



## Listing Your Items on eBay

Great! Now you understand the basics of setting up your auction. You've figured out exactly what you're selling, you've taken a picture of your item or found pictures of your item on the internet and you've written a title that put your item onto the search screens of your potential buyers. In addition, you've written killer sales text for your description, your item's starting price is set right and your future buyers will be able to tell exactly how much they need to pay for shipping.

But it's not on eBay yet.

If, when you've finished this lesson, you feel you do not understand some of these concepts go back and review. Remember it never hurts to review all of the information in these lessons more than once!

### ***Ready, Setup Your Auction and Submit!***

You've read, researched and studied. You've gone through and completed the exercises in the previous lessons. Now you probably think that you are ready to fill out your SYI (Sell Your Item) Form. You're feeling it's about time, too.

Well, so do we.

### **LESSON OBJECTIVES**

1. Become familiar with the complete process of setting up an auction.
2. Prepare to set up your test auctions.



Let's get started! Here is what you do:

1. Go to eBay
2. Click on Sell
3. Login

## 1—Sell Your Item: Choose a Selling Format

Now, since eBay is continually changing its information and interface, the directions that you will be given here may not exactly match the screens that you'll see in your SYI, (Sell Your Item Form), but should be close enough for you to follow. Remember you can stop the CD anytime, as you need.

On this screen, you will see two options:

- Sell item at online auction
- Sell at a Fixed Price

Select "Online Auction." This allows buyers to bid on the item. If you chose the second option, you set a fixed price and your buyers can only purchase for that amount.

Click on the "Start a New Listing" Button.



## 2—Sell Your Item: Select Category

Here you will choose the category that best fits your item. It determines where your item is listed and helps deliver it into your buyers' search results. It's so important, in fact, that you can't continue without making a choice.

If you are not sure where your item will fit best, eBay will prompt you to enter keywords that will help narrow down a category. Enter your keywords and click on Search. The website will match your keywords to categories. Another screen will appear listing category options. You can then choose which category is the closest match to your key words. Even if there is a category that seems like a perfect fit from the beginning, you may wish to try the category search anyway. Sometimes, you'll find an even better category, one that you might not have considered otherwise.



**Note:** The website will provide a second category option below the first. There is a fee for the second category. For these starting auctions, which are more for practice than anything, we suggest you pass on listing your item in a second category.

After selecting a category click on the Continue button. *(Note on Category*

*Selection: It is wise to do research on other identical or similar auction items to see what category they chose).*

### **Using DeepAnalysis to Target the Right Category for Your Item**

If you have the Bright Builders' auction research software you have a definite advantage as you plan your auctions because it can assist you in finding the right category or categories for your item.

Let's say you have some message oil you want to sell on eBay. Under what category should you list that item? The answer might not be as obvious as you'd think. Wouldn't it be great to know which eBay category will make the most money for you? And what if there is an unexpected category you could list your item that brings the best auction results, one you might not ever think of, but makes those sales "happen." What you don't know can cost you and that is why the DeepAnalysis was created...to save you time and give you the best return for your money.



### **3—Sell Your Item: Describe Your Item**

On this screen you will type or copy in the title and item description you created in the last lesson.

**Note:** You can add a subtitle for an additional fee. While you may want to write down what kind of subtitle to use in the future, we suggest skipping this step on these learning auctions.

#### **Item Description**

In the Item Description area you will see an HTML editor. The website doesn't call it that, but that is what it is. There is an area for inputting text and what looks like a mini

tool bar for a word processor. There are two rows on the tool bar containing the following icons:

#### **First Row**

- Fonts
- Font Name—a pull down menu from which you can select fonts.
- Font Size —this field says "Size." Click on the pull down menu and a column of numbers will appear. Select your preferred size.
- Color—a pull down menu from which you can select the font colors.
- Icons for:
  - B—**Bold** font
  - I—*Italicized* font
  - U—Underline font
- Align Left
- Center
- Align Right
- Number list of items
- Bullet list of item
- Reduce indentation
- Increase indentation

#### **Second Row**

- Inserts—enable you to insert your logo, text, HTML code, tag lines, seller messages and your custom policies on feedback and warranties. You can have up to five inserts and edit them at any time.

- Spell Check—a button with ABC and a check mark. This will check the spelling of your description. It is *always* a good idea to double check spelling. A description with basic words misspelled will lead buyers to think you are careless or that you aren't the sharpest crayon in the box. We don't want that, do we?

- Questions—brings up a screen covering the basics of the tool bar.

*Create the page layout in your word processor and then copy and paste that into the description area.*

### ***Entering Your Sales Text into the Description Area***

Entering the sales text in the description area is pretty straightforward. At the same time, you have multiple ways of approaching this. The first two options are best for beginners. The last two are a bit trickier but give better control over the layout. If you are new to all this, stick with options 1 or 2 until you've created a few auctions and feel comfortable with the process.

1. Type your copy into the description area and then use the tool bar to create the look and feel of your page layout. (Suggestion: Complete the page layout in your word processor on your computer then print out a hard copy as your model).

