



What is eBay

eBay is the world's online marketplace; a place for buyers and sellers to come together and trade almost anything.

Here's how eBay works:

- A seller lists an item on eBay, most anything from antiques to cars, books to sporting goods. The seller chooses to accept only bids for the item or to offer the "Buy It Now" option, which allows buyers to purchase the item right away at a fixed price.
- In an online auction, the bidding opens at a price the seller specifies and remains on eBay for a certain number of days. Buyers then place bids on the item. When the listing ends, the buyer with the highest bid wins.
- In a "Buy It Now" listing, the buyer willing to pay the price, gets the item.

Trading on eBay is easy and it's fun! Best of all, you'll never know what you can find!

The first step for buying and selling on eBay is to register as an eBay Member. Registration on eBay is easy and free. During this on-time process, you need to provide information to verify your identity and select how you will pay your seller fees.

You will need to provide an email address that you can check immediately so that eBay can send you a message to complete your registration. The email message will contain a link with instructions that explain the next steps take to confirm you eBay registration as an individual buyer or as a business.

Verify your identity Select the way to pay your seller fees Offer PayPal

Sign up to accept PayPal

PayPal allows you to accept buyer's credit card and electronic check payments online. To keep eBay a safe place for both buyers and sellers, sellers who register after January 17 2007 are required to offer either PayPal or a merchant account credit card as an accepted payment method for their items. You can sign up for PayPal before you list your first item for sale, or you can sign up when you list your first item with the Sell Your Item form.

Become a seller by providing a valid credit/debit card and bank account information, if you don't have a credit card or don't want to place your card on file, you can establish your proof of identity with ID Verify. After you're successfully verified, members will see an ID Verify icon in your feedback profile. Verification costs \$5.00 and is valid until your name, address, or phone number change. This fee will be charged to your eBay account within 24 hours of your successful verification. **NOTE:** Before you start this process, please make sure that the phone number you have on file is accurate. After successful verification you will not be able to change your contact information for 30 days.

Start Selling

Fill out the Sell Your Item Form – The Sell Your Item Form is where you create your eBay listing. Here are some of the sections you will be asked to complete.

Select a category – To find an appropriate category for your item, enter keywords into the search box labeled "List your item for sale" and then click the **Start selling** button.

Select Item Specifics – Providing additional item details within a category helps buyers find your item. Not all categories have Item Specifics.

Write a good title and description – Buyers usually find listings based on their titles, so be sure to write a good one for your listing.

Upload pictures– Including good quality, evenly lit pictures of your item can help sell your item. You can add, enhance pictures using Picture Hosting.

Select a selling format– Understanding the different types of auction and fixed price formats and their pricing, helps you become an efficient seller.

Select a price– This includes deciding on a starting price and pricing options such as reserve price and Buy It Now to help you get the price you want for your item.

Select a listing duration – You can have your listing last from 1 to 10 days. Most auction listings last 7 days.

Provide payment information – Choose the payment methods you'll accept from buyers. PayPal is a fast, easy, and secure way to accept credit card or checking account payments on eBay.

Provide shipping information – Specify the locations you will ship to. You can decide the cost and which services to use or have eBay help you calculate shipping costs based on the buyers location.

- **Specify your return policy**– Buyers are more comfortable shopping from sellers who offer return policies

Explore the many listing upgrades that can help your item stand out from the other listings, choose the options that are right for your item, bold, highlight and border.

Review and submit your listing – Now you'll see a preview of your listing and a summary of its details. Look this over carefully. If you're satisfied and finished, submit your listing.

Now your listing begins!

When your Listing ends.....

Contacting your buyer

Once your listing is over, you'll need to contact your winning bidder or Buy It Now buyer. If you're using Checkout, some or all of the information will be automatically emailed to your buyer. If not, you'll need to email your buyer to exchange information. The buyer's email address will be provided in the email announcing the end of your listing. Note: If you don't get an email response, request your buyer's contact information, including a phone number.

Sometimes a phone **call makes communication easier**.
buyer's shipping address.

