



HOW TO SELL ON EBAY

A guide for new sellers



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How to sell more

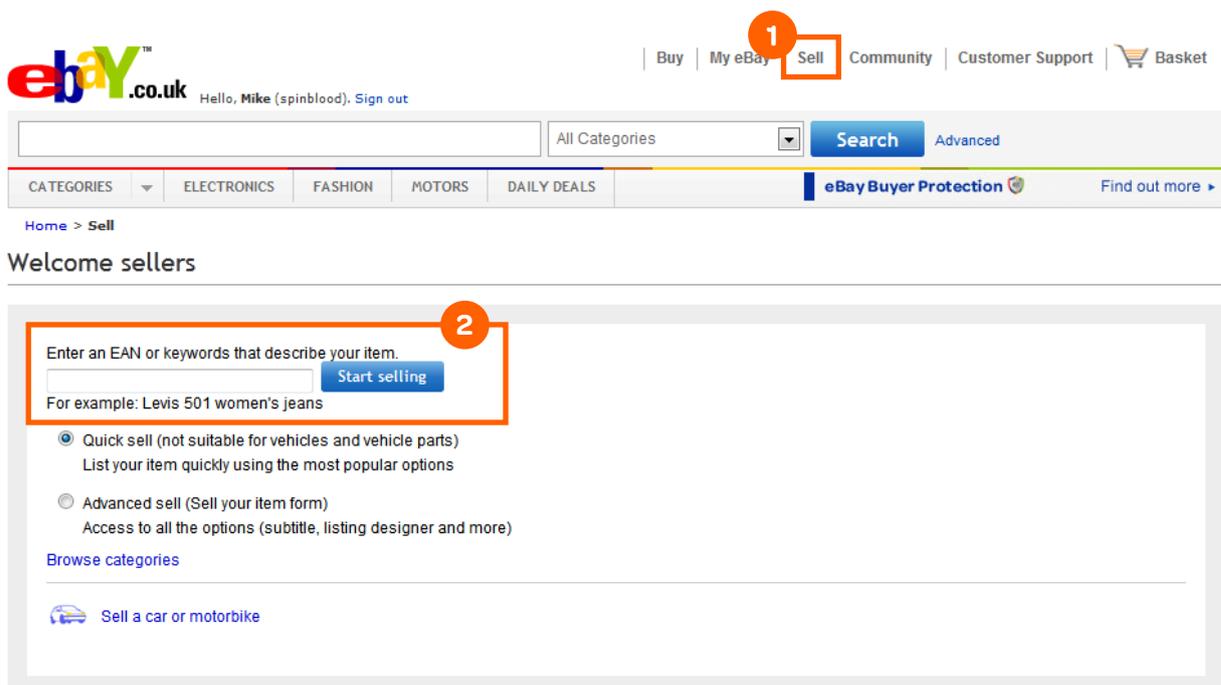
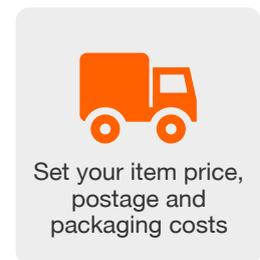
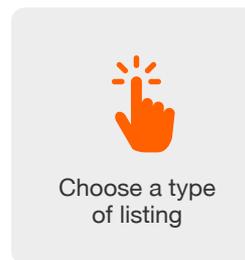
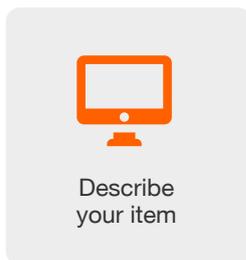
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How to sell for the first time

Sell your first item

To list your item, click **Sell** at the top of any eBay page. Enter the name of what you are selling in the search box and click **Start selling**. You'll now be guided through the listing process to:



1. Create a descriptive title for your item



2. Select the category that best describes your item



3. Bring your item to life with pictures



4. Describe the item you're selling



5. Set a price and P&P details



6. Decide how you'd like to be paid



How to sell for the first time

Monitor your sales

Track your sales in **My eBay**. You can see how many people are watching your item or bidding on it. You might get some questions about your listing from potential buyers so try to respond as quickly as possible so you don't lose out on any potential sales.