2. Create the page layout in your word processor and then copy and paste that into the description area. The HTML editor accepts word processing code and will keep your page layout.

The disadvantage to this is that if you enter changes in the HTML view, the word processing code can be easily confused with the HTML code.

The cleanest ways to put your copy into eBay's HTML editor are options 3 and 4.

3. Create the page layout of your description in your word processor the way you want it to appear in your auction. Print out a hard copy for yourself. Now, copy and paste the text into Notepad (found under accessories; click on the start button on the bottom left of your monitor, then programs, then accessories and finally notepad). This will clean out all the word processing code.

Copy the text from the Notepad screen and paste that into the "Item Description" area on the eBay screen "Sell Your Item: Describe Your Item." (This is the screen we've been talking about).

4. The fourth option is to use your own HTML editor like Dreamweaver or Coffee Cup, create your layout in the software program and copy and paste it into the description area under the tab, "Enter your own HTML."

No matter how you get your copy into the box, at the bottom of the description area you'll see a link labeled, "Preview Description." Click on that link to open another window that shows how your description will be displayed.

### ***Adding Pictures to the Description Area***

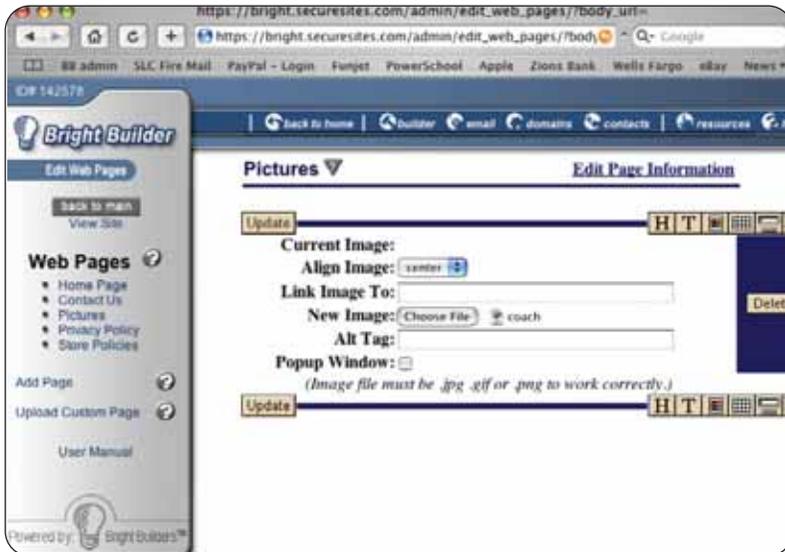
In the previous lesson we said we'd tell you how to add additional images to your eBay auction without an extra fee.

### ***Bringing Pictures into Your Builder***

1. Go into the Administration area of your Bright Builder site.
2. Click on "Builder" on the navigation bar on the left.
3. On the next screen click on "Edit Pages" on the left navigation bar.



4. On the next screen click on “Add Page,” again on the left.
5. Go through the steps to add a new page, naming the page “pictures” (without the quotation marks). If you have questions as to how to do this read the online tutorial for the web builder.



Use your builder to add pictures to your site.

6. On this new picture page you can upload images of your items. The tool bar will allow you to upload as many pictures as you'd like. (As your auctions close delete these images from the page).

7. You can upload single images of your item or you can merge images of your item into one picture.

Using several individual images allows you to place them where you'd like.

Using a single merged picture allows you to place all the images in one place.

Either way will work. It is a matter of preference.

***To bring a picture into your description area you must do the following:***

1. Upload the image(s) into your builder inside the Administration area.

2. Bring up another browser and go to the home page of your website. At the end of the .com type in: /pictures, then hit your enter key. This will display your pictures page.

3. Now you will get the address of a picture on your pictures page. This is done by putting your cursor on the image and right clicking your mouse. If you are using a Mac, put your cursor on the image and hold down your mouse button.

4. A menu will appear on your screen. On the menu look for “Properties.” Highlight “Properties” and left click on it.

5. The Properties window will appear on your screen. You will see the address of the image in that window. It should be in the middle. Look for “Address: URL—http://www...” and so on. At the end of the address you will see the format of the image (either jpg or gif).

6. Take your cursor and highlight the address. Be sure to highlight all the way from “http” to the very end of the link. To copy the address hold the Control key down and hit the “c” key. This will save the highlighted address to your computer's clipboard.

7. To place this image in your auction, click on the tab “Enter your own HTML” above the HTML editor.

In the HTML view, locate the spot where you want to place the image. (This may take some clicking between the two screens—“Standard” and “Enter your own HTML.”)

8. Note: In your manual you will find the HTML codes to bring your image or images into the description area of your documentation.

Use this HTML code to place an image in the description area of your auction.

To place the image on the left side: ``

To place the image on the right side: ``

To center the image: `<center></center>`

9. After you place your images into the HTML view check "Preview Description" and then click continue.



## 4—Sell Your Item: Enter Pictures and Item Details

On this screen you will enter and select choices for a number of details. Use the following suggestions for your learning auctions.