Obtain the
Inform the buyer:

- Shipping cost. How you will ship the item to them
- When to expect it and a shipping tracking number if you have it
- Which payment options you accept. The total price. Tax (if applicable)

Receiving payment

- Always verify payment before shipping items (including holding checks until they clear). If you accept PayPal payments, you receive payments immediately and don't need to handle checks or money orders (see Selling with PayPal).

Shipping the item

After receiving payment, the faster you send the item, the more likely the buyer will be to give positive feedback and buy additional items from you.

- Review which shipping options and shipping services fit your shipping needs, including irregular size packages and large packages.
- Pack the item with enough cushioning to ensure that the item arrives undamaged.
- Ship with a tracking number and offer insurance.

Paying eBay fees: You can make a payment or change your payment method at any time by going to the **Seller Account** section in My eBay.

If your item did not sell: If your item didn't receive any successful bids, you can: Re-list your item and receive an Insertion Fee Credit

Leaving feedback: Leaving feedback after your listing is over is an important part of eBay

Buying on eBay

Buying on eBay is easy – and fun! You can find almost anything for sale – from new computers to antiques and collectable. With “**My eBay**” you can track and manage your eBay buying, selling, messaging, account information, preferences, and more from a single, secure location.

NOTE: You must be a registered user to access most of the following MY eBay features. Buying as a Guest. Buying as a guest allows you to try eBay without completing the full eBay registration. You can make two purchases.

Here are a few basic steps to get you started:

1. **Find an Item:** Enter keywords into the Search box located at the top of any eBay page. You can also browse through our categories.
2. **Learn about the item you found:** Read the item description carefully. **The starting bid, current bid & "Buy it Now" price. The item description, the condition and photos, the shipping costs and payment options.**
3. **Review the seller’s Feedback.** Check the seller's feedback. If you are not sure about an Item, ask the seller a question. Note the seller's return policy.
4. **Bid or Buy it Now:** Once you’ve found the item you want, you can place a bid or purchase the item using Buy It Now. Check the item page to see what options are available to you. Remember, each bid you place enters you into a binding contract. If you win a listing, you are obligated to complete the transaction.

Lowest price strategy: Wait until the last moment to bid (sniping). **element of surprise!**

Willing to pay strategy: Start off with a high bid and maintain that position. Advantage: You have a **better chance of winning the item.**

Consider bidding tips: Bid in odd amounts & don't bid as soon as the item is listed.

5. **Pay for the item:** After you’ve won or purchased the item, send your payment to the seller. Your seller will also send you an email with information on how to pay and where you should send payment. If the seller offers PayPal, clicking the Pay Now button on the item Page will allow you to pay quickly and easily with your credit card or bank account.
6. **Receiving the item**
 - a. Inspect the item for damage and accuracy of description.
 - b. Contact seller BEFORE you leave feedback if there is a problem.

What does it cost to sell on eBay?

Insertion Fee - If you want to sell an item on eBay, you create a listing using the Sell Your Item form. When you list an item, you are charged an Insertion Fee for the listing. The Insertion Fee is based on what you decide is the Starting Price of your item or the Reserve Price if one is included. (Cost table on the **fee** page).

Final Value Fee - If the item sells, you are charged a Final Value Fee. The Final Value Fee is based on the final amount the item sells for. The Final Value Fee does not include shipping costs.

Listing upgrades - Additionally, you may want to add a subtitle or an extra picture to your listing, a charge would be added for each listing upgrade. The charges also depend on the category and format you list in. When you sell an item, you can review your fees on the Sell Your Item form before you submit your listing.

PayPal

The safer, easier way to pay and get paid online. The service allows anyone to pay in any way they prefer, including through credit cards, bank accounts, buyer credit or account balances, without sharing financial information

First you need to sign up. It takes only a few seconds. You simply register your email address, mailing address, and bank account information with PayPal.

Choose the Right PayPal Account for You

- **Personal Account**

Ideal for shopping online. It's a free, secure, and fast way to send payments. You can also accept bank account or PayPal balance-funded payments for free and a limited number of credit or debit card payments per year for a low fee.

