must be returned within 7 Days

Refund will be given as Money

Return Policy Details  
none [Change](#)

A good return policy will help protect you in the event the buyer decides to call their [credit card](#) company and dispute the purchase, contact [PayPal](#), and have the transaction reversed, or

contact any other authorities to get their money back from you.

A good return policy is informative, and lets the buyer know what to expect. Below you'll find a simple return policy template that will protect you in the event anything goes wrong:

“We accept returns for a period of 30 days, upon receipt of your return in its original condition; we will issue you a refund by check from our company office within 7-10 business days. It is recommended that you ship the item back to us using a tracking number. If we do not receive the merchandise for any reason, and there is no way to track the item, we will not be able to issue your refund. If you paid shipping costs, we do not refund shipping costs, as it did cost us money to deliver the item to your doorstep or office. While we are sorry you may not be happy with your purchase, this does not mean that it was free for us to ship the product to you. A 35% restocking fee is applied to all returns, and will be deducted from your total refund.

By purchasing an item from (your company name), you agree to not charge back any purchases that you make with us, and you also agree to contact us first and allow us to remedy any problem you have before disputing any charges with PayPal or your credit card issuer.

You agree that if you do dispute charges before contacting us for remedy, that we have the right, and reserve the right to re-bill any charges you may have disputed in addition to any costs charged to us in association with your dispute and/or chargeback.”

**Return policy**

☒ **Returns Accepted** - Specify a return policy. [Learn More.](#)

Item must be returned within 30 Days

Refund will be given as Money Back

**Return Policy Details**

35% restocking fee applies on all returns.  
  
 Shipping is non-refundable, as it cost us to ship the item to your doorstep or office. . .

366 characters left.

**Payment instructions**

Give clear instructions to assist your buyer with payment and shipping.  
 Increase sales by [offering a shipping discount](#) in your description for multiple item purchases.

Please checkout on our website at <http://www.website.com/checkout/>

434 characters left.

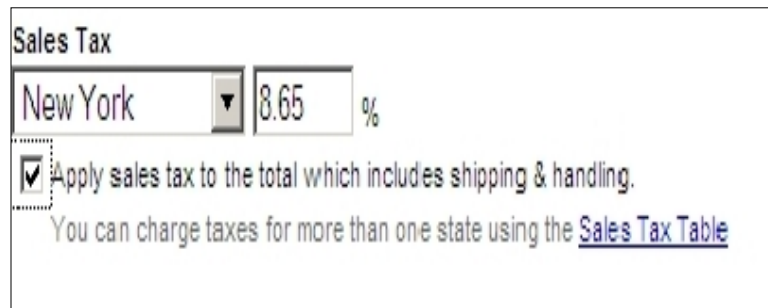
**Buyer requirements**

You have no buyer requirements set.

While your return/refund policy may be different, this is just a general guideline to follow, and will offer you the most protection with buyers who do not follow your directions, or give you a fair chance to remedy their problem/issue, before contacting their [credit card](#) issuer, or [PayPal](#) to dispute a charge. [PayPal](#) will not support your policy, as they have their own that buyers must adhere to.

Your merchant account services department WILL however, support your policy as long as the buyer had access to it before purchasing from you. Their requirements are that it must be show to the buyer twice, once before they make their purchase, and then after they make their purchase. Since [eBay](#) shows the information to your buyer's constantly (up to 6-7 times per auction that closes), this meets their requirements, and they will not allow a buyer to charge you back, they will simply reject the chargeback, forcing the buyer to contact you first for remedy.

Sales tax is generally not recommended unless you are an incorporated business, and plan to report your [eBay](#) earnings to the Government. If you are collecting sales tax, as we do, it is recommended you only collect for your state since collecting for other states may get you into trouble with your account, when tax reporting time rolls around.



Sales Tax

New York ▼ 8.65 %

☒ Apply sales tax to the total which includes shipping & handling.

