

eBay Seller ID _____

7 Steps to Scalability

Seller Action Plan



7 Steps to Scalability: Seller Review

★ Step 1 – Setting up for Success

- Sell In a Variety of Selling Formats
 - Auction-style (single/multiple item)
 - Auction-style w/Buy It Now
 - Fixed Price
 - Store Inventory
- List in the Correct Category
- Use of Item Specifics, if available
- Pre-Filled Item Feature, if available
- Stagger Listing Ending Days/Times
 - Listing Scheduler

Learn more: Page 4

★ Step 2 – Listings that Sell

EFFECTIVE ITEM TITLE

- 55 Characters
- Keywords and Search Terms
 - Product Type
 - Brand Name
- Subtitle Feature (when appropriate)

COMPLETE ITEM DESCRIPTION

- Item Title Repeated
- Complete Information
 - Condition (including descriptive info and defects)
 - Model Number
 - Size/Color
- Highlight Value
- Easy to Read (bullet points)
- Cross Promote Other eBay Listings
- Write Own Description (or permission)
- PowerSeller Logo, if member

CLEARLY STATED POLICIES

- Shipping Policy
 - When you ship
 - Where you ship
 - Shipping cost
 - Shipping method(s)
- Payment Methods
- Return Policy
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Learn more: Page 5-7

★ Step 3 – Powerful Photos

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Learn more: Page 7

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- eBay Selling Manager/Selling Manager Pro
- eBay Blackthorne
- eBay Solutions Directory
- Accounting Assistant

PAYPAL

- Attract More Buyers
- PayPal Preferred / Debit Card
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Learn more: Page 14

Next Steps

1. _____

2. _____

3. _____

4. _____

5. _____

Recommendations by:

Scalability Guide—Additional Information and Resources

Step 1 – Setting Up for Success

TIP: List in a variety of formats to appeal to all buyers—those looking for Auction-style and those looking to buy it now!

Sell in a Variety of Selling Formats

Different buyers prefer shopping in different ways. Some enjoy the thrill and excitement of an auction-style listing. Others like the immediate gratification of “Buy-It-Now.” If you only use one format, you will only reach a subset of eBay’s total buying population. Reach the largest audience by using all of eBay’s selling formats:

- **Auction-style** – Single Item Listing, Multiple Item Listing
- **Auction-style** – with Buy it Now
- **Fixed Price** – Increase your selling velocity
- **Store Inventory** – Longer duration, Fixed Price listings

Learn more at http://pages.ebay.com/help/sell/formats_ov.html

List in the Correct Category — It’s important that you list your item in the most intuitive category to ensure buyers will find it. If you’re not sure in which category to list your item, click on the link entitled, “Try the enhanced, easier category selector” in the SYI (Sell Your Item) form, or check completed auctions to see how others have successfully listed a similar item. In addition, listing in a second category is a great way to reach more shoppers and generate more interest in your item. For example, a vintage table from Japan could fit in both the Asian Antiques category and the Antique Furniture category.

Use Item Specifics — For applicable categories, be sure to fill in the “item specific” fields so buyers can find your items more easily when searching. Learn more at http://pages.ebay.com/help/sell/item_specifics.html

Pre-Filled Items Feature — For applicable categories - Automatically fill in your listing with Item Specifics information. It can provide basic pre-written descriptions about your item and even provide a stock picture in some cases. Available now in Books, Movies, Music & Video Games, Digital Cameras, Cell Phones and PDAs. Tip: Some titles in the Pre-Filled item catalog are very short. Add additional information to these titles to increase effectiveness.

Stagger Auction-Style Listings Ending Days and Times — Many buyers only place bids near the end of an Auction-style listing, so if you’re selling the same items in multiple listings, you should test staggering the ending days and times.

- **Listing Scheduler** gives you the flexibility to list items at your convenience and control the time they start and end. To find out more visit <http://pages.ebay.com/help/sell/schedule.html>

Step 2 – Listings that Sell

EFFECTIVE ITEM TITLE

55 Characters — Use all 55 characters in your item title. Use our suggestions below to help you choose the right words to complete your title.