- **Premier Account**

Perfect for both buying and selling. Make secure payments on eBay and merchant websites. Plus, accept credit card, debit card, and bank account payments for low fees.

- **Business Account**

The right choice for your online business. Accept credit card, debit card and bank account payments for low fees.

Registering for the First Time

Registering at eBay is free and easy. You only have to register once, although you can register a second eBay account. Your information will be kept private on eBay's secure servers.

To register for the first time:

1. Click the "register" link at the top of most eBay pages.
Note: To register as a business instead of as an individual, click the "register as a business" link. (See Registering as a Business to learn more.)
2. Enter your name, address, and phone number.
3. Enter your date of birth.
4. Enter your email address. Be sure to enter an email address that you can check right away.
Read the eBay User Agreement and Privacy Policy then select the **I agree to the following** check box.
5. Choose a User ID and password.
6. Choose a secret question and enter your answer.
7. Click the **Register** button.
8. Check your email for a message with a link and instructions for confirming your registration. Haven't received your registration email yet?
9. Open your registration email and click the "Activate Your eBay Membership" link. A registration confirmation message displays.
10. If you've done this but nothing happens, or if you'd rather copy the confirmation code and paste it into the confirmation page, do the following:
 - o Find your confirmation code in the registration email.
 - o Enter your confirmation code in the specified box (if it isn't already entered for you).
 - o If your email address is not already displayed on this page, be sure to enter the email address you originally registered with, and then click the **Continue** button.
 - o Click the **Create my account** button
 - o Bottom of Form

Note: If you register using a Web-based (anonymous) email address, such as an email address from Yahoo! or Hotmail, you'll need to place a valid credit or debit card on file to verify your identity. Your card will be used for identification only and will not be charged. If you don't want to place a credit card or debit card on file, you'll need to register with an email address from a company or paid Internet Service Provider, such as AOL. Learn more about Providing Identification for Registration.

Choosing a User ID

A user ID is the unique name you use to identify yourself on eBay and can be seen by all eBay users. Your user ID is displayed when you buy or sell on eBay or communicate with other eBay members. However, other members won't be able to see your real name and other personal information.

You use your user ID and password to sign into eBay. When you register, choose a user ID that you like and that you'll remember. For example:

- You might use words identifying your favorite collecting area, your business, or your occupation.
- You could refer to your hometown and call yourself `georgia_peach`.
- You can refer to your own sense of style and choose `happyhal`.

Remember that user IDs can contain letters (a-z), numbers (0-9), and/or some symbols, and must be at least six characters long.

What You Can't Include in a User ID

The following list includes characters and elements that you cannot include in a user ID:

- The `@`, `&`, `'`, `(`, `)`, `<`, or `>` character.
- Spaces or tabs
Tip: You can use a hyphen to represent a space.
- Elements that imply an email address or Web address (for example, `xyz.com`), including but not limited to `.com`, `.net`, `.org`, `.edu`, or any variation of such (for example, `_com` or `-com`). Your user ID can, however, contain an element of an email address or Web address (URL) that, when viewed outside the context of the email address or Web address, identifies you or your brand (for example, `xyz`).
- Consecutive underscores `__`
- An underscore `_`, hyphen `-`, or period `.` at the beginning of a user ID (for example, `-cardcollector`)
- The word **eBay** (only eBay employees can use the word eBay in their user IDs).
- The letter `e` followed by numbers
- Obscene or profane words that violate eBay's guidelines. See eBay's rules on [profanity](#)
- The same User ID as another seller or similar to an eBay Store name.
- A user ID that is similar to the name of an eBay Store
- A term that could be confused with a third-party's trademark or brand (for example, `CocaColaSeller`)

What does it cost to sell on eBay?

eBay charges fees to list your item on the site. The cost depends on total of fees calculated based on the starting price, selling price, selling format, optional listing upgrades, category, and site. The eBay fee pages have tables to help you figure out how much it will cost you to sell your item.