You can charge taxes for more than one state using the [Sales Tax Table](#)

Last section, controlling what buyers can make purchases from you. While what we state here is a rule of thumb, you do not necessary have to do this yourself, but this is what we do to prevent fraudulent purchases on [eBay](#) designed to remove our listings. Believe it or not, if you're selling a lot of merchandise on [eBay](#), and you have competition, your competition may do unscrupulous things like create a fake buyer account setup to buy your [eBay](#) listings, and leave you negative feedback without paying for them. It is not that common now, but has been going on for a very long time. We usually block purchases from buyers that have a feedback rating of -1 or worse (yes it's possible to have such a bad rating), since this usually means these buyers have had multiple bad experiences with sellers on



[eBay](#), and will probably have the same experience with you. Why risk your feedback with this kind of a buyer? Don't even let them bid! We also block purchases from buyers who have received 2 unpaid item strikes in the past 30 days, since this usually indicates they have a history of not paying, and will probably not pay you as well. Why bother with that? We also block multiple purchases from the same buyer who has already won or is winning 1 item with us already. Most [eBay](#) buyers will only buy 1 of your items anyway, you can raise this number to 2 or 3 if it makes you feel better, but just remember that your dishonest competitors can make fake buyer accounts on [eBay](#) and "buy" all of your listings, so that you're listings are out of the way, while they pull all of your potential buyers. We have had this happen multiple times, and eventually starting doing Dutch Auctions instead of Fixed Price (Buy It Now) auctions, since with a dutch auction, all buyers have to wait until the auction is over before they can purchase and/or leave feedback.

Your devious competitors are usually not willing to do this, and are only looking to strike while the fire is hot (i.e. a Fixed Price (Buy It Now) auction). Now [eBay](#) just gives you the option to prevent this, if a competitor tries to "buy" down all of your auctions, he will only be able to do one and then will be stuck after that. Now this option is removed automatically once the buyer completes one successful transaction with you. They are then allowed to purchase multiple items, so [eBay](#) knew what they were doing with this one. You can also block based on whether or not they have a [PayPal](#) account, but this is generally a bad idea.

### Buyer requirements

#### Block buyers who:

- ☒ Have a feedback score of -1 or lower
- ☒ Have received 2 Unpaid Item strikes in the last 30 days
- ☒ Are currently winning or have bought 1 of your items in the last 10 days and have a feedback score of 0 or lower
- ☐ Don't have a PayPal account

#### Buyers in countries to which I don't ship

- ☐ Block buyers who are registered in countries to which I don't ship.

This requirement can help you avoid buyers who agree to purchase your items without realizing you don't ship to their location.

#### Buyers with a negative feedback score

- ☒ Block buyers who have a feedback score of  or lower.

This requirement can help you avoid buyers who have received more negative than positive feedback from other eBay members.

#### Buyers with Unpaid Item strikes

- ☐ Block buyers who have received 2 Unpaid Item strikes in the last 30 days.

This requirement can help you avoid buyers with a history of not paying for items they have agreed to purchase.

#### Buyers who may bid on several of my items and not pay for them

- ☐ Block buyers who are currently winning or have bought  of my items in the last 10 days.
- ☐ Only apply this block to buyers who have a feedback score of  or lower.

Consider selecting this requirement if you are selling expensive items and don't want to sell over a certain number to any single buyer. Learn more about [how this requirement works](#).



#### Buyers without a PayPal account

- ☐ Block buyers who don't have a PayPal account. (Note: This block **only** applies to future listings and can be disabled per item on the Sell Your Item form.)

This requirement can help you avoid Unpaid Items, as PayPal account holders have up to an 80% lower Unpaid Item rate.

Last thing, now you get to preview your auction. Just make sure everything is just as you want it, and as soon as you click submit, you will have just become an [eBay](#) seller with your first live auction!

<i>Item Specifics - Nonfiction Books</i>		<i>Category:</i> Biography & Memoir	
<i>Format:</i> Hardcover		<i>Music</i>	
<i>Publication Year:</i> 1999			
<i>Special Attributes:</i> Signed		<i>Condition:</i> New	
<i>Item Specifics - Antiquarian/Collectible Books</i>		<i>Special Attributes:</i> Signed	
<i>Binding:</i> Hardcover w/Jacket		<i>Printing Year:</i> 1999	
<i>Category:</i> Biography & Memoir			
<i>Sub-Category:</i> --			

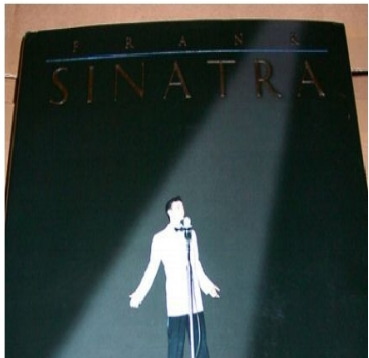


Very good autobiography on Frank Sinatra written by Nancy Sinatra.