Key (Search) Words — Since most buyers find items via the Search Box on the eBay Homepage, make a list of potential key (search) words you think they'd use to find your item. Include a combination of product type words to cast a wide net, e.g., “car stereo,” and specific key words such as the brand name “Pioneer” or model number.

Most Popular Key (Search) Words — You can view the top buyer key (search) words of a category by visiting eBay Seller Central at <http://pages.ebay.com/sellercentral/sellbycategory.html> and clicking on the “In Demand” links. You can also find out the keywords used by buyers who view your listings from your eBay Store Traffic Report.

Note: All key words in the title must be relevant to the item offered for sale. Keyword spamming can lead to suspension. Learn more at <http://pages.ebay.com/help/policies/listing-keywords.html>

Include Specific Attributes — Once you have included sufficient key (search) words, then you can include specifications. For example, when listing a laptop, you could include model, processor speed, memory, accessories, and color.

Vary the Key (Search) Words for Multiple Listings of Same Items — If you have several listings of the same product, consider using synonyms for some of the listings, such as “notebook” instead of “laptop.” You could also experiment with common abbreviations and misspellings. For barbecue, you could also try “barbeque” and/or “BBQ.”

Subtitle Feature (when appropriate) — Give buyers additional descriptive information and make your listings stand out with 55 additional characters about your item as they browse categories or view search results. Include words they would generally not search for, but that would be of interest to them such as item age or origin. Or, promote the extras you offer, such as “batteries included,” “free shipping” or “money back guarantee.” Learn more at <http://pages.ebay.com/help/sell/itemsubtitle.html>

COMPLETE ITEM DESCRIPTION

Item Title Repeated — Repeat your item title at the top of the description without any abbreviations. Feel free to expand the title to include other relevant information to help buyers make a purchasing decision.

Complete Information — Include details on the product type, brand, condition, attributes, model number, size, style, measurements, color, etc. If the list of specifications is lengthy, we recommend placing this information below other important product details.

Product Condition — Clearly state the product condition i.e., new, used, or refurbished. Disclose full product details including defects and any information that may impact a buyer's decision to purchase your item.

TIP: An effective item title is the most important thing a seller can do to attract buyers

Highlight Value — If the product you are selling is a great deal for buyers, point this out by stating the MSRP (Manufacturer’s Suggested Retail Price) and the dollar amount or percent savings you are offering on your item, if appropriate. For example, you could state, “the MSRP is \$200, but my Buy It Now price is \$100. You save 50%!”

Easy to Read — The description should be complete but easy to read. Bullet points and clear spacing make for far easier reading than does everything in one long paragraph.

Cross Promote Other eBay Listings — Every listing should be viewed as an advertisement for your other listings. Include a link in your descriptions that goes to your eBay Store or About Me page (that lists your inventory). Consider using a linkable phrase such as, “Click here to find other great items I am selling.” You may also link to your eBay Store categories using clickable photos. For instance, you may recommend a battery in a laptop listing using a photo that links to the Battery category in your eBay Store. Also, see the section on “Cross Promotional Tool” in Step Four: eBay Stores below.

Write Your Own Description — Copying a substantial amount of another’s description and pasting it into a listing is illegal and violates eBay policy. Learn more at <http://pages.ebay.com/help/confidence/programs-vero-ov.html>

Obtain Permission for use of Trademarks (including logos) – For example, if you’re selling an Alpine car stereo, you are not authorized to use the Alpine logo in your listing without permission from Alpine. Unauthorized use can lead to suspension. Learn more about the VeRO program at <http://pages.ebay.com/help/confidence/programs-vero-ov.html>

PowerSeller Logo — If you are a PowerSeller, we recommend including the PowerSeller logo in all of your listings to add credibility with buyers. To learn more about the PowerSeller Program visit <http://www.ebay.com/powersellers>