View fees for: [eBay.com](#) | [eBay Motors](#) | [eBay Stores](#) | [Classified Ads](#) | [Real Estate](#) | [PayPal](#)

If you are not familiar with eBay's fee structure, reviewing a simple example will help you understand how to use the fees tables to calculate the cost of selling an item.

Insertion Fee - If you want to sell on item on eBay, you create a listing using the Sell Your Item form. When you list an item, you are charged an Insertion Fee for the listing. The Insertion Fee is based on what you decide is the Starting Price of your item or the Reserve Price if one is included. For example, you want to sell your Sony camera. You list it with a Starting Price of \$60.00. The Insertion Fee would be \$2.40 (from the table on the fee page).

Final Value Fee - If the item sells, you are charged a Final Value Fee. The Final Value Fee is based on the final amount the item sells for. The Final Value Fee does not include shipping costs. For example, your item sells for \$153.00. Your Final Value Fee would be \$5.47. This is calculated as follows: \$1.31 (.0525 times \$25.00) plus \$4.16 (.0325 times \$128.00) for a total of \$5.47.

Listing upgrades - Additionally, you may want to add a subtitle or an extra picture to your listing, a charge would be added for each listing upgrade. The charges also depend on the category and format you list in.

When you sell an item, you can review your fees on the Sell Your Item form before you submit your listing.

Payment methods

Choose from a variety of methods to pay your seller's fees.

- **PayPal:** PayPal is a safe, convenient way to automatically pay your eBay fees. When you sign up for monthly PayPal payments, your amount due will automatically be deducted from your PayPal account each month. Or you can make a one-time payment using your PayPal account.
- **Credit card:** Each month, eBay will automatically charge your amount due directly to your credit card you place on file (Visa, MasterCard, American Express, or Discover Card). Your credit card will normally be charged five to seven days after you receive your invoice. You can also make a one-time payment with your credit card.
- **Direct Pay:** With Direct Pay, eBay will automatically deduct your amount due from your checking account. This option is available to sellers billed in U.S. dollars with U.S. bank accounts. To sign up for Direct Pay, you will need to provide eBay with your bank account and routing numbers which are shown on the bottom of your checks. Or you can make a one-time Direct Pay payment from your checking account. Your payment will be posted to your eBay account within two business days. You can also change your payment method or update your debit or credit card information.
- **Check (business only):** After they are received, check payments take seven to 10 business days to process and post to your account. Please remember that this does not include weekends and holidays.

Note: When making payment by check, you must submit a payment coupon along with your check and mail it to the address on the coupon.

Your payment due date

You'll need to pay your amount due in full each month to keep your account current. If you don't keep your account current, your account may be suspended for non-payment and you may be responsible for collection costs. The payment due date is determined by the date eBay generates your invoice (either the 15th of the month or the last day of the month).

craigslist

What is Craigslist? Craigslist essentially is an Internet classified ad page. It is just on a larger and more comprehensive scale than other classified ad pages. It is immensely popular because it is mostly free and it works for many users. It gets 10 billion page views per month and has an estimated 40 million users. Craigslist says they list jobs, housing, goods, services, romance, local activities, advice--just about anything.

Create a Craigslist Account - You can view and post listings without a Craigslist account, but it is much easier to keep track of them with an account. Click the "my account" link in the upper left, then create your account. It's free. Your email address will not be released. Craigslist will give you a ghost email that will forward messages to you.

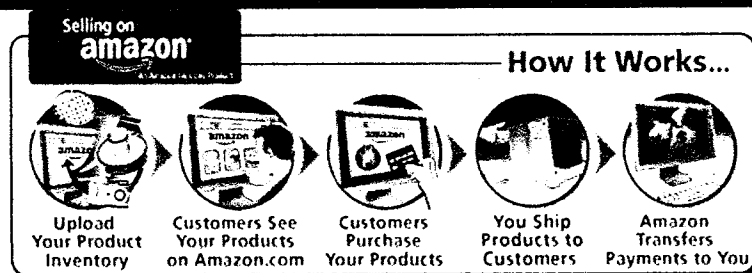
View Craigslist Listings - Return to the Craigslist main page for your area and see what it has to offer. Anything you would find in a classified ad, personal ad, discussion board or community bulletin board, you will find here. Click on whatever link appeals to you. It will take you to listings starting with the latest one posted. Some listings will provide phone numbers, but most will provide a link to a Craigslist email address. You can use this to anonymously communicate with the poster of the ad.