The screenshot shows the eBay 'My eBay' page. At the top, the navigation bar includes 'My eBay' (1), 'Sell', 'Community', 'Customer Support', and 'Basket'. Below this is a search bar and category filters. The main content area is titled 'My eBay' and has tabs for 'Activity', 'Messages', 'Account', and 'Applications'. On the left sidebar, the 'Sell' sub-menu (2) is expanded, showing 'All selling', 'Scheduled (0)', 'Active (1)', 'Sold (0)', 'Unsold (0)', 'Postage labels', and 'Deleted'. The main 'All selling' section (3) displays a table of active listings. The table has columns for 'Watchers', 'Bids', 'Price', 'Time left', and 'Actions'. One listing is shown: 'iPod Nano 4GB - Yellow' with 43 watchers, 24 bids, a price of £ 58.34, and 23h 59m left. Below the table are buttons for 'Add note', 'Edit', 'Send To Auction', 'Add to list', and 'End'. The page is on 'Page 1 of 1'.

	Watchers	Bids	Price	Time left	Actions
<input type="checkbox"/> iPod Nano 4GB - Yellow	43	24	£ 58.34	23h 59m	Sell similar More actions



How to sell for the first time

Post

We'll email you when your item has been sold. If your buyer pays you using PayPal, then PayPal will email you once the buyer has paid. Check in **My eBay** to confirm you have received payment, pack your item well, and dispatch within the time you committed.

1

2

3

These symbols will appear in colour when each activity is complete

Make sure you mark your item as dispatched when you've posted it, so you can let your buyer know it's on the way. The symbols for Payment and Mark as Dispatched will appear in colour when an item has been paid for and marked as dispatched. Don't forget to leave fair and accurate Feedback for your buyer.

You can print postage labels direct from **My eBay**, preview your labels before you print and reprint a label at no extra charge.

How to sell for the first time



Congratulations on selling
your first item on eBay!



Don't forget you can also start selling on your mobile.
Download the eBay app and follow the tips in this guide to
make sure your listing works for buyers on mobile devices.





How to sell more

Choose the right selling format [\[Details \]](#)

Selecting the best selling format for your item is key to having the greatest success with your sale. You can encourage competition with auction-style listings or attract buyers who prefer to buy straightaway with fixed price format listings.

Auction-style

Buyers bid on your item and the highest bidder wins.



- Choose auction style listings when you're selling a unique item in high demand to generate buzz, gain maximum exposure and get the highest price.
- Most auction items appear at the top of search results close to their ending time. Make sure you plan your listing to end at a time when you think people will be shopping for your product.
- To get the benefits of the auction-style format but still receive a minimum price for your item, you can set a hidden reserve price for an extra fee.
- Add a Buy it now feature to your auction-style listing so buyers can purchase your item straightaway without bidding.

Fixed price

You can also sell your items at a fixed price.



- Buyers can pay for their item straightaway without having to wait.
- With this format you can list as many similar items as you want in a single listing for up to 30 days for one low insertion fee.
- If you're willing to negotiate with buyers, add the Best Offer feature to your fixed price format listing. It'll help you avoid low bids while letting buyers know you're willing to accept a little less money for an item.
- If you sell different versions of an item, for example a T-shirt in various sizes and colours, you can list them all in one fixed price listing.

It may take some time for your listing to appear in search results, so please don't relist if your item isn't immediately visible.

Write an effective title [\[Details \]](#)

Your listing title is an advert for the item you're selling and it's one of the first things buyers will see when they're looking for an item.

Top tips:

- State exactly what your item is and avoid using words like 'unusual' or 'L@@K' and symbols such as '£%*' as buyers rarely search using these sorts of words.
- Use up to 80 characters allowed for the title. Include the brand name, the size, colour, fabric and whether the item is new or used.
- Where it's relevant for your item, include dimensions like 5" x 8" or technical specs like 4GB.



How to sell more

Write an informative description [\[Details \]](#)

The item description gives you the space to be clear about what you are selling so buyers know exactly what to expect. Make sure you include as much information as possible to write a complete, well-formatted description of your item.

Top tips:

- Use the first paragraph of your item description to cover all the details of your item, including its size, shape, colour, age, manufacture date, company/artist/author and any notable features.
- Make sure you include any additional information about the condition of your item. Does it have any defects or signs of wear? Is it in the original packaging?
- Be clear about what will be in the package that the buyer will receive. Does your item come with manuals, accessories or additional documents?
- Try to avoid any exaggerated statements about your item. This may seem obvious, but it's important that the buyer isn't surprised when they receive their package.



TIP: Don't forget that many buyers now shop on mobile devices. Make sure you keep the formatting of your description simple to give your item the best chance of selling.

Price your item to sell [\[Details \]](#)

How you price your item is key to getting it seen by interested buyers, plus you want to get a price you're happy with.

Top tips:

- Do a search for the same or similar items to find out what other sellers are charging. You can also search for completed listings to see what items like yours have been selling for.