CLEARLY STATED POLICIES

Shipping Policy — State when you ship your items (i.e., “within 24 hours of payment”), shipping costs, shipping methods, and ship-to locations (including international shipping policy) in both the “Description” and the “Payment instructions & return policy” fields of the SYI (Sell Your Item) form. You can calculate exact shipping costs for an item by using eBay’s free Shipping Calculator, located in the “Shipping Costs” portion of the Sell Your Item Form. To see how it works, visit <http://pages.ebay.com/help/sell/actual-rate-example.html>

Payment Methods — State payment methods and details in both the “Description” and the “Payment instructions & return policy” fields of the SYI (Sell Your Item) form. In the event that you do not accept a form of payment, state it in a positive tone by outlining which methods you do accept rather than those you don’t.

TIP: Providing more details saves you time by lowering the number of email inquiries, minimizing returns and reducing the number of unpaid items.

Return Policy — Buyers are more likely to purchase from sellers who have return policies.

Whether you accept returns or not, clearly say so in your listings. List in both the “Description” and the “Payment instructions & return policy” fields of the SYI (Sell Your Item) form.

Sales Tax Information — Provide sales tax information where applicable, including listing states on whose behalf you collect sales tax.

Warranty Information — Providing a warranty on items helps overcome a buyer’s resistance to buying online and may be the deciding factor in whether a buyer purchases your product over that of another seller. If you offer a warranty, clearly describe it and make it prominent in your listing. If selling in the Consumer Electronics category, learn about “Warranty Services” at http://pages.ebay.com/help/warranty/seller_overview.html

Customer Service — State your expected response time to buyer emails and how long it takes you to ship items after receiving payment.

Feedback Policy — State your feedback policy including when you leave feedback for buyers.

Step 3 – Powerful Photos

Clear Images — Ensure your images are in-focus, free of background clutter, and well lit. The best practice is to photograph your item at a close range, at an angle, and using at least two light sources to show more detail.


Photo at Top of Listing — Be sure that the photo is one of the first things that a buyer sees. You can choose this option when listing your item with the SYI (Sell Your Item) form.

Gallery Feature — Entice buyers to click on your listing from search results pages.

Multiple Images/Multi-Dimensional Views — Remember that buyers are not inspecting the item in-person, so you want to provide as much detail as possible, particularly if the item is not new in the box or is damaged. Include the tag, label, or box in the image to prove its authenticity, if appropriate.

Own Pictures — Copying pictures (without permission) from another eBay Seller or manufacturer/retailer is illegal and can lead to suspension. Learn more at <http://pages.ebay.com/help/confidence/programs-vero-ov.html>

Manage Your File Size — If you are hosting your own picture, the file size should be under 50 KB (kilobytes) for quick page downloads.

Add Picture Icon — Ensure the  camera icon appears next to your listing on the search results page (if hosting your own pictures and not using the gallery feature), otherwise buyers won’t know that you have photos in your listing. Check the SYI (Sell Your Item) box that says “the description already contains a picture URL for my item.”

TIP: Gallery increases bid volume by up to 16%*

*This performance represents an average based on recent transactions. No representation is made that the final price of a specific item will increase by the average percentage noted here.

Step 4 – Optimizing Your eBay Store

eBay Stores helps sellers maximize their sales on eBay. Sellers with an eBay Store get their own personalized storefront which includes powerful and easy-to-use tools that allow them to build their own brand on eBay and encourage buyers to buy more.

To get the most out of your eBay Store, be sure to follow these best practices

Choose the Appropriate Store Subscription — eBay Stores offers three subscription tiers: Basic, Featured and Anchor, to meet the varied needs of sellers looking to maximize their e-commerce presence. Learn more about the features and benefits of each tier, and choose the Store that's right for you! <http://pages.ebay.com/storefronts/Subscriptions.html>

PERSONALIZED STOREFRONT

Use Keywords in Your Description — When adding your Store description, ensure you are including key (search) words in it. This enables buyers to find you. You can also add your own logo.

