

All About eBay



What do you need to do?

- Know the basics.
- Establish an account.
- Buying strategies
- Selling strategies
- Safety precautions

The Basics

- Finding an item.
 - Key word search
- Listing description:
 - User name (individual vs. store)
 - Feedback
 - General Info (new vs. used)
 - Description of item
 - Shipping & tax terms
 - Return policy
 - Payment options

Establishing an Account

- Create an account in eBay:
 - Choose a user name
 - Enter other info required
 - You will need an email address
- Create an account in PayPal:
 - Choose a user name
 - Enter other info
 - Become a “verified” PayPal user
 - Verify checking account

Buying Strategies

- DO YOUR RESEARCH FIRST!!!!
 - What model are you looking for?
 - What options are available for that model?
 - What to look for and what to avoid
 - What does item cost in nearby store or on the internet with the option you want?
- Run a search in eBay
 - If you don't find your item, try using different key words (model #'s are best)

Buying Strategies

- Add items to your **watch list**
 - Arranged by “end date/time”
 - Only add items for those you would buy from
 - Good feedback score
 - Similar items sold? Customer feedback?
- Be Patient!!
 - Do not bid on items right away!
 - Watch over the course of the auction.
 - Bid during last 2 minutes
 - Place your highest bid price.
 - Refresh your browser every few seconds!!

If you won the item:

- Follow the seller's payment instructions.

Selling Strategies

- To create a listing you will need:
 - Picture(s) of item(s) being sold
 - Use a digital camera
 - Full description of item
 - Model #
 - Options included
 - Additional items included
 - Payment information/terms
 - Shipping Options vs. Set Shipping
 - Additional features
 - Shipping calculator
 - “Buy it now”

Safety Precautions

- Are you 100% secure?

NO!

- Only buy from verified sellers with a lot of good feedback!
- If it's too good to be true, **it *is* too good to be true!!!**

Let's dive into eBay !!