Signed by Nancy Sinatra as well.

Book will be shipped FREE if this auction sells for more than \$25.00


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[Edit Pictures](#)



[Supersize Picture](#)




[Supersize Picture](#)



[Supersize Picture](#)

Payment & Shipping												
Seller-accepted payment methods:	I accept PayPal. Payment will go to orders@everydayhomepillows.com; Other Payment Methods: Money order or Cashiers check; Personal check; Other - See Item Description Other Credit Card Services: Visa / MasterCard; Discover; American Express;											
Payment address:	EveryDayHomePillows.com 104 Woodside Road Maplewood, NJ 07040 United States 973 313 0189											
Ship-to locations:	Will ship to Worldwide.											
Shipping costs:	Charge flat shipping cost to my buyers <table><tr><th>Shipping Cost</th><th>Services Available</th><th>Available to</th></tr><tr><td>\$7.75</td><td>US Postal Service First Class Mail®</td><td>United States Only</td></tr><tr><td>\$15.85</td><td>USPS Global Priority Mail</td><td>Worldwide</td></tr></table> Shipping insurance (optional): \$2.60			Shipping Cost	Services Available	Available to	\$7.75	US Postal Service First Class Mail®	United States Only	\$15.85	USPS Global Priority Mail	Worldwide
Shipping Cost	Services Available	Available to										
\$7.75	US Postal Service First Class Mail®	United States Only										
\$15.85	USPS Global Priority Mail	Worldwide										
Sales tax:	Charge sales tax in NY (8.650%), Tax applies to subtotal + S&H.											
Buyer requirements:	<b>Block buyers who:</b> Are currently winning or have bought 1 of my items in the last 10 days and have a feedback score of 0 or lower											
Item must be returned within:	30 Days											
Refund will be given as:	Money Back											
Return Policy Details:	35% restocking fee applies on all returns.  Shipping is non-refundable, as it cost us to ship the item to your doorstep or office. . .											
Payment instructions:	Please checkout on our website at http://www.website.com/checkout/											

Categories	
Books > Nonfiction Books (#378)	
Antiques > Books, Manuscripts > American (#2196)	
Title & Description	
<a href="#">See above</a> for preview of title, subtitle, Item Specifics and description.	
<b>Item Specifics</b> <i>Nonfiction Books</i> Format: Hardcover Publication Year: 1999 Category: Biography & Memoir Sub-Category: Music 3rd Level Category: -- Special Attributes: Signed Condition: New  <i>Antiquarian/Collectible Books</i> Binding: Hardcover w/Jacket Category: Biography & Memoir Sub-Category: -- Special Attributes: Signed Printing Year: 1999	
Pictures & Details	
Pictures:	3 picture(s) added to your listing. <a href="#">See above</a> for preview of pictures
Duration:	7 days
Quantity:	1
Price:	\$1.00
Buy It Now:	\$75.00
Private Listing:	Yes
Item Location:	Maplewood, New Jersey, United States
Listing Designer:	Theme: Books - Purple Border Layout: Standard
Listing Upgrades:	Bold, Highlight, Border, Gallery Featured, Show as a gift  (Gift Wrap/Gift Card, Express Shipping, Ship to Gift Recipient)
Free page counter:	Andale style <a href="#">See above</a> for preview of counter

Good Luck

## Bonus Section: 23 eBay Selling Tips

1. Make use of some Javascript and Flash images to catch your buyer's eyes. You can get free flash images all over the internet, and even from other seller's [eBay](#) auctions. Simply right click on the page, and click "View Source" to see the flash image, and download it for your own. Be careful with copyrights though.
2. When using Javascript, do good things like give your buyer's more information about your auction. Don't, under any circumstances, no matter how tempting, prevent your buyers from right clicking on your page. There are 2 reasons why this is bad. The first is that it can easily be bypassed, demonstrating that you don't know as much as you think you do, and the second is that your buyer's may want to see how you did something fancy (so may other sellers for that matter). Don't try to prevent other sellers/buyers from stealing your images, Flash, or Javascript, as it will prove fruitless. Just make good use of your Flash, or JavaScript, and your auction will overshadow everyone else's anyway.
3. If at all possible, be sure to register for [eBay](#)'s "ID Verify" service, as it will remove many of the restrictions you would have as a new seller on [eBay](#). This is especially true, and you are urged to do this even more if you plan on selling many items on [eBay](#).
4. To create your auctions, you can make use of Microsoft FrontPage, [eBay](#)'s [Turbo Lister](#), Andale's Lister PRO, or SpareDollar's web based auction creation tool. These tools will make the auction creation process smoother, and easier. They are also great time savers.
5. Where possible, try to keep the overall 'look' and feel of your auctions the same. Your buyers will get accustomed to seeing your auctions, and will

