



## Checklist for Success

To maximize the success of your Store, take advantage of all the powerful tools and features offered with your eBay Stores subscription and by eBay.

Use this checklist as a quick reference guide and cross off each step as you progress!

### BUILD YOUR STORE

- Review the **Anatomy of a Store** page to understand key features
- Customize your **Display Settings**
- Create and organize up to 300 **Store Categories**
- Build your brand with **Custom Pages**
- Highlight items with **Promotion Boxes**
- Add the Stores **Listing Frame** to your listings
- Customize **Checkout and Payment Information**
- Brand and merchandise with a **Custom Store Header**
- Spruce up your Store at the eBay Stores **Design Center**

### MANAGE YOUR SALES

- Review How to List and understand all **Listing Formats**
- Determine your **Listing Strategy**
- Attract more buyers by offering discounted pricing on your items with **Markdown Manager**
- Get paid fast with **PayPal**
- List in bulk with **Turbolister2**
- Manage sales with **Selling Manager** (*FREE with a Basic Store - reg. \$4.99/month*)
- Automate your selling with **Selling Manager Pro** (*FREE with Featured and Anchor Stores - reg. \$15.99/month*)
- Save time and money with **Picture Manager** (*FREE with Anchor Stores, \$5 off any tier with Featured Stores - reg. \$9.99-\$24.99/month*)
- Speed through bookkeeping with **Accounting Assistant**—great for QuickBooks® users
- Simplify shipping with services at the **Shipping Center**

### PROMOTE YOUR STORE

- Promote your Store in all buyer communication
- Save 75% on Final Value Fees with **Store Referral Credit**

### On eBay

- Review and optimize your **Listing Strategy**
- Steer more buyers to your Store with the Stores **Listing Frame**
- Activate and control **Cross-Promotions**
- Create promotional links with the **HTML Builder** tool

### On The Web

- Optimize for search and increase Web traffic with **Search Engine Keywords**
- Trigger repeat sales with **Email Marketing**
- Generate additional exposure by showcasing your listing off eBay using **eBay Stores To Go**
- List on comparison shopping sites using **Listing Feeds**

### Offline

- Create **Promotional Flyers** and include with shipments
- Enhance your brand with downloadable **collateral templates**

### TRACK YOUR SUCCESS

- Optimize your Store with **Traffic Reports**
- Track and analyze sales with eBay **Sales Reports**
- Improve your selling strategy with affordable eBay **Marketplace Research**