

## Video 7: How To Set Up Your Listing

Okay, in this video, we will be discussing how to create a listing on eBay. This is where you create a page to sell your item. You'll need to create a separate page for each item you sell.

First, log into ebay. Once you're logged in you'll need to click the "Sell" link in the upper right hand corner.

Now, the next step you'll see is to set up your eBay seller's account.

If this is the first time you're selling, you'll have to enter some additional information like your country, street address, and mobile phone number. Go ahead and enter that information and then click "List Your Item".

After that you'll land on this page. Now, in the box in the middle, you're going to enter in what it is you're selling. For instance, say you were selling a used playstation 4. You would type in "playstation 4" Then click "go".

Now, you can scroll through and see if any of the example listings ebay has provided are similar to the one you're selling. You can also narrow your options by using the column on the left.

Once you're finished entering in information and you find one that is similar, click on the button that says "Sell one like this"

A box will pop up asking you to select the condition. It's pretty self-explanatory. We know we are selling a used playstation 4, so you'll want to click "Used".

Okay, so now on this page you're going to want to start with the title. If there's anything you can add to it, go ahead and put it in there. For instance, say you're selling it with an extra controller. You'd want to put that in the title, if it fits. So, I'd type in "With Extra Controller".

Once you have your title finished, you move onto adding photos. Now, you don't have to be ansel adams here and create award winning photos. I use my smart phone camera to take pictures of the

items I sell. I will usually find a nice, clean spot with lots of good light and just take pictures of the items there.

And you'll want to take as many pictures as you can. Ebay allows you to put up to 11 pictures on the page so try and get 11 if you can. If you can't you can't. But the more pictures you have the better chance you're going to have of selling.

You'll want to take pictures of the front, back, top, bottom, the ports, the controllers, etc. Everything you can think of.

A very important thing to remember here is to always be honest with the images and captions you posted. Any erroneous or exaggerated claims will affect your reputation as a seller, jeopardizing your selling career.

Therefore, you must show any damage, scratches, dents, or imperfections on the product to establish an honest approach to your clients. In taking photos of such items, do not angle the image as to hide any of these flaws.

of course, you're going to want to have the pictures taken first before you get to this point. I usually take the pictures, then upload them to a folder on my desktop. That way they'll be ready to add to the page when I'm listing.

Okay, after you've added your pictures you'll want to add the Details.

If it's a custom bundle, which if you add additional controllers, games, etc, it would be, you'd pick Yes. If it's modified you'd pick yes.

For Bundle Description you'd just add that the unit comes with an additional controller and the name of any games you've added.

Check the unit to see where it was manufactured and then choose that from the provided list.

Once you've finished, you'll move on to filling in the Description.

You'll want to click "Change" in the right hand corner to edit what ebay has already provided for you.

Now, ebay has provided you with a short description. You CAN leave it this way. However, you may want to add a bit more detail. If you're not sure what to write, check what other sellers have written in their descriptions for similar products. Just make sure if you do that, you don't copy word for word what someone else has written. Take it and put it into your own words.

What I do is open ebay in a new tab in my browser, do a search for the item I'm selling, find one with a good description, and then rewrite it as my own. This comes in handy because there may be times when ebay doesn't provide you with a description so you have to create your own from scratch.

And when you're writing the description be straightforward about any flaw of your product. If there are damages, scratches or dents, say so. In the long run, it is better to be honest about the item's state rather than run the risk of receiving negative feedback from a customer.

Okay, once you're done with the description, you'll move onto pricing.

Click the "Change" link in the upper right hand corner.

Then click the Auction button to turn the Auction off. Then where it says "Buy It Now" click on that.

Now add the price you want to charge. The best thing to do here is to open ebay in a new tab, and do a search for items that are similar to yours. Then price it competitively compared to how others have priced theirs. Don't go too high above what others have charged or your item won't sell. And definitely don't go too low or you'll lose money.