start to look for the familiar design/feel of your auctions. It will also save you a lot of time since most of your auctions will be the same, will only need minor changes.

6. Always make sure the images you use for your auction are viewable. It's pretty ridiculous how many auctions are missing images, and just show a red 'x' where the image is supposed to be. It is also a waste of an auction since your potential buyers will figure that you may be equally inept at shipping their merchandise to them in a timely fashion since you rushed your auction.
7. If you have the time, it is better to create your auctions yourself so that you can develop your own professional touch. Practice makes perfect! If you do not have the time, or are uncomfortable with the auction creation process, you can hire someone to help you. Try sites like **www.Rent-A-Coder.com** or **www.eLance.com** to recruit someone to help you. Use their search functions, and type in "auction creation" or "auction design" to find freelancers to help you develop your auctions. The rates for that these people charge for this kind of work is surprisingly low priced.
8. Be sure to state your shipping costs, and so forth where possible, since you will increase the likelihood of receiving payment for an item without having to contact the bidder first.
9. If you would like to sell lots of items quickly, and are unable to do [eBay's](#) 'ID Verify' function, which will remove most of the restrictions new [eBay](#) sellers face, you can type 'ebook' into [eBay's](#) search box, and guess what?!? You can find a bunch of low priced items (ranging from \$0.01 to \$1.00) to purchase to accumulate your feedback quickly enough to remove the restrictions from your seller account. Most of the eBooks will claim to help you obtain the lion's share of [eBay's](#) auction market, and

- most are simply good but incomplete (meaning the leave out the information you need most to make money on [eBay](#) – in fact, it's some of the very information we're exposing to you in the eBook!). You will have to persevere with some of the sellers you buy from as they lag to leave feedback for you.
10. A highly populated, yet untouched part of [eBay](#) is [eBay's Half.com](#) unit. Guess what?!? As an [eBay](#) seller, you are automatically a Half.com seller as well, and can list items just as easily as you can on [eBay](#). Half.com can help you sell your items even faster, and accumulate feedback just as fast, since buyers pay with their [credit cards](#), there is no worry about non-paying bidders or anything to that effect.
  11. When selling on Half.com keep in mind that you can offer more than one type of shipping for an item. Half.com reimburses your shipping costs as a seller, after the buyer has received their item. The best part about Half.com? No worries about being paid, as Half.com will deposit your money DIRECTLY into your bank account! How's that for service!?
  12. If you're looking to sell many items on [eBay](#), and eventually offer your products on your own website, be sure to make use of your "About Me" page on [eBay](#). [eBay](#) will allow you to put virtually anything you want on this page, except links to a page that sells the items you're selling at a cheaper price, or the same price as those of your auctions. Be careful with this. A really easy way to drive traffic from [eBay](#) to your own website is to duplicate your home page on your "About Me" page, which will save you time, and will also allow buyers to visit your site. What you need to do is to make sure you offer the products on your website at either their retail value, or at least \$1.00 above the price of any [eBay](#) auction you have up for the same item. [eBay](#) will not bug you in the instance.