Post Craigslist Listings - Return to the Craigslist main page for your area. Click on the "post to classifieds" link in the upper left. Pick the category where you want to put your listing, then choose a sub-category. Enter the information, upload pictures if you want, and post it all on Craigslist. Craigslist will forward you email from people interested in your listing.

What Happens to Craigslist Listings? It takes a few minutes for listings to appear on Craigslist. Those that break the rules are removed. Otherwise, they run for 1 week then are automatically taken down. You are welcome to re-post it once the old listing expires. You are not allowed to post identical listings at the same time. Understand that your listing will move lower on the list as time passes. You are not permitted to re-post the listing just to get higher on the list.

Craigslist Fees - Almost everything on Craigslist is free. There are a few exceptions, however. Job posts in the San Francisco Bay Area cost \$75. Job posts in Boston, Chicago, Los Angeles, New York, Orange County, Portland, Sacramento, San Diego, Seattle and Washington DC cost \$25. Brokered apartment rental listings in New York cost \$10. There is no cost to respond to these listings.





<http://www.amazon.com/gp/seller-account/mm-product-page.html?topic=200274780>

Upload your Inventory - With Selling on Amazon, it's easy to upload your inventory. Once you've registered use the Web-based tools, a free desktop software application, or text files to get up and running fast.

Customers view and purchase your products on Amazon.com. Amazon.com is a leading web site and is a stop for millions of online shoppers. By listing your products on Amazon.com you reach millions of potential customers every day. Amazon.com makes buying your products a snap. With features like 1-Click and a brand millions of consumers trust, we help customers make quick, easy, worry-free purchases

You Ship Products to Customers - Amazon notifies you by email when an order has been placed. You simply pack and ship your item to the customer (Or you can sign up for Fulfillment by Amazon and let Amazon do the shipping for you).

Amazon Transfers Payments to You -

Amazon deposits payment into your bank account every 14 days and sends an email notifying you that your payment has been sent.

Go to the "Amazon" website. Click on the "Your Account" tab in the upper toolbar.

Type in your email address. Then you will be taken to another screen to set up your account.

Choose a password that only you will know and that no one else can guess.

Register a credit card. Amazon.com will ask you for credit card and billing information. Then, within a couple of days, Amazon.com will contact your credit card company to verify your information.

Wait for confirmation that your seller's account has been set up. You should receive an email. Select the type of shipping method you will offer your buyers.

Confirm that all the details you've submitted are true, and add your book to the Amazon.com.

Post Your Books - Search for the title of the book you wish to sell.

Choose the book you wish to sell from the list of search results.

Click the button on the screen that asks if you would like to sell this book. This button is usually below the "Add to Shopping Cart" button.

Decide on a price you would like to sell your book for.

Give the buyers an accurate and detailed description of the condition of your book. Be sure to let the buyer know if your book is hardcover or softcover.

Read more: How to Sell Books on Amazon | eHow.com http://www.ehow.com/how_2071590_sell-books-amazon.html#ixzz16YCNcxYY



Here is the summary of Comparison's

A=Amazon C=Craigslist e=eBay

| Comparison point | Preference 1 | Preference 2 | Preference 3 |
|------------------------|-------------------|---------------|-------------------|
| Listing method | A for fixed price | e for auction | C for bulky items |
| Listing process | A | C or e | |
| Time Required | A | C or e | |
| Fees | C | A or e | |
| Sale Price | A | C or e | |
| Payment method | C | A | e |
| Return policy | C | A | e |
| Shipping | C | e | A |
| Feedback system | A | C | e |
| Taxes | e | A or C | |

Listing method = Amazon has a fixed price listing method, whereas eBay works as an auction platform. Craigslist is not an auction, but people rarely buy stuff for the price you ask for, so it is a negotiation platform. Each one of them has its advantages and disadvantages. If you have furniture or something that needs to be looked at, Craigslist is probably the only option. Antique jewelry or a collectible, eBay wins hands down. But for books or electronics for which I know exactly how much I want, I have had much better luck with Amazon.