Use Custom Colors and Logos — Choose from a list of pre-designed logos or design your own (or choose not to have a logo). It's best to make sure your logo looks professional - a poorly designed logo may hurt your image rather than help it.

Set up Customized Categories — Since you control the look and feel of your Store, create up to 20 custom categories to merchandise your unique listings effectively.

Use Promotion Boxes — Highlight featured items and specials in your Store. These flexible, customizable displays can be used for a variety of purposes, such as highlighting featured items, announcing specials, or providing alternative ways for shoppers to browse in your Store.

Set up Customized Pages — Use your Store pages to tell buyers more about your business or product. Create pages around promotions or specials.

Optimize for Search Engine Placement — To increase your chances of appearing on external search engines, use relevant keywords in your Store Name, Custom Categories and Store Description.

STORE MARKETING TOOLS

Use the Custom Listing Header — This appears at the top of all your listings and includes a picture or logo from your Store, an optional search box that enables buyers to search within your eBay Store and links to your custom categories, custom pages and About Me page.

Cross Promote — Only eBay Store sellers are given the opportunity to display complementary items from their Store to prospective buyers. With the Cross-Promotion tool, all Store sellers are given complete control over which items are cross-promoted to buyers. For example, if you're selling a laptop, use the Stores cross-promotion tool to advertise any accessories you might be selling such as speakers, batteries, or monitors. Learn more at <http://pages.ebay.com/merchandisingmanager>

TIP: eBay Stores can help you build your brand, decrease your selling cost, reach new customers, and increase your sales volume.

Promote Your Store Off eBay — Send customized email newsletters, create promotional flyers and other printed collateral pieces, use HTML Builder to create links to your eBay Store and take advantage of the Store Referral Credit (Receive back 75% of Final Value Fees when you promote your Store on the Web, in printed materials and in emails. <http://pages.ebay.com/storefronts/Promoting.html>

Edit Your Search Engine Keywords — Customize the keywords used in your Store pages to increase your chances of potential buyers finding your Store when using search engines such as MSN, Google, Yahoo, and so on. <http://pages.ebay.com/help/stores/contextual/title-and-meta-tags.html>

Register Your Own Domain — Register your own domain name that points to your eBay Store (for example, www.finejewelry.com) by signing up with a third-party vendor. <http://pages.ebay.com/storefronts/domainreg.html>

STORES REPORTING TOOLS

Get Sales Reports Plus – Understand how your business is doing. All Store sellers receive free sales reports that outline their activity by category (e.g., monthly gross sales, conversion rates, number of buyers). Additionally, if you have a Featured or an Anchor Store, you'll also receive overall eBay marketplace data to benchmark your sales with other eBay sellers. <http://pages.ebay.com/storefronts/seller-reports.html>

Use the Traffic-Reporting Tool — Analyze where your buyers are coming from and what they're searching for. Receive data including page views, referring URLs and keywords used by potential buyers. Learn more at <http://pages.ebay.com/storefronts/traffic-reports.html>

ADDITIONAL BENEFITS FOR STORE SELLERS

Phone Support — Store Sellers receive toll-free phone support. Anchor Store sellers receive 24 hour toll-free support. Featured and Basic Stores can call toll-free M-F, 6am-6pm PST. Find the toll-free number on your Manage My Store page.