13. Andale has a great feature called "What's Hot". This feature basically allows you to see what is selling on [eBay](#) the most so that you can easily offer the same items, and make lots of money.
14. An easy way to make a profit on your shipping is to use flat rate shipping, and try to sell lots of the same item. This works exceptionally well if you have duplicates of the same item, and offer insurance on your auctions. How it works is so simple that most [eBay](#) sellers don't do it, because it's so simple they miss it. Here's an example: Let's say you're selling 40 blue widgets. You can offer insurance of \$1.30 which is what the USPS charges for \$50 of insurance for an item. Now here's the kicker. You don't need to actually insure the item. Why? You have duplicates! If the item is lost, stolen, or damaged in shipping, you simply send that bidder another. The bidder will be happy, since most "insurance" claims take awhile to resolve, while your "insurance" program got them their item replaced under 2 weeks flat. The best part is in most cases; the item is NOT lost, stolen, or damaged. Guess where that \$1.30 goes? You guessed it. In your pocket. Now if you sell lots of items on [eBay](#) like we've done, multiply that \$1.30 by 300 or more items. If you're selling like we do, that's an easy profit of \$300 or more. You can profit on the shipping as well. If you sell lots of the same item, you'll come to know off the top of your head what the shipping actually costs for the item. In our case, it's \$1.42 which is first class mail for a 5 ounce item, including delivery confirmation (we use stamps.com). So how do we profit? Simple. We charge a flat rate of \$4.00 shipping. Why \$4.00? Simple. Bidders are more likely to pay a flat rate which appears to be straight forward (and this is true, because I've experimented with different amounts like \$3.85, which is the Priority Mail rate, \$3.60, which is an off amount, and has drawn many questions from bidders). Surprisingly, this is the only rate that we get few questions about, and bidders gladly pay it.

We also state in our auctions: "Your shipping costs include delivery confirmation, and a free gift". What's the free gift? See the next tip.

15. Offer free gifts with your items. How do you do this? Simple visit [liquidation.com](http://liquidation.com) or [overstock.com](http://overstock.com) and purchase some cell phone antenna booster, or some other small, lightweight, inexpensive item that you can buy in bulk and give away with each of your items. DO NOT go into details about what the "free" gift is. Surprisingly, this tip, combined with the tip above, can have you making money hand over fist, and a willing buyer base that will eat up your auctions, and love you for it.
16. Sign up for [SquareTrade.com](http://SquareTrade.com). They will increase buyer confidence in your auctions, as majority of [eBay](http://eBay) Power Sellers use them, and they can also help you get negative feedback removed. [eBay](http://eBay) now has a special feedback removal form that can eliminate the [SquareTrade](http://SquareTrade) fee of \$20 per negative feedback removed, if the buyer is also willing to remove their negative feedback.
17. Many sellers will differ on this policy, but in our experience, it is better to leave feedback AFTER the buyer has received the item, and is happy with it. Some buyers, even though you did your best, will leave you negative/neutral feedback because they may be unhappy with the slightest thing. Since you will have left them a positive feedback already, you will be stuck, and even though [SquareTrade](http://SquareTrade)'s services are effective, at \$20 for each negative feedback they will remove, it can become quite costly. If you are selling lots of items like we do (300-400 items per week), you will inevitably get some negative feedback for some pretty ridiculous reasons. The thing to concentrate on is keeping the masses happy. [eBay](http://eBay) Power Sellers, and most sellers who have feedback ratings in the thousands like we do, you will notice have accumulated some negative feedback, but they have so many positives, the negatives are highly

outweighed. A wise man once said: "You cannot keep ALL of the people happy ALL of the time."

18. The easiest way to avoid negative feedback believe it or not is to automate the entire auction checkout process. I recommend even creating an [auto-responder](#) for your e-mail address that addresses frequently asked questions, and also lets buyers know that you respond to question within 48 hours, as buyers leave negative feedback when they think you're ignoring them. With an auto responder, their questions are usually and temporarily answered, but if not, they are aware that you will respond shortly.
  
19. You should NOT under ANY circumstances be using a FREE e-mail address with which to manage your auctions. It's highly unprofessional, and will not allow you the control you need over an e-mail address that you would have with your own hosting which would allow you to control your e-mail addresses. You should create 4 distinct e-mail addresses once you have your own hosting: orders@yoursite.com, shipping@yoursite.com, lossprevention@yoursite.com, and yourname@yoursite.com. "Orders" is for questions concerning orders, where/how to make payment, etc. "Shipping" is for tracking information, etc. "LossPrevention" is for suspect orders, i.e. fake buyers, customers that bounce checks, etc. and yourname@yoursite.com is for people to contact you in the event they need to. I would not recommend giving this out to [eBay](#) users, as you will be bombarded by responses.
  
20. When creating [auto-responder](#)s, remember to address as many issues as possible in a nice and professional way. Here is one of our [auto-responder](#)s as an example:

Your message to the Sales Team has been received!