- Pricing and duration.
- Starting Price—\$0.01
- Reserve Price—leave blank
- Buy It Now Price—leave blank
- Duration—whenever you start your auction, we suggest you end it on a weekend when eBay gets the most traffic. The pull down menu will let you select:



- 1 day
- 3 day
- 5 day
- 7 day
- 10 day (extra fee)
- Start time—you have two choices:
- Start listing (auction) when submitted
- Use this option for your first auction.
- Schedule start time (additional fee)
- Quantity—the number of items you are auctioning; with these starter auctions it will be one item.
- Item location—enter the location of the item, (your address unless you keep the item somewhere else).
- Add Pictures—the free picture. You should use this option to select an image of your item. It will display the picture at the top of your auction page as well as below the description area. Remember you can always add more images using the HTML code in the description area.
- Listing Designer—allows you to select a theme and a layout. This is particularly helpful as you start your business, but eBay charges a fee for this option.
- Select a theme—There are a lot of themes you can choose. Click on any of the theme names and in the display box to the right of the list the theme will display.
- Select a layout—Click on the layout name in the box and to the right the layout will display. An option here will set your picture to optimal size. This may or may not work for you. Sometimes it enlarges your picture too much and blurs it. You will have to test this option with the image.
- Increase your item's visibility.

- Gallery picture Web Address—this is the small image that appears in the gallery section after a search. Most people like to see the small image in the gallery, but if you are using the free image option on your auction a camera icon will display in this area. This allows bidders to know there is an image of the item on the auction page. There is a small fee for this option.
- Make your listing stand out—eBay charges fees for these extra options. For your beginning auction you don't have to use them.
- Bold
- Border
- Highlight
- Promote your listing on eBay—we don't suggest these expensive additions for items with a low return. Don't use these for your starter auctions.
- Featured Plus
- Home Page Featured
- Gift Services—exposes your item as a gift with an icon. This option also costs extra and we do not suggest it for your first auction.
- Gift wrap—you must provide additional costs and details.
- Express shipping—you must provide additional costs and details.
- Ship to gift recipient—you must provide additional costs (if any) and details.
- Page Counter—places a counter on your auction that shows the number of visitors to your auction.

If you have Bright Builders' auction research software, the fee finder tool will assist you in determining the fees for your auction item. Simply click on the various options. As you make your selections the fee finder immediately gives you a sum of

the costs. If you deselect any option the sum will update immediately. Otherwise you will want to keep track of which items charge a fee, and how much, on a piece of paper to avoid surprises.

## 5—Sell Your Item: Enter Payment & Shipping

This screen allows you to select the payment methods you will offer the winner, places you are willing to ship to, shipping costs, shipping insurance, sales tax, your return policy and buyer requirements.



- Payment methods—you can choose from:
  - PayPal
  - Money Order/Cashier's Check
  - Personal Check
  - Other/See Item Description
- Places to which you are willing to ship, including Americas, Canada, Mexico, Europe, United Kingdom, Germany, Asia, Australia, Japan, and Worldwide.

- Shipping costs—You have two options:
- Flat—same cost to all buyers (this works fairly well if you are only mailing within the USA).
- Calculated—You can give your winner several different options based on where they live.
- Shipping insurance—If your item is valuable, one of a kind, or has a breakage risk you should consider insurance.
- Sales tax—This option automatically selects “I don’t charge tax.” You can change this if you choose. I recommend you do not change it at this time. As your business grows you may be required to charge sales tax for your state, but most states do not require it for a onetime, small-gain auction.
- Return policy—You can select to accept returns or not. If you choose to accept returns, you can specify for how many days you will accept them and how you will refund the money.
- Payment instruction—This text box allows you to give clear instructions for payment and shipping.
- Buyer requirements—This option allows you to block certain bidders with whom you choose not to do business.



## 6—Sell Your Item: Review & Submit Listing

This is the final screen. Here you can review and edit all your selections

After you have reviewed all points of your auction and made any corrections or edits click on “Submit Listing.” You are off to the races.

## Lesson Wrap Up

Take a look back at all that you’ve accomplished. You’ve started with an idea and carried it all the way through to implementation. That alone puts you one step ahead of the pack. You’ve gained an education along the way and learned to maximize your effectiveness. Now you have the tools to succeed, not just once but repeatedly. This lesson should help you to see your potential earnings and set your mind upon the full process of taking an item through auction. Remember that the key to learning is repetition; so go through these steps again. Set them into your routine and your gray matter!

### Tasks for Lesson 5

Use your Time Management Plan to schedule and complete the following tasks:

1. Complete your time management list for this week’s tasks.
2. Write in your business journal.
3. Review your Business Vision Statement.
4. Use the steps listed in this lesson to set up and begin your item auctions.
5. Review your Commitment Letter and reasons you are going into business for yourself.

Once you have completed these tasks, proceed to lesson 6.