

# Sellers' CHECKLIST

Imagine you're the buyer. What would you like to know before buying the item? Well, that's all you need to know to sell it.

## 1. Make notes on your item

Have a look at it and note the general details, e.g. condition, wear, age, size, brand and why you are selling it

NOTES

---

## 2. Take pictures

Take a picture that clearly shows your item and any flaws that there are with it. A plain background will make the picture clear. Download your picture onto your computer and save it somewhere accessible with a clear name.

PICTURE(S) NAME(S)

---



**TIP:** Use the gallery feature. Potential buyers will see a picture of your item in their search results. This greatly increases the number of viewers.

## 3. Write a title

Write a title that clearly describes your items and contains all the keywords that a buyer may search for when looking for your item. Think of adding the brand, colour, model, size, specifications.

**TIP:** Use the 55 characters available but don't waste space with adjectives. Buyers rarely search for 'beautiful'.



## 4. Write a description

Give as much information as possible to buyers and be honest about any flaws. You may want to include the brand, size, colours, dimensions and condition. Also add how you want to be paid, how quickly you can post the item and if you accept returns.

**GENERAL TIP:** If you are stuck for ideas, just check out what other sellers have written for similar items. Search on eBay as if you wanted to buy your item.



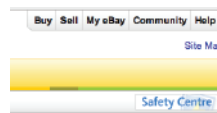
## 5. Package and weigh your item

Working out the cost of postage is easy once you know how and do a bit of preparation. Why not use your kitchen scales to weigh your item? Remember you will need to pack it, so allow for a little extra weight.

WEIGHT:	WIDTH:	LENGTH:	THICKNESS:
<hr/>			
Calculate the postage cost online: <a href="http://sg.royalmail.com/portal/rm/PriceFinder">http://sg.royalmail.com/portal/rm/PriceFinder</a>			
POSTAGE COST: £			

## 6. Go online

Go to eBay and click on the 'Sell' tab in the top right hand corner of the page. Then click on Quick Sell as this is the simplest and quickest way to sell\*. You are ready!



### Sell

[Sign in](#) to see your saved information.

**List your item for sale**  
Enter 3-5 words about your item. For example: Nine West women's shoes

Quick Sell (not suitable for vehicles)  
List your item quickly using the most popular options

Advanced Sell (Sell Your Item Form)  
Access to all the options (reserve price, subtitle, scheduled listing and more)

[Start selling](#)

[Browse for categories](#)

## 7. Keep in touch

Once you have listed your item, check your My eBay or email regularly: you might have questions from potential buyers.

## 8. Send it

When your item sells, wait for your payment and then send your item.

## 9. Leave feedback

How did everything go? Did the winning bidder pay promptly? Let them know.

\* Not available in R.O.I.