\*\*\*IMPORTANT\*\*\*

If you are expecting an immediate reply to your message, please do not expect one. E-Mails are read in the order they are received, and your e-mail will not be read immediately.

\*\*\*When Can I Expect A Reply to My E-Mail?\*\*\*

You will receive an answer to your e-mail within 48 hours. We process 400+ e-mails per day, and have a staff of 3 dedicated individuals working very hard to answer your message in a timely manner. However, it is not always possible to answer every e-mail we receive within 48 hours, so depending on volume it may take slightly longer to receive a response. However, it will not take longer than 3 business days (4 business days in extreme volume cases) to receive a response. Please DO NOT send multiple e-mails, as we can better facilitate your request if you allow us to respond to one e-mail exchange at a time. Multiple e-mails simply clog the system, and add further delays for you, and other customers, because each e-mail MUST be answered! If your e-mail is not pertaining to pricing, payment questions, or where to submit your payment, YOU WILL NOT RECEIVE A RESPONSE to your e-mail, and should direct your e-mail to the proper department (listed below). Thank you for your continued patience!\*\*\*

\*\*\*Where Do I Send My Payment?\*\*\*

For PayKo.com Payments:

Go to <http://www.payko.com>. Fill out the required information. The information that PayKo.com will require from you, can be obtained by following the money order instructions below.

For Credit Card Payments:

Our checkout system accepts credit card payments directly. You will need to complete checkout to use your credit card for payment. Please follow the instructions below, under "How Do I Checkout" for more information. Providing your credit card information does not mean that you have paid for your item. Our checkout system simply accepts your credit card information to be manually charged by us at a later point. This is done for Fraud Prevention Purposes.

For MoneyOrder Payment:

Please send an e-mail to [moneyorder@oursite.com](mailto:moneyorder@oursite.com), and you will receive the necessary information required to make payment with a moneyorder.

For Personal/Company Check Payment:

Please send an e-mail to [checks@oursite.com](mailto:checks@oursite.com), and you will receive the necessary information required to make payment with a personal/company check.

\*\*\*IMPORTANT\*\*\*

You will need to complete checkout REGARDLESS of your method payment. Simply because you put your payment in the mail DOES NOT imply that your order is complete. If you do not complete checkout, your order will be SUBSTANTIALLY DELAYED, or possibly not shipped at all! Even if you already made payment! Please follow these directions, as they will make things easier for you, and for us.

\*\*\*How Do I Complete Checkout?\*\*\*

To determine shipping, insurance rates, and to ensure prompt and accurate shipment of your order you will need to follow these directions:

If you have already received an e-mail from us with a checkout link in it, you can simply click the link to complete checkout. If not, or if you would like to complete checkout before receiving the e-mail, please use the link below.

Checkout Link: [http://www.andale.com/buyer/checkout\\_seller\\_item.jsp](http://www.andale.com/buyer/checkout_seller_item.jsp)

Once you arrive at the checkout, the checkout will require the item number, and your e-mail address. Once you provide this information, you will be taken to your individual checkout screen.

After completing checkout, you should note your order number for future reference, when contacting us, or print your invoice. You can always come to our website at <http://www.oursite.com>, and click on "Track Orders". After providing your order number, and e-mail address, you will be able to check the status of your order at any time, 24 hours a day. If experience any problems completing checkout, give us at 866.xxx.xxx x.151 or 718.xxx.xxxx, and we will complete your order over the phone.

\*Problems with checkout DO NOT include:\*

Problems with shipping prices, combined shipping rates, or incorrect calculations. If you entered your credit card information into our checkout system, you do not have to worry about your credit card being charged before we get a chance to edit your order, and adjust shipping rates, insurance rates, or other specifics of your checkout. If you believe something is in error with your checkout, simply state the problem in the 'special instructions' section of your checkout. Once your order comes through on our end, we will edit the order for you, and send you an invoice showing the changes. DO NOT hold up completing the checkout if this is one of your problems, as it will only delay your order further.

\*Problems With Checkout Include:\*

Your browser is incompatible, or your browser will not take you to the proper page. Other problems are 'technical issues', that are NOT related to pricing, insurance, or shipping rates.