Free Selling Manager or Selling Manager Pro — Manage your sales more efficiently – in bulk! If you are a Basic Store seller, you are eligible to subscribe to Selling Manager for free. Featured and Anchor Store sellers can subscribe to Selling Manager Pro at no charge. Learn more at <http://www.ebay.com/trysellingmanager>

Keywords and Co-op Program Co-op Advertising Program — All Store sellers receive a monthly keyword spend to promote their Store using eBay Keywords. <https://ebay.admarketplace.net/ebay/servlet/ebay/stores/true/psp/promotestore>

If you are a PowerSeller and have an eBay Store, you are eligible as a co-op participant to be reimbursed by eBay for up to \$8,000 of your print advertising costs each quarter. Learn more at <http://www.ebaycoopadvertising.com>

TIP: Store sellers receive FREE phone support. Find the number on your Manage My Store page

TIP: Traffic Reports show you which items buyers are visiting most frequently and how they found your items

Step 5 – Use Tools to Grow

eBay Turbo Lister – A free desktop software tool designed to make listing multiple items faster and easier.

- List multiple items all at once and save listings to re-use again and again
- Access convenient HTML templates
- Create listings easily with a WYSIWYG (“What You-See-Is-What You Get”) design editor
- Schedule your listings instantly
- Turbo Lister is free of charge

Learn more at http://pages.ebay.com/turbo_lister/

eBay Selling Manager – The easy-to-use online sales management tool that makes keeping track of your sales simple.

- Access this online sales management tool through My eBay
- Re-list multiple items at once
- Get a one-page snapshot of your business
- Track buying, selling and account activities
- Reduce the time you spend on emails with custom templates
- Print shipping labels and invoices
- Free for 30 days, \$4.99 per month thereafter

Learn more at http://pages.ebay.com/selling_manager/

eBay Selling Manager Pro – The all-in-one online tool providing a powerful way for high volume sellers to list, manage sales and make more informed business decisions.

- Save time with this online bulk listing and sales management tool
- Become more efficient with bulk functionality
- Track buying, selling and account activities
- Manage customer emails faster
- Print shipping labels and invoices
- Manage inventory with ease and create financial reporting
- Free for 30 days, \$15.99 per month thereafter

Learn more at http://pages.ebay.com/selling_manager_pro

eBay Blackthorne – eBay Blackthorne is the all-in-one listing and sales management tool designed for experienced medium-to high-volume eBay sellers who want to work offline. With Blackthorne Basic and eBay Blackthorne Pro, you can:

- Save time listing and managing sales
- Scale your business
- Reduce the cost of doing business

Learn more about eBay Blackthorne at <http://eBay.com/blackthorne>

Learn which eBay Seller tool is right for you <http://pages.ebay.com/sell/toolrecommendations.html>

eBay Solutions Directory – The eBay Solutions Directory is a one-stop online resource for software applications and services that can increase your eBay business productivity. Check out a large variety of tools and services, including everything from product sourcing to auction management

Scalability Guide

TIP: Seller Tools make you more efficient; saving you time and money.

to category-specific tools. Browse the directory by feature, functionality or price to find the solution that's right for you. For more information about the directory, please visit <http://www.solutions.ebay.com/>

Use Accounting Assistant — If you use QuickBooks, you can export your eBay and PayPal sales data to QuickBooks using eBay Accounting Assistant. <http://pages.ebay.com/accountingassistant/>

PAYPAL — PayPal offers sellers multiple benefits

Attract More Buyers — When buyers see the PayPal logo in your eBay listings, they're more likely to bid and buy because they know their privacy is protected and their payments are safe. In fact, 3 out of 4 eBay buyers prefer PayPal over any other payment method.*

- **Save Valuable Time** - Payments made with PayPal clear instantly so you can skip the trip to the bank to deposit checks and money orders. Plus, you don't have to worry about bounced or lost checks.
- **Reduce Unpaid Items** - Letting your buyers pay right away reduces the risk that they'll forget or change their minds about their purchases. In fact, listings that offer PayPal are 35% less likely to become an Unpaid Item.**
- **Make more money.** Listings that offer PayPal are 6% more likely to sell and they experience a 5% average increase in final price.*** That's because buyers prefer to purchase items that offer PayPal.
- **Accept Credit Cards Affordably** - With no start up or monthly fees, PayPal allows sellers of all sizes to accept credit cards more easily and more affordably than merchant accounts. Learn more at <https://www.paypal.com/fees>
- **Keep Your Profits Safe** - With state-of-the-art technology and an antifraud team working 24-7, PayPal is a leader in fraud prevention and identity protection. Learn more at <https://www.paypal.com/security>
- **Build Buyer Confidence** - Buyers know that PayPal is a trusted online transaction method. By offering them PayPal, you're telling buyers that you take their financial security seriously.
- **Store Less Inventory** - The faster you receive a payment, the faster you can ship an item. This means that you don't have to store an item while you wait for cash to arrive or a check to clear.