Also, consider the bundle you're selling. For instance, if you've added an extra controller and extra games, you'll want to price it higher than other people who are just selling the system.

But again, keep the price competitive. Don't go too high or too low.

Next you'll want to click where it says "More options" Ignore the "EAsy Pricing" as it will lower the price of your product over time and that's not what we want.

So click "more options" and, if you want, you can click "Allow Offers." This is where potential customers can make an offer to you that is different from the Buy It Now price. This is a good way to negotiate with customers if you are willing to sell the price for lower than you have it listed. Of course, you could always list your item at a higher price so that a customer can make a lower offer, thinking that they are getting a deal, but that would be up to you.

For intance, say you would be willing to sell your ps4 for 220. But you price it for 250. then you'd click the "Allow Offers" and set it at 220. This way, potential customers can make you an offer at \$220. You can either take the offer they've made, or you can counter offer. You could tell them you'd take \$230. If they accept your offer, you've made \$10 more than the lowest offer you were willing to take. Make sense?

Of course, you don't have to choose Allow Offers. You can simply set a buy it now price and your item will remain for sale until sold.

Okay, now we move onto Shipping.

Usually, I will just use the ebay "Recommendation" when it comes to shipping. This is normally USPS Priority Mail. This shipping cost is calculated automatically based on the buyer's location and the package weight and dimensions. So you can just leave this as is.

But, before you go, you do need to make sure that the weight of your package is correct because it will have an impact on the shipping cost.

To weight my items, I normally use my wife's Cuisinart digital food scale. You can use something similar or you can purchase a cheap digital scale online. You don't have to spend a lot of money on a high quality digital scale. Cheaper scales work very well for smaller items. You can check eBay for used scales. Amazon has some pretty decent prices, too.

You will need to weigh your item in shipping ready form. That means you'll need to box it up and weight it that way. Shipping weight includes the entire package, so you'll need to make sure it's ready to ship before you weigh it.

Let me briefly talk about shipping and shipping supplies.

When you ship your items, you're going to want to ship in a timely manner. That means, as soon as you make a sale, you want to try and get your item to the post office. Don't put it off. Remember, you want to get positive feedback and if your item gets to the customer quickly, it dramatically increases the likelihood that they will give you positive feedback.

Okay, so, when packing the item, proceed so with extreme caution. You need not only make the packaging nice, you must also make sure that the product is safe during its journey to its new owner.

Here, you must use sturdy boxes to make sure that the product will not be damaged. Use bubble wrap or thick paper (like newspaper) to serve as shock absorber, thus giving additional protection to the product. Before sending the package, move the item around to see if it could be moved.

So, where do you get these supplies? You can buy them from eBay from suppliers, or, if you're on a tighter budget, you can look for recycling dispensers/dumpsters. When I was first starting out, there was a recycling dumpster in my apartment complex. It was always full of boxes and shipping supplies like bubble wrap and shipping paper. You can also check behind retail stores because many of them have recycling deposits where you can find all kinds of great boxes and other supplies.

Okay? Now, that you've got all the information added correctly, you want to scroll down to the bottom and click the "Preview" button. This will generate a preview of what your finished page will look like. If it looks good, you'll want to go ahead and click the "List it" button!

And that's it, your item is now live on ebay!

Once it sells you'll get a notification that it has sold. Be sure and wait until you have payment before sending. Once you've received payment, you'll be able to print out a shipping form. Cut that shipping form out, tape it to the box your shipping the item in, and drop the box off at the post office.

That's it!

Now, this may seem like a lot of stuff to do, but believe me, once you do it a couple of times, it becomes ridiculously easy and fast.

Just make sure to take your time and do it right. Don't rush and keep in mind that you want to treat the customer with all due respect so you can get good feedback. The more good feedback you have, the better you'll be able to sell your things.

Okay, well, that's it for this video. I'll see you in the next. Bye bye.