\*\*\*How Do I Return An Item?\*\*\*

You will need to contact our Loss Prevention Department for a Return

Merchandise Authorization number. They can be contacted using the e-mail addresses in the list below. The Loss Prevention Department will reply to your message within 5 business days. Your initial contact with the Loss Prevention Department stops the "clock" on the 14 Day Return Policy. So if you decide you want to return an item on the 12th day, and you contact the Loss Prevention Department on the 13th Day, the "clock" stops until they contact you again, at which point the clock starts again, which gives you exactly 24 hours (the 14th Day by 6PM EST) to reply back to them with any necessary information. If no information is required from you, you will simply receive an RMA number via e-mail, and will be able to return the product.

\*\*\*IMPORTANT\*\*\*

If you are inquiring about the status of your payment, or the shipping status of your order, please visit <http://www.oursite.com/shop/index.php?action=account> where you will be able to track your order's status at any given time. You will need your order number (not the item number) that was assigned to you during the checkout process to do this. Be sure to have it available. Please allow at least 7-10 business days for delivery of an item before inquiring about shipment, unless special arrangements have been made for your order. Please allow between 1-14 business days (depending on volume of orders) for your payment to be processed.

If you would like to speak to a live representative immediately, please use this link:

<http://www.oursite.com/php/support/initiate.php?dep=>

Questions About Shipping:  
[shipping@oursite.com](mailto:shipping@oursite.com)

Questions About Installation or Download Links:  
[support@oursite.com](mailto:support@oursite.com)

Questions About Feedback:  
[feedback@oursite.com](mailto:feedback@oursite.com)

Questions About Returns/Replacements/Exchanges:  
[lossprevention@oursite.com](mailto:lossprevention@oursite.com)

Please do not respond to this e-mail as it will only generate a second e-mail like this one. Also, if it is Saturday or Sunday, and you are e-mailing us, the 48 hour period does not start until Monday, as we are not open on weekends.

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Thank you for choosing Our Company, LLC  
Visit Our Online Stores: <http://www.oursite.com.com/store>  
<http://www.ourothersite.com>

It can also help to create an [auto-responder](#) for checks and money orders to automatically give bidders the necessary information to pay you with a check or money order. Here is a sample auto-response e-mail with the necessary information for bidders to complete checkout with a money order:

Hi,

Thank you for your purchase.

As per your request to pay by Money Order/Cashier's Check, we are sending you the necessary information.

Be sure to complete CHECKOUT, as failure to do so will cause SUBSTANTIAL delays on your order.

Please include the your order number (NOT an eBay item number), assigned to you by our checkout system, or your e-mail address on a separate sheet.

Failure to include this information will delay your order. Make your payment payable to:

Our Company  
Our Address Here  
New York, NY 10038

Thank you for your business, and if you have any further questions, please contact us.

Our Company, LLC  
Auctions: <http://www.oursite.com/ebay>  
Online Stores: <http://www.oursite.com/store>  
<http://www.ourothersite.com>

\*\*\*This is an autoresponse. If you require human assistance, please contact [sales@oursite.com](mailto:sales@oursite.com)\*\*\*

Here is an example check e-mail:

Hi,

Thank you for your business! In order to write a personal check, you must follow the directions below. When sending your payment, be sure to include a sheet of paper with the title of the auction purchased (not the eBay Item Number), your full name, shipping address, and order number assigned to you by our checkout system (you may also print your invoice, and send it in place of the above information). Failure to include this information, or omitting any of it will cause SUBSTANTIAL delays on your order! You've been warned! Also, please be sure to complete checkout using the checkout e-mail you received, as this is the only way to be assigned an order number. Failure to do this as well, will also cause SUBSTANTIAL delays on your order!:

1. Make your check out to: Our Company

(Do not include the LLC on your check)

2. Send it to:

Our Company, LLC  
Our Company Address  
New York, NY 10038

We will deposit your check, and ship your product(s) out after your check clears at our bank (This will take a minimum of 4-5 business days depending



on what bank furnishes your checks.).

**\*\*Note:** To speed up the shipping process, you may also fax us a copy of your personal/company check with your order number on it, (not the eBay item number) which is assigned to you by our checkout system. We will ship your product without waiting for your check to arrive if you fax us a copy of your personal/company check. We allow this because we will have recourse if you do not send your check after you fax it to us (i.e.: we will have proof that you indicated a check would be sent, and we will have the fax to prove it).