PayPal Preferred / Debit Card — Let buyers know you prefer PayPal and you qualify to earn 1% cash back on the PayPal Debit Card. Not only can you get instant ATM cash from your PayPal account, but you can earn money with every debit card purchase you make!

PayPal Chargeback Protection — Get protection from chargebacks on qualifying transactions and a dedicated chargeback team to help you fight chargebacks on non-qualifying transactions. Learn more at <https://www.paypal.com/sellerprotection>

PayPal Buyer Protection — PayPal offers \$1,000 coverage for buyers on your listings when you qualify for PayPal Buyer Protection (98% positive feedback rating and 50+ feedback). Learn more at <https://www.paypal.com/pbp>

TIP: Listings that offer PayPal are on average 6% more likely to sell and they experience a 5% average increase in final price.***

* Based on the results of online survey of randomly selected eBay buyers
** eBay Unpaid Item research, February 2005.
*** Based on an internal study of listings in some of eBay's most popular categories.

PayPal Buyer Credit — Offer promotional financing options on your higher priced items with PayPal Buyer Credit. Learn more at <https://www.paypal.com/buyercredit>

Immediate Payments — Create a retail-like purchase experience and eliminate Unpaid Items on your Buy It Now listings when you require Immediate Payment.

Free Online Tools Make Selling Easier — Below are a few of the easy-to-use tools that PayPal offers sellers. Use them to increase efficiency and save time. Learn more at <https://www.paypal.com/auctiontools>

- **Invoicing** - Automatically invoice your buyers with customizable emails.
- **Shipping** - Calculate shipping costs, print U.S. Postal Service and UPS shipping labels, pay for shipping, and track packages online.
- **Reporting** - Download your transaction history, uncover trends, and manage your business better.
- **Multi-User Access** - Provide unique levels of access to your PayPal account to all your employees.

To learn more about PayPal, visit www.ebay.com/paypal/seller

SAFE SELLING

eBay will never ask you to submit your eBay password or personal information by email or phone. If you ever receive a suspicious email asking you to submit your personal information, forward it to spoof@ebay.com.

Account Guard Protection (Using eBay Tool Bar) — A new feature of the eBay Tool Bar that helps you protect your eBay account information, Account Guard detects when you are on a potentially fraudulent (spoof) website and warns you. It also lets you report such sites to eBay. Download for free and learn more at http://www.ebay.com/ebay_toolbar

My Messages — eBay communicates with you directly through My Messages in you're my eBay Pages. My Messages is a secure way for eBay to communicate important information to you regarding your eBay accounts. Learn more at: <http://www.ebay.com/buyandsell/mymessages/>

Step 6 – Sourcing and Marketing

RESEARCH THE MARKETPLACE

Completed Item Searches — Use the completed items search on eBay to understand how the competition is marketing and pricing the same items you are selling. See which items have the most bids and determine what those sellers did in their listings to be more competitive.

Seller Central and Power Up — eBay helps sellers understand which items are in high demand. Confirm that you have opted in to eBay's communications to receive emails and newsletters on hot items in the categories you sell. Also check out eBay's Seller Central for Hot Items, Most Searched Terms and more. Learn more at eBay's Seller Central, <http://ebay.com/sellercentral/>

TIP: Automating your listing, management and fulfillment processes is a necessity to scaling your business.