The screenshot shows the eBay Advanced Search interface. Callout 1 points to the 'Advanced' search button. Callout 2 points to the 'Enter keywords or item number' input field. Callout 3 points to the 'Completed listings' checkbox under the 'Search including' section. Callout 4 points to the 'Search' button.



How to sell more

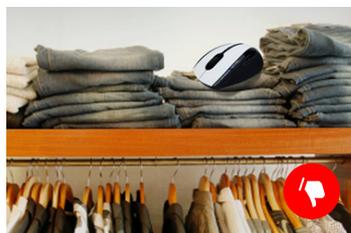
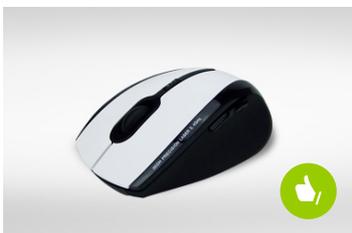
- Bear in mind that buyers look at the total cost of an item (both item price and the postage cost,) and what you charge for postage can make or break the sale. You might consider offering free postage to get an extra boost for your listing in search results.
- Don't forget, auction-style listings with a starting price of £0.99 or less have no insertion fee.

Take great pictures [\[Details \]](#)

Adding pictures to your listing helps you increase sales by giving your buyers a more accurate idea of exactly what you are selling and making your listing stand out - a picture is worth a thousand words.

Top tips:

- Upload at least one picture to every listing. The first picture is free.
- Use top-quality photos to showcase your item. Ensure a minimum longest-picture-side length of 500 pixels. To make the most out of our zoom and enlarge features, 1600 pixels on the longest side is ideal.
- Take photos from different angles and close-ups of the item.
- Make sure any flaws in your item are clearly shown.
- Use natural light if possible and consider a plain background for your item to make it stand out.



TIP: Try our [photo tutorial](#) to find out more about how to take great pictures.



How to sell more

Manage P&P costs and services [Details]

You should find everything you need to know in the **Postage Centre**, including how to calculate postage costs, buy postage and track your items.

Top tips:

- Pack the item well as there is nothing more disappointing to a buyer than receiving an item that's been damaged in the post. Don't forget you can buy all your P&P supplies on eBay.
- Make sure you pay the correct postage. Buyers don't enjoy paying extra charges when their delivery arrives.
- You can print postage labels direct from **My eBay**, preview your labels before you print and reprint a label at no extra charge.
- Include an invoice or packing slip in each delivery. (You can print out your PayPal invoice, if that is how your buyer paid). This gives your buyer a record of a purchase.
- If you're selling a high-priced item, consider postal insurance or a trackable service to minimise your risk.



How to sell more

Deliver good customer service [Details]

When you sign up to sell on eBay, you promise to deliver good service to your buyers.

This is extremely important, as buyers will rate your performance as a seller. Follow these simple rules and your buyer is likely to leave you positive Feedback:

- Describe your item accurately.
- Charge reasonable P&P costs.
- Respond promptly to buyer questions both before and after the sale – you'll receive an email every time you get a question.
- Be polite.
- Pack your item securely and post it as soon as your buyer pays.
- Leave honest and fair Feedback for your buyers. Leaving timely feedback for your buyers will encourage them to do the same for you.

When you have new messages or alerts, you'll see reminders throughout eBay. You can click these reminders to view your messages, or go to My eBay and click the Messages tab.

The screenshot shows the eBay homepage with the 'My eBay' navigation menu open. The 'Messages' option is highlighted in a red box, and a red circle with the number '2' is next to it. The 'My eBay' link in the navigation bar is also highlighted in a red box, with a red circle and the number '1' next to it. The 'Messages' tab in the navigation bar is also highlighted in a red box. The main content area shows the 'Inbox: All messages' section with a table of messages.

From	Item ends	Subject	Received
	Ended		22 Feb
	Ended		22 Feb
	Ended		07 Feb
	Ended		03 Feb

[screenshot of My eBay and Messages tab]

In the unlikely event that you or your buyer experiences problems with a transaction, keep communicating. This is often the quickest and easiest way to resolve disputes, particularly those that arise from misunderstandings.

If you still need support, you can use the [Resolution Centre](#).



How to sell more

Calculate the costs of selling on eBay [\[Details \]](#)

There are 4 types of fees you may be charged when selling on eBay:

Insertion fee

A non-refundable fee may be charged to your account when you list your item on eBay. For auction listings starting at £0.99 or less, there is no insertion fee.

Final value fee

This is a percentage of the final selling price that only applies if your item sells.

Feature fees

These are additional fees that are only charged if you choose optional selling features such as Gallery Plus or item subtitle.

PayPal fees

If you collect payment through PayPal, PayPal will take a small percentage of the final sale price. There are no monthly fees to maintain your PayPal account.