Preference : Amazon for fixed price, eBay stores for auction items, Craigslist for large, used items.

Fees - Amazon has no initial listing fees, but their commissions are pretty steep. eBay charges a listing fee regardless of whether the item sells or not. If the item sells, there is a final value fee. I have to also consider all the optional fees, the time spent on relisting and dealing with unpaid items. As an example, for an item listed for \$125 here are the breakdown of fees for both.

| Fees | Amazon | eBay |
|---------------------|----------|--|
| Listing fee (-) | \$0 | \$1 |
| Commission (-) | \$11.74 | \$11.25 |
| Shipping Credit (+) | \$7.48 | \$0 (I will have to bill the buyer for shipping) |
| Price I asked | \$125 | \$125 |
| Total | \$120.74 | \$112.75 (+ shipping charge) |

Craigslist is free

Sale price - eBay is famous for bargain values and the eBay buyers are willing to wait for a long auction to save money. Amazon's crowd on the other hand, seem to buy now and if the quality is good, they are willing to pay more for a similar item on eBay (just based on my personal experience). If you do have an unusual item or item that is not listed on Amazon the best bet is eBay. Craigslist, the price will be negotiated down, you don't have to sell if you don't like the price but it is still time consuming to get the price you want.

Preference : 1. Amazon marketplace 2. eBay stores or Craigslist

Payment method - Amazon sellers use Amazon payments to get the money. Amazon collects the payment and deposits it into my bank account. No extra fee for doing this. If the buyer doesn't pay then there is no sale. I don't have to invoice anyone, send payment reminders, track/report/hassle with unpaid items. eBay on the other hand accepts a variety of other payments like PayPal, money orders or cashier's check. Oh and PayPal charges fees too. For my \$125 items I would have paid ~\$4 in PayPal fees (2.9% + 35c). eBay's payment system costs more money and time. Craigslist, I always use only cash.

Preference : 1. C 2. A 3. E

Return policy - As a buyer, I love Amazon's return policy and their A-Z guarantee. As a seller it is not to my advantage, but if I describe my condition exactly and nothing is wrong with the product, I am assuming people won't randomly file a claim. So far I have sold only books and CDs, this is the first time I have sold an iPod, so I'm keeping my fingers crossed. eBay takes a messier route. If the buyer wants the refund, he can get it, but the seller can fight it out with the buyer. eBay can also do a charge back to my PayPal account/credit card. So both of them side with the buyer, but just due to the extra hassle factor with eBay, Amazon wins. In Craigslist as the buyer already sees the item, there are not that many returns.

Preference: 1. C 2. A 3. e

Shipping - Amazon offered 2 types of shipping credit, standard and expedited. It is a fixed credit based on the item you are selling, so if you spend more to ship than the shipping credit, you have to pay from your pocket. eBay on the other hand lets you charge the buyer for shipping. Some sellers charge a higher shipping fee to cover the eBay/PayPal fees. To discourage this, eBay prefers sellers who offer free shipping. In any case, if you know exactly how much it will cost for shipping, you can get the full price with eBay. Craigslist deals locally so there are no worries about shipping.

Preference : 1. C 2. e 3. A

Summary

If I have a bulky item like furniture or something that needs to be looked at, Craigslist is the best place to start. Even for books and electronics, Craigslist can be a decent market place but the best chance is with Amazon. If I have a rare collectible or an unusual item, eBay seems to do better. ***But for anything that is available in Amazon's catalog, my personal preference is to sell it in Amazon – due to the time savings, fixed price and ease of using the system.*** I could always list in Amazon and Craigslist, if the item is appropriate for Amazon or eBay stores and Craigslist if the item is appropriate for eBay. What do you think? Have you used Amazon, Craigslist or eBay to sell items? Which one would you prefer? And why?

