

## Advanced eBay Secrets - Opening An eBay Store

Hey, welcome back. In this video we are going to talk about opening an eBay store.

Now, why would you want to open an ebay store?

Because an Ebay store not only give you discounted fees and more free listings per month, you can also get access to additonal tools to manage and promote your business.

Before we get started on the how-tos, let's talk about what qualifications you'll need before you open a store.

1. Technically, eBay suggests that you have at least 25 active listings before you oepen a store. Personally, I feel like you should have at least 100 and that you should be making at least \$500 per month in sales. Of course, it's not a requirement, but I think that this will guarantee that you have learend the ins and outs of the selling process and are established enough to move onto the next level of opening a store.

2. You ahve to have a permanent payment method on file. eBay must be able to automatically charge you seller fees when your listings convert. This can be your paypal account.

3. You want to have a verified paypal account because many buyers prefer it. To verify your paypal account you'll just need to log into your paypal account and add a bit more information Typically a bank account, credit card, and social securirty. Once you've done that, log back into your ebay account, go to account settings, Choose Paypal Account, scroll down and click the verify Paypal link. Then just follow directions after that.

Now, once you meet these criteria, you can begin the process of opening your ebay store.

So, let's get into how to do it.

1. Log into eBay. Hover over the little down arrow in the upper right hand corner. Click "Account settings".

image 1

Then under "My eBay Views" click "Subscriptions"

image 2

Then click "Choose a store"

Now you have to pick one of the subscription prices. Now, unless you have a thousand or more items for sale on ebay, I recommend you start with one of the smaller amounts either the \$4.95 or the \$21.95. On this page you can scroll down and take a look at the benefits comparisons and decide which one is right for you.

Once you've read through everything and you're sure you're ready to proceed, you'll click "select and review"

On this page you'll need to choose your store name.

Make sure you choose your store name wisely. Don't pick boogreater69 or anything silly. The store name you choose will become your URL so make sure you think about how people will view it and how they'll be able to find your products on Google or other search engines. My advice would be to pick a name that jives with what you're selling. If you're like me and you sell a variety of items, you can pick a store name that reflects that, like Will's Potpurri. If you end up sellign mostly women's shoes, you could name your store, Barneys Womens Shoes. That is, if your name is barney, of course.

Once you pick your store name, simply click "Submit Order" and you're finished with this part of the process.

Soon after you've submitted your order, you'll receive additional instructions for personalizing your store and organizing your inventory. Those are beyond the scope of this video simply because it will depend entirely on your personal preferences and what you're selling.

But, the processes involved are fairly simple and intuitive so you won't have any issues finalizing it.

Okay, just remember that before you get started that you have a solid understanding of the eBay selling process and that you are somewhat established before you move forward.

Once you're ready, go ahead and open your own eBay store to take advantage of all the perks and benefits!

That's it for this video. Thanks for watching. I'll talk to you soon!