SOURCING

Breadth and Depth of Inventory — Expanding into new product lines is a powerful strategy for increasing business since buying trends constantly change. Selling in a variety of products also lets your buyers find more items they want and lets you grow your buyer pool because buyers can find you through more channels.

eBay's Reseller Marketplace — eBay's Reseller Marketplace offers PowerSellers an online private marketplace to buy liquidation inventory in large lot sizes directly from manufacturers, liquidators, and wholesalers. PowerSellers can source from a number of suppliers on the Reseller Marketplace immediately and save time by not having to form relationships with individual suppliers.

Go to <http://ebay.com/reseller> to learn more and register.

Trading Assistants — The Trading Assistant Program enables experienced eBay sellers to generate a new revenue stream by leveraging your eBay wisdom and experience to sell on behalf of others. Learn more about how to become a Trading Assistant at <http://ebay.com/tahub/index.html>.

Buy Direct — Act as a “reseller” for a local manufacturer. Often local manufacturers are anxious to find sources that will buy out returned items, out-of-season and overstocks they cannot sell. When talking to retailers, contact operations and ask for the person in charge of liquidated inventory or excess inventory. Often, retailers receive new products and are highly motivated to get rid of “old” inventory to make space for the new.

MARKETING YOUR BUSINESS

Opt-in for eBay Marketing Communications — By opting in, you will receive valuable information by email and telephone, such as getting advance notice of upcoming events, promotions and the latest details on:

- Free Listing Days
- Feature Discounts (Penny Gallery, eBay Picture Services, etc.)
- Tips & Resources
- Seller Sweepstakes
- Category Programs
- Selling Statistics (Top Searches, Hot Lists, etc.)

You can opt-in by going into “My eBay” then clicking on “eBay Preferences” then “Notification preferences.”

Bundling of Complementary Products — Anticipate the needs of your customers by bundling products in the same manner that people purchase them in other channels. Try listing products in various combinations, i.e., with accessories to see which combinations yield the best results. Bundling different accessories with a product can allow you to have more listings of an item without breaking the 10-item auction rule.

eBay Keywords Advertising Program — Bring more buyers to your listings through Keywords matched to search terms. Buyers will see your banner or text ads when they search on a term you've selected. First time users get a \$50 free trial. Learn more at <https://ebay.admarketplace.net/>

TIP: Grow your business by selling across multiple categories.

Second Chance Offer — Provides you additional opportunities to sell your items. You can make a Second Chance Offer to a bidder other than the winning bidder when:

- The winning bidder in an auction-style listing fails to buy the item
- Reserve Price isn't met
- The seller has duplicate items for sale but hasn't chosen to run a Multiple Item Listing

Learn more at http://pages.ebay.com/help/sell/personal_offer.html

Step 7 – Shipping and Fulfillment

Set Buyer Expectations — Respond to buyer emails in a timely fashion

Shipping Center — The eBay Shipping Center gives you all of the information you need to accomplish the essential aspects of shipping - right from eBay and PayPal! Learn about all of eBay's shipping solutions in eBay's Shipping Center at <http://www.ebay.com/shippingcenter>

Shipping Calculator — eBay has a Shipping Calculator so that you can estimate actual costs of shipping any item. We recommend using the Shipping Calculator to determine the shipping costs associated with your item, but that you list a flat-rate shipping cost for your item based on that research. Buyers find a flat-rate fee simple and easy to understand.

eBay Co-branded Shipping Materials from United States Postal Service® — Ship your items with free supplies from the United States Postal Service®. Order free United States Postal Service® shipping materials at <http://ebay.com/usps/preparingitems.html>

Print and Pay for Shipping Labels—Reduce the amount of time you spend shipping your items and eliminate trips to carrier locations by buying United States Postal Service® labels with postage and/or UPS shipping labels on eBay. Pay for them with your PayPal account and print them on your printer. The buyer's address is automatically printed on the shipping label so you won't risk any mistakes entering the address. Once the label is on the package, you can arrange to have it picked up at your location.