Fax To: 718.xxx.xxxx or 413.xxx.xxxx  
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Please be advised: There is a fifty (\$0.50) cents handling fee for personal/business checks. If your check should 'bounce' (or not clear with the bank, usually this happens due to insufficient funds available) for any reason, we will then charge you an additional \$50.00 returned check fee, which our bank assesses us for. This fee will be in addition to your auction winnings. We will also file a Non-Paying Bidder Warning with eBay which may cause eBay to suspend your account. By writing us a check, you agree to the terms, and all fees set forth in this e-mail, and agree to paying the returned check fee if your check should be returned. You further agree that this e-mail can be submitted as proof against you if we file a Non-Paying Bidder Warning. Thank you for your business!

Our Company, LLC  
Auctions: <http://www.oursite.com/eBay>  
Online Stores: <http://www.oursite.com/store>  
<http://www.ourothersite.com>

**\*\*\***This is an autoresponse. If you require human assistance, please contact [sales@oursite.com](mailto:sales@oursite.com)**\*\*\***

21. It can also help to have a redirect using your website to point to your [eBay](#) store, or auction items, since it is much easier to remember [www.yoursite.com/eBay](#) than to remember, [http://cgi.eBay.com/somestuffhere/otherstuffhere?querystringhere=somequery/sellerid/youridhere](#). You follow me on that one?
22. There are times when transactions go bad for whatever reason. However, there are ways you can protect yourself. Always keep documentation of every communication/action you/the bidder have taken with each other. It is the only thing [eBay](#) or [PayPal](#) will allow admissible when deciding who wins a particular claim. Make sure to ALWAYS use tracking whenever possible.
23. It is best to use USPS for domestic orders, and [FedEx](#), [UPS](#), [DHL](#), or Canada Post for foreign orders. It is also best to use [UPS](#) or [FedEx](#) in cases where you need to absolutely positively get the item there overnight. The USPS in my experience has proven unreliable, even with their Express Mail service. Sometimes the item is not delivered until the following day, or not delivered at all if it's after a certain time of day. With [UPS](#) and [FedEx](#), they will pick up the package from your doorstep, and it WILL get there the next day – guaranteed.

## What is Hot on eBay Right now

A word of advice on what to sell; I am **asked** this question very often by clients, and by sellers who are just getting started on [eBay](#). This section will cover those of you who are looking for the answer on what to sell. It is so simple it may actual knock your socks off.

The best thing to sell on eBay, or anywhere for that matter is a product that you have created yourself, or that you have a high profit margin on. Be that what it is, the most profitable items on eBay today and probably for a long time to come, are [digital goods](#). While this is a highly touchy field on eBay, since you need to state in your auction very clearly that: "You are the copyright holder" or that you "have permission from the copyright holder to resell this item". The digital product market is incredibly profitable, and can be highly experimental and contagious. Sometimes it can be downright shocking.

The best thing you could do right now is to create some kind of digital product, or [buy hundreds of prescreened high quality ebooks in bulk for ridiculously cheap prices](#) and deliver it to your eBay customers in droves. The ebook reselling market is so lucrative on eBay right now; eBay engineers have just finished adding special features to support digital products. This is big news. Loads of money is expected to be made by re-selling info products on eBay. Will you gat a share of that?

Find your niche. Then once you've done that; a wise man once said: "Plan your work, and work your plan". He couldn't be more right.

These are 2 MUST HAVE resources to jump start your eBay infoproduct business:

1. Get hundreds of prescreened ebooks and software at the lowest price possible by [clicking here](#)
2. Use [specialized delivery and management software](#) to automate every aspect of your business. This alone can put a money machine on autopilot for you. [Get it Here.](#)

## Resources for Sellers

1. To Sign-Up with eBay For FREE and start selling and buying in minutes,  
[Click Here](#)
2. To Sign-Up With [PayPal](#) For Free and be able to instantly accept payments on eBay Here
3. [Click Here](#) To Download a Free Sniping Software to be able to bid on auctions at the last minute and win stuff at bargain prices
4. The Best Software I know of for finding Hot Items on eBay can be [found Here](#)
5. [This resource](#) helped me gain control over my Time, Energy and Money and Best of all it's free. Do yourself a favor and [click here](#) to signup. You don't have to pay for anything (No credit card is required)
6. To immediately Get the most Updated Copy of this ebook, [Click Here](#)

**The End**