

eBay Buying and Selling Basics



Step 1 — Make sure you have a valid email address, and are comfortable communicating via email. Online transactions employ online communication. Be polite and professional in all your correspondence!

Step 2 — Sign up for and use PayPal to avoid sending checks or money orders through the mail. PayPal is an online checking service. It's safe, secure, and the preferred method of transaction when using eBay. www.paypal.com



Step 3 — Get comfortable using a digital camera to take pictures of your items, transfer those pictures to your computer, and upload those pictures to your auction listings. Buyers need to see what they are bidding on!



Step 4 — Sign up for your eBay account. Personal ratings rise when users with whom you conduct business award you positive ratings after completing transactions. Be prompt, be courteous, and make sure your items are packed securely!

Tips for using eBay

- Whether you are buying or selling, above all else, conduct your transactions in a polite, professional, and courteous manner. Negative feedback will certainly affect your reputation, and can prevent you from conducting future transactions effectively.
- Learn to buy and sell on eBay by buying and selling on eBay. Practice makes perfect!
- Follow eBay's guidelines. Rules, regulations and policies are clearly posted and can be found easily on the website.
- Be honest. Honesty is always the best policy. Do not lie or post misinformation about your item descriptions, and do not cheat anyone. Remember that you are interacting with real people and real businesses.

Online resources for advice and tips

eBay University Learning Center: <http://pages.ebay.com/education/index.html>

Tips & tricks for sellers: <http://tinyurl.com/eppl-ebay-tips>

Product photo tips: <http://tinyurl.com/eppl-ebay-photo-tips>

Print resources available at Elmwood Park Public Library

eBay For Dummies, by Marsha Collier (2014) - 381.177 COL

eBay Business All-In-One for Dummies, by Marsha Collier (2013) - 381.177 COL

Absolute Beginner's Guide to eBay, by Michael Miller (2006) - 381.177 MIL



Sample eBay listing

1. Title and item condition

2. Time left and bid information

3. Seller information

The screenshot shows an eBay listing for "Operation Ivy Lint The King Of Ska 7" Vinyl Rare OOP". The listing includes a photo of the vinyl record, the title, item condition (Used), time left (13h 48m 15s), current bid (US \$9.49), and seller information (bestscreenname, 100% Positive feedback). It also displays shipping, delivery, payment options (PayPal, Visa, Mastercard, American Express, Discover), and a return policy. A "Sell now" button is visible at the bottom left.

5. Quick start for sellers

4. Return policy and payment options

This example displays many of the features common to most eBay listings. **1. Title and item condition:** The title should give enough information to tell prospective buyers what the item is, but save more detailed information for the description further down in the listing. Try to be as accurate and specific as possible about the item's condition. Note the specifics of any damage in the description. **2. Time left and bid information:** The time left tells buyers exactly how much time they have to place a bid before the end of the auction. Some items will also have a "Buy It Now" option. In this case, 15 bids have been placed already. Any new bid must be a minimum of 50 cents higher than the current bid. Add this item to your watch list to monitor the auction without placing a bid. **3. Seller information:** Click on the seller's username for more details. The seller's feedback rating is prominently displayed, so it is very important to maintain good customer service. **4. Return policy and payment options:** Sellers determine their own return policies, so they can vary from auction to auction. Also note accepted forms of payment. **5. Quick start for sellers:** To start your own auction quickly, find an existing listing for the same item and click on the





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explore. connect. create.

"Sell now" button. Make sure your item matches the edition of the existing listing if you use this option.

Questions? Contact Adult Services at askref@elmwoodparklibrary.org or 708-395-1217.