Track Your Package — Upon using the shipping label feature, an email will be automatically sent to your buyer to let them know you are in the process of shipping. Once you print your shipping label and attach it to the package, both you and your buyer can easily monitor the status of the package.

Shipping Discounts on Multiple Items — By offering shipping discounts, you'll encourage your buyers to buy more from you. Prominent messages will automatically appear in your listings encouraging your buyers to save on shipping by buying more from you, a seller they already know and trust. Learn more at http://pages.ebay.com/help/sell/shipping_discounts.html and at www.ebay.com/sell/combinedpay1.5/

International Shipping — 15% of the trading on eBay is cross-border. Choose "will ship to" countries in SYI Form or in Turbo Lister. Learn more about how to ship Internationally at <http://ebay.com/internationaltrading/sellertips.html>

TIP: eBay's Shipping Center is full of shipping tools to help you sell efficiently to buyers all over the world!

Quick Links

Account Guard Protection (Using eBay Tool Bar)	ebay.com/ebay_toolbar
Co-op Program Co-op Advertising Program	ebaycoopadvertising.com
eBay Blackthorne	ebay.com/blackthorne
eBay Co-branded shipping materials from USPS	ebay.com/usps/preparingitems.html
eBay Keywords Advertising Program	ebay.admarketplace.net
eBay Selling Manager	ebay.com/selling_manager
eBay Selling Manager Pro	ebay.com/selling_manager_pro
eBay Solutions Directory	solutions.ebay.com
eBay Store Subscription Overview	ebay.com/storefronts/Subscriptions.html
eBay Turbo Lister	ebay.com/turbo_lister
eBay's Reseller Marketplace	ebay.com/reseller
Edit your Search Engine Keywords	ebay.com/help/stores/contextual/title-and-meta-tags.html
International Shipping	ebay.com/internationaltrading/sellertips.html
Key (Search) Words by Category	ebay.com/sellercentral/sellbycategory.html
Keyword Spam	ebay.com/help/policies/listing-keywords.html
Listing Scheduler	ebay.com/help/sell/schedule.html
Obtain Permission for use of Trademarks (including logos)	ebay.com/help/confidence/programs-vero-ov.html
Own Pictures	ebay.com/help/confidence/programs-vero-ov.html
PayPal	ebay.com/paypal/seller
PowerSeller Logo	ebay.com/powersellers
Promote Your Store Off eBay	ebay.com/storefronts/Promoting.html
Register your Own Domain	ebay.com/storefronts/domainreg.html
Sales Reports Plus	ebay.com/salesreports
Second Chance Offer	ebay.com/help/sell/personal_offer.html
Sell in a Variety of Selling Formats	ebay.com/help/sell/formats_ov.html
Seller Central	ebay.com/sellercentral
Selling Manager or Selling Manager Pro	ebay.com/trysellingmanager
Selling Tools Recommendations	ebay.com/sell/toolrecommendations.html
Shipping Center	ebay.com/shippingcenter
Shipping Discounts on Multiple Items	ebay.com/help/sell/shipping_discounts.html
Shipping Policy	ebay.com/help/sell/actual-rate-example.html
Subtitle Feature (when appropriate)	ebay.com/help/sell/itemssubtitle.html
Trading Assistants	ebay.com/tradingassistants
Traffic-Reporting Tool	ebay.com/storefronts/traffic-reports.html
Use Accounting Assistant	ebay.com/accountingassistant
Use Item Specifics	ebay.com/help/sell/item_specifics.html
Warranty Information	ebay.com/help/warranty/seller_overview.html
Write Your Own Description	ebay.com/help/confidence/programs-vero-ov.html



Happy Selling!

- The eBay Seller Development Team

This information was made possible by analyzing our own internet research, talking with many successful sellers, and working with our Preferred Solutions Providers. On eBay, every business is built differently. What works for one company may not work for another. Please use these steps as a guideline for growing your business, not as hard and fast rules.

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